

BUCKLEY TOWN CENTRE PUBLIC REALM ENHANCEMENT

REPORT 1 A GUIDE FOR ENHANCEMENT

Final Report - February 2012



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BUCKLEY TOWN CENTRE PUBLIC REALM ENHANCEMENT

REPORT 1

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INTRODUCTION

Flintshire County Council commissioned Environmental Associates in October 2011 to prepare initial designs and design guidance for a new town square for Buckley and for associated areas of the town centre public realm, specifically Precinct Way and the semi-pedestrianised section of Brunswick Road.

Study Context

In May 2011 the Buckley Town Centre Masterplan was completed and subsequently adopted. The Masterplan report was commissioned with a particular focus upon the development options presented by several areas of land to the east and west of the Precinct Way.

Specifically the masterplan explored the options for strengthening the town's convenience (food) retail offer, through the provision of a new medium sized store in this central location. However, the masterplan went further than just addressing the food retail need and provided a strategy for improvement and investment right across the town centre including public realm enhancement opportunities and linkages.

Objectives

The development options identified in the Buckley Town Centre Masterplan provide a significant opportunity and potential stimulus for wider change and public realm enhancement.

The purpose of this document is to provide a benchmark for the quality expected for any future environmental and public realm enhancements.

Proposals should be considered as a guideline for the benefit of the community, businesses and the amenity of the town, providing outline detail and specifying design principles for a range of aspirational public realm projects in and around the town centre.

This document should be considered as a first step towards guiding change, and can be used to inform negotiation with private sector developers. It is anticipated that potential developers will have an important part to play in the enhancement of the town centre and the development of the town square, through partnership or funding arrangements, such as section 106 agreements.

The potential development of the council owned car park to the south of The Precinct Shopping Mall may result in the demolition of the Royal British Legion building and a need to relocate the associated War Memorial, as identified in the adopted masterplan.

While developing enhancements to the public realm within the town centre, the design team, council officers and stakeholders were tasked with reviewing the proposal to relocate the Memorial to the proposed new Town Square, as suggested in the Masterplan, while also investigating other possible locations.

Report Structure

This document is structured in two sections as follows :

1. Enhancement Context
2. Design Area Options & Design Guidelines

A separate report (Report 2) looks in greater detail at the potential to create a new Town Square and focus for the town centre in the vicinity of the current short stay car park, adjacent to Brunswick Road.

SECTION 1

ENHANCEMENT CONTEXT

STUDY AREA

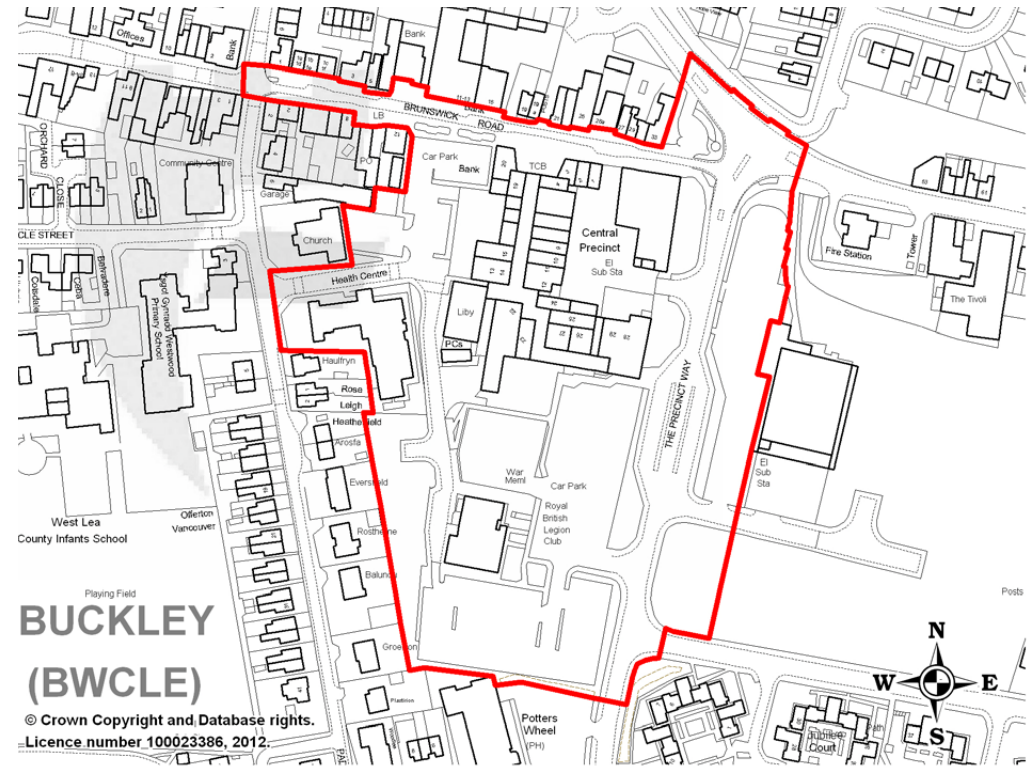
The main study area is indicated on the O.S. Plan as defined within the red line .

The main areas of design development are the semi pedestrianised section of Brunswick Road to include Millennium Gardens, The northern end of Precinct Way and the location of the proposed town square in the vicinity of the town centre short stay car park.



Buckley Town Structure and Study Area

Fig 1 - Town centre public realm study area



EXISTING SITUATION

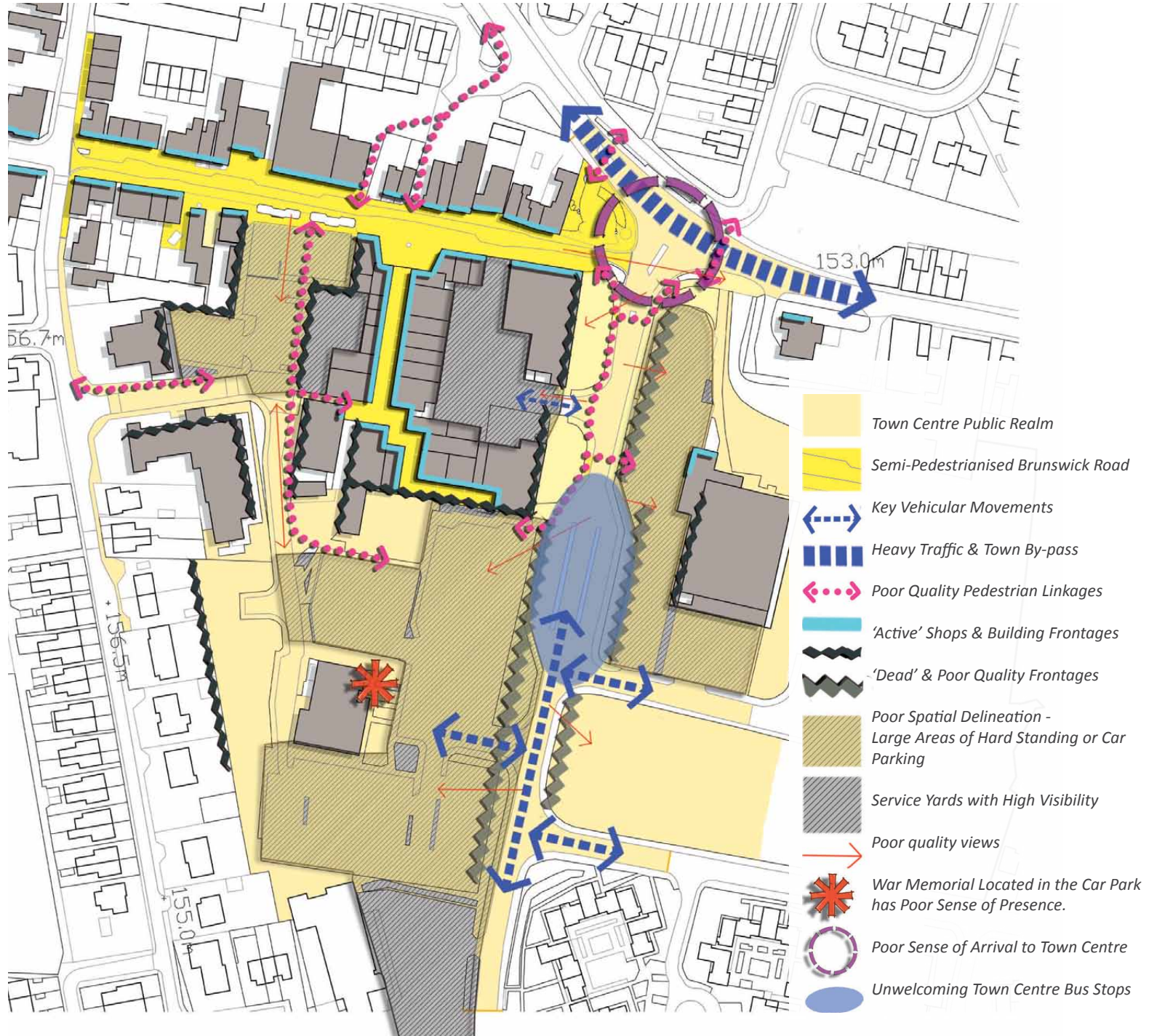
The starting point for developing a range of public realm enhancement opportunities is an understanding of how the town centre is used, what features of the area present a negative image or a constraint to improvement and what the attractions and opportunities are, identifying the best way to enhance assets and stimulate further improvements.

Several studies have been carried out focusing upon Buckley Town Centre. The 2008 Health Check Study included a review of the physical character, economic vitality and environmental quality of the town. In a similar vein, the 2011 Masterplan Study undertook a townscape and urban analysis. Our survey concurred with their findings, while focusing a little more on three specific areas; Brunswick Rd. (partially pedestrianised section), Precinct Way, and the Precinct/Town Centre Car Park.

Our team undertook an appraisal of the existing area, with several site visits, reference to aerial photographs, desk survey techniques and stakeholder consultation.

The illustration here identifies some of the key elements which have influence over how the town centre is perceived, its image and identity. Further attributes specific to the area are indicated under the strength and weakness headings on next page.

Fig 2 - Town centre public realm analysis summary plan



Strengths

- Existing investment in a quality landscape along the semi-pedestrianised Brunswick Road including the Millennium Park
- Partially pedestrianised high street provides better environment for retailers and shoppers and potential use of the street for recreational and commercial activities
- Good access via major road network and pedestrian linkages from adjacent neighbourhood
- Free parking provision within town centre
- Has a concentration of Community Facilities; Post Office, Library, Banks, Church, School and Town Council Offices
- Partly covered shopping - The Precinct shopping centre



Streetscape investment



Covered retail walkway



Quality landscaped public space - Millennium Park



Convenient community facility - Post office

Weaknesses

- Unattractive bland facades to buildings along Precinct Way and around the Brunswick Road retail core
- Lack of high quality, sheltered shopping
- No shelter from the elements along the Brunswick Road shopping street
- Car parking for the retail core is distributed to the rear of properties, creating an unattractive approach for the town centre visitor
- 'Hard' appearance of large car parking and service yard areas, visible from main routes to High Street and Town Centre
- War memorial and The British Legion building located in the centre of Precinct car park, lack ambience and presence
- Poor environmental quality along pedestrian linkages & routes into town
- Precinct Way is a very wide, 'over-engineered' road. Pedestrian movement and safety requires improvement
- The town is now by-passed by the Argoed Road and Windmill Road. (A549)
- Visual 'street clutter', over use of bollards, bins, etc.



Street furniture clutter



Non-active facade at the gateway - Precinct Way



Poor quality pedestrian linkage/route



Over-engineered, nondescript bus stop interchange

ASPIRATIONAL BUCKLEY TOWN CENTRE MASTERPLAN

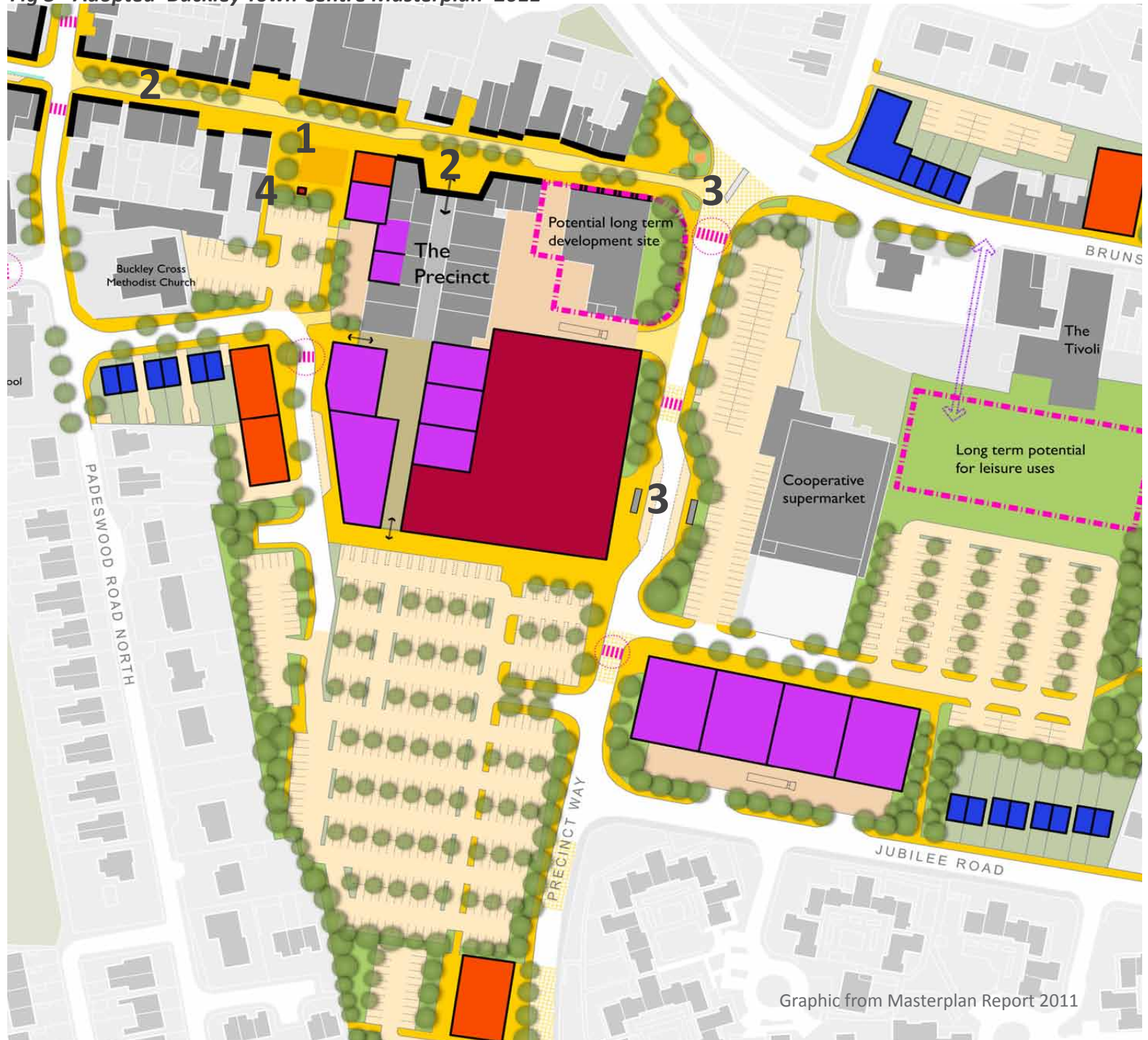
An aspirational vision for Buckley has been established in the adopted 'Buckley Town Centre Masterplan', May 2011. This plan provides a strategy & framework for enhancement & development of the Town Centre.

The masterplan report identifies a range of enhancement opportunities for the town centre, which are bound together by a desire to carry out a coordinated range of environmental improvements to the public realm within and around the town centre.

In relation to public realm the key areas and proposals identified in the 2011 plan included:

- 1) A new town square in the heart of the town, designed as a multi functional space with year round interest .
- 2) Public realm improvements along the length of Brunswick Road including planting of street trees, removal of bollards and reconfiguration of some surface treatments.
- 3) Pedestrian focussed improvement and highways changes to Precinct Way, including a much enhanced streetscape and a public transport 'drop off'/'pick up' hub.
- 4) The relocation of the Royal British Legion's War Memorial to the new town square space in Brunswick Road.

Fig 3 - Adopted 'Buckley Town Centre Masterplan' 2011



Graphic from Masterplan Report 2011

Fig 4 - Key public realm recommendations from the Masterplan



STAKEHOLDER CONSULTATION

In order to arrive at an adopted masterplan an extensive programme of consultation and engagement took place, developing a consensus with local stakeholders, the public and council officers. This project in looking at several areas of the town centre in more detail, also needed to gather specific feedback and comment from the local community, businesses and council officers.

As well as 'face to face' meetings with stakeholders and local members of the Royal British Legion, the study team presented material and initial development options at two evening meetings for detailed discussion and comment.

The first meeting was held on the 26th October 2011 with the Town Partnership.

The second meeting on the 28th November 2011 was with the Town Partnership and the Town Council were also invited with representatives of the Royal British Legion.

Those present were encouraged to provide written comment on the draft proposals which were issued as A3 printed sheets which incorporated a simple questionnaire, designed to elicit response.

The findings of the questionnaire were tabulated, responses and comments were reported back to the steering group and the evolving development and design options amended in response to the general consensus of opinion expressed.

Consultation Responses

A questionnaire was used at a small consultation event with members of Buckley Town Partnership, Buckley Town Council and Buckley Royal British Legion. Wider public consultation will be held at some future point, when appropriate, when any improvements might be possible to implement.

The first part of the questionnaire looked at several different options for each of the public realm enhancement areas

- The Proposed New Town Square
- Precinct Way
- Options for relocation of the War Memorial

Respondents were asked to indicate how supportive they were of each of the options illustrated, ranking them from very supportive of the proposals to not very supportive, but they were not asked to compare one option to another or to identify a preference.

The Town Square

The most supported town square proposals were Option 2 & 4. Option 2, the adopted masterplan proposals, has some new commercial development and a square created on council owned land and Option 4, has the greatest amount of new development around the square and would involve both public and private sector land.

Precinct Way (Illustrated on page 25)

Clear support was shown for Option A, a chicane arrangement designed to assist with traffic calming while providing space for a more significant public transport 'hub'

The War Memorial (Illustrated on page 30)

The War Memorial was discussed in some detail and of the three alternative potential locations illustrated there was very clear support shown for Option A, re-location of the Memorial close to the existing location, to the western edge of the car park, directly opposite the Precinct Way car park entrance.

The second part of the questionnaire looked at Brunswick Road. In relation to Brunswick Road the questions were put in a different manner, rather than looking at different design options for enhancement, proposals were listed and rankings made by consultees reflected the degree of support for the statement or proposal.

Headings used:

Street Furniture

- Remove bollards* - Generally supported
- More seating* - Good support
- Improve signage* - Good support
- More waste bins* - Good support

Tree Planters

- Replace existing trees* - Ambivalent, neither support or disagree particularly
- Remove existing trees* - Generally supportive
- Plant new trees* - Generally supportive
- Introduce more planters* - Generally supportive
- More hanging baskets* - Generally supportive

Other Items

- "Spill Out Areas"* - Very supportive
- Awnings to Shop Fronts* - Very supportive
- Like existing paving materials* - Ambivalent, neither support or disagree particularly

Fig 5 - Presentation boards & sheets during consultation



KEY DESIGN AREAS AND ENHANCEMENT OBJECTIVES

This document focusses upon four areas of public realm, each interlinked. These areas have the potential to make a very important contribution to the amenity of the town centre, its attractiveness, ambience and its commercial and social vitality.

DESIGN AREA 1 - TOWN SQUARE

- To create a high quality 'Civic Space'
 - To introduce multi-functional usage
 - To create space for celebrations and festivals
 - To create a new social focus
 - To introduce active facades with 'Spillover Spaces'
 - To introduce artwork and sculptures
- (See detail in 'Report 2')

DESIGN AREA 4 - WAR MEMORIAL

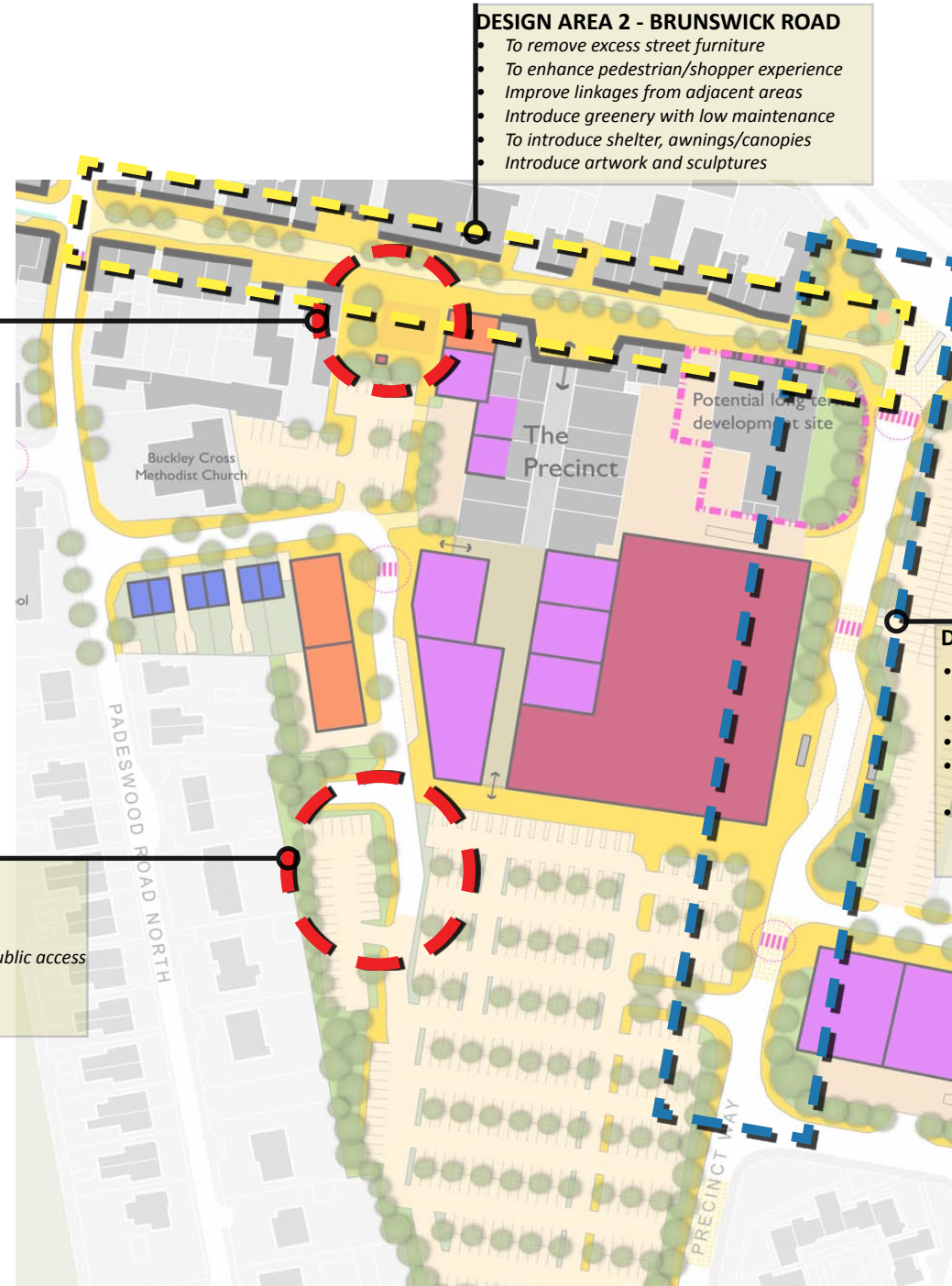
- To find an alternative home with 'Sense of Focus'
- To protect from vandalism & to be 'self policing'
- To create area for ceremonial gatherings & easy public access
- To create a low maintenance area

DESIGN AREA 2 - BRUNSWICK ROAD

- To remove excess street furniture
- To enhance pedestrian/shopper experience
- Improve linkages from adjacent areas
- Introduce greenery with low maintenance
- To introduce shelter, awnings/canopies
- Introduce artwork and sculptures

DESIGN AREA 3 - PRECINCT WAY

- Minimise the current severance of visual amenity & impact
- To encourage active shop frontages and 'sense of arrival'
- Slow Traffic and improve pedestrian movement
- Improve linkages & strengthen pedestrian crossing from high street & to adjacent residential areas
- Enhance boundary treatments & create Opportunities for tree planting & landscaping



A CONCEPT FOR IMPROVEMENT

Investing in the public realm of Buckley will achieve several objectives, from economic benefits and amenity improvements to greater social cohesion and an improved sense of civic pride.

Streetscape Improvements

Investment in landscape and streetscape can be a relatively cheap and cost effective way of creating long term enhancement.

Tree planting, the provision of shade and shelter, improved lighting and providing facilities which allow a variety of activities in an attractive, inviting environment, can stimulate vitality and enliven the spaces between the buildings. At the heart of the town a new civic space will provide a focus for new development, social interaction, civic events and seasonal celebrations.

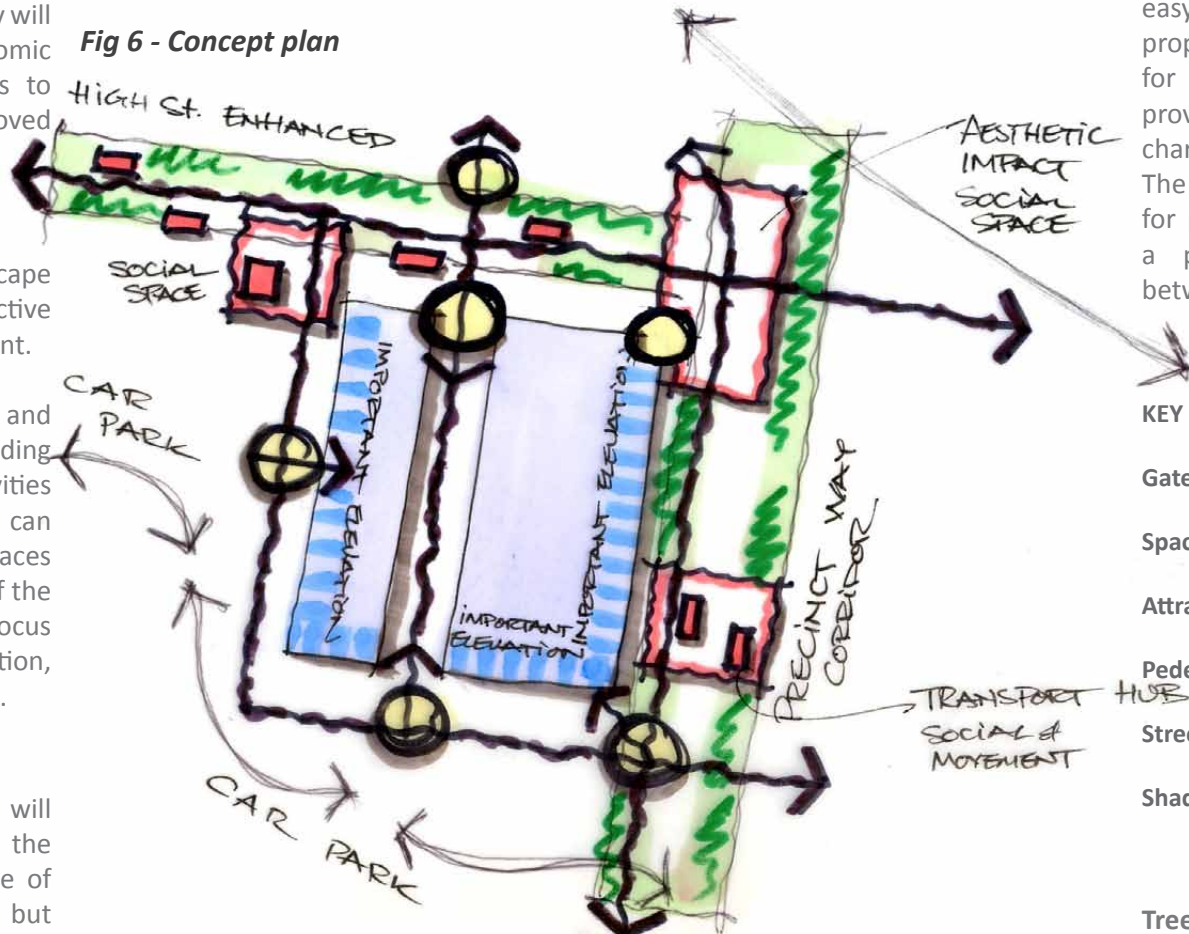
Improving the Town's Image

The recommendations in this report will provide a much improved image for the town, creating a more distinct 'sense of place' not only within the retail core, but also around the edges of the town centre.

Creating Attractive Edges and Gateways to the Town Centre

The centre is approached from virtually all directions past rear building facades presenting unattractive views of buildings. There are opportunities to enhance the outer, more visible edges of the town centre, creating improved 'gateways' and focal points at key entry points to the high street, the Precinct and the shops.

Fig 6 - Concept plan



Public Transport - a Bus Interchange providing a new and improved arrival/ departure point on the edge of the town centre.

The town has the potential to be better serviced by public transport with the creation of an enhanced transport 'hub' on Precinct Way and the existing well used bus stop on Mold Road.

Pedestrian permeability and easy, safe access - There is a significant amount of car parking close to the main shopping routes and public realm enhancement aims to improve links from parking areas to Brunswick Road and the Precinct shopping mall with route ways circulating & penetrating the town centre.

These links would permeate through the town and along the main shopping thoroughfare, and they will be easily accessible, clearly defined and attractive.

New Linked Spaces - attractive safe and easy pedestrian access is a priority and the proposed improvements provide reasons for people to take particular routes, by providing destinations, new spaces with character visual impact, life and vitality. The new town square is an obvious focus for people, but it is important to create a pleasant, useable environment in between.

KEY

Gateway or Visual Node

Space/Destination

Attractive/ Active 'Outer' Facades

Pedestrian Access and Circulation

Street 'Greening'

Shade/Shelter

Trees and Shelter - Additional tree planting to streets for amenity and micro climate improvements is one element of the streetscape enhancement, another is the incorporation of shade structures/ shelters.

The concept plan shows that shade and shelter is provided within the new spaces and between them, a little like stepping stones creating a more pleasant environment for users of the town centre while protection from the weather, both sun and rain.

Fig 7 - A public realm enhancement plan for Buckley town centre



SECTION 2

DESIGN AREA OPTIONS & DESIGN GUIDELINES

DESIGN AREA 1 A NEW TOWN SQUARE



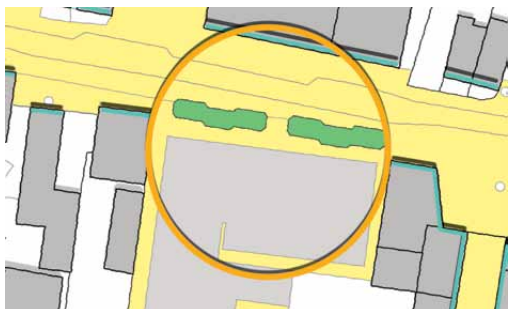
A NEW TOWN SQUARE

Central to the public realm enhancement concept is the aspiration for a new social, aesthetic and commercial focus for the town centre. A new Town Square.

The location for this proposed new civic space is identified in the Buckley Town Centre Masterplan as being on and around the area of the current Brunswick Road short stay car park.

A new town square has the potential to stimulate commercial activity and social vitality, but there are a wide range of possible development scenarios and design options. As part of this project the consultant team and client steering group assessed a number of development scenarios, assessing the pros and cons, in terms of; land assembly, retail footprint, spatial enclosure, movement and the arrangement of activities, parking and landscape elements within the space, relative costs and phasing implications.

As the square is a significant 'stand alone' project, we have included comprehensive details in, 'Report 2', which focusses solely upon the opportunities for the development of this new civic space.



Aspiration: To create a multipurpose public space (Town Square) in the heart of Buckley town centre, providing an attractive and 'active' community focus suitable for daily and yearly activities, with 'spill out' space for cafes, bars, restaurants and accommodating festivals, market days and celebratory events.





DESIGN AREA 2

ENHANCEMENTS TO
BRUNSWICK ROAD

ENHANCEMENTS TO BRUNSWICK ROAD

Brunswick Road was comprehensively redesigned in 1996 when it was turned into a semi-pedestrianised high street. At this time there was significant investment in new paving, drainage, street furniture and lighting, resulting in a new attractive character for the road. An olive green colour scheme has been used, providing consistency along the length of the street. The paving utilises locally manufactured brick pavers, in three colours with a further brindle mix.

The materials used are robust and have stood up well to wear and tear. Hanging baskets are a popular addition to the street and the trees (alder) contribute to the amenity of the area, but are variable in quality and may need replacement with something of a more manageable and higher quality in the future.

The facades of the buildings to either side of the street are rather 'flat'. There are no canopies to provide visual relief, shade or shelter and very few extended signs to punctuate the street facade. There is an opportunity to create a more 'shopper friendly' environment, with greater visual interest by incorporating canopies along the building facades and free standing shelters within the street.

Stakeholder Comment

Improve the shopping environment, provide a streetscape which is attractive, active, well lit and provides shelter.

Opportunities for enhancement

The following pages provide:

- A review of street furniture and recommendations for any new additions or removals, by rationalising existing street furniture, thus reducing excessive visual clutter.
- Recommendations for any new paving and integration of the proposed town square with the Brunswick Road paving.
- Proposals to improve the shopping and pedestrian experience, looking in particular at the opportunities presented by encouraging canopies and awnings to shop facades and also by incorporating shade structures/shelters and additional trees along the length of the street, making sure these would not add to the existing visual street clutter.



Shelters & Trees

There is an opportunity to incorporate a number of public shelters along the street like 'stepping stones', which would provide a focus for meeting and shelter from the weather, both rain and sunshine. Ideally these would also be linked with some new tree planting, which will help provide vertical markers, visually punctuating the street and adding additional amenity value and interest.

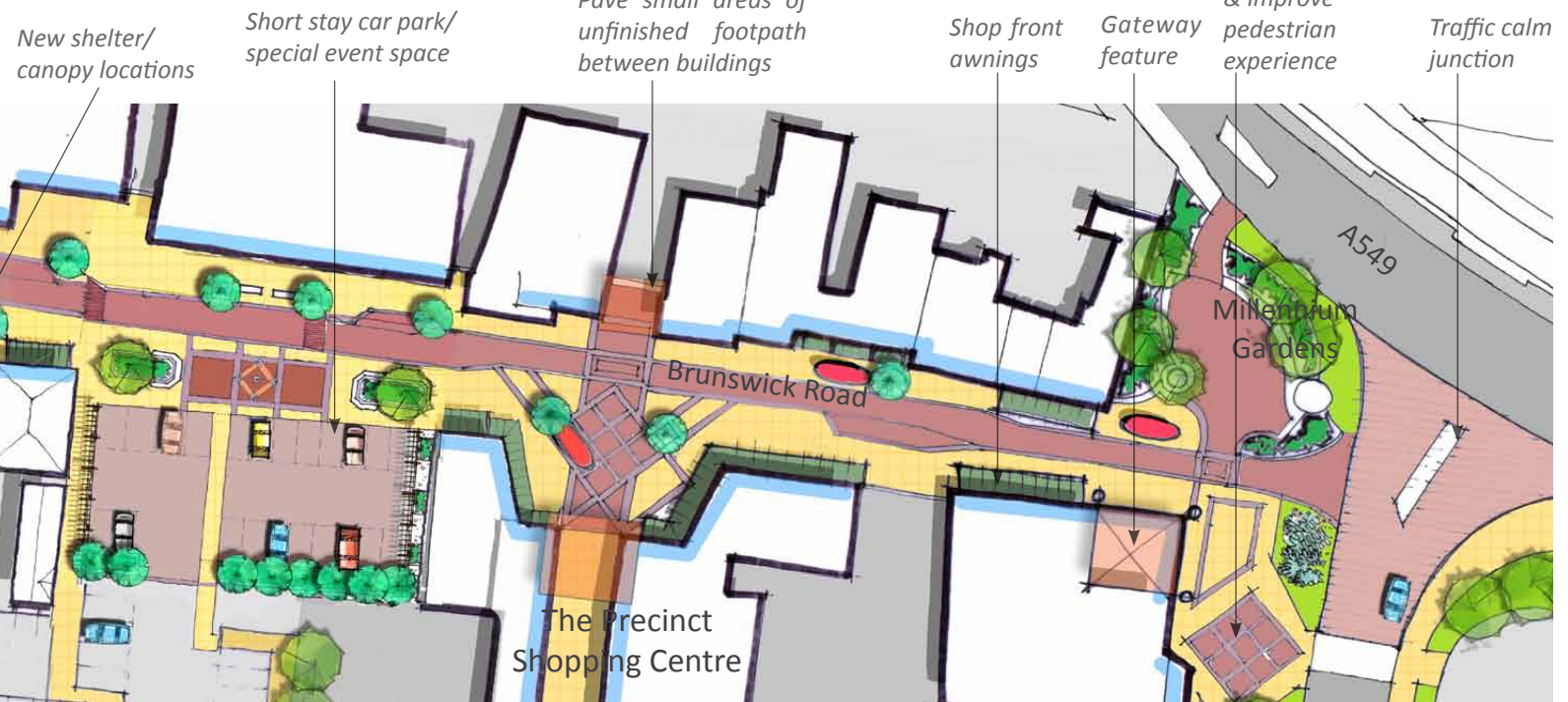
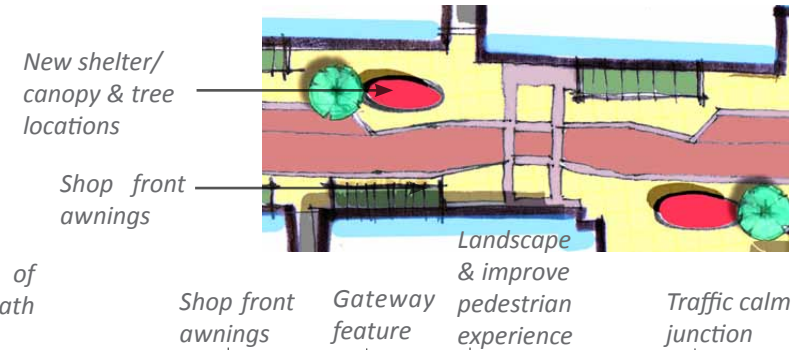
Trees have been indicated on the plan below to avoid services, but further checks would be required before any street tree planting is finalised to confirm exact services locations. Construction details should incorporate root barriers where appropriate.

The design of the canopies should be similar to the canopy proposed for the Town Square for continuity. They should be simple and also 'sculptural' in design.



Examples of modern and traditional shelters suitable along Brunswick road.

Fig 8 - An aspirational Brunswick Road plan



SHOP FRONT CANOPIES AND AWNINGS

Awnings and canopies could be fitted to shop fronts providing both shade and a degree of shelter in inclement weather, while also enlivening the streetscape.

For Brunswick Road several types of awnings and canopies could be used, they may vary depending on the ease of fixing, but it would be appropriate to select from a limited number of styles and colours to encourage consistency of style and to control quality.

For illustrative purposes, we have only shown folding-arm variations on the photo montages here.

A shop front improvement grant or initiative would be a useful vehicle for encouraging the use and implementation of awnings and canopies, it would encourage property owners and shop keepers to invest in their properties and businesses, while also benefitting the town centre by improving the aesthetics of the street and amenity for the pedestrian.

There are a number of colour and style combinations that could be contemplated for Brunswick Road. It may be possible to encourage a standard style and palette of colour to further reinforce character. The examples below relate to the units to the left of the Precinct entrance (when facing it).

The view below from the opposite side of the street shows awnings with free standing parasols in front, which is a possibility within the High Street if they can be monitored and managed, however, parasols are probably most appropriate within the town square and within the semi – private ‘spill out’ space associated with a café or restaurant.

Fig 9 - Ideas and options for shop front awnings



Street Furniture:

The palette of materials and furniture is generally weathering well and we recommend that the same or similar be used in any enhancement or new developments implemented along or linking into the streets in order to provide continuity and visual unity throughout the town centre.

When enhancement opportunities or funds are secured a programme of repainting could also be instigated to brighten up the whole street.

Bollards are a dominant element and a general comment which can be instigated easily, is that if not essential for safety, the bollards should be reduced in number and possibly re-used elsewhere to reduce 'visual clutter'



Where different styles or makes of street furniture are evident replacement should utilise a consistent style.



Standardising these litter bins is one example of where consistency could be improved to benefit the character of the street and also reduce maintenance and management costs of street furniture.

If a new design or style of furniture is introduced it should be painted in similar green colour.



Paving Material:

Ruabon clay pavers in a range of colours have been used in the existing landscape scheme. To promote continuity and reinforce the identity and character already established it is recommended that these or similar should be used. Where the proposed town square extends into Brunswick Road, these pavers may be broken up with areas of concrete slab paving, indicating entrance into or across this area and reinforcing the importance of the town square.



Red brindle

Buff yellow pavers



Blue clay pavers



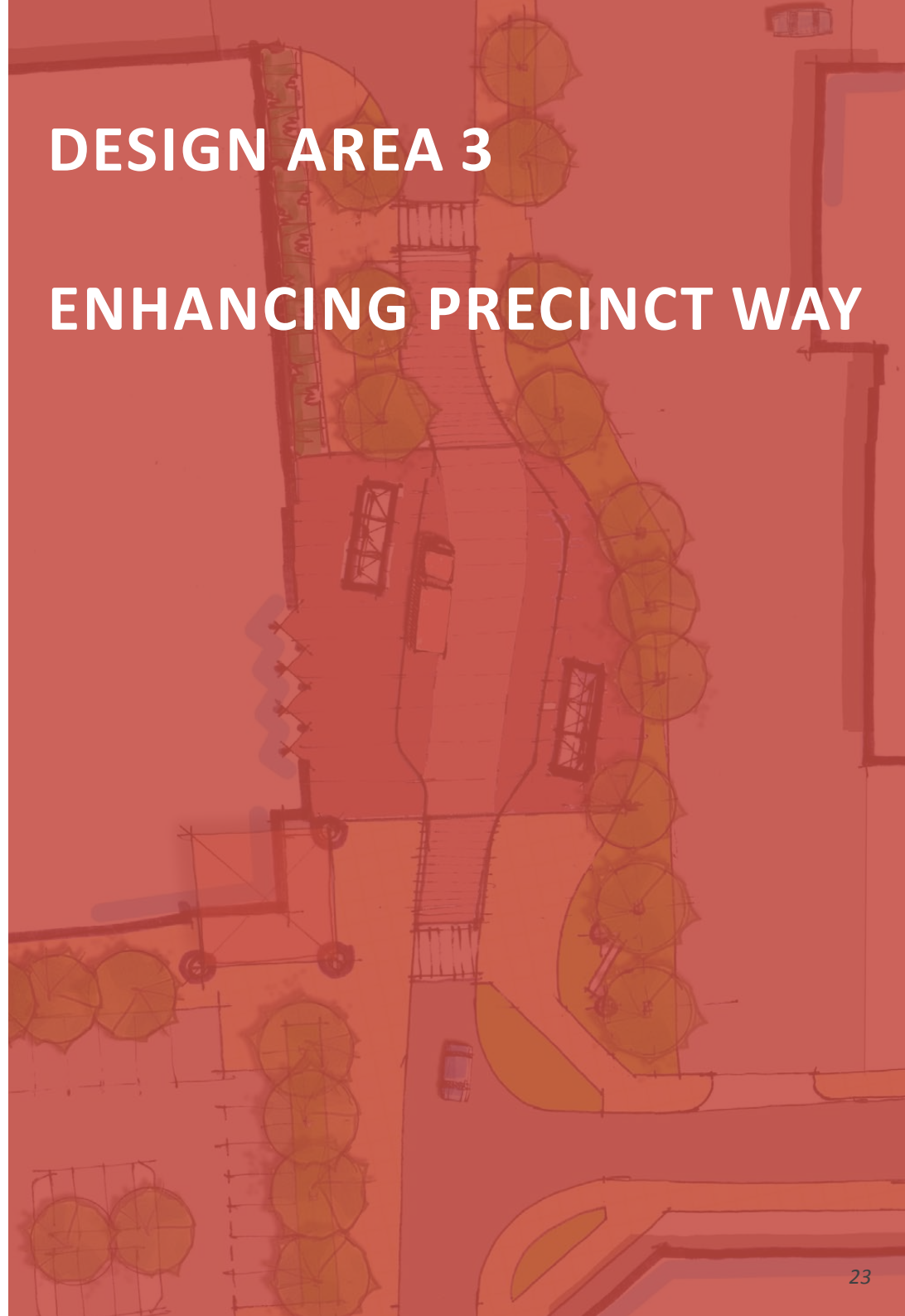
Speed humps are constructed with red brindle clay pavers within Town Centre

Fig 10 - Potential streetscape improvements with reduction of excessive bollards, introducing new trees, canopies and awnings.



DESIGN AREA 3

ENHANCING PRECINCT WAY



Enhancing Precinct Way

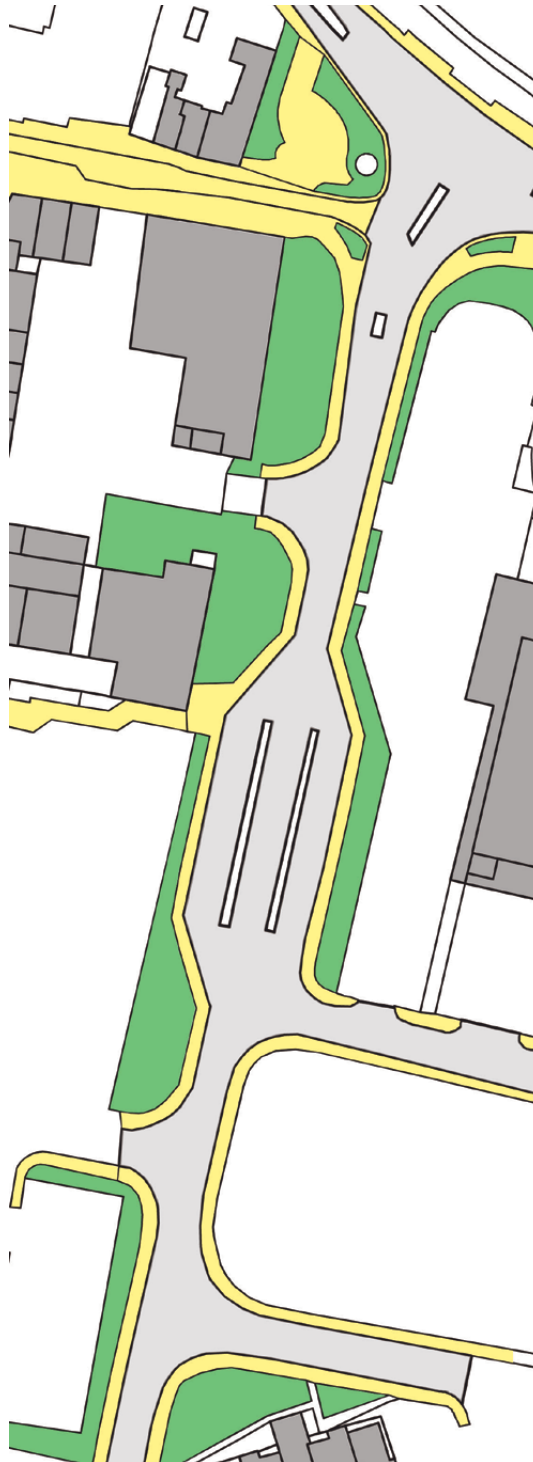
Precinct Way needs to be safer and more pleasant for pedestrians. It forms an important 'edge' to the town centre, particularly visible when approaching along Brunswick Road from the east. It has the potential to be significantly enhanced as a road corridor and a 'gateway to the town'. A longer term aspiration could be a quality building to be located on the prominent corner site, at the junction of Brunswick Road and Precinct Way, creating a strong gateway focus to that key view into the main shopping street.

Precinct Way is likely to be a busier place for public transport and pedestrian movement in the future if the wider developments take place. Enhancements to the road should include a 2nd public transport hub for the town centre, the first one currently located outside the Town Council Offices on Mold Road.

There is scope to narrow the road, improve the location as a bus 'drop off' and 'pick up' destination and significantly enhance the road corridor. New, high quality 'hard' and 'soft' landscape treatment along the length of the road from the junction with the A549 and the entrance to the Potter's Wheel pub car park would improve amenity and visual attractiveness.

Stakeholder Comment

The current width of the highway and speed of traffic is a constraint to safe pedestrian access. The town centre to the west of the road is 'severed' from the Coop food store, the residential area and potential development land to the east.



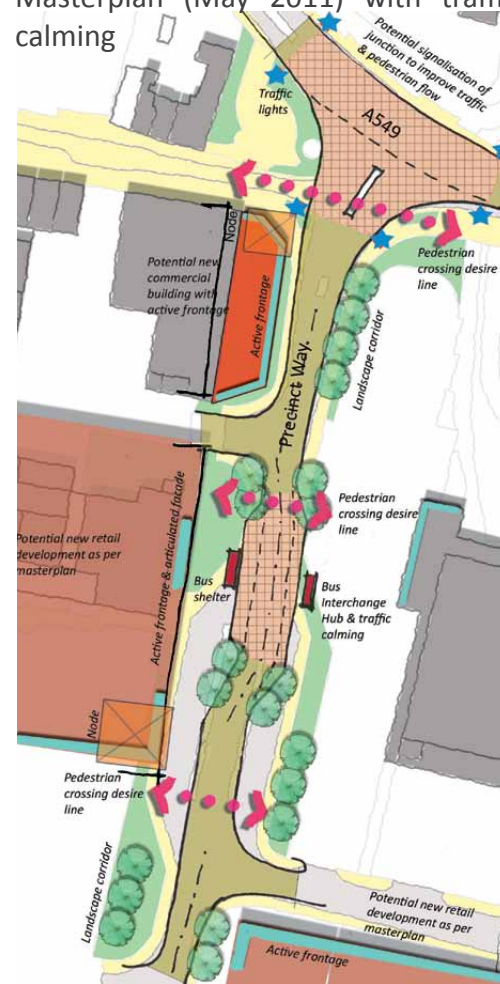
Attributes

- Precinct Way is a wide road, difficult to cross, it creates severance between the coop supermarket, the development sites to the east and the town centre to the west
- The bus shelters are functional, but a little exposed and not inviting places to wait
- The footpaths are located adjacent to the busy highway, however there is plenty of space for pedestrian routes away from the road.
- Pedestrian desire lines do not follow the route of the footpath or crossing points
- Unattractive building facades to both sides of the road present a poor first impression of the town centre
- The Precinct and coop Service yards and a 'sea' of car parking, dominate the streetscape
- Pedestrian safety is an issue, vehicles approach Precinct Way from A549 to the north east, often travelling at speeds which make it difficult for pedestrians to cross safely
- There are a few irregularly spaced trees and they have only modest visual impact. Landscape lacks regular maintenance

The options illustrated here indicate just three potential reconfiguration for the road, each go some way towards resolving the issues listed above, while creating a much improved 'gateway' / 'edge' to the town.

Option A

As per The Buckley Town Centre Masterplan (May 2011) with traffic calming

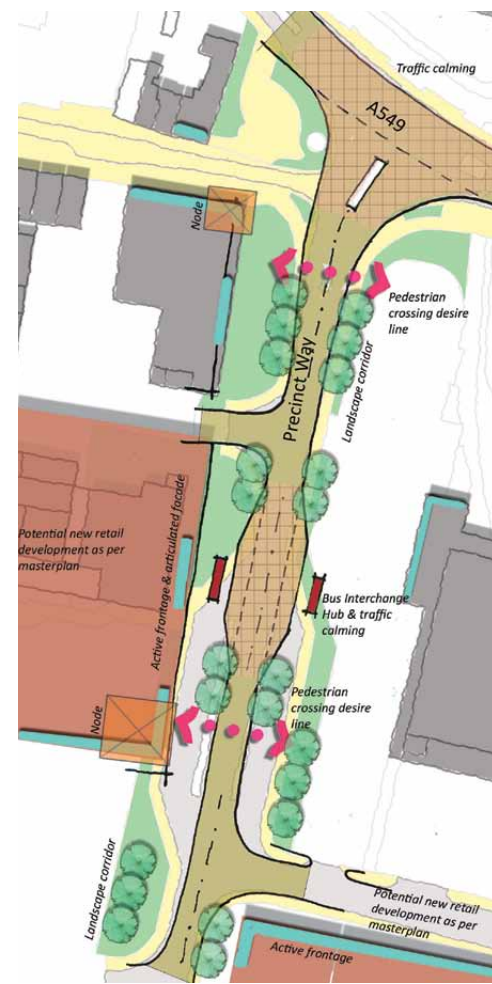


Attributes:

- Potential quality feature building, creating a strong gateway focus.
- Traffic calming through signalisation and road surface treatment on corner of Brunswick Road and Precinct Way.
- Chicane realignment of road and bus 'pull in' off main carriage way
- Bus stops relocated and location given more prominence 'new hub'
- New pedestrian crossings

Option B

Traditional bus stop lay bays

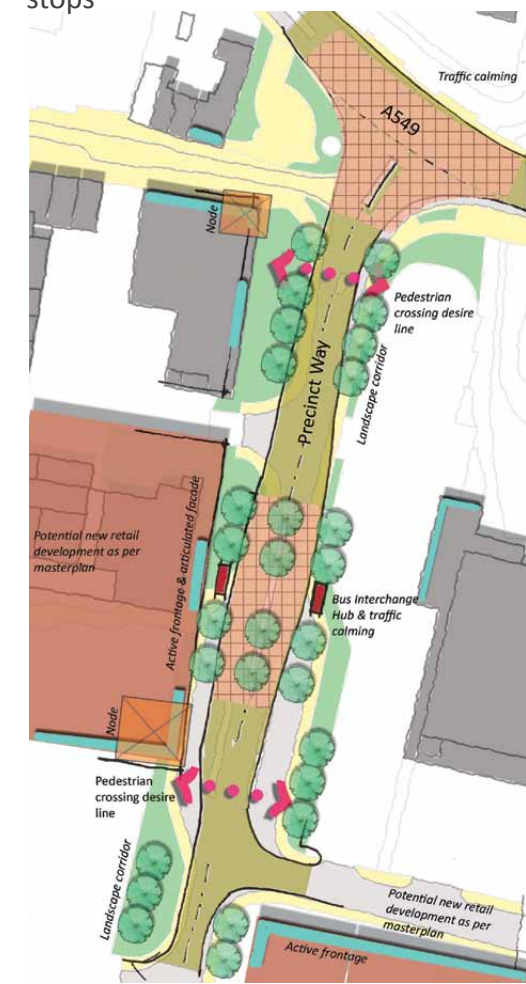


Attributes:

- Traffic calming on corner of Brunswick Road and Precinct Way.
- No major realignment. Bus 'pull in' off main carriage way
- Bus stops relocated and location given more prominence 'new hub'
- New pedestrian crossing
- Road significantly narrower at bus stop location

Option C

Landscaped interchange, on road bus stops



Attributes:

- Traffic calming on corner of Brunswick Road and Precinct Way.
- Wide carriage way created between bus stops to allow for central island and vehicles to pass parked buses
- Bus stops relocated and location given more prominence 'new hub'
- New pedestrian crossing
- Road narrower at pedestrian crossing location

The aspirations for Precinct Way in a little more detail

The detailed design of a reconfigured highway and environmental enhancement proposals for Precinct Way can only be developed fully when anticipated proposals are put forward for the development lands to the south and east of the Precinct. At this point the council will enter into negotiation with any developer/partner to ensure highway access, parking, public transport and planning requirements are incorporated within a planning application.

Section 106 agreements are likely to be part of any larger development proposals, in the vicinity of the road, potentially providing funds for these enhancements.

As part of this process it is anticipated that the plans, guidance and aspirations illustrated here will provide the basis for detailed improvement proposals.

This page provides more detail as to the design principles, spatial arrangement and materials, which EA is recommending, based on the masterplan.

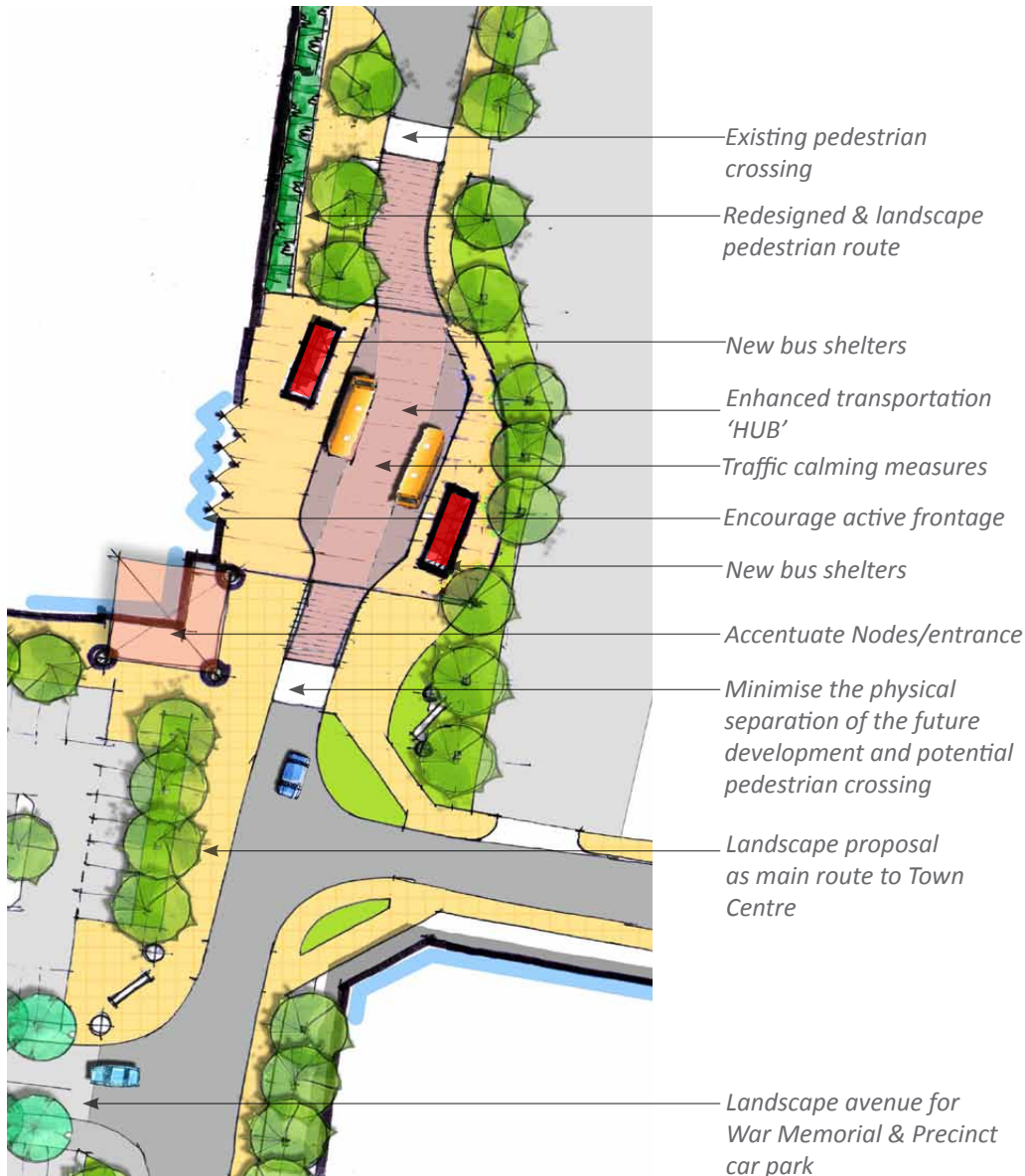
Fig 11 - Illustrated plan based on Option A



Fig 12 - Illustrated plan at A549 & Precinct Way junction



Fig 13 - Illustrated plan of Bus Interchange



Street Furniture

Should be kept to a minimum, however seating, litter bins and bollards are likely to be required and the suite of furniture used along Brunswick Road should be used to ensure consistency.

Pedestrian Barriers

These can be visually dominant and should be kept to a minimum to avoid visual clutter and obstruction.

Where possible, footpaths should be positioned away from the highway with grass verges planted with clear stem trees, positioned between the footpath and road. Also where possible, reduce the need for barriers or remove barriers as per current government guidance.



Various designs and colours of barriers are installed and should be either replaced with similar designs or painted with the same green colour

Paving

In general, paving should be trimmed with clay pavers to match Brunswick Road, the main body of the paving utilising small unit, 'buff' coloured concrete slabs, as proposed for the new town square. Either side of the road the bus stops should be slab paved.

Bus Shelters

Though the current bus shelters are robust and relatively attractive, the design of a new public transport 'hub' should enhance the streetscape while giving the shelters greater prominence, with a more bespoke design to indicate the increased importance of the terminus.



Greening

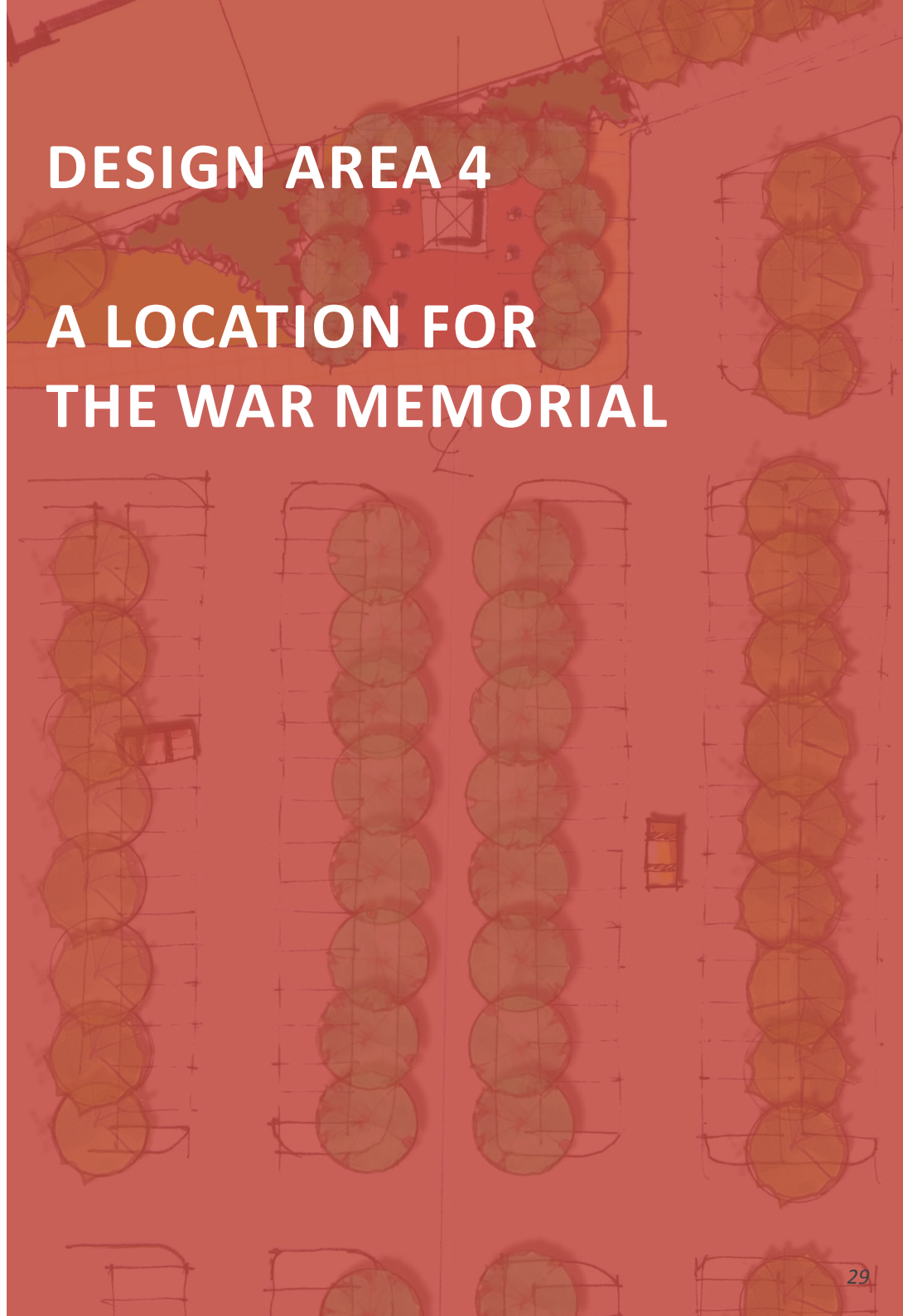
Landscape enhancement using planting and grass represents good value for money. A semi formal arrangement of larger trees is recommended to punctuate the transport 'hub' and Precinct Way road

Lighting

The road corridor is visually prominent and as part of any enhancement scheme there is an opportunity to select attractive new lamp standards. We would recommend these adopt the green colour currently used throughout Buckley.

DESIGN AREA 4

A LOCATION FOR THE WAR MEMORIAL



A LOCATION FOR THE WAR MEMORIAL

If a new food store is to incorporate the land currently occupied by the British Legion building and memorial garden, a new and appropriate location for the memorial is essential. The location must have presence, provide sufficient space for Remembrance Day parades and be designed so that it is respected and economic to maintain.

The plan here illustrates three alternative locations which were discussed at length with various stakeholders, including representatives of the Royal British Legion. Other locations may come forward as a result of any development opportunities.

From the locations reviewed, the general consensus was overwhelmingly in favour of locating the memorial close to its current location, (Location A) within a new formal garden area, on the axis of the entrance into a reconfigured supermarket car park.

It was felt that this provided a highly visible location with good surveillance and located on the entrance axis, the location would have presence. There is an abundance of space around the memorial for the congregation of people and parades on Remembrance Sunday.



Stakeholder Comment
Any new location for the memorial must have presence, provide sufficient space and gravitas for Remembrance Day parades and be designed so that it is respected and economic to maintain.

OPTIONS

Location A

Here prominently located, the Memorial would be regularly seen. It would have a formal setting. The location (with no seating provided) is unlikely to attract abuse. It is close to the current location. It has abundant space around it for gathering and marching and would be designed with minimum maintenance requirements.

Location B

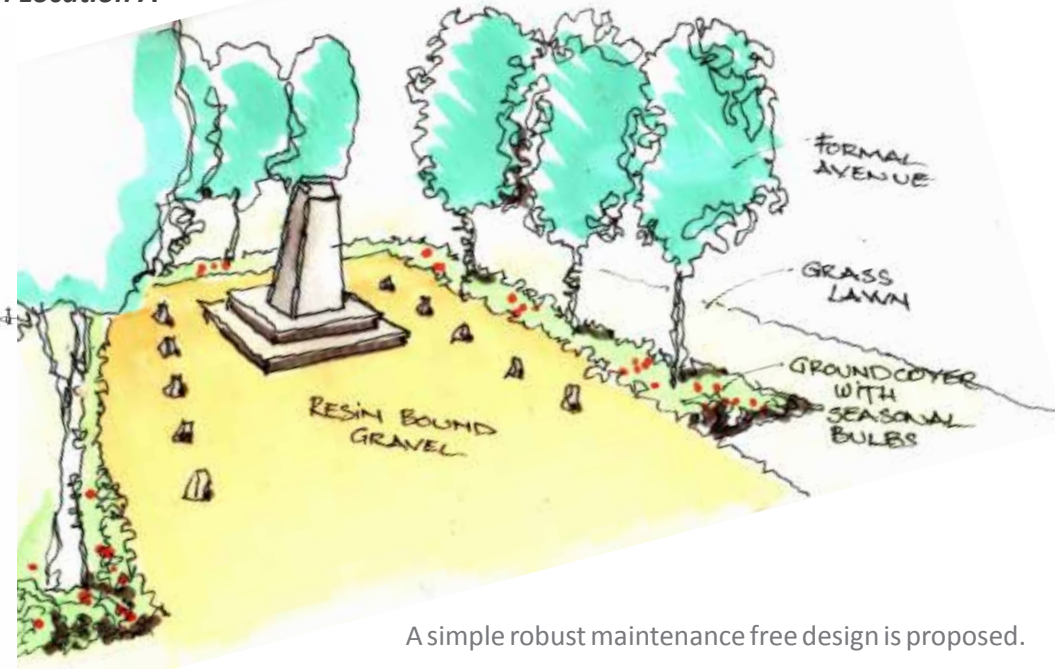
Though prominently located with space around it, people felt the new town square was not totally appropriate for the memorial relocation. It would to a degree obstruct the square for other uses and it was felt it would be more vulnerable to vandalism and less easy to protect.

Location C

Though very prominently located on the main approach road to the town, the useable space around it would be confined. The assembly of people would require a formal, main road closure, which would be problematic. It would be more susceptible to vandalism and less easy to protect than locations A&B.



Fig 14 - Detailed illustrated plan based on Location A



A simple robust maintenance free design is proposed.



Fig 15 - Illustrated plan based on Location A

Potential demarcated road finish, coloured asphalt.

