
District Executive - Thursday 5th March 2020

Please find attached the supplementary documents to Agenda item 6: Adoption of the Yeovil Public Realm Design Guide as a Supplementary Planning Document (SPD)

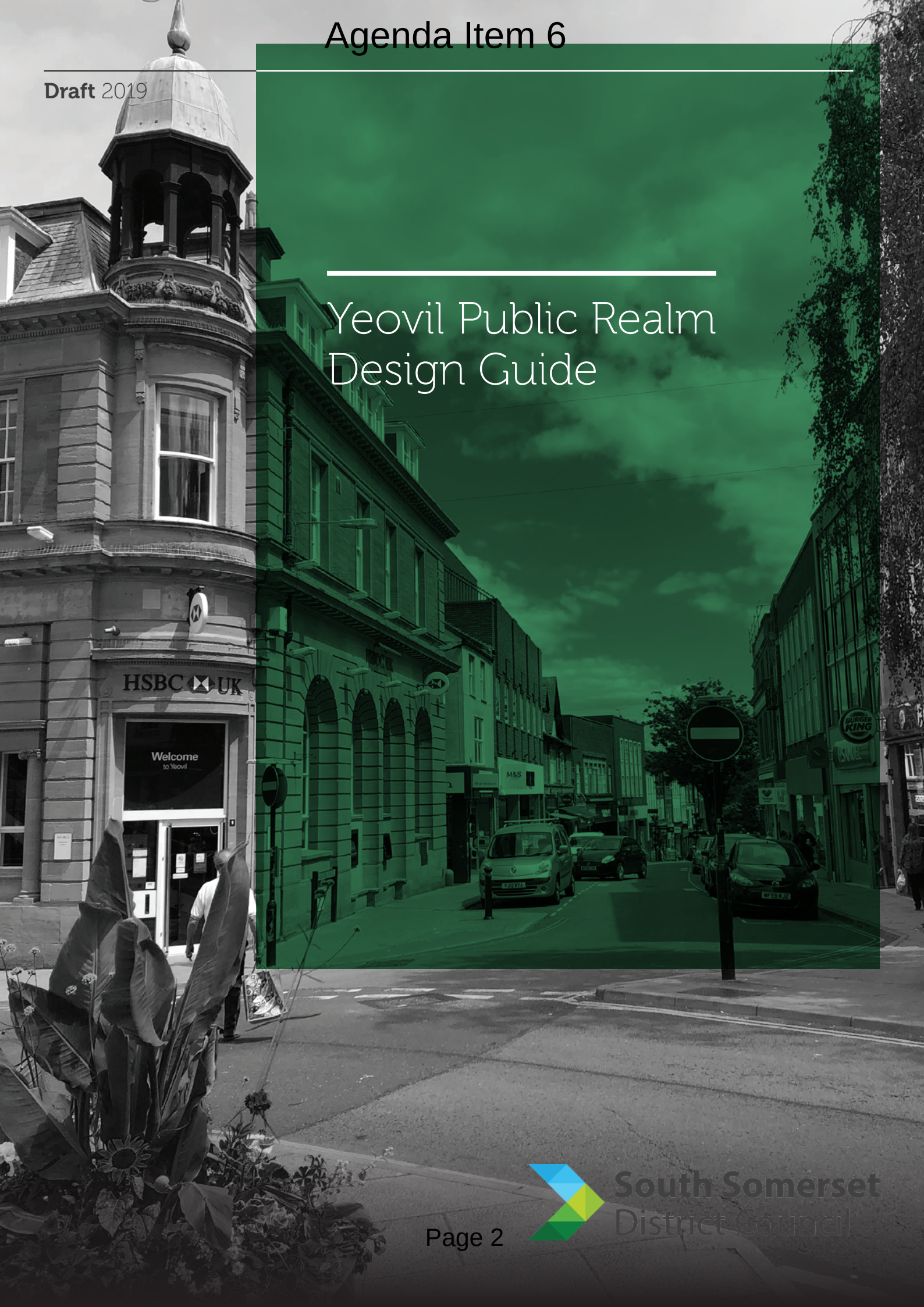
**Agenda
No****Item**

6. **Adoption of the Yeovil Public Realm Design Guide as a Supplementary Planning Document (SPD) (Pages 2 - 148)**

Appendices A to E

Draft 2019

Yeovil Public Realm Design Guide





Report No	Author	Checked	Rev	Issued
19006 – Public Realm Design Guide	PK	-	A	30/09/19

1. Introduction

2. Existing Public Realm Context

3. Design Parameters

4. Public Art

5. Lighting Strategy

6. Wayfinding & Signage Strategy

7. Materials & Specification

8. Making it Happen

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1. Introduction

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- 1.1 Introduction
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1.1 Introduction

A key component in achieving the Yeovil Town Centre Strategy is investment and enhancement of Yeovil's public realm.

This is about enhancing the public realm for public use and enjoyment. Yeovil deserves a high-quality public realm which complements and is the equal of its architecture, urban form and historic features.

Recognising this, South Somerset District Council has commissioned this Public Realm Design Guide (PRDG) for the town centre to set the framework and quality standards for transformational change.

The PRDG's key objectives are to:

- Provide a coherent approach to improving connections across the town centre, particularly between severed parts of the public realm;
- Improve the physical and visual quality of streets for the benefit of residents and visitors, and in turn the town's economy;
- Reinforce Yeovil's distinctiveness throughout its public realm;
- Redress the balance within the town centre between vehicles and pedestrians/cyclists, such that street design increases social interaction; and
- Provide a sustainable and flexible framework to inform decision makers and practitioners.

The PRDG will sit alongside, inform and compliment separate studies to be undertaken as part of Yeovil Town Centre Strategy including; Town Centre Access Strategy, Car Parking Strategy and Associated Signage, Walking and Cycling Strategy, Improved Pedestrian Wayfinding.

1. Introduction

1.2 PRDG Process

There are a vast number of individual and corporate interests in Yeovil’s public realm and various points of view on how best it should be improved and what functions it needs to serve. In drafting Yeovil’s PRDG, extensive consultation has been carried out with a wide range of stakeholders to understand and balance these different points of view.

The work began with a series of workshops facilitated to gather opinion on Yeovil’s public realm. Following this, a series of targeted consultations were undertaken to meet specific individuals and discuss their priorities further. In addition, a number of council representatives have been involved in commenting on and shaping the PRDG as it has developed.

The PRDG has been part of a formal six-week consultation period before passing for adoption as a Supplementary Planning Document by SSDC’s executive committee.

The PRDG process is illustrated below.

1.3 Consultation

The public were consulted upon the emerging public realm design guide through a month-long consultation running from the 20th July to 17th August 2019.

Key stakeholders have also been consulted through a series of workshops and individual discussions to ensure that the various interests and opinions have been taken into consideration.

Those stakeholders which have been consulted through the PRDG process include:

- Somerset County Council Highways
- South Somerset District Council
- Operators of Quedam Shopping Centre and Glovers Walk Shopping Centre
- Yeovil Town Council
- Yeovil Chamber of Trade & Commerce
- Avon & Somerset Police
- Access for All

STAKEHOLDER & PUBLIC FEEDBACK

The public consultation feedback received showed that:

- There is strong support for the creation of an improved pedestrian environment within the town centre;
- A consensus that current levels of vehicle access detract from the quality of the public realm;
- There are numerous elements of the town centre environment which detract from the current experience with anti-social behaviour, condition of the paving and street furniture, and lack of trees and planting being the most reported issues;
- There is strong support for additional street tree and ornamental planting within the town centre.

The key findings from the public consultation are illustrated overleaf.

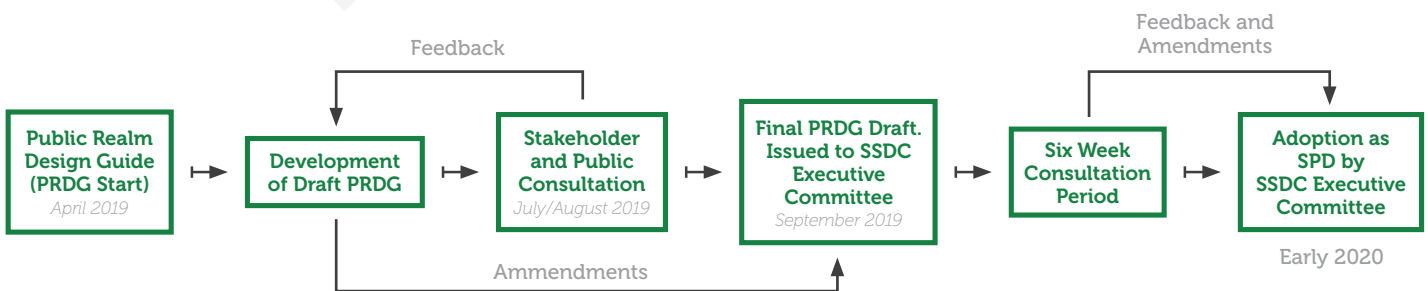
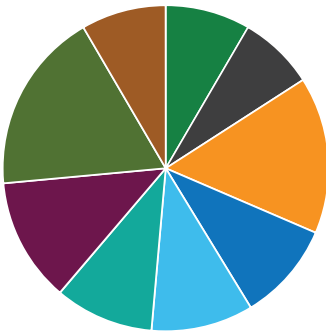


Figure 1.1 – The Public Realm Design Guide Process

Are there any elements of the town centre environment which detract from your experience or make you feel unsafe?

	Response Percent	Response Total
Existing volume of traffic	8%	54
Poor lighting of public realm at night	8%	48
Condition of the paving and street furniture	16%	100
Lack of activities	10%	63
Lack of seating	10%	65
Lack of access to green space	10%	63
Lack of trees and planting	12%	79
Anti-social behaviour	18%	116
Other	8%	54
Answered	100%	188

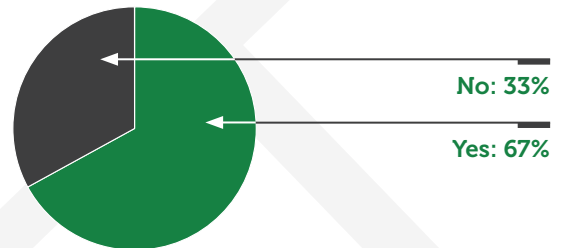


- **Existing volume of traffic**
54 Responses (8%)
- **Poor lighting of public realm at night**
48 Responses (8%)
- **Condition of the paving and street furniture**
100 Responses (16%)
- **Lack of activities**
63 Responses (10%)
- **Lack of seating**
65 Responses (10%)
- **Lack of access to green space**
63 Responses (10%)
- **Lack of trees and planting**
79 Responses (12%)
- **Anti-social behaviour**
116 Responses (18%)
- **Other**
54 Responses (8%)



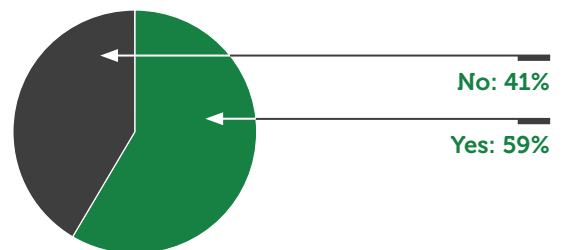
Do you support the creation of an improved pedestrian environment within the town centre?

	Response Percent	Response Total
Yes	67%	126
No	33%	62
Answered	100%	188



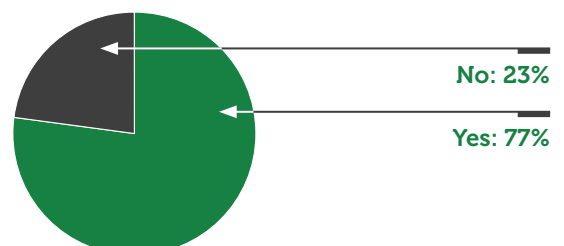
Do you think that vehicles within the town centre detract from the quality of the public realm?

	Response Percent	Response Total
Yes	59%	110
No	41%	78
Answered	100%	188



Would you like to see additional street tree and ornamental planting within the town centre?

	Response Percent	Response Total
Yes	77%	145
No	23%	43
Answered	100%	188



1.4 Guide to Using the Document

The PRDG is aimed at all those involved in the investment in, design or maintenance of the public realm, whether they are overseeing public investment in the public realm or private sector development in the town centre. This will include both South Somerset District Council and Somerset County Council as well as private sector organisations, developers and consultants. In addition, local businesses and the local community may retain an interest as they will benefit from an improved public realm.

The PRDG may be used for a number of reasons, comprising;

- To inform and support the Public Realm Enhancement schemes identified within the Yeovil Town Centre Refresh.
- To inform the design of new and enhanced public spaces and streets.
- To help coordinate and prioritise investment in public realm projects.
- To provide a framework for external bids for public funding to support improvements to public realm.
- To assist council highway officers to secure section 278 agreements to make improvements to the highway and public realm.
- To assist council development control officers to secure section 106 monies and to ensure that developers deliver public realm that is of a consistently high quality and appropriate to the relevant part of the town centre.
- To guide the council, statutory undertakers and private developers in the selection of surface materials and furniture for the public realm.
- To help clarify management responsibilities for streets and spaces.

It is important to note that the design guide offers broad principles and design guidance, which cannot address the subtleties of design required for every specific location. Rather, the aim is to provide initial parameters and guidance which set a high-quality standard and future aspiration for Yeovil's public realm and should form the basis for the preparation of more detailed designs. The PRDG has been divided into 8 sections, which are summarised below;

- Section 1** – Introduction
- Section 2** – Existing Public Realm Context
- Section 3** – Design Parameters
- Section 4** – Public Art
- Section 5** – Lighting Strategy
- Section 6** – Wayfinding and Signage Strategy
- Section 7** – Materials and Specification
- Section 8** – Making it Happen

1.5 Extent of the Public Realm Design Guide

The study area for the PRDG covers Yeovil town centre is shown in Figure 1.2 below. The study area boundary is formed by the A30, which runs around and defines the northern perimeter of town centre, and Yeovil Country Park running along the southern boundary.

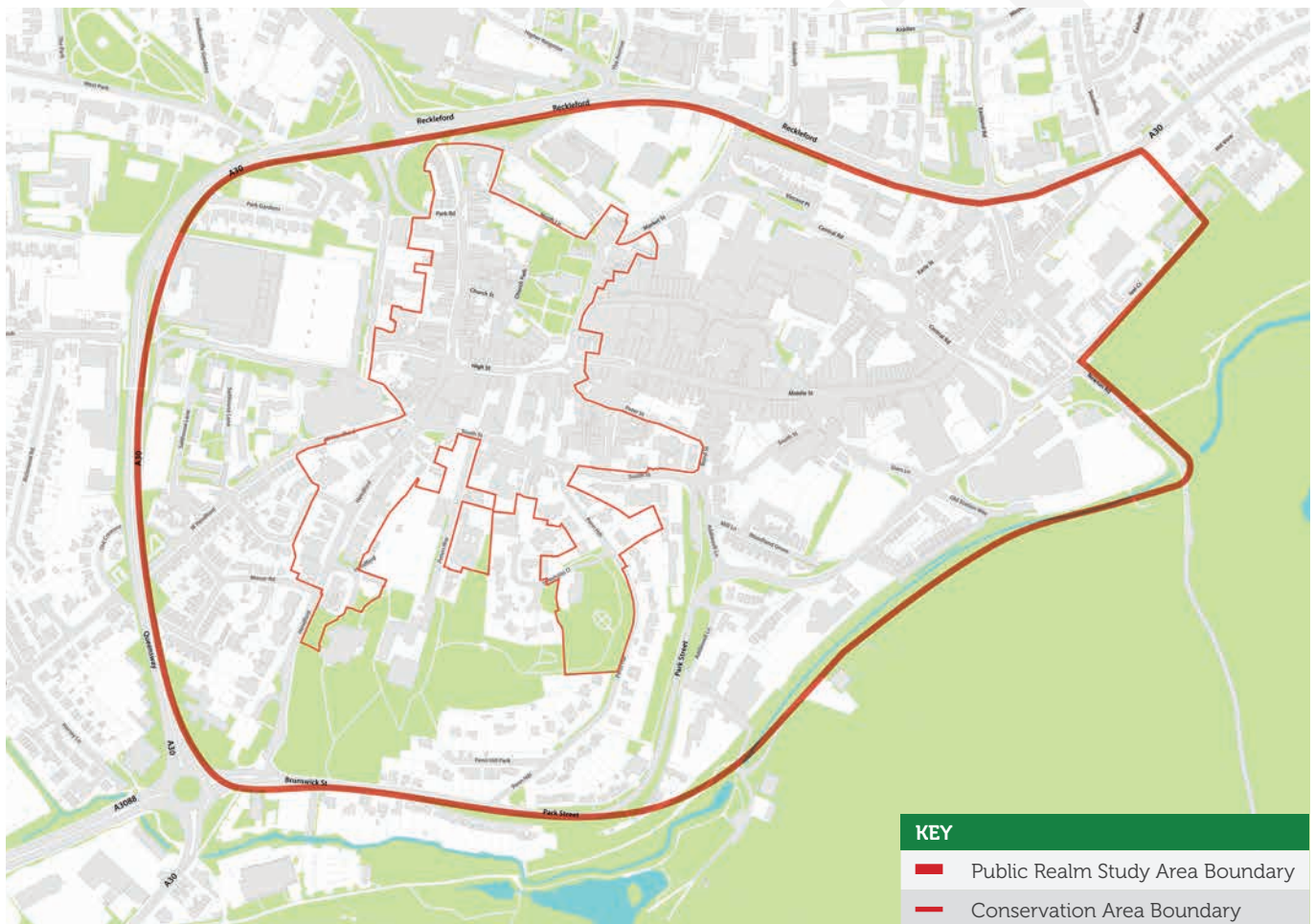


Figure 1.2 – Study Area

2. Existing Public Realm Context

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2.2	Planning Context	13
2.3	Brief History of Yeovil	14
2.4	Access and Movement	16
2.5	Legibility	24
2.6	Land Uses	28
2.7	Public Realm Condition, Quality and Character	32
2.8	Trees, Greenspace and Public Open Space	34

2.1 Review of Previous Studies and Best Practice Guidance

The PRDG has been informed by the outcomes of the Yeovil Town Centre Refresh 2018 and also a number of key guidance documents.

YEOVIL TOWN CENTRE REFRESH 2018:

A Town Centre Development Strategy for Yeovil that proposes future projects under three key themes 'Public Realm'; 'Development';

and 'Transport'. Under the theme of 'Public Realm' a number of projects were identified including the enhancement of existing public spaces at The Borough and The Bandstand.

Key opportunities were identified as part of these public realm projects, which are subject to further development. These are illustrated in the extract pages shown overleaf.

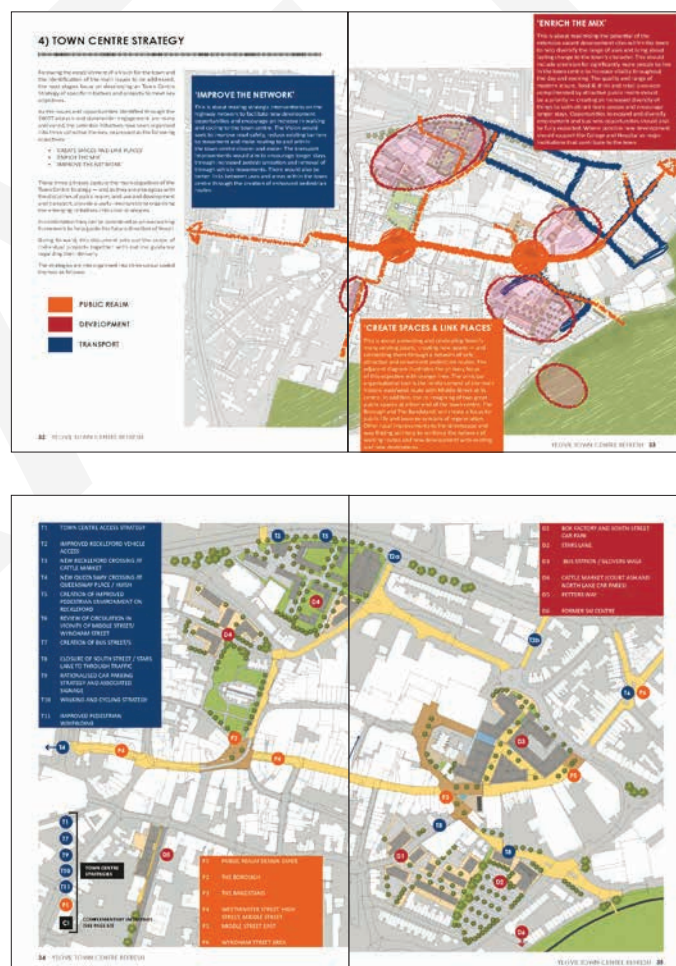
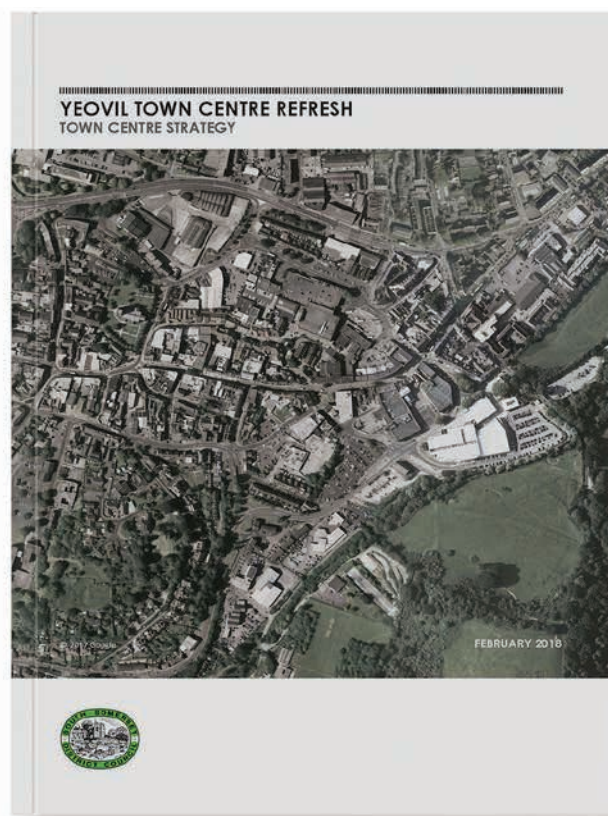


Figure 2.1 – Yeovil Refresh Cover and Extract Pages

2. Existing Public Realm Context

HISTORIC ENGLAND 2018 STREETS FOR ALL:

Provides national and regional design guidance for those involved in planning and implementing highways and other public realm works in sensitive historic locations. This guidance sets five goals for Public Realm Enhancement, which comprise;

1. **An Inclusive Environment** – Public realm schemes need to be carefully designed to ensure they provide everyone with equal access.
2. **Public Safety and ease of Movement** – The movement of people and goods is one of the fundamental purposes of our streets and public realm and the balance between the two should be reconciled to provide safety for all users.
3. **A healthy environment that supports our wellbeing and cohesion** – Public realm enhancement needs to consider spaces as places for public interaction and promote healthy and sustainable forms through urban greening.
4. **A high-quality environment** – To achieve and sustain a high-quality environment, public realm and highways works need to be both functional and attractive, using materials of appropriate quality and durability for the setting and purpose (and enabling on-going maintenance), as well as achieving a positive aesthetic impact that complement the character of the area.
5. **Economic Benefit** – Sensitive investment in the public realm will conserve the special interest of historic places and unlock the potential of places to create new opportunities for businesses and unique experiences for customers.

MANUAL FOR STREETS 1 AND 2

A suite of complimentary documents published by the Department for Transport (DfT), which underpin the approach to the design, construction, adoption and maintenance of urban streets.

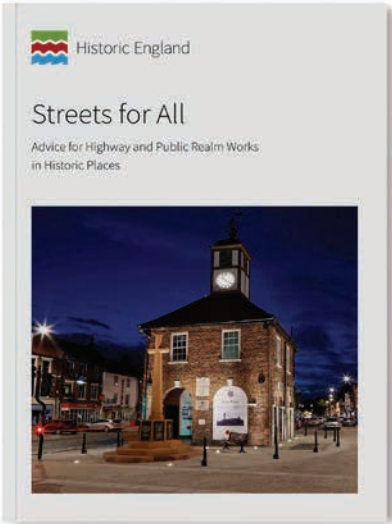
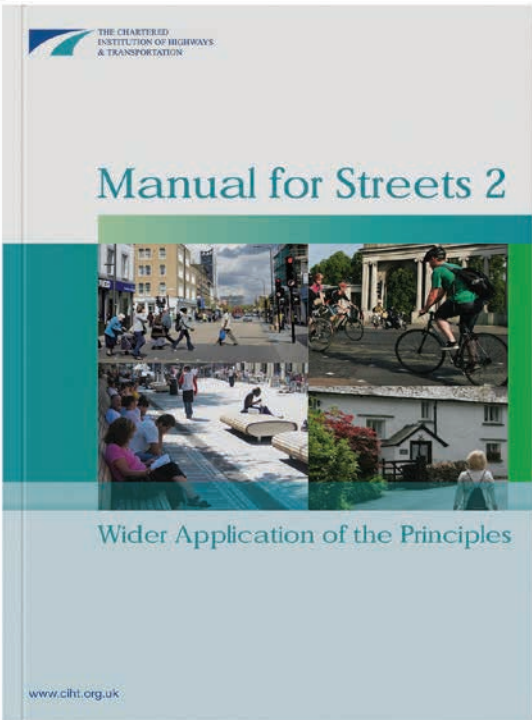
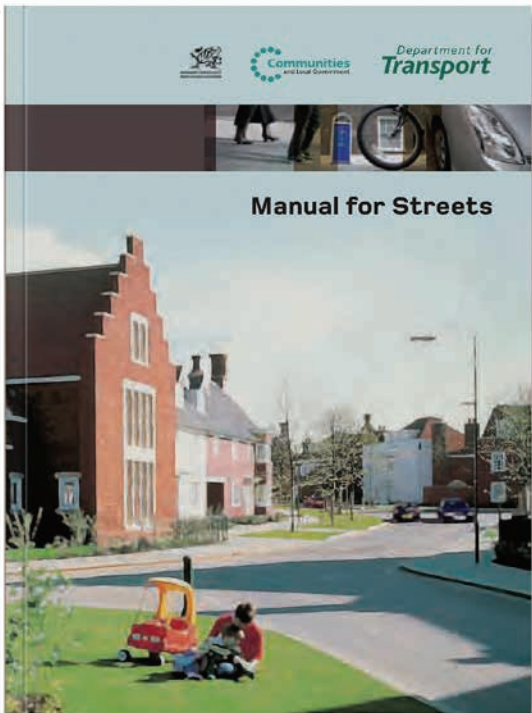
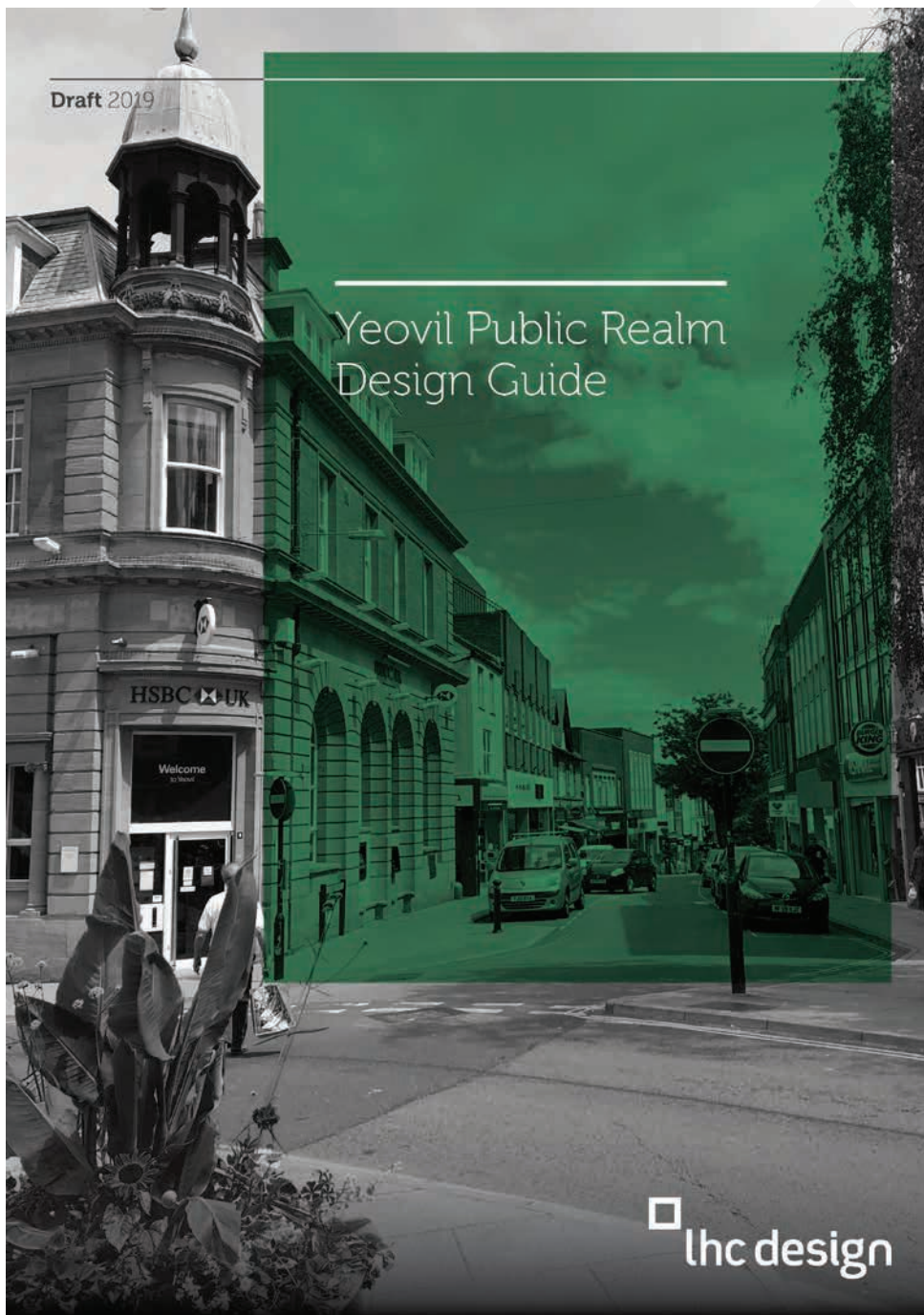


Figure 2.2 – Historic England 2018 ‘Streets for All’ Report

Figures 2.3 – Manual for Streets 1 (MfS1) and 2 (MfS2)

2.2 Planning Context

The Public Realm Design Guide will be adopted as a Supplementary Planning Document (SPD) to provide detailed guidance to assist decision makers and will become a material consideration in determining any planning applications where works propose enhancements to or new areas of public realm within Yeovil town centre.



2.3 Brief History of Yeovil

Yeovil’s history has been well documented in a range of reports. It is not the purpose of the PRDG to recount Yeovil’s history in great detail, but by describing the key factors influencing the evolution of the town, the evolution of the public realm can be understood.

There is limited evidence of Stone Age activity in Yeovil however it is understood that immediately prior to the Roman invasion of Britain, the area was inhabited by the British Celtic Durotriges – a tribal group occupying an area from Devon to Wiltshire.

Roman activity has been found around the Westland Complex and it is believed that this may have constituted a Villa with complex of outbuildings to a small town with a street grid extending over 40 acres.

Yeovil was mentioned in the Domesday Book (1086) as Givele possibly meaning ‘The river noble’ and noted as a thriving market town.

It was not until the 1800s when the expansion of Yeovil began in a form recognisable today, based upon growth of the glove making and leather industry. During this time the population grew from approximately 2,500 in 1800 to 13,500 in 1890.

The majority of growth during this period expanded outwards from the medieval Borough into the surrounding Manors of Kingston and Hendford.

Yeovil became a municipal borough by Act of Parliament in 1854 and the boundary of the town was expanded then and then again in 1904 due to the increase in the size of the town’s population.

The last major expansion of the borough boundary occurred in 1928 when the town doubled in size overnight. In 1931 the population exceeded 19,000 and grew to 41,000 in 2001.

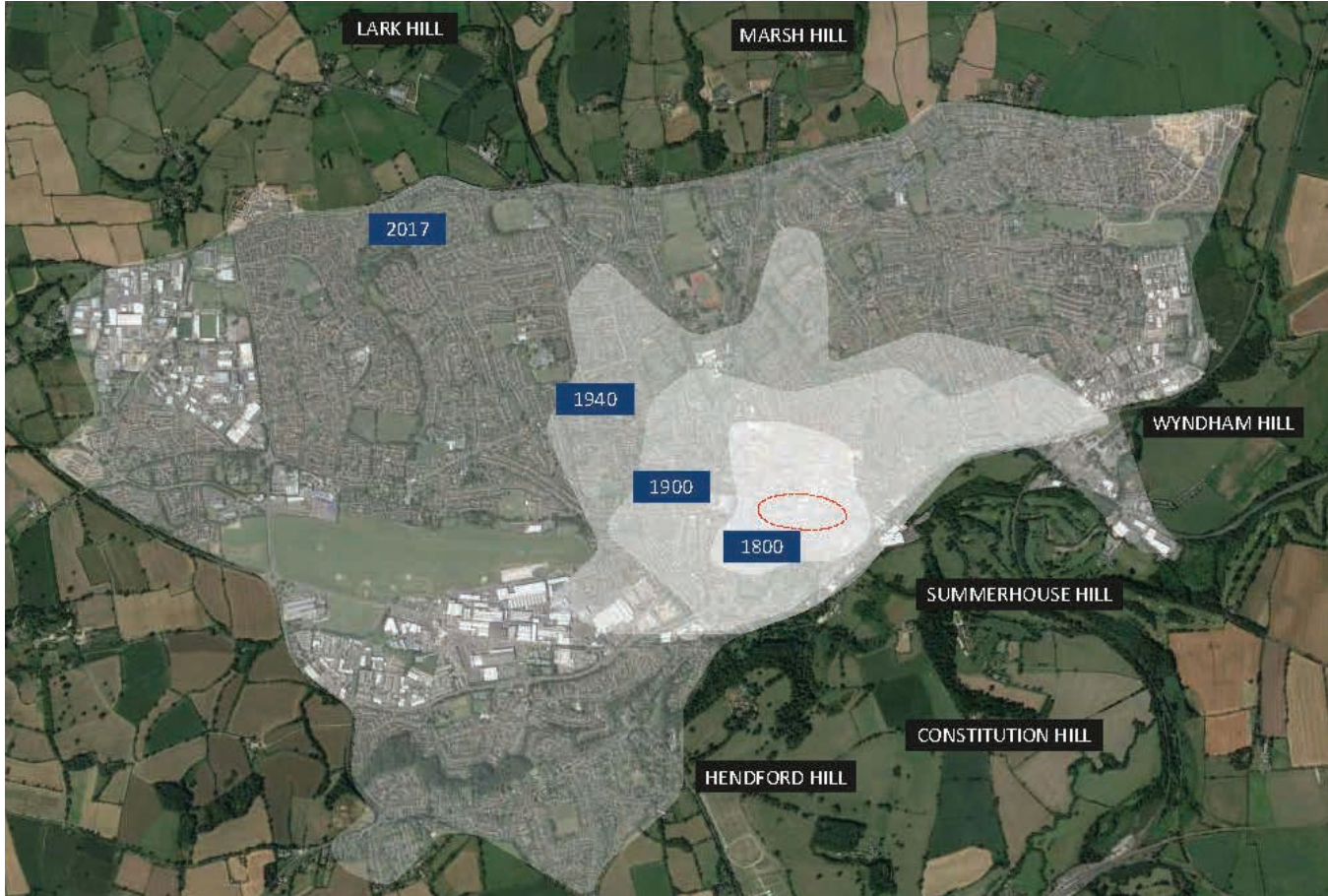


Figure 2.5 – Historical Expansion of Yeovil Town Centre (Source: Yeovil Refresh 2018)

The last major expansion of the borough boundary occurred in 1928 when the town doubled in size overnight. In 1931 the population exceeded 19,000 and grew to 41,000 in 2001.

The construction of Queensway dual carriageway in 1977 saw the implementation of a ring road surrounding the historic town centre, resulting in the severance of the historic street pattern and demolition of a number of dwellings and buildings in the area.



Middle Street, circa 1962
Source: Bob Osborn



Middle Street, circa 1975
Source: Bob Osborn



Middle Street, circa 1965
Source: Bob Osborn



Triangle (Bandstand), circa 1960
Source: Bob Osborn

2.4 Access and Movement

Access and movement in Yeovil can be considered in relation to;

- Motor Vehicles
- Cyclists
- Pedestrians
- Public Transport

VEHICULAR CIRCULATION

Primary Vehicle Routes

Yeovil's ring road (Queensway/A30) is a mainly dual carriageway route that forms the primary vehicle circulation route around the north and west of the town centre. The ring road is currently a busy and largely unattractive route and the geometry lends itself to fast vehicle speeds, although it is restricted to 30-40mph. In the main, the width of the route, size of junctions and traffic flows / speeds represent a significant barrier to pedestrians and cyclists approaching the town centre from the surrounding residential areas. Many people are also discouraged from using the existing overbridges and subways.

The Queensway section of the ring road is a particularly unattractive route dominated by concrete barriers to the central reservation, pedestrian guard railings and traffic signage. This produces a canalised Highways dominated environment. The Reckleford section of the ring road from the Hospital Roundabout at its western end, is at grade with the surrounding area, however there is scope to reduce the dominance of vehicles in order to improve pedestrian movement and also enhance their overall appearance.

The primary vehicle approaches into Yeovil town centre meet the ring road at key junctions and roundabouts. The primary vehicle approaches are:

- 1. Western Approach:**
A388 (Lysander Road/Horsey Roundabout)
- 2. Northern Approach:**
A37 (Kingston/Hospital Roundabout)
- 3. Eastern Approach:**
A30 (Sherborne Road/Wyndham Street/Reckleford)
- 4. Queensway Place**

The key junctions and roundabouts represent main vehicle arrival points into the town centre and like the ring road, the dominance of vehicles, barriers and signage, currently make these gateways unattractive. The ring road roundabouts that form part of the western and northern approaches are particularly unpleasant for

**Figure 2.6 –
Existing Vehicular Circulation Plan**



pedestrians who have a choice of either using the unappealing and dated subways and overbridges or attempting to cross the busy roads at grade.

Other Vehicle Routes

Within the ring road, the road network becomes unclear and represents a mix of Yeovil's historic street pattern, which has been severed in places by the construction of Queensway, and more recent roads which have been built to connect with the ring road itself. The resulting street hierarchy is poor with many streets lacking a role or meaningful function. Many of these streets exhibit an over engineered Highways

character, leading to low quality public realm.

A tighter network of historic streets can be found spanning out from the high street/retail core and many have been made into one-way routes, which contribute to a confusing movement framework and also direct traffic into the high street, where pedestrian movements are highest.

A pedestrian zone is in operation within parts of the town centre core, where traffic restrictions are in place. However, these are widely ignored and without effective enforcement.



2. Existing Public Realm Context

CAR PARKING

There is a total of 18 council owned surface car parks within the town centre area offering various opportunities for those visiting the town centre. These comprise a total of c.1,600 off-street car parking spaces in a mix of short, medium and long stay car parks. Additionally, there are four private car parks providing further opportunities for parking in the town centre for c.1,500 vehicles (Tesco, Quedam, Yeo Leisure Park and Manor Hotel). The hospital also provides 650 car parking spaces for visitors only

The most well utilised council car parks are Peter Street, North Lane, Market Street, Petters Way, Court Ash, South Street Market and Stars Lane. Some of the car parks have low utilisation rates including Huish, Earle Street and Box Factory.

The large decked car park provision provided as part of the Tesco superstore at Queensway Place, offers 2 hours of free parking. This has high utilisation rates and acts as a significant entry point for many visitors.

Quedam Shopping Centre also operate a multi-storey car park, which also acts as a key entry point into the town centre.

There is a tendency for car park areas to detract from the public realm and the significant level of car parking within the town could encourage travel by car into the town centre.

Various streets within the town centre also have an on-street parking provision, which leads to an over domination of cars within the public realm and town centre. This conflicts with and restricts pedestrian movements in a number of locations and encourages vehicles to enter and circulate within the town centre, including on roads subject to traffic regulation order restrictions.



- | | | | |
|-----------------|------------------------|--------------------------------------|----------------------|
| 1. Stars Lane | 6. South Street Market | 11. Tesco's Superstore (Private) | 16. Earle Street |
| 2. Box Factory | 7. Petters Way | 12. North Lane | 17. Newton Road |
| 3. South Street | 8. West Hendford | 13. Court Ash | 18. Middle Street |
| 4. Peter Street | 9. Fairfield | 14. Market Street | 19. Yeo Leisure Park |
| 5. Park Street | 10. Huish | 15. Quedam Shopping Centre (Private) | 20. Goldenstones |



On-street parking provision within Middle Street develops a congested pedestrian environment



Existing taxi rank within Silver Street congests access into the St. John's Church precinct



On-street parking and vehicle access within High Street



Blue badge parking bays and vehicle access within lower Middle Street conflicts with the pedestrianised environment

2. Existing Public Realm Context

PUBLIC TRANSPORT

The existing bus station offers a poor-quality arrival point into the town centre. It is located to the rear of the Glovers Walk shopping centre, which is largely vacant, and there is poor connectivity with the Quedam Shopping Centre and the surrounding retail core within the town centre. Its location at the bottom of the town centre also poses issues with connectivity for those with mobility issues.

This situation is due to be addressed through the building of a new bus station as part of a wider regeneration scheme of Glovers Walk Shopping Centre.

A secondary bus stop hub is located further north at the top of the High Street, within the Borough. This has high usage and provides a convenient location for those arriving in to the retail core by bus. However, it is considered too congested in this space with frequent bus stacking.

Yeovil Junction railway station is located approximately 2km to the south-east of the town centre and acts as a connection to the mainline railway. This is not conveniently located to access the town centre as it requires people to use a further rail connection to Yeovil Pen Mill station, a connecting bus service, cycling or vehicle to access the town centre.

Yeovil Pen Mill station is located approximately 1km to the east of the town centre and requires pedestrians to walk through Yeovil Country Park or along Sherborne Road, which offers a poor gateway

and convoluted connectivity with the town centre.

CYCLE ROUTES

There is limited provision of cycle routes within the town centre.

There is a well-used cycle route which runs along the northern boundary of Yeovil Country Park from Lysander Road in the west to Yeovil Pen Mill in the east, which enables cyclists to move around the southern perimeter of the town centre. There is cycle connectivity from this to the town centre via Stars Lane and Old Station Lane, however this is provided as part of a busy Highways junction.

Cycle routes within the remaining town centre area are few in number and unclear as part of a vehicle dominated environment.

Cycle connectivity with the town centre from the wider residential areas north and west is inhibited by the presence of the busy and Queensway/ Reckleford ring road, which acts as a physical barrier and requires cyclists to dismount when using pedestrian over-passes or use the existing underpass.

National cycle routes 26 and 30 run around the southern perimeter of Yeovil, approximately 2km to the south. However, there is no connectivity from these to the town centre itself.



Bus Station



Bus Stacking into The Borough

PEDESTRIAN CIRCULATION

The principal pedestrian circulation route within the town centre runs east – west through the retail and historic core from Westminster Street, High Street and Middle Street. This route acts a spine through the town centre and is characterised by sections of trafficked streets, one-way streets and pedestrianised zones leading to an incohesive and low-quality route in places.

In combination with restricted and one-way vehicle access routes in the town centre core, short sections of the street network at the heart of the retail and historic core have been fully pedestrianised within Middle Street. These areas experience very heavy pedestrian flows during the daytime.

Vicarage Walk runs through the Quedam Shopping Centre and acts as a secondary pedestrian route that runs parallel to the main retail spine and High Street. The access points into this route are poor, limiting legibility and footfall.

Pedestrian routes to car parks and surrounding areas span out from these areas along secondary streets surrounding the town centre, where both footfall and legibility of the routes decreases.

Pedestrian routes across Queensway and Reckleford take the form of overbridges and an underpass at the Hospital Roundabout. These offer poor routes and gateways into the town centre.

A recreational pedestrian/cycle route runs east-west along the northern boundary of Yeovil Country Park, providing a well-used resource.

RELEVANCE TO THE PRDG

The following bullet points summarise the relevance of access and movement, which are to be addressed in the PRDG;

- Improve the appearance of Queensway/Reckleford ring road and main approaches to the town centre, as well as improve the environment and crossing facilities for pedestrians (part of the access strategy).
- Overall dominance of vehicles in the town centre needs to be reduced and pedestrian-friendly environments extended from the town centre core streets outward. This could include a reduction in bus and vehicle access encroaching into the town centre streets whilst providing high quality bus stops/streets in convenient locations.
- Improve gateways into the town centre
- Promote awareness and use of Yeovil Country Park, particularly for cyclists as an alternative to using the ring road.
- Strengthen pedestrian links outward from the town centre core and across Queensway
- Strengthen pedestrian and cycle links between the railway station and the town centre.
- Improve the appearance and approaches to public and private car parks.
- Provide an attractive, high quality bus station that is easy and convenient for pedestrians to access (through the design and construction of the new bus station).



Pedestrian route along Yeovil Country Park

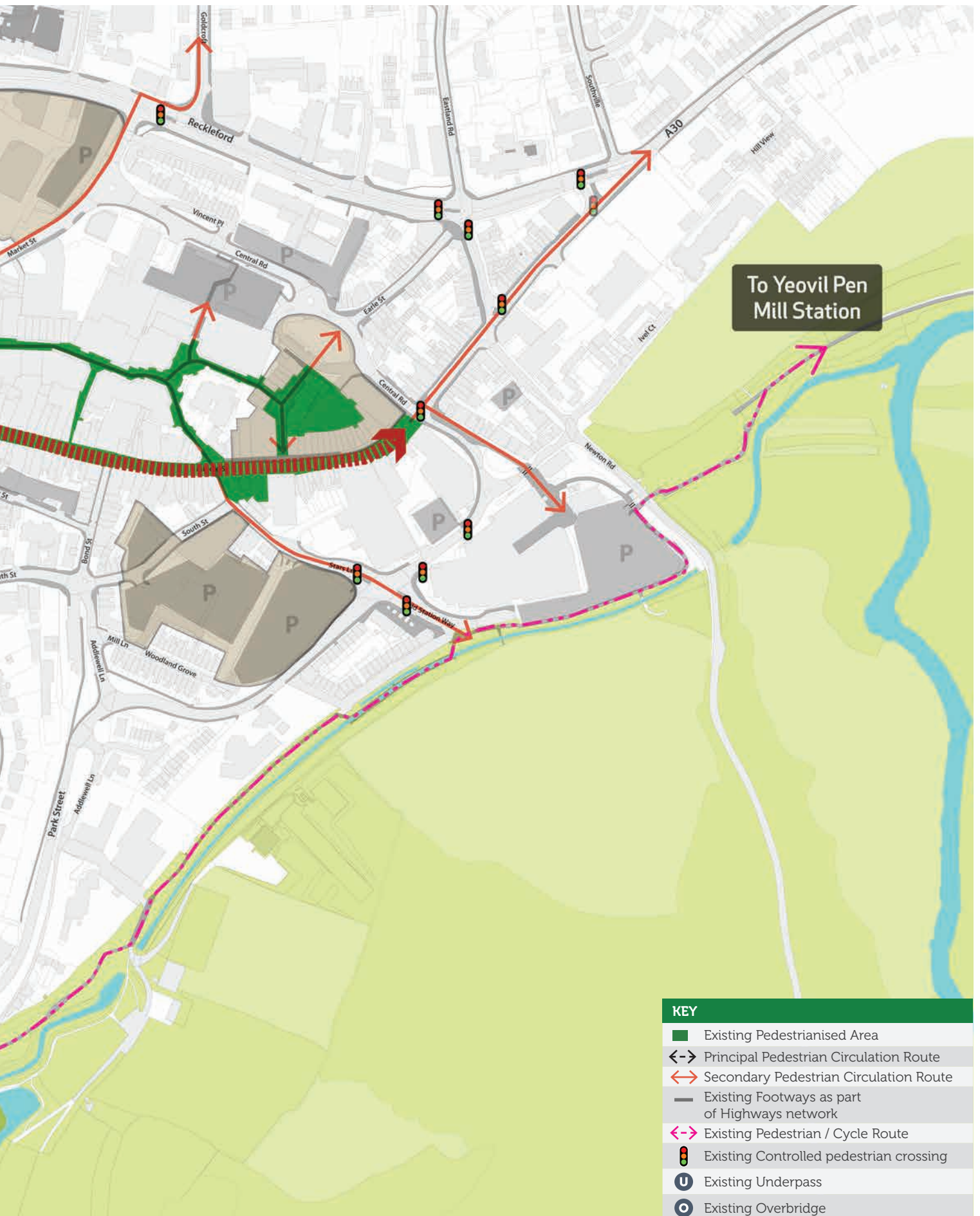


Vicarage Walk pedestrianised route

2. Existing Public Realm Context



Figure 2.8 – Plan showing existing pedestrian and cycle circulation



2.5 Legibility

Legibility determines how easy it is to navigate and orientate within a place. Legibility is influenced by the following:

- Simplicity of the street layout
- Key orientation features
- Key landmark buildings that form skyline features or are particularly prominent
- Other landmark buildings
- Other landmark features
- Gateways
- Key views and vistas

SIMPLICITY OF THE STREET LAYOUT

Yeovil's historic street layout is based around an east -west spine comprising Westminster Street, High Street and Middle Street. A network of smaller streets run from this in a north-south direction within a tight urban grain. St. John's Church occupies a location at the heart of the historic core. The historic street pattern then meets a more recent street layout, which relates to more to the connectivity to the Queensway and Reckleford ring road. These streets are much larger in scale and often break the historical street layout, leading to an incoherent street layout and number of severed streets. Queensway and Reckleford ring road acts as a significant barrier beyond this, limiting the connectivity to the network of streets beyond.

KEY ORIENTATION FEATURES

There are two key orientation features, which are integral to legibility in Yeovil Town Centre. They are:

- St. John's Church, which sits in an elevated location within the Borough
- Yeovil County Park and Ninesprings Park: defines the southern boundary of the town centre and provides a strongly defined green backdrop.

KEY LANDMARK BUILDINGS AND OTHER LANDMARK BUILDINGS

There are a number of key landmark buildings in the town centre, which are shown in Figure 2.9. St. John's Church appears in skyline views and acts as the key landmark building. In addition, there are a number of other distinctive landmarks buildings which include:

- Magistrates' Court
- Old cinema building (St. Margret's Home Store)
- Prince Street corner
- Cineworld complex
- HSBC building
- Boswell's and M&S, Quedam
- Vicarage Street Methodist church

Outside of the historic core, landmark buildings are fewer in number.



St. John's Church provides a significant landmark within the town centre



Page 25
The memorial provides a focal point within the Borough

OTHER LANDMARK FEATURES

Other landmarks are formed by distinctive places or features, rather than buildings. These are shown in Figure 2.17, and include the war memorial within the Borough and Clock tower within High Street.

GATEWAYS

As described in section 2.4 – Access & Movement, Gateways into the town centre are poor. This results in a poor start to those visiting the town centre.

KEY VIEWS & VISTAS

The orientation features and landmarks identified in Figure 2.17 are integral to the key vistas and views experienced in Yeovil.

A series of framed views are present within the historic town centre core, which assist in the understanding of the public realm.

Distant views of Yeovil Country Park occupying elevated land to the south of the town centre provide a defining character to those views out from the town centre.

RELEVANCE TO THE PRDG

The following bullet points summarise the key points relating to existing legibility which are to be addressed in the PRDG.

- Although the town centre is compact and the historic streets laid out as a logical pattern, the legibility of the town centre is compromised by more recent development outside of the historic core, which has resulted from the construction of the inner ring road. This does not conform to this pattern and creates a barrier to movement between the town centre and wider residential areas. Legibility must be improved to address this.
- An understanding of Yeovil's key orientation features should be promoted through the wayfinding strategy.
- The lack of distinctive landmarks in the northern and southern areas of the town centre should be addressed through the creation of new landmarks (at gateway locations).
- As highlighted in Section 2.4, generally gateways at the town centre's approaches are not distinctive. These should be strengthened to assist orientation.
- Existing views and vistas should be protected and enhanced. The lack of distinctive views and vistas in the northern and southern areas of the town centre should be addressed in tandem with the creation of distinctive gateways and landmarks.



The Clocktower provides a focal point at a key pedestrian nodal point



A number of high quality victorian buildings provide visual focal points on street corners

2. Existing Public Realm Context

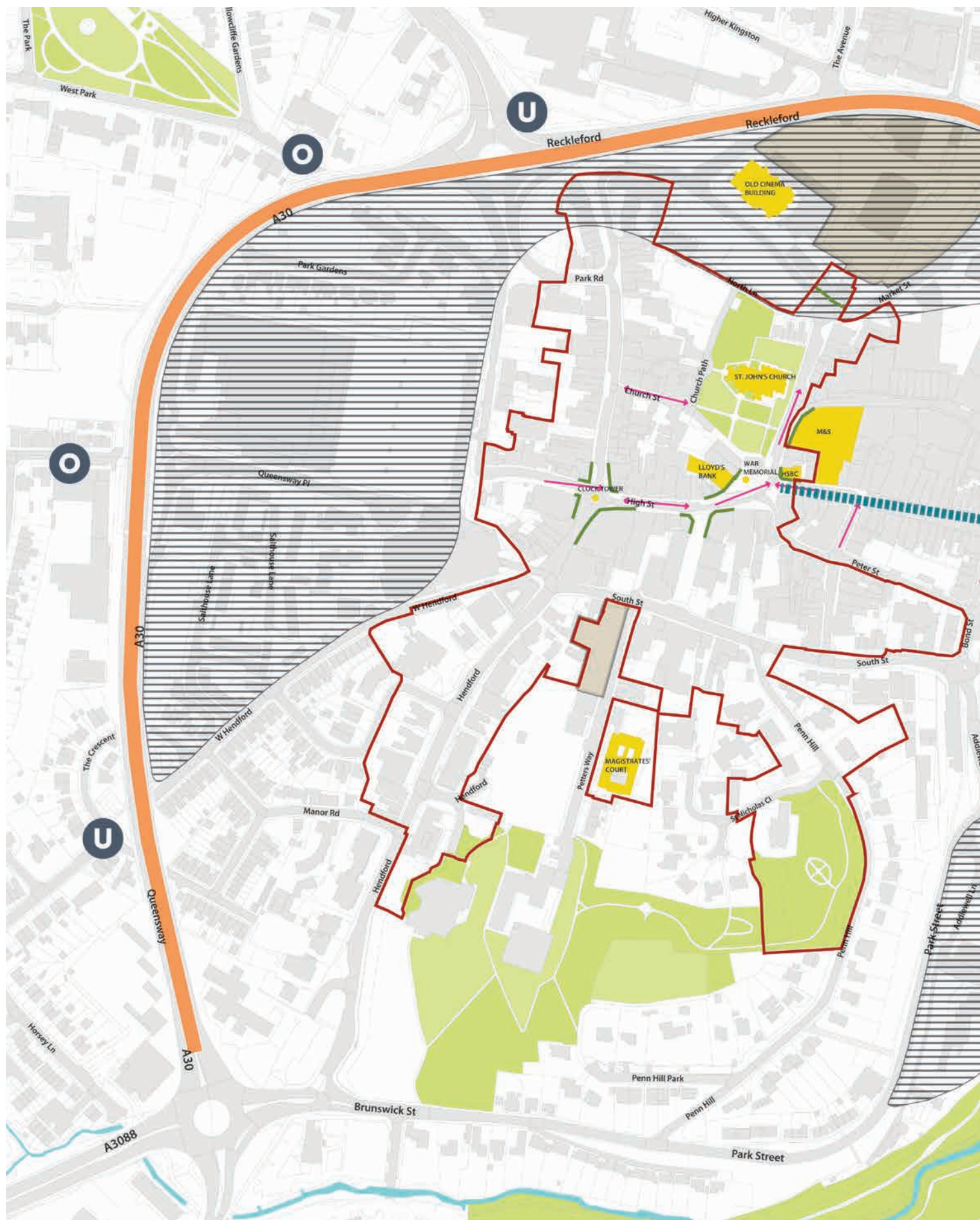
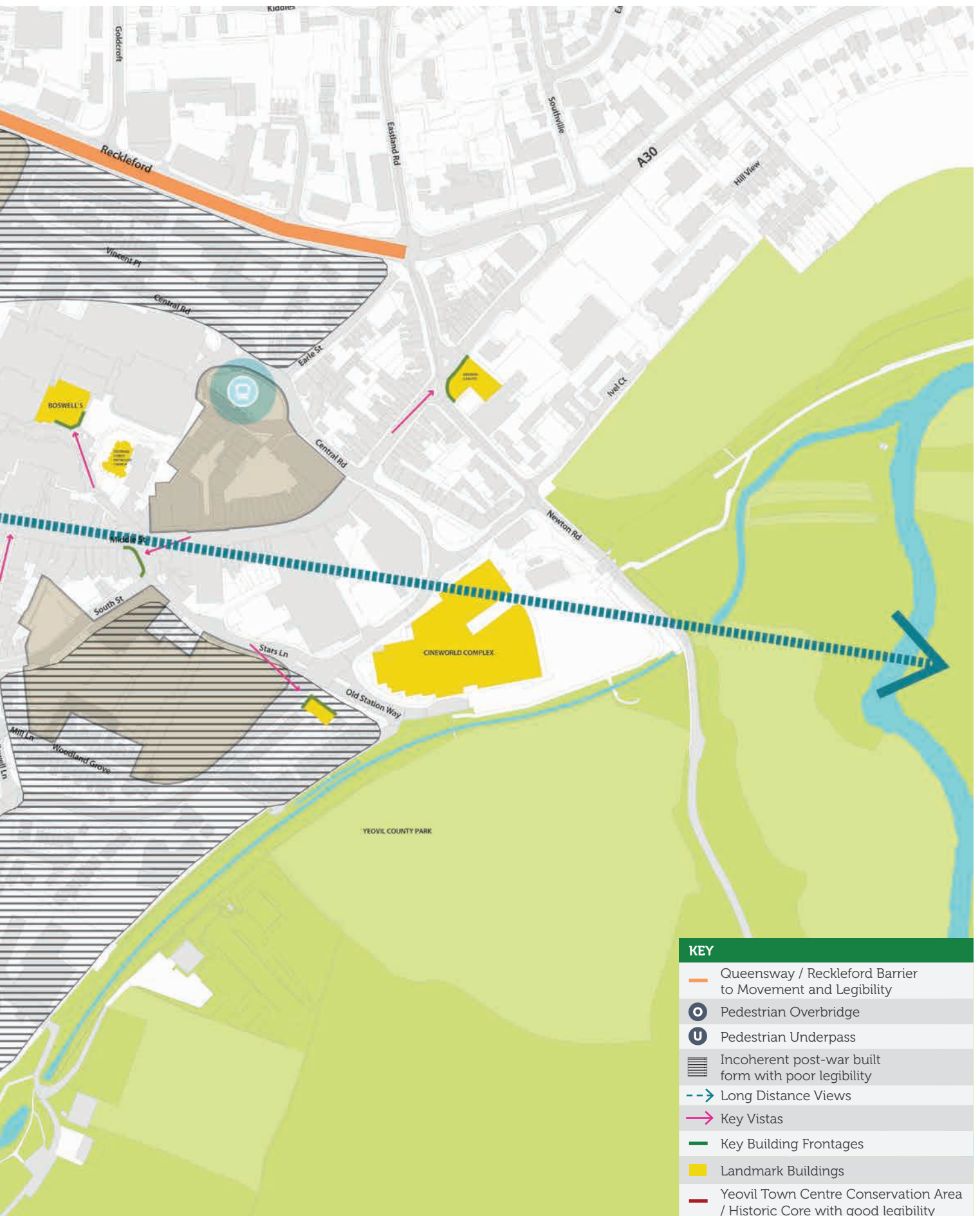


Figure 2.9 – Plan showing existing legibility, landmarks & views



2. Existing Public Realm Context

2.6 Land Uses

Figure 2.18 Shows the primary retail area is concentrated along High Street, Middle Street, and the Quedam Shopping Centre. These areas comprise a mix of national retailers and smaller independent shops. Glovers Walk shopping centre at the eastern end of Middle street is largely vacant and offers a low quality retail offer. Smaller independent shops are located on Western Terrace.

To the east, the Yeo Leisure Park provides a mix of leisure uses and chain restaurants.

There are large tracts of underutilised and fragmented brownfield land within the northern, eastern and western areas of the town centre, which results in low quality townscape. Some of these have already been earmarked as locations for future development including the Cattle Market, Glovers Walk/Bus Station and Stars Lane/Box Factory. However, further opportunities should be considered to intensify land uses in these areas.

Surface car parks also occupy significant areas of land within the town centre. Although these offer convenient opportunities to park, they offer little in terms of place-making and further reduce the density of townscape.

The existing superstore on the western fringe of the town centre offers a large retail facility, however its large massing offers a poor juxtaposition with surrounding uses and townscape character.

Much of the southern area of the town centre is made up from civic, office and post war residential uses. These are of low density and currently have a poor interaction with the core of the town centre itself.



Retail Core



Underutilised Land



Surface Car Park



Independent Shops

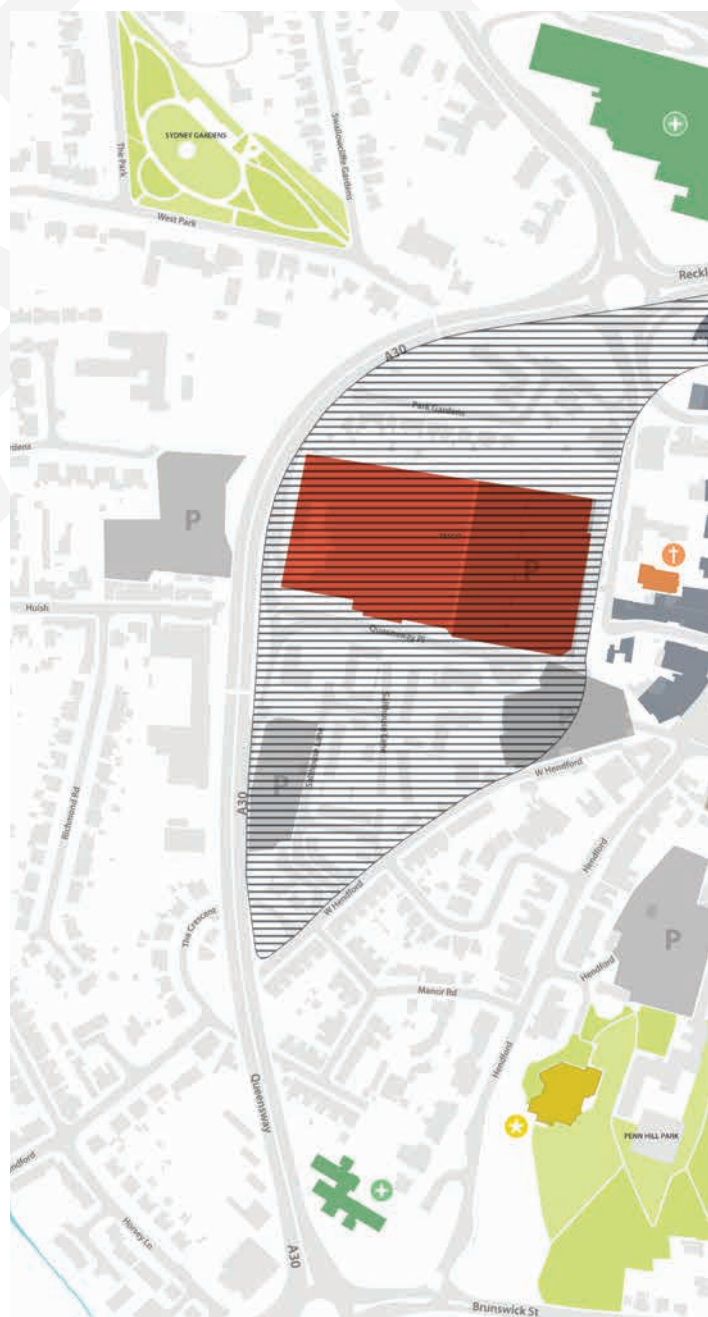


Figure 2.10 – Plan showing existing land uses

RELEVANCE TO THE PRDG

The following bullet points summarise the key points relating to existing urban form and land use which are to be addressed in the PRDG.

- Address the issue of poor enclosure and dead spaces within areas of the town centre
- Address the poor enclosure and incoherent urban form and Highways arrangement in backland areas.
- There is a need to enhance and promote the retail experience.
- Consider the role of public realm in supporting an enriched mix of land uses.
- Develop a public realm which will support future leisure/culture development opportunities and Yeovil's evening and night-time economy.

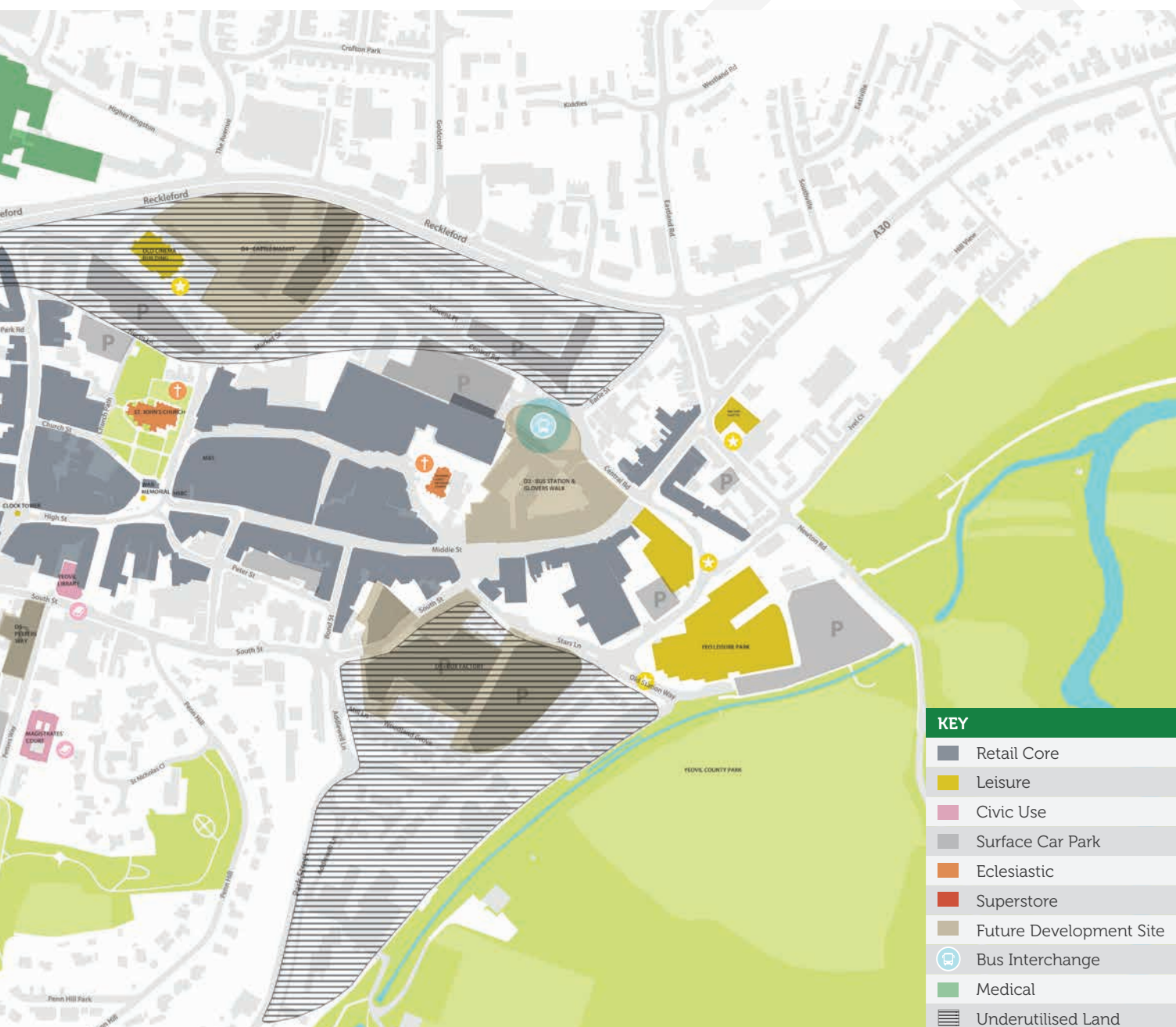




Figure 2.11 – Plan showing public realm quality



2. Existing Public Realm Context

2.7 Public Realm Condition, Quality and Character

HIGHER QUALITY PUBLIC REALM

As would be expected, the higher quality public realm is located within the historic and retail town centre core. However, this is limited to Vicarage Walk through Quedam, St. John's Church precinct, King George Street and Hendford. Although these spaces possess positive attributes, there is little cohesion or common character between them.



Vicarage Walk within
Quedam Shopping Centre



St. John's Church precinct



Hendford



King George Street

MODERATE QUALITY PUBLIC REALM

The existing pedestrianised areas of Middle street and Yeo Leisure Park are considered to be of medium quality. The public realm in these areas comprise a mixture of concrete block and flag paving materials together with street furniture. Although these areas are in a reasonable condition it is considered that the materials palette is dated.



Yeo Leisure Park



The Borough



Middle Street



South Western Terrace

LOWER QUALITY PUBLIC REALM

The majority of streets surrounding the historic town centre core are of low-quality public realm. The surfacing in these areas consists of tarmacadam, as part of a Highways dominated environment. Car parking and service areas do not help to raise the quality in these areas. Parts of the retail spine are also of low-quality including Westminster street, eastern and western extents of Middle Street and Glovers walk Shopping centre. The existing bus stations offers a particularly low-quality level of public realm at the key entrance point.



Glovers Walk Shopping Centre



Lower Middle Street

VERNACULAR MATERIALS

There is a lack of historic vernacular of public realm materials or features present within the town centre. However, there are clues relating to appropriate local materials within some of the surrounding buildings.

The use of Blue Lias limestone and sandstone is a common historical trait, which has driven much of the built form character.



Blue Lias stone flag paving



Sandstone used within historic building frontages



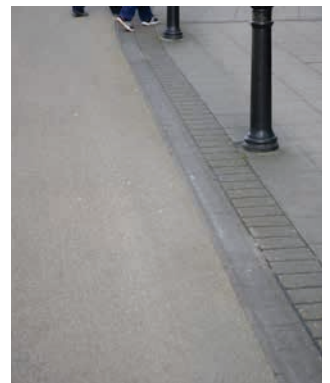
Bus Station



Stars Lane



Sandstone used within historic building frontages



Buff anti-skid surfacing to carriageway

2.8 Trees, Greenspace and Public Open Space

PUBLIC GREENSPACES

Within the study area are the following key public green spaces:

St. John's Church Grounds

The principal green space within the heart of the town centre. The grounds contain various small memorial spaces/gardens, with trees, bedding plants and seating. Views of this space are restricted somewhat from the Borough due to existing built form.

Penn Hill Park

A generously sized park occupying a significant area of the southern area of the town centre, which is characterised by open grassland and parkland trees. This park is currently underutilised and hidden behind numerous civic buildings on its northern approach.

Yeovil County Park and Ninesprings Park

A significant linear park running along the southern boundary of the town centre, offering a well-used leisure route. Landform within the park rises steeply to provide the town centre with a green backdrop that is widely visible from the historical core. Currently pedestrian and cycle connections between this resource and the town centre are poor.

Sydney Gardens

A pleasant Victorian neighbourhood greenspace cut off from the town centre by Queensway. Currently, pedestrian and cycle connections between this resource and the town centre are via a pedestrian over-bridge and poorly defined route, leading to underutilisation.



Sydney Gardens

HARD LANDSCAPED OPEN SPACE/PUBLIC SQUARES

There are two existing urban squares within the town centre:

The Borough

The Borough acts as the principal space within the town centre and is well used as a place to socialise within cafés on the northern fringes and also acts as a significant arrival point for those arriving by bus. Existing vehicular movements run through the centre of the space and present a barrier to pedestrians.

The Bandstand

The bandstand is located mid-way along Middle Street and provides a key nodal point within the town centre linking Middle street, Stars Lane and Quedam shopping centre. Although it is used as part of the outdoor markets, this space is currently underutilised and is part of a low-quality built environment.

There are a number of other nodal points including Ivel Square within Quedam and the Clocktower space where Westminster Street, Princes Street, High Street and Hendford meet.



St. John's Church precinct

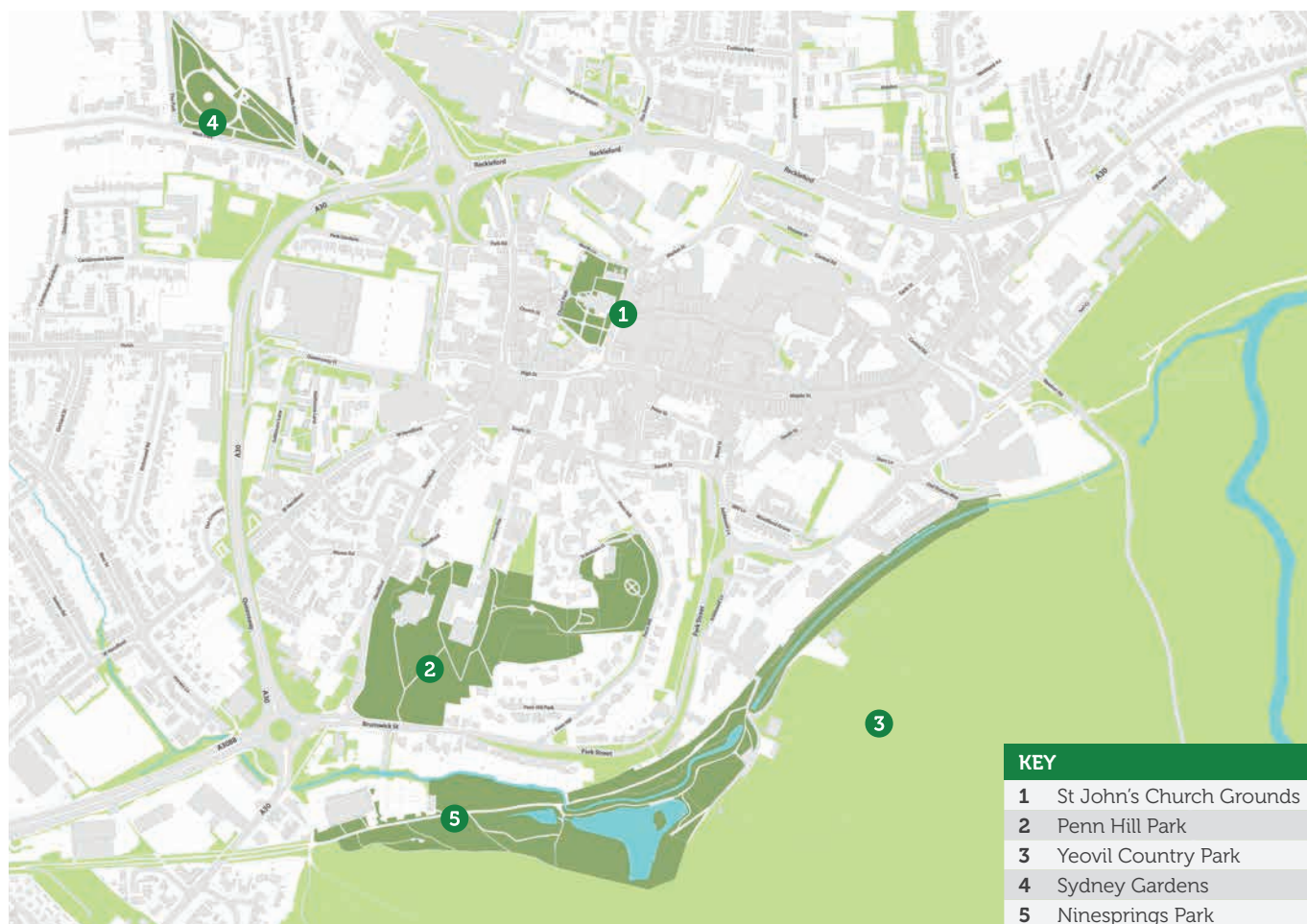


Figure 2.12 – Plan showing Public Greenspace



The Borough



The Bandstand

2. Existing Public Realm Context

TREES

Apart from trees within the public green spaces identified, there are a number of mature trees present within the streets and public squares. However, many of these are of low quality, currently causing issues with surrounding paving, and are unevenly distributed throughout the town centre.

RELEVANCE TO THE PRDG

The following bullet points summarise the key points relating to trees, greenspace and public open space, which are to be addressed in the PRDG.

- A limited number of trees are found within the town centre streets, many of which are of low quality. Selective tree removal coupled with new tree planting could be used to improve the appearance of streets and gateways.
- Existing greenspaces should be protected and enhanced as destinations in their own right and used as potential event spaces.
- Need to enhance pedestrian links with existing green spaces to increase usage and to enhance the relationship with the town centre. In particular, improved connectivity between the town centre and Yeovil County Park, Sydney Gardens and Penn Hill Park should be sought.
- Develop opportunities for enhanced squares and additional nodal points within the town centre to enliven the public realm.



Existing Alder trees located within Middle Street



Existing London Plane trees within King George Street



Existing Lime trees provide a green boundary to St. John's Church precinct



Existing tree roots damaging paving area

DRAFT

3. Design Parameters

3.1 Vision and Public Realm Framework	39
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3.1 Vision and Public Realm Framework

To ensure there is a wholistic approach to Yeovil's public realm it is important to set an overall vision that subsequent public realm guidance and public realm projects seek to attain.

An overall public realm framework concept is shown below, which seeks to deliver the vision. Further detail on individual facets of the public realm are dealt with separately within the following sections.

The Vision

Yeovil's future public realm must build on the town's identity and distinctive qualities. Future investment must be of high quality, creating a timeless public realm that is built to last. As well as respecting the history of the town, the public realm must also meet the needs of modern Yeovil, as a thriving economic and social centre, through the creation of a legible, coherent and sustainable environment which connects Yeovil's assets.



3.2 Spaces and Gateways

TOWN SQUARES

Two town squares have been identified in figure 3.2. These are existing hard landscaped spaces that should be strengthened and enhanced around the principles set out within the Yeovil Refresh and as developed below.

The Borough

- Develop a landmark square that unites the Borough and St. John's church gardens and offers a high-quality and flexible environment
- Create a safe pedestrian focussed space that reconciles bus and vehicular movements
- Incorporate an architectural lighting scheme to celebrate the existing war memorial and St. John's Church
- Develop bespoke street furniture and paving elements linked to a town centre arts strategy.

The Bandstand

- Create a high-quality public square and events space that acts as a key nodal point at the eastern end of the town and compliments proposed redevelopment of Glovers Walk shopping Centre
- Reconcile site levels to maximise the usable level space available for events
- Enhance the surrounding built form through façade enhancements and activate ground floor uses to encourage food & beverage uses and develop the night-time economy to enliven the space
- Consider the use of an electronic outdoor event screen



Artists impression of potential enhancements to The Borough



CGI of potential enhancements to The Bandstand

TOWN CENTRE GATEWAYS

Twelve town centre gateways have been identified in figure 3.2. These locations have been chosen in recognition of their importance as entrance points into the town centre and visitors’ first impressions, whether arriving by foot, bike, train or by car. The following overarching principles should be applied to the design of these gateways.

Overarching Principles

- The gateways should be designed as attractive arrival points to the town for pedestrians, cyclists and motorists. This should be achieved using a combination of methods, such as the removal of street clutter, use of planting, incorporation of artworks and/or gateway structures, feature lighting and use of better-quality surfacing to pedestrian routes.

- Each gateway should be designed to form a distinguishable threshold and distinctive gateway in order to assist in orientation.
- The gateways should be designed as pedestrian-friendly environments, with safe and attractive pedestrian crossings and clearly defined routes, supported by waymarking signage.
- The gateways should be coordinated with proposed ‘At grade’ crossing points as proposed by the access strategy.

The twelve gateways are listed in the table opposite.

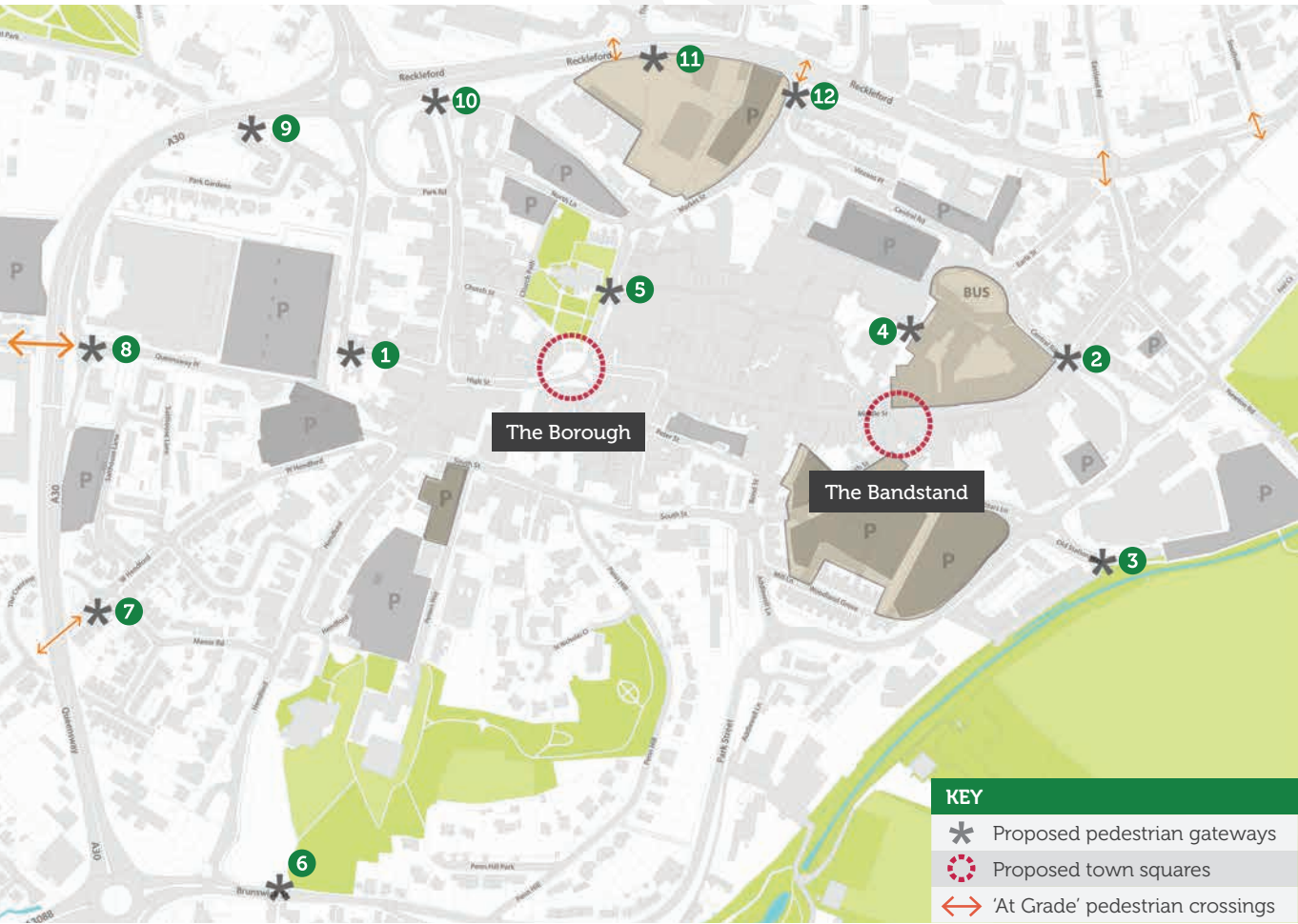


Figure 3.2 – Gateways and Town Squares

Proposed locations of town centre pedestrian gateways and squares. (Refer to table on opposite page for gateway descriptions).

Gateway Name	Description
1. Westminster Street Gateway	A key pedestrian arrival point from those entering the town centre core from the adjacent supermarket car park
2. Middle Street / South Western Terrace Gateway	A key pedestrian, bus and vehicular arrival point signalling arrival into the town centre core
3. Yeovil Country Park	A key pedestrian/Cycle arrival point from those entering the town centre from Yeovil County Park and Yeovil Pen Mill
4. Bus Station & Glovers Walk Gateway	An important gateway between Quedam Shopping Centre and the future redevelopment of the Bus Station and Glovers Walk Shopping Centre
5. Quedam / Vicarage Walk Gateway	A gateway into Quedam from St. John's Church precinct and the Borough.
6. Penn Hill Park Gateway	A key pedestrian gateway into Penn Hill Park linking from Ninesprings Park to the town centre. This also acts as a visual gateway for those entering the town Centre.
7. West Hendford Gateway	A future pedestrian gateway linked to an at-grade crossing point of Queensway that will connect the wider residential area with the town centre.
8. Queensway Place Gateway	A future pedestrian gateway linked to an at-grade crossing point of Queensway that will connect the wider residential area and Huish car park with the town centre.
9. The Park Gateway	A future pedestrian gateway linked to an at-grade crossing point of Queensway that will connect the wider residential area and Sydney Gardens with the town centre.
10. Court Ash Gateway	A significant pedestrian and cycle gateway from those entering the town centre via the existing underpass linking to Yeovil District Hospital and Yeovil College
11. Cattle Market Gateway	A future pedestrian gateway linked to an at-grade crossing point of Reckleford that will connect the wider residential area and redevelopment of the Cattle Market site with the town centre.
12. Market Street Gateway	A future pedestrian gateway linked to an at-grade crossing point of Reckleford that will connect the wider residential area with the town centre.



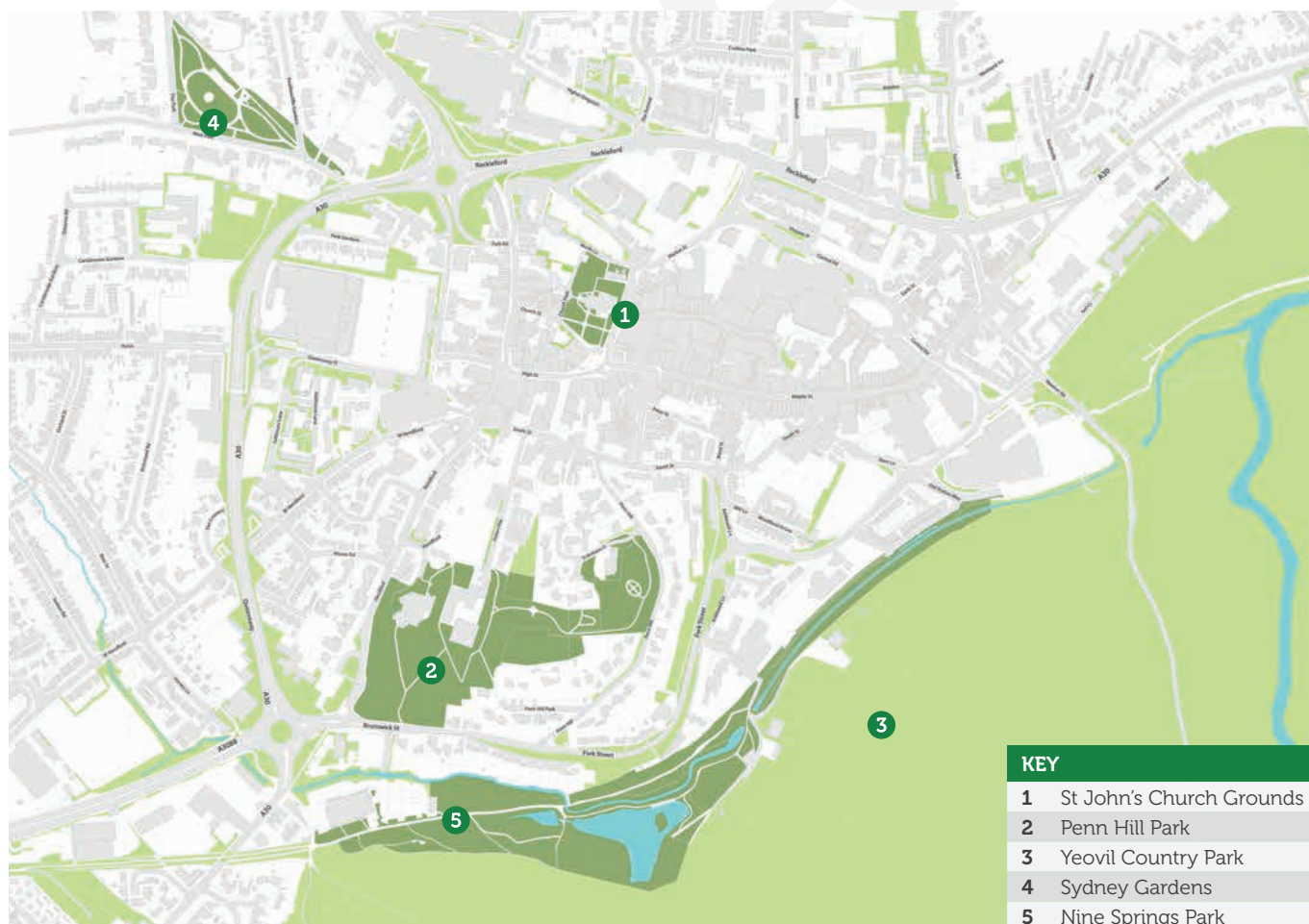
3. Design Parameters

PUBLIC GREENSPACES

Five key public greenspaces have been identified within the town centre (see Figure 3.3). These provide important amenity for residents, workers and visitors. The greenspaces should be strategically connected to town centre routes and will be designed and developed as visitor attractions in their own right.

Overarching Principles

- Existing greenspaces should be protected and enhanced to become an integral component of the public realm.
- Pedestrian connections between the town centre core and greenspaces should be enhanced to encourage pedestrian movement.
- The distinctive features and individual qualities of these public greenspaces will assist in orientating users.
- The primary function of these spaces must be as social and amenity places for people, providing a setting for recreational activities, play and events.
- Yeovil's green spaces should incorporate public art and wayfinding to support their interpretation and connectivity.





3.3 Street Hierarchy

In response to the vision for Yeovil's future public realm to prioritise the needs of pedestrians, the street hierarchy for Yeovil will seek to increase pedestrian and place focus and comprise a clear pedestrian street hierarchy.

At present, Yeovil's streets can be broken into the following categories and sub-categories:

1. PRINCIPAL PEDESTRIAN STREETS (MED – HIGH PEDESTRIAN USE)

1a) Pedestrianised Street

Pedestrianised Streets represent some of the most important streets within the town centre in terms of scale, architecture, history and function and as a result are required to support high pedestrian usage. Due to their importance for accommodating pedestrians and position within the movement framework they are not required to accommodate vehicles, except for emergency access and servicing, allowing for the use of higher quality materials throughout.

Currently, these street types are found at King George Street, sections of Middle Street and Vicarage Walk.

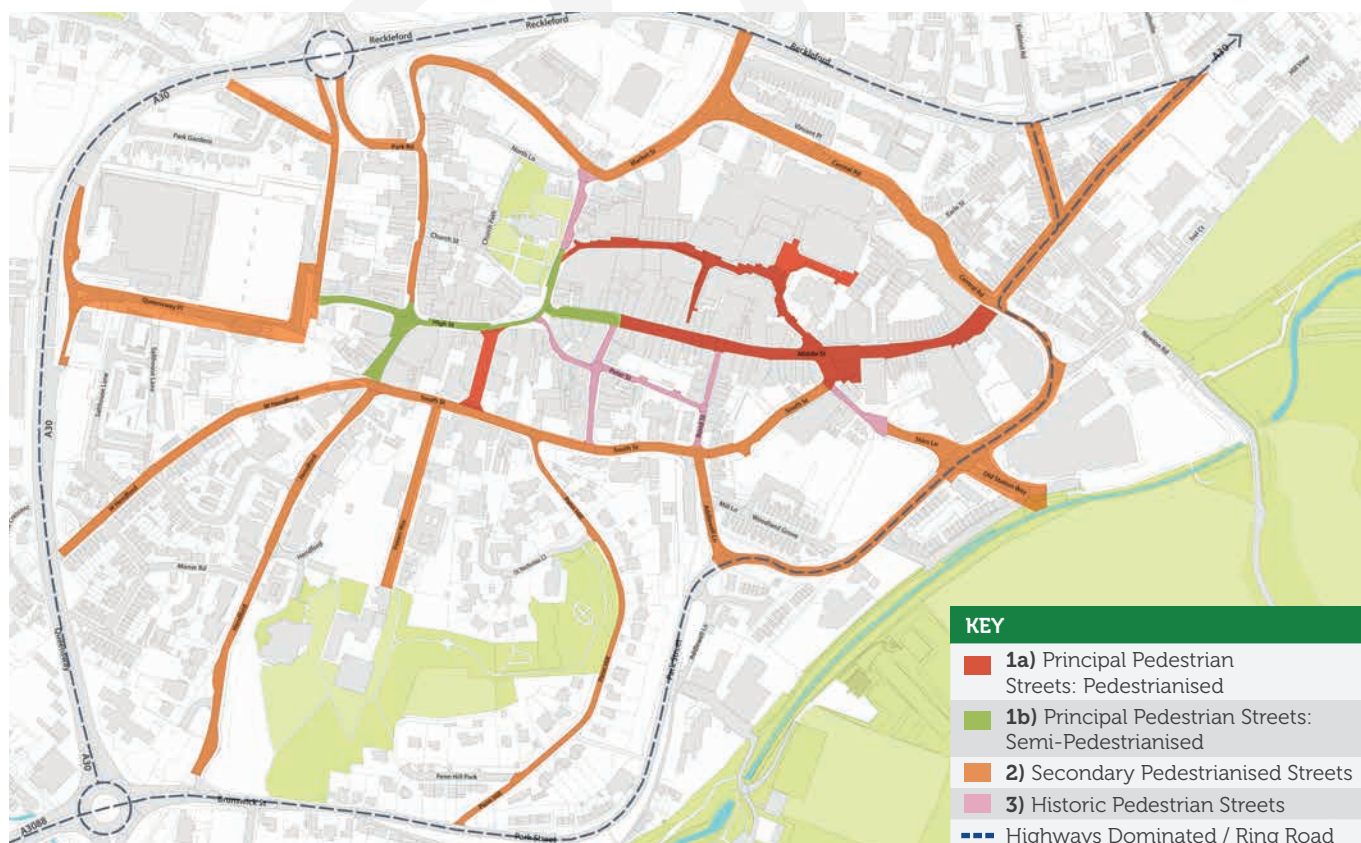
1b. Semi-pedestrianised Street

Semi-Pedestrianised Streets also represent some of the most important streets within the town centre occurring along the main east-west spine and support medium to high pedestrian usage. However, due to their position within the movement framework they are also required to accommodate vehicle access (bus, taxi, blue badge holders, servicing), which requires the use of a defined carriageway with kerb upstand.

Currently, these street types are found at Hendford, Westminster Street, High Street, Silver Street and sections of Middle Street.

2. SECONDARY PEDESTRIAN STREETS (LOW-MED PEDESTRIAN USE)

Secondary pedestrian streets play an important role in connecting the town centre with wider residential areas and destinations. These streets also provide strategic vehicle access within and the town centre, currently comprising the majority of the streets connecting into the Queensway/Reckleford ring road. The aspiration for these streets is to enhance



the pedestrian focus through opportunities with street planting, wayfinding coupled with a review of carriageway narrowing whilst maintaining the access requirements.

3. HISTORIC PEDESTRIAN STREETS (LOW - MED PEDESTRIAN USE) HISTORIC

Pedestrian Streets form a narrow network of streets within the town centre core. They provide one-way vehicle access and informal pedestrian routes.

Currently, these street types are found at Stars Lane, Wine Street, Union Street, Peter Street and Bond Street.

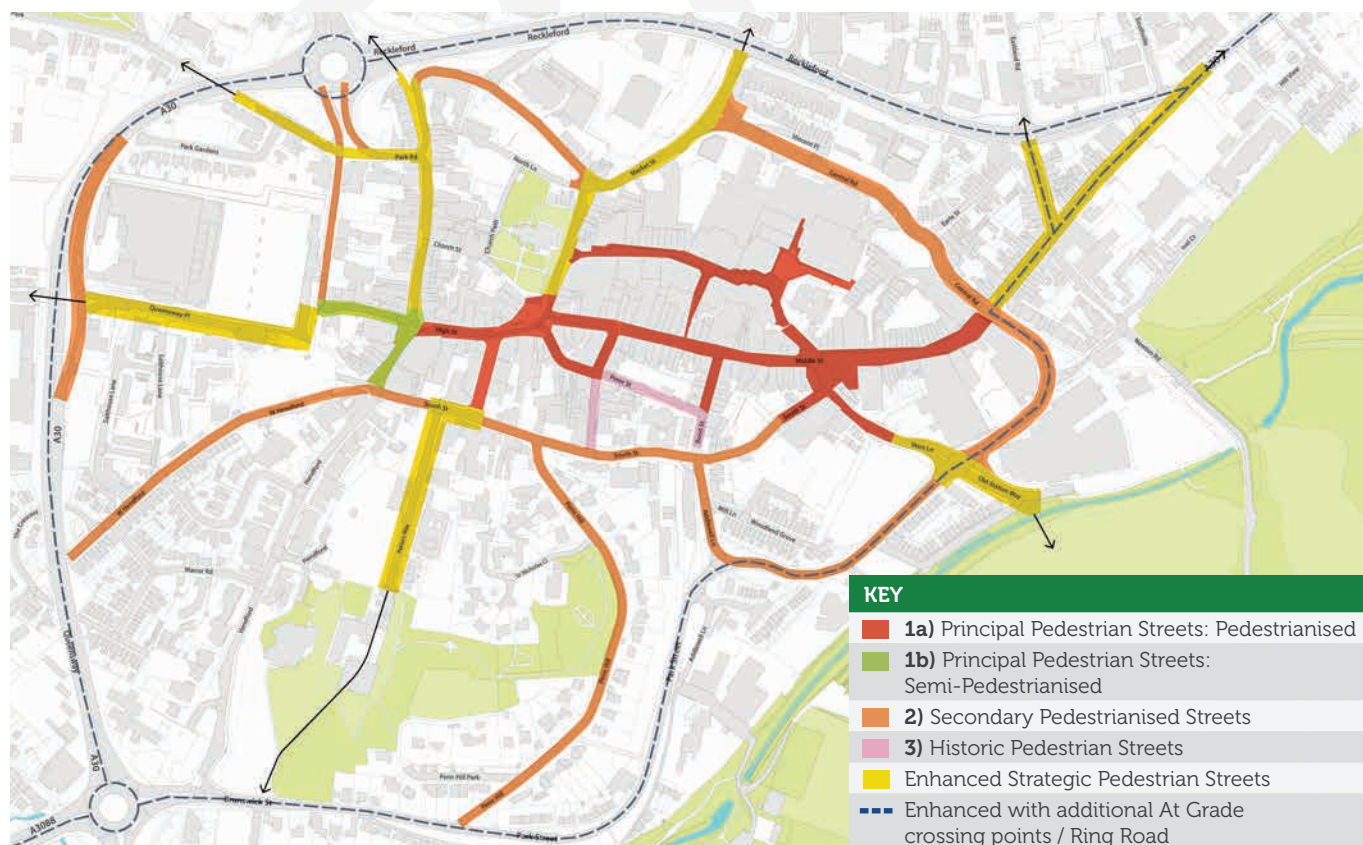
THE ASPIRATION FOR YEOVIL'S STREETS

The diagram below illustrates the aspirational changes to Yeovil's street hierarchy. These show the potential for future changes in hierarchy that will inform the associated street design and also identify where priorities should be focussed.

The aspirational changes to the street hierarchy can be summarised by

- Extending pedestrianised street types within the town centre's east-west spine via new vehicle restrictions to High Street, Middle Street, Wine Street and Bond Street.
- Enhancement of a number of strategic pedestrian streets, which provide an important role as pedestrian routes linking wider town areas with the town centre core. These coordinate with improved 'At-Grade' crossing points of Queensway/Reckleford as proposed by the Access Strategy.

It is necessary to allow for a degree of flexibility in the hierarchy in order to allow for changing priorities and unforeseen issues.



3. Design Parameters

3.4 Street Design

The aspirational street hierarchy will inform the street design appropriate to each location within town centre.

Street design codes have been provided for each category to inform design makers about key design parameters and principles.

STREET TYPE 1 – PRINCIPAL PEDESTRIAN STREETS

Role
Principal Pedestrian Streets have been selected based on the scale, character and importance of streets, as well as their current and potential future role as pedestrian routes connecting key visitor attractions. It is envisaged that these principal streets would support medium to high pedestrian use and would be designed to be pedestrian/cycle friendly, albeit accommodating varying levels of vehicle use associated with emergency servicing requirements.

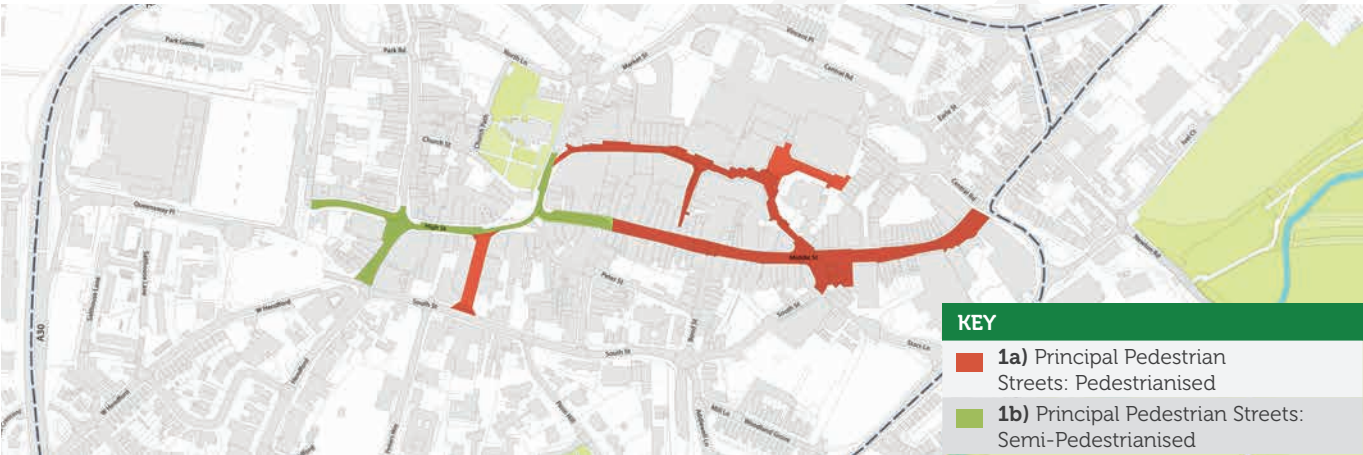


Figure 3.6 – Locations of Principal Pedestrian Streets 1a and 1b.

1a) Pedestrianised Street (High pedestrian use and no vehicles except access and servicing)	
Description	Key Design Principles
Pedestrianised streets represent some of the most important streets within the town centre in terms of scale, architecture, history and function. As a result of this they are required to support high pedestrian usage. Due to their importance as pedestrian streets and position within the movement framework, they are not required to accommodate vehicles, except for access and servicing, allowing for the use of higher quality materials throughout.	• Use of the highest quality natural stone materials and street furniture • Use of flush natural stone kerbs to indicate carriageway route • Potential to accommodate bespoke detailing and local variations in material detailing to add a richness and distinctiveness to individual streets. • Street design to include street tree planting and new lighting • The design of paving to withstand vehicle overrun • Target speed of 5-10mph for any vehicles entering for emergency access and servicing only • Minimal 3.7m carriageway widths required for emergency access
1b) Semi-Pedestrianised Street (High pedestrian use with bus and vehicle access)	
Description	Key Design Principles
Semi-Pedestrianised Streets also represent some of the most important streets within the town centre occurring along the main east-west spine as a result are required to support medium to high pedestrian usage. However, due to their position within the movement framework they are also required to accommodate low to medium vehicle flows and bus use, which requires the use of a kerb upstand.	• Use of the highest quality natural stone materials and street furniture • Use of a low 25mm upstand natural stone or conservation kerbs to delineate carriageway route • Target speed of 5-10mph for any vehicles • Potential to accommodate bespoke detailing and local variations in material detailing to add a richness and distinctiveness to individual streets. • Street design to include street tree planting and new lighting • The design of paving to withstand vehicle overrun and projected traffic movements • Servicing layby design to include similar material as footpath • Carriageway to be surfaced in buff anti-skid surfacing to harmonise with pedestrian areas • Minimal carriageway widths required for access requirements to maintain low speeds. (All sections are one-way)

3. Design Parameters

Figure 3.9 – Pedestrianised Street Type 1a

High pedestrian use with restricted vehicle access

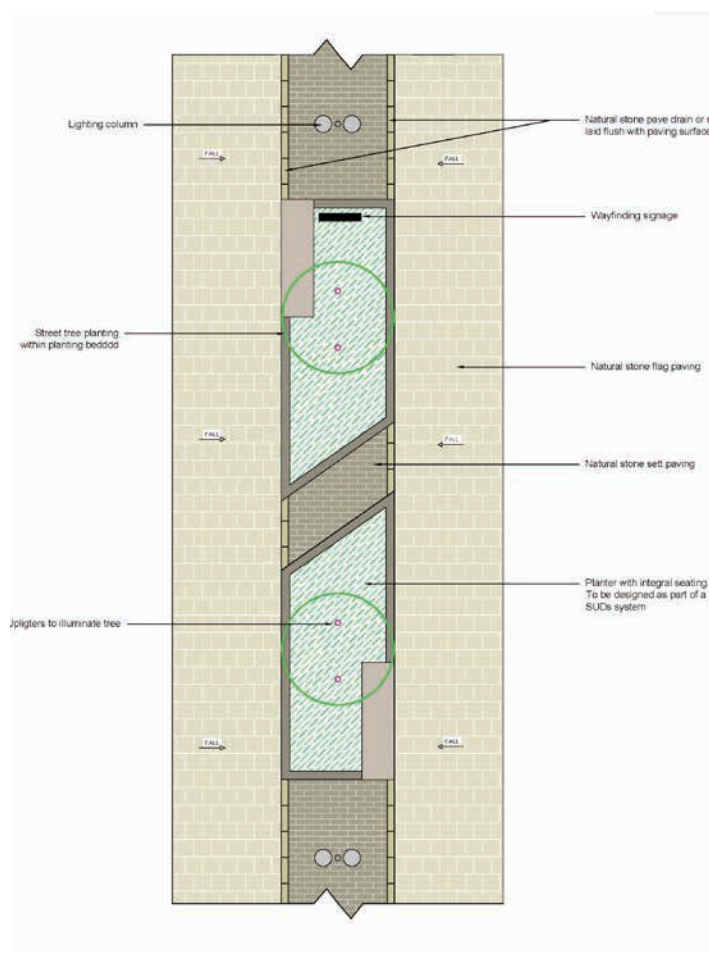
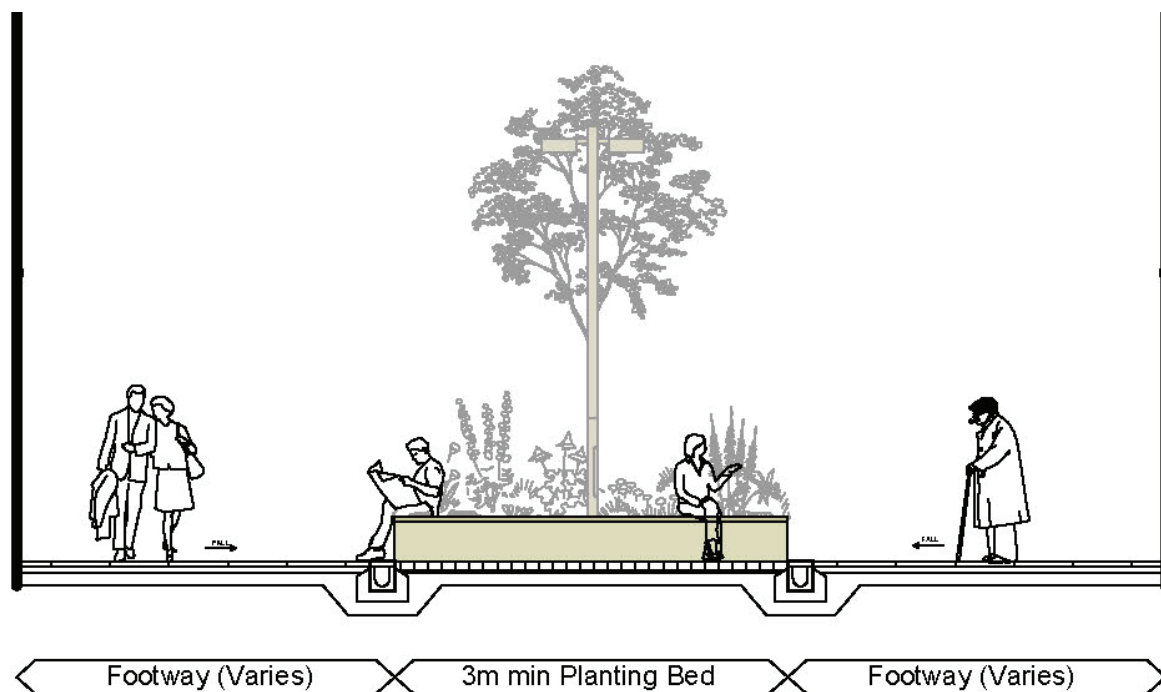


Figure 3.10 – Pedestrianised Street Type 1A

Figure 3.7 – Pedestrianised Street Type 1A
Allowing service Access

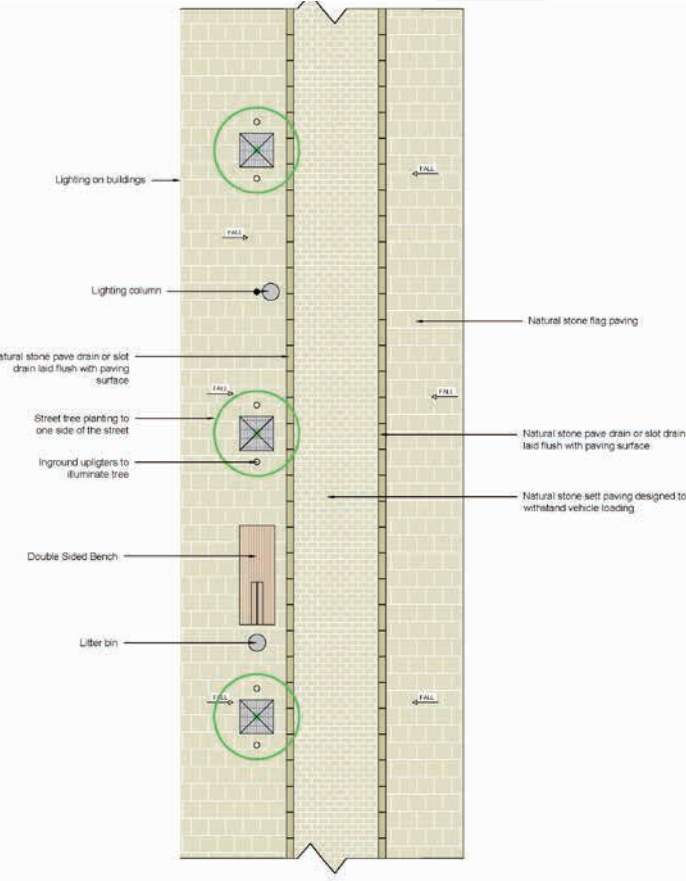
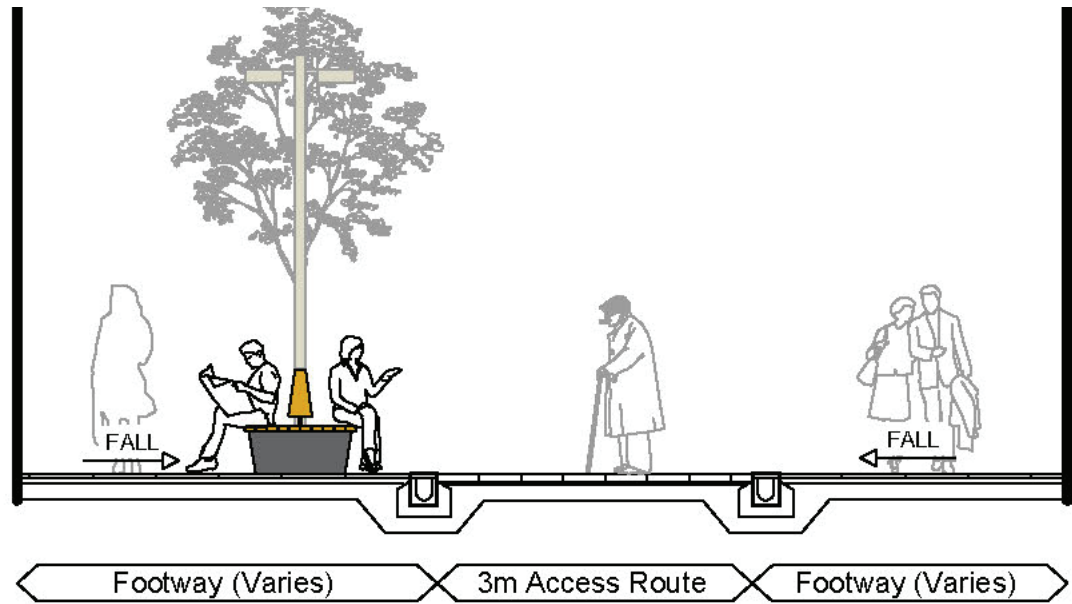


Figure 3.8 – Pedestrianised Street Type 1A

Example of Pedestrianised Street
allowing service access

Figure 3.11 – Semi-pedestrianised Street Type 1b

High pedestrian use with bus, tax and blue badge vehicle access

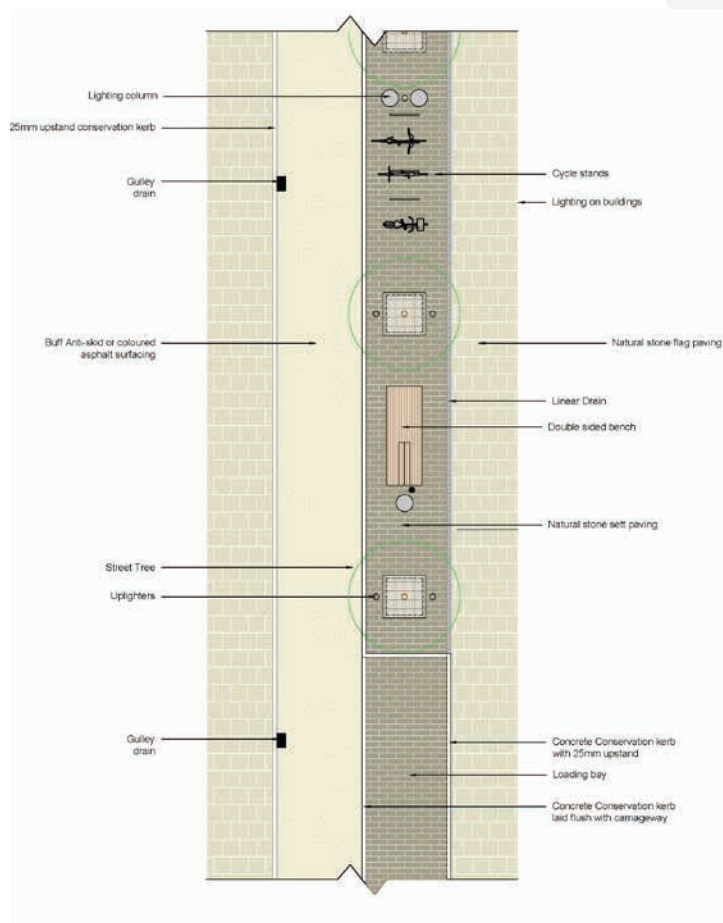
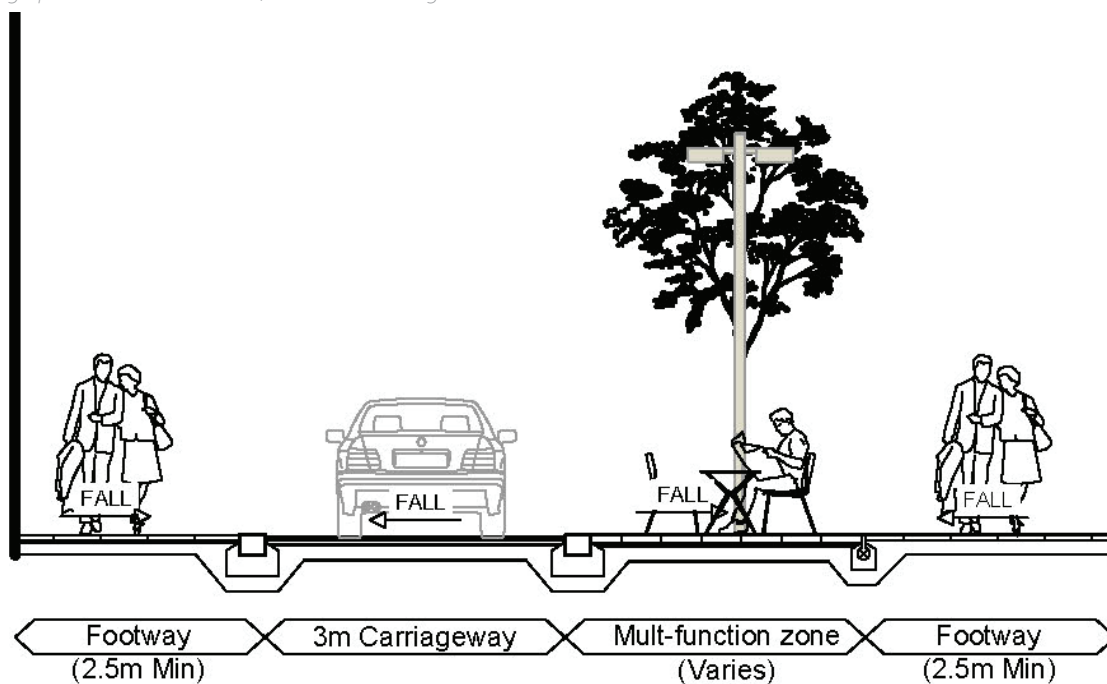


Figure 3.12 – Semi-pedestrianised Street

STREET TYPE 2 – SECONDARY PEDESTRIAN STREETS

Role

Secondary Pedestrian Streets lead out from the town centre and play an important role in providing both strategic pedestrian and vehicle access routes. The design of these streets will be required to reconcile all uses within a safe, pedestrian focussed way.

A number of these streets have been identified as strategic pedestrian routes that should be enhanced to improve links with surrounding town centre and residential areas.

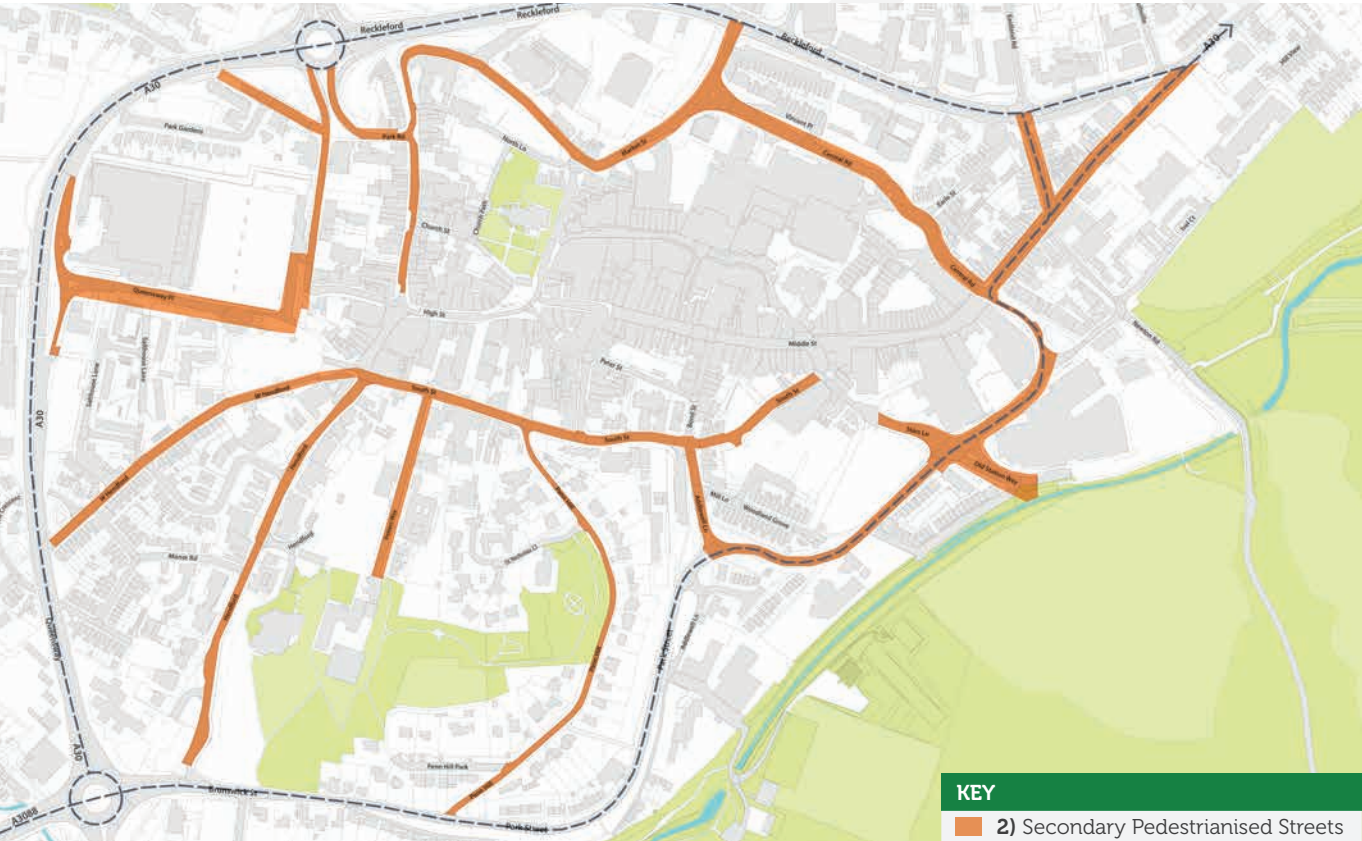


Figure 3.13 – Locations of Secondary Pedestrian Streets

Secondary Pedestrian Street	
Description	Key Design Principles
Secondary and enhanced strategic pedestrian streets play an important role in connecting the town centre with wider residential areas and destinations. These streets also provide strategic vehicle access within and the town centre, currently comprising the majority of the streets connecting into the Queensway/Reckleford ring road. The aspiration for these streets is to enhance the pedestrian focus through opportunities with street planting, wayfinding and review of carriageway narrowing.	• Use of functional concrete materials to pavements to reflect the lesser importance of the street for pedestrians. • Use of 125mm upstand kerbs to delineate carriageway route. • Target speed of 20mph for any vehicles. • Street design to include street tree planting where possible and new lighting. • Carriageway to be surfaced in tarmac to adoptable standards. • The width of pavements should be maximised, wherever possible through the narrowing of carriageways. • Wherever possible, two-way streets should function without central white lines in order to encourage a more cautious response from drivers and reduce traffic speeds. • Wayfinding signage or gateway signage to be included at key pedestrian gateways.

Figure 3.14 – Secondary Pedestrian Street

Strategic Access Streets

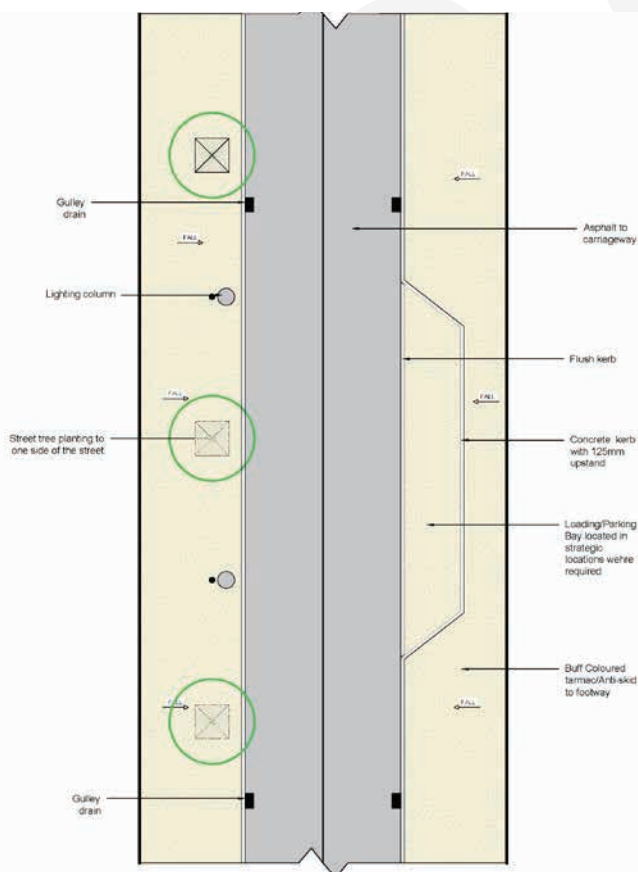
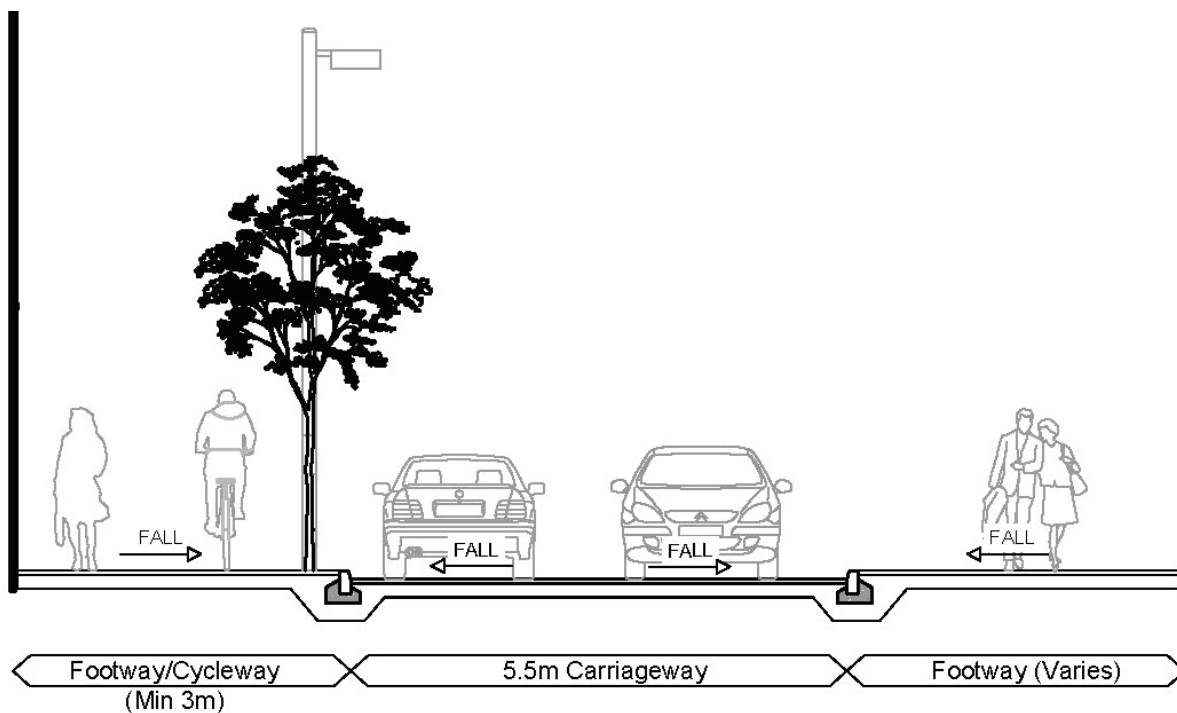


Figure 3.15 – Secondary Pedestrian Street

Strategic Access Streets

STREET TYPE 3 – HISTORIC / MINOR PEDESTRIAN STREETS

Role

Historic / Minor Pedestrian Streets are much smaller in scale than the Principal and Secondary Pedestrian Streets and commonly comprise tightly grained historic streets surrounding the town centre core. These streets have a low – medium pedestrian flows linking to surrounding car parks and wider town centre destinations. They commonly perform a one-way vehicle access with on-street parking. It is considered that pedestrian movements could be enhanced within these streets through restriction of vehicle access and reduction of parking.

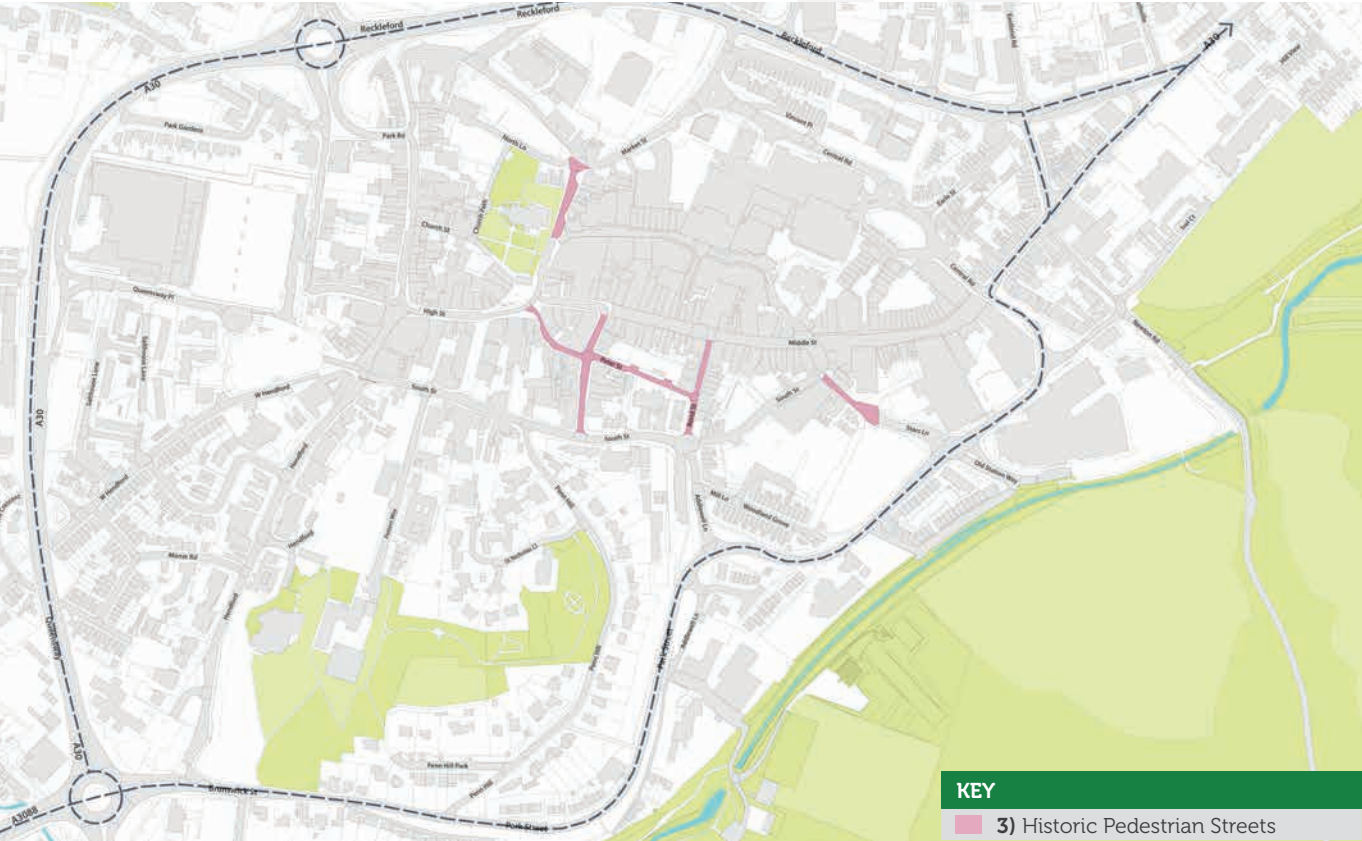


Figure 3.16 – Locations of Historic Pedestrian Streets

Secondary Pedestrian Street	
Description	Key Design Principles
Historic/ Minor Pedestrian Streets form a narrow network of streets within the town centre core. They provide one-way vehicle access and informal pedestrian routes. The aspiration for these streets is to enhance the pedestrian focus through opportunities of carriageway narrowing, restriction of vehicle access and on-street parking provision.	• Use of sympathetic materials palette • Use of a low 25mm upstand or flush kerbs to delineate carriageway route • Target speed of 5-10mph for any vehicles • Carriageway to be surfaced in buff anti-skid surfacing or coloured asphalt to harmonise with pedestrian areas • Minimal carriageway widths required for access requirements to maintain low speeds and maximise footways (All sections are one-way) • Buildings mounted lighting to be used where possible due to narrow street widths.

Figure 3.17 – Historic Streets

Minor pedestrian use, typically with one-way vehicle access

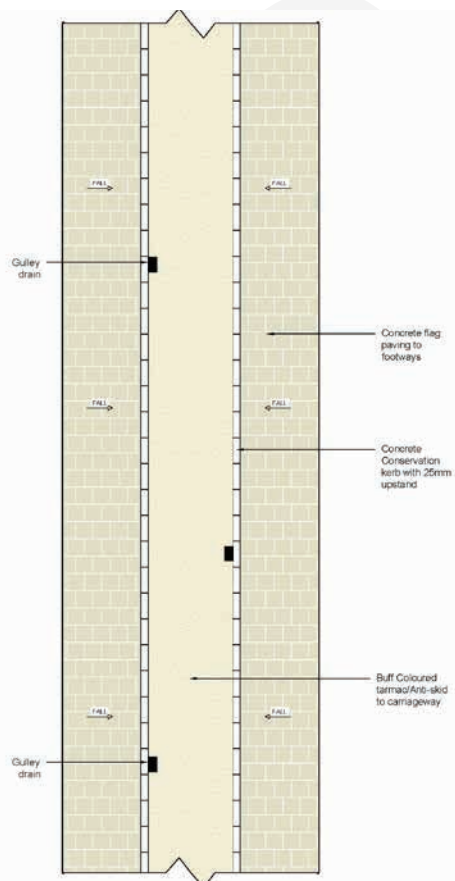
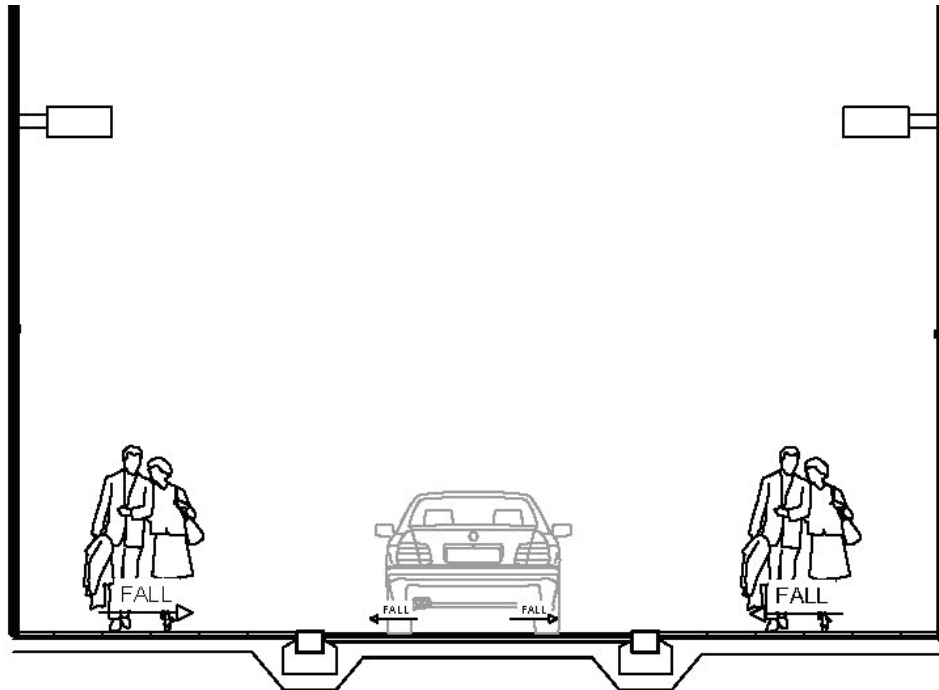


Figure 3.18 – Historic Streets

Minor pedestrian use, typically with one-way vehicle access

3.5 Cycle Links

At present cycle connectivity within Yeovil town centre is poor. Although, a well-used off-road cycle route is present running east- west through Ninesprings/Yeovil County Park to Yeovil Pen Mill station, there are no dedicated connections from this route to the town centre.

Cycle connectivity is being considered as part of the Access Strategy. However, it is considered important that enhanced cycle routes are provided along Hendford and Stars Lane, improving access into the town centre from the Ninesprings/Yeovil County park cycle route.

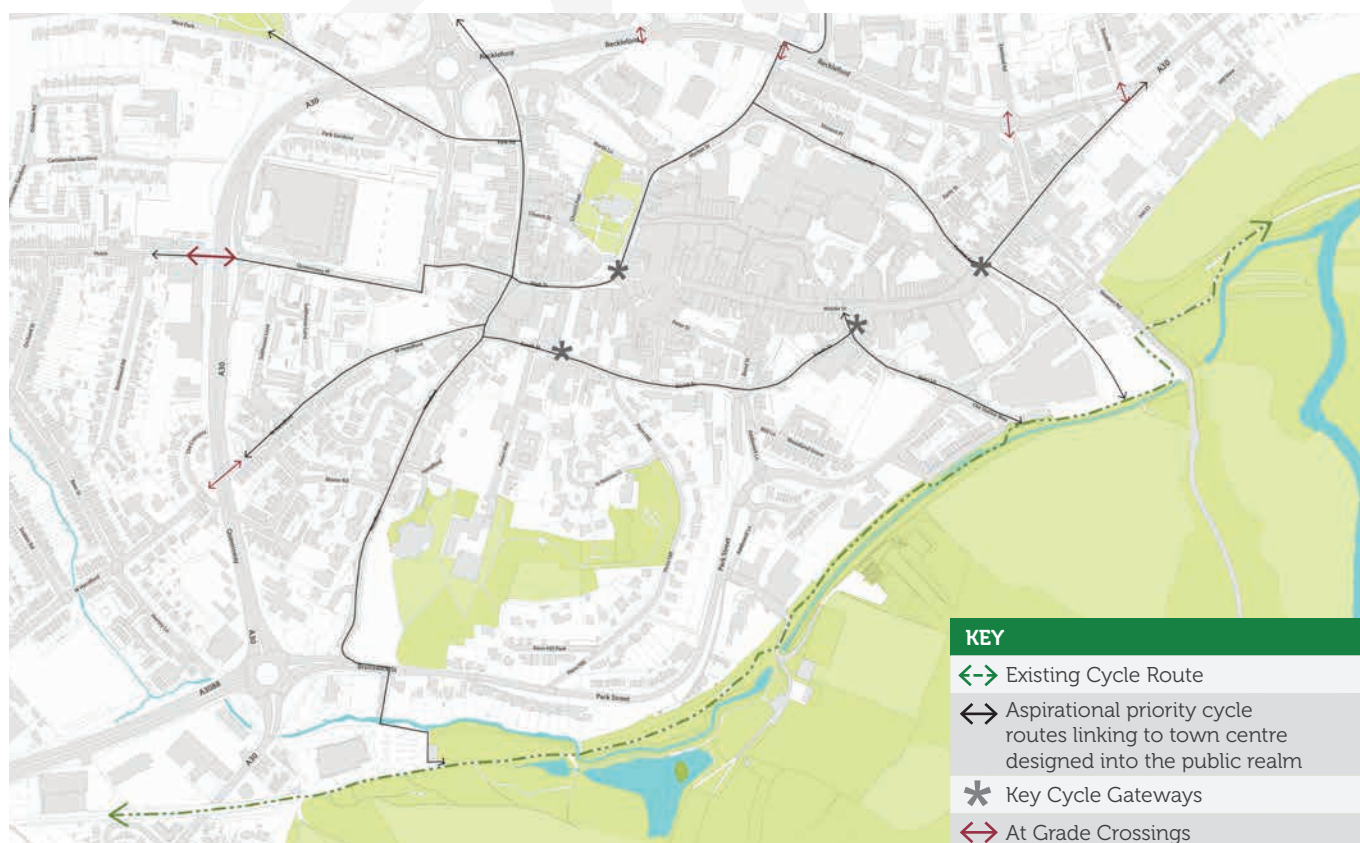
Cycle access should be designed into the public realm and streets wherever possible to encourage cycle use and particular focus should be made to provide cycle connectivity along the arterial streets running out from the town centre, which

link to the wider residential areas beyond the Queensway and Reckleford ring road.

This may require enhancement to existing underpasses, over bridges or the creation of 'At-Grade' crossings proposed as part of the Access Strategy.

Dedicated cycle routes should comprise suitable bound materials such as Asphalt, coloured tarmac or resin bonded surfacing. The use of self-binding gravel within green spaces could be considered where a more sympathetic material choice is required.

Good quality cycle storage and parking will be provided within the town centre to enable users to securely lock their cycles





4. Public Art

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4.1 Benefits of Public Art

A vibrant public art programme offers a range of benefits and opportunities for enhancing the urban environment, increasing the use and enjoyment of public space, and building social cohesion. Public Art provides a means of celebrating Yeovil's culture, community and rich history. It offers shared symbols which build social cohesion, contribute to civic pride and help forge a positive identity for the town. Through this art, the town projects its collective identity and vision.

Public art supports the creative industries, creating opportunities for artists and designers. Further, public art acts as a catalyst for development and economic growth through innovation, attracting visitors and stimulating investment.

Public art also:

- Energises our public spaces
- Expands our thinking
- Transforms the places where we live, work and play
- Creates places of interaction
- Contributes to tourism offering, attracting new visitors.
- Sense of civic pride which research shows leads to less crime

Public art should not be commissioned in isolation, but as part of a cohesive public art strategy. This chapter offers an overview of how public art could be successfully integrated into the public realm but does not intend to form cohesive public art strategy for Yeovil, which would take the form of a separate guidance document.

Public Art should not be seen as an add-on that can be delivered within an existing project as an after-thought and should be considered at an early stage. The artistic ambition of Yeovil needs to be taken seriously and aligned to economic, artistic and the social values of Yeovil to create a strong brand.

The nature of public art is collaborative and involves the public. It is therefore very important to engage communities through the development of the public realm. Community engagement is important in developing public art projects and appropriate mechanisms should be adopted for each project.

4.2 Existing Public Art

At present, there are few examples of public art within Yeovil's town centre.

These have occurred on a piecemeal basis over time, linked to individual developments as they have come forward and do not share a common language.



Existing bespoke street furniture within Princes Street



Existing sculpture, King George Street



Existing sculpture, Yeo Leisure Park

4.3 Public Art Opportunities in Yeovil

There are a number of opportunities to successfully design public art into the public realm, which may include;

- Interpretation of the town's history within the public realm
- Permanent pieces of sculpture
- Artists input in to bespoke elements of street furniture and paving designs
- Artists input into external lighting designs

The indicative images below demonstrate examples of public art within the public realm and figure 4.1 shows locations appropriate for public art work interventions.

The design of public art should be commissioned early within a scheme's progression to ensure that any interventions are well coordinated and develop a cohesive narrative.

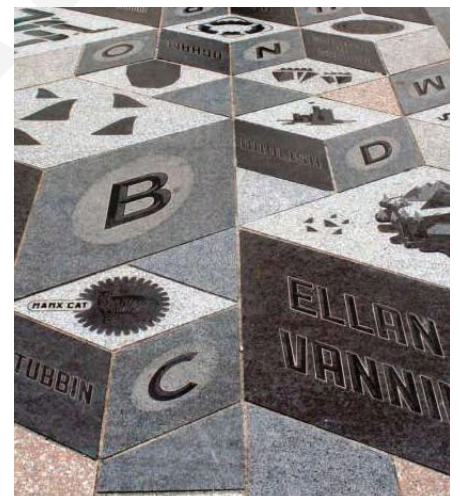




Figure 4.1 – Desired Public Art Locations Plan

DRAFT

5. Lighting Strategy

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5.1 Existing Lighting Strategy and Lighting Review

The existing lighting in the centre of Yeovil is a mixture of new and old, public and private. Maintenance and management in some areas is good and in others could be improved. It is clear that a more coordinated approach to design, management and integration within the public realm could have a significant impact and contribute to a more attractive, safer and more economically viable city centre at night.

A review of the existing light profile has been undertaken through both a desk top study and a night-time, on-site survey of the area, identifying and commenting on the existing lighting profile across the entire site and immediately adjacent areas.

DESK STUDY

It is important to consider the local context to ensure that any future external lighting design appears in keeping with the immediate surrounds.

The site has been assessed against the ILP Guidance Notes for the Reduction of Obtrusive Light which classifies environmental zones into five categories; E0 – protected, dark environments to E4 – urban, high district brightness environments.

The site has been classified as Environmental Zone E4 as it is a town centre with a high level of night-time activity.

Sensitive receptors of the site have been classified as any residential apartments above retail units.

SITE SURVEY

The night-time survey was undertaken on Tuesday 4th June between 8.30pm and 10.30pm in accordance with ILP Professional Lighting Guide 04: Guidance on Undertaking Environmental Lighting Impact Assessments. The purpose of the survey is to identify existing sources of illumination, current illumination levels and condition of existing luminaires on site.

A range of luminaire types were found on site. The majority of areas were lit with older sodium or halogen column luminaires with a colour temperature of < 3000°K (see Figures 5.1 and 5.2 overleaf). These luminaires appeared to be beyond their average life expectancy which is classified as 15 years in CIBSE Guide M.

South Western terrace and the end of Westminster Street were lit with LED column luminaires with a colour temperature of 4000°K (see Figure 5.3 overleaf). These luminaires appeared to be relatively new and should be kept or re-used where possible.

The majority of areas surveyed are lit to current British Standard levels, however, some stretches of Middle Street are not currently lit, with background illumination solely from internal and/or signage lighting from retail units.

5. Lighting Strategy



Photos of existing lighting within Yeovil Town Centre

5.2 Design Requirements

The following documents should be consulted and adhered to when designing the external lighting strategy for the scheme:

- Environmental Protection Act 1990;
- Clean Neighbourhood and Environment Act 2005;
- National Planning Policy Framework (NPPF) 2018;
- South Somerset District Council Local Plan (adopted March 2015);
- ILP Guidance Notes for the Reduction of Obtrusive Light GN01:2011;
- CIBSE Lighting Guide 6 (LG6) – Outdoor Environment;
- CIBSE SLL Code for Lighting 2012;
- BS 5489-1:2013 – Code of Practice for Design of Road Lighting;
- BS EN 12464-2:2014 – Lighting of Work Places – Part 2: Outdoor Work Places
- CEN/TR 13201-1: Road Lighting – Part 1: Selection of Lighting Classes
- CIE – Guidelines for Minimising Sky Glow
- Royal Commission on Environmental Pollution – Artificial Light in the Environment.

As discussed in section 1.2.3, the site has been classified as Environmental Zone E4. As such, all lighting in the area should conform to the limits identified for an E4 site within the ILP Guidance Notes for the Reduction of Obtrusive Light. Limits for each Environmental Zone are set in terms of:

- Permissible maximum upward light %;
- Illuminance into windows;
- Source intensity; and
- 'building luminance' which sets upper values for decorative lighting of any structure, statue etc.

Particular care shall be taken in designing lighting near to any sensitive receptors identified. For the Yeovil Town Centre Refresh, this will include minimising light intrusion into windows.

The town centre is targeting a Purple Flag Status as part of the Yeovil Town Centre Refresh. The Key Performance Indicators of the Purple Flag assessment related to lighting are Crime and Anti-Social Behaviour, Footfall, Perceptions and Patronage.

Improved lighting will help to reduce crime and anti-social behaviour by improving facial recognition and providing clearer CCTV images. It will also increase footfall, perceptions and patronage at peak night economy times by creating a safe, welcoming and interesting environment for town centre users.

All luminaires and lighting equipment should be placed as discreetly and concealed as practical, and cause no danger to the public through inconsiderate placing. All equipment should be vandal-resistant and mechanically, electrically and thermally safe.

A cost exercise shall be undertaken for all lighting proposals to ensure that good quality fittings are chosen whilst maintaining affordability.

LIGHTING HIERARCHY

The lighting hierarchy looks to inform the lighting design for each user area within the town centre.

User Areas	Features	Illumination Requirements
Pedestrian only areas	Pathways, shop entrances and street furniture.	Illuminated to the lux and uniformity requirements for correct P class as per BS EN 13201-2.
Vehicle areas	Roads and parking areas.	Illuminated to the lux and uniformity requirements for correct P/M class as per BS EN 13201-2.
Conflict Areas	Junctions, turning areas, traffic light areas, crossings and loading bays.	Areas that may require extra illumination due to difficulty of task or increased visual acuity requirement. Illuminated to lux and uniformity requirements for correct C class as per BS EN 13201-2.
Special Feature Areas	The Bandstand, The Borough, the War Memorial and other key orientation or heritage features.	Areas to highlight architectural, heritage or key orientation features. Illuminated in line with general guidance given in CIBSE Lighting Guide 6: The Exterior Environment.



Figure 5.1 – Proposed Lighting Hierarchy Plan

KEY

Pedestrian only areas

Vehicle only areas

Vehicle conflict areas

Feature areas

5.3 Lighting Opportunities

The following lighting opportunities shall be considered throughout the design process and incorporated where feasible.

SAFETY AND SECURITY

Lighting can play an important role in reducing night time crime and vandalism; reducing accidents and making the town centre users feel safe. The design should ensure appropriate levels of illumination to identify potential hazards and highlight conflict areas to keep people safe and prevent accidents.

Modern, improved quality lighting provides good colour rendering to aid facial recognition and provide clearer CCTV images; this can act as a deterrent against crime and anti-social behaviour.

ACCESSIBILITY

The town centre public realm should be accessible for users of all ages and abilities.

Users with mobility scooters, wheelchairs, walking aids and pushchairs should be able to move through the public realm easily without street clutter limiting movement. To facilitate this, luminaires should be positioned outside of main thoroughfares.

Steps, ramps and changes in level should be well lit to avoid accidents.

Illuminance levels should be as uniform as possible to provide greater legibility after dark to assist with orientation and movement. The use of lighting as part of a wider wayfinding strategy should be considered as this can help individuals with varying cognitive abilities to intuitively navigate through spaces.

SUSTAINABILITY

Modern, LED technologies can provide a greater energy efficiency which will help to reduce the overall carbon footprint of the town.

Areas should not be over lit, with lighting directed towards the area of intent.

Lighting controls such as photocell detectors and passive infrared sensors could be employed to ensure that lighting is only switched on when necessary.

HEALTH AND WELLBEING

Human health, wellbeing and quality of life can be affected by obtrusive light. Common problems include excessive light intrusion into windows causing lack of sleep; and glare from high intensity lamps causing lack of visual perception due to large light differences within the visual field. It can also cause visual discomfort which can lead to impacts such as eyestrain and headaches.

In order to reduce negative impact to the health and wellbeing of residents and the public, lighting shall be directed towards the ground

Light intrusion into residential windows shall be assessed against the limits provided for the appropriate Environmental Zone within the ILP Guidance Notes for the Reduction of Obtrusive Light.

INTEGRATION INTO DESIGN

Lighting should be designed in an attractive form to appeal during both day and night time hours.

Architectural lighting should be considered in key locations to bring visual interest to spaces.

Structures created solely for lighting should not compete or overbeat other elements within the public realm. Lighting heights and mounting methods should be considerate of the scale and space of the street.

Tree canopy areas and projected tree growth should be taken into account when designing the lighting strategy.

COLOUR

Typical street and amenity lighting falls within a colour temperature range of 2700°K, warm white light, to 4000°K, cool white light. The colour temperature of the public lighting systems should be suited to the individual environment; however, the colour temperature of adjacent fittings should be kept the same to maintain visual consistency.

A high-quality colour rendering index of Ra 80 or above should be used to ensure that colours look natural and accurate.

MOUNTING

Column lighting can provide a uniform spread of illuminance over wider areas such as walkways, roads and open areas.

Lighting mounted onto buildings can reduce the number of columns required. Any building mounted luminaires, fixtures or fittings should respect the heritage and design of the building.

The mounting height of equipment should be sympathetic to the height and width of the street.

Catenary lighting allows for an accurate and flexible design as luminaires can be positioned exactly where the light is required. Due to the height of installation, illumination can be uniform across wide spaces and reduce the need for columns which create visual clutter. The structural wires would also allow flexibility for event and festive lighting.

Ground recessed uplighter fittings can provide visual interest to building facades, architectural elements and landscaping elements. Lower intensity fittings which are well shielded and properly directed should be chosen when specifying fittings of this type as to not cause unnecessary obtrusive glare or contribute to upward sky glow.



6. Wayfinding and Signage Strategy

- 6.1 Overarching Principles
- 6.2 Existing Wayfinding Strategy / Locations
- 6.3 Proposed Wayfinding Strategy

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75

6.1 Overarching Principles

The overall aim of the way-marking and signage strategy is to establish a legible and well interpreted place, where visitors are provided with adequate wayfinding and visitor information to enable and encourage them to explore the Yeovil town centre on foot and on bike, and interpretive information that adds to the richness of the experience.

However, the aim should not be to spoil Yeovil's streetscapes by over-signing and so in general, the aim should be to keep the number of wayfinding elements to a minimum located within key gateway and nodal points.

The main objectives of the wayfinding and signage strategy can be summarised as;

- To create a high-quality signage style used in wayfinding and interpretation that is distinctive and appropriate to Yeovil.
- To develop signage that is suitably robust in order to withstand the outdoor environment.
- To implement signage that is easy and cost effective to update over time, where it is anticipated that this will be required.
- To establish a holistic approach to wayfinding that includes consideration of landmarks and orientation points in the public realm.
- To consistently apply the wayfinding signage suite to the public realm framework in order to reinforce the hierarchy of routes and improve legibility.
- To prevent over signing of wayfinding elements in the public realm
- To present interpretation signage that is legible (including those with visual impairments), visually appealing, well written and relevant to a broad audience.
- To consider how flexibility to technological advancements can be built in to wayfinding and signage over time.

6. Wayfinding and Signage Strategy

6.2 Existing Wayfinding Strategy / Locations

Existing wayfinding takes the form of finger posts that have been located within the town centre over time. Many of these have an over-allocation of information that has become confusing to visitors.

There is also a proliferation of additional signage (including road signage) that adds unnecessary street clutter within the town centre, which should be removed or minimized through the public realm enhancements.

Key pedestrian routes into the town centre from beyond Queensway and Reckleford are poorly signed at present, leading to an unclear arrival into the town centre.

There are some recent examples of signage linked with the Quedam Shopping Centre, that offer effective wayfinding maps and information monoliths. These are more intuitive and clearer to visitors.



Common Finger Post



Country Park entrance signage



Quedam Shopping Centre



Quedam Shopping Centre



Public Information Board



Street Names

6.3 Proposed Wayfinding Strategy

A range of wayfinding signage elements are needed to provide the right amount of information and these should be used in the right locations. The information below sets out a hierarchy of signage elements along with details of materials to be used and signage character.

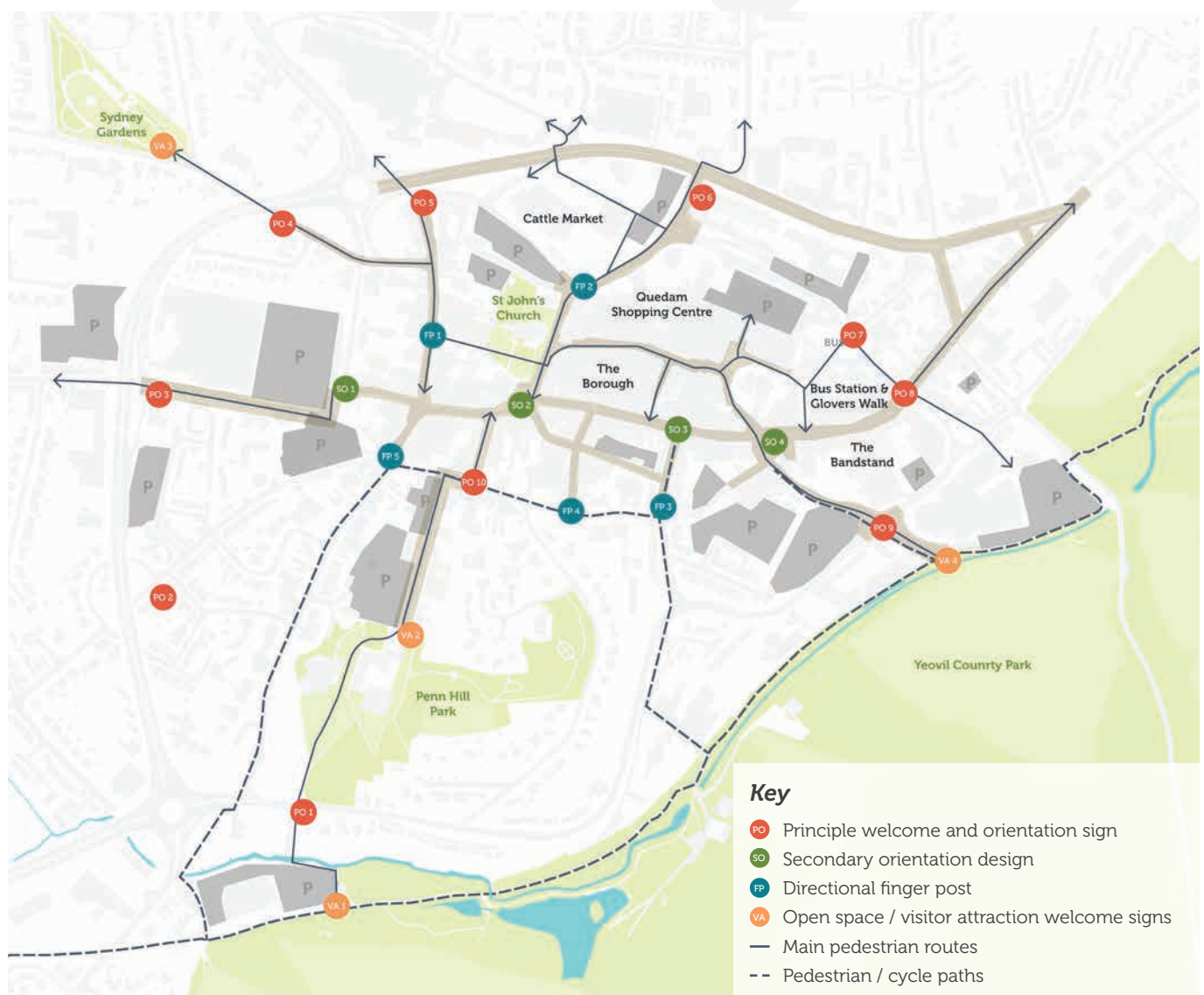
The guidelines provided within the wayfinding strategy are intended to set key principles and parameters. The individual content of each sign will be subject of a detailed design exercise.

The location of wayfinding and signage as part of the proposed strategy is shown below (Figure 6.1).

The design of any signage concepts will consider any requirements relating to the Disability Discrimination Act (DDA) relating to signage communications.

These may include (but not limited to):

- Size of typefaces, which will follow BSI/ISO recommendations for type size specifications.
- Typographic style, which will follow any recommendations for height to width ratios of individual characters, and their horizontal and vertical spacing.
- Colour contrast, which will be considered to ensure legibility.



6. Wayfinding and Signage Strategy



Principal Welcome and Orientation Sign

- These are located at key pedestrian gateways on key walking routes.
- These are the largest signs and should be located where there is most space for people to gather.

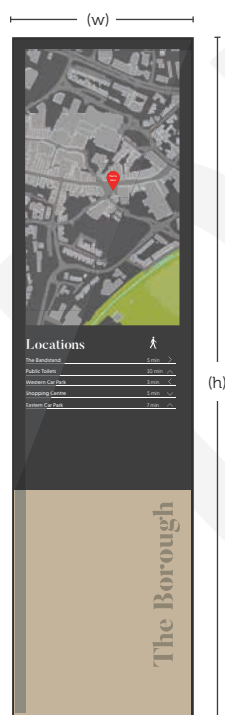
Materials

- Glass
- Resin-backed Vinyl
- DB703 Powder-coated Metal Frame
- Local Stone (e.g. Hamstone)
- Iroko Wood

Dimensions

- Height (h): 1750mm
- Width (w): 625mm

Figure 6.2 – Principle Welcome & Orientation Sign



Secondary Orientation Sign

- These are the preferred town centre wayfinding sign and are located at key orientation and nodal points.
- These narrow and tall signs can be accommodated on streets and will display map-based wayfinding information, as well as directional information and walking time contours.
- These signs should be located up against building lines on streets or within multi-functional zoned so as not to impede flow and also so that they can offer useful directional information.

Materials

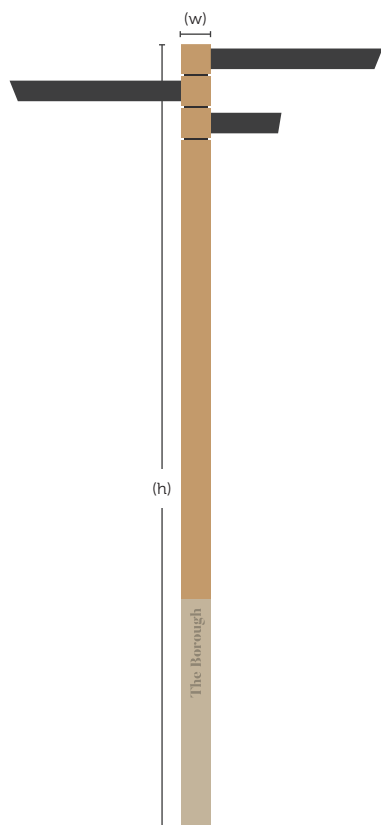
- Glass
- Resin-backed Vinyl
- DB703 Powder-coated Metal Frame
- Local Stone (e.g. Hamstone)

Dimensions

- Height (h): 1750mm
- Width (w): 450mm

Figure 6.3 – Secondary Orientation Sign

Please note, the details in the tables above do not represent the final specified materials. Those mentioned are only indicative for this proposed signage concept.



Directional Fingerpost

- These should be used sparingly within the town centre core.
- Generally, these are located at a limited number of locations at minor intersections/ orientation points, where it is considered space will be limited or where a Principal Welcome or Secondary Orientation are proposed nearby.
- These are also located to confirm direction along linear routes.

Materials

- DB703 Powder-coated Metal Frame
- Local Stone (e.g. Hamstone)
- Iroko Wood

Dimensions

- Height (h): 2400mm
- Width (w): 75mm

Figure 6.4 – Directional Finger Post



Open Space/Visitor Attraction Welcome Sign

- These are located at the main entrances to parks and open spaces within the town centre (at Yeovil County Park, Sydney Gardens and Penn Hill Gardens).

Materials

- Resin-backed Vinyl
- DB703 Powder-coated Metal Frame
- Local Stone (e.g. Hamstone)

Dimensions

- Height (h): 1050mm
- Width (w): 1500mm

Figure 6.5 – Open Space / Visitor Welcome Sign

Please note, the details in the tables above do not represent the final specified materials. Those mentioned are only indicative for this proposed signage concept.

7. Materials and Specification

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7.1 Paving and Surfacing

The paving palette is designed to respond to the existing vernacular and materials palette within the town centre and seeks to enhance the public realm setting further. Any materials used within adopted highways should aim to comply with the Somerset County Council's existing highway standards. Any deviation from the standards should be agreed with the County Council in advance.

All paving should be sourced from sustainable and recognised sources. Where historic natural stone surfacing exists, this should be retained. Consideration should only be given to repaving existing natural stone surfaces if accessibility becomes an issue.

The surfacing materials tables on the following pages provide details of the surfacing materials which may be used within the town centre. Different options are provided for the various applications within the public realm including key spaces and streets.

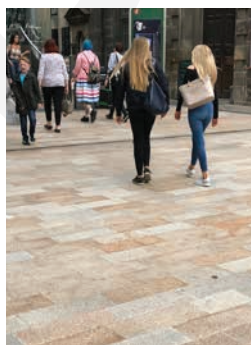
Paving designs may comprise single materials or combinations of materials where required.

Paving and Surfacing Materials – Setts

Material	Use / Application	Sizes	Colour / Finish
Setts			
Forest Pennant or Yorkstone Setts	Preferred base material within Key public spaces and footpaths within town centre core	A choice of 400x200 300x200/300x150 /200x100mm or as appropriate for application. Depth to be adequate for loading class.	Buff or Grey Diamond Sawn and smooth finish
Granite Setts	Alternative base note to Key public spaces and footpaths		Yellow/Buff mix Diamond sawing in Fine picked finish
Porthyr Setts	Contrast strips and accent paving areas within Key public spaces		Red/Pink Diamond Sawn in flamed or fine picked finish
Blue Lias Limestone	Contrast strips and accent paving areas within Key public spaces		Blue/Grey Diamond Sawn and smooth finish
High Quality Concrete Modular Paving	Within footways and public realm areas to secondary streets. To be used where the budget for natural stone is unavailable within the town centre core.	A choice of 400x200 300x200/300x100 /200x100mm or as appropriate for application. Depth to be adequate for loading class.	Exposed natural stone aggregate finish. Buff/cream base notes and red/brown or dark grey accent areas. Grey multi-mixes not to be used.



Blue Lias Paving



Yellow Granite Sett Paving



Forest Pennant / Yorkstone Sett Paving



Porthyr Setts



High Quality Concrete Modular Paving

7. Materials and Specification

Paving and Surfacing Materials – Tactile Paving Flags

Material	Use / Application	Sizes	Colour / Finish
Tactile Paving Flags			
Natural stone tactile (must comply with Department for Transport's current standards)	Uncontrolled crossings and hazard warning within key spaces and streets within town centre core.	400 x 400 x minimum 100mm (thickness must be adequate to withstand vehicle overrun)	Material to compliment surrounding natural stone paving.
Standard buff reinforced concrete blister and hazard warning	Uncontrolled crossings within secondary streets and spaces within town centre	400 x 400 x 65mm (for blister tactile), 50mm thick for other hazard warning tactile	N/A
Standard red fibre reinforced concrete blister tactile	Controlled crossings on Streets. To be restricted within the town centre core.	400 x 400 x 65mm	N/A



Natural Stone Tactile Blister Paving



Buff or Natural Colour Concrete Tactile Blister Paving



Red Colour Concrete Tactile Blister Paving

Paving and Surfacing Materials – Flag Paving

Material	Use / Application	Sizes	Colour / Finish
Flag Paving			
Forest Pennant or Yorkstone setts	Preferred base material within Key public spaces and footpaths within town centre core	600 x 600mm or random length as appropriate for application. Depth to be adequate for loading class.	Buff or Grey Diamond Sawn and smooth finish
Blue lias Limestone	Contrast strips and accent paving areas within Key public spaces		Blue/Grey Diamond Sawn and smooth finish
High quality Concrete flag paving	Within footways to secondary streets. To be used where the budget for natural stone is unavailable within the town centre core.	600x600x50mm or 600x450x50mm	Conservation textured in Harvest Buff or alternative textured Buff/Natural colour finish



Blue Lias flag paving



Forest Pennant/Yorkstone flag paving



Concrete flag paving

Paving and Surfacing Materials – Carriageway Materials

Material	Use / Application	Colour / Finish
Carriageway Materials		
Resin bonded surface dressing or coloured asphalt	Footways within secondary street types within the town centre	Buff
Anti-skid surfacing or coloured asphalt	To carriageways within the town centre core	Buff
Tarmacadam (40mm AC14 close surf 100/150)	Carriageway and footways to secondary street types	



Asphalt



Coloured Asphalt



Resin-bonded Aggregate / Anti-skid Surfacing

Paving and Surfacing Materials – Kerb & Channels

Material	Use / Application	Sizes	Colour / Finish
Kerb & Channels			
Natural stone kerb (Flush/25mm upstand)	Kerbs within town centre squares and Principal Pedestrian streets (pedestrianised & semi-pedestrianised)	150/300mm wide x random length Kerb height to be appropriate for intended upstand	Silver Grey Granite or yorkstone as appropriate to paving scheme
Concrete Conservation kerb (Flush/25mm upstand)	Kerbs to Semi-pedestrianised & Historic Streets where a cheaper alternative to natural stone is required.	255x205x915mm and 63x150x915mm (Edging)	Silver Grey
Concrete bus kerb	To bus stop bays in the Borough	As required	Silver to match surrounding kerb types
Standard concrete kerbs (HB2 with 125mm upstand)	Kerbs to Secondary Street types. Not to be used within the town centre core.	To BS EN 1340:2003	N/A



Natural stone kerb



Concrete Conservation kerb



British standard concrete kerb

7.2 Laying Type

All paving build-ups must be designed by a suitably qualified Engineer who must provide evidence of compliance with the requirements of BS 7533 or accredited replacement for this standard.

Rigid Pavements

Laying of Natural Stone should use a BS 7533 compliant mortar system, which consists of a bedding mortar, priming and bonding mortar and slurry jointing mortar laid upon a concrete road base or supporting structure.

Bedding, priming and jointing of modular paving (including natural stone) must comply with the requirements of BS 7533.

To achieve a bond strength of greater than 2N/mm^2 stipulated in BS 7533 a priming agent must be used between the paving element and the bedding mortar.

For heavily trafficked environments, or where recessed manhole covers are used, a high strength resinous mortar is required. High performance resinous mortar should also be used for water features.

Flexible Pavements

The use of modular concrete block paved finishes may be specified as flexible pavements.

The structural capacity of flexible pavements is attained by the combined action of the different layers of the pavement.

Build up of flexible layers are to be in accordance with Somerset County Council Highways requirements. Where full construction is required then foundation thickness (sub-base & capping layer) is to be based on in-situ CBR values.

Block Paved surfaces to be laid on 50mm sand laying course and 150mm type 1 in accordance with Somerset County Council Highways requirements.

Further Guidance

BS EN – 13108 – Bituminous mixtures – Material specifications, Asphalt concrete

BS 7533-13:2009 Pavements constructed with clay, natural stone or concrete pavers

Design Manual for Road & Bridges CD236 Surface Course materials for construction

Estate Roads in Somerset Specification construction notes

7.3 Road Markings

The surfacing materials tables on the following pages provide details of the surfacing materials to be used within the town centre. Different options are provided for the various applications within the public realm including key spaces and streets.

Road markings act as a visual detractor in the public realm. The following principles should be employed to minimise their impact whilst providing clear instructions to traffic.

- In collaboration with the Somerset County Council's highways department, road markings should be kept to a minimum across Yeovil town centre.
- Where future changes to street designs remove the need for road markings, traffic regulation orders should be introduced to cover these streets.
- Any required road markings to be in Thermoplastic material to be BS 3262:1989

7.4 Service Covers

Service covers should be aligned with paving to deliver a coordinated finish. The use of recessed covers allowing paving infill should be used where possible to provide paving continuity.



Paving infill cover



7.5 Drainage

Efficient, well integrated and unobtrusive drainage design is an essential component of any high-quality public realm scheme.

All drainage within adopted highways areas must be designed and agreed with the Somerset Council highways department. In particular the size and locations of new surface drainage outlets need to be discussed and agreed with the council.

EXISTING DRAINAGE

The existing drainage network through Yeovil High Street consists of a Wessex Water combined public sewer. This sewer receives surface water run-off from the High Street pedestrian and carriageway hardstanding areas, as well as foul discharge from the adjacent shops. The lower section of the High Street includes a dedicated public surface water sewer consisting of a 1050mm pipe and a 1200x1500 culvert. New SuDS systems connected to the existing combined system will need to consider the use of non-return valves to prevent foul flows from entering SuDS components such as tree pits and bio retention systems.

DRAINAGE OF FOOTWAYS

The general aim should be to drain water from footways onto carriageways or areas of soft landscape, using a minimum gradient of 1:60. within open spaces and 1:40 gradient for footpaths. The principle of draining onto carriageways can be successfully employed in all instances where a traditional kerb upstand is used, which will guide the water to road gullies.

All building down pipes should continue into the ground and connect with the existing Wessex Water combined/surface water sewer.

Generally, gullies located in footways should have galvanised steel flush grates with fixed hinges. Grates must be specified that are suitable for anticipated loading. All drainage gratings/chamber covers to be to D400 specification where vehicle loading is anticipated and should be in accordance with BS EN 124.

In order to be DDA compliant slots within the grate should be no wider than 13mm and the grate should be orientated to be at right angles to the main pedestrian flow.

For accessibility reasons dished channels should not be used.

LINEAR DRAINAGE SYSTEMS

Linear slot or pave drain system may be used within the public realm where a discrete finish is desired and is approved by the County Council Highways department.

Linear slot drains should not be used where there is a risk of soil or other debris washing into the drain, as this narrower type of channel is liable to block-up.

The use of natural stone pave drain products may be used in areas where natural stone paving is used and should match the specification of surrounding paving.

Linear slot or channel drains must be specified that are suitable for anticipated vehicle loading and accord with BS EN 124.

The use of bespoke linear drainage grilles may be considered within key town squares where a distinctive and high-quality design language is required.

SUSTAINABLE URBAN DRAINAGE (SUDS)

The use of Sustainable Urban Drainage (SUDs) systems should be incorporated wherever practicable to manage the quantity of surface water run-off, improve water quality, offer amenity and support biodiversity.

This may principally comprise the use of SUDs tree pits, where surface water run-off is directed into underground storage cells which regulate and reduce discharge rates.

The use of bio-retention planting beds may also be used, which are able to absorb surface water run-off from surrounding paving areas.

Surface water run-off may be directed into areas of new planting through linear drainage connections and inlet kerbs.

Where these systems are used it will be required to carefully select species types, which are tolerant to water.



Natural stone pave drain slot



Slot drain



Threshold drain



Decorative or artist designed linear drainage



7.6 Street Furniture

This public realm strategy promotes the use of street furniture palettes that are distinctive to Yeovil and which can be consistently applied to the town centre, to reinforce a sense of quality and identity that clearly sets Yeovil apart. A wide range of street furniture elements are found within Yeovil at present, resulting in an inconsistent street furniture palette. The proposed palettes seek to unify the character. Street furniture types are dealt with in the following pages.

SEATING

Siting

In siting seating (seats and benches) it is important to carefully consider key locations for seating opportunities, so as not to litter the public realm with empty seats. Seating should be provided at the busiest points of pedestrian activity.

- Generally, seats should be located within the designated multi-function zones within streets (as illustrated in the street typologies figure 3.5) at points of interest or nodal gathering locations.
- The aim should be to provide sheltered seating opportunities and seats in both shaded and sunny areas.
- Avoid locating seats too close to litter and dog bins.
- Space should be provided to accommodate wheelchairs next to seating and also allow space for circulation around elements
- Seats should be provided as resting points at regular intervals along well used routes (i.e. every 50m).
- Avoid locating seats in areas where they might cause an obstruction to other services/facilities (i.e. in front of information boards).

As well as locations for formal seating, in the design of routes and spaces, informal seating opportunities should be created. These could be in the form of seating steps, low walls or raised seating planters. These types of informal seating supplement formal provision and provide additional capacity at busy times, such as during events.

Fixing

Seats and benches should be root fixed (below ground) to provide a seamless tie-in with surrounding paving areas. Where solid concrete of monolith type seating is used these should rest upon the paving surface and adequate foundation.

General Design Requirements

There are a number of general requirements that all seating should conform;

- Seating products shall be applied in families which are complementary to one another and should reflect a contemporary and robust style.
- Shall be composite galvanized steel and powder coated to a specified RAL colour or brushed grade 316 stainless steel with FSC hardwood timber; or pre-cast smooth finished concrete.
- Seating should include backrests and armrests to support and assist users.
- Single sided benches should not be used within the town centre core. In these locations, double sided or open sided seating should be preferred to maximise usage.
- Shall include anti-skateboard devices appropriate to location.
- Concrete seating units will be of sufficient weight to resist movement.
- Bespoke seating design may be considered within the town centre core where it is combined with other street furniture such as planting islands or seating steps.
- All seating to meet DDA requirements.

OPTIONS FOR SEATING WITHIN THE TOWN CENTRE CORE

Product (or similar approved)	Materials / Finish	Sizes	Use
Bespoke seating steps	High quality pre-cast concrete with acid etched or natural stone finish	Min 500mm width x 450 – 550mm height	To be used within town centre key squares of the Borough and Bandstand where appropriate.
Bespoke or Modular raised seating planters	Pre-cast concrete, natural stone, steel or hardwood timber components	Varies dependent on design. However, seating element to be a min 500mm width x 450 – 550mm height for seat x 700mm perch height.	To be used within pedestrianised and semi-pedestrianised streets within the town centre core and key town centre squares.
Bailey Streetscene Double Sided Woking Seat	Galvanised and powder coated steel frame with hardwood slats	L:3000mm x D:1280mm x H:894mm	Town centre core streets and spaces where double sided seating can be accommodated.
Streetlife Long & Lean bench	Galvanised steel frame with hardwood slats	L:3230mm x D:890mm x H:770mm	Town centre core streets and spaces where double sided seating can be accommodated.
Bailey Streetscene Medway Seat	Pre-cast concrete with hardwood seat (Optional)	L:2000mm x D:1000mm x H:450mm	Town centre core where a flexible and robust seat is required.



Example of a raised seating island



Example of a raised seating planter



Precast concrete or natural stone seating steps



Bailey Streetscene Double sided Woking Seat



Streetlife Long & Lean bench



Bailey Streetscene Medway Seat

7. Materials and Specification

OPTIONS FOR SEATING WITHIN THE WIDER TOWN CENTRE PUBLIC REALM AND GREEN SPACES

Product (or similar approved)	Materials / Finish	Sizes	Use
Bailey Streetscene Retiro Seat	Iron frame with hardwood timber slats	L:1800mm x D:550mm x H:850mm	Within Green spaces and wider town centre areas where seating is required
Furnitubes Railroad Inline Seating & Tables	Galvanised and powder coated steel frame with hardwood slats	Varies dependent on design.	Modular seating system to be used within Green spaces and wider town centre areas where contemporary seating is required
Furnitubes Glenham seat	Teak	L:1795mm x D:645mm x H:900mm	Green spaces where a classic design is required within a sensitive and historical setting.



Bailey Streetscene Retiro Seat



Furnitubes Railroad Inline Seating



Furnitubes Glenham Seat

BOLLARDS

Siting

As part of the overarching principle to minimise street clutter, the use of bollards should be minimised and only used where there is a significant requirement on safety or security grounds.

In many instances, it will be possible to use other items of street furniture, such as seats, lighting and street tree planting to perform the same task.

Where bollards are used within adopted highways, they will be required to meet the relevant Highways standards and typically be spaced at 1200mm as a minimum. They should be located 450mm behind the front edge of the kerb line.

Consideration should be given to using a bollard of the appropriate size and type for its setting and use.

Design

- Generally, bollards should be root fixed into concrete. A square root is preferred where the bollard is to sit in paving (a round root would work better in tarmacadam).
- Surface fixing using a base plate should only be specified where there is a need to retain existing surfacing or where there are below ground constraints.
- Consideration should be given as to whether there is a need for an 'anti-ram' specification (to prevent any attempt at vehicle overrun), which would consist of a reinforced steel core and extended root. Timber bollards should not be used where an anti-ram specification is required.
- Removable bollards should be used where occasional access is required
- Automatic rising bollards are to be avoided due to ongoing maintenance issues.
- It is essential that all bollards either contrast in tone to their surrounding context/surfacing or incorporate a visibility band.
- The use of stainless steel, ferrocast, cast iron and timber bollards may be considered but must coordinate with the surrounding street furniture palette to develop a consistent design language.

Product (or similar approved)	Materials / Finish	Sizes	Use
Stainless steel banded bollard	G316 satin polished stainless steel with reflective bands	115 or 140mm diameter bollard with 1000mm above ground	Within the town centre core and key spaces
Woodscape Hardwood Timber Bollards	FSC Certified Hardwood	150mm square profile 1000mm above ground	Within town centre green spaces or within the public realm where appropriate



Stainless steel bollard



Steel low bollard



Timber bollard



Bespoke timber bollard

CYCLE PARKING

Cycle stands should be provided in areas with good natural surveillance and/or CCTV surveillance and located at key arrival and nodal points within the town centre.

Cycle stands should be located in the multi-function zones identified within the street designs (refer to figure 3.5) in groups of three, as a minimum and should be positioned so as not to impede pedestrian movement when the stands are being used.

The provision of electric cycle (and scooter) points should be considered as part of public realm designs to ensure that future trends are accounted for. The use of electric bike and scooter hire schemes and sustainable modes of transport are becoming increasingly popular and it is important that Yeovil’s public realm is able to adapt to changes in sustainable transport.

Design

- Generally, cycle stands should be root fixed into concrete.
- Cycle stands should be spaced at 1000mm centres and with adequate free space to ensure cycles do not overhang carriageways or footways.
- Sheffield cycle stands in G316 stainless steel should be used within the core of the town centre.
- Galvanised steel polyester powder coated in black to be used in wider town centre areas.

Product (or similar approved)	Materials / Finish	Sizes	Use
Sheffield Cycle Stand	Stainless Steel Grade 316	800mm (H) x 715mm (W)	To be used with the core of the town centre.
Sheffield Cycle Stand	Galvanised & Polyester powder coated or Duracast Polyurethane finished in a specified RAL colour	800mm (H) x 715mm (W)	To be used within secondary areas within the town centre.
Bailey Streetscene Multiplicity Cycle Stand	Aluminium with timber	611mm (L)x 152mm (D)x 910mm (H)	To be used where cycle stands are used within key squares within the town centre core.



Sheffield cycle stand in stainless steel



Sheffield cycle stand in galvanised & powder coated finish to specified RAL colour



Bailey Streetscene Multiplicity cycle stand

LITTER BINS

Litter bins must be carefully located where they are most needed, close to seating areas and key spaces, bus stops and take-away food and drink outlets. The number and capacity of bins should respond to the expected levels of use.

Bins should be located within the specified multi-functional zone as specified in street designs (see figure 3.5).

Litter bins used in Yeovil should encourage recycling through the provision of independent or combined recycling bins. Bins should also have an ashtray to enable collection of smoking litter.

Bins should be 'seagull proof' with flaps used to discourage pedestrians from using recycling compartments incorrectly.

Generally, unless space is limited all bins should have a capacity of at least 80 litres.

All bins should be bolted to a concrete base.

It is recommended that the addition of town centre crests or motifs are laser cutting to maintain a clean and uncluttered look.

The same family or product lines should be used where possible throughout the town centre to secure a consistent character.

All painted components of litter bins should share the same RAL colour, which is common to the surrounding street furniture palette.

Litter bin types suitable to Yeovil's public realm are shown below. Where possible, a single style should be selected for any given space to develop a cohesive appearance.

Product (or similar approved)	Materials / Finish	Sizes	Use
Broxap Derby Eros Litter bin	Galvanised steel and polyester powder coated to specified RAL colour.	115 Litres – 1100mm high x 500mm diameter	Town centre core
Furnitubes Zenith Litter bin	Galvanised steel and polyester powder coated to specified RAL colour.	90 Litres -1100mm high x 500mm diameter	Town centre core
Broxap Maelor Trafflex Turvy High Security Litter Bin	Plastic with stainless steel inner	90 Litres -1100mm high x 500mm diameter	Secondary or periphery areas of the town centre where a more economic product is required
Bailey Streetscene Deacon Litter Bin	Timber with Galvanised steel and polyester powder coated to specified RAL colour.	120 Litres -650x500x1000mm high	Green spaces
Bailey Streetscene Buffalo recycling bin	Zintec Galvanised steel and polyester powder coated to specified RAL colour.	240Litres -960x480x1030mm high	To be strategically located within Key nodal points within the town centre.



Broxap Derby Eros litter bin



Furnitubes Zenith stainless steel litter bin



Bailey streetscene Deacon litter bin



Broxap Maelor Trafflex Turvy High Security litter bin



Bailey Streetscene Buffalo recycling bin

7. Materials and Specification

TREE GRILLES AND GUARDS

- Tree grilles should be used for all trees planted within hard paving areas.
- Tree grilles should be installed level with the surrounding paving surfaces to eliminate the risk of trip hazards.
- The use of square or rectangular tree grilles is preferred to ensure more effective and robust tie-in with surrounding paving.
- The following tree grilles have been selected as suitable for use within Yeovil. Grilles should be fixed as per the manufacturer's specification
- A consistent use of tree grille design should be used where possible to develop a consistent character within the public realm.
- Where trees are located in hard surfacing they should be planted as rootballed semi-mature specimens (20cm girth +), with a stem clearance of 2.1m minimum. The size of tree and use of underground guying will preclude the need for tree guards.

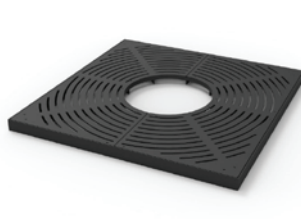
Product (or similar approved)	Materials / Finish	Sizes	Use
GreenBlue Urban Castle tree Grille	Galvanised steel	1200x1200mm	Heavy duty tray system allowing paving infill to match surrounding public realm. To be used within key town squares or within the town centre core where a discrete finish is required.
GreenBlue GBU ArboResin Precast tree grille	Galvanised steel and powder coated steel	1200x1200mm	To be used in streets and spaces where SUDs tree pit systems are proposed
GreenBlue Urban Themes tree grille	Galvanised steel and powder coated steel	1200x1200mm	To be used in secondary streets.
Streetlife Solid Grille Benches	Galvanised steel and powder coated steel with integral bench	1200x1200mm	To be used in public realm areas where seating opportunities considered beneficial.



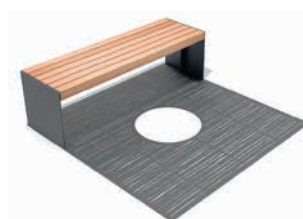
GreenBlue Urban Castle tree grille



GreenBlue Urban GBU ArboResin tree grille



GreenBlue Urban Themes tree grille



Streetlife Solid Grille Benches

PLANTERS

Permanent raised beds/planters

Raised planters may be considered where existing underground services preclude ground level planting within the public realm.

The location of permanent raised planters should be carefully considered and not impede pedestrian movements.

The preferred approach to provision of planters is that they should be bespoke and permanent features, which form an integral part of the design of new spaces within the public realm.

Consideration should be given to the provision of formal or informal seating in the design of permanent planters. It is recommended that all permanent planters be constructed from natural stone facing, which complements the surrounding paving character.

Modular raised planters could be considered, where their design and character compliments the public realm design.

Although it is anticipated that most permanent planters would be located in the town centre core this approach would also be appropriate in gateway spaces. The photographs opposite provide some examples.

The volume of the planter must be sufficient for the planting intended and must ensure good anchorage (otherwise a means of fixing must be supplied).

Portable Planters

Where there is a need for planters, but there is also a need for them to be moved to offer a more flexible space, high quality durable and portable planters may be incorporated into schemes.

Planters should be selected that are robust, easy to clean and utilise high quality materials, such as pre-cast concrete, plastic and hardwood. The following planters are considered suitable for use within the town centre.

Temporary Planters

Each year the council uses temporary planters and containers for seasonal bedding displays as part of 'Yeovil in Bloom'.

These should be located in coordinated locations on existing street light columns to avoid additional street clutter.

The following products show the types of containers considered suitable for use.



Examples of permanent raised beds / planters



Examples of Portable Planters



Examples of Temporary Planters

7.7 CCTV

CCTV cameras play an important role within Yeovil town centre in creating a sense of safety, as well as helping to police the public realm.

It is essential that operational requirements are considered from the outset in the design of CCTV systems. Component parts must be selected that are fit for purpose. The design of all CCTV systems must be approved by South Somerset County Council.

In order to reduce street clutter, CCTV units should be mounted on lighting columns and buildings, wherever possible, rather than on stand-alone columns.

Where CCTV cameras have to be mounted on stand-alone columns these should be located so as not to obstruct pedestrian access routes or block key views.

Cameras should be carefully located to ensure that they achieve maximum visual coverage and sited so they do not conflict with tree canopies or structures within the public realm which could block visibility.



CCTV camera mounted to building



CCTV cameras mounted to existing lighting column



CCTV camera column to coordinate with street furniture palette

7.8 Accessibility

Public realm and street design should be carried out in accordance with current national and local accessibility policies and best practice. These factors must be considered from the outset, rather than requirements being applied retrospectively. The following provides design guidance on key principles as well as references to further information.

It is recognised that public realm enhancements will occur within the existing environment, which may present constraints in meeting all accessibility requirements. However, there will be an intent to attain best practice guidance wherever possible.

Level Changes

Where an access route has a gradient steeper than 1:60, but not as steep as 1:20, a level landing for each 500mm rise of the access route should be provided. Access routes on level ground should have resting places not more than 50m apart for people with limited mobility.

Level changes within the public realm should be at a maximum gradient of 1 in 20. Any steeper gradients should be designed as ramps and steps with handrails. Within new development, discrepancies in level between internal and external spaces should be made up inside the building, wherever possible.

Ramps

A ramp should have the lowest practical gradient within the range 1:20 to 1:12. No individual length of ramp should be more than 10m, or a rise of more than 500mm.

The width of ramp and landings should be consistent throughout and should not be less than 1500mm with a handrail on both sides.

Intermediate landings should be at least 1800mm with a maximum gradient of 1:60 along their length and cross fall of 1:40.

Steps

Dimensions for steps should be between 150-170 mm for the risers and 280-425mm for the going (tread). This should be consistent throughout the flight or series of flights.

No flight on an external stepped access route should contain more than 12 risers.

A stair should always be provided in addition to a ramp, unless the change in level is less than 300mm.

The width of a stair should be not less than 1200mm clear width between handrails. Where the width between handrails exceeds 1800mm, the stair should be divided into two or more channels with a distance between handrails no less than 1000mm.

Each step nosing should incorporate a permanently contrasting continuous material for the full width of the stair on both the tread and the riser. The material should be 50 mm to 65mm wide on the tread and 30 mm to 55 mm on the riser.

A level landing should be provided at the top and bottom of each flight of steps of a minimum 1200mm length.

To give advance warning of a step, 800mm tactile paving with a corduroy hazard warning surface should be provided at the top and bottom of each flight.

Handrails

A handrail should be provided on each side of a ramp or stair flight throughout its length (including intermediate landings)

The top of the handrail should be between 900-1000mm from the surface of the ramp or line of the stair and between 900-1100mm from the landing.

Consideration should be given to the use of a second handrail installed with its top surface 600 mm from the ramp surface or pitch line to assist children and those with a short stature. Where necessary, structural guarding should be provided of sufficient height to prevent a child falling if they climb on the handrail.

The handrail must be easy and comfortable to grip and provide adequate resistance to hand slippage. Suitable profiles include circular or oval. A handrail with an oval profile should have dimensions of 50 mm wide and 39 mm deep. The profile should have rounded edges with a radius of at least 15 mm. Any circular handrail should have a diameter of between 32 mm and 50mm.

7. Materials and Specification

The material selection for handrails be selected for robustness and resistance to vandalism. There will be a preference for G316 stainless steel, Hardwood timber or galvanised and powder coated steel.

Handrails should be terminated horizontally at least 300 mm beyond the start and finish of the ramp/stair and designed so that they do not catch clothing.

Tactile Paving

The use of tactile paving shall be in accordance with the current DfT guidance on the use of tactile surfaces.

Tactile paving must be well designed and implemented to ensure seamless integration with the surrounding public realm. Within the town centre core, the use of natural stone finishes, metallic studs or complimentary paving finishes should be explored where possible and their use is consented.

Elsewhere, signal controlled pedestrian crossing points should use red blister paving unless deviation from this is consented. All other types of tactile paving (including blister paving at uncontrolled crossing points) should avoid red and provide a sufficient contrast with surrounding materials.

Further Guidance

- BS 8300-1:2018 Design of an accessible and inclusive built environment. External Environment – Code of Practice.
- DfT - Guidance on the use of tactile paving surfaces, December 2005 (updated June 2007)
- Inclusive Mobility : A guide to best practice on access to pedestrian and transport infrastructure DfT 2005.
- Access to and Use of Buildings, 'Approved Document M', Building Regulations 2010, published 2015.

7.9 Trees and Planting

Trees and other ornamental planting within urban environments offer a number of benefits that improve the visual and environmental quality of the public realm. However, new planting should only be undertaken where it would make a positive contribution to the public realm and where adequate maintenance can be provided to keep it in good upkeep.

EXISTING TREES

There are a limited number of trees currently found within Yeovil's town centre public realm. The mature trees that are found tend to be associated with key spaces within the Borough and St.John's Church precinct and King George Street. These species comprise London Plane (*Platanus x hispanica*), Birch (*Betula pendula*), Common Lime (*Tilia x europaea*). There are also small groups of mature street trees within parts of Middle Street – these comprise Alder and Silver Birch.

There are very few street trees present within the streets within the town centre.

It is recommended that the town centre's existing trees are evaluated on their individual merit to determine whether they should be retained, removed or replaced. Consideration should be given to their current appearance, age, condition

and future management implications (particularly where they are close to buildings). Existing trees should be retained, wherever possible, where they add value to the public realm.

However, where significant public realm enhancement proposals would be compromised by existing tree constraints, selective removal should be considered as appropriate if the replacement trees can be provided as mitigation or where the resulting benefits outweighed any loss.



Picture of existing trees

Benefits of Urban Trees

There are a number of benefits associated with street tree planting. These are illustrated below.



A 10% increase in urban green space can postpone the onset of health problems by up to 5 years.



Students who have a green window view recover from mental fatigue faster and thus pay attention for longer.



Research has indicated that a 10% increase in tree canopy was associated with roughly a 12% decrease in crime.



Particulate levels on tree-lined streets can be up to 60% lower than those without trees.



Many species of wildlife depend on trees for habitat. Trees provide food, protection, and homes for many birds and mammals.



A series of international third-party studies have shown that trees can increase property prices anywhere from 5% to 18%.



There is up to a 24% reduction in particulate matter near a mature tree.



Trees can help reduce stormwater runoff. For every 5% of tree cover, stormwater runoff is reduced by 2%.

Source: GreenBlue Urban

LOCATING TREES WITHIN THE PUBLIC REALM

Trees should only be planted where it is appropriate and consideration should be given to the following factors that will influence siting:

- Adequate space for mature canopy and roots
- Natural surveillance/position of CCTV cameras
- Impact on night-time lighting levels
- Views of important and attractive building facades
- Underground services (in important locations and where budget allows consideration should be given to rerouting and grouping services in ducts).
- Proximity of vehicle and pedestrian routes

Generally, street trees should be coordinated in avenues or consistent lines within the street within dedicated multi-functional zones. The use of specimen trees that provide gateway features or focal points within the public realm should be carefully sited at gateways or to terminate key views.

Street Trees

Many of the streets within Yeovil's town centre lack tree planting. The use of street tree planting along these routes would help improve the quality of the streets for pedestrians in particular, creating attractive vistas and encouraging visitors to explore further afield. The use of suitable upright small/medium tree species, which can tolerate planting in urban environments, should be used in these locations. A selection of suitable street tree species are provided below.

STREET TREES

Species	Height/Spread	Form & Features
<i>Tilia cordata</i> (Greenspire)	10-15m+ height	A medium sized compact pyramidal tree suited to urban street planting. The use of <i>Tilia x euchlora</i> may be considered where aphid drop needs to be avoided.
<i>Pyrus calleryana</i> 'Chanticleer' (Callery Pear)	10-15m height	Medium sized tree with a conical crown suitable for urban street planting. Exhibits white flowers in spring and good autumn colour.
<i>Platanus x hispanica</i> (London Plane)	20m + mature height.	Large tree for use in avenues where there is sufficient space to grow. Bark Interest.
<i>Quercus palustris</i> (Pin Oak)	Up to 20m height	Medium size pyramidal tree for use in avenues. Good Autumn colour.



Tilia cordata 'Greenspire'



Pyrus calleryana



Platanus x hispanica



Quercus palustris

Specimen Trees within Gateways and Spaces

Ornamental tree planting should be planted within key spaces and gateways to announce arrival points and emphasise a change in character of the public realm. Species should generally be consistently used and will be selected for their distinctive colour, form or blossom. A selection of suitable street tree species are provided below.

Tree Planting within Surface Car Parks

Commonly surface car parks within the town centre are devoid of any tree planting and these act as a poor first impression of the town. Additional tree planting could do a great deal to assist in enhancing these spaces. A consistent use of species within a car park will help to develop a coordinated look. It is anticipated that trees would be small sized and able to cope with urban conditions.

SPECIMEN TREES WITHIN GATEWAYS AND SPACES

Species	Height/Spread	Form & Features
<i>Prunus avium</i> 'Plena' (Double Flowered Wild Cherry)	10-15m	Medium sized deciduous tree with spring blossom and autumn colour.
<i>Liquidamber styraciflua</i> (Sweet Gum)	Up to 25m	Large deciduous tree with intense autumn colour
<i>Ginkgo biloba</i> (Maidenhair Tree)	Up to 25m	Large deciduous tree with narrow habit and striking foliage and bright yellow autumn colour.
<i>Betula pendula</i> (Birch) or <i>Betula utilis</i> var. <i>Jacquemontii</i> (Himalayan Birch)	Up to 25m	Medium sized deciduous tree with elegant light appearance with attractive white bark.



Prunus avium 'Plena'



Liquidamber styraciflua



Ginkgo biloba



Betula pendula

TREE PLANTING TO CAR PARKS

Species	Height/Spread	Form & Features
<i>Acer campestre</i> 'Elsrijk' (Field Maple)	7-12m	A medium deciduous tree with compact oval form. Suitable to urban planting.
<i>Pyrus calleryana</i> 'Chanticleer' (Callery Pear)	10-15m	Medium sized tree with a conical crown suitable for urban street planting. Exhibits white flowers in spring and good autumn colour.
<i>Quercus robur</i> 'Fastigiata Koster'	10-15m	Medium sized deciduous tree with columnar and narrow canopy.



Acer campestre 'Elsrijk'



Pyrus calleryana



Quercus robur 'Fastigiata Koster'

7. Materials and Specification

Tree Planting within Raised Planters

In some areas of the public realm the use of raised planters or tree tubs may be used. These may be particularly useful where a temporary or flexible feature is required, or where underground constraints necessitate the need for above ground planting methods.

Tree species used within raised planters will be small multi-stem trees and appropriate for the size of the intended planter.

TREE PLANTING WITHIN RAISED PLANTERS

Species	Height/Spread	Form & Features
Amelanchier lamarckii (Snowy Mespilus)	5-8m	Small multi-stem deciduous tree with spring blossom and autumn colour
Prunus serrula (Tibetan Cherry)	Up to 10m	Small multi-stem deciduous tree with striking copper red, peeling bark.
Betula nigra (River Birch)	10-15m	Medium multi-stem deciduous tree



Amelanchier lamarckii



Prunus serrula



Betula nigra

Tree Pit Design and Specification

All tree planting should have an appropriate tree pit detail for the location and application proposed and will achieve an adequate soil volume to sustain healthy growth over the lifespan of the tree. The design of tree pits will need to be considered on a case by case basis depending on site conditions and constraints.

Root barriers/root directors should be used as an aid to direct the spread of the root system and prevent damage to buildings, services and surfacing.

Where trees are planted within hard paved surfaces the use of a suitable structural root cell system such as the Green Blue Urban Rootspace or StrataCell should be used to provide both adequate soil volume and support the paving surface above.

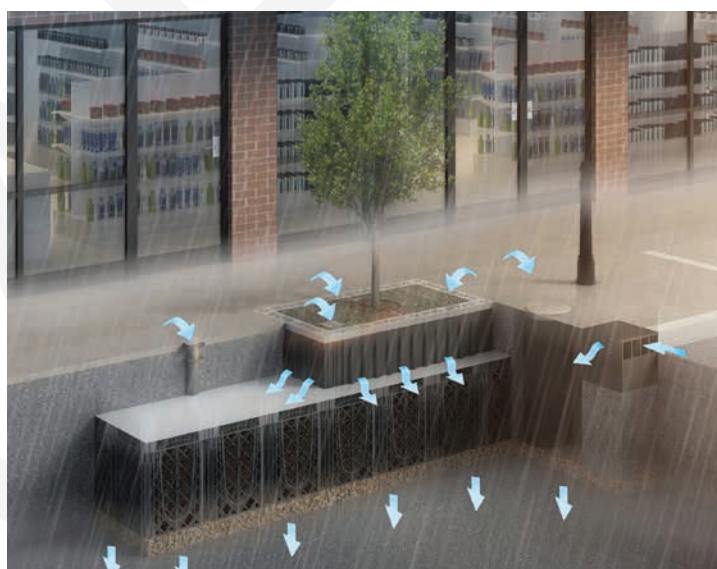
All tree planting within public realm areas should specified at a suitably robust size of a semi-mature 20cm + girth with a 2100mm clear stem. This will offer immediate impact and also reduce the likelihood of vandalism.

Rather than using tree guards, it is proposed that trees are anchored using a suitable below ground tensioner and anchor system.

Tree pits should be filled with imported topsoil in accordance with BS 3882 and suitable for the tree species proposed.

The use of suitable rootball irrigation and aeration rings should be used to ensure adequate maintenance can be undertaken. Inlet caps should be suitable to the paving setting.

Where considered appropriate, tree pits may be designed as part of a coordinated SUDs or surface water management system using an appropriate system such as the Green Blue Urban ArboCell or ArborFlow product range or Hydro-International Hydro Bio-filter.



Examples of Tree Pits within hard paving areas.
Source: GreenBlue Urban

7. Materials and Specification

Ornamental Shrub and Perennial Planting

Ornamental shrub and perennial planting should be carefully incorporated into the design of the town centre public realm to maximise aesthetic benefits where there is adequate maintenance provision in place.

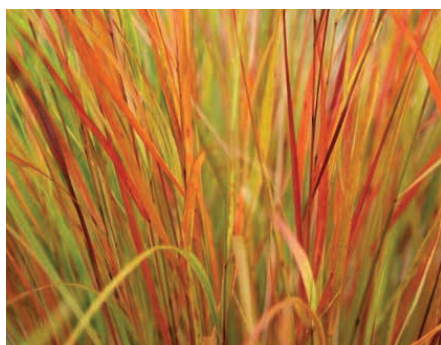
This planting should predominantly be located within key public spaces and pedestrianised areas within the town centre core such as the Bandstand, Middle Street and the Borough.

Generally planting within the public realm should be designed using simple bold, single species blocks, selected from a limited palette, which allows for repetition of species to unify a space or define

a route. The palettes of species chosen for any one planting scheme should provide year-round interest, with a good proportion of evergreens creating structure during the winter months. All species selected must be suitably hardy and robust to ensure survival in the public realm.

Where planting forms part of SUDs features within the public realm such as bio-retention planting beds, careful selection of water tolerant species will be required.

The use of ornamental grasses and perennial planting, which provides visual interest and a low maintenance contemporary planting type should be considered instead of annual bedding displays.



Annual Bedding Displays

It is recommended that wherever possible, ornamental shrub and perennial planting schemes are used to decorate the public realm. These schemes represent a longer-term investment and more sustainable approach to planting in comparison with annual bedding.

However, it is understood that 'Yeovil in Bloom' is valued by both residents and visitors and annual bedding does have a role to play in decorating some parts of the public realm and offering seasonal highlights.

The use of bedding plants should therefore be used to enhance and compliment more permanent ornamental shrub and perennial planting types and be focussed around key gateways and within the town centre core.

Amenity Grass Lawn and Wildflower areas

Amenity grass lawn areas can be particularly valuable space during the summer months, as well as offering visual relief to hard urban environments. These should be located to respect main pedestrian desire lines and located predominantly within green spaces.

The use of wildflower seed mixes within street verges and ancillary planting areas within the town centre should be considered as an alternative to amenity grass seed. This type of planting reduces the maintenance and mowing regimes required, whilst contributing positively towards enhanced aesthetics and biodiversity.



Annual Bedding Planting



Annual Bedding Planting within hanging baskets



Bulb Planting



Wildflower Verges



Wildflower Areas



Amenity Lawn

7.10 Water Features

Water features can provide a dynamic focal point within the public realm that elevate the character and sense of place.

However, the siting and design of water features should be carefully considered prior to implementation and be provided only within key public spaces where adequate maintenance and management is in place. It is currently proposed that a water feature forms part of the enhanced Bandstand at the heart of the town centre.

Where it is considered appropriate, the design of water features should be undertaken by a specialist water feature consultant and be considered at an early stage of a public realm project.

The use of inground water jets, which can be integrated into paving surfaces and controlled, are favoured to ensure that they do not provide any obstacles within the public realm. The use of standing water within features is not recommended due to concerns relating to user safety, risk of mis-use and ongoing maintenance issues.



7.11 Supporting Infrastructure

The function of public realm spaces can be enhanced by the provision of a number of supporting infrastructure.

Electric Power Points

The provision of pop-up or flip lid external power supplies should be provided within key town squares or spaces where it is intended that events or markets are likely to take place.

Such units should be carefully sited and be designed to coordinate with the surrounding paving scheme.

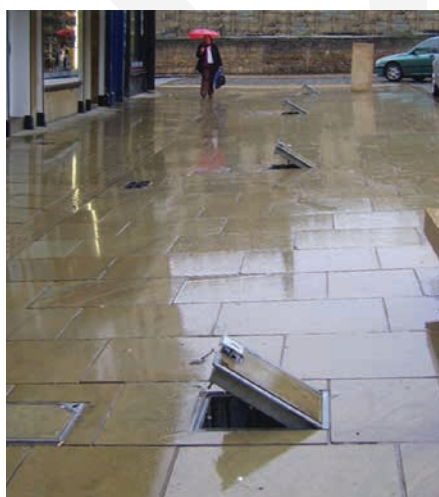
Portable Water Drinking Fountain

As part of a drive to reduce plastic waste, there is a growing movement towards the provision of potable water drinking fountains within public realm areas.

The siting of such features should be carefully considered and provided within key town centre squares or nodal points within the public realm.

Christmas Tree Support

An inground Christmas tree support will be provided within the Borough to support the annual festive season.



7.12 Management and Maintenance

To ensure that all public realm enhancements are adequately maintained it is important that a well-funded maintenance strategy and programme are put in place prior to the implementation of any significant new public realm schemes. The maintenance of implemented schemes must be budgeted for as an ongoing cost that is accounted for within initial project planning.

Where improvement works take place with adopted Highways areas, maintenance requirements must be discussed with Somerset Council Highways prior to implantation. It may be required that maintenance of the public realm features may require a commuted sum or be carried out under a separate license by South Somerset District Council.

It is important to recognise that in order to sustain the high-quality transformation of Yeovil's public realm, set out in this PRDG, an overall increase in annual maintenance budgets will be needed.

To enable adequate guidance regarding management of public realm enhancements it is recommended that the preparation of a maintenance strategy for individual schemes or the entire town centre public realm is produced prior to works. This strategy will need to identify the personnel within the council's maintenance departments that will be involved and their roles and responsibilities. It will also need to cover both the hard works and softworks and planting elements of the project.

Reinstatement works of paving or public realm features should maintain the original quality. Poor reinstatement of materials following public utility and public authority work is a nationwide issue. Wherever possible establishing good working relations and lines of communication between the council and utility companies is considered the best way forward.

To increase the chances of correct repair reserve or surplus stocks of materials at the implementation stage should be considered, in order that materials are readily available as repairs and reinstatement are required (without the problems of lead-in times and matching colours etc). If storage is an issue then an arrangement should be made with the supplier.

HIGHWAYS MAINTENANCE

The maintenance of the public highway is the responsibility of the Highways Authority. Somerset County Council are the Highways Authority for Yeovil. The Highways Authority have a duty to inspect the highway and make good defects under Section 58 of the Highways Act 1980 and so regular inspection and work already takes place.

It is important to be aware that in delivering the aspiration for a public realm of the highest quality in Yeovil, additional budgets will need to be set aside to enable the Highways Authority to maintain in the use of materials such as natural or concrete block stone surfacing, which are above normal adoptable standards.

The use of materials within the public realm will also need to be approved by the Highways Authority via an appropriate Highways Application/Agreement or carried out under license.

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8. Making it Happen

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8.1 Delivery Process

The guidance contained within the PRDG is adopted as a Supplementary Planning Document (SPD). It will therefore be a material consideration in any planning application delivering public realm areas.

It will also provide guidance to any other party seeking to implement public realm within Yeovil town centre.

The guidelines will be used to inform the ongoing development of public realm proposals identified as part of the Yeovil Refresh, which are currently being progressed by SSDC.

8.2 Funding Mechanisms

A number of funding sources have been identified, including existing SSDC funds, potential borrowing, developer contributions via CIL or section 106 and receipts from the asset management strategy. The council has also successfully secured funding from the High Streets Fund, with potential to access additional future funding.

Private sector developments, which deliver public realm areas as part of their proposals will be required to fund their own public realm implementation.

8.3 Priorities and Phasing of Projects

Decisions relating to project phasing will be based upon a number of factors which include;

- Funding availability
- Stakeholder and public consultation feedback
- Landownership and planning issues
- Wider context i.e. if linked with surrounding development projects
- Relative benefit of the project
- Complexity and risk of the project

The order and extent of public realm enhancements will be the decision of the authority or private body responsible for the procurement of individual public projects.

QUICK WINS

Often funding becomes available for projects which must be delivered in a short space of time. Low cost, low risk projects or the carrying out of elements of long-term studies would be the most appropriate means of taking advantage of these funding opportunities.

The delivery of such quick win projects will be the decision of the authority or private body responsible for delivery of individual project proposals.

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Yeovil Shopfront Design Guide



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1. Introduction

Changes in retail methodology demanding larger shop units alongside the widespread use of relatively cheap materials and the standardisation of shopfront designs have resulted in gradual changes in shopping centres across the country and a loss of local distinctiveness. Generally, the character and quality of the traditional shopping street has often been eroded by poor, careless and unsympathetic alterations. Unsuitable shopfronts and gimmicky, disproportionately sized signs adversely affect historically or architecturally important buildings and demote the whole shopping area.

This Shopfront Design Guide has been produced by LHC Design and endorsed by South Somerset District Council to provide advice on the design of shopfronts that will positively contribute to Yeovil's character. It updates and expands on elements and advice given in the previously published document entitled "The Design of Shopfronts, Signs and Security Measures". This Design Guide forms supplementary planning guidance and will be a material consideration for planning purposes when looking to comply with the following policies (but not restricted to) contained in the adopted South Somerset Local Plan (2006-2028) adopted March 2015:

- **SD1:** Sustainable Development
- **SS6:** Infrastructure Delivery
- **EQ2:** General Development
- **EQ3:** Historic Environment
- **EP13:** Protection of Retail Frontages

1.1 – The Purpose of the Document

The appearance of shopfronts in a town centre or local shopping area has a profound impact on the area's character. Poorly designed and badly maintained street frontages detract from the visual qualities of an area and affect the retail viability and local economy. Suitably designed shopfronts are crucial for the preservation of the character of buildings and areas, as well as for the attractive overall appearance of shopping streets and the impact on their commercial success.

This document's purpose is to provide guidance for the designs of new shopfronts as well as for alterations, replacement and restoration of existing shopfronts, both in historic and contemporary settings. It does not aim to suggest precise ways of designing or to discourage imaginative and innovative new design, rather to encourage a sensitive approach to shopfront design. These guidance notes aim to set out basic principles of good shopfront design and to help to create enjoyable and attractive shopping areas in Yeovil.

Each proposal will be assessed in its own merit with good contemporary designs that are appropriate and have a good relationship with their context supported equally with strongly traditional designs.

1.2 – Using This Guide

Owners are encouraged to research and establish what would be the best design approach to suit their business and the building they occupy. Is the building listed, in a conservation area or are there any surviving historical features that ought to be preserved? Would a more creative design approach be appropriate or desirable? This guide can be used to check the building and visualise a range of design options. The right designer should be chosen, with proven experience in achieving the quality of work that is needed. Designers can use this guide as a checklist. Not all the headings may apply but they will assist in achieving the best design options for the client. Thorough research into the historic context of the building and character of the street, as well as ample consideration of how to complement the building and the streetscape with the new design will lead to a successful shopfront. Furthermore, confirming what permissions are required and investigating the existing building fabric, looking for evidence of previous designs which could be repaired and/ or incorporated will produce desirable results and enhance the street scene.

2. Shopfront Design

2.1 – Shopfront Geneses and History

During medieval times retail trade generally took place in the market and early shops were usually just variations of the market stall. Toward the end of the 17th century the idea of the shop window was introduced whereas the shop as we know it today emerged in the 18th century facilitated by the greater availability of glass.

Shopfront design has always been influenced by fashion and the prevailing architectural style of the time with designs traced back to classical origins. These classical proportions and design elements proved to be successful in achieving a pleasing symbiotic relationship between the building as a whole and the shopfront. Classical elements such as the columns and entablature, where used in a variety of ways, creating a frame for the window display and emphasising the entrance to the shop. Classical proportions and balance have been used in various ways through the centuries and though this is not the only way to design a successful shopfront, these principles continue to inspire contemporary designs.

Broadly speaking, from late 18th century to mid-19th century shopfront designs are predominantly Georgian, mid-19th to early 20th they are Victorian and 20th century designs tend to be Edwardian. However, despite changing details and materials, the same key components and basic principles of design and proportion are retained:

- Columns turned into pilasters that terminate in elaborately carved console brackets;
- Stallrisers fill in the bases between columns/ pilasters;
- The fascia replaces the entablature and a cornice finishes off the top;
- Height is visibly increased along with the width and depth of the shopfront;
- Unbroken window panes from cill to fascia, often only vertically divided by mullions;
- Doorways are recessed and mosaic forms the threshold;
- A greater variety of materials is utilised, such as tiles or marble, particularly for the stallriser and shop surround.

An effective visual frame to a shopfront window display serves more than just setting off the display of goods; it also serves an architectural role of visually supporting the upper part of the building and positively contributing both to the building's facade and the wider street scene.

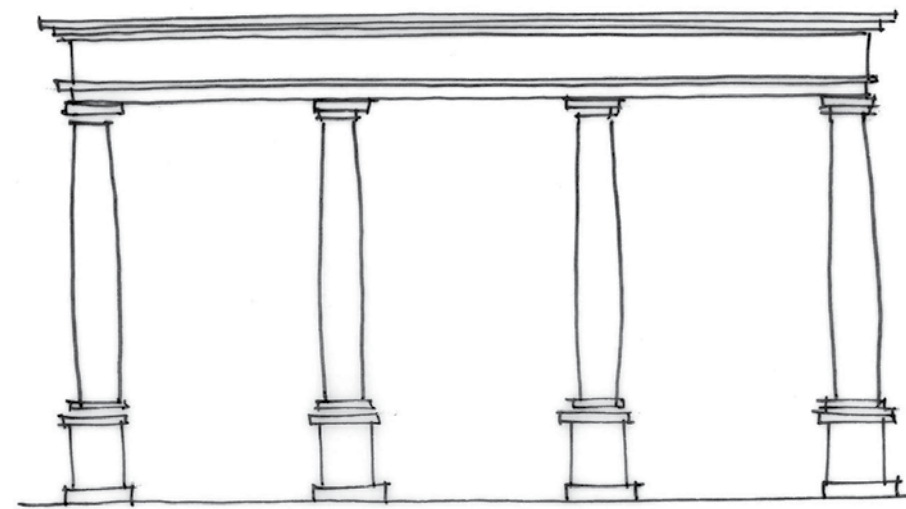


Figure 1. Classical Open Colonnade
Columns, plinths, entablature



Figure 2. Georgian Shopfront
Colonnade filled with glazing and stallriser

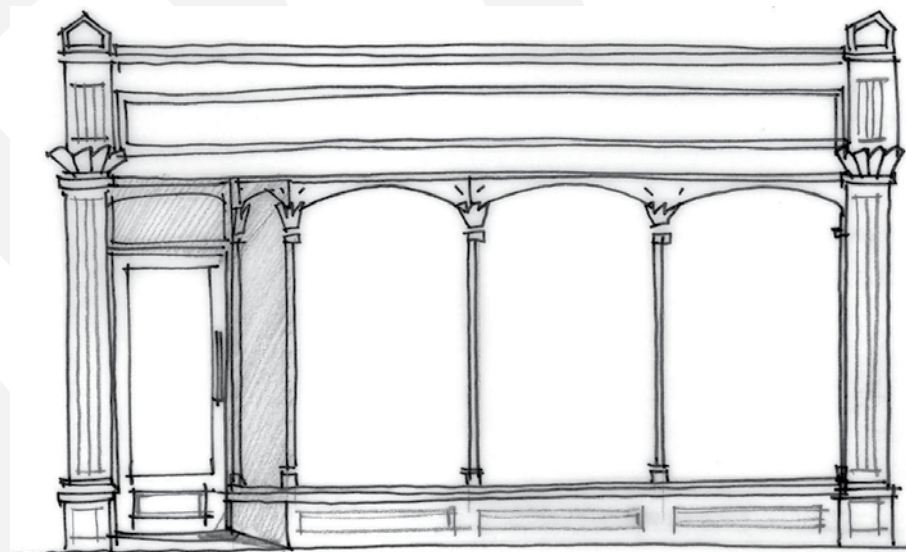


Figure 3. Victorian Shopfront
Highly decorative elements

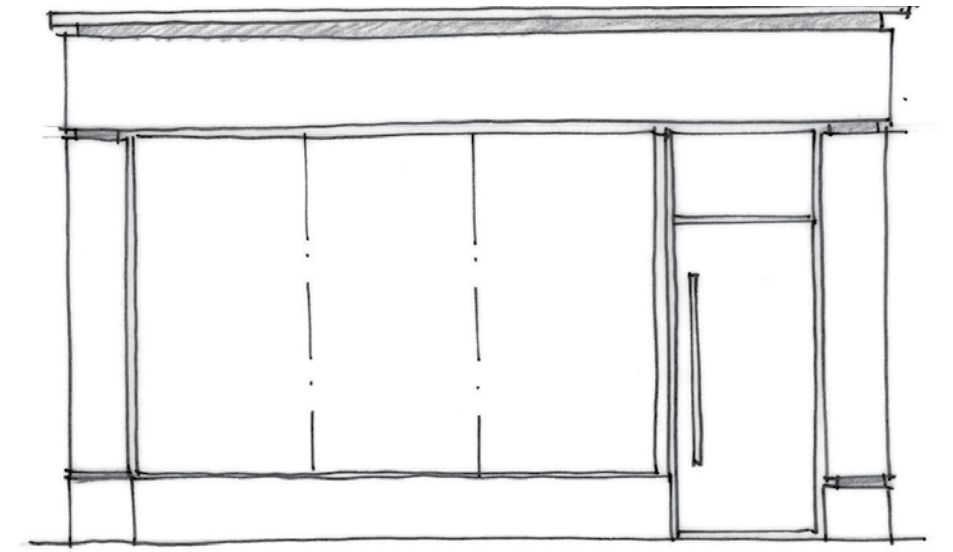


Figure 4. Contemporary Shopfront
Simplified design, retains classical proportions & main elements.

2. Shopfront Design

2.2 – Shopfront Elements

Shopfront designs can generally differ significantly in appearance, with varying styles, details and general design however, there are certain common features, which are identifiable in most variations such as the stallriser, fascia, and pilasters. Additionally, there are elements that echo consoles, cornices and fanlights, though these are often not in a traditional form. To produce a well-balanced shopfront these elements should be designed to be compatible in scale, proportion and materials with the overall building. Good design principles will also take into account the building's context in terms of scale, form and/or colours.

A new shopfront set in an historic building should generally incorporate these traditional elements, as such a design will likely form a successful relationship with the building that the shopfront occupies. It should also be noted that many historic buildings are broadly speaking, small in scale and overall have vertical proportions.

Cornice and Fascia

The fascia forms an important focal part of the shopfront as the space that advertises the business. Its style and proportion should therefore be designed to relate well to the surrounding building and shops. Furthermore, its design should be appropriate to the character and period of the building as it shapes the link between the ground and upper floors.

Georgian and Victorian shopfronts traditionally have upright fascias, set in a frame enclosed by capitals or console brackets, with either plain or decorated ends, supported by pilasters. Later fascia styles are often inclined outward so that they can be read more easily.

Fascias are customarily topped by a stepped, projecting cornice. The shadowing under the cornice provides a visual stop to the top of the shopfront and separates the shop from the upper floors of the building. Additionally the cornice serves a practical purpose in providing weather protection for the fascia signage below.

Good design principles

- Fascia dimensions should be directly proportional to the size of the shop and building that it occupies; as a rule of thumb should be between a fifth and a quarter of the shopfront height. Additionally, there should be a sufficient visual gap between the top of the fascia/ cornice and the upper floor window cills;
- Fascia height should not be increased in order to conceal internal suspended ceilings. Careful detailing of the shop window itself can be utilised to deal with such an issue, such as introducing an opaque transom light or setting the ceiling sufficiently back from the shopfront;



Figure 5. Traditional Shopfront Elements

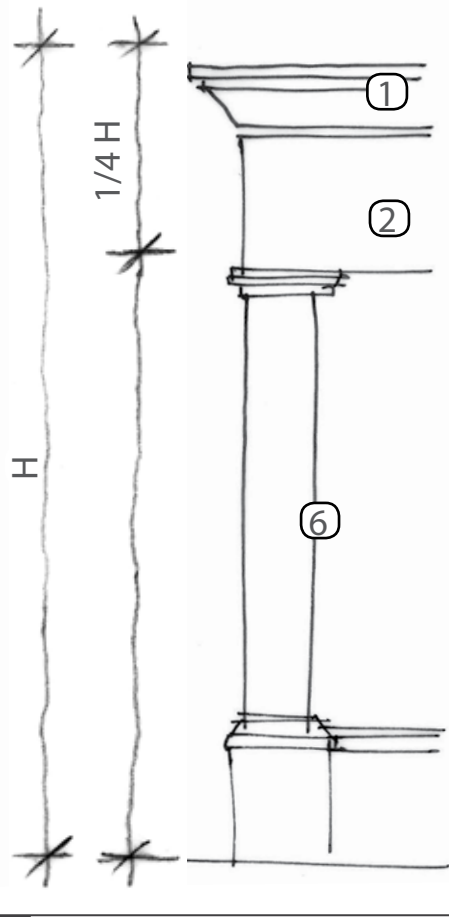


Figure 6. Cornice & Fascia Proportions

KEY	
1	Cornice
2	Fascia
3	Blind Box
4	Console Bracket
5	Capital
6	Pilaster
7	Plinth
8	Window Display
9	Mullion
10	Transom
11	Transom Light
12	Fan Light
13	Shop Entrance
14	Cill
15	Stallriser
16	Entrance to Upper Floor

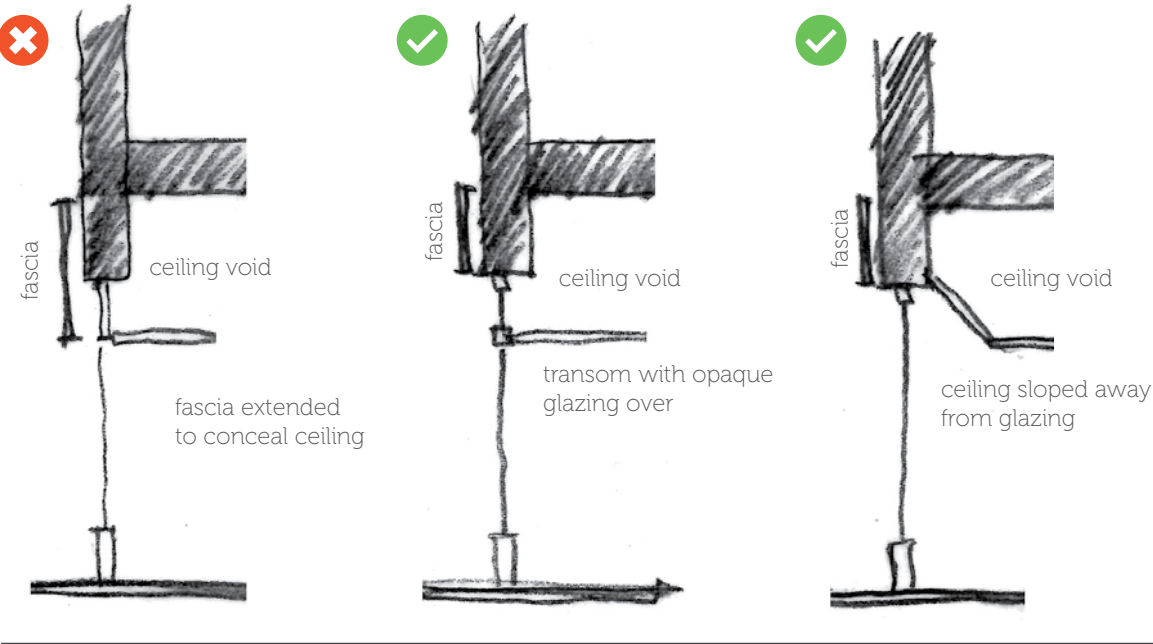


Figure 7. Ceiling Relationship to Fascia

Good design principles (continued)

- If a shop occupies two or three adjoining buildings, the architectural character, rhythm, height and scale of the buildings above should be reflected below; a single, large, overbearing fascia sign will not be supported;
- Fascias should be designed to be contained within the pilasters/vertical shop front surround and should not obstruct any other architectural detail, such as cornices and corbels;
- Modern, internally illuminated, boxed fascias, which project from the face of the building, detract from the building character and adversely affect the street scene;
- Signage should be applied directly to the fascia, avoiding new fascia boards additions over existing;
- Large flat fascias, or reflective/ polished materials are generally undesirable in existing historical buildings; the signage becomes difficult to read and the materiality is uncomplimentary to the building and context;
- Corporate organisations should adapt their advertising and signs to suit their sensitive surroundings.



Figure 8. Fascias designed disregarding individual buildings, features and street rhythm



Figure 9. Fascias designed sensitively to context and buildings' setting

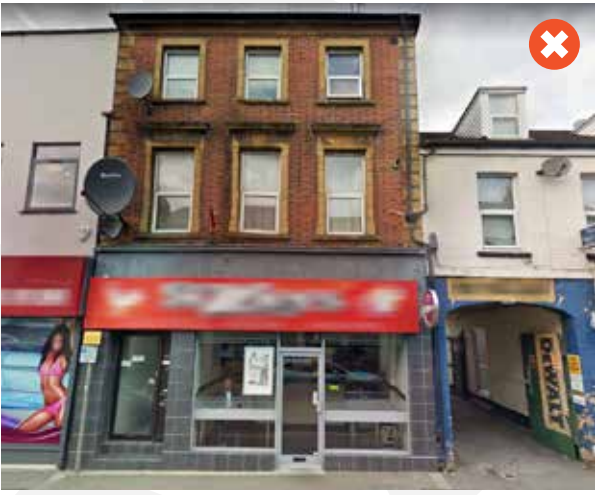


Figure 10. Fascia applied disregarding the original zone



Figure 11. Fascia applied disregarding the building and obscuring pilasters



Figure 12. Fascia applied obscuring archway



Figure 13. Corporate design successfully applied respecting the building



Figure 14. Corporate design successfully applied respecting the building

Consoles and Pilasters

Pilasters are shallow piers or rectangular columns projecting only slightly from the building's facade wall. They function as a frame to the shopfront and accentuate the subdivision of the frontage into separate units. They also provide a visual support to the fascia above.

Traditionally pilasters are made of wood, and tend to be thin and decorated. Much like their predecessors the columns, pilasters have a base, often reflecting the height of the stallriser. The top of the pilasters are finished with a projecting head: the console bracket. This will usually have the same height as the fascia and in many cases allows the latter to be installed at an angle. Console decorations tend to be elaborate in traditional designs.

It is highly recommended to retain original pilasters and repair them as required. Covering them will damage the character of the original design; reinstatement, uncovering, repairing and renewing is encouraged when any new shopfront design is proposed.

Good design principles

- Traditional shopfronts should incorporate pilasters and these should include a base and a capital;
- Contemporary shopfront designs may not necessarily require the inclusion of a pilaster. Nevertheless, in principle a clear division between shopfront units should be incorporated and the upper part of the building should be visually supported. This can be accomplished, for example, by incorporating or retaining flanking masonry piers and, where necessary, including piers within the shopfront itself.

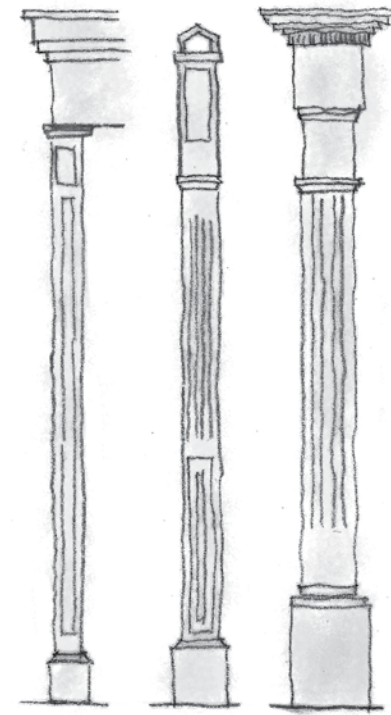


Figure 15. Traditional wooden pilaster designs



Figure 16. Successful pilasters design, the left incorporates a console bracket

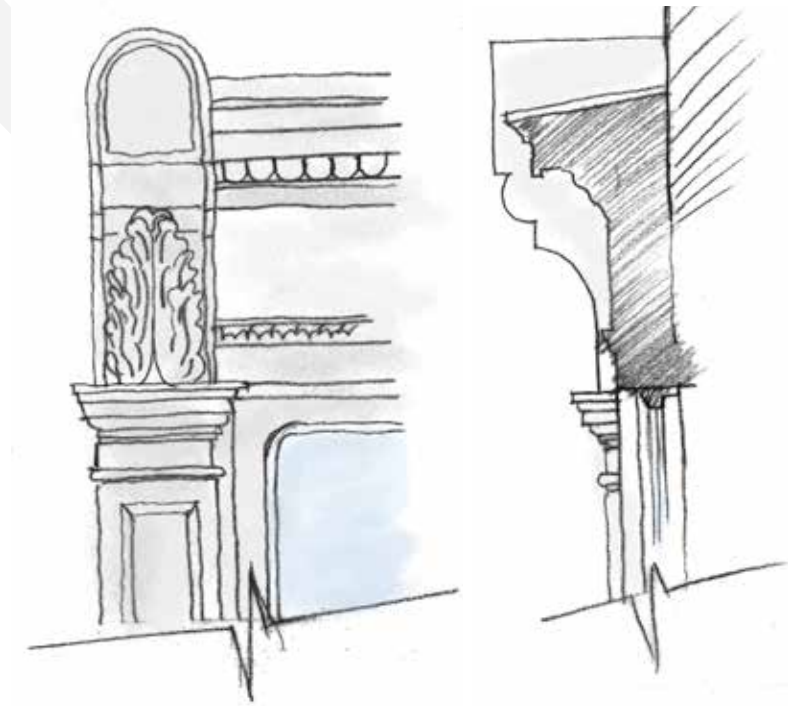


Figure 17. Ornate console bracket example



Figure 18. Projecting cornice, fascia and the capital topping the pilaster details respecting the building character – no console bracket.



Figure 19. Console brackets allow fascias to be installed at an angle

Shop Windows and Forecourt Displays

Shopfront windows' primary functions is to display the goods sold in the shop. However, they also allow inside activities to be seen from the outside thus enlivening the street scene and promoting natural surveillance. Varying glazing finishes, such as engraving, can add interest to the shopfront's appearance and can be utilised as a high quality advertising opportunity or a chance to show off the nature of the business.

Historically shop windows are subdivided by mullions and transoms, often in timber. These subdivisions reflect the proportions of the shop and the rest of the building's elevation and are in keeping with the character of the street. Additionally, this subdivision assists in the creation of human scale proportions to the frontage, gives stronger visual appearance and aids security.

In contrast, contemporary shopfront windows tend to have large expanses of glass as principal feature of the shopfront design and that can work well in contemporary buildings within modern shopping areas.

Shop forecourts containing an attractive display can significantly add to the appearance of a shopfront and the visual interest and vitality of the street. Private forecourts can be enclosed in materials complementary to the building and its context, subject to planning permission and listed building consent as and where required.



Figure 20. Timber mullions and transoms subdividing shopfront display

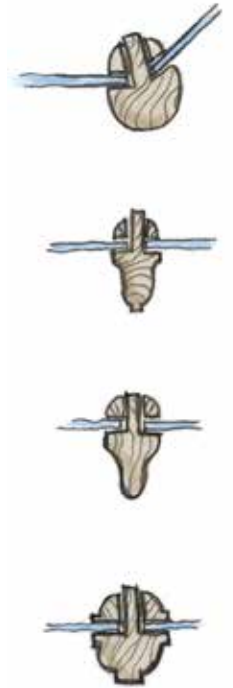


Figure 21. Timber mullions detail and various moulding profiles

Good design principles

- Shopfront windows in historic buildings should be subdivided vertically, making them taller than wider, thus reflecting the smaller scale of the building and its overall vertical proportions;
- Large glazed areas should be avoided in historic areas as they have a disruptive and dominating effect;
- Where a business occupies more than one adjoining premises, the display windows should not expand over more than one building to avoid disrupting the street scene rhythm;
- Transom divisions should be positioned to divide the window at door height. Mullions should be positioned such that they line up above and below any transom divisions and can reflect the alignment of windows in the upper levels of the building;
- Timber profiles in traditional window subdivisions should not be rectangular in section, but moulded. Broadly speaking tapered, lambs-tongue or rounded sections are preferred as these give a more slender appearance and subtle shadow lines;
- Where a forecourt display of goods is proposed, public footpaths must not be obstructed or encroached upon and any paving materials proposed should be complementary to the adjoining paving. Wheelchairs, prams etc as well as the partially sighted must be considered when siting outdoor items such as tables, advertising boards and such like items that can pose an obstruction.



Figure 22. Contemporary shopfront in historic building designed to incorporate historic details



Figure 23. Contemporary shopfront in modern building

Stallrisers

The stallriser is defined as the solid panel below the shop window. It functions to reduce the predominance of glazing and raise the level of the window display. It provides the building with a visual anchor to the ground and affords some protection to the shopfront against accidental knocks, and if suitably reinforced, against ram-raiding.

Conversely, modern shopfronts have large expanses of plate glass, down to ground level. This approach increases the view into the shop and breaks down the barrier between inside and outside. It results in a dramatic and effective display area however, such minimalist design is generally not appropriate in parades of shops where the display areas are more conventionally framed. It works better in internal shopping malls and for well-designed modern shopfronts, in contemporary settings

Stallriser heights vary according to the overall proportions of the building, as well as the nature of the business and how much window display area is needed.

Doorways

The doorway is an important visual element within the shopfront. Traditionally doorway entrances were recessed, sometimes with splayed sides, providing an inviting lobby area and offering protection from the weather. This also assists in increasing the available window display area and breaks up the scale of the shopfront, adding detail and interest to the street scene. The floor is usually decorated with tiles and mosaics, which sometimes incorporates the name of the original shop owner. The soffit in the lobby area was often panelled, and the glazed panelled doors had ornate ironmongery.

The entrance can be positioned centrally to the shopfront off to one side. Doors leading into the shops should reflect the design of the shopfront, having a kick plate or solid panel matching the height of the stallriser as well as a fanlight over matching the height of the transom division (if any) of the window display. Two thirds glazed doors are best for the shop entrance and solid timber doors are best for upper floors ' access.



Figure 24. Recessed doorway and increased window display, door matches shopfront style



Figure 25. Recessed doorway, shopfront style matches building setting, panelled stallriser

Good design principles

- Stallrisers should be incorporated into designs for new shopfronts in existing historical buildings;
- Stallriser height should not generally not exceed the base of the pilasters or approximately 450mm. However, there may be situations where the height could or should be increased, planning advice should be sought accordingly;
- Stallrisers should be made of substantial materials and be compatible with the shopfront frame and upper building. Suitable materials to be used are: painted timber panelling, ashlar stone, render, and brick in some situations. The following materials will not be supported and should be avoided: rubble stone, polished stone, marbles, granites and other non-local stones, mosaics, ceramic tiles, acrylic sheets, and composite or tongue and grooved boards;
- Where a stallriser is being replaced, the chosen material must relate to the building and its context;
- Proposed timber panelled stallrisers should have properly detailed panels and not applied surface mouldings to create a panelled appearance as a substitute for proper joinery.
- The stallriser should terminate in a moulded projecting cill and a sub-cill to create a clear horizontal distinction between the window and the base

Good design principles

- Entrance doors should be designed appropriately to match and be sympathetic to the period and style of the shopfront;
- Removing or changing a recessed doorway into an opening straight onto the pavement will not normally be supported;
- Doorways should be designed to be accessible to all, including those with physical impairments, and people pushing prams etc. New doorways in particular should be wide enough to allow for the passage of wheelchairs and preferably be a single leaf door in line with relevant regulations and standards.
- Thresholds should ideally be level, but if raised, a door recess can accommodate a ramp. This should be designed in line with relevant regulations and standards. Please also refer to the Accessibility section later in the document.

Signage and Advertising

The fascia element of a shopfront is the primary location to advertise the name of the shop and nature of the business. A well designed sign will generally enhance the appearance of the shopfront and add interest to the street scene. It should be noted however, that planning, listed building and advertisement consent may be necessary for advertising and shop signage.

As mentioned earlier in the document, the fascia plays an important focal role in the overall shopfront design and as such the design of the shop signage located within this zone should be sensitively done and relate to the overall shopfront design.

Lettering within the fascia is a key component of signage design and should be considered and implemented sympathetically. Originally such letting was hand painted onto the painted fascia and in traditional settings this approach yields successful results. Alternatively, individual letters made of wood, cast aluminium, bronze or brass are also an attractive solution. Letters should be sized appropriately for the size of the fascia and the setting of the shop and the degree of projection should be carefully considered.

For larger stores, and in wide streets, a larger scale of signage may be appropriate. However, oversized fascia signs that obstruct other building elements will not be permitted in any case.

Where a shopfront does not have a fascia zone, individual letters may be applied on the wall between the ground and first floor levels. However, signage above the first floor cill level will be strongly resisted. An alternative approach is to incorporate lettering and decorative signs into the window display.

New fascia boards should not project beyond the original facade. Modern, factory produced fascias of plastic, acrylic or similar materials, often internally illuminated, are unsympathetic and out of place on buildings of traditional design. They detract from the street scene and generally contribute to a low quality environment. This type of fascia is generally only acceptable on modern buildings, however, they must be appropriately integrated into the overall shopfront design, and be suitably sized.

Utilising A-boards and other similar type of on-street advertising creates visual clutter, obstructs pedestrian movement and therefore should be avoided. It would however be acceptable within the private forecourt of the shop, where it does not hinder pedestrian movement. Modest designs, sizes and colours should be used, in keeping with the fascia design.

The installation of Estate Agent 'for sale/ let' boards on or above shopfronts should be avoided over and above what is permitted as deemed consent in national regulations.

Other signage or advertising displayed at a high level will rarely be acceptable, particularly if it is large, on flank walls, or visible from residential areas.

Projecting signs are a traditional form of additional advertising of commercial premises. When carefully designed to complement the fascia colours and design, they can add interest and originality to a building and street scene. Other contemporary solutions to shopfront signage will not be discouraged and each case will be considered in its own merit.

Good design principles

- Signage in the fascia zone should be restricted to that necessary to identify the name and service of the shop and should be sensitively integrated into the overall shopfront design;
- Projecting boxed fascia signage should be avoided, particularly in conservation areas;
- Lettering font and application should be chosen to suit not only the business it advertises but also the building and its context. It should be applied directly to the fascia, avoiding adding new fascia boards over existing;
- Fascia signage consisting of lettering should be in proportion to the fascia dimensions itself, with sufficient margins around the actual letters and appropriate colour contrast to ensure legibility and decrease visual clutter and confusion ;
- Corporate signage of chain outlets should be adapted to suit sensitive surroundings as appropriate;
- Projecting signs should be modestly sized, slim-profile, non-illuminated, of a style that complements the fascia and constructed of materials which complement the shopfront. They should be fixed at fascia level, on the side that is commonly used by other shops on the street and ideally positioned centrally on a pilaster but not fixed to the console bracket. To prevent visual clutter only one small, projecting sign will be allowed per frontage.
- The maximum projection width of a projecting sign should be between 750-900mm and the height should be between 300-375mm. The bulky type, commonly used in modern shopfronts, and formed by a box steel casing with illuminated acrylic panels, downgrades the appearance of a shopfront and is not recommended.
- Projecting signs should not be used on listed buildings and in conservation areas, unless it has been identified as an original characteristic of the building or the area.

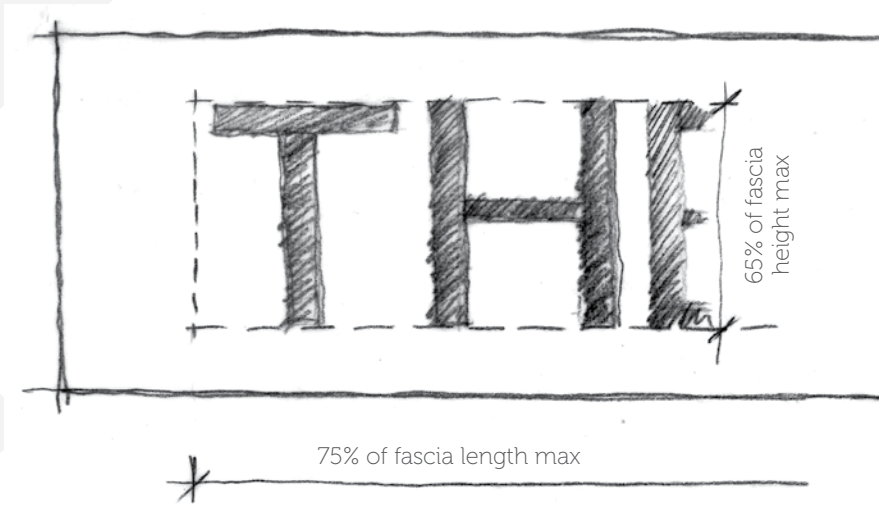


Figure 26. Signage lettering dimensions proportional to fascia dimensions



Figure 27. Legible and well proportioned lettering



Figure 28. Signage disregards building elements



Figure 29. Boxed and projecting fascia on the left detracts from the building

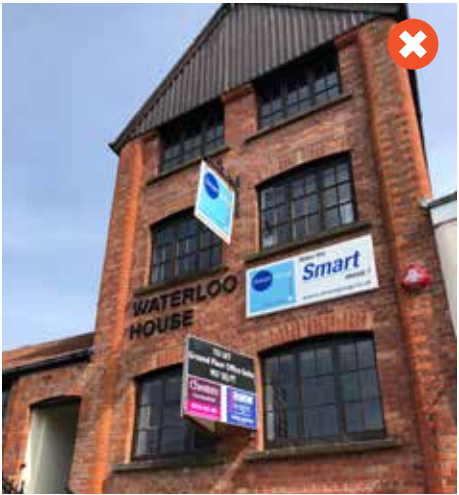


Figure 30. Excessive number of signs ill-positioned detracting from building



Figure 31. Successful signage strategy in historic setting



Figure 32. Successful signage strategy and overall shopfront arrangement, though the colour scheme could be improved

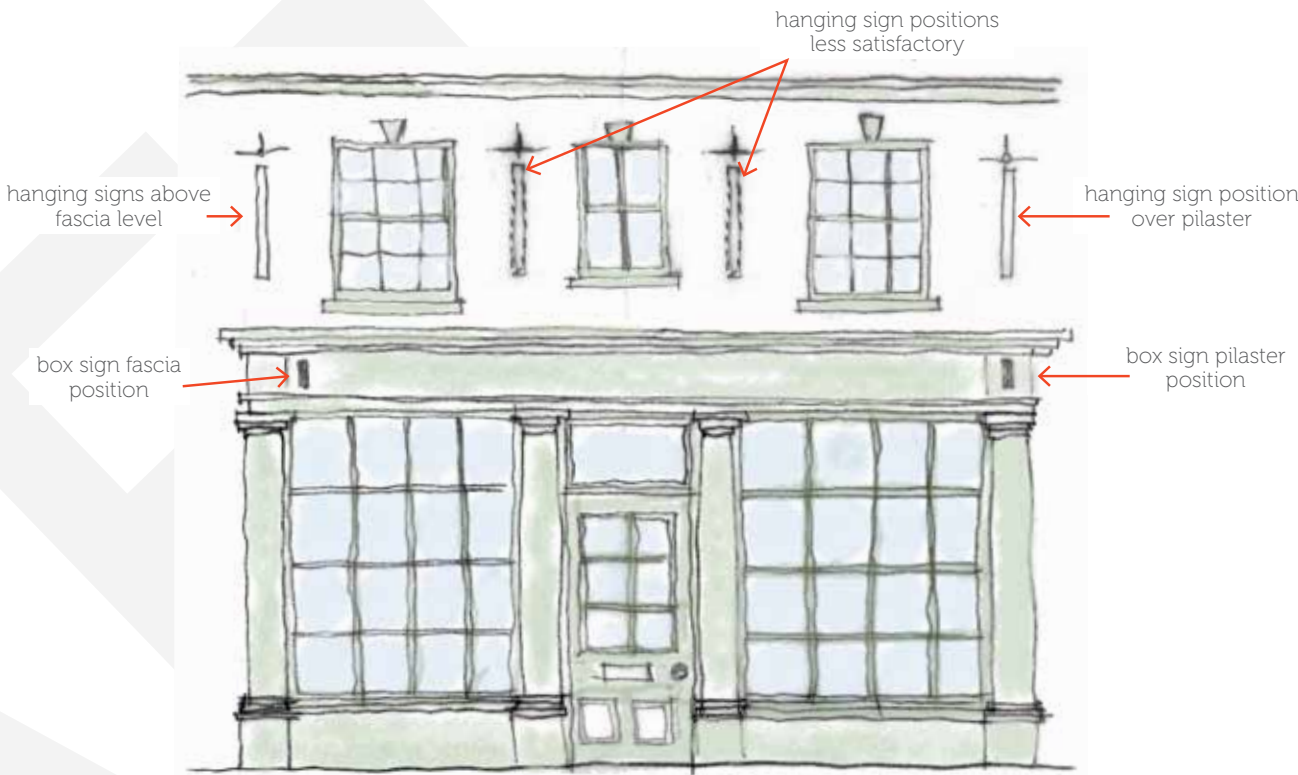


Figure 33. Hanging sign is well positioned but projecting box fascia sign detracts from building character



Figure 34. Hanging sign well positioned and proportional to building



Figure 35. Bulky internally lit hanging sign detracts from building



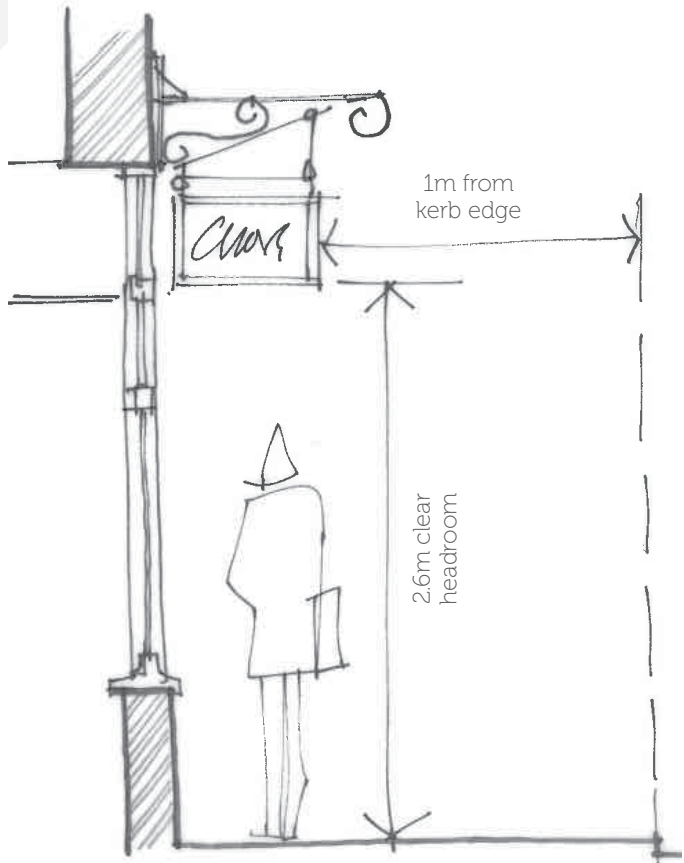
Figure 36. Modern box sign positioned on pilaster



Figure 37. Successful lettering on building



Figure 38. Successful lettering on building



Lighting

Internally illuminating the shopfront display will contribute positively to an area, encouraging window shopping during out of business hours and adding security by deterring vandalism and antisocial behaviour. Conversely, internally illuminated signs often look bulky and detract from the character of the shopping street. Similarly large, projecting light fittings can be just as intrusive, however, it is accepted that illumination of signs and fascias may be appropriate in some situations.

In conservation areas and for listed buildings illuminated signs will normally only be necessary for late opening premises, such as public houses and restaurants. In instances where additional lighting is required, much like the other elements of the shopfront, it must be designed to respect the building and be appropriate to the area.

Good design principles

- Where external lighting is required it should be restricted to an absolute minimum and discreetly positioned;
- Where fascias are proposed to be illuminated with external fittings, these must be carefully and unobtrusively be designed to avoid the lights themselves becoming permanent features on the face of the building. A good solution is to conceal the fittings within or beneath the cornice of the fascia;
- Lighting brackets should be either of a traditional or an unobtrusive, simple modern design and should be painted to match the background colour of the building (if this is rendered) or in black, or bronze anodised;
- Internally illuminated box signs, fascias and individual signs will not generally be acceptable, particularly in conservation areas and on listed buildings. If proposed, they should be strictly limited to a fascia located as an integral part of the actual shopfront. Additionally, careful detailing of the edges will be necessary to ensure an image of quality is portrayed;
- Acceptable forms of lighting could include individual letters halo illuminated or discreet hooded spotlights. Conversely, internally lit letters can be bulky, brash and difficult to read from the side; these will generally be resisted. In addition, neon and fluorescent lighting is out of place in historic areas and other areas of significant amenity value.



Figure 39. Successful discreet lighting



Figures 40 and 41. Successful discreet lighting



Figure 42. Lighting brackets misaligned and detract from building and sign



Figure 43. Lighting brackets too bulky and unattractive

Blinds and Canopies

Canopies and blinds function to provide protection to pedestrians and the shop window against the weather. They can be a lively addition to the streetscene, provided that they are designed as an integral part of the shopfront and are confined to it. They should not be introduced as a form of advertising space but always be functional and retractable.

Modern “Dutch” blinds are not appropriate as their form and the shape of the housing is does not relate well to existing shopfronts or historical buildings, thus this type of blind should be avoided.

Good design principles

- New blinds should be properly integrated within the design and construction of the shopfront. They should be positioned below the fascia so as not to obstruct the shop sign and, when retracted, should sit flush with the fascia;
- Proposed blinds should always be retractable when not required and ideally be of a traditional roller design. Fixed blinds or “Dutch” blinds are generally not acceptable;
- The proposed size, shape, and position for a blind should be compatible with the character of the building. Architectural details of both the shopfront and the building should not be obscured when blinds are installed;
- Materials for blinds should be nonreflective. Wet look material, shiny plastics, garish or fluorescent colours are unsuitable as additions to almost any shopfront;
- Where traditional canvas blinds and blind boxes are still in place, these should be retained and restored.



Figure 44. Well integrated retractable blind



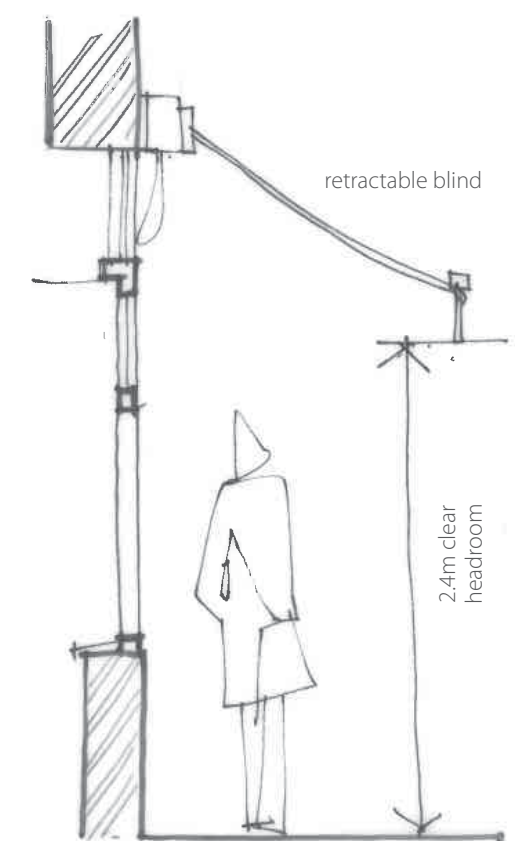
Figure 46. Well integrated retractable blind



Figure 47. Blind box not well integrated with shopfront



Figure 45. Dutch type blind too bulky and obstructive



Security measures

A major aspect of shopfront design which can affect the whole character of a shopping area is the method of implementation of security measures; external shutters, box housings, guide tracks, locking devices etc. can all add to the creation of a potentially lifeless and hostile atmosphere. The need to provide adequate security versus the maintenance of the quality of the environment of shopping areas must be carefully balanced. Shop owners are encouraged to discuss proposals and requirements both with their insurance company and the planning team before any work is carried out.

The three major elements of crime that ought to be considered where assessing security requirements are theft, vandalism and ram raiding. Risk levels will depend on a variety of factors, such as the nature of the business and its location, the way the street is laid out and lit, and the level of activity in the area outside normal shopping hours. The local Architectural Liaison Officer will be the main source of advice for particular problems in any given area.

Good design principles

In order to integrate security measures without adversely affecting the character and appearance of a building and the area where its situated, the following general principles apply:

- Security measures should be an integral part of the design for any new shopfronts. The shop frame should be used for designing protective measures and the shop window could be divided into several panes by mullions and transoms making it less susceptible to wilful damage and cheaper and more easy to replace as necessary;
- Planning consent will be required for installing, altering or replacing shutters or grilles on the exterior of a building.
- Any proposed alteration that affects a listed building's special architectural or historic character either externally or internally will require listed building consent as well as planning permission;
- Planning consent will not normally required for internal security grilles however, listed building consent will be necessary for listed buildings;
- External fittings such as alarm boxes will normally require planning permission as well listed building consent where appropriate;
- Each proposal will be assessed on its own merit, taking into account the need for security, the likely effect upon the shopfront and building itself, the adjacent buildings and the locality or streetscene.
- Planning consent may be granted with appropriate conditions to avoid the retention of certain security measures necessary for one type of business but not for another.
- The likely risk to any business and its shopfront should be assessed and the appropriate security measures then proposed. Advise should be sought from the insurance company and police whist the security of the building as a whole should be considered; often the rear of a property is more vulnerable to break-ins whereas the front is more at risk of casual vandalism;
- A visible and illuminated shop window display will positively contribute to the street's character, permit after-hours window shopping and enhance natural surveillance. Additionally an internally illuminated display both in the windows and within the shop will increase light levels in the street after dark, enhancing security of both the interior of the premises as well as the area. Consequently security measures which do not obscure the window display will be preferred.

The following possible security measures are written in order of preference from a standpoint of limiting possible detrimental impact on a shopfront and the streetscene.

- Suitable security can be achieved through suitable specification of the shopfront glazing such as toughened and laminated glass.
- Alarm systems utilised in conjunction with internally illuminated glazed shopfronts constructed with security glazing will provide sufficient security to most shops. However as they can be rather unattractive devices, they should be sited as unobtrusively as possible and must not obscure or damage any architectural details. The most suitable location will be immediately above the fascia at one end, or, if the box is placed on the shop front itself, at one corner within the depth of the fascia. They should be painted to match the background colour.
- Where shutters for security are necessary, utilising internal grilles will be generally preferred over external shutters. Internal grilles are retractable during shopping hours and can be discreetly installed behind the shop window. An open link grille type will permit a clear view into the shop, thus allowing natural surveillance and lighting to spill into the street thus continuing an open appearance. The installation of internal grilles does not require planning permission, although it will require Listed Building Consent if the shop is part of a Listed Building.
- External, removable mesh grilles or wooden shutters are another traditional means of providing security. Fixed over the shop window and the entrance, they do not require any box housing and can be stored inside the building or folded back when not in use.
- External roller grilles may be considered if the above security measures do not suffice. Solid metal shutters will not be acceptable except in exceptional circumstances, where evidence, supported by the police, has proven that there is a particular security problem in the area and all other appropriate security measures have failed to address this. Where external grilles or shutters are permitted, the shutter box must be installed recessed into the shop. Traditionally this has been behind the fascia panel. Where this cannot be accommodated, an opaque transom light could be introduced to conceal the shutter box. Careful consideration should be given to the positioning of the shutter guides in the shop frame. They should be integrated into the shopfront design or be removable, and colour coated to match the shopfront.

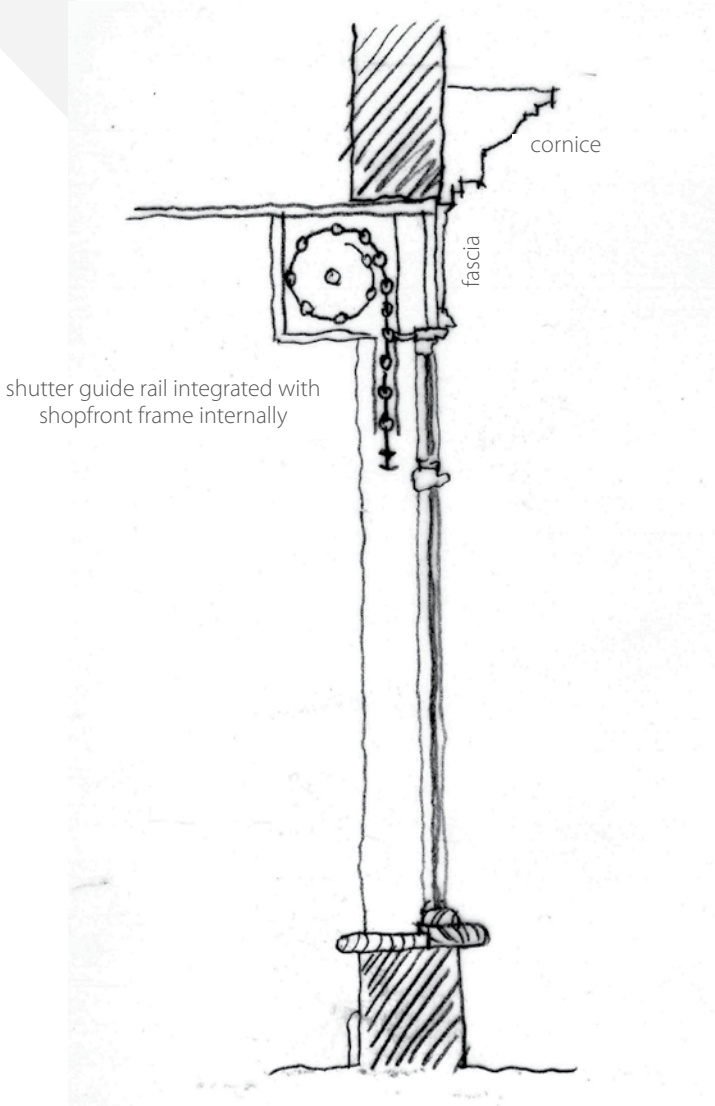


Figure 48. Internal roller shutter position, well integrated with shopfront



Figure 49. Closed type, external shutter unacceptable in any case



Figure 50. Open type, external shutter acceptable only in necessary situations



Figure 51. Alarm boxes haphazardly positioned on facade



Figure 52. Open type, internal shutter integrated with shop type, generally acceptable



Figure 53. Well integrated, open type external shutter acceptable in necessary situations



Figure 54. Alarm boxes haphazardly positioned on facade

2.3 – Materials and Colour Use

Selecting materials for shopfronts must always take account of the style and design of the proposed design, the building it will occupy and its setting.

A limited palette of good quality materials will always work better in integrating the proposed shopfront with its surroundings and positively contributing to the character of the street. Broadly speaking nonreflective finishes should be utilised and the use of plastics, mosaics, polished stone, ceramic tiles, smoked or mirror glass should be avoided.

Timber

Timber is traditionally used for shopfronts. It is versatile and the most appropriate material in all situations, whether in a historic setting, a conservation area, a listed building or for a contemporary design. The choice of timber should be carefully considered at the design stage as it will have a considerable bearing on the visual appearance and future maintenance requirements of the shopfront. The use of tropical hardwoods and all timber from non-sustainable resources should be avoided. The Timber Research & Development Association (TRADA) can provide advice and technical information regarding the availability, quality and performance of timbers.

Generally, timber should be finished with paint; varnish or stain may occasionally be suitable but not in conservation areas or for listed buildings. There are nearly infinite choices available in colour and design for timber and it can normally be easily repaired or altered and readily repainted for a fresh look.

Stone

Stone is broadly appropriate in all parts of South Somerset but typically only in the form of smooth ashlar. If stone is to be chosen for a shopfront, the type should be carefully selected and it should preferably be local to the area. Random or rough rubble finishes are not suited to shopfronts. It should be noted that for listed buildings and in conservation areas full details of the stone coursing, bedding, jointing, pointing and mortar mix will be required.

Brick

Brick may look out of place unless the building itself is constructed of brick. Each opening in a stone or brick building will require the wall's means of support to be physically expressed, weather as a beam or lintel or some form of arch.

Render

Render is only really suitable for stallrisers or, if executed to the highest possible standard to emulate ashlar stone.

Metals

Aluminium is often used for modern shopfronts; powder coated finishes have a good appearance and are available in a wide range of colours. Generally the use of self-coloured and anodised aluminium should be avoided.

Unfinished galvanised steel should be avoided. As with aluminium, powder coating can provide a good finish in a wide colour range.

Chrome plate, stainless steel and other polished metals are usually too hard and shiny in appearance but can be suited to very specific design solutions.

Plastic & Acrylic

Plastics are not generally appropriate in conservation areas or for listed buildings. They are however often used for modern signs, facias and lettering. Selecting and designing with plastics should be done carefully to avoid a thin, harsh, shiny appearance and detailing the finish at the edges of sheets should be well-considered.

Colour Use

A place's character and local distinctiveness is partly determined by colour as well as the predominant materials used. As such the choice of shopfront colour will play an important role in positively contributing to the locality perhaps by the use of a locally distinctive colour or variation upon it. Therefore, the choosing a colour should be done with regard to the colour qualities of the building as a whole as well as those of the neighbouring buildings and their setting, in order to avoid clashing contrasts.

Selecting colour requires skill and judgement. Generally colour schemes for historic shopfronts were kept simple, often single-coloured that puts the visual focus on the goods displayed in the shop window. Conversely, contemporary colour schemes are often used to make the shopfront itself a form of advertising. Corporate schemes in particular are often imposed without any regard to the design and location, which often contributes to the erosion of the character of an area. Thus, in historic areas corporate colour styles may need to be modified from their standard design. Listed building consent may be needed when repainting a listed building; advice should be sought from the Local Planning Authority.

Good design principles

- Dark coloured shopfronts will often help to highlight the display area especially if well lit. Dark shades of green, grey, blue, red, browns, or black are traditional colours for historic shopfronts.
- Fluorescent colours will be out of place almost everywhere and will not be supported. Bright shades of yellow, orange and pink are generally inappropriate in sensitive historic areas.
- Minimalist and monochrome paint combinations combined with the use of a stylish script will result in a high quality scheme. Garish and clashing colour combinations should be avoided altogether.
- Varnish and wood stains, which will allow the timber grain and character to show as part of the finish, have essentially none or a low amount of pigment and as such they are susceptible to discolouring from water and sun. Therefore, the suppliers' specifications should be carefully checked for these effects.



Brick, ashlar stone, painted timber



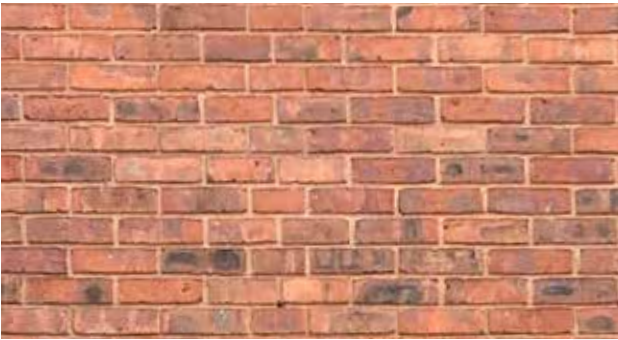
Ashlar stone, painted timber



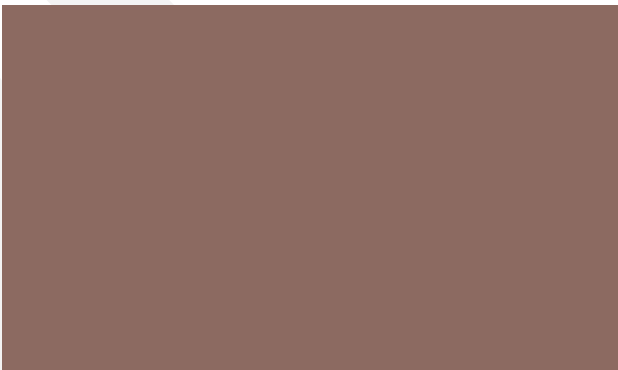
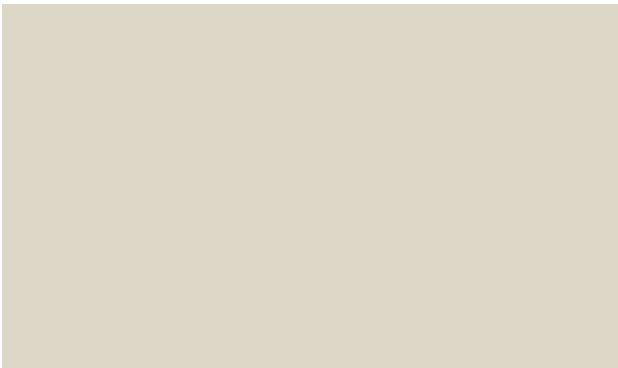
Painted brick and timber stallriser



Painted timber mullion



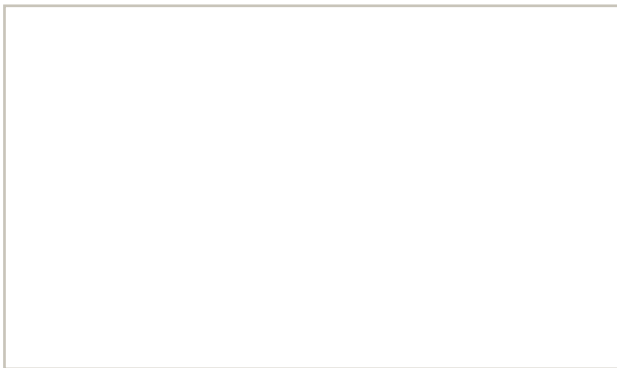
Red Brick



Aluminium



Ashlar Stone



Above: Colour swatches sympathetic to the local character of Yeovil

2.4 – Accessibility

In line with current regulations, new shopfronts should accommodate the needs of all people, allowing safe, easy and convenient access for all users of the building, including those with impaired abilities, elderly people and those with prams.

Good design principles

- Level access: where possible steps should be avoided and the shopfront entrance should be level and wide enough to allow entry for all users;
- Where a change of level is unavoidable, steps and ramps should be designed in line with Approved Document M of the Building regulations. Small changes in level may be able to be accommodated within the footway outside the shop; the Highway Authority for the area should be consulted in the first instance.
- Doors should be able to be operated easily by wheelchair users and those with limited strength;
- The needs of the partially sighted should be considered when designing a shopfront; distinguishing glass doors within large areas of glazing is difficult for the visually impaired. Incorporating stallrisers, glazing bars and suitable manifestation on the shopfront will assist in making the facade more legible.
- Forecourt displays and seating can enliven streets and will generally be permitted where it does not cause an obstruction to pedestrians or nuisance to any neighbouring residential occupiers. To prevent conflict, forecourts should be clearly delineated from the main pavement, allowing sufficient space for the free flow of pedestrians. Broadly speaking the required clearances are:
 - 3m for primary pedestrian routes, where there is heavy footfall (town centres, busy shopping areas and public transport nodes), and
 - 2m for all other pedestrian routes, where there is less footfall.
- These clearances should be kept free of any obstructions, including lamp posts and street furniture. As mentioned earlier in the document, the use of A-boards and similar type of on-street advertising should be avoided so as not to obstruct movement.
- The interior design and the shop service should also be considered, ensuring the layout is easy to navigate and providing assistance for people with hearing, visual, physical or mental impairments.

3. Repairs & Maintenance of Existing/Traditional Shopfronts

Where a traditional or historic shopfront exists, shop owners will be encouraged to retain and repair as necessary. Traditionally designed shopfronts are made of timber and sit within a traditional architectural framework around the opening. Across the country there are examples of historic timber shopfronts having survived for over two hundred years. This demonstrates that utilising good quality timber, detailed well and maintained adequately is a worthwhile investment. It is easily repairable without replacing the entire shopfront.

For repairs and maintenance, it is recommended to use good quality softwood suitable for external use, as such as Douglas Fir or British Columbian Pine, and hardwood for the cill.

The following principles should be followed for selecting timber:

- It should be suitable for outside use;
- It should be workable, i.e. it can be worked to the fine detailing;
- Its moisture content should be verified and the likelihood of movement;
- It should be that it is able to take a finish that will look good and be durable;
- It should be able to take a painted finish where varnish is not acceptable;
- It should be supplied from environmentally sustainable sources.

The life-span of the joinery will be extended if all the joint faces (especially the end grain) are primed before construction. Utilising suitable modern, microporous paint will assist timber that gets damp to dry out, however more traditional, linseed oil paints tend to be more flexible and less likely to crack. A good paint system, using long life paints, will mean less repainting over time and that includes good quality primers.

New shopfronts should incorporate trickle vents or opening lights to maintain adequate ventilation, which will prolong the life of the shopfront.

Annual checks and paint touch ups particularly around the cill and the joints in the framing will ensure a timber shopfront is maintained to a good standard. Where larger repairs are necessary, timber can be scarfed-in around the joints, whereas minor repairs can be undertaken using resins.

Rendered and timber-panelled stallrisers can be subjected to a fair amount of damage, particularly if they are carried down to the ground without any gap or damp proof course. Splash-back from the road and pavement surfaces will constantly leave them dirty and stained, causing long term damage if they are not regularly cleaned and maintained.

Overall building maintenance, ensuring that gutters and downpipes are clear will also protect the facade and shopfront below from rainwater overflow damage. Similarly, the flashing over the cornice should be regularly checked to ensure it is not cracked and properly tucked in to the wall above and not plant material is growing around it, causing damage to the building.



Figure 55. Resin repair to timber shopfront detail



Figure 56. Timber stallriser repair



Figure 57. A well maintained timber shopfront

4. Contemporary Shopfronts

As mentioned in earlier sections of this document shop owners are encouraged to repair original shopfronts, and/or to repair and re-establish the traditional architectural frame of the shopfront. However, there may be instances where it is necessary and/ or appropriate to propose a carefully proportioned, well resolved, high quality, modern design either within the traditional surround or within a carefully articulated new shop frame that reinterprets the proportions and form of the adjacent shopfronts in a contemporary manner. The design of modern replacement shopfronts should be of a high standard design in order to bring diversity and vitality to the street.

In new and contemporary buildings there can be more flexibility in the design of shopfronts which can enhance and enliven the local shopping environment. Nevertheless, these generally work better where a high degree of architectural or graphic design is input into the scheme. Innovative design solutions can be incorporated more easily in such instances, however the basic principles of traditional shopfront design which have stood the test of time should still be reflected, particularly in a street setting incorporating other more traditional shopfronts.



Above: Contemporary shopfront examples

5. Consents

Most alterations to a shopfront will require planning permission however, routine maintenance works generally will not. In the case of listed buildings and buildings within conservation areas there are further restrictions. This is to ensure that alterations and additions do not harm the appearance of the area and are sympathetic to the integrity of the original building. In addition, Advertisement Consent may also be required to display a shop sign. It is advisable to contact the Local Planning Authority team before carrying out any alterations or displaying advertising. The Council's Planning Enforcement Team holds powers of enforcement to ensure compliance with legislation, policies and guidance.

Every application will require an application form and it can be submitted electronically via the Planning Portal. The Planning Portal was established by UK government in 2002 to allow planning applications in England and Wales to be processed electronically. It is not administered by the Local Planning Authority. Please visit www.planningportal.co.uk/applications for more information on applications. Assistance in calculating fees for planning applications can also be found on the Planning Portal website.

5.1 – Planning Consent

The Local Planning Authority has a Validation Guide detailing the documents required for any Planning Application submitted to be validated. For further information and advice please contact the Local Planning Authority team.

In addition to the documents listed in therein, planning applications for new shopfronts should include:

- Fully detailed plans and full elevation drawings of the whole building frontage, showing the new shopfront to a scale of no smaller than 1:50;
- Full details of all materials proposed.

5.2 – Conservation: Listed Building Consent

Listed building consent will be required for any changes which will 'affect its character as a building of special architectural or historic interest'. An application for listed building consent must be submitted to the local planning authority prior to works being carried out. It should be noted that it is a criminal offence to carry out work which requires listed building consent without obtaining that consent.

In conservation areas or when the building is listed, the submitted information should be supplemented by:

- Elevation drawings showing the complete neighbouring buildings in relation to the proposal no smaller than 1:50 ;
- A detailed elevation of the proposed shopfront to a scale of no smaller than 1:25;
- Full coverage of details including sections through cornices, fascia, blind boxes, window frames and glazing bars, stall riser, doors and pistons and security grill enclosures at a scale of 1:5 or 1:10;
- Full details of all materials and colours proposed.

5.3 – Advertisement Consent

The Advertisement control system rules are set out in the Town and Country Planning (Control of Advertisements)(England) Regulations 2007. It is the responsibility of the Local Planning Authority to decide whether a particular advertisement should be permitted or not under these rules.

Applications for fascia advertisements on poorly proportioned shopfronts will raise concerns and must be carefully thought through. An existing poorly proportioned fascia space will not be considered sufficient reason to permit an advertisement which will be detrimental to the visual amenity of the area. The applicant will be encouraged to redesign the shopfront or design the signage such as to compensate for the fascia's poor proportions. Guidance of fascia design and signage is set out earlier in this document and should be followed.

As with full Planning Applications, there is a validation checklist for applications for Advertisement Consent. In addition to the normal drawings required to be submitted with a Planning Application, Advertisement drawing(s) (e.g. at a scale of 1:50 or 1:100) (showing advertisement size, siting, materials and colours to be used, height above ground, extent of projection and details of the method and colour(s) of illumination [if applicable]) are required to be submitted. For more detailed information on the above requirements please see the National/Local Validation Checklist on South Somerset District Council's Website: www.southsomerset.gov.uk and/or contact the Local Planning Authority team for further advice.

The Planning Department
South Somerset District Council
Brympton Way
Yeovil
Somerset
BA20 2HT

Tel: 01935 462462
Fax: 01935 462299
Email: planning@southsomerset.gov.uk
Website: www.southsomerset.gov.uk

5.4 – Building Regulations Consent

Depending on the extent of the works to be done to a shopfront, there may be the need to seek Building Regulations Approval. Building Regulations are concerned with the technical requirements associated with the construction process, including:

- The way in which the building is constructed;
- Structural stability;
- Means of escape;
- Fire precautions;
- Weather resistance;
- Energy conservation;
- Sound insulation;
- Access and facilities for all users.

As discussed above, many types of building work will require both planning and building regulations approval, applications for which are done separately.

6. Checklist

The following checklist should be used to ensure good design principles have been followed.

Shopfront relationship with building and wider street

- The shopfront should reflect and relate in scale, proportion and architectural style to the building in which it is set and to the wider parade of shops;
- The fascia proportions should respect the rest of the shopfront and the building in which it is set. It should not be too deep, wide or project forward from the face of the building. It should be positioned consistently with adjoining buildings;

Positive shopfront character

- Where an existing shopfront is to be retained and restored or an original shopfront to be reinstated, surviving historic features should be preserved and restored in a sensitive manner;
- Where a new shopfront is installed, it should draw particular attention to the component parts of good traditional shopfronts;
- Pilasters and consoles, decorated if appropriate, should be used to support the fascia as they form an important part of the overall shopfront design;
- Stallrisers provide a strong visual base to the shop window and add to security and protection of the window display;
- Entrance doors should be recessed and have a solid lower panel to match stallriser height.

Attractive display windows

- The shopfront window display should be subdivided by vertical and horizontal elements to avoid a large expansions of glass and a well-proportioned frontage. Glazing bars assist in to creating visual relief, rhythm and an attractive design;
- Obscured panels filled with advertising should be avoided.

Uncluttered shop signage and advertisements

- Generally signage should be kept to a minimum, avoiding visual cluttered, and integrated into the shopfront. It should serve to advertise the goods and services offered whilst respecting the character of the building and street scene;
- Projecting signage should be small, positioned at fascia level and not obscuring details of the shopfront or other parts of the building.

Preventing light pollution

- External illumination where necessary should be low key and discreetly positioned. It should be designed and sited so as not to cause disturbance to others, including residents and passing traffic;
- Internally illuminated fascia signs should be avoided altogether;
- Proposed lighting levels should be in keeping with the character of the area.

Fixtures, services and entrances integration

- Any canopies installed should be integrated into the shopfront, be retractable and allow sufficient clearance below for pedestrian movement;
- Suitable security measures, such as toughened glass, better internal lighting, internal video cameras and alarm systems are preferable to shutters and grilles;
- Where security shutters are necessary, they should be internally fitted, dark coloured and be of an open design. Guide rails and shutter boxes should be concealed and sensitively integrated into the shopfront design;
- Other fixtures, security features, services and secondary entrances should be integrate with and complement the building and shopfront;
- Services should generally be located to the rear of a building to remain out of view from the main street or screened from view as appropriate.

Materiality

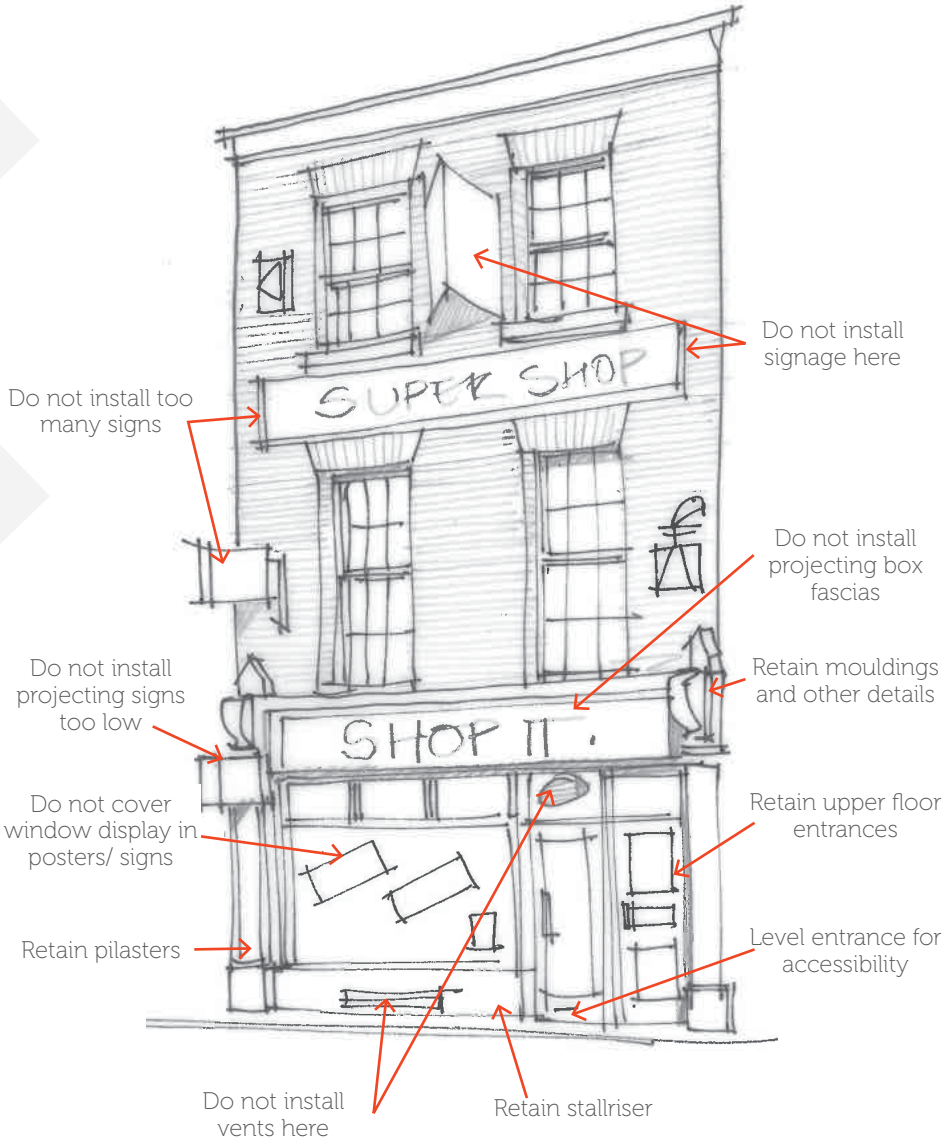
- High quality and robust materials should be used in shopfront construction. They should be should be in keeping with the character and appearance of the building;
- Where traditional shopfronts are restored, original materials could be replicated.

Equality Act: access for all

- The shopfront must allow equal access to all, regardless of abilities;
- Forecourts should be clearly delineated from the main pedestrian routes, allowing sufficient clear space for pedestrian movement.
- Historic shopfront alterations should balance the requirement to preserve historic character with the needs of adequate access.

Other considerations

- Material considerations such as conservation design guides should be considered as and where appropriate;
- The repair of traditional shopfronts should be considered as a first option, as opposed to replacement;
- The design of shopfronts in modern buildings can allow for innovation and more flexibility in the design. Nevertheless incorporating basic principles of traditional shopfront design should produce successful results that can be an effective advertisement for the quality of the establishment.



7. References and Further Advice

1. SSDC: South Somerset Local Plan (2006 – 2028) (Adopted March 2015)
2. English Historic Towns Forum: Book of Details & Good Practice in Shopfront Design
3. <https://www.southsomerset.gov.uk/services/planning/>
4. <https://www.planningportal.co.uk/info/200127/planning>
5. <https://legacy.southsomerset.gov.uk/your-area.aspx?addressid=001P5900LI000>
6. Department for Communities and Local Government: Outdoor advertisements and signs: a guide for advertisers, June 2007
7. Historic England: Making Changes to Heritage Assets, Advice Note 2
8. SSDC: Your Listed Building A Guide For Owners And Occupiers
9. SSDC: Validation Guide – What do I need?
10. SSDC: The design of Shopfronts, Signs and Security Measures
11. SSDC: South Western Terrace SPG
12. Secured by Design: Commercial Developments 2015
13. Technical advice on security can be sought from the local Architectural Liaison Officer and Crime Prevention Design Advisors through <https://www.securedbydesign.com/contact-us/national-network-of-designing-out-crime-officers?view=article&id=308#avon-somerset-constabulary>

Appendix C

Respondent	Feedback	Response
A	I have been able only to glance through the proposals but I am shocked to see that the topic of “accessibility” is relegated to one page and is limited only to ramp gradients, steps and tactile surfaces. Many of the design proposals elsewhere in the comment – such as low level bollards, Sheffield bike racks etc. will be a major hazard to anyone with low vision. Mixing cyclists with pedestrians is also a major cause of stress and anxiety for many older people as well as those with low vision. I would be grateful for reassurance that you are taking professional advice on this topic rather than paying lip service. The Chartered Institute of Highways and Transportation, among others, provides good guidance material on what needs to be done. As a local resident with a professional interest in this area I would be happy to offer some preliminary thoughts on good practice to meet the needs of the many residents of Yeovil and surrounding areas who are old and/or disabled.	Response advising that professional advice was being sought with regards to design of areas. Also advised that the use of this guide will take account of the points raised.
B	I think it is a disgrace that the escalator from the Bus Station area to the Quedam Shopping Area has been out of action for so long. Surely pressure can be brought upon the owners to get it repaired! It makes the area along with the closure of so many shops look like a derelict area. Goodness knows what holiday makers and visitors to the area think. I have lived in South Somerset for 18 years and have never felt so ashamed of my local town as I have done in the last 12 months. The area close to M & S has also become an eyesore with the concrete bath shaped planters!! On a positive note St John's Church gardens are beautifully kept and are always a pleasure to walk through, and other planters around the top end of town always look good. Somerset is a lovely area to live and has such beautiful countryside, so why can't Yeovil do it proud, it is just such a let down. I look forward to your reply and hopefully to be told that Yeovil will soon become a town to be proud of!	Responded to points raised relate to general condition of town. Relayed request for repair of escalator to Glovers walk management team. Shared positive feedback on management of St John`s Church Gardens with green spaces team.
C	Reading the PRDG I wonder what the overall budget for this Consultation is and how much of the “spend” is to outside consultants rather than SSDC employees.... But that is another story which I'll probably raise with a District Councillor. I am a motorist a Reading the PRDG I wonder what the overall budget for this Consultation is and how much of the “spend” is to outside consultants rather	Responded to question on park and ride facilities stating that there aren't any plans for one at this stage. There is an access strategy for the town centre being developed to deal with all forms of transport which covers walking, cycling,

	than SSDC employees.... But that is another story which I'll probably raise with a District Councillor. I am a motorist and I walk - I do not use public transport. When I go to Yeovil it is for planned shopping with some impulse buying. Currently I use the Tesco overflow car park (convenient because of the new cut-through to Clarence Street) and occasionally Park Road (not so convenient because of the exit to the Ring Road). If Yeovil should go down the parking route which has been applied in Salisbury (virtually no free parking and 95% of the remainder is pay and display, plus Park and Rides) I would reconsider my shopping habits and probably shop in Morrisons or ASDA to the exclusion of the town centre. Are there any plans for a Park and Ride facility? The PRDG document has a picture of Middle Street with the title "On-street parking provision within Middle Street develops a congested pedestrian environment". As I recall the area between Rymans and M & S is now no parking (with planters?) and the area outside what was Thomas Cook is Disabled parking – because of very low traffic volume (and low speed) through here pedestrians wander at will - safely. Also, with the road closure into Wine Street, access to Union Street and Middle Street is from Peter Street – tedious enough to discourage through traffic (which was probably the intention). Indeed, the town centre is sufficiently restricted (by existing one way streets, traffic restrictions and narrowness) that I feel that most vehicles that enter the area do so because it is essential (Disabled or deliveries). To reduce "dominance" by applying even more restrictions will be counter-productive. In my opinion a lot of thought and imagination needs to be applied to the lower part of Middle Street which looks to me as sad and neglected.	public transport, general driving and links to the rail stations. This is aligned to work on a parking strategy which will inform the necessity for park and ride facilities. This is still a work in progress so no plans at the moment but we have yet to draw a conclusion on this issue. Comments on further restrictions in the central streets are being considered as part of the design work so are informed but not delivered by the SPD. Advised that Middle Street design is being worked on as part of the design project which will be informed by the PRDG.
D	Dear Yeovil Refresh team, I'd like to give some input into the current consultation on Yeovil Town Centre. Just to give some context: • I lived in Hardington Marsh and went to East Coker / Westfield • My mother still lives in Yeovil, but I live and work in London • Since leaving Yeovil I've lived in 9 countries working in marketing facing roles, many of which had a focus on things like driving footfall. • Having visited the centre a couple of months ago I was heartbroken to see how bad it is (but, let's be honest, it's never been good for decades down that end). You all deserve full credit for taking on the	Responded thanking individual for excellent and thought provoking feedback and time taken to respond. Stated that in a broad sense we are thinking about a lot of the concepts and ideas that are suggested. The response outlines the breadth of activity required to regenerate the town and investment required. This

	thankless task of the project. I appreciate that it's easy for everyone to carp on about why things are bad, and you all deserve respect for the work so far on managing the improvement proposals. With that in mind I read all your documents in detail and I have some feedback and comments. At times below I have written in loose / informal language - fully appreciating that you might not in a professional capacity be able to agree, though privately might not disagree with my views. • Caveat - I know that all local govt projects are funded from multiple sources and have different scopes / remits - some of my feedback might be valuable but not specific to your remit. Please take what you will from it! Many thanks for taking the time to read my comments and good luck with the consultation. My biggest problem with the current PRDG - The Vision Statement • The vision is absolutely critical as it will naturally drive the subsequent actions. The current Vision is 71 words long and not really very visionary. • The lower end of Yeovil has 'never' been a nice place - not for several decades. It was a transactional place when Tesco / Bejam / Iceland were tenants due to the car parks and bus station proximity. But the buildings and environment aside from the Liberal club have always looked shabby. There's now a dystopian feel to that end of town with the properties not only being shabby, but also empty. • Do we really want to ...'build on the Town's identity and distinctive qualities'? What does that mean? Because most people would argue that the Town is (sadly) aesthetically inferior to all the small towns and villages within its 10 mile radius that use it as a hub. - o Would it not be better to say that we need to build that link more rather than double down on the look of Yeovil today versus the strong identity the South Somerset region has? South Somerset has a powerful (positive) identity - Yeovil, does not. • I also feel that a lot of the other 71 words are not, 'wrong', but they are not really a vision, they are more of a washing list of criteria of what needs to be done. The risks that in having a vision like that you have almost set the action before considering the vision. • This is obviously just a conversation starter but could we not instead focus on a real vision that would connect the Town to the SS community. It could be based on 2-3 insights that are a mixture of physical issues with the Town today and societal ones we seek to address. For example the insights to the vision might be:	forms part of the approach needed over next few years to deliver wider impacts. Stated that feedback will be reported as part of the formal report when the PRDG moves forwards to adoption. The feedback will be used to feed into future plans.
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	- o Having grown faster than the communities around it, Yeovil has lost the powerful identity to the people and culture that live around the Town. - o As society changes, people no longer 'need' a transactional shopping environment, they seek an experience that adds value and content - o As a mid-sized town in a rural environment, people should look to Yeovil as a cultural and commercial hub, but they don't today - there isn't a lot of 'love' for the town from the SS community. • The vision could then seek to address that which in short might be: More People * More Often * Doing More Interesting Things * More Relevant to Wider Audiences which I crudely made here as: - o The Vision for Yeovil is to be a hub for the people of South Somerset - where they want to spend more of their time to work, learn and play. - o The benefit of that kind of vision is that you can widen it to other initiatives and sources of funding, co-opting other community groups, government departments and local institutions. Other points in the consultation I thought of: • Page 5 the aims - again I would like to intellectually challenge you. Do we really want to maintain the distinctive identity of Yeovil centre? Do any of us look at the lovely villages in and around SS, the farms, the communities and think, 'Yes, Yeovil is reflecting this identity and is an aspirational reflection of it'? - o If not, then this is your once in 25 years opportunity to shake it up a bit. I am not talking about being crazy here, but why not look at the regional identity and make the challenge for Yeovil to reflect and lead that. Frome would be the best example in Somerset in my view that have done that. • Page 7 - I respect and applaud you for doing surveys and this is useful. But a sample set of 188 leads to a few lookouts. All I ask is that you consider these points: - o Be really careful of confirmation bias from such a small sample. We know a huge issue in Yeovil is footfall. Not enough people visit the area because its ugly, has boring shops and the other facilities can be dull. I'd take my son to Ninesprings, I definitely wouldn't wake up and say 'let's go to Middle Street and hang out'! - o If we are serious about change, we need to think laterally about footfall. Guys you cannot fight technological change - we won't get Bejam's and Tesco back. We need to think about footfall in terms of multiple different groups using the space / environment constantly. I'm talking over 60's street Yoga every Thursday, I'm talking Primary School Take over where each SS school has a 2 week "take over" of activities / street art / performances every 2nd	
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	Saturday of the month, I'm taking The Giant Farm every 1st Sunday of the month where 100+ livestock take over the space with 50 local farmers selling their wares, I'm talking mum's do runs every Tuesday morning where there's a fast walk from Tesco to Wetherspoons and have an open air space with free to use kids toys etc. in the open space at the bottom of town (King's Cross do this in London - brilliantly - inclusive, fun, brings 000's of kids), I'm talking The Great Yeovil Bakeoff every 3rd Thursday of the month where every village WI competes with a stand, I'm talking Yeovil to Glasto unplugged each spring where Glasto festival let the winner of any Yeovil based band under 18 play a set + get 4 tickets to glasto.... content content content - it's not your direct role in this project but if you don't think laterally while running it you'll end up with some nice trees (which is great) but no legacy. This is your chance. □ The risk with the 188 sample is you miss those people as they would never even visit the place to be questioned in the first place - so be careful is all I am saying. • Page 29 - utilising dead spaces - TOTALLY AGREE! Have you thought about how we can use these spaces for 'bottom up' community engagement? As a Yeovilian I really worry when I come back how we are not doing enough to help young people get into new high value technologies - we risk setting Yeovil on a course of lower-income industries in the tech age. Yeovil was lucky in the last century with helicopters... what will we do to sustain this century and avoid being like Grimsby? o Have you thought about working with a company like this? https://www.meanwhitespace.com/landlords-partners They lease out empty spaces with the support of the local council for 1-5 years allowing start up hubs, workshops etc. - often in conjunction with local education too. In fact, I am based in one in Brixton at Lambeth Town Hall. • Page 109 - totally agree with you on 'Quick wins' - there needs to be some lateral thinking on this Perhaps combining that idea with page 59 - the comments on public art. Art can be transient and transformative even in a short time. Think about the plinth in Trafalgar Square. What about simple things like 'the big space' which can be painted / designed by a different community group / artist - deliberately allowing some mainstream and controversial content to make people think - get people taking about this part of town. If we get "Outraged from Henstridge" writing into the Western, we're probably doing something right. Those are some views. I'll just leave you with one curveball. It goes back to my intellectual disagreement	
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	with you on the vision and aim (continuity, maintain, identity). What do you think of when you think of South Somerset? I think of nature, animals, green, cider, farms. Think of the Yeovil Folly's in Barwick - pointless yet brilliant. Think of the shops on Camden High St. Imagine those ugly post-war buildings along Middle street having a giant cow / pint of cider / pitchfork / tractor coming out of them. I'll definitely bring my son to Yeovil on a Saturday to see that. It'd be brave, courageous, identity building, distinctive, but it will also be different. Good luck guys and thanks for offering the invitation for feedback.	
E	I have lived in Yeovil all my life (53 years) and like so many Yeovilians have been sadden by its decline in the last few years or more. Once a beautiful little, thriving market town, it now has no appeal and is desperately in need of a facelift. I am very interested in the Yeovil Refresh project and would like to share my thoughts with you. Firstly, whilst art is a wonderful idea and works well in other towns, the art that we already have in our town has not faired well. The structures outside Frankie & Benny's, were vandalised not long after they were erected and have never been repaired (see photo), which has caused it to look unsightly ever since. I also have walked past the carving in King George Street, this has turned green in places and could do with cleaning. So I am wondering if whatever art is chosen, will it be vandalised then not maintained and left to rot? Also, I have never liked the flower beds which are in place outside Marks and Spencer's (see photo). These concrete looking baths are very ugly, have turned green and have stained the road whilst making it slippery in places, especially when it is a wet day. The small, round planters also look out of place and are in the way of pedestrians who have to walk around them. The plants, which are half dead, are inadequate for taking the focus away from these hideous looking containers. Personally the money spent on these containers has been a waste of money and the street looked smarter without them. I understand why they were put there but they contribute to being another eyesore for the town. Is it about time the council did something about the high rent being charged for the shops? It is all people talk about so if it is true then it is no wonder that shops are fast vacating Yeovil and with good business sense you could stop this happening. Surely it is better to fill	Responded on general points And advised will take account of feedback in project delivery approach.

	the shops and have rental money coming in than have no money coming in at all! You need to have a plan to attract more shops to the town. Why not take a trip out to Clarks Village? Street is a small place but you get a brilliant shopping experience with plenty of shops, bespoke cafes, clean pavements and designer flower planters, which help attract coach loads of people from far and wide. In Dorchester you get the same brilliant shopping experience, with lots of people from Yeovil driving there to spend the evening eating in trendy restaurants and watching films at a cheaper priced cinema. Yeovil was once a nicer town than Dorchester so it is possible to turn places around and I hope that can be the same for us. When the project begins will something be done about the homeless living in the doorways of the boarded up shops of lower Middle Street? Maybe it would be a good idea to gate off this area so it won't get vandalised and left unclean. This brings me on to the subject of cleaning. Will the newly renovated areas and the rest of the town be kept clean? When you walk around Yeovil what notices more than anything is how dirty it is. I never see street cleaners, maintenance people or gardeners anymore. Before the traffic lights between Asda and Lysander Road were erected we had beautifully planted roundabouts and grass verges with daffodils, now we have grass verges and roundabouts full of weeds! It seems a lot of money was spent but this area is still not finished properly with roundabouts and grass verges especially in need of attention. I know there is lack of money in some areas and this is probably why the town looks unkempt but I feel we have so many organisations in the town that would probably help like scout groups, etc. I help organise the Yeovil Ukulele Festival and have always found that local businesses are readily willing to help a good cause and it would be lovely to get them and the community involved and motivated to get Yeovil back to what it used to be. I really hope you can refresh Yeovil and bring it back to how it used to be.	
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Date: 20 November 2019
Our ref: 298781
Your ref: Public Realm Design Guide – Yeovil Town Centre.



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BY EMAIL ONLY

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Dear Mr Timms

Public Realm Design Guide – Yeovil Town Centre - Supplementary Planning Document (SPD)

Thank you for your consultation request on the above dated and received by Natural England on 23rd October, 2019.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

Our remit includes protected sites and landscapes, biodiversity, geodiversity, soils, protected species, landscape character, green infrastructure and access to and enjoyment of nature.

While we welcome this opportunity to give our views, the topic this Supplementary Planning Document covers is unlikely to have major effects on the natural environment, but may nonetheless have some effects. We therefore do not wish to provide specific comments, but advise you to consider the following issues:

Green Infrastructure

This SPD could consider making provision for Green Infrastructure (GI) within development. This should be in line with any GI strategy covering your area.

The National Planning Policy Framework states that local planning authorities should ‘take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure;’. The Planning Practice Guidance on [Green Infrastructure](#) provides more detail on this.

Urban green space provides multi-functional benefits. It contributes to coherent and resilient ecological networks, allowing species to move around within, and between, towns and the countryside with even small patches of habitat benefitting movement. Urban GI is also recognised as one of the most effective tools available to us in managing environmental risks such as flooding and heat waves. Greener neighbourhoods and improved access to nature can also improve public health and quality of life and reduce environmental inequalities.

There may be significant opportunities to retrofit green infrastructure in urban environments. These can be realised through:

- green roof systems and roof gardens;
- green walls to provide insulation or shading and cooling;
- new tree planting or altering the management of land (e.g. management of verges to enhance biodiversity).

You could also consider issues relating to the protection of natural resources, including air quality, ground and surface water and soils within urban design plans.

Further information on GI is include within The Town and Country Planning Association's "Design Guide for Sustainable Communities" and their more recent "[Good Practice Guidance for Green Infrastructure and Biodiversity](#)".

Biodiversity enhancement

This SPD could consider incorporating features which are beneficial to wildlife within development, in line with paragraph 118 of the National Planning Policy Framework. You may wish to consider providing guidance on, for example, the level of bat roost or bird box provision within the built structure, or other measures to enhance biodiversity in the urban environment. An example of good practice includes the [Exeter Residential Design Guide SPD](#), which advises (amongst other matters) a ratio of one nest/roost box per residential unit.

Landscape enhancement

The SPD may provide opportunities to enhance the character and local distinctiveness of the surrounding natural and built environment; use natural resources more sustainably; and bring benefits for the local community, for example through green infrastructure provision and access to and contact with nature. Landscape characterisation and townscape assessments, and associated sensitivity and capacity assessments provide tools for planners and developers to consider how new development might makes a positive contribution to the character and functions of the landscape through sensitive siting and good design and avoid unacceptable impacts.

For example, it may be appropriate to seek that, where viable, trees should be of a species capable of growth to exceed building height and managed so to do, and where mature trees are retained on site, provision is made for succession planting so that new trees will be well established by the time mature trees die.

Other design considerations

The NPPF includes a number of design principles which could be considered, including the impacts of lighting on landscape and biodiversity ([para 180](#)).

Strategic Environmental Assessment/Habitats Regulations Assessment

A SPD requires a Strategic Environmental Assessment only in exceptional circumstances as set out in the Planning Practice Guidance [here](#). While SPDs are unlikely to give rise to likely significant effects on European Sites, they should be considered as a plan under the Habitats Regulations in the same way as any other plan or project. If your SPD requires a Strategic Environmental Assessment or Habitats Regulation Assessment, you are required to consult us at certain stages as set out in the Planning Practice Guidance.

Should the plan be amended in a way which significantly affects its impact on the natural environment, then, please consult Natural England again.

Please send all planning consultations electronically to the consultation hub at consultations@naturalengland.org.uk.

Yours sincerely

Sharon Jenkins
Operations Delivery
Consultations Team
Natural England

SOUTH SOMERSET DISTRICT COUNCIL

Public Realm Design Guide and Associated Shopfront Guide Supplementary Planning Document

ADOPTION STATEMENT

Town & Country Planning (Local Planning) (England) Regulations 2012

In accordance with Regulation 14 and Regulation 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012 notice is hereby given that South Somerset District Council formally adopted a Public Realm Design Guide and associated shopfront guide Supplementary Planning Document (SPD) at its Council meeting on Thursday 19th March 2020 having taken into account the representations received on a consultation draft.

The SPD supports the planning policies of the adopted Local Plan (2006-2028) including Policy EQ2: General Development and the Yeovil Town Centre policies. The SPD has been developed for use in relevant planning decisions where it will be a 'material consideration'. The document sets out guidance for public realm within Yeovil town centre that is intended to help developers and support the regeneration of the town. The SPD incorporates a shopfront guide to assist retailers and commercial operators improve the standard of design when altering or replacing shopfronts and associated signage.

The SPD, the schedule of responses and changes summarising the main issues raised during the formal consultation period and how these were addressed, and a copy of this Adoption Statement can be viewed on the Council's website at www.southsomerset.gov.uk The SPD and this Adoption Statement are also available for inspection during office hours at either:

Connect, Petters Way, Yeovil BA20 1AS or;

Council Offices, Brympton Way, Yeovil BA20 2HT

Any person aggrieved by the decision to adopt the SPD may apply to the High Court for permission to apply for a judicial review of that decision. Any such application must be made promptly, and in any event, not later than 3 months after the date on which the SPD was adopted, which is 19th June 2020.

For further information about the Public Realm design Guide SPD, please contact the Yeovil Refresh team on 01935 462 462 or Yeovil.Refresh@SouthSomerset.gov.uk

South Somerset District Council, Yeovil Refresh, Council Offices, Brympton Way, Yeovil. BA20 2HT

19th March 2020