

Lydney Town Centre

Masterplan Framework

Draft report

May 2024

else on earth The kiss of the sun for freedom The

WINTER

GARDEN OF MEMORIES
This garden was provided
by the people of Lydney
in grateful memory of
those of this parish who
gave their lives in the war
for freedom

Quality information

Prepared by	Checked by	Approved by
Holly MacMahon	Jasper den Boeft	xx
Graduate Urban Designer	Associate Director Urban Design	xx
Jasper den Boeft	Jeremy Douch	
Associate Director Urban Design	Regional Director	
Lucy Cooper		
Principal Consultant		

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Executive summary

01

1. Executive summary

This report sets out a spatial Masterplan Framework and guidance for the Lydney town centre Area, linked to the Lydney Neighbourhood Development Plan and Lydney Forward, to lead and stimulate its protection, conservation, enhancement, regeneration and sustained vitality.

The masterplan presented in this report aligns with the vision of Lydney Forward and recognises the key longer term trends that town centres now must respond to, in order to stay current.

Through the Department for Levelling Up, Housing and Communities (DLUHC) Neighbourhood Planning Programme led by Locality, AECOM was commissioned to provide design guidance to support Lydney Town Council. The steering group provided guidance and local knowledge that has greatly informed this Masterplan Framework.

The masterplan has also been informed by the Lydney Forward town centre Improvement objectives which include:

- Improving the town centre shopping offer;
- Creating a new space that will function as the town centre;
- Reducing traffic and pollution; and
- Improving biodiversity and enhancing the natural environment.

This report presents an overarching vision and a set of objectives for the town. Supporting this are a number of development proposals, as follows:

- Economy and vitality
- Heritage and distinctiveness
- Townscape
- Sustainability and climate change
- Public realm and connectivity;

The masterplan focuses on the town centre study area, with particular areas identified for new investment and regeneration and presents potential scenarios and complementary uses for these areas.

The masterplan acknowledges that any new development in the town will take time to be delivered.

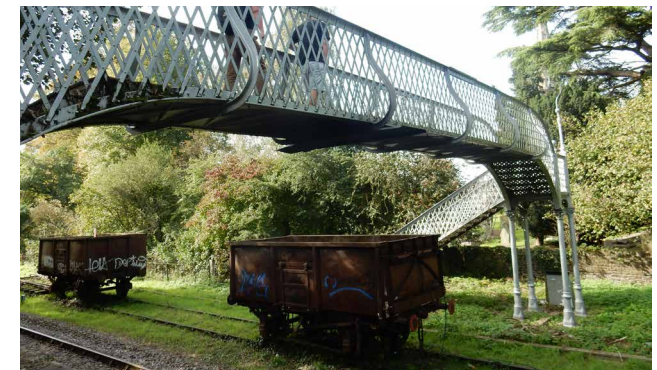


Figure 01: Lydney Heritage Railway



Introduction

02

2. Introduction

2.1 Introduction

The role of design guidelines and codes in the development of a Neighbourhood Plan is expressed in the National Planning Policy Framework 2021, paragraph 128 which states that:

'To provide maximum clarity about design expectations at an early stage, plans should use visual tools such as design guides and codes. These provide a framework for creating distinctive places, with a consistent and high-quality standard of design. However, their level of detail and degree of prescription should be tailored to the circumstances in each place and should allow a suitable degree of variety where this would be justified.'

Recent government guidance placed emphasis on the importance of town centres. One of the key initiatives within the White Paper (2022) is to restore pride in place and community satisfaction with town centres.

The Build Back Better High Streets report (2021) notes the importance of our high streets at the forefront of the UK's recovery post-COVID and focuses on five key priorities. Section 3 describes relevant policy in more detail.

2.2 Purpose and status of this report

It is intended that this independent technical report becomes an integral part and evidence base of the Neighbourhood Plan by informing policies that will influence the design of new development and have weight in the planning process.

The masterplanning studies are high level and illustrative, prepared to demonstrate how the town centre policy principles that the updated Neighbourhood Plan and Town Council wishes to promote could be applied to the town centre and opportunity sites.

It is expected that a detailed evidence and design process including pre-application engagement in accordance with Lydney

Neighbourhood Plan pre-application protocol is undertaken by applicants on the sites.

The report provides an evidence base and high-level masterplan framework and should be read in conjunction with the Design Code document, which covers the town centre area.



Figure 02: Lydney Harbour

2.3 Preparing the report

The following steps were agreed with the Neighbourhood Plan Steering Group to produce this report, which draws upon policy development and engagement work undertaken by the Group and Place Studio, with Lydney Town Council as the consulter and final approval body.



Figure 03: Timeline of report

2.4 Lydney Location

The parish of Lydney is located in Gloucestershire. The River Sever runs through the south of the parish northwards to Gloucester. The A48 is the main road through the parish and connects to Newnham to the north-east of Lydney and Chepstow to the south-west. The Forest of Dean lies to the north-west of Lydney and the town of Coleford to the north-west is reached from Lydney via the B4231.

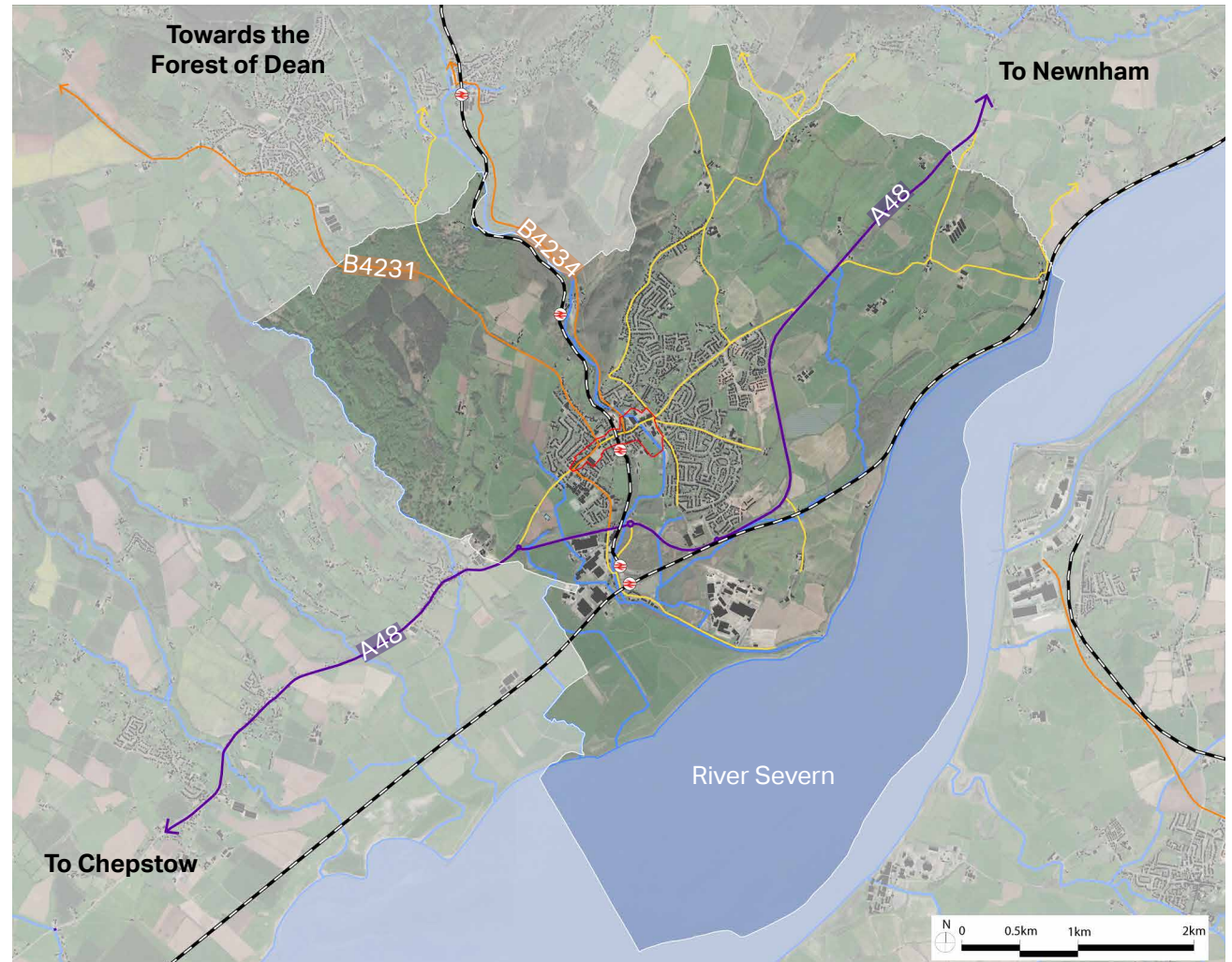


Figure 04: Lydney location within the wider context

2.5 Area of study

Lydney is an historic market town frequently referred to as “The Gateway to the Forest”, being bordered to the north-west by the Forest of Dean, and to the east by the River Sever. Lydney acts as an important economic and transport hub for the surrounding villages and wider community.

It is a fairly compact town with the main concentrations of housing being slightly elevated from the centre. The historic core in the town centre forms the main retail area, with a residential area on the west side of the town and a significantly larger residential area to the east bordering woodland to the north and Bathurst Park to the south.

Industrial areas are located to the south of the town, including the harbour area, which is severed from the town centre by the bypass. Though the old heritage railway goes through the town centre, the main railway line has a station outside the centre area to the south, within the industrial areas and far from residential and retail areas.

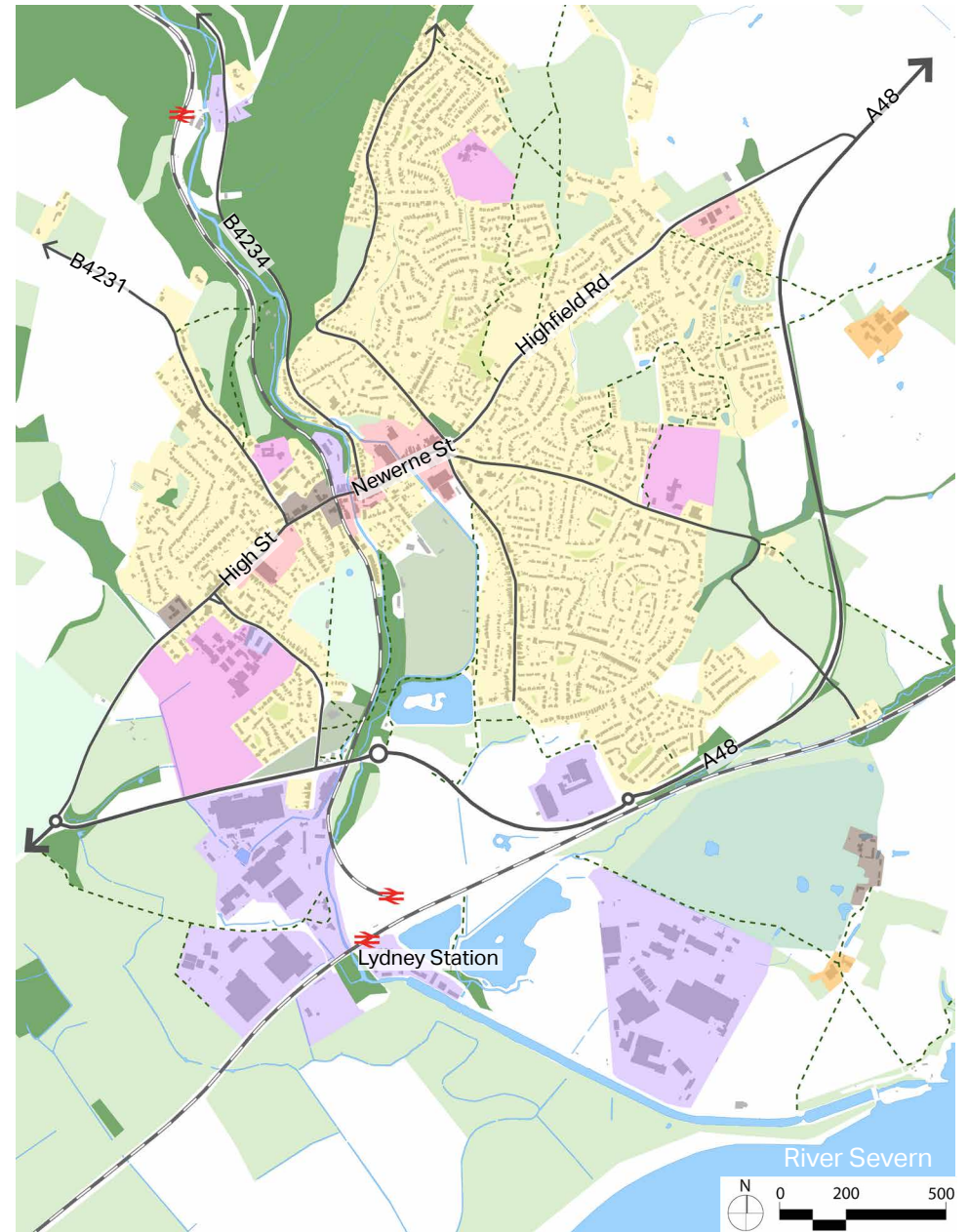


Figure 05: Key features of Lydney including land use and road and rail network

2.6 Wider opportunities for Lydney

The Masterplan Framework is informed by the expected wider growth of Lydney. The town centre improvement will support this growth and reconnect the high quality areas within Lydney.



Figure 06: Green space in Lydney overlooking the harbour and River Severn

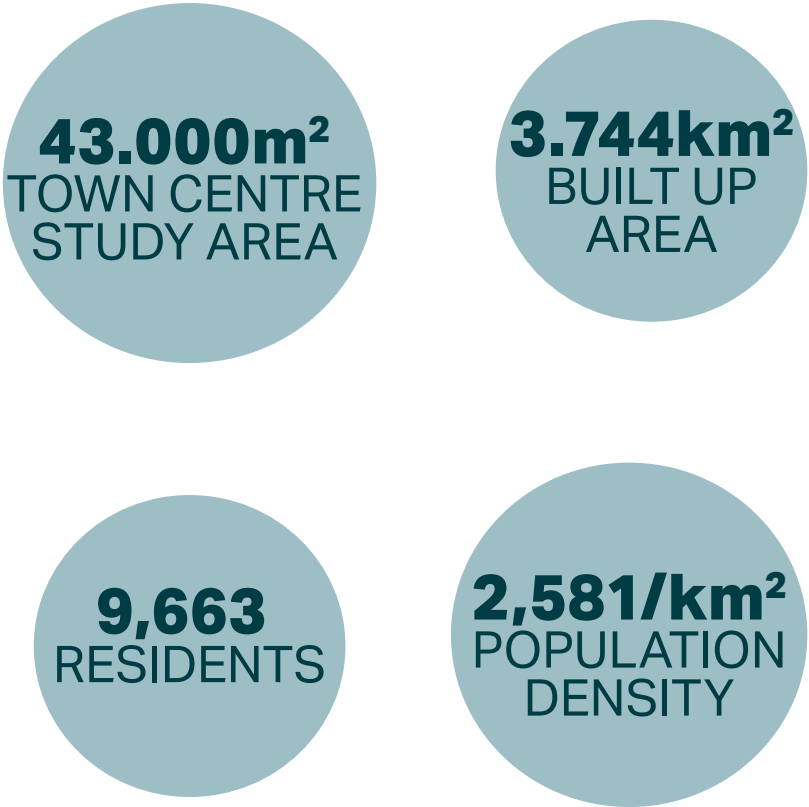


Figure 07: Key statistics for Lydney.

A coastal landscape featuring a sandy beach, shallow water, and a distant shoreline under a bright blue sky. A large teal circle is overlaid in the center, containing the text 'Strategic regeneration context' and the number '03'.

**Strategic regeneration
context**

03

3. Strategic regeneration context

3.1 The changing nature of town centres

Throughout the middle ages and for centuries to follow, Britain's town centres were the established setting for frequent markets and fairs, rendering them epicentres of commerce, entertainment, and face-to-face interaction.

Today, many town centres are on the decline, particularly post pandemic. The retail sector is suffering from rapid change and wholesale shifts in the way that consumers behave and engage with their physical surroundings. The proliferation of e-commerce, online retailing, and the reduction in floorspace required, is now widely acknowledged.

However, retail is not the only element of a thriving town centre. Recent research by the Greater London Authority found that 45% of primary high street use was for social reasons, as opposed to retail related. The majority of those surveyed (75%) also identified something other than retail as the best thing about their high street. This

is creating opportunities for new uses to emerge and deliver a different offering.

COVID-19 has placed the UK under great strain but has also reminded us of the value of certain elements of the places in which we live: green spaces and parks, local shops and services and local walks. All of these elements allow us to interact with our family, friends and local community, which is essential for our overall wellbeing.

Related to this, one of the key elements for a thriving town centre is being able to offer what digital cannot. Town centres must provide social spaces; hives of face-to-face interaction where the focal point is not a distinctive monetary offer, but a cultural one.

Arguably, Lydney is not a town centre that is in a position of decline, but it is lacking a clear focal point and more local spaces for people to meet in. The green infrastructure along the roads in the town centre would benefit from an upgrade and improvement to cycle and pedestrian and cycle safety in the town centre would be appreciated.

A key strategic objective for Lydney town centre will be to maintain its existing, well used, retail offer, while re-purposing and regenerating less successful elements of the town centre. This could include the public realm and connectivity, improving the bus station, as well as creating a clear central focal point with restaurants, cafes and public open space. This could create complementary zones of activity which act as anchors, pulling people into the town centre.

3.2 Future town centre trends¹

1

Landlords will welcome emerging brands that are experience-driven and connected with the local community. Lease contracts may become shorter and more flexible and demand for local concepts may require changes to credit risk models.

2

Town centres will focus on active travel and will reduce the presence and dominance of private vehicles. Personal ownership of cars will be dramatically reduced. Car fleets will own and operate driverless vehicles.

3

The sharing economy will be commonplace, extending beyond accommodation, transport and workspace.

4

An ageing population will bring with it various land use demands, such as new models of extra care facilities.

5

An acute shift to living and working locally; more people are shopping, working and exercising in their local community - flexible space is key.

6

Flexible lease structures will be more common and some will be automated – with renewals and negotiations carried out via tech. Blockchain registry of leases, land registry, previous tenants etc. will also be in place.

7

Independent stores, and food and beverage operators will become more prevalent. Retail destinations will feature unique offerings curated towards the local catchment. Chains will develop “local” concepts and brand names giving the appearance of independents.

8

Retail will be leisure; the divide will become increasingly blurred with brands addressing the need for experience in their stores. Stores will become as much showrooms as a place to make a purchase with in-store leisure elements integrated.

9

Wellness establishments will grow in number. Fitness centres will become commonplace, and lifestyle stores will become more popular as people look to buy clothes and products to support their healthy-living aspirations.

¹ Source: CBRE (2021) Future Gazing Trends

3.3 National planning policy and guidance

The National Planning Policy Framework (paragraph 126) states that:

“good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities”.

National and local policy documents can provide valuable guidance for bringing about good design and the benefits accompanying it. Some are there to ensure adequate planning regulations are in place so that development is both fit for purpose, and able to build sustainable, thriving communities.

Other documents are more technical and offer specific design guidance which can inform design codes and masterplanning activities. Developers should refer to these key documents when planning future development in the Lydney Neighbourhood Plan area.

2022 - Levelling up Agenda

Government has prepared a Levelling up White Paper, which sets out their strategy to tackle economic challenges across the country, and the opportunity for everyone to flourish.

Key initiatives within the White Paper include the opportunity for new investment in digital connectivity, transport infrastructure and regeneration, to help implement some of the proposals put forward.

The Government also sets out key missions to be achieved by 2030, including restoring pride in place and community's satisfaction with their town centres.

2021 - National Planning Policy Framework

A revised National Planning Policy Framework (NPPF) came into force in July 2021. Chapter 7 'Ensuring the vitality of town centres' sets out the Government's approach to town centres.

It identifies that planning policy should promote the long-term vitality and viability of town centres – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing)

and reflects their distinctive characters (Paragraph 86).

Paragraph 86 encourages allocation of a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least 10 years ahead. Meeting anticipated needs for retail, leisure, office and other 'main town centre uses' over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary.

It identifies that where suitable and viable town centre sites are not available for main town centre uses, appropriate 'edge of centre' sites that are well connected to the town centre should be allocated. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre.

2021 - National Model Design Code

This report provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on 10 characteristics of good design set out in the National Design Guide. This guide should be used as reference for new development.

2021 - National Design Guide

The National Design Guide illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice. Ten characteristics in the guide outline the Government's priorities for well-designed places.

2021 - Build Back Better High Streets

This policy strategy document notes the importance of our high streets at the forefront of the UK's recovery post-COVID and focuses on five key priorities and the overarching ambition is for high streets to become 'clean, green, mixed-use spaces in which people not only want to shop but also live, work, and relax'.

2021 - Building with Nature Standards

The mission of this document is to put high-quality green infrastructure at the heart of placemaking in the UK, maximising benefits for people and wildlife. By bringing people closer to nature and building great places for us to live, work and play, development can make a major contribution towards better health and wellbeing in our communities and tackling our climate and ecological emergencies.

The 12 Standards in this document are built around the themes of Core, Wellbeing, Water, and Wildlife, helping residential and commercial developers to design and deliver high-quality green infrastructure, and guiding policy makers in clearly defining requirements for green-infrastructure in policy documents.

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2020 - Planning for the Future

The 'Planning for the Future' White Paper, proposed a desire to streamline and modernise the planning process, bring a new focus to design and sustainability, improve the system of developer contributions to infrastructure, and ensure more land is available for development where it is needed. Consultation on the White Paper closed on 29 October 2020, during which time approximately 40,000 responses were received. Government is currently reviewing these consultation comments.

2020 - Living with Beauty Framework

The Building Better, Building Beautiful Commission is an independent body set up to advise Government on how to promote and increase the use of high-quality design for new build homes and neighbourhoods. In its report, 'Living with Beauty' (January 2020), the Commission set out three overall aims: ask for beauty, refuse ugliness and promote stewardship, and made 45 detailed policy propositions.

These recommendations resulted in an amendment to national policy (NPPF) (2021) (Paragraph 134) to have a stronger focus on beauty and the introduction of a National Model Design Code in July 2021.

2020 - Building for a Healthy Life

Building for a Healthy Life (BHL) is the new (2020) name for Building for Life, the government-endorsed industry standard for well-designed homes and neighbourhoods. The new name reflects the crucial role that the built environment has in promoting wellbeing. The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess

the quality of proposed (and completed) developments, but can also provide useful prompts and questions for planning applicants to consider during the different stages of the design process.

2007 - Manual for Streets

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts, and place the needs of pedestrians and cyclists first. It also supports streets that create better places and a sense of community.

3.4 District planning policy and guidance

The following documents at a district level have informed the guidance within this report:

2023 - Air Quality Annual Status Report (ASR) - Forest of Dean District Council

This report sets out monitoring of air pollution across the Forest of Dean district during the whole of 2022. The report makes specific references to the Lydney Air Quality Management Area (AQMA) which was declared in July 2010 with NO₂ levels at that time exceeding the national air quality objectives, most likely as a result of traffic congestion in the town centre. Though there has not been an update for the AQMA the annual air pollution monitoring shows a downward trend for NO₂ levels in Lydney from 2012 to 2022, with all areas now below the national NO₂ annual mean objective level.

2020 - Manual for Gloucestershire Streets

The Manual provides guidance on how new development within Gloucestershire can contribute towards the provision of a safe and sustainable transport network and intended to be used by developers, their consultants and design engineers, Local Planning Authorities, Parish and Town Councils.

2019 - Forest of Dean District Council Heritage Character Assessment

The Heritage Character Assessment for the Forest of Dean District gives a broad overview of the wide range of heritage assets within the District and provides an evidence base for making informed and balanced decisions on whether future development will have an impact on the historical features and how these assets can be enhanced/protected.

2017 - Lydney Severn Estuary Visitor Survey and Regeneration Strategy

This report was commissioned by the Forest of Dean District Council to identify potential risks of new development in Lydney having

an impact on the Severn Estuary Special Protection Area though increased recreational disturbance. This was done through visitor surveys of a total of 153 people and recommendations for future management of access to address any concerns.

2015 - Forest of Dean and Lower Wye National Character Area profile

The National Character Area profile is a guidance document includes a description of the natural and cultural features of the Forest of Dean and Lower Wye landscape. Guidance is given on the issues in the area and how sustainable growth can be achieved through Statements of Environmental Opportunity.

2015 - Gloucestershire County Council Draft Local Transport Plan 2015-2031 - Connecting Places Strategy CPS2 Forest of Dean

The Draft LTP, a live and changing document, identifies schemes for the short, medium and long term. Some are location specific, whereas others such as 'highway safety improvement programme' are more general. Those relating specifically to locations of interest to this town

centre Masterplan include:

Short Term:

- Bream Road junction improvement (phase 1), Lydney
- Lydney railway station enhancements
- Cycle Access improvements to Lydney railway station
- Cycle Access improvements for Lydney Town centre
- Ongoing bus stop improvement programme

Medium Term

- A48 Highfield Road/ Bypass junction improvement, Lydney
- Junction extension to Bream Road junction (phase 2), Lydney
- Junction improvement for Highfield Hill including traffic calming, Lydney

2012 - Forest of Dean District Council Core Strategy

The Core Strategy sets out the overall vision for the district, the strategic objectives for the area focusing on key issues, a strategy for the delivery

of these objectives and how the delivery process will be monitored.

The key objectives of the core strategy are:

1. Providing quality environments;
2. Develop the local economy including tourism;
3. To provide housing including affordable homes;
4. Facilitate the regeneration of the four towns and
5. Create safer communities.

The 17 Policies in the Core Strategy set out the principles aimed at achieving these objectives.

1998 - Forest of Dean Residential Design Guide

The Forest of Dean Residential Design Guide was produced to give advice to those seeking planning permission for residential development within the District. The guidance is intended to ensure the local character of the Forest of Dean is reflected in new developments. An updated version of this guide is being developed at the time of writing.

3.5 Local planning policy and guidance

Local planning policy provides guidance that is tailored to the local context, where the development is located, and which is supported by analysis taken directly from the area. Therefore, it is vital that local policy is considered when proposing development within Lydney. The following documents at a local level have informed the design guidance within this report:

2022 - Lydney town centre Urban Design Guidelines

Lydney town council commissioned Jo Johnson Landscape Architects to develop the town centre Urban Design Guidelines for Lydney. The report intends to show a long-term vision for a more attractive town centre which centres around the river and encourages investment.

2022 - Landscape assessments

West of Lydney Landscape Sensitivity (April 2022) and East of Lydney Landscape Sensitivity (April 2022) identify the constraints and areas of sensitive landscape for the countryside to the east and west of Lydney.

2021 - Lydney Accessible Streets Project

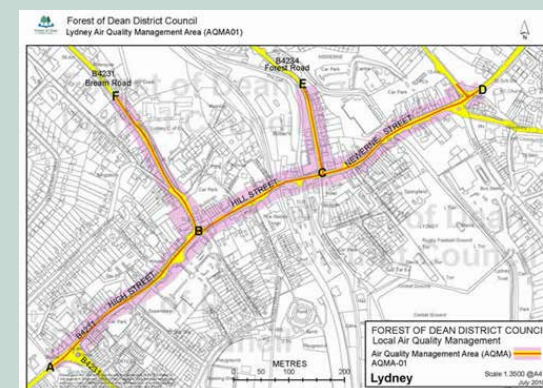
The Lydney Accessible Streets Project undertaken by Lydney Town Council highlights the issues and obstacles that need to be reviewed to improve the accessibility of Lydney town centre. The report is based on the point of view of a pedestrian with the objective to improve the overall pedestrian experience, particularly that of the disabled.

2021 - Lydney Forward

Place Studio on behalf of Lydney town centre carried out several forms of engagement to form recommendations for initiatives in Lydney. These included four key actions: quick win projects, headline long term initiatives, advancing plans for a business hub and updating Lydney's own Neighbourhood Plan policy framework.

2010 - Air Quality Management Area, Lydney

An AQMA was declared in Lydney in 2010 for the town centre area due to congestion, including the B4231 between the Town Hall and Albert Street and up Bream Road and Forest Road. As mentioned in the previous pages the Forest of Dean District Council released an Air Quality Annual Status Report (ASR) in 2023 for the 2022 period, with updated levels for air pollution levels in Lydney which show an overall decrease in pollution levels from 2012 to 2022.





Engagement

04

4. Engagement

This chapter provides a summary of the stakeholder and community engagement that was undertaken in relation to the engagement on this report, which enabled members of the wider community to contribute to the draft report.

4.1 Purpose of the engagement

The engagement was undertaken by the Lydney Neighbourhood Plan Steering Group, with input from AECOM and Place Studio. The broad aspirations of the local community have been incorporated into this report, particularly throughout chapters 7 and 8.

4.2 Summary of the process

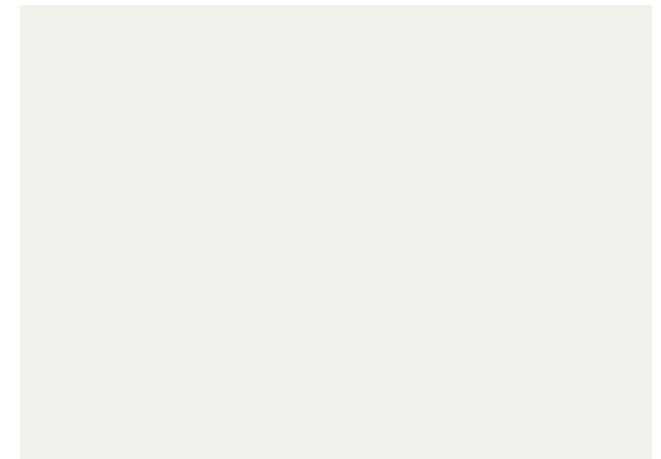


Figure 08: XXX

4.3 Summary of the feedback

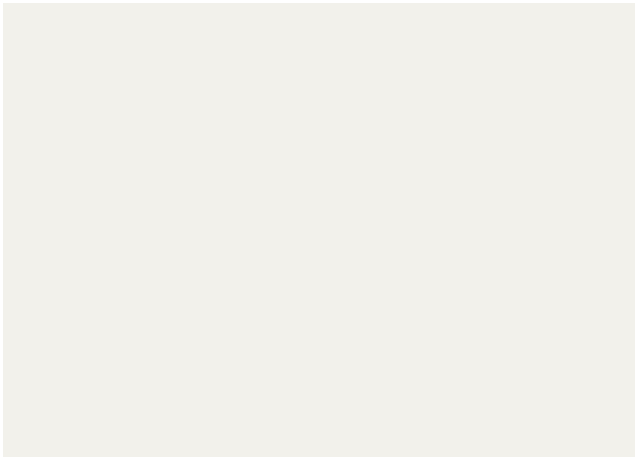


Figure 09: XXX



Figure 10: XXX



Town centre context

05

5. Town centre context

5.1 Evolution of Lydney

Key to the development of Lydney's town centre is the historic development of the town. In the 16th century there were two distinct settlements; Newerne and Lydney. By the 19th century these settlements had merged with the arrival of the railways and development of public buildings along Hill Street.

From the 19th century to present day there has been considerable change to Lydney town centre as illustrated by the plans opposite and on the following pages. The evolution of the historic town includes expansion associated with the impacts of the industrial revolution and the arrival of

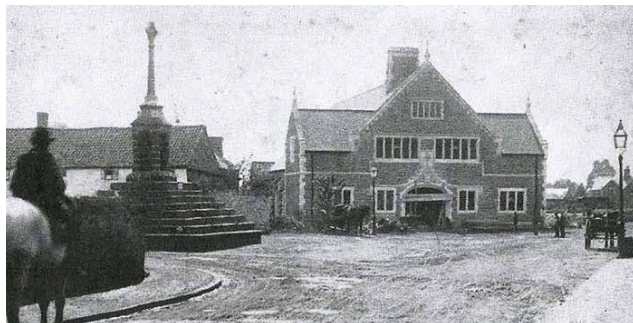


Figure 11: Lydney Town Hall in 1888 (source: https://www.sungreen.co.uk/Lydney/lydney_town_hall_1888.html)

the railway and docks on the River Severn; as well as, more recently, the development of the town's retail focus and movement networks. Altogether this has shaped the town to the present day.

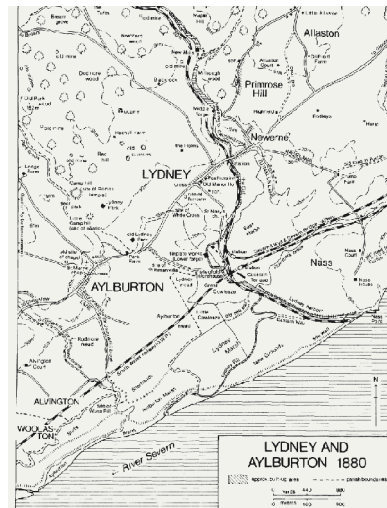
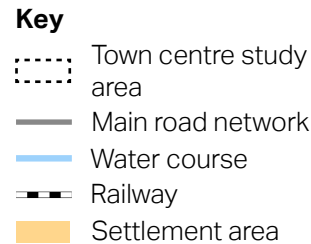


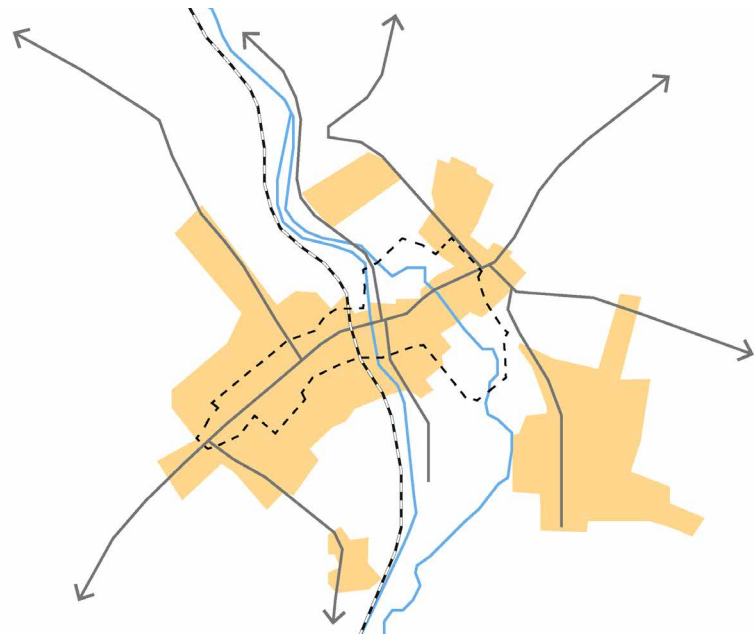
Figure 12: Historic map of Lydney in 1880 (source: British History Online)

➤ 1880



By the 19th century the settlements of Newerne and Lydney had merged to form long linear development. This is the reason why the current town centre is stretched along the three linear streets of Newerne Street, Hill Street and High Street. The railway was opened in 1851, running north south through the town centre.

➤ 1950



From the 1950 onwards, the car based economy has grown exponentially and the industrial economy has been in decline. The focus moved from the harbour and railway locations towards town centre retail sites with large carparking surrounding it.

The central open space has been improved by developing the boating lake which is still a popular feature in the park.

➤ 2023



Recently, Lydney has expanded substantially through residential development to the east. These new residents will support the improvement of the new town centre and provide additional footfall.

Key

- Town centre study area
- Main road network
- Water course
- Railway
- Settlement area

5.2 Lydney town centre today

Lydney town centre has a lot to offer, and many elements that already encourage people to visit the town centre. However, there is a disconnect between the several parts of the town centre, which can be improved.

The town centre of Lydney stretches between Church Road and Albert Street along three linear streets, Newerne Street, Hill Street and High Street. It has several facilities such as shops, restaurants, a Town Hall, library and large retail stores. This section is about 900 metres long and also functions as a main vehicular route through Lydney. The length of the town centre reduces the level of footfall for all the amenities and the busy traffic raises some challenges.



Figure 13: Lydney Town Hall



Figure 14: Lydney library



Figure 15: View along the main road through Lydney town centre.

5.3 Key issues, challenges and opportunities

The fact that the town centre also doubles as an important vehicular route through the town creates issues and challenges. It is a challenge to create an environment that is pedestrian friendly for people who want to enjoy the town centre, and accommodate the cars and trucks driving through. To create a high-quality town centre the traffic issues need to be resolved, as well as creating a physical new town centre environment. The transport analysis and recommendation will follow in the next chapter followed by options to create the new town centre.

The town centre masterplan will look to improve the potential for connection between all existing town centre uses and provide a strong focal point. While creating this new town centre the masterplan framework focuses on generating increased footfall, create an entrepreneurial environment and protect Lydney's heritage.



Figure 16: Junction on Highfield Road in Lydney town centre



Figure 18: View along Newerne Street showing street parking and Lidl car park to the right

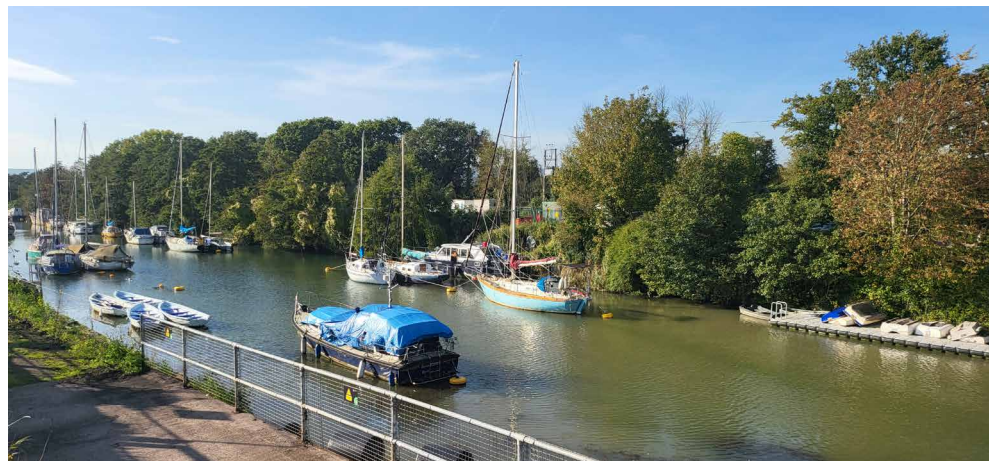


Figure 17: Lydney harbour area shown here and the tributary rivers of the Severn through the town centre are important parts of the town's environment.



Town centre vision

06

6. Town centre vision

6.1 Town centre vision, aims and objectives

The current NP phrases the vision for the town centre improvement as 'Lydney's heritage as a market town is important and improvements to the town centre are seen as vital if Lydney is to continue to be a sustainable and vibrant market town. Lydney's historic environment plays an important role in achieving a successful and vibrant town centre. Improvements to the town centre should reflect Lydney's heritage with the installation of any modern infrastructure being as unobtrusive as possible'.

Looking at Lydney town centre in the current situation, we will translate this in development goals for connectivity, community and sustainability. We will be proposing upgrades to the town centre that will change the environment positively and create a more attractive public realm for all users.

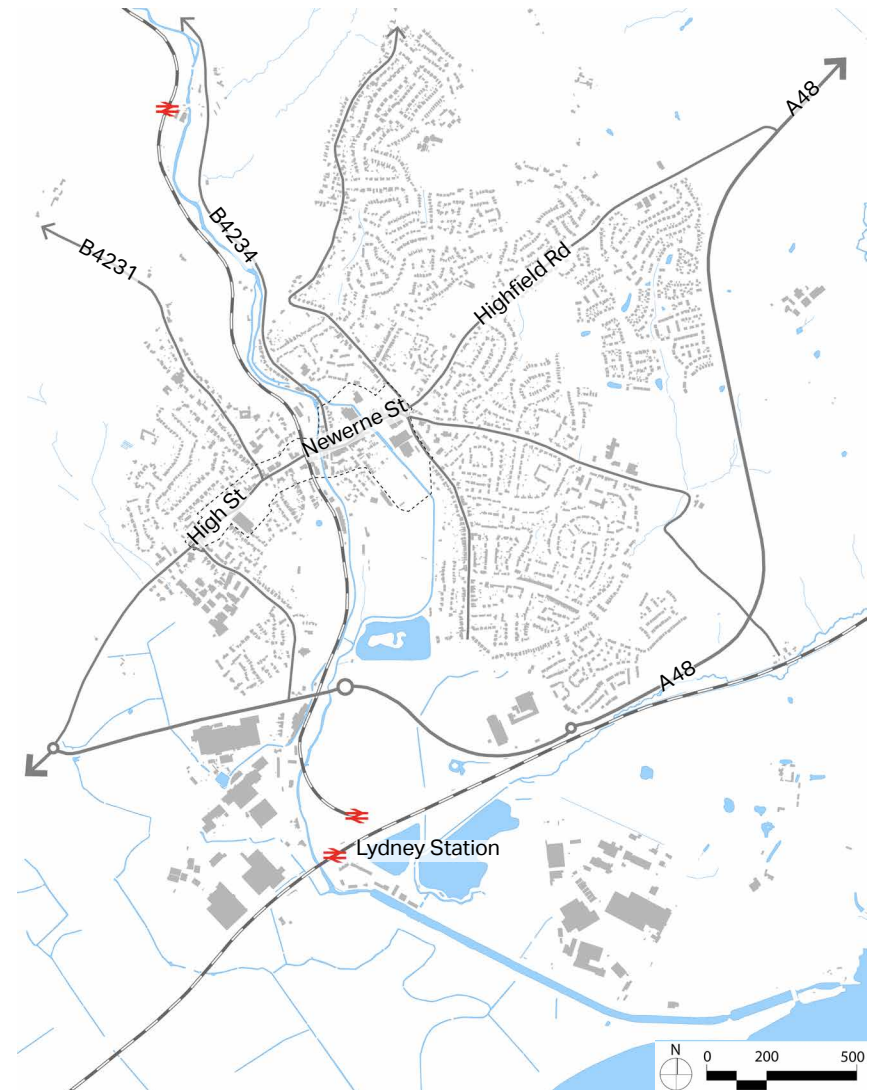
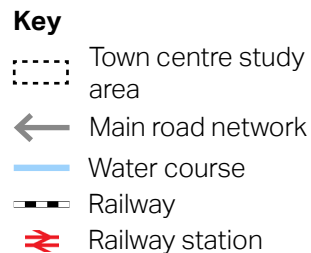


Figure 19: Map showing Lydney town centre study area



01.

A connected and improved town centre and healthy, active community

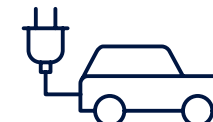
- Create a town centre with improved pedestrian, cycle, and public transport connectivity with surrounding facilities such as the green spaces and its wider community area;
- Explore the opportunity to create a mobility hub which brings together several modes of transport in a dedicated through, for example, cycle storage/ cafe, opportunities for cycle hire and a bus stop with pleasant waiting areas; and
- Provide car parking to contribute to the vitality of the needs of the town efficiently and effectively.



02.

A vibrant and diverse town centre. A place for all.

- Protect and enhance the vitality of Lydney town centre;
- Promote healthy, safe streets;
- Sustain and enhance the diversity and quality of the town centre retail, service and leisure offer and maximise its sustained vitality;
- Protect and enhance the appearance and character of the town centre and the Conservation Area; and
- The rich heritage of the town centre should be promoted and utilised to attract visitors and residents alike.



03.

Low carbon and green

- Promote new development which supports sustainable, active travel via healthy streets;
- Promote the use of technologies that support low carbon growth;
- Explore the potential for pedestrian priority on the main roads through the town centre and potentially on new links to the wider area; and
- Explore the potential for re-wilding projects along the river and tree planting in the town centre to enhance biodiversity, provide solar shading and improve the character of the town centre.

6.2 Town centre transport aims and objectives

Issues surrounding transport and connectivity are long standing themes in Lydney and wider communities, with Lydney serving as a key through point for access to and from the Forest of Dean.

Wider highway infrastructure and movement issues both within and approaching Lydney town centre are outside the scope of this masterplan, and are being addressed by Gloucestershire County Council as part of their emerging LTP. This includes the Bream Road junction, which although within the town centre, has a strategic function providing access to the Forest of Dean.

This town centre masterplan therefore aims to address key issues within the town centre itself, with a particular focus on active travel.

Within Lydney town centre, transport considerations focus on the following key themes and on three levels of interventions:

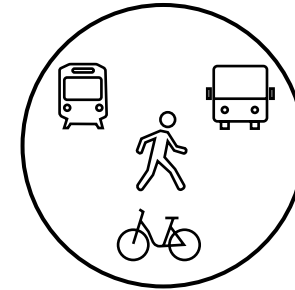
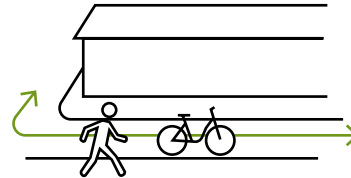
- Vehicle focused town centre;
- Congestion;
- Missing connectivity links; and
- Poor condition of sustainable transport facilities.



Figure 20: Bream Road junction



Figure 21: Junction of the B4234 with Newerne Street is regularly used by heavy goods vehicles as pictured above.



01.

Approach 1: Isolated Interventions

- Retain existing town centre layout; and
- Hard infrastructure improvements at individual locations.

02.

Approach 2: Moderate Interventions

- Town centre gateway feature; and
- Shift the roads in the town centre to be less vehicle dominated.

03.

Approach 3: Significant Interventions

- Extend pedestrian priority to adjoining links into the town centre;
- Provide a centralised multi-modal mobility hub; and
- Consider changes in road layout.



Town centre development
principles

07

7. Town centre development principles

7.1 Introduction to development principles

This section analyses the various built and spatial components of Lydney town centre including heritage, public realm, land use, activities, movement and its economic and regeneration context. It provides a foundation of the emerging issues and opportunities which inform and underpin the proposed development principles and ideas set out within the masterplan and includes ideas raised by stakeholders and residents during the engagement process.

1 Economy, vitality and culture

2 Heritage and distinctiveness

3 Sustainability and climate change

4 Connectivity to the town centre

5 Public realm and green space

7.2 Economy, vitality and culture today

The town centre has, among other facilities, a range of independent shops, two large supermarkets, restaurants and coffee shops. Once a week there are a few food stalls on Hamms Road car park. It is important to improve the setting and connections to the town centre so new shops can be established and thrive in a pleasant and enjoyable environment.

Culturally, Lydney has a strong community spirit and a well established offering of events, groups and facilities which focus on inclusivity. This includes facilities outside of the town centre, for example Taurus Crafts, located in Aylburton which provides a cafe and home to a range of independent businesses which also holds events and markets. This existing network of community facilities is an invaluable asset to the town and should be further bolstered wherever feasible.

In terms of sites for development, we have not established an official development site, but there are a variety of potential development sites based on a desktop study and site visits.

We will focus on the sites surrounding the emerging town centre, between the historic railway line, bus station and Albert Street. The sites will be described further and are highlighted in the opportunities section.



Figure 22: Independent cafe, Coco & Bliss Coffee Garden.



Figure 23: Lidl, one of two supermarkets in the town centre.



Figure 24: Row of shops and businesses in the north of the town centre.

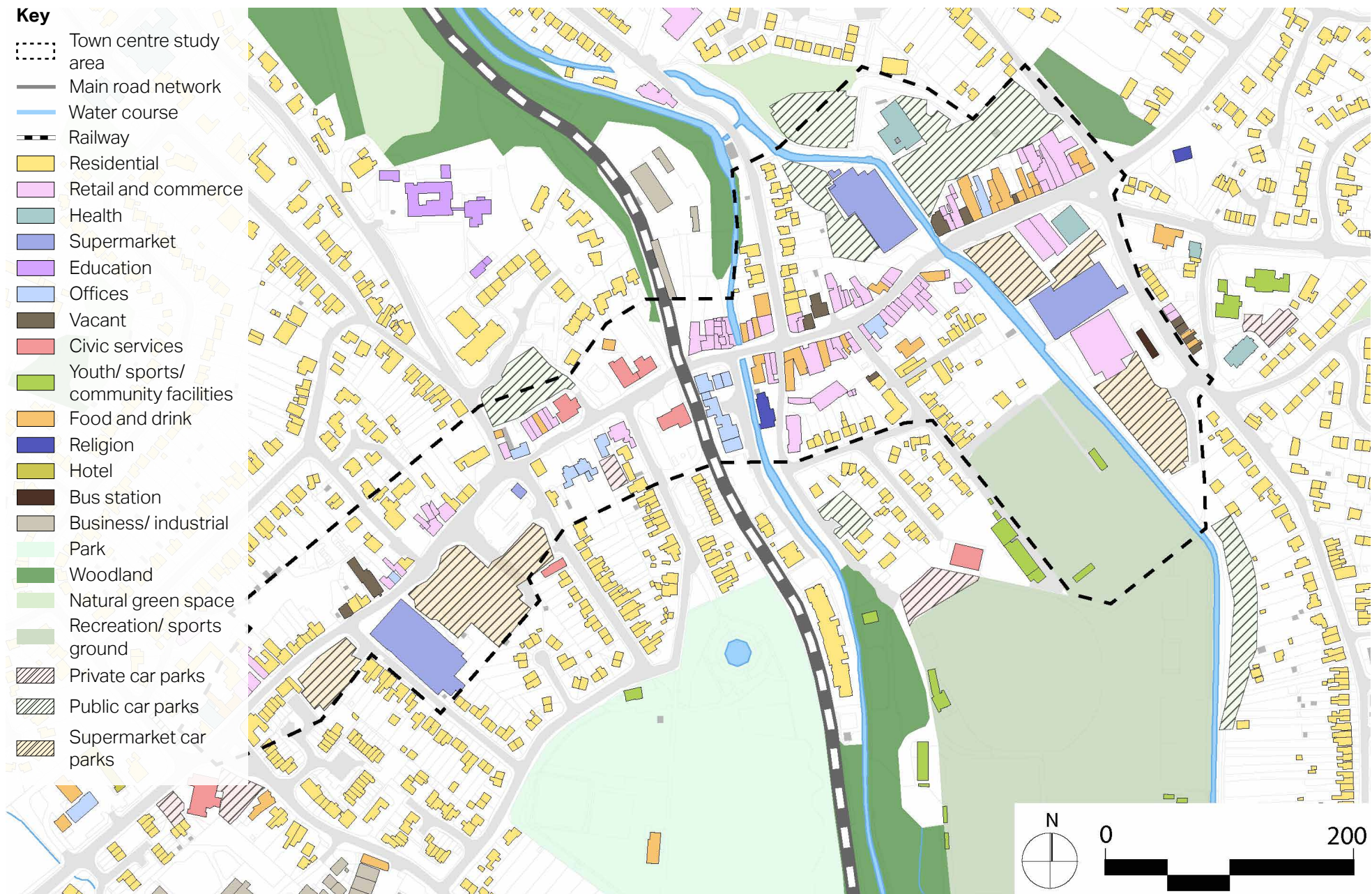


Figure 25: Map showing land use within the town centre.

7.3 Economy, vitality and culture opportunities

Within the variety of uses in the town centre, there are a range of potential development sites that are vacant, disused, or underused that would benefit from investment. The main sites are around the former Co-op, around the bus station and several empty buildings and other disused sites. At the other end of the town, it is important to engage the Town Hall and its surrounding in improving the area to cover both ends of the town centre.

A key factor in bolstering the local economy, is attracting, and retaining workers within the town. Gentle intensification and layering of different land uses is one way of achieving this. A focus on a range of generations is also key to this. The three potential development clusters at key gateway locations address this challenge with a multi-use and layered approach to development, which could include community hubs, health and leisure,

entertainment, education, arts, business/ office space and some shops.

A common concern surrounding changes to access arrangements within a town centre revolve around economic prosperity. However, several studies provide some research and literature linked to sustainable transport schemes that demonstrate improved local economic performance with implementation. Existing sustainable transport schemes such as the pedestrian route along the 'Cut' and the cycle route through Lydney Recreation Trust Ground could benefit from improvements to the Swan Road link to Hill Street. Additionally new active travel routes can be proposed along the river, past the Co-op site. Improvement in these connections can increase footfall and potentially work with economic opportunities in the town centre.



Figure 26: Former Co-op building



Figure 27: Lydney town hall area

Key

- Town centre study area
- Main road network
- Water course
- Railway
- Residential
- Retail and commerce
- Health
- Supermarket
- Education
- Offices
- Vacant
- Civic services
- Youth/ sports/ community facilities
- Food and drink
- Religion
- Hotel
- Bus station
- Business/ industrial
- Park
- Woodland
- Natural green space
- Recreation/ sports ground
- Private car parks
- Public car parks
- Supermarket car parks

Opportunities

- A Re-use of co-op building
- B Improvement in relationship between buildings and river.
- C Improvement of bus station area/ development of a mobility hub near to the town centre
- - - - - Potential active travel route linking green spaces in the town
- - - - - Improvement to existing pedestrian route along 'the Cut' and Swan Road
- Potential reuse of public car park areas
- Potential location for a town square
- - - - - The 'Cut'
- - - - - Existing cycle route

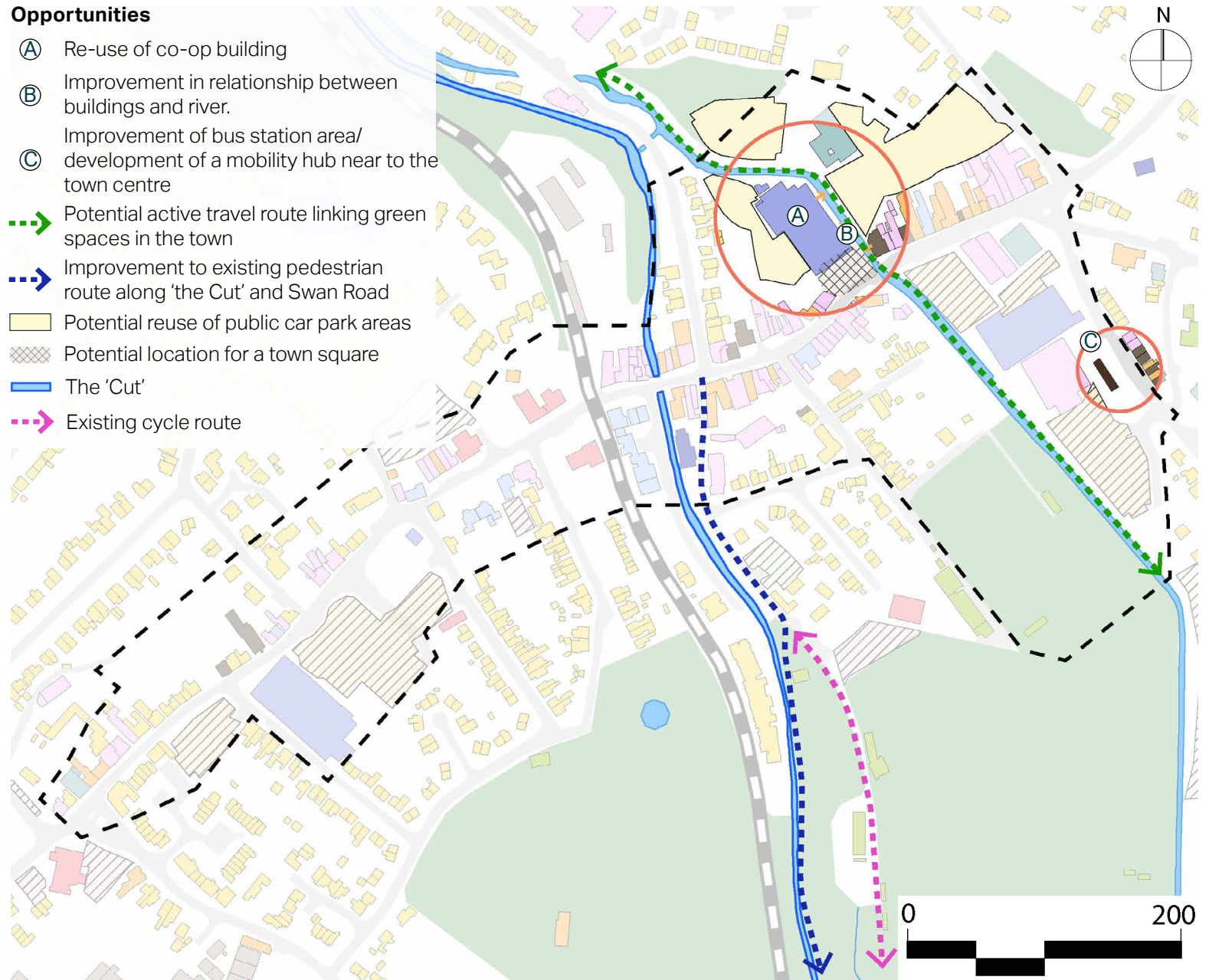


Figure 28: Map showing opportunities for Lydney based on current and potential re-use of land use.

The following opportunities could be explored to bolster the vitality and economy of Lydney:

- Shifting away from traditional retail towards a more diverse range of uses, with a focus on the cultural/creative industries, entertainment and leisure. This should appeal to all ages and demographics, with a focus on families and young people, which will support an evening economy. Ideas include bowling, places to eat, places to dance, event space, free drawing classes, art exhibitions and a permanent museum. Current event spaces in the town are often heavily booked therefore additional space could be found elsewhere in the town centre for these types of uses;
- Provision of multi-functional uses can benefit the community by providing multiple services in the same location. An example of this in Lydney, just south of the town centre in Aylburton, is Taurus Crafts, a cafe and home to a range of

independent businesses which also holds events and markets. This could be employed in the town centre with an alternative focus such as performing arts, bike cafe, arts centre, employment services etc. A travelling cinema or a temporary performance space. This creates a strong social offer to attract activity/community uses;

- A focus on vibrant meeting spaces and food and drink options to provide opportunities for connection and entertainment. A town centre management regime would help to maintain the upkeep of these spaces, as well as enable outside hospitality;
- Enhancement of the key gateways into the town to improve the towns image;
- Support for small independent businesses and retailers that are community led, with a focus on locally productive forms of business and employment, ensuring that a strong neighbourhood centre exists to support everyday needs;

- Explore the introduction of digital infrastructure to create a digitally enabled and connected town centre and to support flexible working. Digital infrastructure could be public Wi-Fi availability in the town centre, smart benches with charging points, local business hubs and co-working facilities with desks and internet access. This could bolster the local economy and appeal to a wide range of residents; and
- Explore the potential of the Heritage Dean Forest Railway including the re-opening of the stations at the town station and St Mary's Hall, which could integrate the railway more with the town centre, celebrate this important part of Lydney's historic development and draw more people to the area;

The provision in Lydney of these entertainment and leisure uses needs to take into consideration the existing facilities in surrounding towns and villages. For example there is a number of existing local pub restaurants. New proposed facilities

should especially serve to provide for any gaps in local provision.

An important aspect of improving economic performance of Lydney is the transport network. Sustainable transport schemes can have a significant positive effect on the local economy. These select quotes from academic research and literature exemplify the evidence which supports the link between sustainable travel and improved economic performance.

‘Pedestrianisation raises revenue of local business as research shows’¹.

‘85% of responding Business Improvement Districts said a good environment for walking, cycling and spending time in is important for business performance’³.

‘Retail location is influenced mainly by consumer accessibility. Transport development that facilitates this access is likely to attract retail business’⁵.

‘Compared to other transport projects; walking and cycling projects can increase retail sales by 30%’².

‘Making places better for walking can boost footfall and trading by up to 40%’⁴.

‘Investing in better streets and spaces for walking can provide a competitive return compared to other transport projects; walking and cycling projects can increase retail sales by 30%’⁶.

1 The effect of pedestrianisation and bicycles on local business Case studies for the Tallinn High Street Project, Future Place Leadership (2017), (<https://futureplaceleadership.com/wp-content/uploads/2017/05/Tallinn-High-Street-Case-studies-Future-Place-Leadership.pdf>)

2 ‘The Pedestrian Pound - The Business Case for Better Streets and Places’, Living Streets, Just Economics (<https://www.justeconomics.co.uk/uploads/reports/Just-Economics-Pedestrian-Pound-Living-Streets.pdf>)

3 Healthy Streets: a Business View. Results from a survey of London’s Business Improvement Districts, University of Westminster, Transport for London (<https://content.tfl.gov.uk/healthystreets-a-business-view.pdf>)

4 Cities Alive: Towards a Walking World, Arup, June 2016 (<https://www.arup.com/perspectives/publications/research/section/cities-alive-towards-a-walking-world>)

5 McQuaid, R, Greig, M, Smyth, A, and Cooper, J (2003), The importance of transport in business location decisions - scoping study, Department for Transport publication (https://www.researchgate.net/publication/277763787_The_importance_of_transport_in_business_location_decisions-scoping_study)

6 ‘The Pedestrian Pound - The Business Case for Better Streets and Palces’, Living Streets, Just Economics (<https://www.justeconomics.co.uk/uploads/reports/Just-Economics-Pedestrian-Pound-Living-Streets.pdf>)

7.4 Heritage and distinctiveness today

Much of the heritage and fabric of the historic town remains today, which gives Lydney its strong setting. The importance of its built character is reflected in the extent of the Conservation Area and listed buildings, shown right.

Its built character is formed by the use of both built and spatial elements. Some of those notable built elements include:

- Lydney Town Hall and Memorial Cross
- Baptist Chapel
- Althorpe House
- Church of St Mary

Important and well-loved assets close to the town centre are the two large green spaces: Bathurst Park and Lydney Recreation Ground. The former is has sports courts, a cafe, children's playground, a pond and a beautiful flower garden. There is a route through the park to St Mary the Virgin Church and the Lydney Railway station.

Lydney Recreation Ground has a boating lake, playgrounds and sports pitches and is primarily accessed by Swan Road.

There is a disconnect between both of these green spaces and the town centre area. New and improved potential links are feasible and important for a thriving town centre to be established.

Other places that people in Lydney like and are close to the town centre are:

- The heritage railway line; and
- The River Lyd.

Both are loved within a wider context but at the same time not visibly celebrated within the town centre. The river has been canalised to prevent it from flooding. This means that most of the time it is an inaccessible waterbody that is in a poor state of maintenance. There is an opportunity to make the river part of the public realm.

The train on the heritage railway line is active in the summer months. The locals know well when and where the train runs but

for visitors and tourists this is not so clear. It would be great highlight these assets more clearly and make them part of daily life.



Figure 29: Church of St Mary.



Figure 30: Lydney heritage railway line.

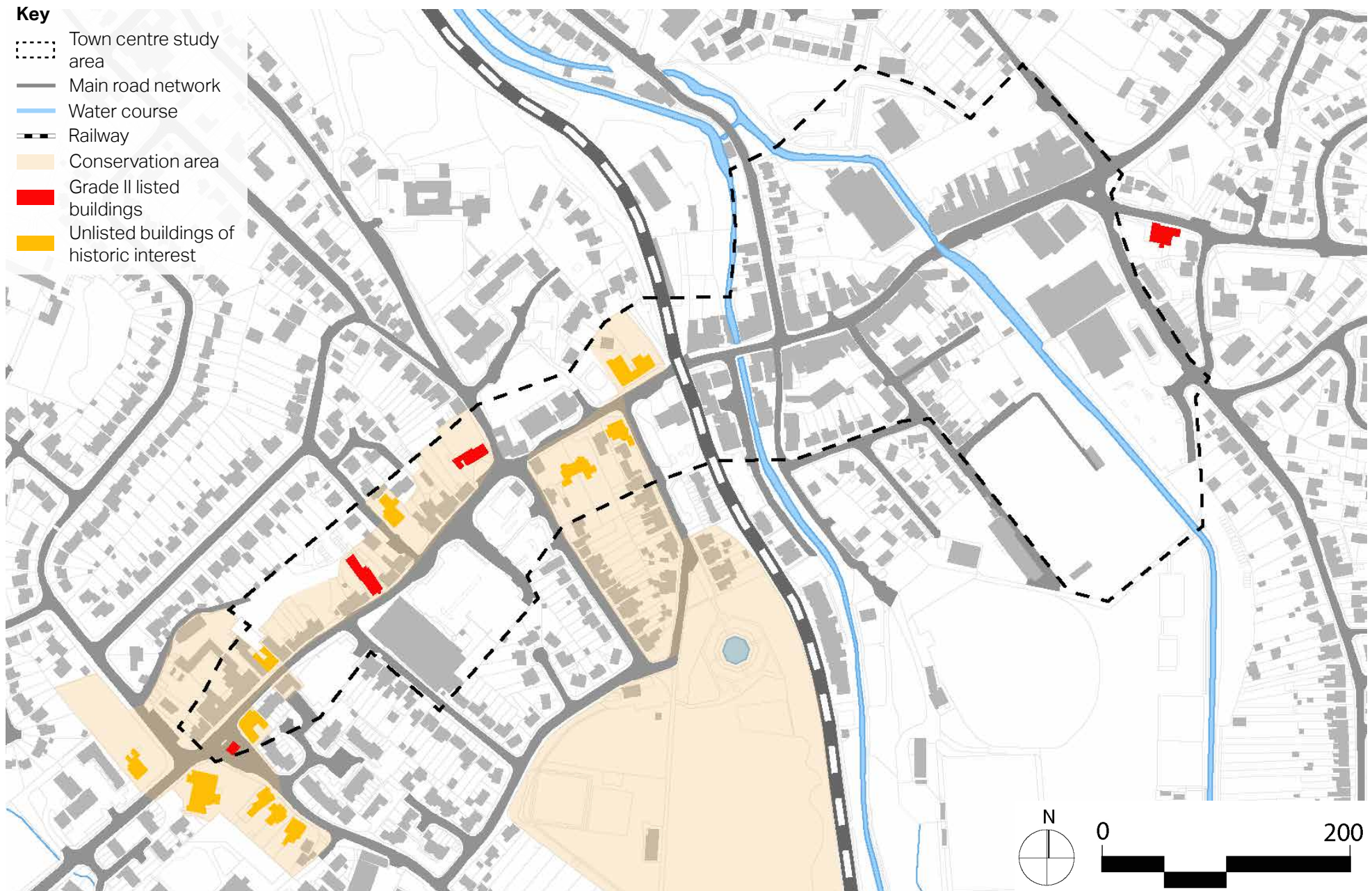


Figure 31: Map showing heritage features within Lydney town centre.

7.5 Heritage and distinctiveness opportunities

There are some 20th century and recent developments that have a less positive contribution to the surrounding area. The main ones are the large supermarkets and their large parking areas. Apart from attracting lots of vehicular traffic running through the town centre, they don't contribute to an attractive street scene. The site where the bus station is located has similar issues and is not a pleasant environment in the town centre. This is most notable when walking through the town centre making it a rather harsh environment. It will be important to improve these sections and create a more harmonious street scene.

- Celebrate the historic environment, and focus on areas where the public realm improvements can greatly enhance the heritage setting;
- Conserve and enhance the historic town centre buildings, some of these buildings are currently not in use. Look to compliment these heritage buildings via the design of the street scene.
- The temporary re-use of empty retail and commercial spaces to provide affordable spaces for pop-up art galleries and leisure activities to start up and create life and activity pending the permanent redevelopment of premises
- Develop a public arts strategy, which could have links with schools or youth groups and also help to create an attractive and animated streetscape. This could include carefully commissioned artwork, such as murals on larger buildings or along the river but also more temporary exhibitions;
- Explore the potential for a culture trail which in addition to physical signposting, could also explore the opportunities for digital gamification which could appeal to a more diverse audience;
- Develop a palette of high-quality materials and street furniture which will help to create a distinct identity that reflects the importance of the historic environment;
- Upgrade the quality level of the River Lyd and the heritage railway line and integrate them within the public realm and explore using them as new north south connections to Bathurst Park and residential areas;
- Introduce greening and 'parklets' along Newerne Street to improve the public realm areas here.

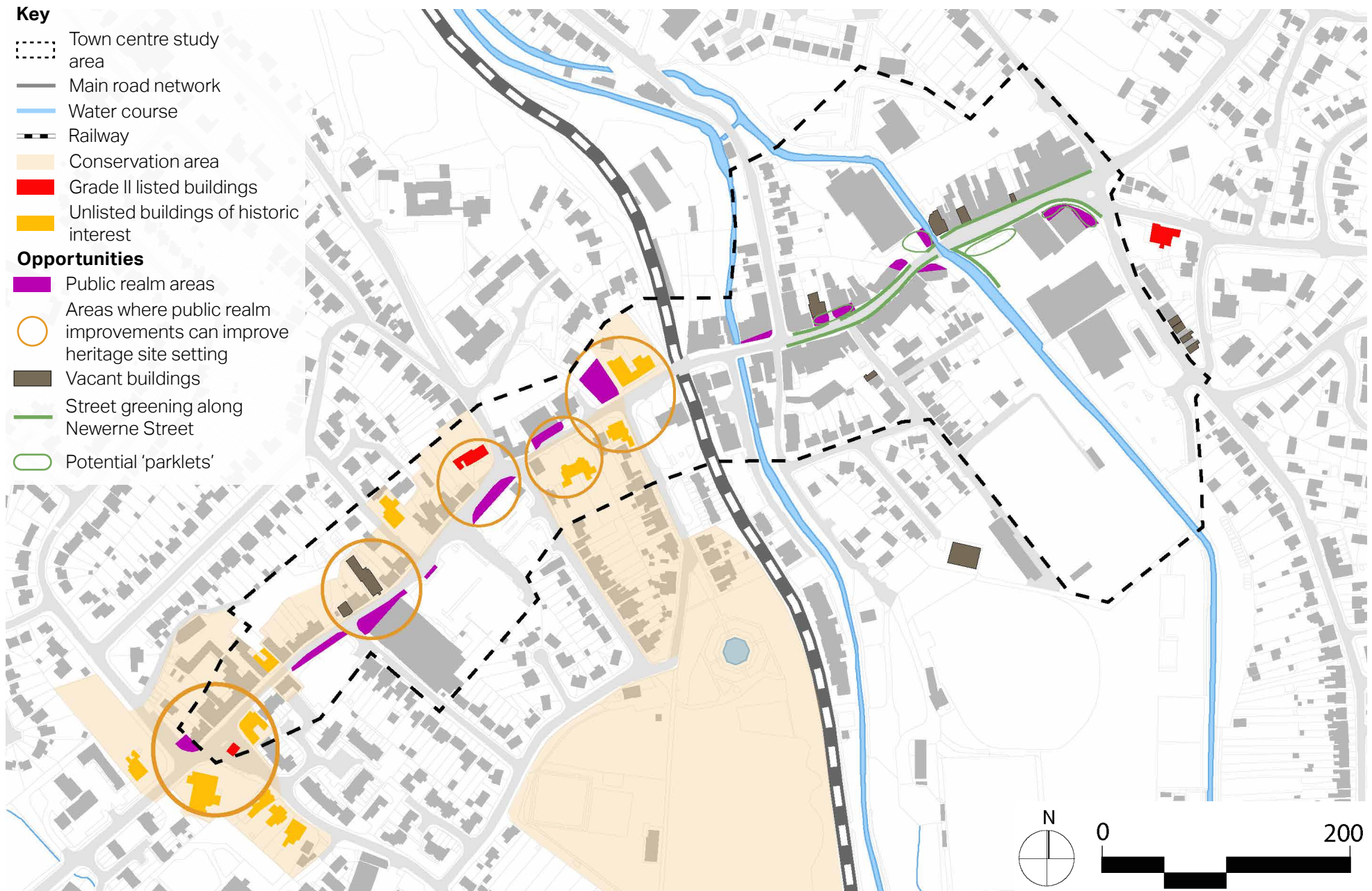


Figure 32: Map showing opportunities to improve the setting of heritage features in the town centre.

3 Sustainability and climate change

7.6 Sustainability and climate change today

Flood risk

There are significant areas of flood risk in Lydney town centre which will need to be considered in any future development. The northern area of the town centre falls into flood risk zones 2 and 3 which correspond with the path of the Lyd river running through this area.

Topography

A key aspect of the town is the topography. Land rises steeply away from the town centre with the residential development to the north east in particular at much higher land. This factors into considerations around the transport system and how to make this more sustainable because walking and cycling from the town centre to the residential areas will be challenging for many people including those with reduced mobility due to disability or age and also for families with young children and pushchairs.

Public transport schemes which link into the centre and to the most desired areas of the town are therefore important to help in reducing the use of private cars.

Biodiversity

There are some existing green areas in Lydney including parks and woodland; however, these are outside the town centre study area. Within the town centre there are a lack of green spaces and therefore there is an opportunity for any new development to increase biodiversity in the town centre, by providing new green spaces and proposing green links to the existing parks and woodland such as Lydney Recreation Trust Ground and Bathurst Park which are both just south of the town centre.

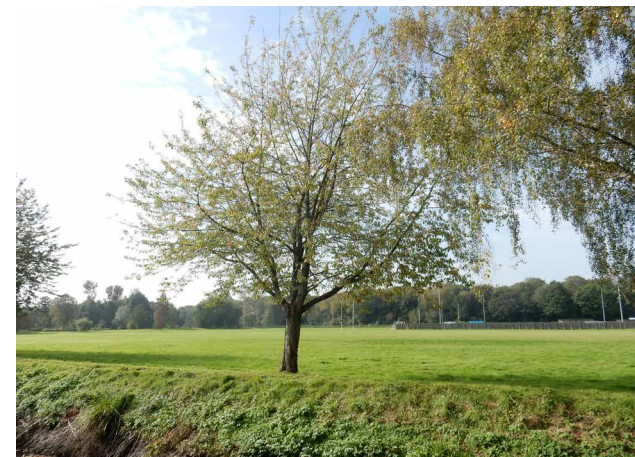


Figure 33: Lydney Recreation Trust Ground just south of the town centre.



Figure 34: 'Garden of Memories' in Bathurst Park just south of the town centre.

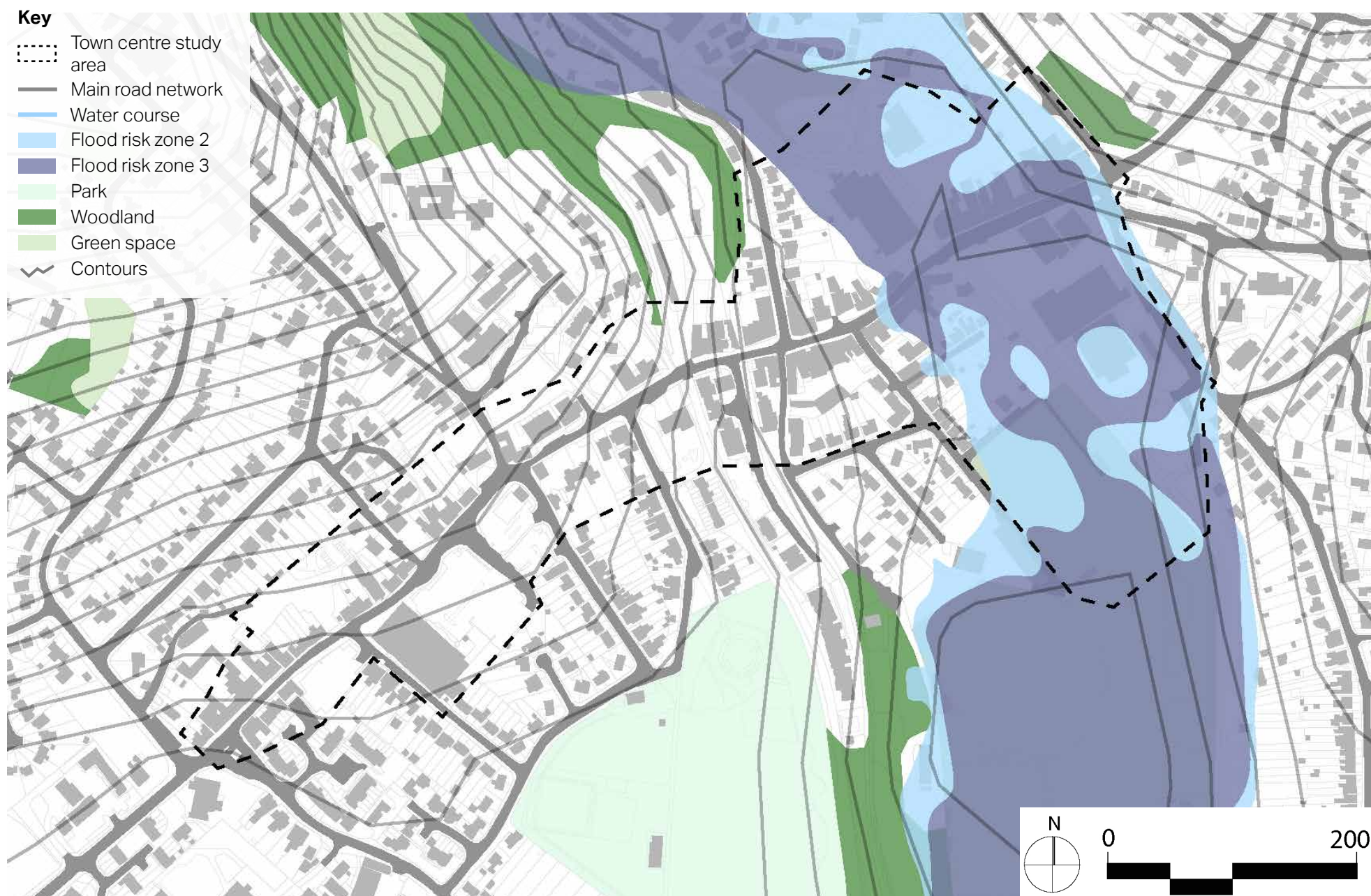


Figure 35: Map showing the green spaces, topography and flood risk zones in Lydney.

7.7 Sustainability and climate change opportunities

Greening Lydney

Plants, trees and green spaces have a significant impact on the public realm and its visual amenity which will help to strengthen the character of place and make the town centre a better place to live, work and invest. In addition, these green features can also play a pivotal role in improving air quality, reducing the risk of flooding, provide natural shading and also improving biodiversity and contributing to net zero carbon targets. There are limited opportunities for the creation of significant green spaces, and therefore the Masterplan should look to:

- Introduce more street tree planting in streets and public spaces, to create an urban green network;
- Utilise native planting palettes and trees which provide a good mix of heights and species, with dense cover, attractive flowers and a range of berries and seeds to maximise biodiversity benefits;

- Introduce green roofs and walls where possible - e.g. the design of new buildings and public realm interventions;
- Explore opportunities to enhance the planting in existing parklets and work together with the head gardener of Bathurst Park;
- Introduce new parklets along key streets and along the main road through the town centre (High Street, Hill Street and Newerne Street), which will provide temporary green oasis for people to sit, relax and enjoy the town centre;
- Incorporate further raised planters into the design of the streetscape to reduce the visual impact of parked cars, direct pedestrian movement and incorporate integrated seating; and
- Explore opportunities to create A town square in Lydney town centre which can incorporate greening with benches, hard surface spaces for stalls/ markets/ spill-out cafes and restaurants.



Figure 36: The forefront of the old Co-Op building



Figure 37: 3, Hill Street and adjacent space which is a potential site for a town square.

Facilitating Active Travel

- Active travel (walking and cycling) should be promoted wherever possible and should be encouraged to form part of longer trips via public transport. Relevant guidance documents on this matter include the Manual for Streets (MfS) and pedestrianisation of certain areas should be explored. Pedestrian priority zones could slow traffic through the town centre and encourage the use of by-pass around Lydney instead.
- In order to encourage more people to choose to walk and cycle when making local journeys, pedestrian connectivity will be enhanced throughout the Masterplan area together with improvements to the public realm.
- Introduce a programme for an extensive mobility hub (see appendix for detailed explanation of mobility hubs) and electric bike charging points and policy on electric scooters.



Figure 38: Use of well-kept street trees.



Figure 40: Integrated planters and cycle racks.



Figure 39: Raised planters with integrated seating.

Sustainable Buildings

- Proposals for new buildings should seek to incorporate a high performance envelope to minimise heat loss/ gain, maximise the use of natural light and use low energy lighting systems, and low temperature heating and cooling systems based on heat pumps where practicable. In developing new buildings and infrastructure elements, the commissioning of whole life carbon assessments will be encouraged.

Renewable and Low Carbon Energy

- Energy networks will have an important role to play in enhancing energy efficiency. They are especially effective at providing heat for developments with high demand (e.g. leisure facilities, office space and high density residential) together with existing buildings that may not be suitable for retrofit with heat pump systems. Opportunities to deploy phased energy networks in clusters (including the potential for decentralised energy) should be fully investigated

and implemented subject to further feasibility and viability.

- Additionally, future development proposals should consider the potential to incorporate decentralised energy.
- The use of renewable zero carbon technologies, such solar PV and heat pumps will be embraced. All new development should aim to incorporate appropriate zero/ low carbon measures to offset energy requirements. Opportunities to enhance the electric vehicle charging infrastructure in suitable locations throughout the Masterplan area will be supported, having regard to existing provision in the local area.

7.8 Connectivity to the town centre today

Lydney town centre is a significant through route to and from the Forest of Dean and beyond, with a prominent presence of HGVs within the town centre. There are notable junctions within the town centre area that are frequently congested. The town centre environment is very vehicle focused, and for walkers / wheelers and cyclists, the town centre feels very much segregated by the road. The existing pavements and cycle lanes do not all meet modern standards; however this is largely due to the space constraints alongside the highway. Although there are some signalised crossing points through the town centre, there are significant stretches with no dedicated crossing points. The presence of some signalised crossing points, alongside there being no distinction between the town centre area and adjoining highway, can create the perception that walkers and wheelers should only cross the road at the designated crossing points, emphasising the segregation by the highway of the

town centre. In contrast to this, a town centre should aim to foster an environment with free-flowing pedestrian permeability, following the road user hierarchy. Furthermore, there is significant amounts of parking, most of which is free or very cheap, within the town centre which makes driving an attractive option to visiting the town centre and potentially further stifles the use of bus travel and also active modes.

Congestion: A prominent and ongoing issue within Lydney town centre is vehicle traffic, congestion and HGVs within the town centre. The existing road layout provides a vehicle dominant environment. Vehicle congestion is considerably contributing to the environmental issues leading to Lydney being subject to an AQMA.

Missing Connectivity Links: The sustainable travel network to, from and within Lydney has some positive attributes including routes through the parks, cycle lanes and paths, shared use paths, and a bus station. However, there are some key areas that would benefit from improvement to provide a joined up multi-modal

sustainable travel network for Lydney town centre, and to Lydney train station. This includes locations that are notably hard to cross on foot, improvements to wayfinding including between key locations such as the bus station and train station, and missing or poor links in the cycle network particularly between the town centre and station. In addition, the active travel provisions towards Lydney Harbour do not extend to Harbour itself, instead terminating at the entrance to Lydney Harbour Estate.

Poor condition of sustainable transport facilities:

Bus - A number of bus stops are provided through Lydney town centre as well as the bus station. However the condition of these is poor and the facilities provided are lacking. Improvements are required to the town centre bus stops to provide a covered shelter, timetable or dial a ride information, and a seating area. The bus station provides limited shelter and seating and is considered to be in need of regeneration. The current situation potentially suppresses the attractiveness of using bus services.

Cycle - A cycleway is provided along Church Road, however the surface condition along Church Road is very poor with some pot holes posing a significant hazard to cyclists. There are also unusual layouts that would benefit from better wayfinding, and clearer indication of a shared use path along the A48 bypass from its junction with Church Road. A more connected approach, and maintenance of, cycling infrastructure aligned to desire lines, could encourage more cycle use.

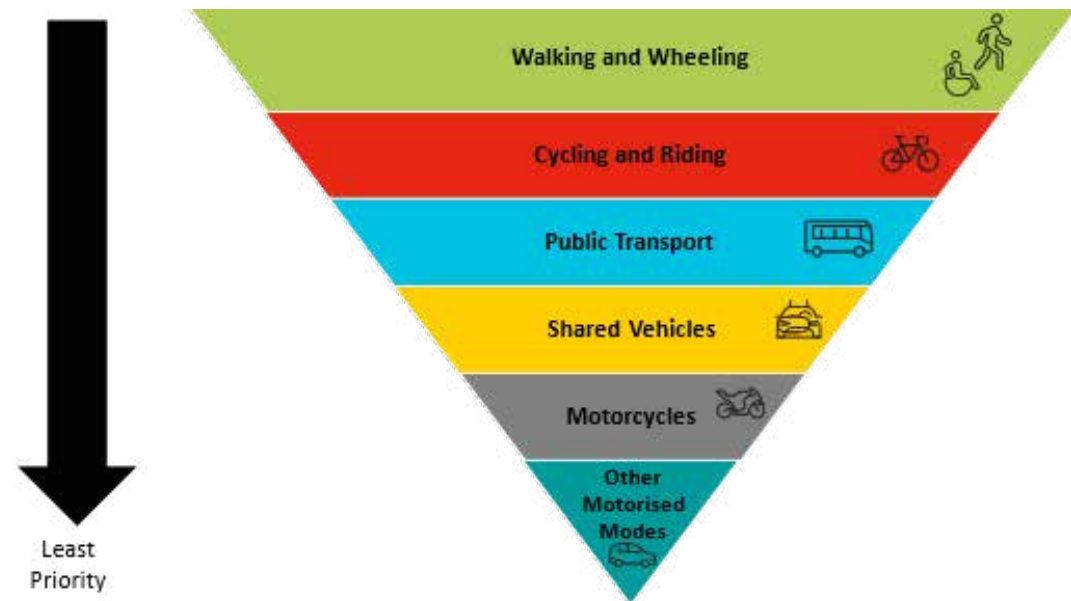


Figure 41: Map showing key connections to the town centre

4 Connectivity to the town centre

7.9 Connectivity to the town centre opportunities

Approach 1

A balanced transport strategy provides access and movement opportunities for everyone. This can create a healthier environment with enhanced air quality, reduced congestion and associated noise and pollution and greater foot-fall through the town centre allowing for a more vibrant local economy.

Priorities for active travel can make movement for these vulnerable modes safer and more attractive, change perceptions of street hierarchy and generate mode switch. Priorities and enhanced infrastructure for public transport can improve the reliability and attractiveness of bus use and again encourage people out of their cars.

Approach 1 sees the town centre environment remain largely as it is, with vehicles having priority through the town centre, and the provision of hard infrastructure to facilitate sustainable travel permeability.

A set of improvements to the walking / wheeling and cycling network in Lydney town centre are suggested. This includes the implementation of street furniture to enhance the town centre amenity and promoting congregation / focal points. These seek to address issues / constraints at individual locations and are proposed as a series of discrete items, aimed to enable smaller funding requests as and when opportunities arise. The aim is to improve the existing environment and encourage mode shift towards active travel and public transport where possible.

Figure 43 overleaf is a map of the Lydney town centre, with annotations at individual locations where hard infrastructure improvements are proposed, as well as improvements at crucial areas of the town centre road network. **Table 1** outlines the individual recommendations and their rationale.



Figure 42: Existing awkward location of bus stop in the middle of the junction at Lydney Memorial.



Figure 43: Existing bus stop outside Tesco which would benefit from improvements.














- Key**
-  Town centre study area
 -  Main road network
 -  Water course
 -  New pedestrian crossing within this area
 -  Improvement to pedestrian route
 -  Existing pedestrian crossing with traffic lights
 -  Existing zebra crossing
 -  Existing pedestrian/cycling routes
 -  Railway
 -  Private car parks
 -  Public car parks
 -  Supermarket car parks
 -  Potentially key link along Naas Lane to residential development



Figure 44: Map showing approach 1 of the transport strategy for Lydney

Location	Recommendation	Justification
1	Pedestrian crossing on Bream Road arm of junction.	Poor visibility and existing congestion makes crossing difficult and a safety risk, especially for vulnerable road users.
2	Pedestrian crossing on Hill Street.	Lack of crossing points over main road around this location. Desirable to tie into access to the pedestrian and cycle routes through Bathurst Park.
3	Pedestrian crossing on Forest Road arm of junction.	Poor visibility and existing congestion makes crossing challenging and unsafe, particularly for vulnerable road users.
4	Pedestrian crossing on Newerne Street.	Significant distance between existing crossing points. Desirable to access to pharmacy and Newerne Street Car Park stepped access.
5	Tactile paving to be added to crossing point on Albert Street near junction with Highfield Road.	Required to advise vulnerable road users of the crossing point.
6	<p>Address uneven and hazardous pathway and road along this key pedestrian/cycle link to the south of the town, including further afield towards the rail station.</p> <p>Consider re-configuring road space along Bathurst Road towards park entrance to favour walkers/wheelers and cyclists. Improve pedestrian/cycle environment/appearance and wayfinding to ensure mode shift.</p>	<p>Address existing hazards to walkers, wheelers and cyclists, particularly at entrance to Bathurst Road from Hill Street.</p> <p>Improve the attractiveness of the exiting active travel link via Bathurst Park between the town centre and station/harbour.</p>
7	<p>Address uneven and hazardous pathway and road along this key pedestrian/cycle link to the south of the town, including further afield towards the rail station.</p> <p>Provide dropped kerbs and tactile paving at key crossings on this route including from Swan Road over Fairfield Road, and Swan Road car park entrance. Improve pedestrian/cycle environment/appearance to encourage mode shift.</p>	<p>Address existing hazards to walkers, wheelers and cyclists, particularly at entrance to Lydney Recreation Trust Ground from Swan Road.</p> <p>Improve the attractiveness of the existing active travel link vis Lydney Recreation Trust Ground between the town centre and station/harbour.</p>

Table 1

Location	Recommendation	Justification
8	Remove central bus stop and short cycle lane adjacent to the memorial. Improve bus stop facilities at Lydney Town Hall.	This configuration is unusual and drivers would not typically expect cyclists to emerge from the northbound carriageway from the south of the memorial. The bus stop adjacent to the memorial is not easily accessible from the town centre with no crossing provided from the east side of Church Road to the bus stop. Alternative bus facilities are provided on the northbound carriageway. If required, investigate the provision of a right turn lane where the five existing car parking spaces are positioning, in order to allow minibuses to perform a U-turn to the existing northbound bus stops.
9	Resurface Church Road to address uneven road surface.	Significant hazard from pot holes in carriageway and along cycle lane.
10	Improve wayfinding for link from Church Road towards Highfield House, accessing existing path near heritage line.	Under-utilised path which avoids a short section of the A48.
11	Provide a crossing facility over the A48 Lydney Bypass to the west of the Station Road roundabout. Improve the crossing over Station Road just south of the roundabout, to incorporate tactile paving and level access.	Current lack of crossing west of the roundabout of the pedestrian desire line. Existing crossing over Station Road implies a route towards Lydney, and pedestrians then have to navigate across the A48 towards Church Road.
Throughout town centre	Bus stop enhancements across the town centre, to provide as a minimum up to date/dial a ride information - ideally in real-time - and bus shelter with seating, where space permits.	Existing bus stop infrastructure is of a poor standard, with a lack of facilities or broken/missing facilities. This discourages the use of public transport.
Throughout town centre	Implementation of more street furniture including seating. This might include 'quick-win' locations at: Hams Road corner, The Bridge Buildings and Lidl frontage, Old Co-Op Building frontage, frontages opposite Regent Street, Forest Road corner and the large verge opposite Hipps on Albert Street corner.	To provide rest points for walkers/wheelers, enhance the town centre amenity and promote congregation/focal points.

Table 1

These isolated interventions propose improvements to the existing network without undertaking strategic improvements in the short-term.

By adopting these recommendations, there will be more opportunities to facilitate walking, wheeling and cycling, and may encourage some mode shift to more sustainable means.

Increased deliverability through delivery improvements using a phased approach as and when funding becomes available.

Nevertheless, these interventions are unlikely to deliver strategic approaches required to have a significant impact on congestion and sustainable transport permeability desired within the town centre.

Nevertheless the necessary next steps to progress with these recommendations include:

- Engage with design engineers to develop infrastructure designs where applicable;
- Undertake various stages of road safety assessment, and engage with stakeholders, to ensure the suitability of any schemes progressed; and
- Engage with GCC Highways to address road maintenance issues.



Figure 45: View of Newerne Street leading into Hill Street, further and improved pedestrian crossings are recommended in these locations.



Figure 46: Uneven and hazardous surface of Swan Road recommended to be improved.

4 Connectivity to the town centre

Approach 2

The second approach will alter the town centre more significantly by introducing necessary improvements to pedestrian permeability. This could be in the way of additional pedestrian crossing points, or more preferably altering the town centre environment to imply pedestrian priority.

The requirements for the provision of formal crossing points are assessed based on the type and volume of traffic using a road, and the number of pedestrians needing to cross at a particular location. Given the nature of a town centre, it is unlikely that pedestrians will frequently want to cross at specific locations, instead preferring to have freedom of mobility across the main road through the town centre to the facilities on either side of the road.

This approach seeks to identify a core town centre section within Lydney, aiming to provide an environment in-keeping with the road user hierarchy, favouring walkers/ wheelers and cyclists, whilst allowing through traffic. This approach seeks

to encourage a mode shift to walking / wheeling and cycling, working to address the environmental impacts of vehicle travel within Lydney.

In addition, enhancements to way finding, and rationalising / organising street furniture, improving the street environment, both from an aesthetic and functional perspective, will be conducive to encouraging travel by active modes.

The proposed section would extent from east of the Bream Road / High Street / Victoria Road junction, to the Albert Street / Highfield Road / Hams Road junction.

Core features of this section of the town centre could see a combination of:

- Re-surfacing the area (paving and/or surface coloring) and integrate traffic calming measures to demonstrate its function as a public realm and reduce the perception of vehicle priority and dominance;
- Provide Gateway features visually

identifying the core town centre area; and;

- Consider replacing some of the signalised crossing points with zebra crossings, and provide some additional formal crossings in line with those identified in Approach 1, to reduce waiting time for pedestrians.

These features should be delivered alongside bus stop improvements and addressing issues outside the study area as set out in Approach 1 (see Table 1).

This approach seeks to implement best practice and principles such as those within Manual for Streets, and align with safety in design.

This option will need significant further investigation to establish whether the traffic flow through the area is conducive to an environment where vehicle priority is removed, that the requirements of statutory regulations can be fulfilled such as the Traffic Management Act 2004 for 'expeditious movement of [all modes of]

traffic’, weigh up any potential impacts of implementing such a scheme on the benefits, and to ultimately determine whether such a scheme would pass a road safety audit. In addition, the suitability of removing vehicle priority in this location will need to ensure due consideration is given to all road user types including those who are visually impaired or disabled.

However, there is no evidence that such schemes result in more casualties than traditional layouts at the types of flow at which they have been implemented in the UK¹, and “at the few UK schemes where exposure data are available there does appear to be a positive effect in reducing the number of casualties and the level of risk to pedestrians and cyclists”².

The Case Studies in the Appendix demonstrate implementation of active travel focussed schemes, and the respective scheme outcomes.

1 Traffic Management Act 2004. <https://www.legislation.gov.uk/ukpga/2004/18/contents>
 2 Future Place Leadership (2017): “The effect of pedestrianisation and bicycles on local business: Case studies for the Tallinn High Street Project”. Available [here](#).

An Outline of the benefits and drawbacks of this approach are shown in Table 8 below.

Pros	Cons
Reduces vehicle dominance within the town centre.	May negatively impact permeability for pedestrians with visual impairments or disabilities. Would also require considerate design to ensure provision of visual, tactile and auditory cues within non-vehicle priority environment and consultation with stakeholders.
Likely to result in more cautious driving, therefore reduced vehicle speeds and improved pedestrian permeability.	Potential impact on congestion and traffic flow is inconclusive at this stage, particularly at peak times.
Improved place-making and public realm environment.	May not be suitable within this environment, requires further investment into feasibility study and design optioneering studies and safety assessments.
Likely to encourage mode shift to sustainable means, especially if delivered in conjunction with connectivity and bus facility improvements listed in Approach 1.	
Regarding implications at Lydney, these proposals are unlikely to impact planned junction improvement scheme (GCC) at the Bream Road/ High Street/Victoria Road junction.	

Table 2



Figure 47: Map showing approach 2 of the transport strategy for Lydney

Accordingly, the next steps to progress with this approach are:

- Conducting pedestrian and vehicle turning counts and ATC surveys between the Bream Road/High Street/ Victoria road junction and Albert Street/ Highfield Road/Hams Road junction.
- Engaging with design engineers and best practice policies from elsewhere to look at infrastructure requirements and optioneering for reducing vehicle priority, in line with survey findings.
- Undertaking various stages of road safety assessment, and engaging with stakeholders, to ensure the suitability of any scheme proposed.



Figure 48: Example of a street where the town centre environment, including pavement width, use of vegetation and surface materials implies pedestrian priority.

4 Connectivity to the town centre

Approach 3

Approach 3 seeks to build on the recommendations listed in Approach 2, to extent a zone with reduced vehicle dominance, consider changes to the highway operation either for HGVs only or all traffic, deliver a prominent town feature within Lydney within the vicinity of the “Co-Op site” or an alternative suitable location. In addition, create a multi-modal mobility hub with a new bus station to be located adjacent to the proposed town centre feature development, or in close proximity to, this location. Core features of this section of the town centre could see, in addition to the proposals set out for Approach 2, a combination of:

- Extending the re-surfaced area along Bathurst Road providing access to Bathurst Park, and along Swan Road to provide improved access to Lydney Recreation Trust Ground. This would help tie-in the parks to the town centre, and provide an attractive link towards the train station;
- Consider whether the main town centre area can be made one-way to HGVs, or

potentially all traffic, utilising the A48 Bypass to facilitate this, to re-allocate road space to walkers / wheelers and cyclists. This would need significant further investigation, particularly to assess the impact on all traffic. An area-wide multi-modal transport model may be required to understand the potential re-distribution of traffic and journey time implications;

- Relocate the existing Newerne Street Car Park, adjacent to the redundant Co-Op site, to the location of the existing bus station. Develop the existing Newerne Street Car Park to provide a multi-modal mobility hub, to incorporate a new bus station and a location for taxis, e-scooters, e-bikes and other innovate modes. This seeks to prioritise travel by sustainable means and provide centralised disabled parking provision, whilst retaining a level of parking in close proximity to the town centre;
- To provide maximum benefits, additional sub-hubs should be provided at key locations such as at the train station and Harbourside, allowing continuity

of journey. The existing network of demand responsive bus services would compliment a mobility hub well; and

- Consider reducing or consolidating the supply of town centre car parking to make driving a less attractive mode of travel.

As with Approach 2, this option will need significant further investigation to establish whether the traffic flow through the area is conducive to an environment where vehicle priority is removed. It will need to be demonstrated that the requirements of statutory regulations can be fulfilled such as the Traffic Management Act 2004 for ‘expeditious movement of [all modes of] traffic’, and that it will weigh up any potential impacts of implementing such a scheme on the benefits to ultimately determine whether such scheme would pass a road safety audit. In addition, the suitability of removing vehicle priority in this location would need to ensure due consideration is given to all road user types including those who are visually impaired or disabled.

Key

- Town centre study area
- Main road network
- Water course
- Approach
2 proposed improvement section
- Additional proposed improvement section
- Re-surfacing
- ① Co-op site
Development of existing Newerne car park into new town centre with multi modal mobility hub
- ② Relocated Newerne car park to bus station
- ③ Existing pedestrian/
cycling routes
- Railway
- Car parks

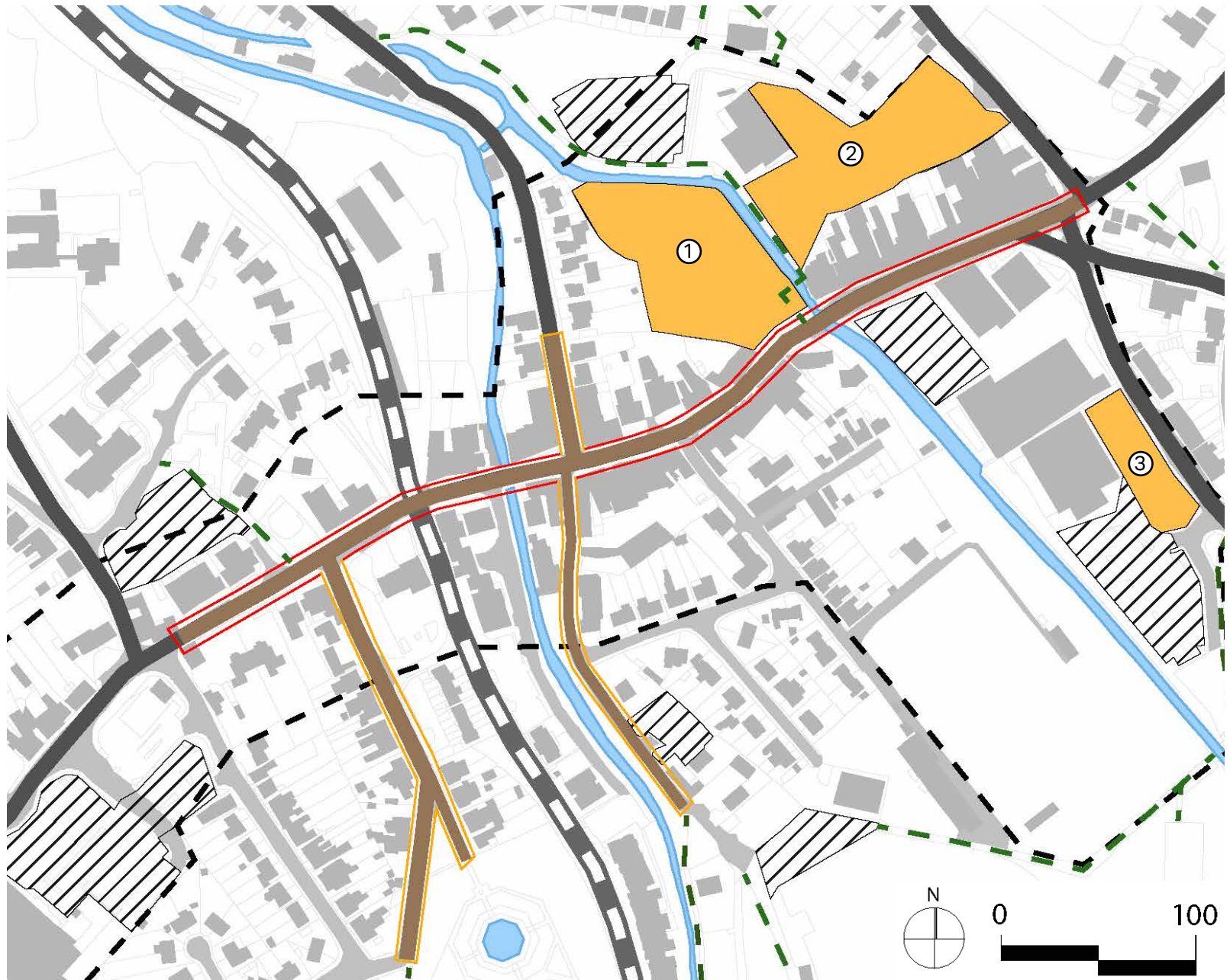


Figure 50: Map showing approach 3 of the transport strategy for Lydney

Pros

Reduces vehicle dominance within the town centre and improves local environment.

Provides an attractive and functional town centre space, with centralised mobility options.

Implementing the full suite of recommendations would provide Lydney with a well-connected multi-modal accessibility network. This should encourage mode shift, reducing congestion and environmental impacts of road vehicles.

Improved place-making and public realm environment.

Likely to encourage mode shift to sustainable means, especially if delivered in conjunction with connectivity and bus facility improvements listed in Approach 1.

Unlikely to impact planned junction improvement scheme (GCC) at Bream Road/High Street/Victoria Road junction.

Cons

May negatively impact permeability for pedestrians with visual impairments or disabilities. Would also require considerate design to ensure provision of visual, tactile and auditory cues within non-vehicle priority environment and consultation with stakeholders.

Potential impact on congestion and traffic flow is inconclusive at this stage, particularly at peak times.

May not be suitable within this environment, requires further investment into feasibility study and design optioneering studies and safety assessments.

Moves parking further from retail area; however disabled parking provision is proposed within the mobility hub.

If the reduced incentives for driving into the town centre are not supported by adequate sustainable alternatives, there could be negative mobility and economic impacts within the town centre.

As with Approach 2, this option requires significant further investigation to determine whether traffic flow through the area is conducive to an environment where vehicle priority is removed.

It will need to be demonstrated that the requirements of statutory regulations can be fulfilled, such as the Traffic Management Act (2004) for 'expeditious movement of [all modes of] traffic', and that it will weigh up any potential impacts of such a scheme on the benefits to ultimately determine whether such a scheme would pass a road safety audit.

Further, the suitability of removing vehicle priority in this location would need to ensure due consideration is given to all road user types, including those who have visual impairments or other disabilities.

7.11 Public realm and green space today

Open space

There is a substantial network of open space surrounding the town centre, especially to the south in and around Bathurst Park with the riverside walk, boating lake, flower garden, nature reserves, and sports pitches. However, there is a lack of green space within the centre itself and the spaces along the edges of the streets through the town centre. The roads radiating from the main road through the town centre are primarily residential streets which don't necessarily lead directly to these great assets or have sufficient wayfinding that suggest they are there.

In terms of connectivity and accessibility, the green spaces are sometimes difficult to navigate towards and/or hard to access. This is particularly true of the river Lyd and the historic railway line, which is inaccessible in the town centre. Considering what a wonderful asset it is within the town centre; this is a missed opportunity.

Both the river Lyd and the railway line are an important historic feature in the town centre, and they also can act as recreational and direct routes further south to the railway station and Lydney harbour and further north to the forest of Dean.

Public realm, accessibility, and connectivity

The public realm of Lydney town centre is currently car-oriented with inadequate infrastructure for walking and cycling and a dominance of surface car parking. The town centre is traffic heavy, and the footpaths are often narrow. There are insufficient crossing points, and several junctions are traffic heavy and over engineered, such as Newerne Street / Hams Road and High Street / Church Road. The pedestrian and cycle journey is often hampered by busy roads, complicated junctions and narrow footways. Within the town centre there are a selection of underused spaces, of which some have been slightly upgraded over time with seating provision and planters. These are public spaces or areas which are part of public buildings.



Figure 51: Heritage railway line running through the town centre



Figure 52: Underused public realm space on Newerne Street.



Figure 53: Map showing the public realm features and green spaces in Lydney.

7.12 Public realm and green space opportunities

A key aim of the Masterplan is to ensure that new development and public realm interventions create successful public spaces and routes which are attractive, inclusive, easy to navigate and safe and will help to increase footfall and encourage people to explore, rest and interact with Lydney town centre. Moreover, the public realm should be vibrant and welcoming. Therefore, the following opportunities could be implemented:

Connectivity/accessibility interventions:

- Create a new mobility hub to improve accessibility to the town centre and scooter/bike hire, encouraging active travel;
- Look at opportunities for improving bus links between the town centre, the residential areas and the station;
- Focus street design on moving people rather than traffic, giving priority to pedestrians and cyclists at junctions.

This would encourage active travel and improve connectivity and is linked with the Healthy Streets approach;

- Rationalise and optimise public car parking provision in the town centre (Newerne Street & Albert Street Car Park), which would help free valuable space to create and improve the town centre and potentially free up space on other car parking for greening and screening (requires a strategic approach);
- Improve connectivity to the river Lyd and the key spaces along and beyond it (such as Bathurst Park and the railway station) via new green walks;
- Create signed walking, dog walking and running routes linking the town centre, the riverside, green spaces and the park;
- Improve pedestrian crossings throughout the town centre area.

Public realm/green spaces interventions:

- Focus on the River Lyd as a key destination for the town centre, creating leisure opportunities on and around it to complement the park. The potential for riverside development would create increased riverside vitality.
- Explore the possibilities of a new town centre green space possibly connected to the river;
- Generally, the key assets within the town centre, could be represented more positively by enhancing the public realm and spaces, and more appropriate consideration of wayfinding and permeability. Public realm spaces include areas which are part of public buildings. The overall maintenance strategy for public realm areas could be in the same hands, to realise a high standard of visual and useable public space;

- Launch a programme for clean, well-lit paths alongside new fauna and trees, to provide shading, enclosure and reduce traffic noise and pollution;
- Ensure sufficient seating in the town centre and along the streets through the town centre, and improve by providing high quality planters and new trees, to provide shading, enclosure and reduce traffic noise and pollution, creating meeting places for everyone;
- Improve the quality of paving materials throughout;
- Commission art interventions to dress the town centre throughout the centre and link them up to form a trail; and
- Introduce elements of play within the town centre (possibly in some of the existing peripheral spaces) to widen the existing user and add vitality.



Figure 54: Pedestrianised square with spill-out cafés, welcoming paving materials and greenery, Altrincham (source: Retailweek.com).

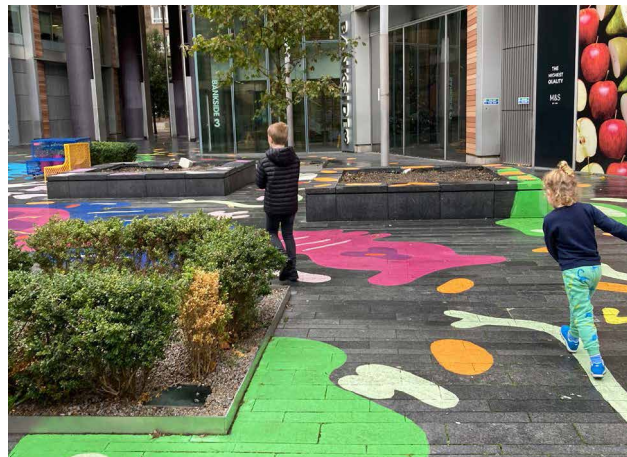


Figure 56: Interactive, playful floor painting, Bankside, London



Figure 55: Flexible benches in Bristol with planters (source: <https://www.furnitubes.com/projects/streetscene-public-realm-1>).



Figure 57: A place to linger and connect, Bath



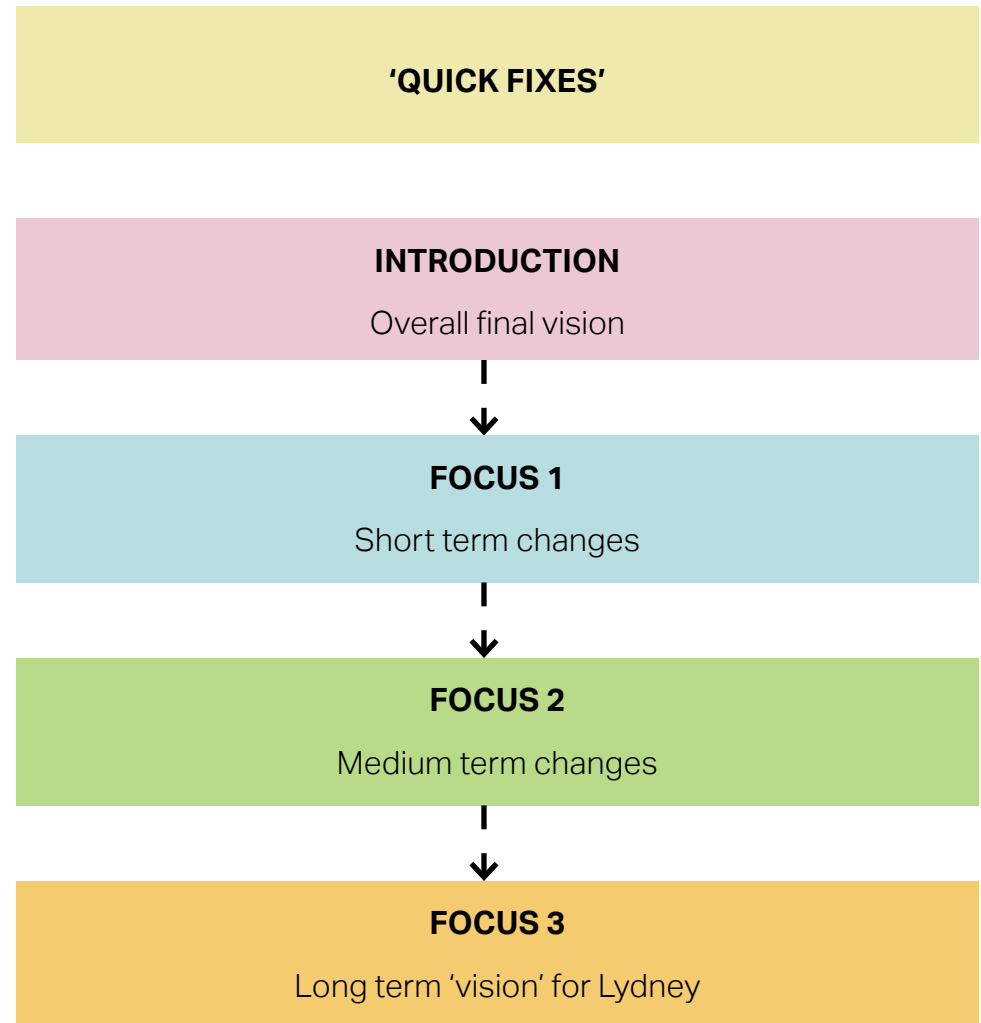
**Town centre Masterplan
Framework**

08

8. TOWN CENTRE MASTERPLAN FRAMEWORK

The Development Principles presented in the previous section, provide the overarching framework for considering future development within the town centre, informed by the vision and objectives in Section 05. The following pages set out firstly ideas for quick fixes in Lydney town centre which can be implemented immediately and provide quicker, but smaller degree of town centre improvement. Following this the framework sets out a high level, holistic concept plan for the whole study area. It then goes on to focus on three focuses of development.

Focus 1 is the more immediate changes which can be implemented quickly, invisioned within a timescale of x. Focus 2 sets out the medium term proposals which will have a longer timescale for implementation and provide more general and wider town centre improvements. Focus 3 is the more ambitious long term vision which builds on Focus 1 and Focus 2. Each focus section has an overall concept with more detailed, targeted objectives for different areas and aspects of development.



'QUICK FIXES'

8.1 Quick Fixes

The ideas for 'quick fixes' set out in the following pages are realistic to implement in Lydney in a very short time scale and will provide immediate town centre improvements. These improvements will not provide the cohesive town centre strategy that the overall vision detailed later in this document does; however they will encourage interest in the town centre and can help to initiate longer term development.

Idea 1: Public art and facade improvements

- Public art in the town centre - community generated art enables residents to make a stake in their neighbourhood. This is especially potent if it uses local narratives to articulate a sense of place and as a way to improve wellbeing.
- Facade improvements - this could be through use of green walls or street murals. Improvement of the facades

along the street improves the aesthetic of the town centre, adds interest and can also reference the heritage of Lydney.

Existing



Green wall



Figure 58: Existing Tesco inactive facade in Lydney (top) and below possibility of the facade with greening.



Figure 59: Decorative facade, Shrewsbury.



Figure 60: Decorative façades, Bedminster.

Idea 2: Wayfinding and signage

- Wayfinding maps and signs - Lydney has many assets close to the town centre such as Bathurst Park and the Recreation Ground which are not clearly obvious from the town centre. Use of maps and signs with the routes to these assets can incorporate them into the town centre and encourage visitors to use these spaces. Additionally the assets further away such as Lydney harbour can be signposted more clearly, as well as the walks which take pedestrians from the town centre to the harbour.



Figure 61: Clear signage in St Albans with map and walking time to key destinations.

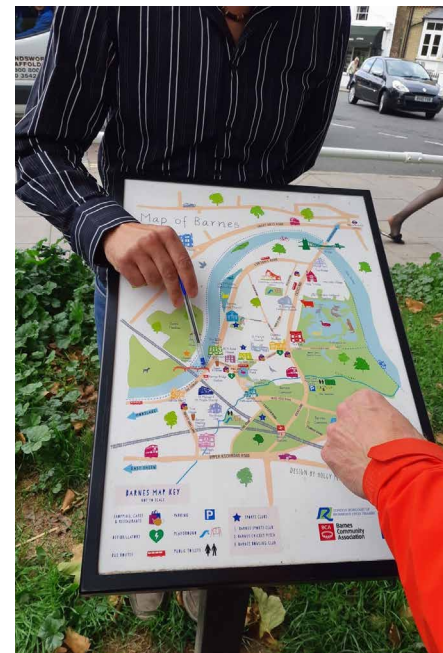


Figure 62: Town map of Barnes with key destinations highlighted in a clear, but playful style.



Figure 63: Traditional style fingerpost in St Albans indicating direction and walking times of key destinations.

INTRODUCTION - OVERALL FINAL VISION

8.2 Introduction

The concept framework masterplan outlines how the town centre development principles align together. It focuses on holistic proposals for the town centre, which are based on key infrastructure interventions including the existing movement network and the enhancement of the public realm.

Aligned to the transport principles the masterplan approach has 3 focuses of impact. There are the short term solutions where unused sites can have a new lease of life in combination with new connections and public realm improvement. The medium term improvements focus on wider town centre strategies, particularly improving connectivity and pedestrian experience. The third focus is on the longer term vision for Lydney town centre and involves the most ambitious improvements which are realistic for the future by building on the first two phases of development. Altogether the masterplan framework will describe what outcome this could have.

The overall concept for improvement in Lydney town centre follows the development principles and includes the following ideas:

- Given the key location of Co-op and bus station site, and its proximity to the river, there is significant potential to create a high-quality mixed use development. There are opportunities to create a modern, distinctive and vibrant development which promotes sustainability and celebrates the surrounding landscape.
- Enhancement of the existing riverside and delivery of a connection between Bathurst Park and the Forest Road, which will go through the new town centre. New building frontages should be focused towards this route promoting activity and ensuring overlooking.
- Improvements to active travel provision, particularly along the High Street, Hill Street, Newerne Street and through Bathurst park and towards the new residential areas, to make the route towards the Railway Station more accessible to cyclists and pedestrians, based on healthy streets principles. This forms a 'green link' along the town centre and could include street trees, active travel crossings, cycle parking, widening of the pavements, the provision of cycle lanes and traffic calming interventions such as shared surfaces. This also applies to the key junctions and gateway points.
- Possibility of a one-way system through the main town centre area, as explored in the transport strategy earlier in this report. This would involve utilising the A48 Bypass to facilitate this and to re-allocate road space to walkers / wheelers and cyclists. This would need significant further investigation, particularly to assess the impact on all traffic.
- An integrated transport hub at the new town centre and explore the potential use of cycle/e-bike parking, cycle hire, cargo bikes and parcel lockers. This should link up with a more small scale hub at the train station.
- A focus of interventions at the key nodal points and gateways, such as public art, wayfinding and tree planting, lighting, improvements to shop fronts. Mixed use and multi functional uses should be concentrated in these zones.

Further analysis and consideration of a town centre wide car parking strategy will need to be undertaken to select the final preferred locations.



Figure 64: Map showing the focus areas for the town centre masterplan framework

FOCUS 1

8.3 Focus 1.

The first focus of the Masterplan Framework concentrates on changes in Lydney town centre which can be acted upon now. These ideas can be achieved within a short timescale and enable immediate improvement in Lydney town centre. These ideas can also enable further development in the future and it is considered in these approaches how they can form part of a more ambitious scheme in future phases.

The ideas are all focused around the eastern part of the town centre which is considered as a key area for improvement in Lydney due to its potential as becoming the core of the town centre, as identified in the previous chapter,

The key ideas which form Focus 1 of the masterplan include:

- Create a town square at the Co-op site
- A 'wellness walk': create a continuous route from the town centre following the river and parks in Lydney
- Pedestrian friendly street - improvements to Newerne Street

Key

- Town centre study area
- Road network
- Improvement areas
- Cycling and pedestrian route
- Junction improvements
- ① Co-op site area
- ② Wellness walk
- ③ Newerne Street pedestrian improvement focus
- Water course
- Railway
- Car parks
- Green spaces
- Existing footpaths



Figure 65: Map showing the concept of Focus 1 of the Masterplan framework and the key areas of improvements.

FOCUS 1 - Key Idea: Town Square

Town Square

Lydney is looking to create a clear and well-defined town centre. With the recent development of the Lidl and Greggs, the development potential of the town centre moves towards that end of Newerne Street. The Co-op site, which is assumed to become the new location of Lydney health centre sits at the heart of this area, presents the perfect opportunity to explore development of a town square.

The planned and expected residential growth to the east of the town will generate a larger population which can support the new town square here. This site is also adjacent to the River Lyd, which is a great asset to the town centre, currently hidden and under-appreciated. Development of a town square here could help create opportunities to revive the river in this part of the town centre.

Focus 1 Proposal:

- Develop the area around the Co-op into a new town square with market stalls, street furniture, planting and public art features. There is space outside the front of the Co-op as well as the potential to use the car-parking space to the side of the building.
- Rearrange car access to create a fully pedestrianised space. Through re-routing access into the site and making use of the other car-parking space in this area already a fully pedestrianised space can be created.
- Align the proposal with the new NHS health centre which will use the current Co-op building. The town square could complement the health centre with a narrative of health and wellbeing behind the scheme. This can be through the market stalls, for example fresh produce stalls, as well as provision of green spaces and spaces to socialise, benefitting mental health.



Figure 66: Co-op building and the surrounding environment.



Figure 67: Co-op building and the surrounding environment.

FOCUS 1 - Key Idea: Wellness walk

Wellness walk

There is an opportunity to provide stronger pedestrian and cycling routes from the town centre along the River Lyd to the many green assets of Lydney. Currently Lydney enjoys many good quality green spaces close to the town centre: Recreation ground, Bathurst park, as well as the harbour further away; however these are currently quite hidden from the town centre.

The key idea is to create a wellness walk which leads from the new town square at the Co-op site along the River Lyd to the nearby recreation ground and further to the harbour. There are already footpaths which make up a lot of this route, so linking these with some new routes and improving the public realm at the town centre will form a more cohesive, obvious route and encourage more people to walk and see the green spaces on offer in Lydney.




Leading from the new NHS health centre this route can align with health and wellness centred improvements to Lydney.

Focus 1 Proposal:

- Create a 'wellness walk' with a continuous route from the new health centre (current co-op site)
- Open up the area by B&M store to use the riverbank as a pedestrian and cycling path along the river
- Improve the public realm and pedestrian crossings around the Co-op site to support the route

Key

- ① Town square and improved public realm at current Co-op site
- ② Pedestrian crossing in this area
- ③ Area by B&M store opened up to extend the existing route along the side of the river

-  Pedestrian route
-  Water course
-  Green spaces

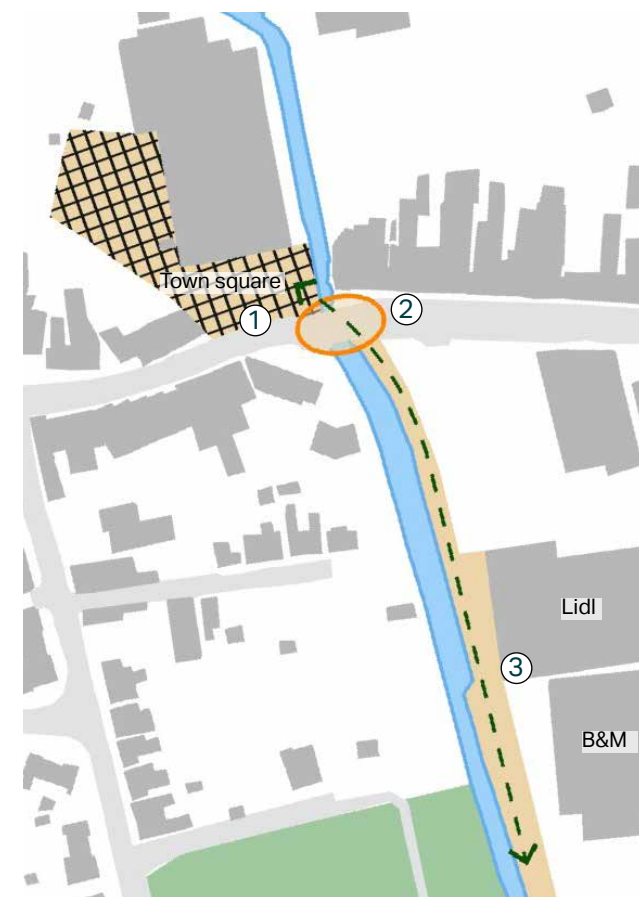


Figure 68: Proposed route from the Co-op site past Lidl and B&M alongside the river.



Figure 69: Current walk down the side of Lidl which ends at the gate and unkempt riverbank on the other side.

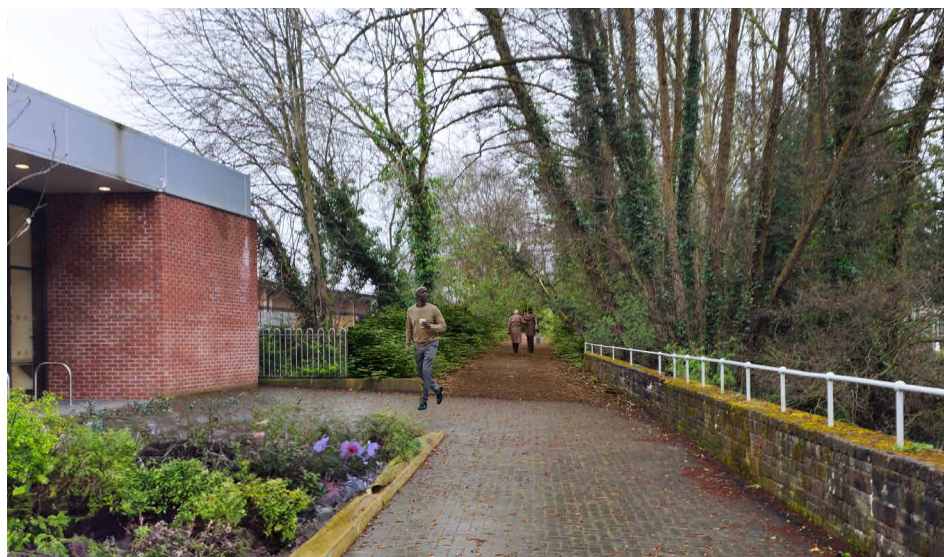


Figure 70: Potential riverside walk created with removal of the gate and creation of a path on the river side.

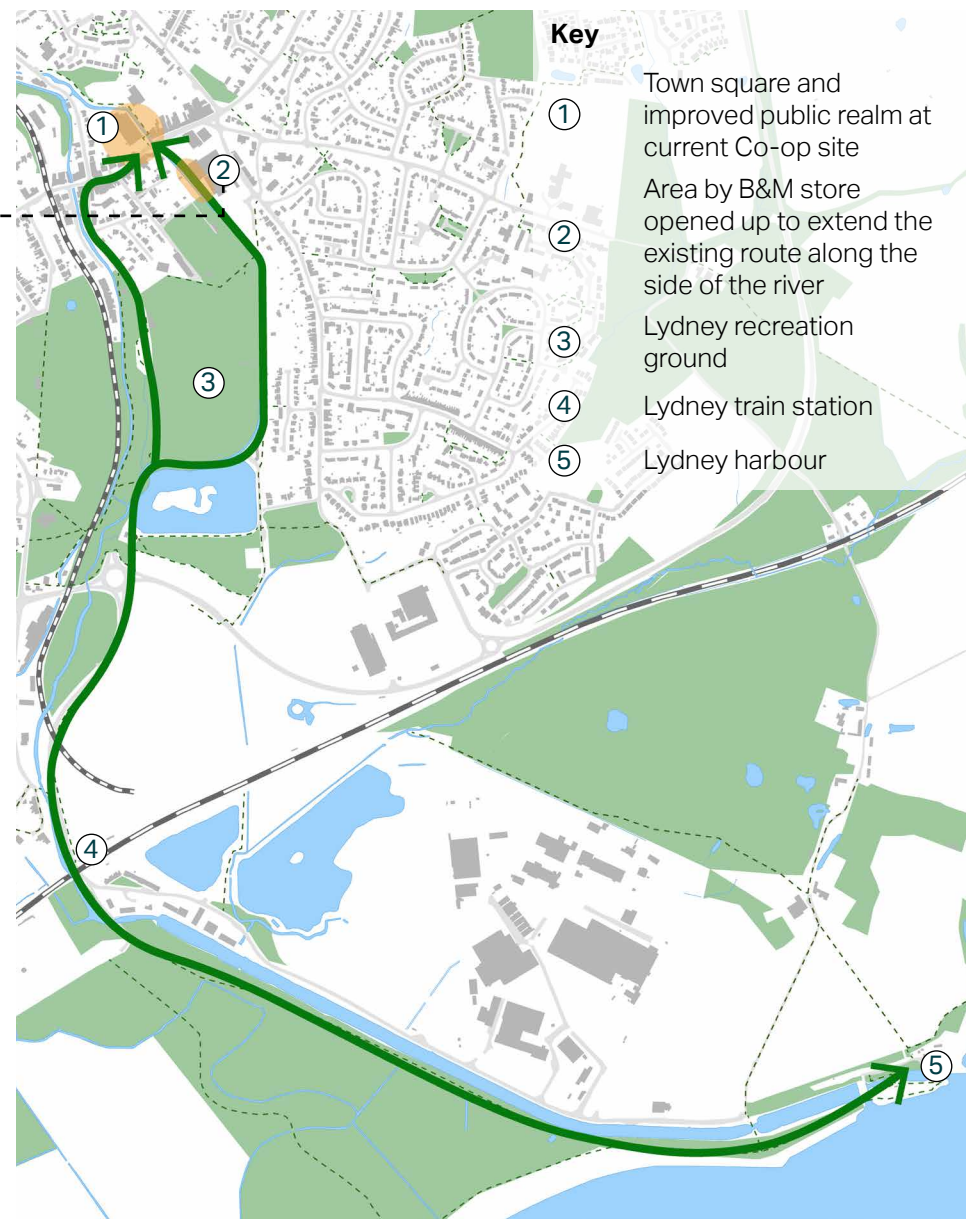


Figure 71: 'Wellness walk' route which takes in Lydney Recreation Ground, Lydney train station and Lydney harbour.

FOCUS 1 - Key Idea: Pedestrian friendly street

Pedestrian friendly street.

As identified in the development principles section of this report Lydney town centre has a number of issues due to traffic namely that there is a prominent presence of HGVs, frequently congested junctions, vehicle focused environment, significant stretches of road with no dedicated crossing points and a lack of distinction between the town centre area and adjoining highways.

Therefore the transport strategy for Lydney is so important to improve the town centre and is a key part in making the other aspects of the masterplan successful. Following the transport strategy set out in the development principles the first focus of creating pedestrian friendly streets in Lydney town centre is centred around the implementation of street furniture and pedestrian crossings placed at key places to serve desire lines and start to change the focus of the town centre environment from cars to pedestrians. The masterplan framework builds on the transport strategy by integrating these ideas within the larger improvement strategy of Focus 1.

Focus 1 Proposal:

- New pedestrian crossings to support the wider pedestrian and cycling connections which will be facilitated by the town square at the Co-op site and the 'wellness walk'
- Use of surfacing materials to visually indicate pedestrian priority
- Improvements of traffic heavy junctions in the town centre: Bream Road/High Street/Victoria Road junction, Newerne Street/Swan Road/ Forest Road junction and Albert Street/Highfield Road/Hams Road junction.



Figure 72: Example of use of surface painting on the road to visually signify pedestrian priority.



Figure 73: Example of surface materials at a junction which visually increase pedestrian priority.

FOCUS 2

8.4 Focus 2

The second focus of the masterplan framework are medium term improvements. These are based on a longer time scale than Focus 1.

Focus 2 involves a wider area with the main concept of this part of the masterplan to create a cohesive town centre which is connected and pedestrian friendly.

The key ideas which form Focus 2 of the masterplan include:

- Town square - further development of this idea including re-use of surrounding car parks to provide a greener and more attractive environment surrounding the site
- Parklets/ town centre greening and start implementing traffic calming solutions
- Improvement of the western entrance into the town centre - including the Town Hall site
- Bus-stop improvement

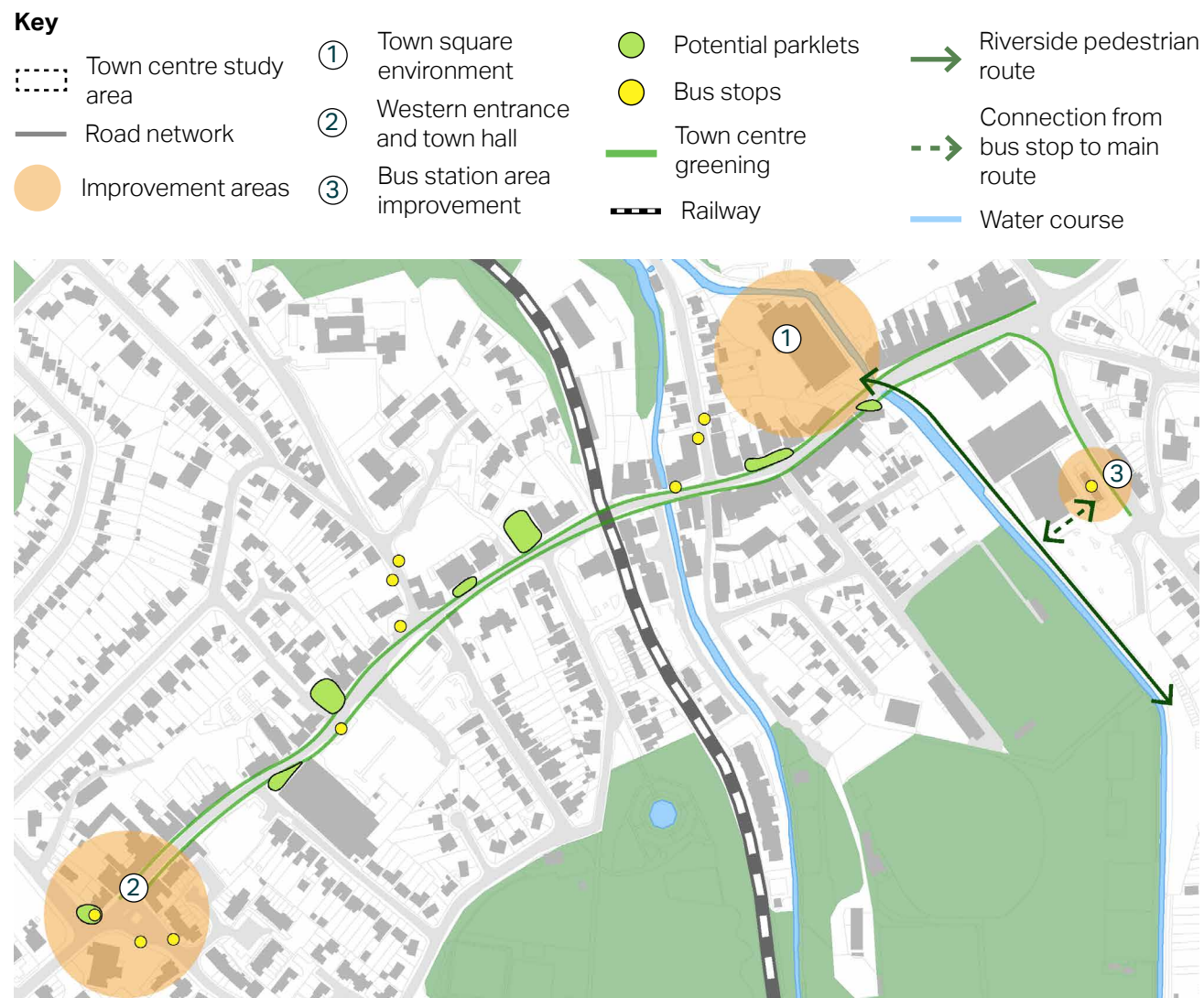


Figure 74: Map showing the overall concept for Focus 2 of the town centre masterplan framework and the key areas of improvement.

FOCUS 2 - Key Idea: Town square surrounding environment

Town square and surrounding area

The surrounding area around the proposed new town square at the present Co-op site has potential to form a core area of the town centre. The development principles identifies the opportunity for further greening in Lydney town centre, as well as the large number and area of car parking. There is a significant cluster of car parking currently surrounding the Co-op site, some of which could be re-used to provide a greener and more pedestrian friendly environment.

Focus 2 Proposal:

- Re-use of car parks for green spaces and parks
- Re-arrange access into the site to allow pedestrian only movement in this area
- A new bridge over the river to improve connections

Key

- Road network
- Railway
- Water course
- Existing car parks
- Existing green spaces
- Pedestrian routes
- Pedestrian only public realm area

- Potential vehicular access into rear car park which serves the new health centre
- ① New bridge over the river to enable access to rear car park
- ② Town square
- ③ New green space in former Newerne Street car park



Figure 75: Co-op building and the surrounding environment.



Figure 76: Newerne Street car park opposite the Co-op building.

FOCUS 2 - Key Idea: Parklets and traffic calming

Parklets and traffic calming

In general, the streets in the town centre need more trees and other types of greening, more places to stop and meet people and places where it is safe to cross the road.

Focus 2 Proposal:

- The greening and identifying spaces that will benefit from an uplift and create local hotspots should cover the full length of the three consecutive streets starting with the High Street at the area around the Town Hall up to the Catholic Church of Saint Joseph, extending to Hill Street and further north, Newerne Street at the junction with Hams Road.
- Creating pedestrian friendly crossings should be implemented along the full stretch of the town centre and pedestrian priorities should be given on the section of Newerne Street between Albert Street and Swan Road. This part needs to be completely redesigned focusing on slower traffic,

accommodating new links to the north and south, revitalising the historic assets and creating new open spaces with all new paving and street furniture.

- An important aspect of greening the town centre is to plant new trees. The tree planting should be part of an overall town centre area landscape design. There are smaller pockets available and larger areas where greening and creating pocket parks and places to meet can go hand in hand.



Figure 77: Space outside shops on Newerne Street which has the potential for use as a parklet.



Figure 78: Raised planter with integrated seating.

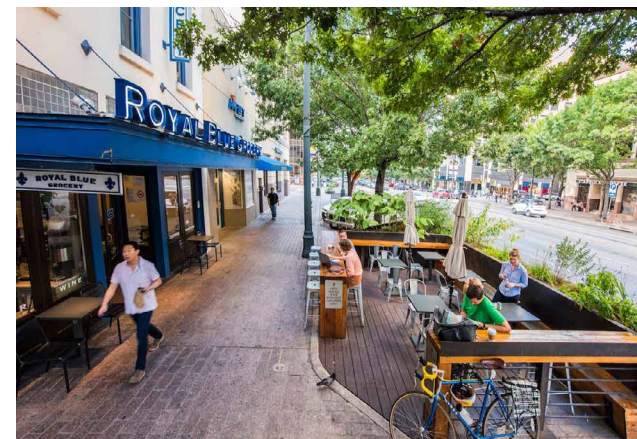


Figure 79: Parklet with trees and benches, Congress Avenue in Austin.

FOCUS 2 - Key Idea: Western entrance

Western entrance

The Town Hall to the west of Lydney was once the centre of the town. It does not attract as much footfall as the area around Lidl and the Co-op site, but in terms of the historic importance, wayfinding and enhancing the identity of Lydney, it is an important site. There should be a strong ambition to create a high quality public open space that can be used by local residents and invite visitors. It should also mark the western gateway / entrance to Lydney town centre and lead into an improved and more pedestrian friendly local street through the town centre. It is also an important junction leading towards the train station and the harbour.

Focus 2 Proposal:

- Signify this site as the Western entrance into the town centre. This can be through use of signage, public art and street surfacing. In general make the transition from the adjoining highway to the town centre more obvious with a greater pedestrian emphasis.
- Traffic focused improvements in this area are necessary, currently there are incomplete and confusing cycle lanes and a bus stop in the centre of the road.
- Mark the importance of the site by improving the public realm and create a place to meet and dwell.
- Mark the route to the harbour and the train station from here to integrate into the wider movement network.



Figure 80: Large slab of tarmac at historical site.



Figure 81: Example of street surfacing on Preston High Street which increase visual pedestrian priority. Use of this type of surfacing around the landmark site can improve the public realm.

FOCUS 2 - Key Idea: Bus stop improvements

Bus stop improvement

Bus stops throughout the town centre are currently in poor condition, with minimal and unsightly shelters. Additionally the bus station on Hams Road is a rather underwhelming part of the town centre and needs transforming. This area has a lot of space for potential improvement and can also be more effectively linked into other movement networks in the area. As well as the ideas presented in this section there should be consideration of the wider provision of bus services, including how this can run alongside the trainline and station near Lydney harbour, for example bus services from the town centre to the rail station which are synchronised with the train timetable.

Focus 2 Proposal:

- Improvement of existing bus stops to incorporate features such as green roofs, solar panels, seating, planting around the area, public art, clear and well designed signs to show the bus route.

- Development of the bus station area on Hams Road. This is a large area and can incorporate trees, planting, public art and potentially facilities here such as a small tourist information hub or cafe.
- Pedestrian and cycle route from the bus station area into the 'wellness walk' to incorporate the bus link into the wider movement network - this route will take people from the bus station along a short walk along the river to the proposed town square.

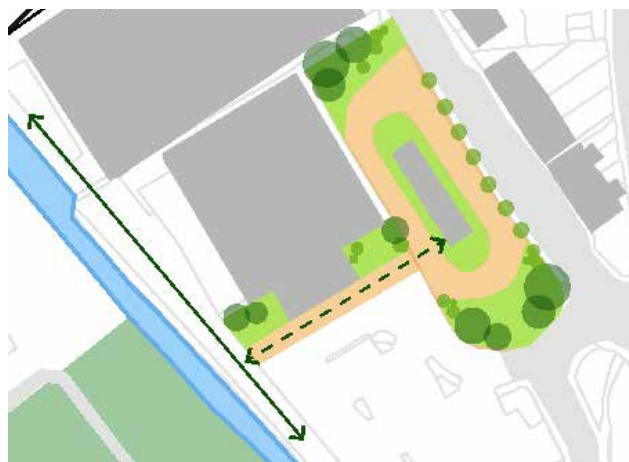


Figure 82: Bus station area on Hams Road with landscaped green areas and pedestrian link to riverside route.



Figure 83: Existing bus stop in Lydney.



Figure 84: Bus stop with green roof to encourage increased biodiversity, Leicester.

FOCUS 3

8.5 Focus 3

The final stage of the masterplanning framework is Focus 3. This is the long term vision for Lydney which is ambitious but realistic for a longer time scale. The ideas build on the previous development in Focus 1 and 2 so that even with the smaller changes that these propose this vision can be worked towards and can act as an aspiration for how Lydney town centre could continue to improve in the long term.

The key ideas which form Focus 3 include:

- Town square development - continued development of the town square with potential re-use of buildings on the site as riverside restaurants
- One-way system for Newerne Street, re-route all HGVs and resurfacing of the street
- Mobility hub and redesign of the eastern entrance to the town centre

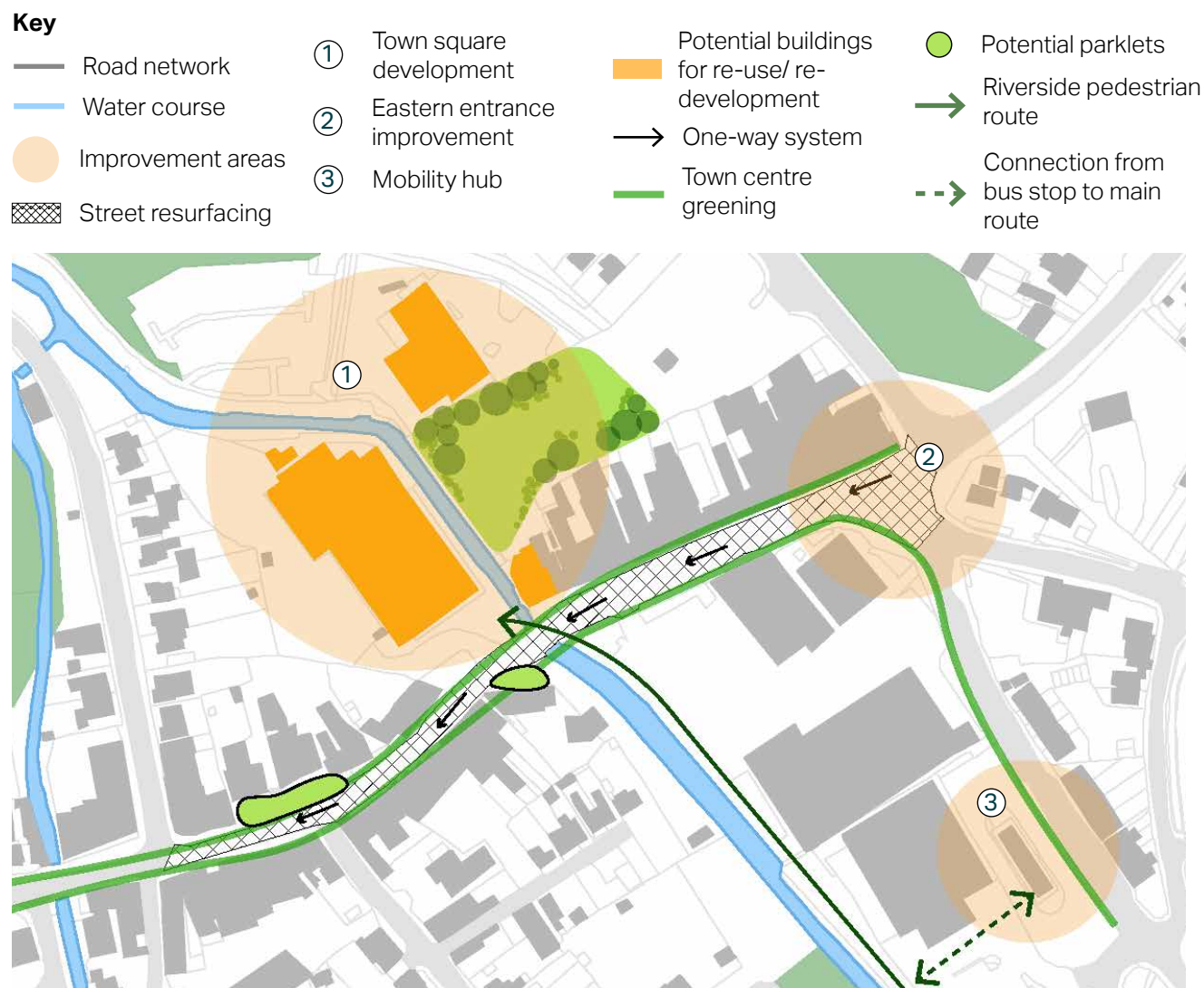


Figure 85: Map showing the overall concept for Focus 3 of the town centre masterplan framework and the key areas of improvement.

FOCUS 3 - Key Idea: Town square development

Town square development

The proposed town square can generate a new hub of activity in this area of the town centre. The location of the town square next to the river presents opportunities in the future to open up the river and further celebrate this asset of the town centre with riverside restaurants and cafes looking out onto it. There is the possibility to re-use the buildings on and around the site or to completely redevelop this area with new buildings which can be of high environmental performance to reflect the need to move towards more environmentally friendly infrastructure in the future.

Phase 3 Proposal:

- Develop the co-op site into riverside restaurant and cafes which spill out onto a new public realm area overlooking the river.
- Public realm area to have seating and planting and access to the riverside

- North-south route which is proposed to follow the river runs along the front of these riverside restaurants and cafes providing footfall and transforming this area into a hub of activity and the new centre of the town.
- Create a mix of natural and usable river front within the town centre. The River Lyd becomes the focal point of the new development. This will enhance the natural environment in the town centre and create a distinctive character.



Figure 86: The Alyn Riverside Pub along the River Alyn, in the village of Rossett, North Wales.



Figure 87: Bridge House, St Neots along River Great Ouse .



Figure 88: Precedent photograph of riverside setting. (source: Lydney town centre Urban Design Guidelines A Riverside Development For Lydney)

FOCUS 3 - Key Idea: Town square development

Key

-  Road network
-  Green spaces
-  Potential development areas
-  Frontage
-  Routes
-  Water course
- ① Co-op development area
- ② Park
- ③ Public realm space with planters and outdoor seating

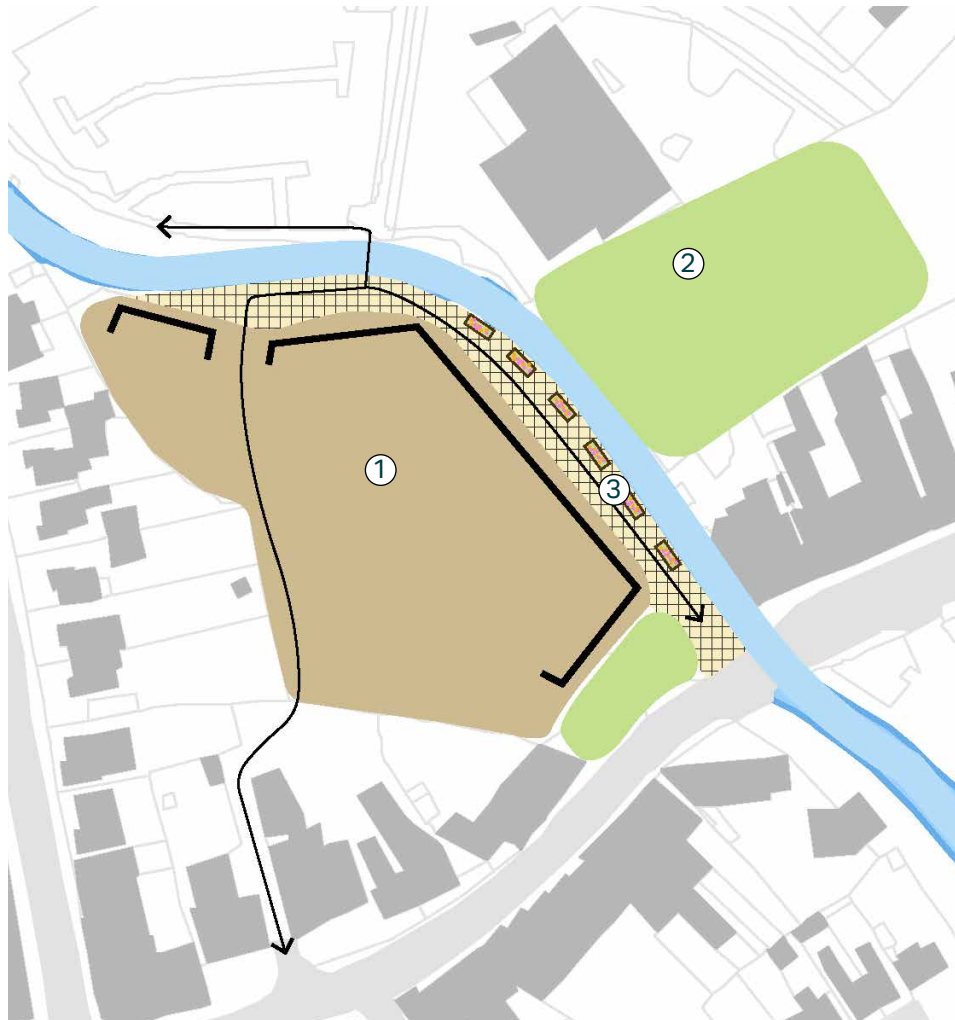


Figure 89: Map showing the town square development with green spaces, public realm area, pedestrian routes through the site and riverside restaurants with outdoor seating area.

Existing:



Riverside restaurant idea overlooking the river and green park:



Figure 90: Images to show possibilities of developing the Co-op into a riverside restaurant.

FOCUS 3 - Key Idea: Newerne Street one-way system

Newerne Street one-way system and street re-surfacing

With the invisioned increased pedestrian activity in this area of the town centre and development of the town square into a real hub for the town centre it would be beneficial to further reduce the vehicular presence.

Aligning with Approach 3 of the transport strategy in the development principles a one-way system could be implemented along Newerne Street with street resurfacing. This will increase pedestrian priority in this area and improve the public realm, creating a more distinct town centre.

Phase 3 Proposal:

- Implement a one-way system on Newerne Street which involves re-directing traffic.

- Re-route all HGVs out of the town centre to provide a truly pedestrian friendly environment
- Re-surface Newerne Street to visually indicate the town centre and pedestrian priority.



Figure 91: Example of a one-way street with paving details and planters marking the entrance into this highstreet.



Figure 92: One-way road through Preston High Street, with paving materials which enforce pedestrian priority and generate a pedestrian friendly environment.

FOCUS 3 - Key Idea: Mobility hub and eastern entrance

Mobility hub and eastern entrance

The space around the current bus station alongside with the need to move away from car use in the future and towards more sustainable travel presents a great opportunity to create a mobility hub in this location. The bus station is strategically located nearby to the proposed town square and hub of the town centre, as well as at the eastern entrance. Developing this eastern entrance to the town centre can work in conjunction with the development of the mobility hub.

The hub can include and serve multiple methods of travel such as the bus service, cycling, walking, cargo bikes etc.

Phase 3 Proposal:

- Create a mobility hub at the site of the bus station to include and serve multiple methods of travel such as the bus service, cycling, walking, cargo bikes etc. Propose bike storage, maintenance facilities and bike hire.
- Use environmentally friendly features and incorporate into the hub such as solar panels, green roof etc. Transform the surrounding environment to reflect an overall scheme of greener and healthier lifestyles with green spaces, planting and signs for walking and cycling routes around the town.
- Improve the eastern entrance to the town centre to mark the transition into a more pedestrian focused environment. This can be through street planters, public art, street furniture, paving materials and signage. In combination with the proposed one-way system along Newerne Street and re-paving of this road the eastern part of the town centre can become a truly welcoming and enjoyable experience for pedestrians.



Figure 93: Existing bus station on Hams Rd, Lydney



Figure 94: Mobility hub example



Next Steps

09

9. NEXT STEPS

The Lydney town centre Masterplan sets out an overarching vision and set of objectives for the town centre. The report provides an evidence base and high-level masterplan framework and should be read in conjunction with the Design Code document, which covers the whole Neighbourhood Area.

The implementation and delivery of the Lydney town centre Masterplan will take time but there are key next steps which will continue the momentum.

Future work aligned to the masterplan will include:

- This report will become an integral part of the evidence base of the new Neighbourhood Plan;
- Engagement will continue as the masterplan is developed and individual sites and projects are scoped out,
- The Council will also identify new funding opportunities to help address some of the ambitions contained within this masterplan,
- Consultation and working together with the community to develop the masterplan design further, prioritising the Co-op site and looking at additional windfall land in the area.
- Linking the river to the development and rewilding it, including upgrading the quality will improve the overall character of the area, and could open up funding opportunities.
- Detailed junction design proposals along the High Street, Hill Street and Newerne Street need to be developed and costed; and
- There will be need for a parking strategy to find out how much free space there is and what needs to be provided.

10. Appendix

What is a Multi-Modal Mobility Hub?

A mobility hub aims to co-locate sustainable transport opportunities in close proximity to include features such as bicycle and e-bike hire, bicycle lockers and cycle hubs including bicycle repair kits and pumps, e-car sharing, ridesharing, electric vehicle charging, bus links, and may be used for freight consolidation and / or parcel lockers.

Mobility Hubs improve legibility of services, increase confidence of the traveller, provide accurate real-time information, reduce the fear of anti-social behaviour and improve the comfort of the traveller by providing warm waiting areas, refreshments and other services. All these attributes increase the relative attractiveness of bus services compared to the car.

A mobility hub should be centrally located and be well landscaped to be in-keeping with its surroundings. It should be designed with scope for accommodating emerging and innovative future technologies, such as autonomous vehicles, delivery drones and robots, as well as collaborative and cooperative transport solutions such as freight pooling.



Case Study: Poynton Roundabout, Cheshire

Key design aspects of this approach are as follows:

- Calming and smoothing traffic movements through carriageway constraints;
- Kerbed footways distinct from the carriageway, albeit at reduced height. However, the introduction of non-vehicle priority public realm concepts seek to provide additional priority and awareness of pedestrians and cyclists at the junction amongst motorists;
- Introduction of additional public realm to provide an attractive environment for pedestrians and to encourage uptake of local retail opportunities; and
- Single lane traffic approaches to the junction.

Scheme Outcomes:

- Noticeable change in driver behaviour

on entry into the scheme, with slower speeds, more awareness and consideration for pedestrians

- Steady vehicle flow which can be beneficial to traffic noise levels and air quality²;
- Noted that there is no dedicated cycle provisions, and on road cyclists was reported to feel intimidated at times particularly by HGVs .



Case Study: Hornchurch

Scheme Overview

Enhancing pedestrian accessibility and providing features to encourage more social uses of the space, beyond just passing through. Completed 2013/14.

- Pavement widening.
- Traffic separation by median strip, with frequent raised crossings.
- Distinctions in paving materials to imply pedestrian priority.
- 20mph speed limit.
- Improved street scene – more trees, lighting, seating etc.

Analysis comparison street is Orpington town centre, where no improvements were made during study period.

Estimated Scheme Cost

£2.5 million

Impact on Local Economy

- Residential property: increase in average residential asking rent following scheme implementation.
- Retail market: general trend of increase in average retail asking rent following scheme implementation.
- Vacancy Rate: Declining vacancy rates following scheme implementation.

Key Lessons and Other Findings

- None identified

Case Study: New Road, Brighton

Scheme Overview

- Improvements to the public realm in 2007:
- Shared space with high quality granite paving across the area.
- De-cluttering, nearly all signs removed.
- No need for formal motor traffic restrictions.

Estimated Scheme Cost

£1.75 million

Impact on Local Economy

- 162% increase in pedestrian activity.
- “Research participants from the business community unanimously agreed that the scheme had benefited their business”

Key Lessons and Other Findings

- 93% reduction in traffic volume along the street.
- No need for formal motor traffic restrictions due to successful pedestrian friendly environment.

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