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Frome Town Centre

Remodelling Feasibility Study

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1.0 Executive summary

This feasibility study examines the potential for remodelling the Public Realm of the Town Centre of Frome to make it a more welcoming, people-friendly place, and reinforce the economic, cultural and social vitality of the town.

The commission grows out of the Vision 4 Frome community consultation document, which recognises that the town centre is dominated by traffic which adversely affects peoples ability to move across the town centre.

The study, carried out by Landscape Projects, Landscape Architects in summer/ autumn 2012, examined the potential for a wide range of improvements across the town centre, with a special focus on the Market Place.

An evidence-base of data describing the public realm of the town centre was assembled, through desktop study, archive research, site observations, stakeholder workshops and interviews. The findings show that:

- Frome's public realm has been shaped by its topography. The steep sloping streets of the south and west contrast with the open, level spaces of the riverside and Market Place.
- Frome town centre is generally easily accessible from conveniently placed car parks in the lower part of town.
- vehicles dominate the town centre streets particularly the Market Place, Bath Street and The Bridge causing a severing effect on people movement.
- people activity in the public realm is primarily associated with necessary activities such as shopping; there are few places to stay and linger.
- evening and nighttime activity is low; people seem reluctant to make use of the town centre, perhaps due to lingering perceptions of anti-social behaviour

The feasibility study developed proposals which will:

- enhance the historic assets and places of the town centre
- make a more distinctive and integrated lower town
- make better connections between lower and upper town, by reducing the severing effect of the road through traffic calming
- make more attractive places for staying, with increased seating and shelter
- support activity into the evening through lighting improvements
- create a greener and more sustainable town centre through tree planting and use of robust, sustainable materials.

The feasibility study identified options for making it easier for people to cross over Market Place. It recommends that:

- traffic is slowed throughout the town centre, through traffic calming measures which include entrance gateways, streetscape design, surfacing, narrowing and tables.
- drivers are made aware, through street design measures including paving and lowered kerbs, that they are driving within a pedestrian priority area as they enter Market Place.
- car parking, street furniture and other obstacles to pedestrian movement within the Market Place are removed, allowing pedestrians more freedom to cross in places which suit them.
- public realm improvements, including the provision of seats, shelters and other features, reinforce the perception that Market Place is a pedestrian priority area.

The feasibility study identified the core costs of the recommended improvements, which amount to approximately £XXX. It was not part of the study remit to identify sources of funding.

The feasibility study outlines a delivery plan.

2

Introduction

- Feasibility and Vision for Frome
- The brief
- Methodology

2.0 Introduction

This feasibility study document describes the emerging options for remodelling the town centre of Frome. This project grows out of the Vision for Frome which identified the need to improve pedestrian crossings in the town centre. The following pages show how our team of landscape architects and engineers is developing ideas for traffic calming, pedestrian crossings and streetscape improvements which will make Frome Town Centre a better place for people.

The challenge is to create a people friendly town centre in Frome which accepts that vehicle access (by buses and taxis as well as cars and delivery lorries) is part of the life of the town centre.



The process involved :

- 1 Undertaking a survey of the shared space Study Area
- 2 Consultation with relevant organisations including Somerset County Council and traffic engineers
- 3 Preparing options for a shared space including:
 - Costing
 - Phasing
 - Timing
- 4 Lead the consultation process by organising:
 - Community consultation events
 - Meetings
 - Public exhibition
- 5 Evaluation:
 - Evaluate options against responses received from consultation
 - Recommend preferred design option with costing



Vision for Frome : 2.1

Recommendations from Community Plan

(A) Economy

- 2. Business Support Centre
- 8. Attract national clothes retailers and family friendly restaurants
- 9/10. Improve car parking
- 11. Enhance town profile
- 12. Input into local development plan

(B) Getting around

- 20. Provide official crossings where pedestrians routinely cross roads:
 - Market Place 1 (George to Boyles Cross)
 - Market Place 2 (Bath Street)
 - Bath Street (Palmer Street to Church yard)
 - Bath Street (Bath Street - Christchurch Street junction)
- 21. Introduce 20mph zone from Butts Hill to Welshmill Road
- 22. Introduce shared space in Market Place, Stony Street, King Street
- 23. Make better use of the Market Place e.g. close on Saturday

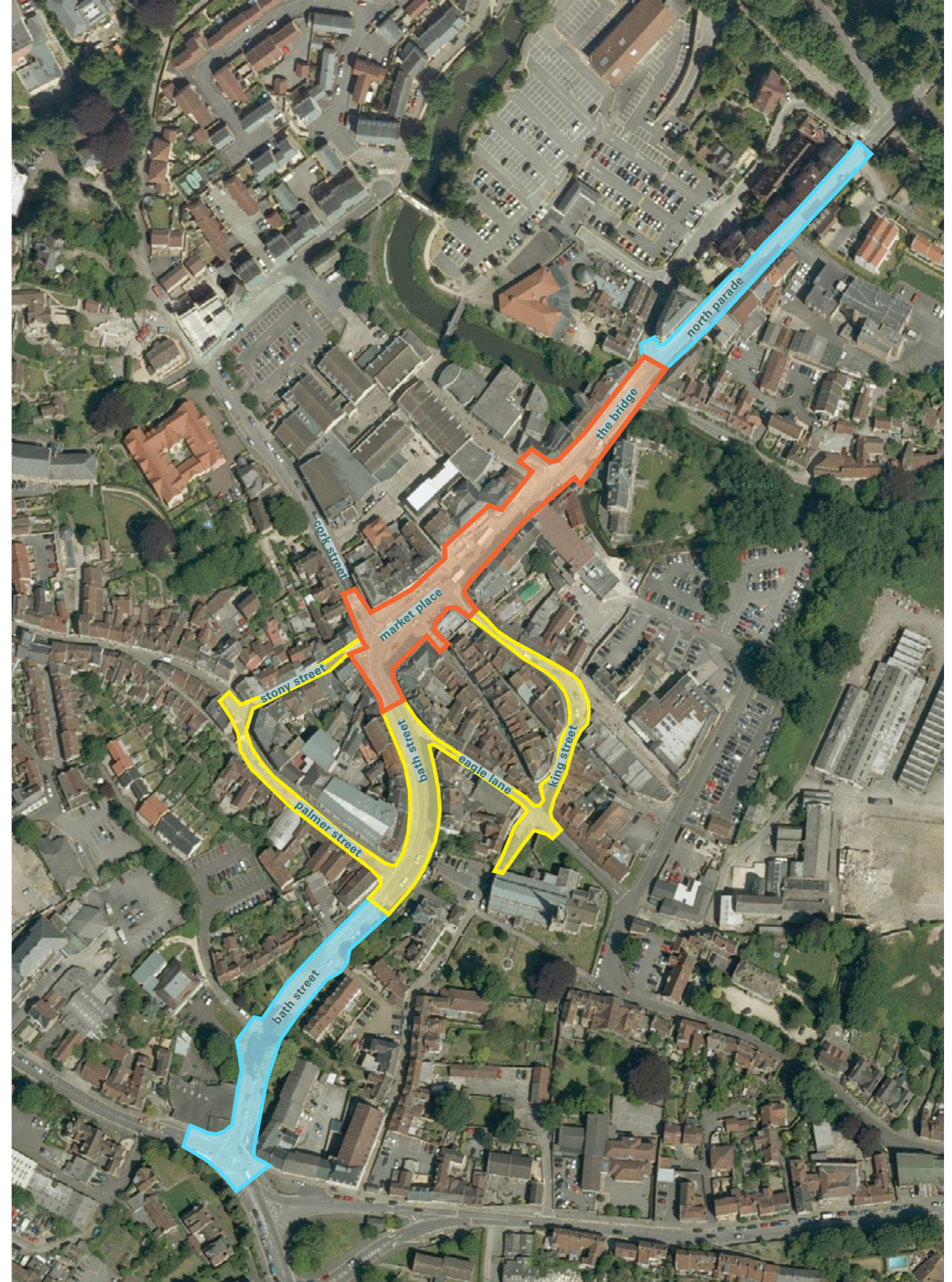
2.2 The Brief

Objective

To create a town centre environment that encourages increased pedestrian movement and enjoyment whilst maintaining vehicular access and flow in a manner that is pedestrian friendly and enhances its appearance and improves its appeal to local residents, visitors and shoppers.

Physical extent of the study

The primary area of greatest concern is the Market Place extending from the junction of Bath Street/Stony Street/Cork Street in the south, to the junction of Scott Road and The Bridge in the north. To this primary area King Street is added to the east, including Church Steps and Bath Street as far south as the junction with Palmer Street, Palmer Street, Stony Street, Eagle Lane and Church Street. Of secondary concern and providing entrances to the above area is the remainder of Bath Street to its junction with Christchurch Street East and Christchurch Street West and on the north side of Market Place, The Bridge and North Parade as far as its junction with Welshmill Road. The primary and secondary areas are shown on the adjacent plan.



Design Aims

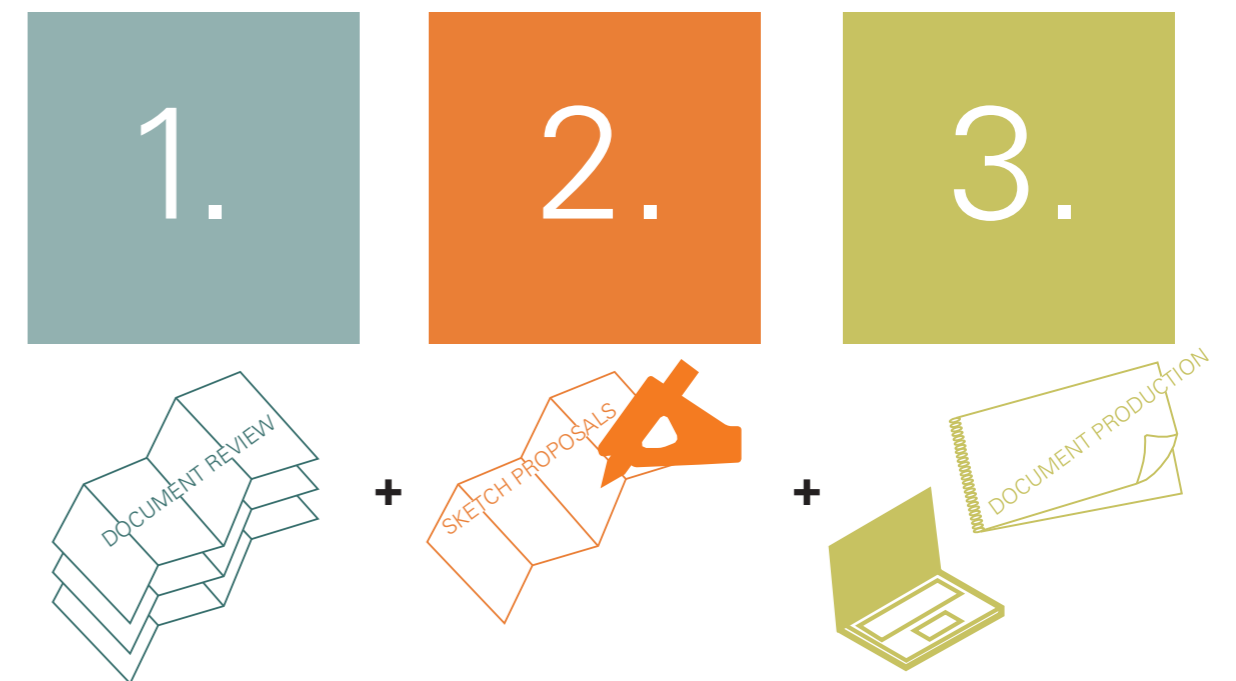
- A concept that reflects quality, simplicity and clarity
- A concept that can be implemented without too much disruption
- Resolve the conflict between the pedestrian user and vehicular traffic
- Eliminate parking around The Boyle Cross
- Renovate The Boyle Cross with the possible reintroduction of water into the basin
- Create a paved shared space at the far end of Cheap Street at the foot of St John's Church steps by the natural spring
- To remodel the bus stops and the provision of new bus shelters
- Provision of seating in strategic and sunny locations
- Plant trees in as many suitable locations as possible
- Provide public art, textured or coloured materials
- Provide new signage, waymarkers, information panels
- Consider new street or improved street lighting
- Consider the need to provide special facilities for events, activities and market stalls

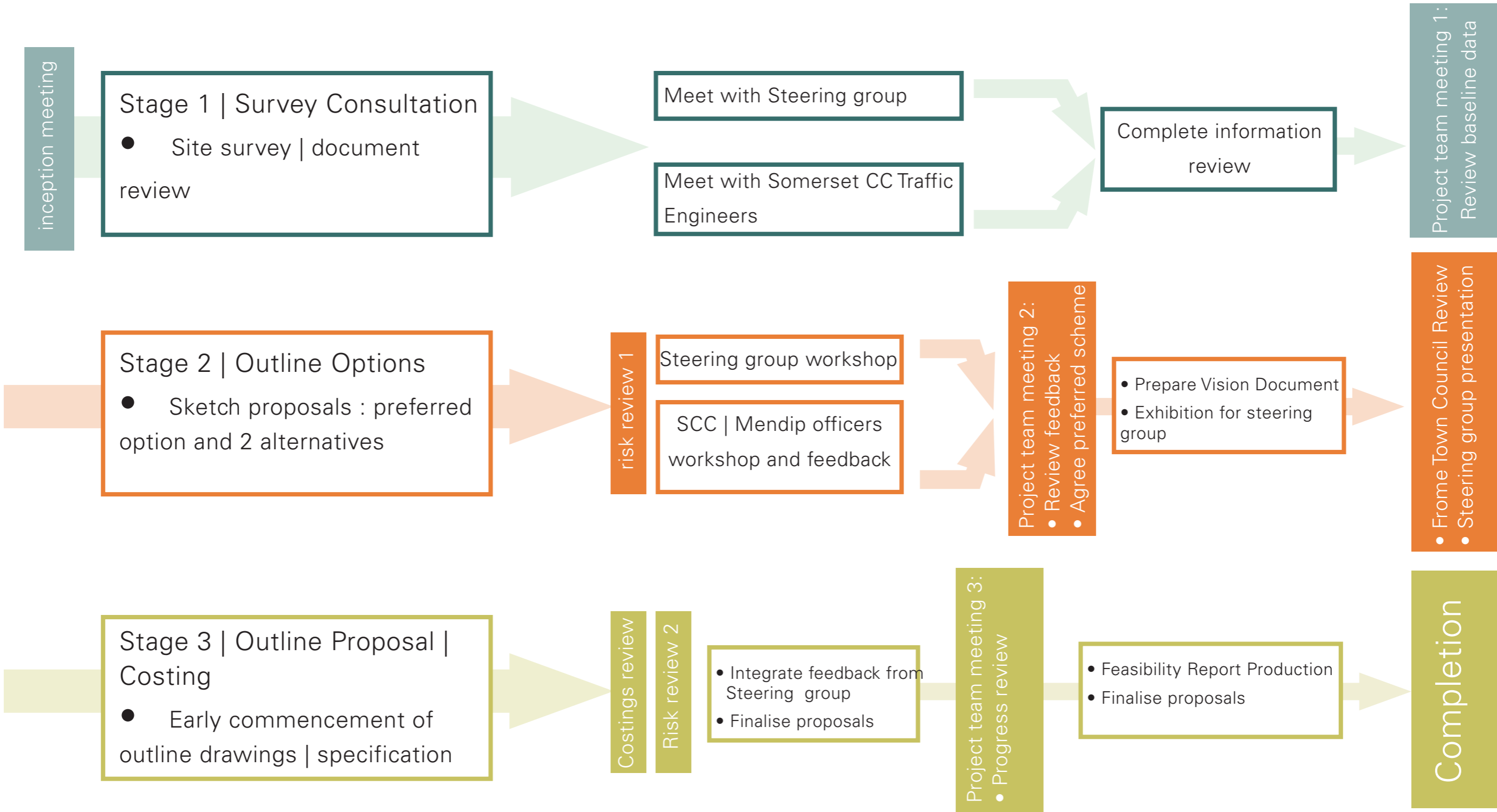
2.4 Methodology

Our approach to this feasibility study follows the sequence outlined in the brief and specifically addresses the following:

- Market Place | Local centre : this area is an important place for transaction and social interaction. We carefully accessed the relationship between people movement, footfall and staying activity, the existing public realm quality and business activity. Our proposals will examine ways in which streetscape improvement can enhance Frome as a local centre.
- Market Place as a through route : we assess traffic and pedestrian flows through Market Place and compare findings with similar locations to test ideas of traffic calming, unified surface design and public realm design features which will modify driver behaviour. Through this we develop options for change which are reviewed by our experienced engineering colleagues.
- Conservation area : development proposals are drawn up which reflect the special historic character of this sensitive area
- Pedestrian and cycle friendly : the Market Place should become once again a place where pedestrians feel comfortable and welcome. Using our evidence base and streetscape audit we examine the potential to rebalance the environment for pedestrians and cyclists
- Concensus | consultation : our proposals build on the preceding consultations already carried out, through a short series of targeted workshops which will focus on drawing out, and then testing option for change. Allowance has been made throughout for consultation and approval by the Steering Group.
- Focused improvements which target budgets and funding to create imaginative, creative and distinctive solutions.
- Deliverable, practical, cost effective and robust proposals which provide a sustainable basis for further investment and which can be implemented in phases
- Best practice : our proposals draw on our extensive national and international experience of public realm to develop excellent examples of streetscape design which develop best practice whilst at the same time reflecting the unique character of Frome
- Co-ordinated Design and Maintenance : our proposals are carefully co-ordinated to ensure that selection and placement of streetscape elements, surfaces and features is considered in relation to universal access and ease of maintenance
- Risk Management : All public realm projects are complex; we are experienced in managing projects so that stakeholder expectations are met with a fully deliverable scheme.

3 stage process.....





3

Why is Frome the way it is?

- Frome overview
- Historic development
- Identity

3.0 Frome Overview

This section examines the unique character of Frome Town Centre, which is at the heart of a thriving town of over 24,000 people.





In Frome in 1865 the Market Place had a more imposing character. The area of setts in the foreground was where the produce market was held. The setts were removed in the 1890s.....



After the setts and bollards were removed it became possible for cars to park in the Market Place.....



and today the Market Place is very busy and dominated by traffic.....except on market days.....



The Market Place in Frome has always been a busy place.....



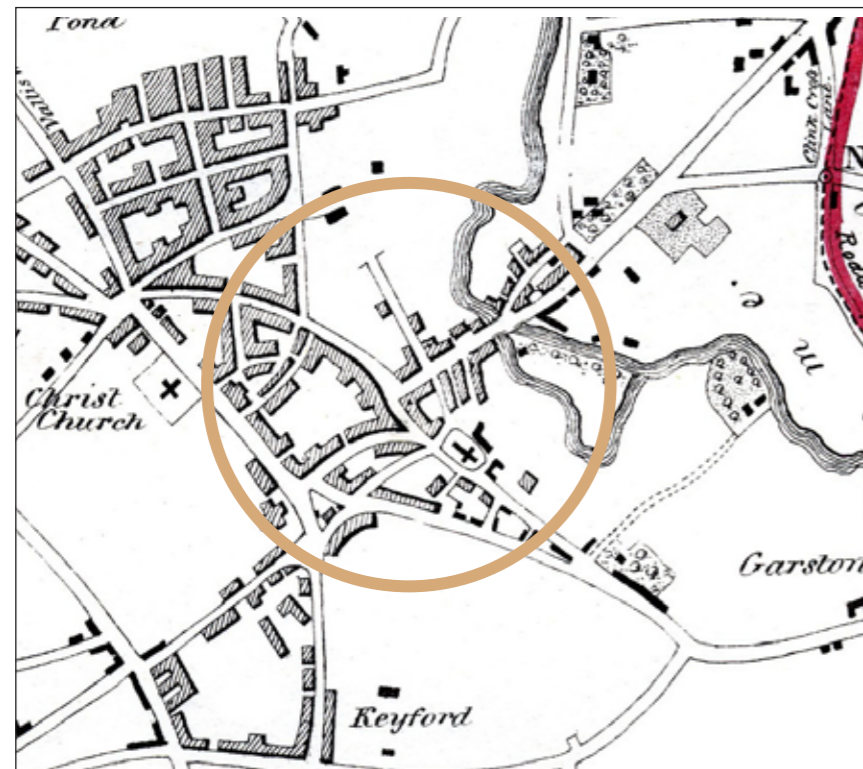
In Frome today on market days the road is closed to through traffic and people again through the Market Place.....

3.2 Historic development

Frome can trace its origins to its growth alongside an abbey, located on the banks of the River Frome. Constrained by the steep slopes of the river valley, the medieval town grew as a linear market place next to the bridge, with steep winding lanes traversing the slopes out of town to the south and west.

Frome grew considerably in the 17th and 18th centuries, thanks to its extensive cloth making industry; the town centre, focussed on the Market Place, was congested, and heavily laden traffic struggled up the narrow streets, such as Stony Street.

Thomas Bunn, a local benefactor and visionary, inspired by the improvements made to the City of Bath, 13 miles north of Frome, developed proposals to remodel the town centre.



1831 Dawson Map



18th century Frome



18th century Frome with Bath Street and Crescent overlay



Town centre map 1813 with the market hall straddling Lower and Upper Market Place



Ludlow : did Frome once look like this ?

Historic development 3.3

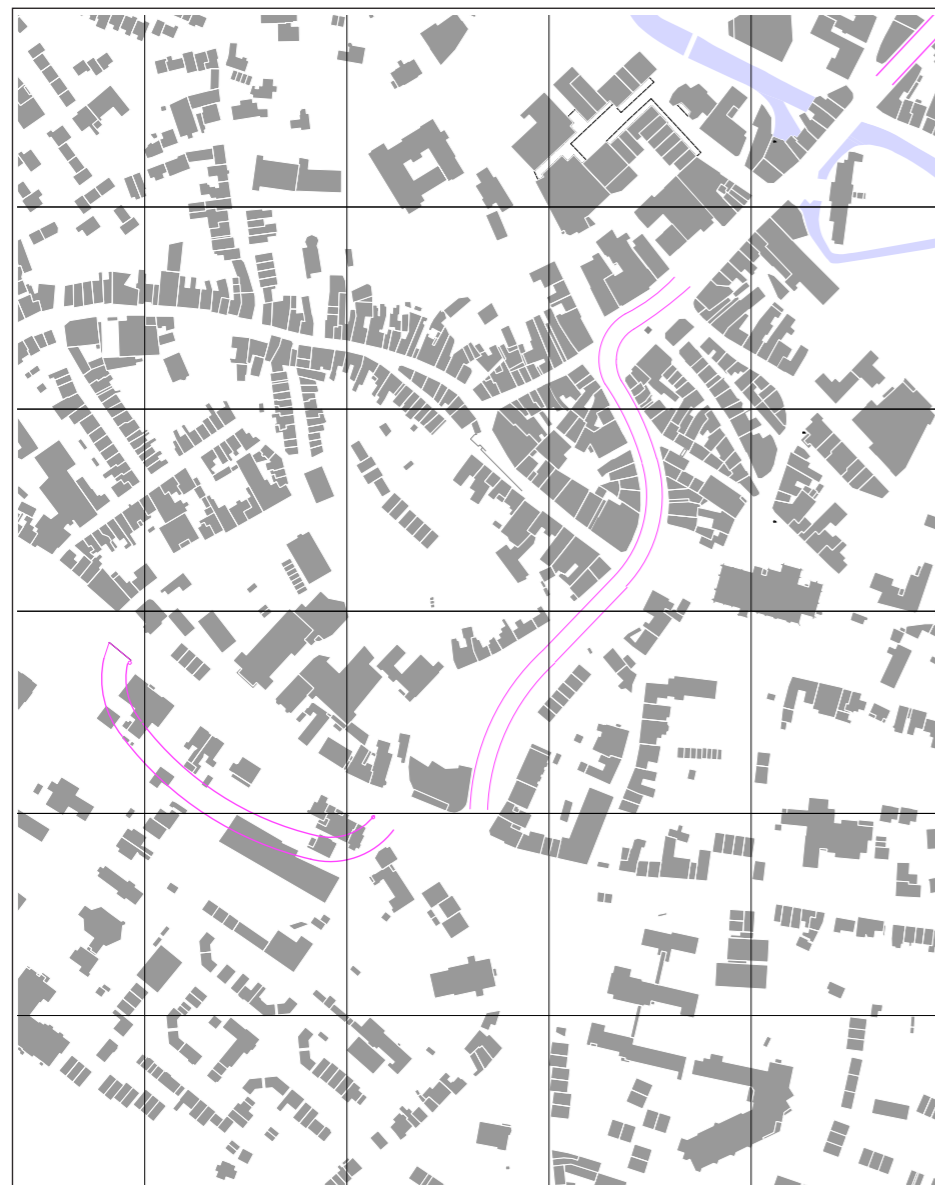
Bunn's proposals would involve:

- sweeping away the Market Hall, and unifying Market Place.
- cutting a new street with an even gradient from Market Place to Butts Hill.
- plans for a crescent of houses overlooking the town from the south

Of these proposals, the Market Place and the new road were completed. Named Bath Street (after the Marquis), the street was modelled on the recently completed Union Street, in Bath, by Baldwin. All that can be seen of Bunn's ambitious crescent are two columns located on St Catherine's St, marking the approximate extent of the building had it been built.

As a result of these foresighted changes, Frome has a fragment of planned streetscape, which connects the enlarged Market Place, up a sweeping curved frontage to the Churchyard, which is marked by a stone screen designed by Wyattville.

The Market Place became an accessible place on the route through Frome, and has remained so ever since.



Caption needed



Union Street, Bath



Bath Street, Frome



Bunn's column, St Catherine Street.



Union Street, Bath



Market Place, Frome 1924-42, National Archive

3.4 Frome Identity

Frome has inherited an attractive range of buildings, spaces and landmarks which contribute to make it a memorable and distinctive place; careful and sensitive conversions and insertions, such as Trinity, combined with a coordinated approach through initiatives such as Townscape Heritage Initiative, have reinforced a strong sense of identity.



Market Place, Frome



Blue House : Lower Market Street





Stone passageway to green courtyard



Steps to Merchants Barton



Wall-mounted fountain on Church Street



Church Steps



Church Steps : cluttered with cars



Catherine Hill : reclaimed pennant slabs and setts



Stony Street : reclaimed pennant slabs and setts



Cheap Street : with rare water channel



Whittox Lane : Forest Limestone Paving

4

Town Centre public realm description

The following chapter describes the streets and other publically accessible outdoor places within the town centre of Frome

- Frome today
- Different users and use patterns
- Arrival points
- Activity
- Shopping plan
- Pedestrian movement
- Staying in the town centre
- Universal access
- Issues
- Recommendations
- Summary

4.0 Frome today

Frome is described in its Vision 4 Frome document as a thriving market town *Dunt ullute molore tio consequ atummy nonum iriliquamet ute mod enim iriurem inis ad tatuer sit alismoleniam veliquatummy nullam irit eumsan ulpute consequ ipissi tet ullan ut prat alismolore veraessit am, quatie doloborem dolorem ex elit amet augiam, con ea commy niamet, sendrer sequat. Dui ea faccum dolore tio corer augait iliquisl dion hent ent praesectem vel do od ent lamcommy niat la at nim zzrit nonsectet, vendion utetue molobor accum irilit, volenibh eu feugiat venis dolobore velenim nonsequat, sum vullaor augiatu msandipis do od min hendigna faccum olorperci ent ver sed magna am, quipsus cilissim quatum aliquis sectem alit praesto odolute molesse eugiam iure dionsectet aut venibh erostrud magna aliquisi.*

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The Bridge and Market Place on Supermarket day, September 2012



Different uses and use patterns 4.1



Wide carriageway - designed as a trunk road



- 13800 vehicle movements through Market Place on a busy weekend

- 1200 per hour during daytime.....



Downhill approx 20 - 24mph



Uphill approx 24 - 26mph

4.2 Arrival points

Frome town centre is compact; residents frequently walk into town from nearby residential areas, and cycling, particularly in the lower areas of town, occurs frequently. The town has a railway station, located to the east of the town centre, with services between Bristol and Weymouth.

For people arriving by vehicle, including private car, taxi and public transport such as buses, the town centre is provided with well located arrival points, as follows:

- car parks : there are three pay-and-display car parks, located within 5 minutes walk of the town centre.
- taxi : there is a busy taxi rank on Cork Street
- bus : there are two bus stops in Market Place, which provide a centrally located drop off and waiting location. Services circulate from here around the town centre, and to destinations in nearby towns.
- Coaches and buses use the Cork Street car park as a place for waiting.

Although the arrival points are conveniently located, they lack a sense of arrival, destination signage and as a result detract from the quality of the town centre.

It is recommended that the quality of these important environments is increased, to improve first impressions and perceptions of Frome as a high quality location..



Town centre car parks



Pedestrian bridge



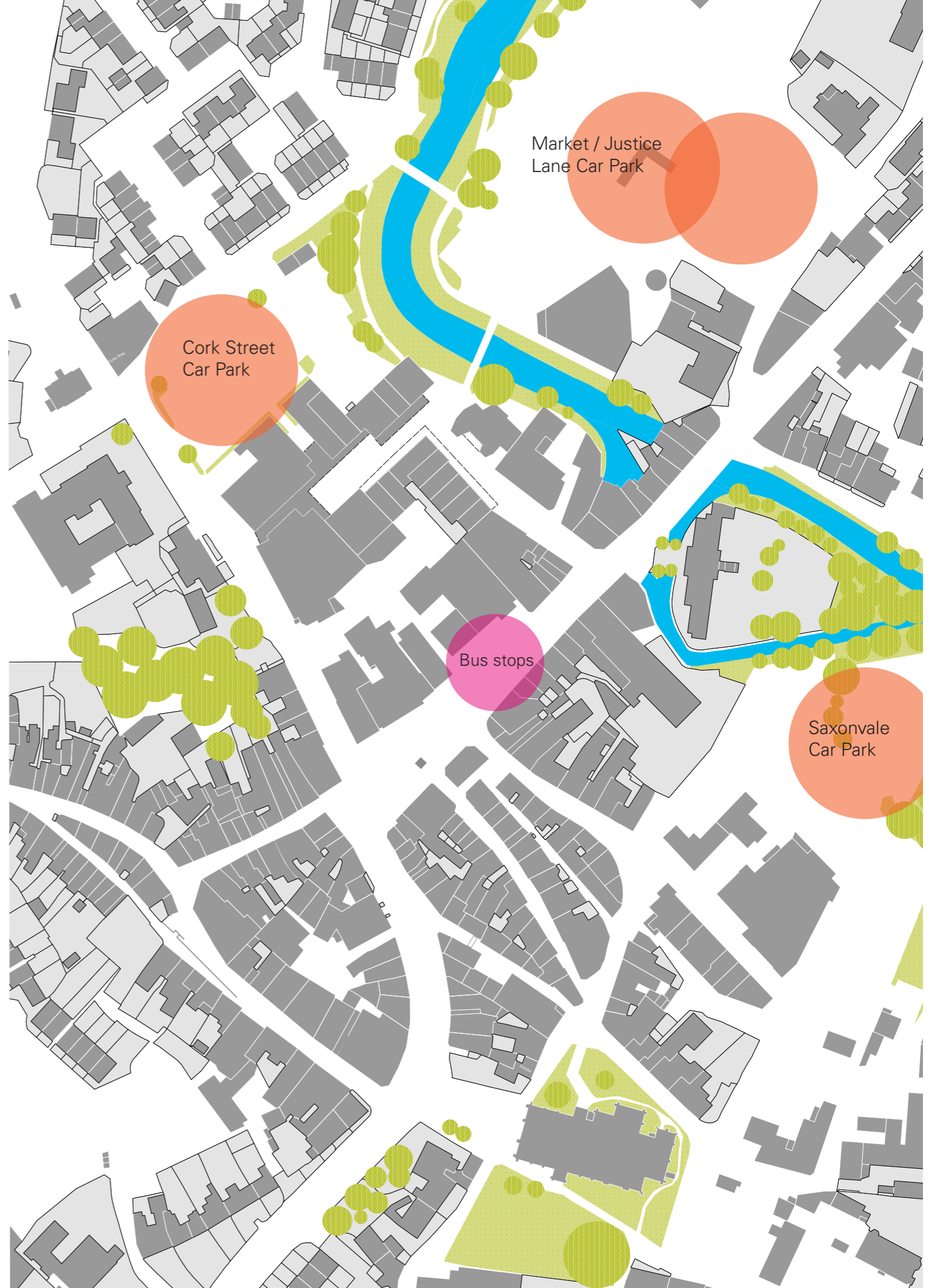
Bus stop Market Stop



Uninteresting arrival points



Lack of signage when approaching the town centre



Activity 4.3



Plant stalls in car park



Market stalls next to Boyle Cross



Scott Road and the Westway Centre



Market Place on Super-Market day, road closed to through traffic



Bath Street after dark : public realm activity in Frome quickly reduces after the shops shut

Frome town centre is the focus of many (but not all) of the events and activities which shape the life of the town. Most important among these is shopping, which is regularly augmented by markets held on Wednesdays and Saturdays.

Super-market: Through the summer of 2012, these markets were combined with the Frome Flea and Frome Artisans markets to create the “Super-Market” during which the Market Place was closed to through traffic, and street stalls extended almost continuously from the former Cattle Market, to the top of Catherine Hill. They were very popular, despite poor weather, showing that Frome has an important role to play in the locality.

Other events which take place in the town centre include the annual Carnival (a smaller version of the famous Carnivals which visit other nearby towns) and the Frome Festival.

The public realm in the town centre tends to be either narrow, lively streets, or traffic dominated highways or car parks, which provide little opportunity for events and activities.

Nighttime activity in the town centre is sporadic; there is a cinema on Cork Street, and several popular restaurants, pubs and hotels in locations through the town centre. The Cheese and Grain provides a popular venue for live bands, on the fringe of the town centre (although it is perceived as detached from the town centre due to the car park and river)

In the past the town has gained a reputation for Friday night drinking and accompanying anti-social behaviour. Although this has diminished of late, there is a lingering perception that Frome is not a safe place for an evening visit.

It is recommended that events such as the supermarket continue to be programmed throughout the town centre, and that the evening offer is coordinated with it, so that the awareness of the town centre as an attractive, sociable place is increased.

4.4 Shopping plan

Frome has been a market town since it was founded, and retail activity is the lifeblood of the town centre. The map of shopping / retail activity in the town centre reveals some interesting patterns:

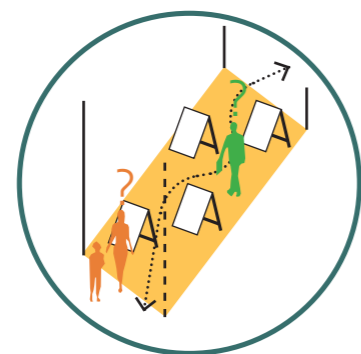
- There is a wide variety of independent small scale shops.
- These are located in the narrow side streets off Market Place, including Cheap Street, King Street, Stoney Street and Palmer Street
- Larger chain stores and supermarkets are located on Lower Market Place and in the Westway Shopping Centre.
- Upper Market Place and The Bridge are dominated by commercial, financial, banking and professional services such as estate agency and solicitors. Although important, their shopfronts are inward-looking, displaying few signs of activity, and as a result contribute little to the vibrancy of the town, particularly in Upper Market Place.

The impact of retail / commercial activity on the life of the public realm can be summarised as follows:

- Overall the lively mix of independent shops make a major contribution to the attractiveness of the town.
- The quality of the shopfronts is variable, and some in prominent locations on Market Place are poorly designed.
- A-boards proliferate, causing clutter, and detracting from the charming quality of streets such as Cheap and Stony Street. It is recommended that a shopfront / A-board campaign, aimed at encouraging improvement, is instigated.



Some shop fronts are tired and worn



A-boards clutter the streets



Cheap Street with A board clutter



Market Place shops

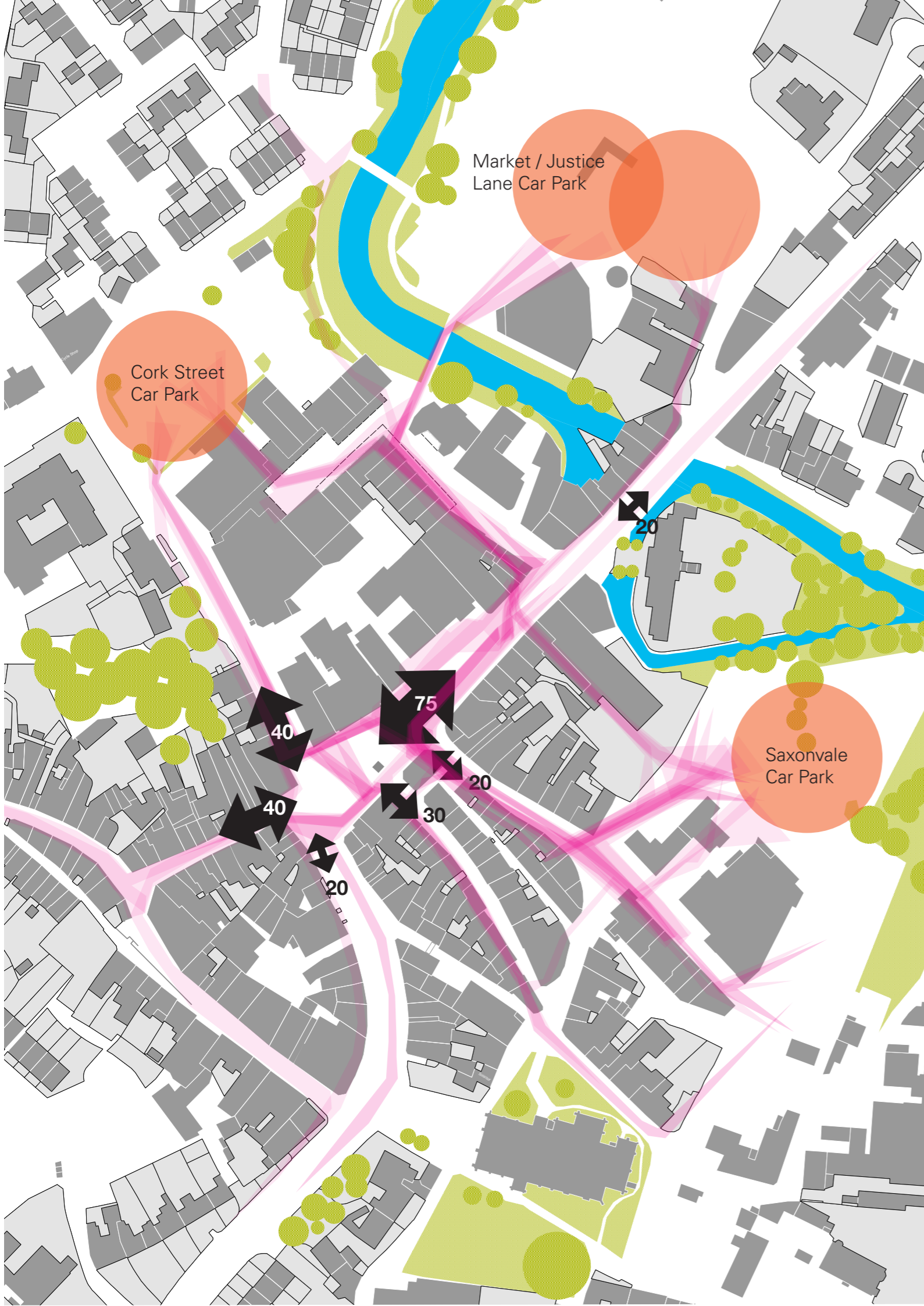


Market Place shops



Shops in Market Place





Pedestrian movement 4.5



Market Place controlled crossing



People crossing the Market Place to get to Cheap Street



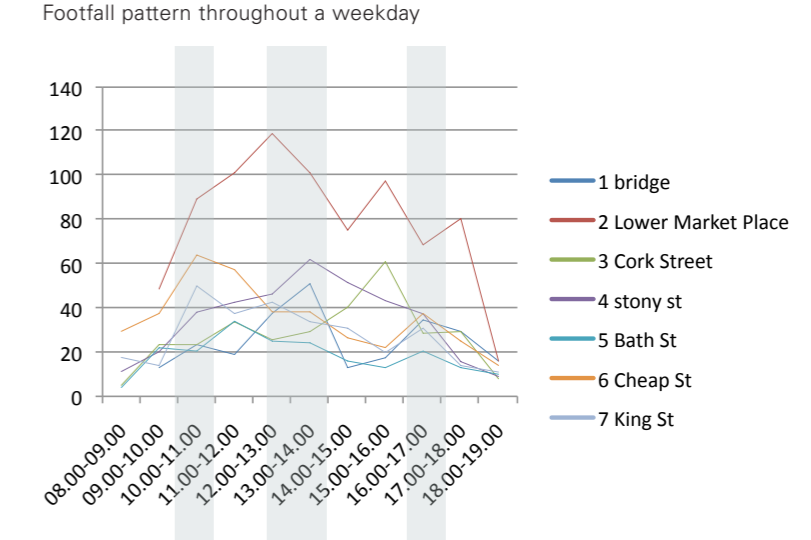
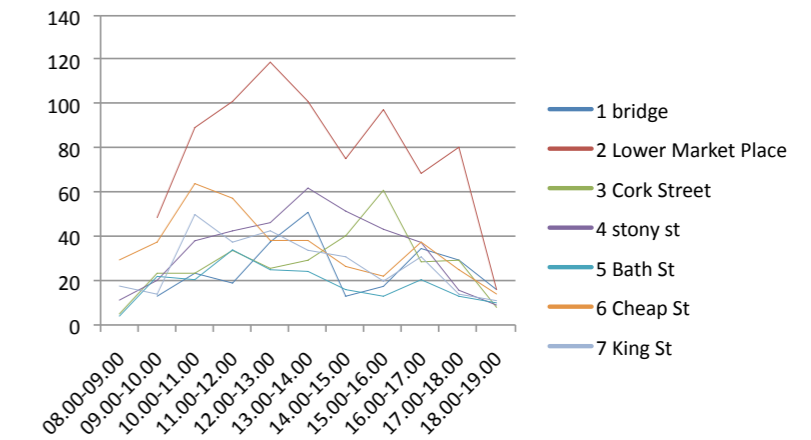
People walk around the guardrails to get to Stony Street



Scott Road provides an important link

We looked closely at what people do and where they walk in the town centre. We noticed that most people arrive in the well located car parks and then walk across the Market Place. We noticed that most people use the crossing outside Iceland but just as many cross the Market Place to get to Stony Street where there is no crossing.

Upper Market Place is as busy as lower Market Place.....



4.6 Staying in the town centre

We looked closely at where people can stay in the town centre on benches and seats. There are very few in fact. Frome town centre is unwelcoming to people who want to stay longer and enjoy the surroundings.



Informal seats



Seats



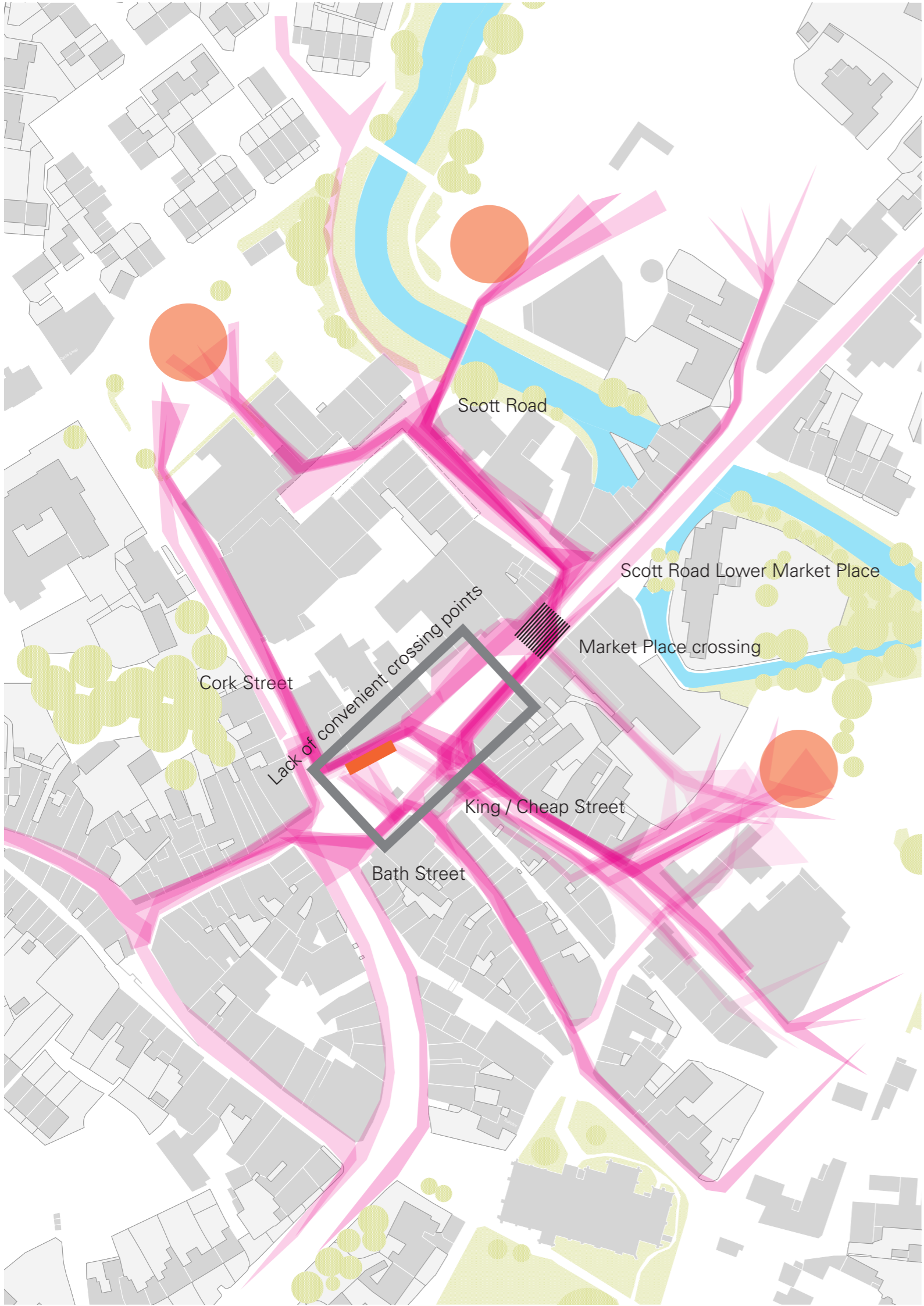
Informal seats

Cafe seats



Lack of seating and places to stay





Steps in the public realm



Disable people are forced to walk a considerable distance to a safe crossing point



Disable people are forced to walk a considerable distance to a safe crossing point



Lack of safe pedestrian crossings mean people cross between cars

The principle of universal access for all members of society should apply where possible throughout the town centre of Frome. In discussions with local access groups, and with national bodies such as Guide Dogs for the Blind, it is clear that :

- Frome has accessible arrival points, such as the local car parks, and the bus stops on Market Place.
- Disabled car parking spaces are provided centrally including in Market Place where they are located at the southern end outside the George Hotel.
- Steep sloping streets such as Stoney Street and Catherine Hill discourage some people from using and accessing the south west of the town centre.
- The busy traffic route of Market Place is crossed by only one signal controlled crossing, located at Scott Road. This is a considerable distance from the disabled car park spaces.
- There is a lack of convenient crossing points for people to cross at the southern end of Market Place.
- Frome town centre is not universally accessible.

Disabled people are not provided with convenient walking routes.....



Inconvenient crossing points mean people cross in front of cars



Walking routes are inaccessible to disabled people

4.8 Issues

In our experience and that of similar public realm designers across the country it is possible to achieve a balance between vehicles and pedestrians and cyclists in places like Market Place if we can create low traffic speeds (around 11mph) and redesign the street so that it looks like a pedestrian place and not just another conventional road for cars to dominate.

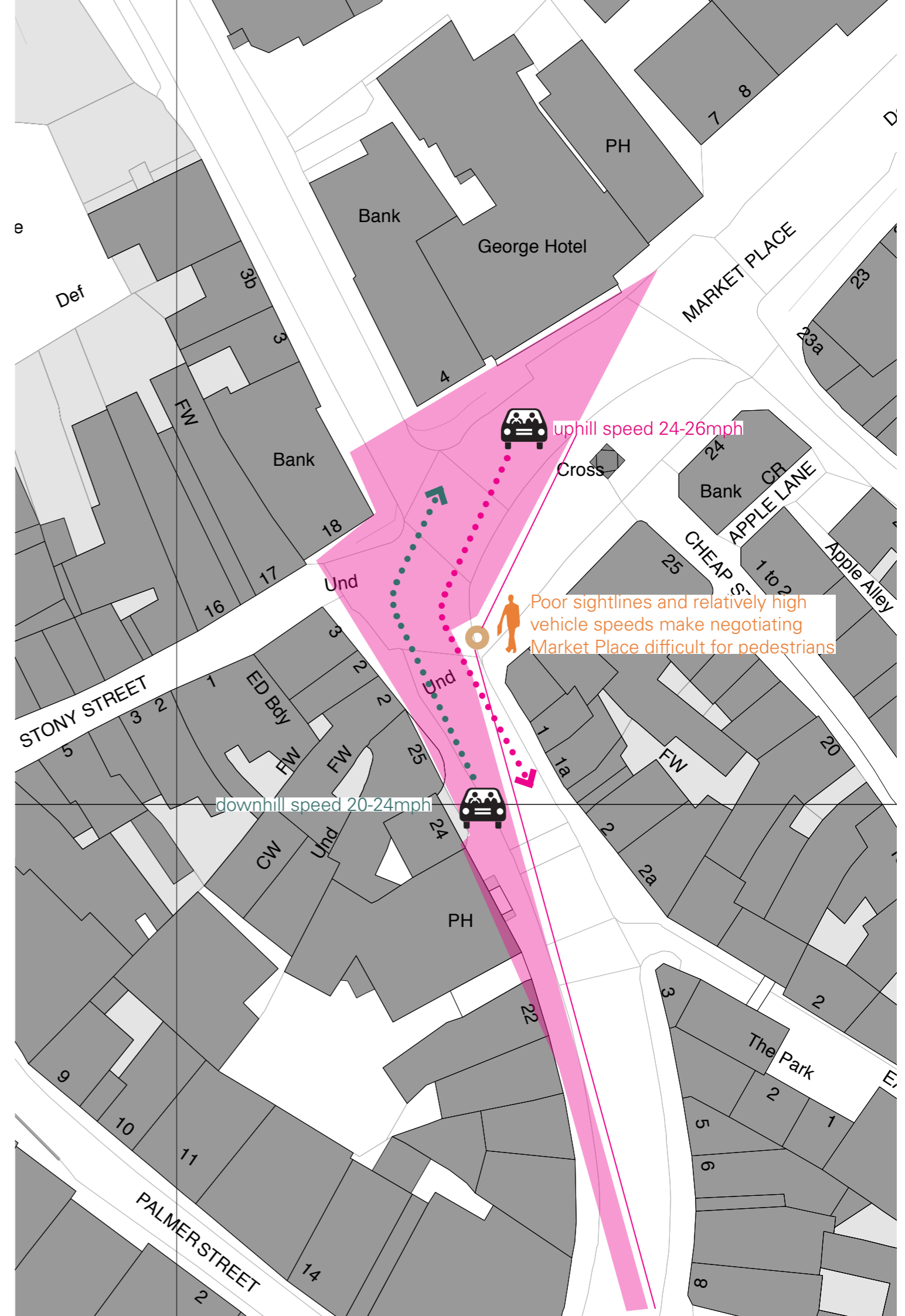
People want to cross on desire lines.....



People walk fast between cars.....
300 pedestrians cross Upper Market Place per hour during daytime



but we noticed that when traffic speeds are low, people walk safely between cars which stop to let them cross





Many people ignore the guardrails.....



and walk around them to cross the road.....

In the Market Place :

- Traffic is given priority in what should be a pedestrian friendly space
- road signage and lining give the Market Place the appearance of a trunk road
- carriageway widths prioritise vehicles, and imply that they "own" the Market Place
- footways are narrow and constrained by obstacles
- pedestrian barriers force pedestrians off their desire-line...but many choose to ignore the barriers.
- cars manoeuvring to access car park spaces deter pedestrians from walking across market Place.

But....

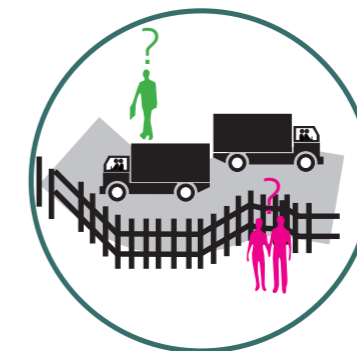
- when traffic speeds are low, car drivers routinely stop to allow pedestrians to cross the Market Place.



Very difficult crossings.....Bath Street crossing, poor sight lines



When traffic slows cars stop for people.....but this is not always the true.....slow traffic speeds bring pedestrians / cyclists and vehicles into balance



The streetscape is cluttered with obstacles to movement



The area is planned prioritising motorists over pedestrians and cyclists

4.10 Market Place : Car Parking

Car Parking in the Market Place is a long-established use. 15 spaces are marked for short term parking providing convenient access for short visits to cash machines, banks and shops. Frequently, additional cars are "double-parked". Vehicles reverse into or out of the carpark spaces, into the flow of traffic in Market Place.

Parked vehicles dominate the Market Place; not only in parking spaces, but through the complex manouvres which discourage pedestrians from walking between and behind the cars to cross whre they find it most

convenient. As a result, car parking squeezes pedestrians into the sides and corners of Market Place.

On Wednesdays and Saturdays, market stalls are placed in the car park spaces; the reduction in car parking capacity is accepted, and drivers make other arrangements. This demonstrates that car parking reduction is possible; parking could be relocated to nearby Bath Street.



15 car parking spaces dominate the market place.....



Potential for parking on Bath Street.....



Boyles Cross is an important and well-loved monument, erected in 1871 to the memory of the Reverend Boyle. The structure, comprising a stone cross and octagonal basin should mark the Market Place, but is frequently obscured by parked cars and other vehicles.

The Cross provides one of the few locations where people can sit in the Town Centre

The setting of Boyles Cross should be improved, to make it more widely visible, and to provide additional places for people to sit in the Market Place



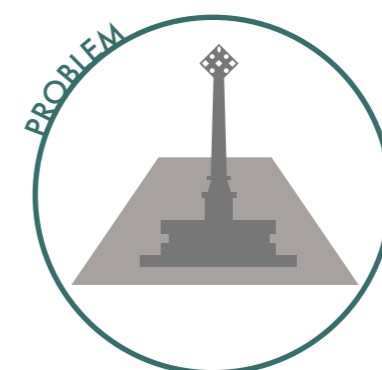
The Boyle Cross is barely visible.....obscured by the parked cars in the Market Place.....



The Boyles Cross is lost amongst the parked vehicles



Create a focal point within a vehicle free setting



The distinctive landmark is set within a poor quality surface and in need of restoration



Refurbish the cross and add special street furniture, feature lighting and quality paving materials

4.12 Town Centre : Paving

The public realm of Frome is paved in a variety of paving materials.

Historic materials, such as the local "Forest Marble" are occasionally still in place, for example on Whittox Lane and Gentle Street, where stone setts are closely jointed to form a footway

Elsewhere, the predominant pre-20th century paving material is Pennant Stone, a hard sandstone, laid as coursed slabs, in a characteristic greyish brown tone. Examples include Merchants Barton and Cheap Street, where it is laid up to the central channel.



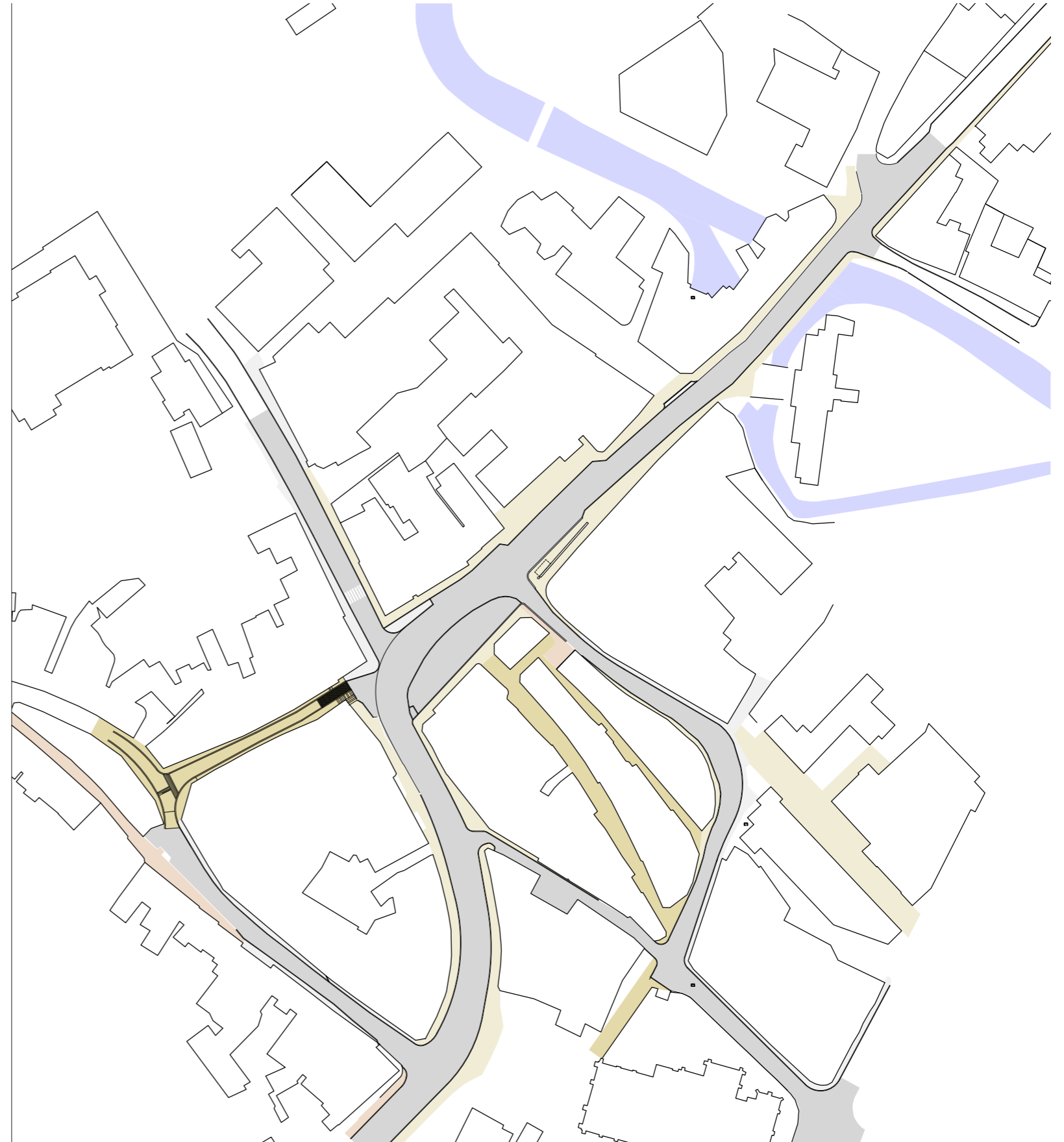
Pennant stone : Merchants Barton



Pennant stone : Cheap St



Forest Marble : Whittox Lane



Town Centre : Paving 4.13



In-situ : Bitmac car park / carriageway



In-situ : resin bonded gravel over bitmac

Paving materials which date from the 20th century include :

- Reclaimed Pennant Stone, a hard sandstone, laid as coursed slabs and setts, in the Townscape Heritage refurbishment areas of Stony Street and Catherine Hill
- In-situ bitmac and bitmac with resin bonded finish
- concrete blocks buff toned laid close-butted, throughout lower Market Place, bath St and Scott Road



Pre-cast Concrete Blocks and kerbs : The Bridge



Pre-cast Concrete Blocks with reclaimed stone kerb

Market Place



Reclaimed Pennant Stone slabs and setts, Catherine Hill



Pre-cast Concrete Blocks The Market Car park

4.14 Recommendations : Overall town centre

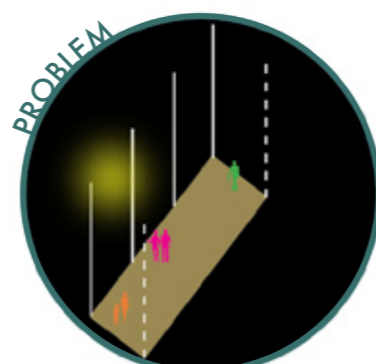
Problem.....



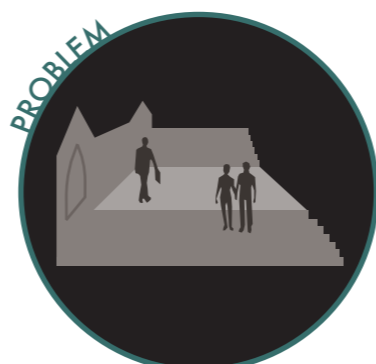
Uninteresting arrival points



Lack of signage when approaching the town centre



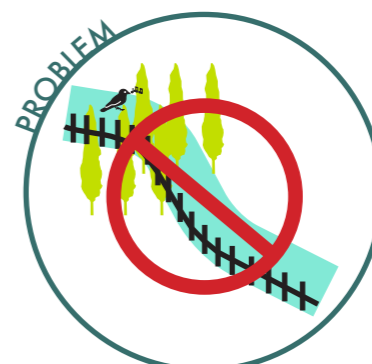
Obtrusive glare but little lighting of ground level



Lack of lighting along the church steps at night



Parked cars obstruct access to the church steps



Access issues to Riverside

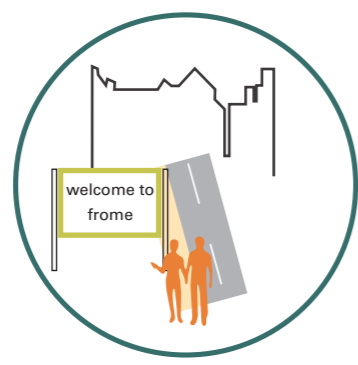


Uninviting riverside spaces lack accessibility and quality

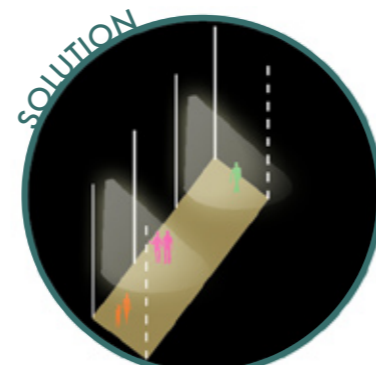
Solution.....



Tree planting to arrival points



Welcome signage



More low level lights that illuminate the ground surface



Illuminate the church steps and stone carvings to enhance the public realm around the church



Traffic calming and special street furniture to deter car parking



Improve access along the Riverside from Saxonvale car park to Market Place



Create inviting and lively riverside spaces

Problem.....



The streetscape is cluttered with obstacles to movement



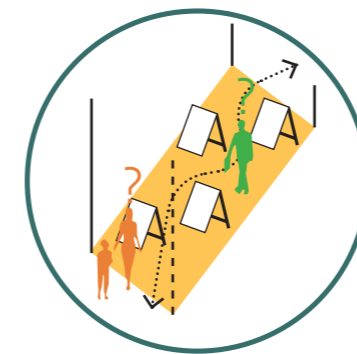
The area is planned prioritising motorists over pedestrians and cyclists



Inconvenient crossing points mean people cross in front of cars



Some shop fronts are tired and worn



A-boards clutter the streets



Lack of seating and places to stay



Walking routes are inaccessible to disabled people

Solution.....



Remove obstacles to pedestrian movement



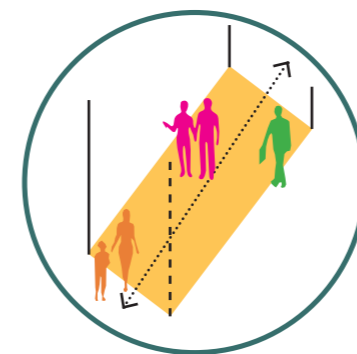
People come first over vehicles



Traffic calming and convenient crossings



Shop front improvement programme



Declutter streets



Lots of seating and staying opportunities



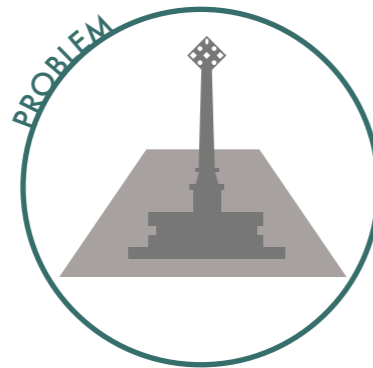
Improve access for disabled users

4.16 Recommendations : The Boyle Cross

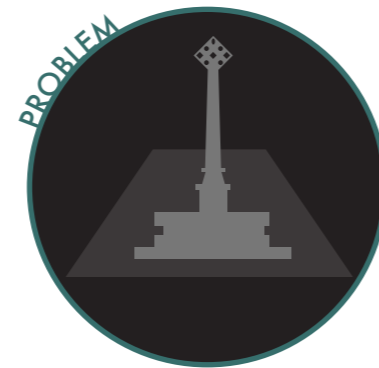
Problem.....



The Boyles Cross is lost amongst the parked vehicles



The distinctive landmark is set within a poor quality surface and in need of restoration



At night The Boyle Cross is barely visible

Solution.....



Create a focal point within a vehicle free setting



Refurbish the cross and add special street furniture and quality paving materials



Add feature lights to illuminate The Boyle Cross at night

Overall Town Centre

- Tree planting to arrival points, specifically Market Car Park and Cork Street Car Park
- Welcome signage to Bath Street and North Parade, signage will announce traffic calmed zone
- Programme of improvements to lighting around the town centre
- Enhance the public realm around the Church through traffic calming measures, special street furniture and new lighting to the steps
- Improve access along the riverside from Saxonvale car park to Market Place
- Create inviting and lively riverside spaces

Market Place

- Create a place where people come first over cars through traffic calming measures, introducing convenient crossing points and removing obstacles to pedestrian movement
- Set up a programme working with businesses and shop owners to upgrade shop fronts
- Declutter streets to enhance the accessibility of the public realm
- Increase the amount of seating within the Market and create opportunity for staying
- Improve access for disabled people in the town

The Boyle Cross

- Make The Boyle Cross the focal point of the Market Place by removing car parking places
- Repave the area around the cross with quality paving materials and add special street furniture design by local artists
- Renovate the cross with the possibility or reintroducing water back into the basin
- Add feature lighting to illuminate the cross at night

5

Town centre remodelling proposals

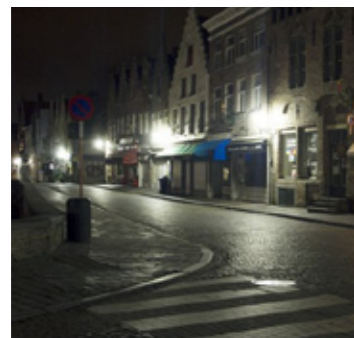
The following chapter shows our proposals to improve the public realm across the town centre.

The proposals are listed below:

- Introduction
- Remodelling ideas
- Lighting
- Tree planting to car parks
- Shop fronts and signage
- Riverside access improvements
- Improvements to Church Steps

5.2 Remodelling Ideas : Pedestrian friendly environment

- ① Improve or upgrade the existing lighting with low level lights that illuminate the ground surface
- ② Provide destination signage at arrival points
- ③ Discourage A-boards and remove obstacles to movement
- ④ Improve access along the Riverside from Saxonvale car park to Market Place
- ⑤ Traffic calming and special street furniture to deter car parking



Improved lighting scheme to enhance public realm



Propose new way finding signage strategy



Clear obstacles to movement with the public realm



Improve access to the riverside by constructing pedestrian walkway

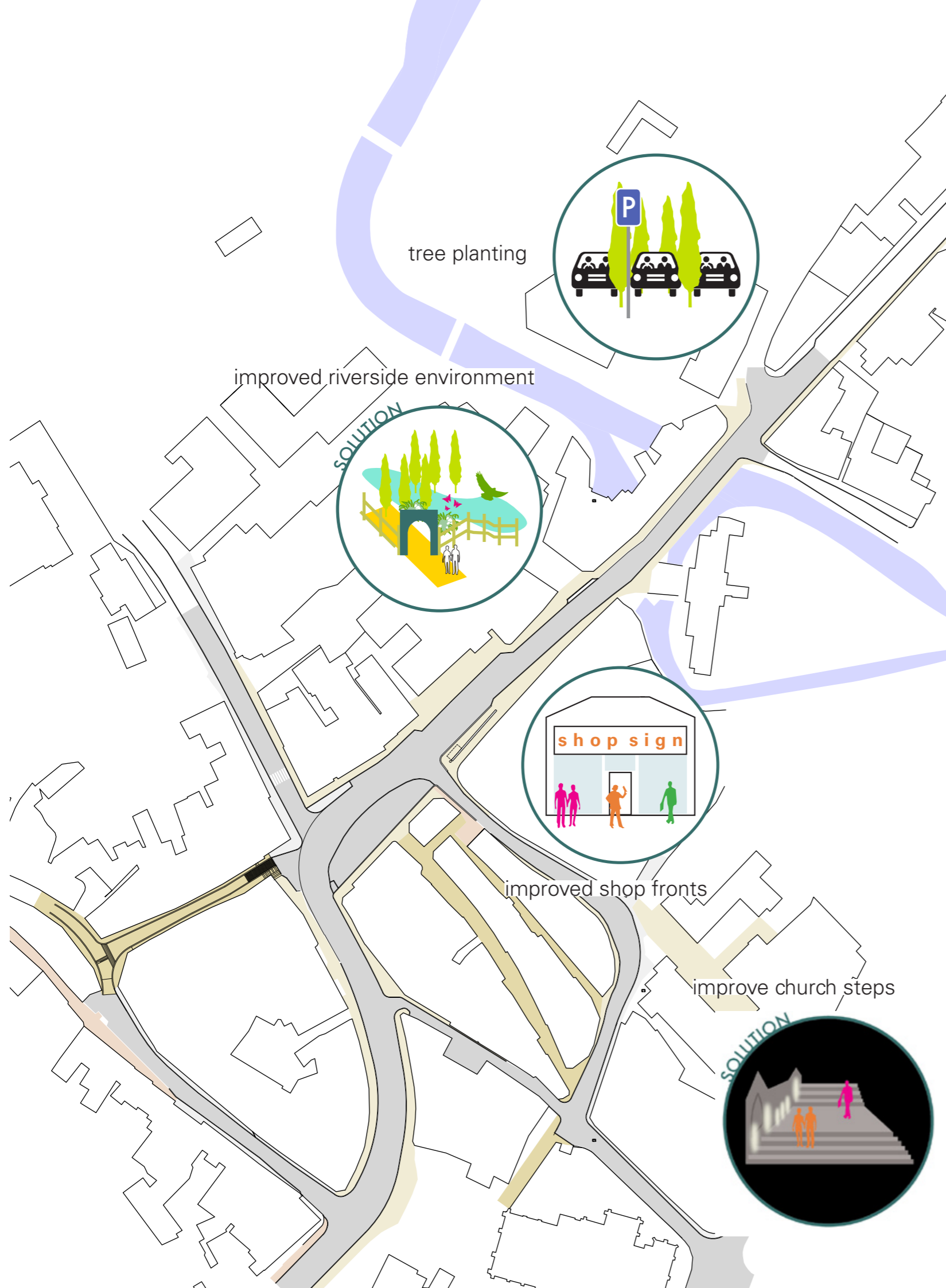


Pedestrianise the area around the Church Steps

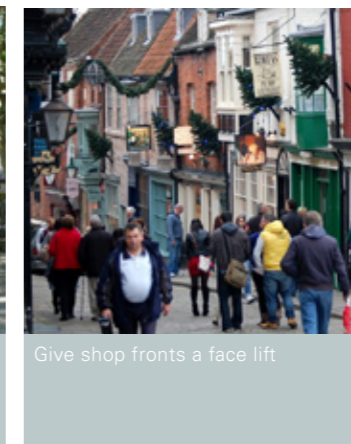


Distinctive place 5.3

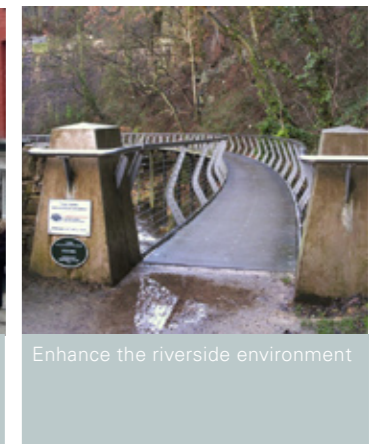
- ① Enhance arrival points through tree planting to create a warmer welcome
- ② Improvements to shop fronts
- ③ Create inviting and lively riverside spaces
- ④ Illuminate the church steps and stone carvings to enhance the public realm around the church



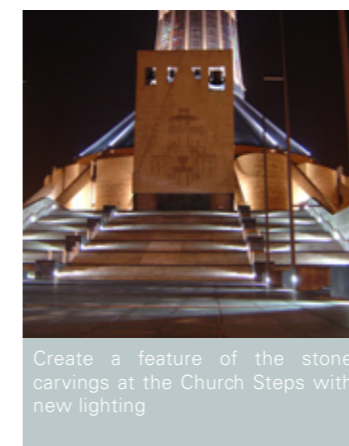
Tree planting to car parks



Give shop fronts a face lift



Enhance the riverside environment



Create a feature of the stone carvings at the Church Steps with new lighting

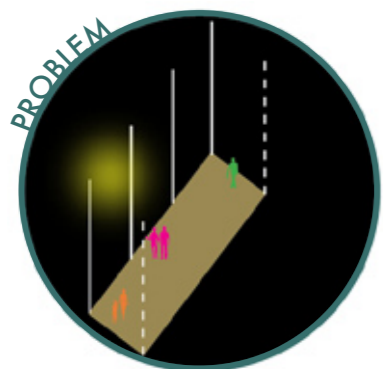


Commission local crafts people to design street furniture and art work

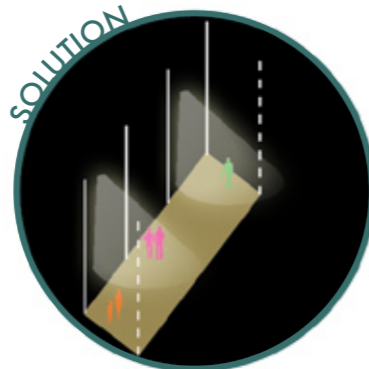
5.4 Lighting

The Town Centre is currently unevenly lit at night. It's ambience and attractiveness for pedestrians will be improved by :

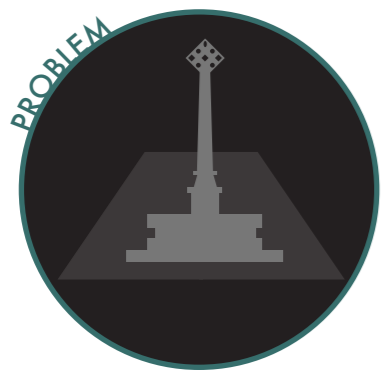
- repositioning lighting lower, and at closer spacings, so that lower light levels are possible, thereby reducing glare.
- making use of warm-toned low energy light fittings such as LED's ideally fixed to buildings, so that light gently reflects off the warm toned masonry typical of Frome.
- creating an evenly lit, low-level of backdrop lighting through the town centre, which lets the distinctive shopfronts and building interiors shine out.



Obtrusive glare but little lighting of ground level



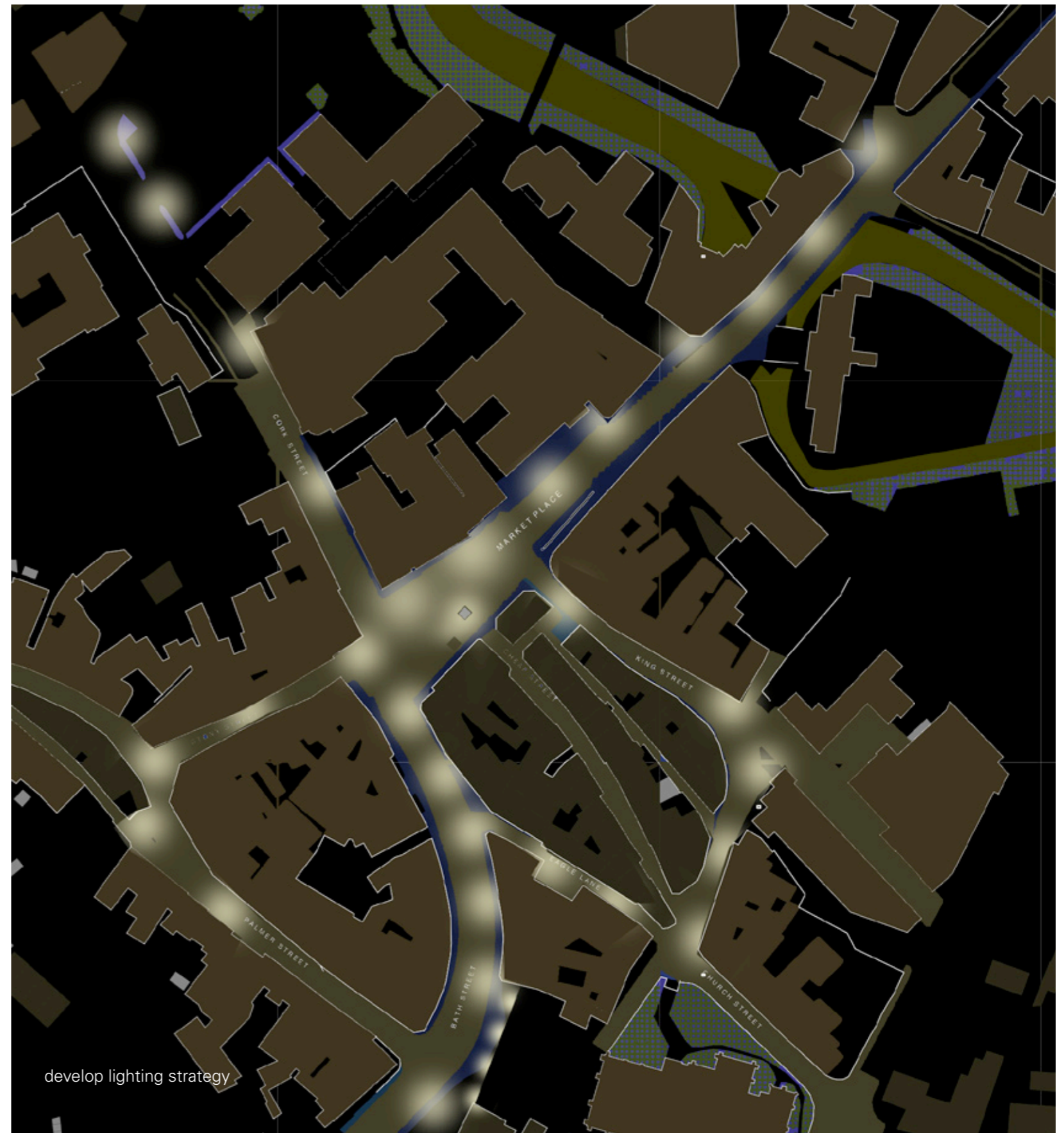
More low level white lights that illuminate the ground surface



At night The Boyle Cross is barely visible



Add feature lights to illuminate The Boyle Cross at night



develop lighting strategy



PROBLEMS.....

- Dark areas throughout the Market Place as building mounted lighting is too infrequent
- The high level lights produce a large amount of glare but do little at ground level



- Existing types of lighting



SOLUTIONS.....

- Position building mounted lighting closer together to light Market Place
- Low level but more frequent lights illuminate the ground surface better



SOLUTIONS.....

- Illuminate The Boyle Cross and Market Place

5.6 Tree planting to car parks

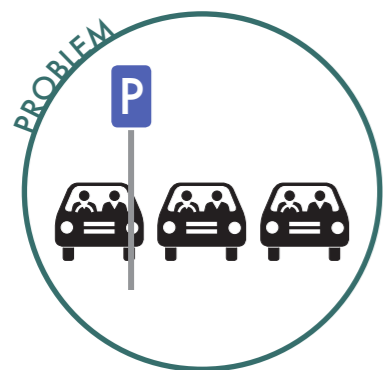
The Cork Street and Justice Lane car parks are well-used but present a bland, poor quality first impression of Frome. Welcoming signage should be introduced, together with a bold grid of trees would diminish the impact of the car parking, while providing greenery, shelter and shade in the summer. It would also retain the views through the car park, for security, as well as to the front of the Cheese and Grain. The car park improvements should aim to draw this important cultural building into the day to day life of the town.



confusing arrival



Destination signage at arrival points



Uninteresting arrival points



Make the arrival points more welcoming and attractive





PROBLEMS.....

- Uninteresting arrival points, need to create better first impression on visitors
- Lack of distinctive features



EXCEPT.....

- On market day arrival points are animated
- The town is more vibrant and first impressions are better



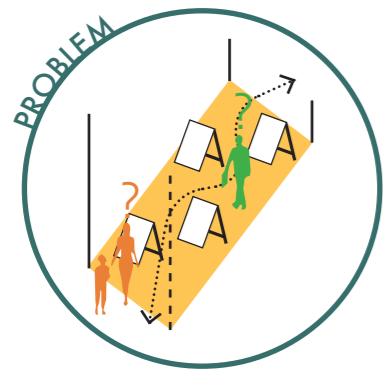
SOLUTIONS.....

- Create more attractive and softer arrival points with tree planting to car parks

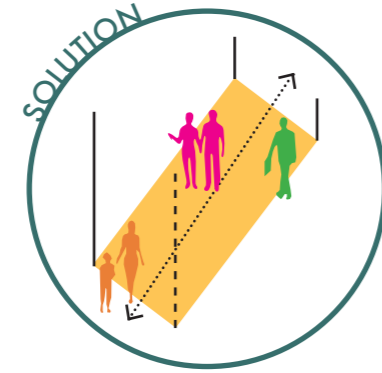


5.8 Shop fronts and signage

Frome is building a reputation for a lively independent shopping offer. The shops which line the Market Place and Bath Street provide the first impression of the town for people passing through; the quality of the shopfronts in these locations is variable, and is let down by some very poor examples. Overall, this leads to poor impression, and discourages further exploration of the town. A - boards proliferate throughout the town centre; these clutter the streets, and with so many competing for attention, people rarely read them. A programme of informative “best practice” should be introduced, perhaps by the Chamber of Commerce, encouraging shop owners to improve their frontages, and “do their bit” for the town



A-boards clutter the streets



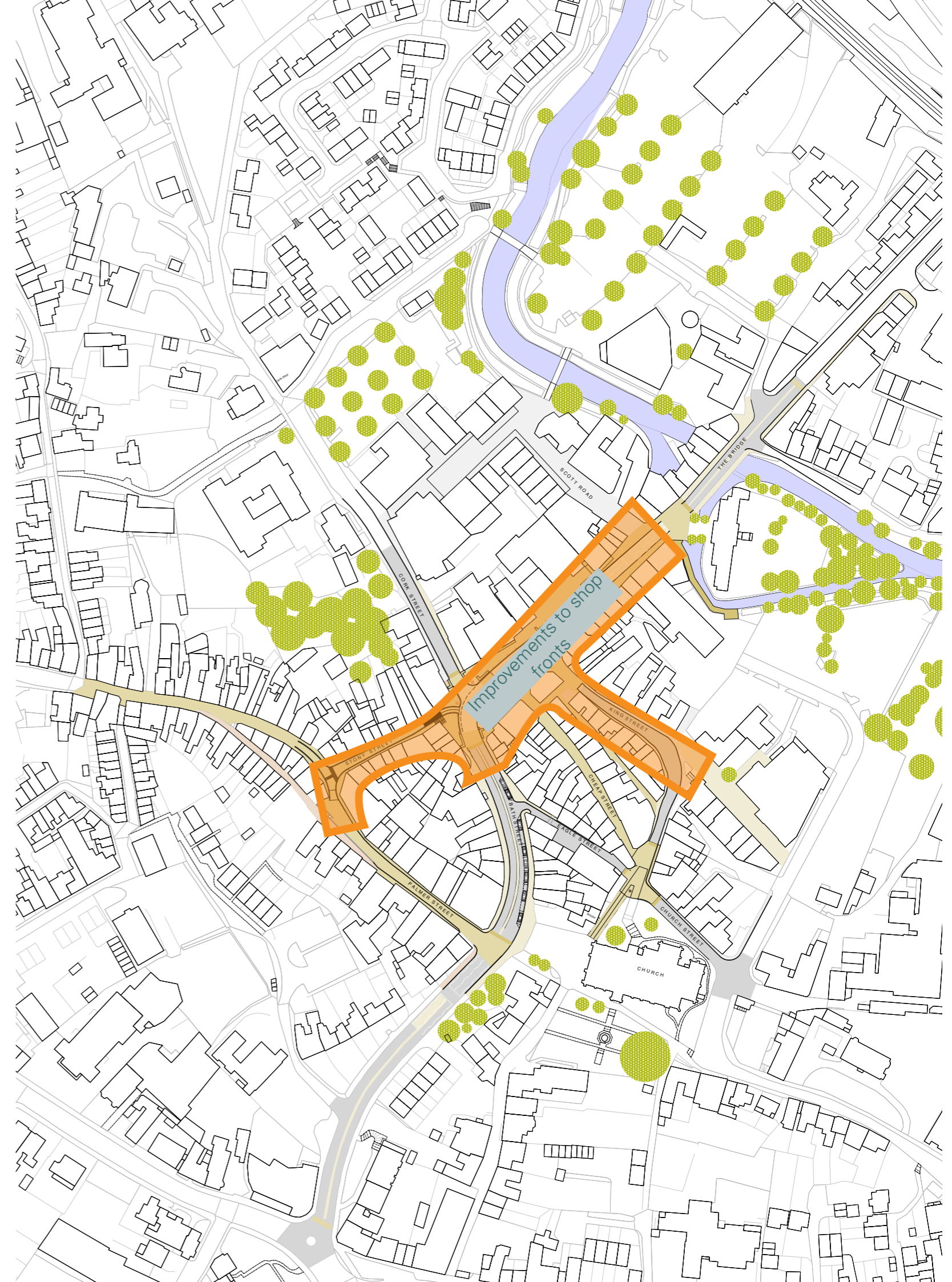
Discourage A-boards and remove obstacles to movement



Some shop fronts are tired and worn



Improvements to shop fronts





PROBLEMS.....
• Brash shop fronts
• Shop signs need repair



PROBLEMS.....
• A-boards clutter streets
• Lack of seating



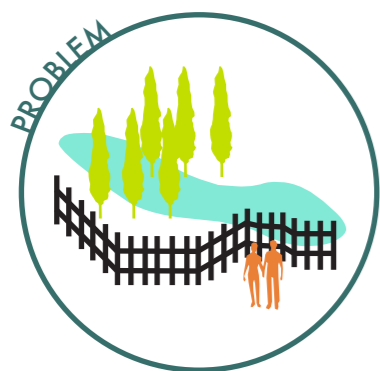
SOLUTIONS.....
• Building mounted signage
• Building mounted lighting



SOLUTIONS.....
• Unobstructed public realm
• Quality materials

5.10 Riverside access improvements

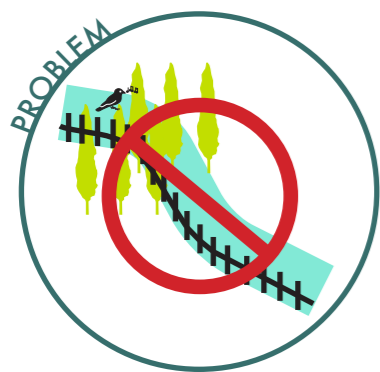
Frome does not benefit from a town centre park. Instead, the river has the potential to provide a green and pleasant setting for relaxed sitting and walking. However, access to the riverside is constrained; it would be highly beneficial to provide access along the river to create a continuous riverside walk.



Uninviting riverside spaces lack accessibility and quality



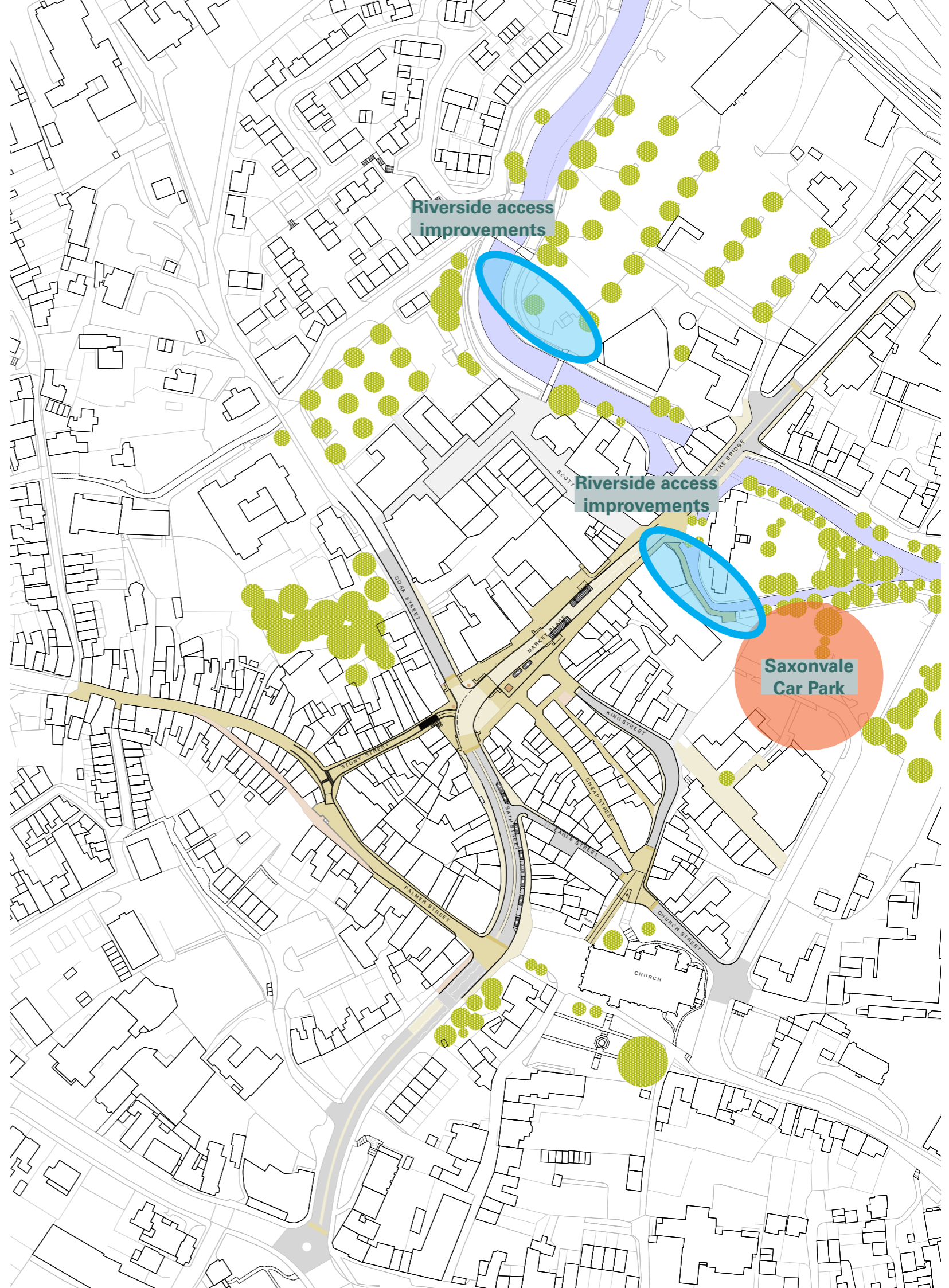
Create inviting and lively riverside spaces



Access issues to Riverside



Improve access along the Riverside from Saxonvale car park to Market Place





PROBLEMS.....

- The Boyle Cross lacks prominence within the Market Place
- The cross is in need of a facelift



SOLUTIONS.....

- Make the cross the focal point of the Market Place
- Clean and restore the market cross



5.12 Improvements to Church Steps

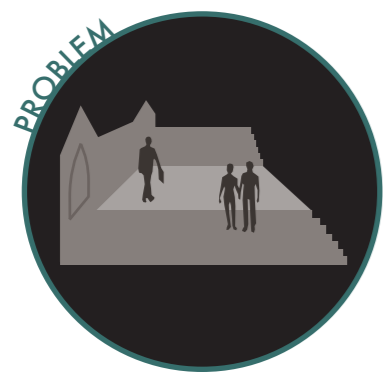
Church steps deserves to be a highlight of a visit to Frome, with its magnificent carved stone Via Crucis, and wall mounted fountain. Instead, it is frequently crowded with parked cars. Improvements to this space would see a unified street surface, connecting it with Cheap Street, and carefully placed features to reduce traffic speed and car parking, lighting and interpretation.



Parked cars obstruct access to the church steps



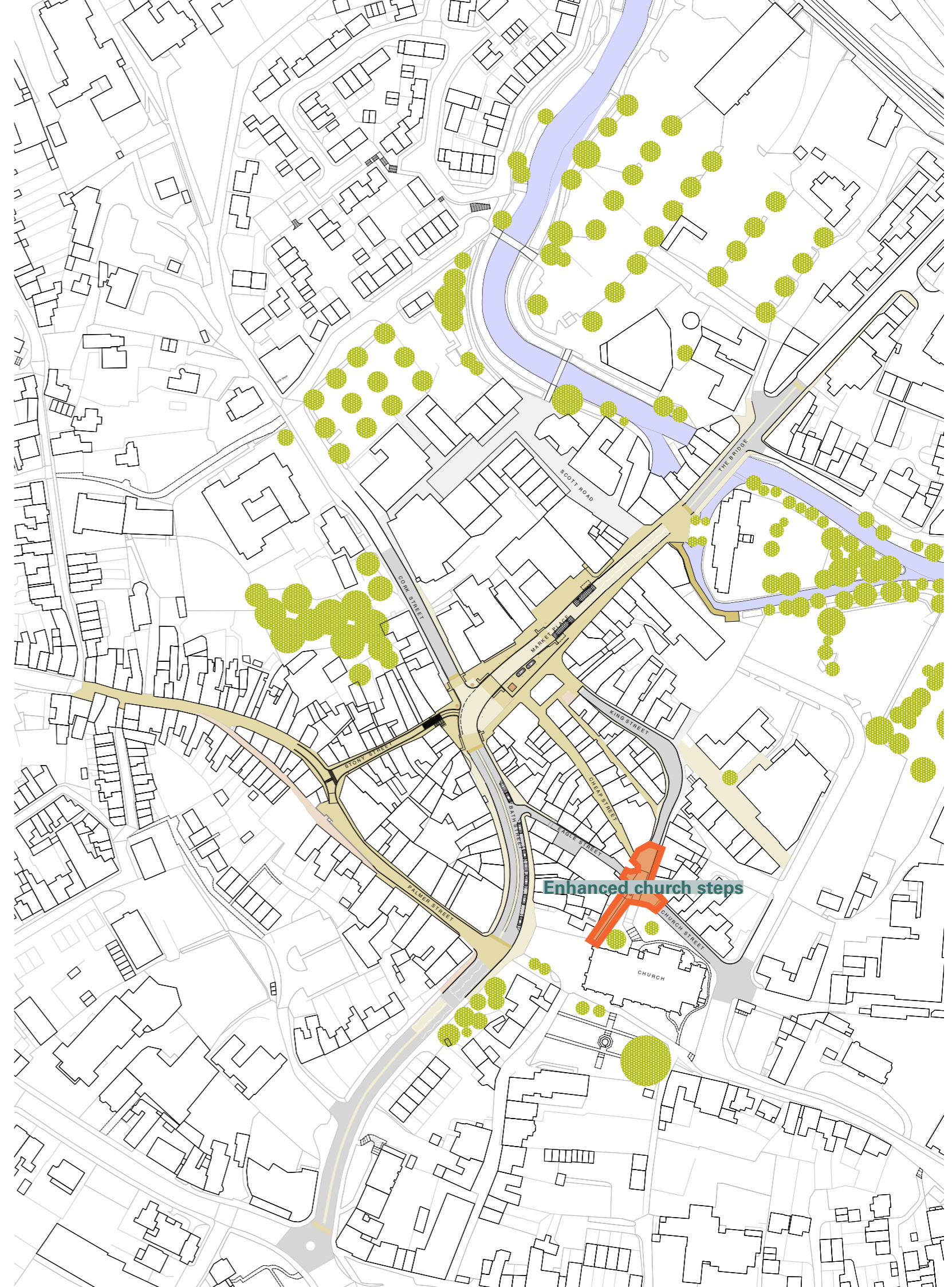
Traffic calming and special street furniture to deter car parking



Lack of lighting along the church steps at night



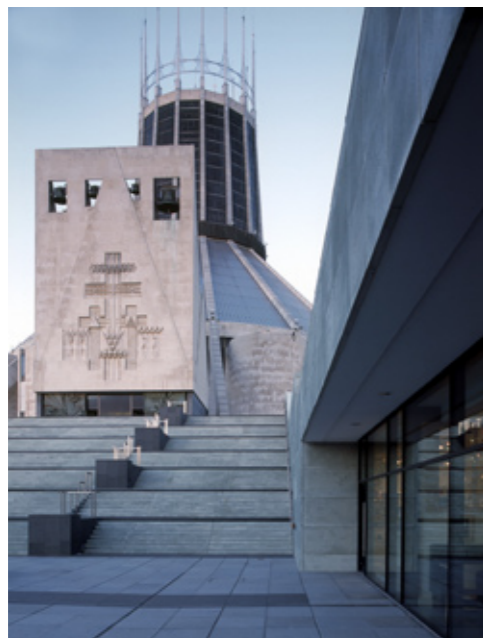
Illuminate the church steps and stone carvings to enhance the public realm around the church





PROBLEMS.....

- Vehicles parking in front of the church
- The steps are not illuminated at night



SOLUTIONS.....

- Create a traffic calmed space at the foot of the church steps
- Feature lighting to the steps at night

5.14 Precedent : Traffic calming : Holland

Many countries in Europe have sought to make more pedestrian friendly neighbourhoods and town centres by introducing traffic calming measures which rebalance the street, putting peoples needs before those of vehicles.

In Holland, people like the late Hans Monderman pioneered the concept of the Woonerf and the Shared Street, where the conventional appearance of the street designed for vehicles is replaced by a streetscape for people...in which all signage, lines and traffic barriers are eliminated. In these conditions,drivers are shown to drive more carefully, and therefore slowly, in the knowledge that they share the space with pedestrians, buggies, wheelchairs and cyclists.

They are very successful.



Street features in the centre, low kerbs and differently textured surfaces



Pedestrian crossings on desire lines and raised surface throughout



People come first over vehicles



Continuous paving materials



Differently toned surfaces to reinforce low driver speeds

Precedents : Square 5.15



Laar town centre : Uncluttered public space with formal seating and differently toned surface



Laar town centre : Narrow carriageway



Chigney town centre : Extended traffic calming and continuous paving materials



Henley town centre : Generous footway with high quality stone paving



Uttoxeter town centre : Market Cross within vehicle free area paved with setts



No clutter and obstacles to pedestrian movement

5.16 Traffic calming

If Frome town centre is going to become a better place for people then the dominance of traffic needs to be reduced throughout the town centre.

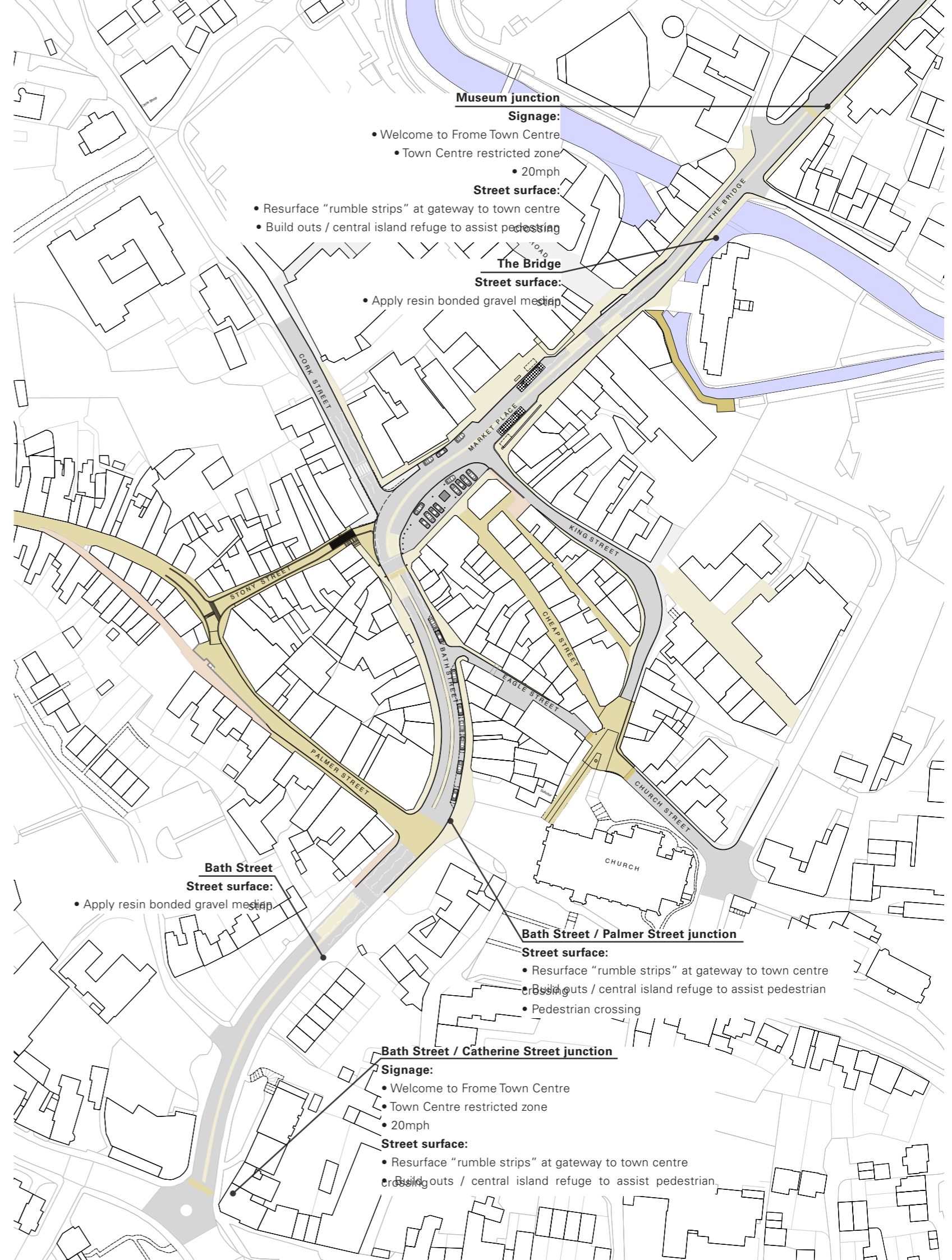
Ideas like reducing speed limits to 20mph and better signage on the outskirts to divert traffic away from the town centre are already under discussion.

Another idea shown to be very effective in other town centres is to change the look of the streets through narrowing the carriageway, widening footways, resurfacing in lighter toned materials and raised tables. These features are effective at changing driver behaviour, drivers are made aware that they are driving into a town centre and will expect to encounter pedestrians, they will naturally drive more cautiously and slowly.

The plan adjacent shows ideas which are under development for traffic calming in the town centre and in particular on the approaches to Market Place so that drivers enter Market Place already driving at low speeds.

The following options look at how different solutions for a traffic calmed and pedestrian friendly Market Place might develop. They all aim to make an inclusive place which is accessible for all including people who are pushing buggies, infirm, disabled, partially sighted or blind.

Signage on by-pass to discourage through drivers
 Signage at Welshmill Road and Butts Hill (on supermarket closure days)





Existing : Bath Street carriageway



Existing : Bath Street carriageway



Proposed : Bath Street carriageway with median strip



Proposed : Bath Street carriageway with median strip and/or additional car parking relocated from Market Place

6

Market Place Options

The following chapter discusses proposals to make the Market Place a more attractive and pedestrian friendly environment within the town centre area.

- Introduction
- Remodelling ideas
- Traffic calming options
- Summary
- Engineers analysis of options
- Market Place proposals
- The Boyle Cross proposals

6.2 Remodelling ideas : Pedestrian friendly environment

1. Slow speeds make it possible to cross safely
2. Traffic calming : road design to change driver behaviour
 - resurface in "non - standard" materials
 - narrow carriageway widths
 - median strips
 - carefully placed street furniture
3. Traffic calming : physical measures (last resort)
 - tables / humps
 - signalisation



Make Frome town centre welcoming and accessible to all



Traffic calmed Bath Street with median strip



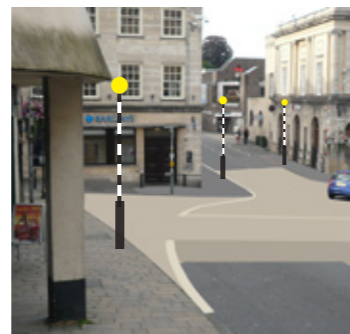
Repave streets in attractive and sustainable surfaces and carefully place street furniture



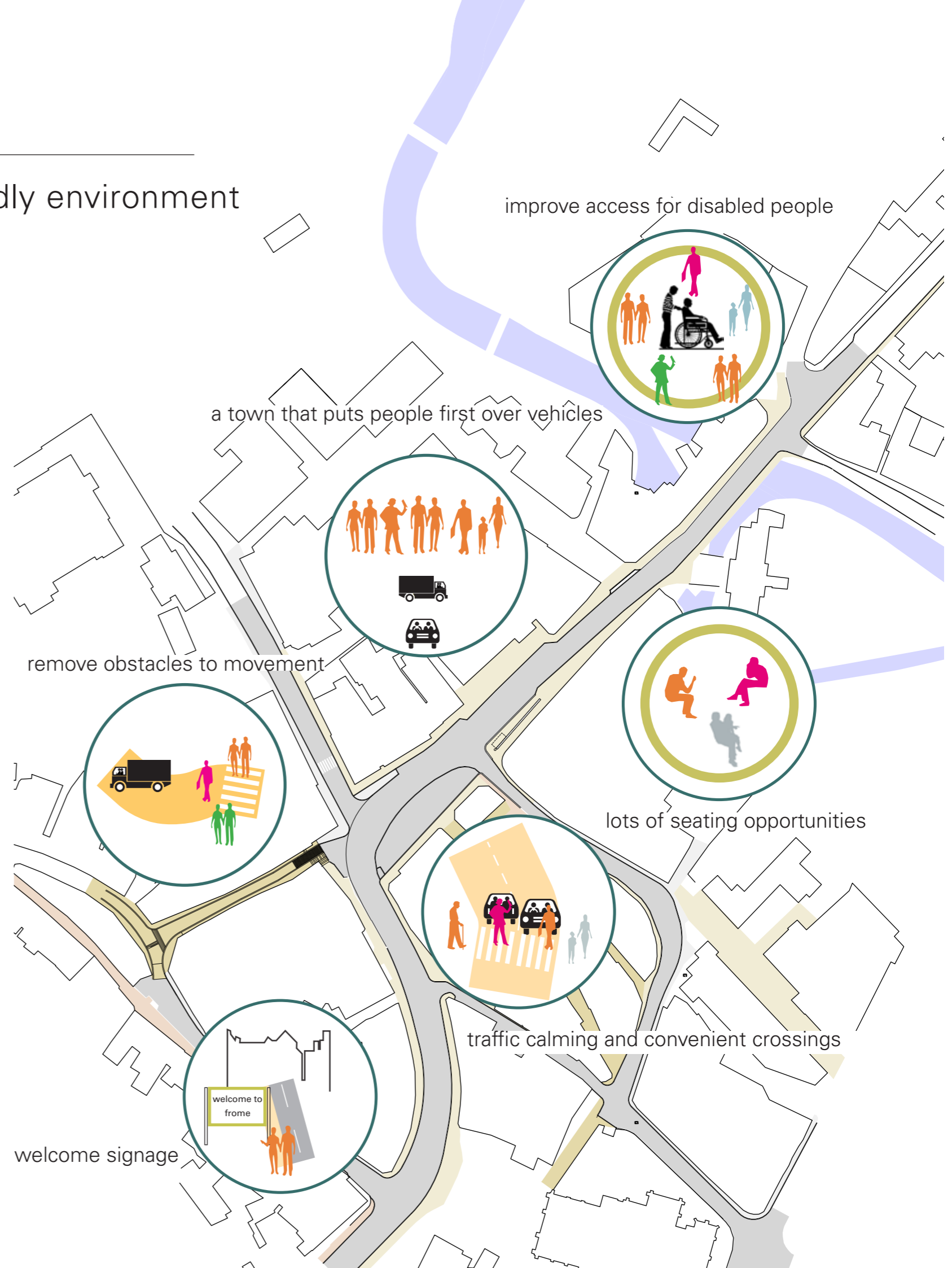
Make it easier to cross Market Place to encourage footfall to Stony Street. Declutter and remove obstacles to movement



Make it easier to cross Market Place to encourage footfall to Stony Street. Declutter and remove obstacles to movement

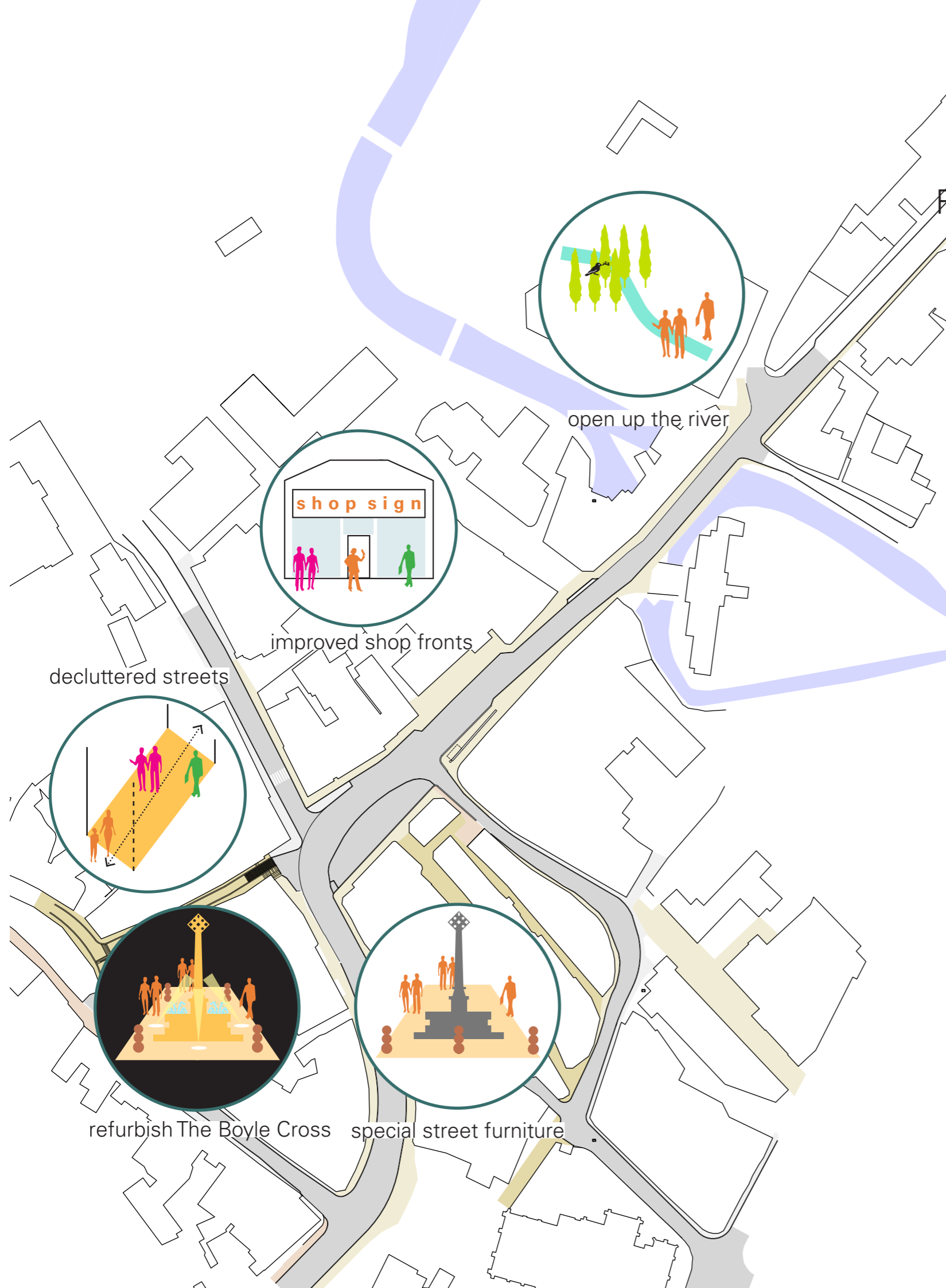


Rebalance in favour of pedestrians and cyclists by changing the design of the street and slowing traffic in Market Place



Remodelling ideas : Distinctive place

6.3



- Refurbish Boyles Cross
- Relocate Boyles Cross to the top of the Market Place
- Introduce a covered market hall
- Resurface in natural stone
- Make Cheap Street more visible
- Redesign the brash shop fronts
- Open up the river
- Connect Cheese and Grain into the town centre



Refurbish Boyles Cross



Relocate Boyles Cross to the top of the Market Place



Resurface in natural stone



Encourage local artists to design special street furniture



Redesign the brash shop fronts

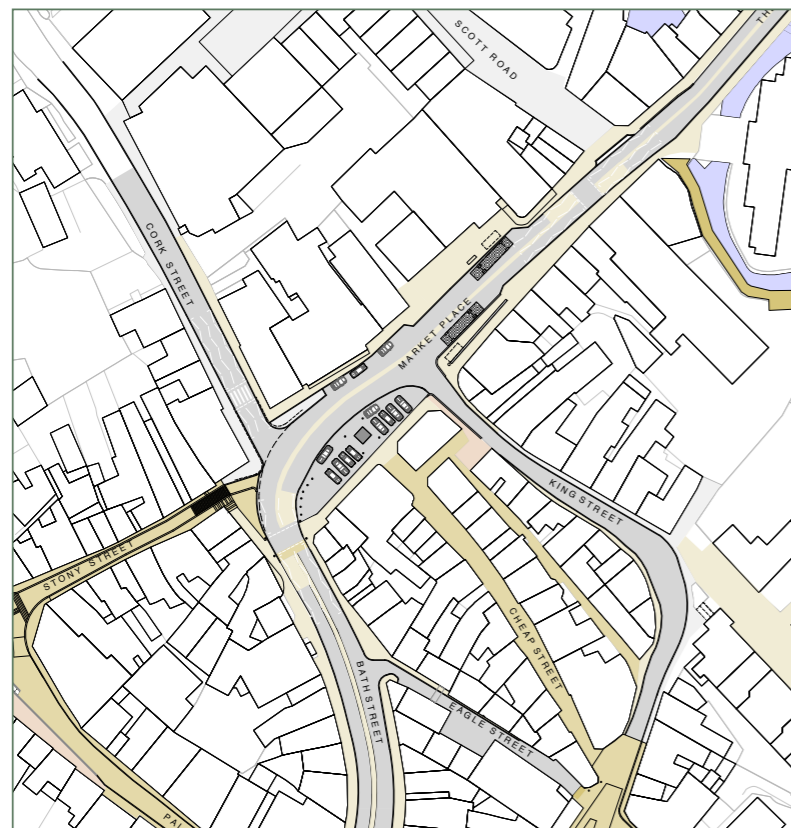


Open up the river

6.4 Traffic calming : Option 1 Signal controlled crossing

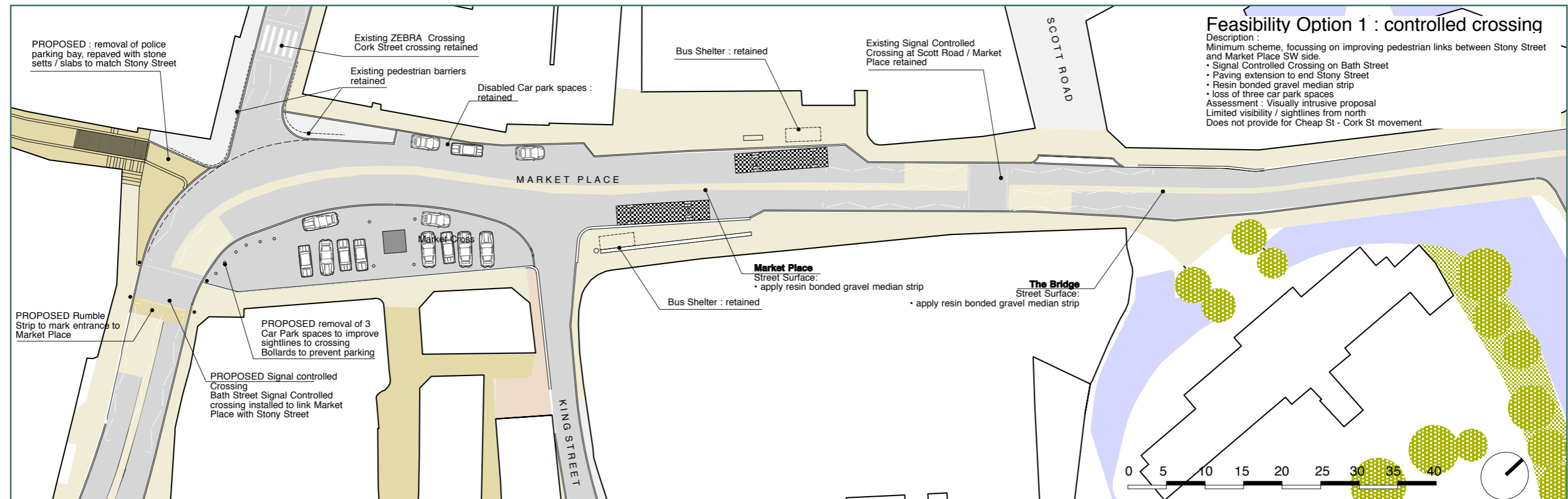
This option shows how a signal controlled crossing could be placed at the foot of Bath Street, note that the police layby would be resurfaced. The Market Place would stay as it is today. There may be difficulties achieving this solution due to non-standard sightlines.

1. Signal controlled crossing
2. Bollards to decrease number of parking spaces in Market Place
3. Traffic calming median strip



Proposed : Signal controlled crossing





Existing : Bath Street



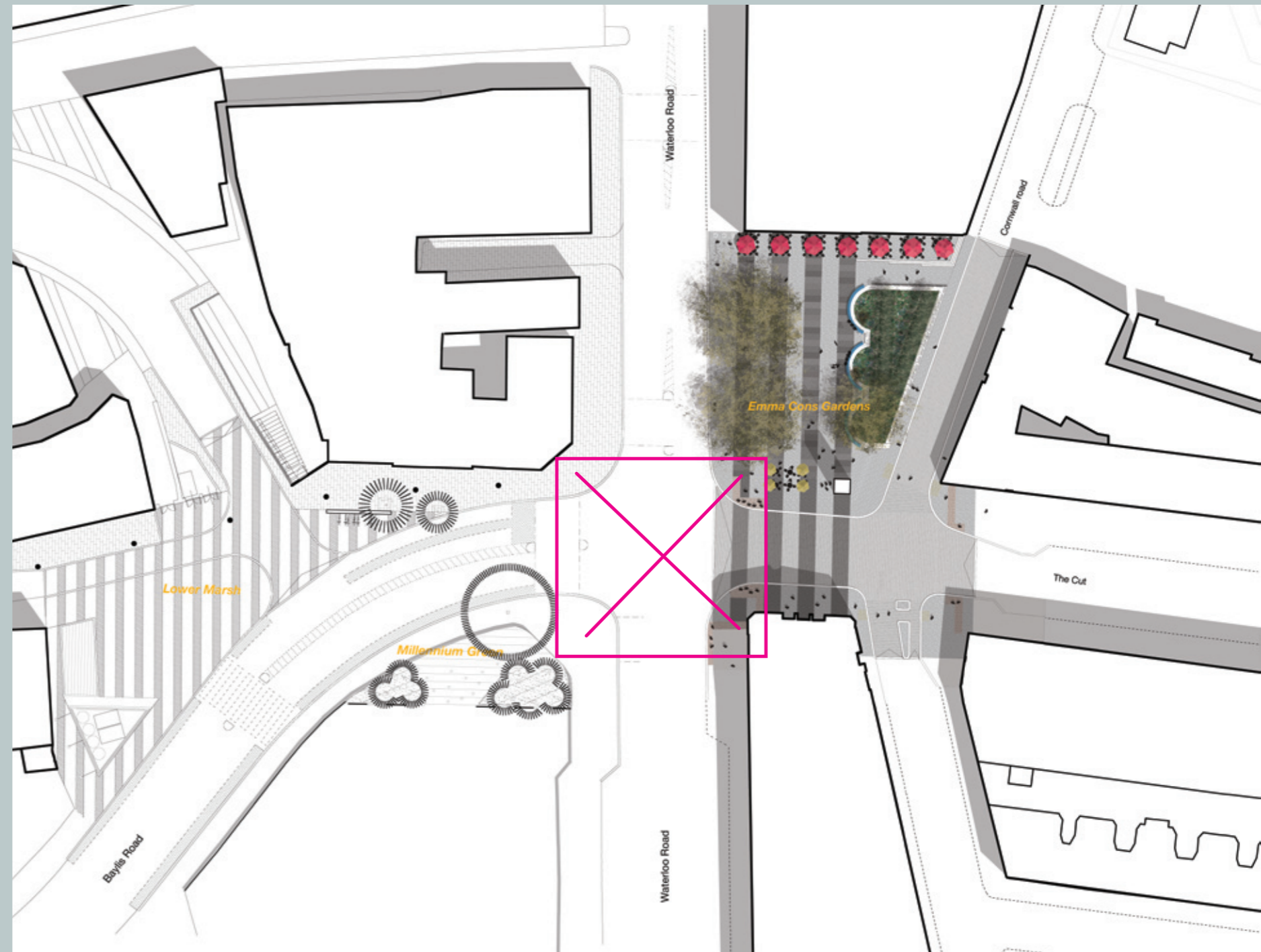
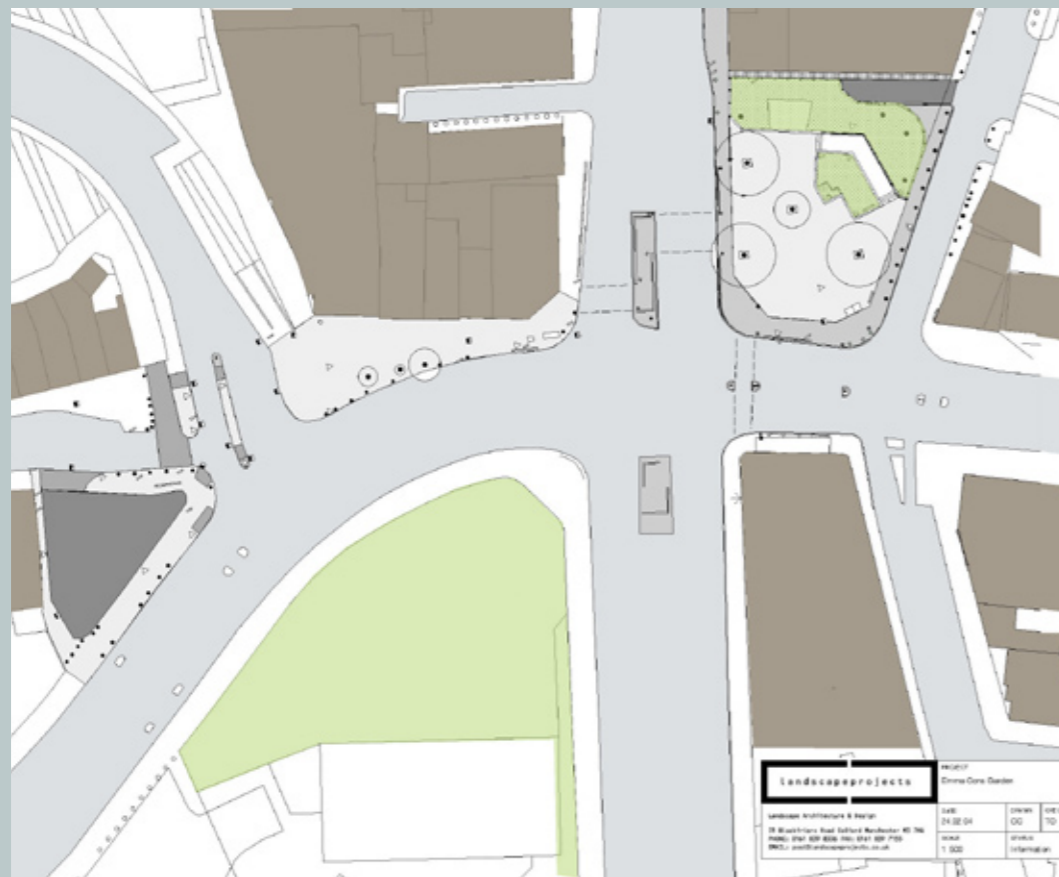
Proposed : Signal controlled crossing



Proposed : Signal controlled crossing

6.6 Option 2 : Precedent : Super crossing Waterloo Road, The Cut, Lambeth, London

Waterloo Road is a major traffic artery which separates two important local communities in this area of Lambeth in south London. Landscape Projects identified that the reduction in traffic due to the congestion charge could justify a reduction in the width of the carriageway. This would allow the replacement of the staggered crossing with a direct crossing, and the removal of traffic barriers. Working with TfL signals, the team developed and implemented a “supercrossing” with an all-red phase allowing people to cross the junction in any direction. The project has resulted in a decluttered and better connected heart to the Waterloo communities.



Option 2 : Precedent : Super crossing
Waterloo Road, The Cut, Lambeth, London

6.7



6.8 Traffic calming : Option 2a

Super crossing

This option shows what would happen if we placed pedestrian crossings where people most want to cross the Market Place.

The plan adjacent shows how by combining the crossings we could make a signalised super crossing where all traffic stops while pedestrians walk across Bath Street and Market Place to Stony Street and Cork Street.

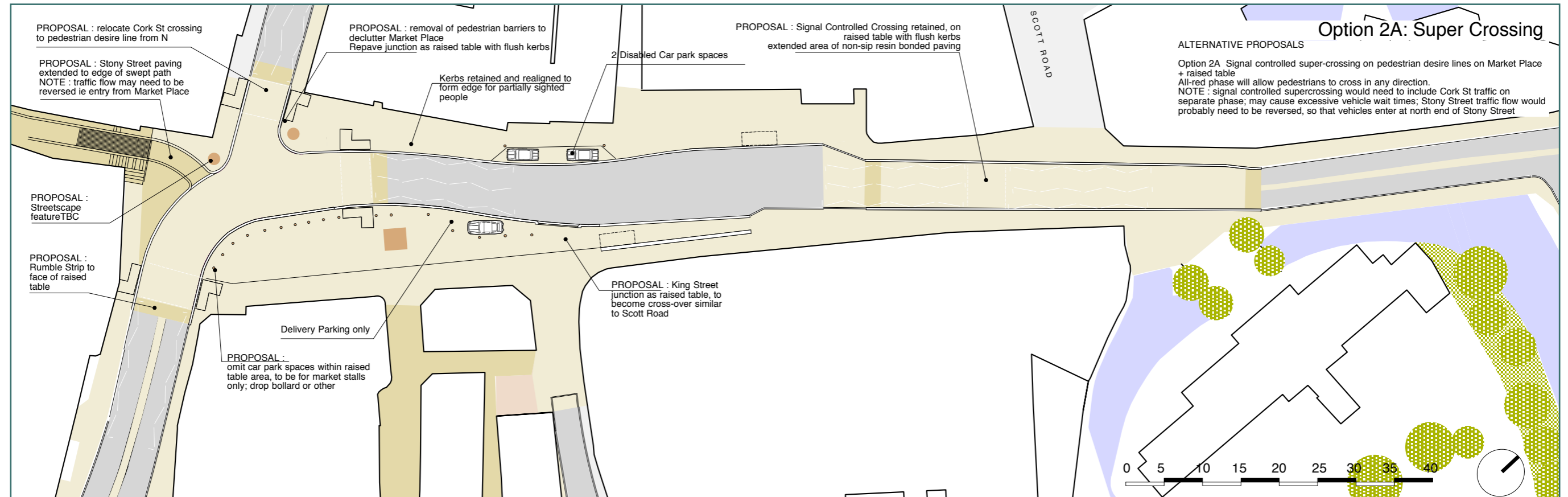
1. Widened footways
2. Raised table at super crossing with lowered kerbs for easy access
3. Signalised crossings let pedestrians cross on convenient desire lines
4. Some special street furniture could be designed by local crafts people
5. Delivery bay retained for servicing shops
6. Disabled car park bays
7. Boyles Cross refurbished
8. Additional clutter due to traffic signals on all entries into super crossing



Proposed : Super crossing



Super crossing 6.9



Existing : Bath Street



Proposed : Super crossing

6.10 Traffic calming : Option 2b

Zebra crossing

The plan adjacent shows how three zebra crossings could be combined allowing pedestrians to cross while all traffic stops across Bath Street and Market Place to Stony Street and Cork Street

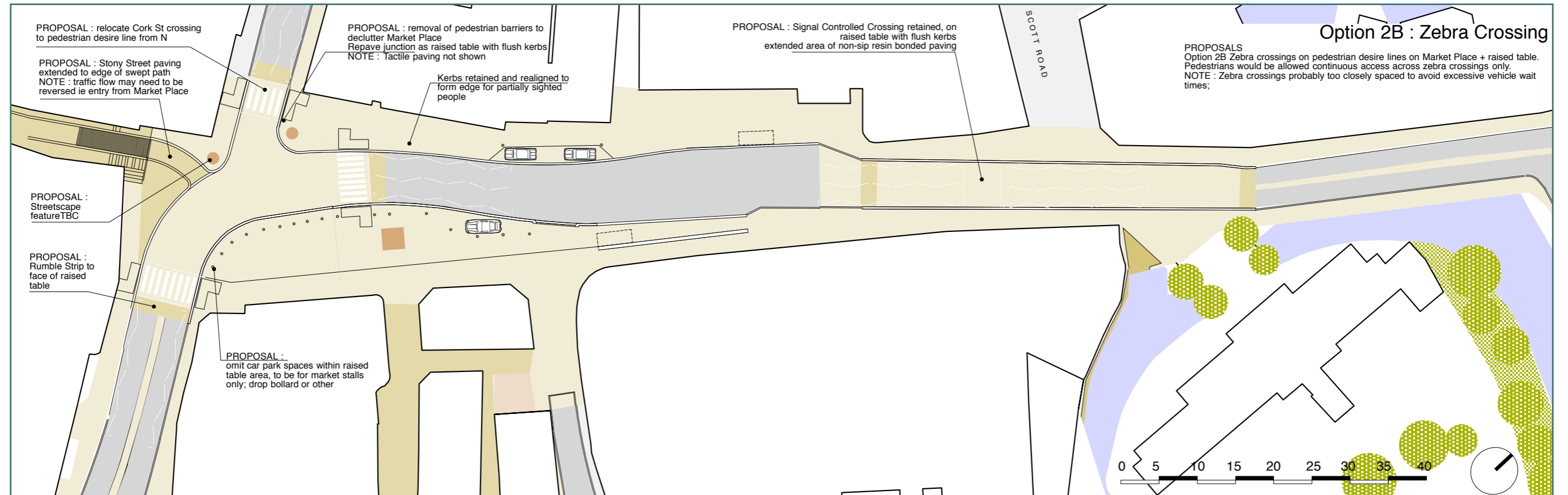
1. Widened footways
2. Raised table at super crossing with lowered kerbs for easy access
3. Zebra crossings let pedestrians cross on convenient desire lines
4. Some special street furniture could be designed by local crafts people
5. Delivery bay retained for servicing shops
6. Disabled car park bays
7. Boyles Cross refurbished
8. Some additional clutter due to signage on all entries into super crossing



Proposed : Zebra crossings



Zebra crossing 6.11



Existing : Bath Street



Proposed : Super crossing

6.12 Option 3 : Precedent : Extended traffic calming Brighton New Road

At New Road in Brighton, Landscape Projects developed one the UK's first shared surface streets, in which pedestrians and cyclists share the same surface as slow moving taxis, buses and HGV's. The design of the street together with carefully placed seats and features, reinforces to drivers that they are entering a people friendly street, and they drive slowly and attentively.

The improvements have transformed the street from a traffic dominated corridor into a social place at the heart of Brightons Cultural Quarter.

Frome Market Place has the potential to benefit from a redesigned streetscape in a similar way to New Road



Frome 1865, pedestrian friendly Market Place



Market Place Frome, 1916



Before : Wide carriageway and narrow footways



After : continuous shared surface and traffic calming

175 %
more pedestrian traffic



a place where all transport modes are welcome -
but where the pedestrian is king



600 %
more staying activity

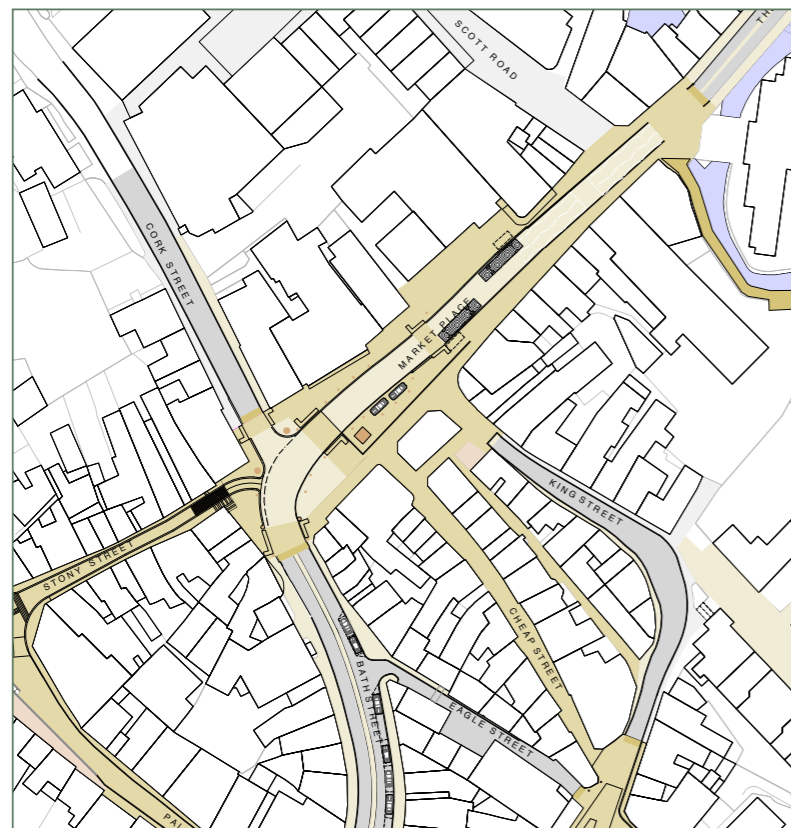


6.14 Traffic calming : Option 3

Extended traffic calming

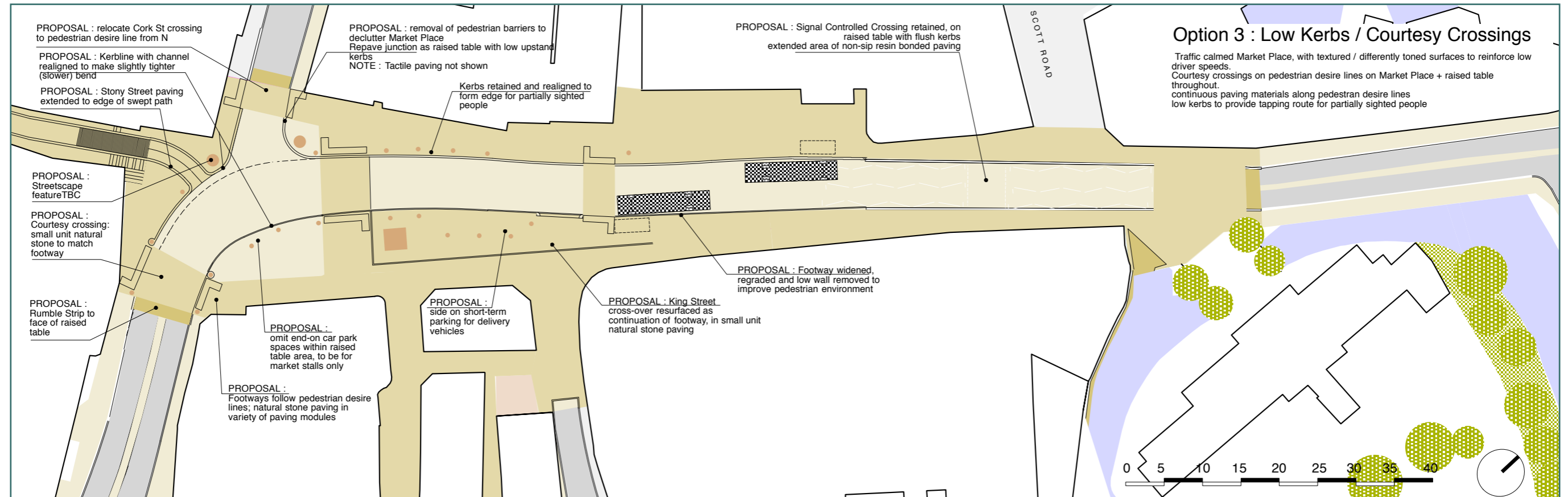
This option completely transforms the Market Place by resurfacing and realigning kerbs, widening footways and providing courtesy crossings which mark crossing points. Drivers will drive much slower due to the design of the carriageway making it easier for pedestrians to cross.

1. Widened footways and lowered kerbs
2. Resurfaced and realigned carriageway to make drivers drive slowly
3. Courtesy crossings let pedestrians cross on convenient desire lines
4. Special street furniture could be designed by local crafts people
5. Delivery bay retained for servicing shops
6. Disabled car park bays
7. Boyles cross refurbished
8. Bus stops relocated to allow wider footway access



Proposed : Extended traffic calming through market place





Proposed : stone paving



Proposed : special street furniture



Proposed : light toned tarmac

The Market Place should be repaved and redesigned with high quality, sustainable materials. This is an opportunity for local craft people to contribute to make a unique and special place

6.16

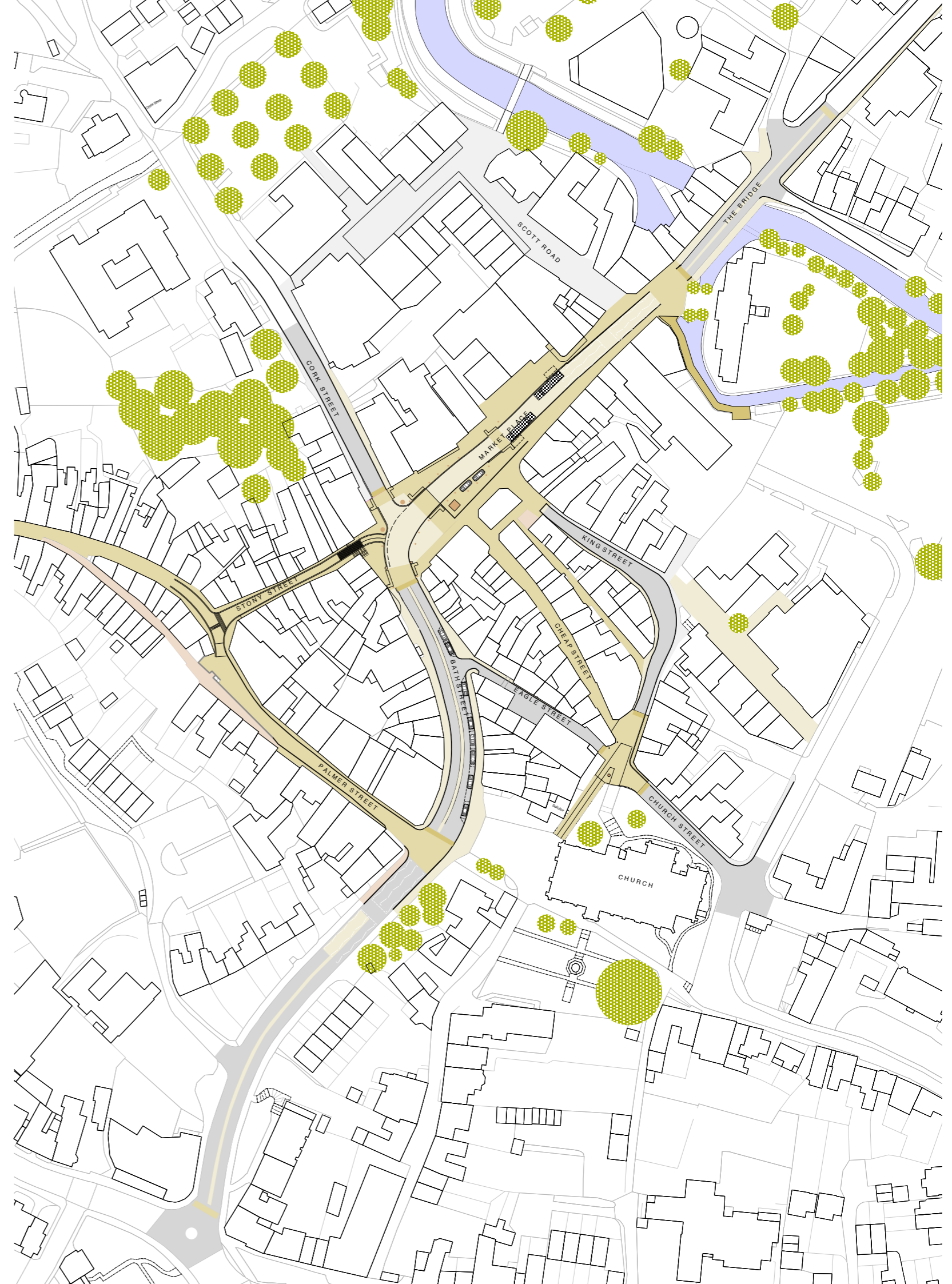
Summary of options



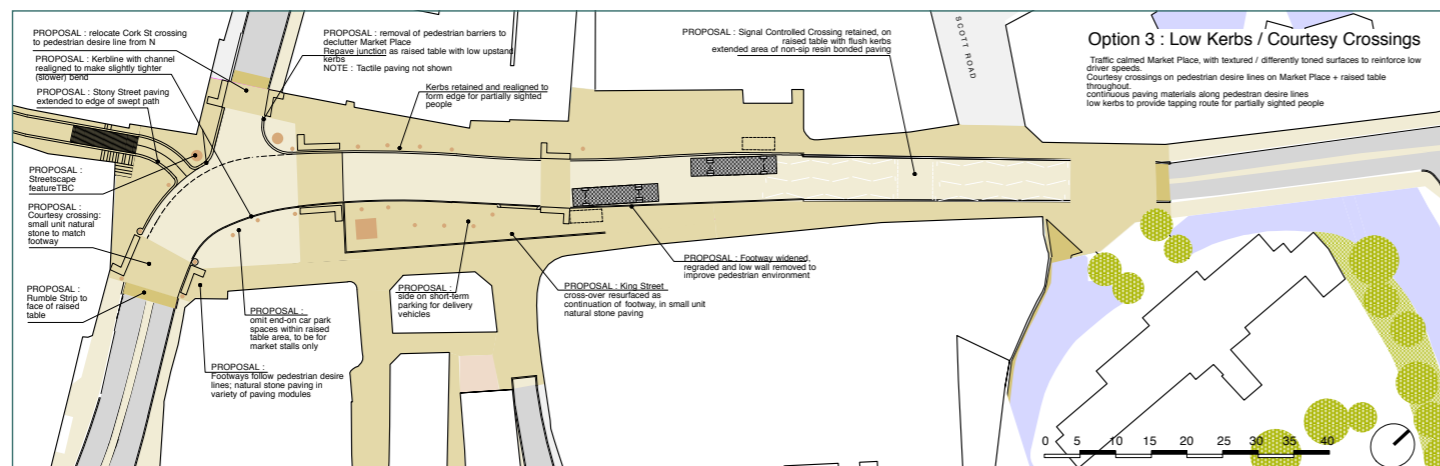
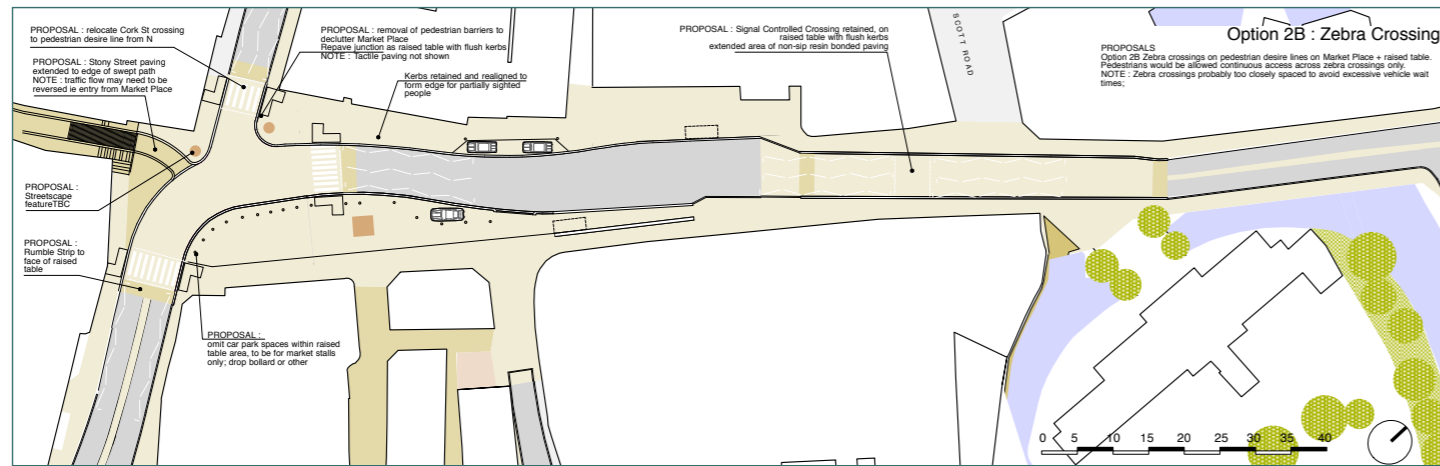
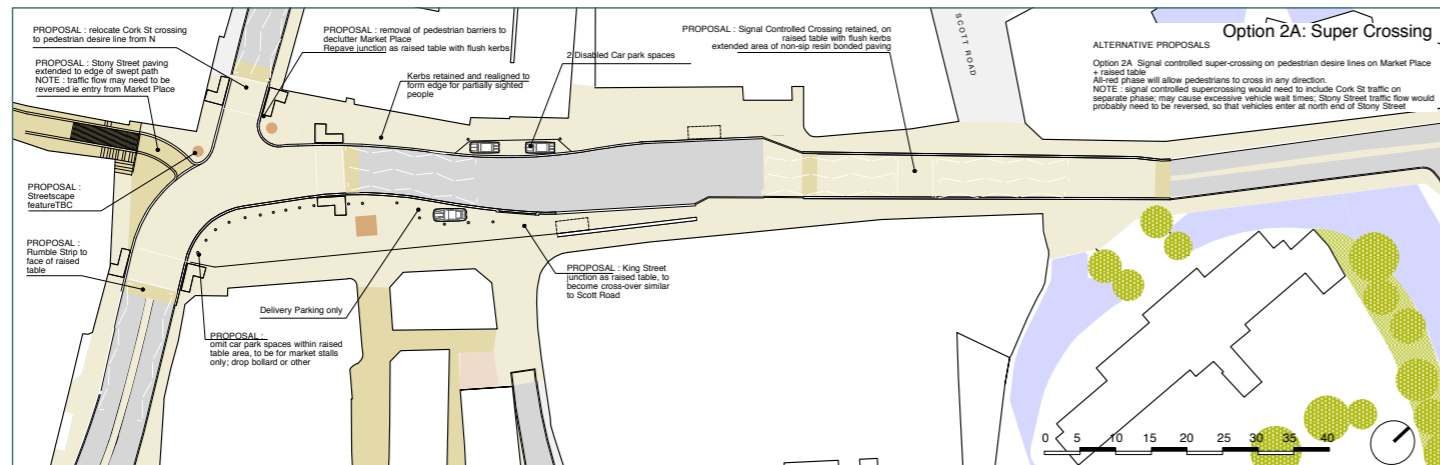
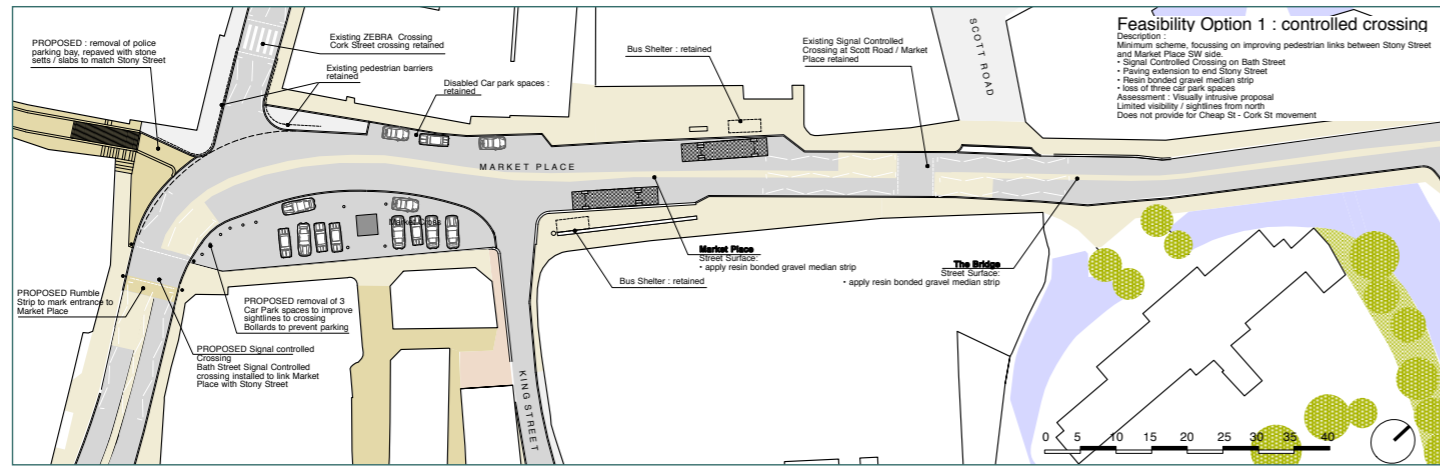
Option 1 : Signal controlled crossing



Option 2a : Super crossing



Summary of options 6.17

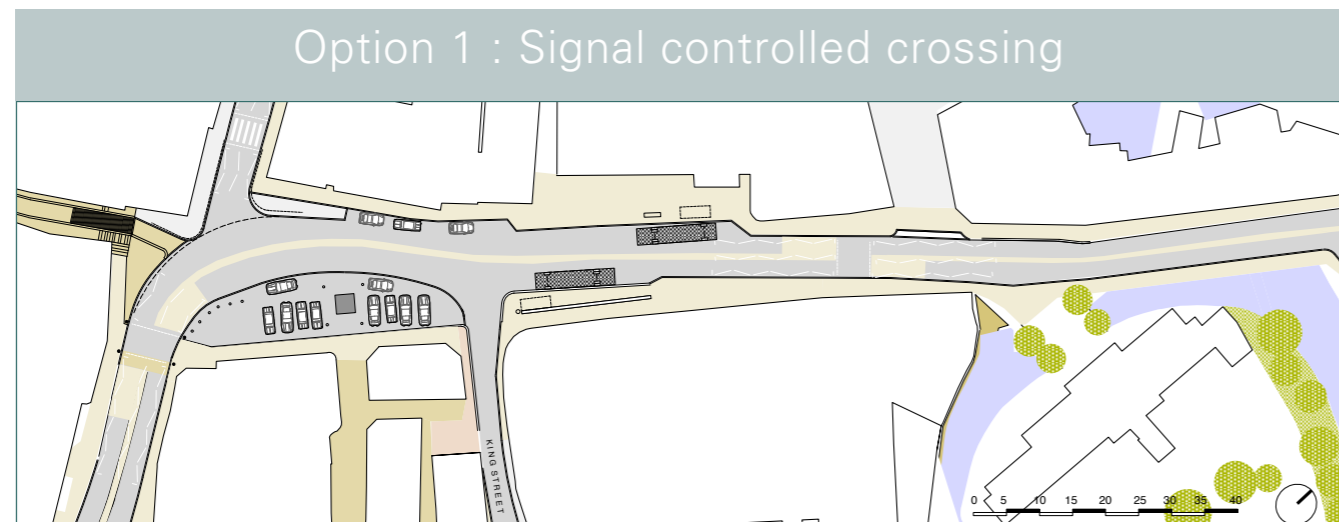


Option 2b : Zebra crossing



Option 3 : Low kerbs / Courtesy crossings

6.18 Analysis of option by engineers



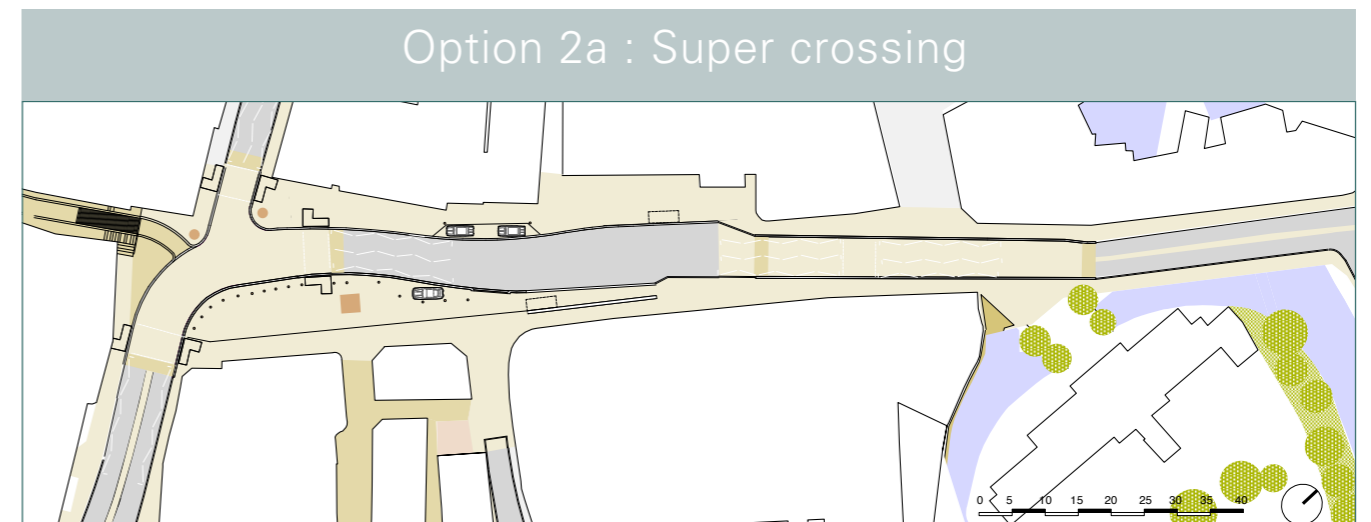
Provide signal controlled crossing to link Stony Street with Market Place

Advantages:

- Signal controlled crossing is often the preferred type of crossing for the visually impaired

Disadvantages:

- Signals advise drivers that they have priority over pedestrians and as such should not normally be utilised where the principles of shared surface or pedestrian priority are to be adopted. Advising vehicle priority can reduce driver awareness before and after the crossing point
- Pedestrians are likely to cross outside of the pedestrian phase and this can place them at additional risk of collision due to drivers having been formally advised of their priority
- Signal controlled crossing in isolation is unlikely to reduce vehicle speeds and may lead to increased speeds on approach as drivers try to negotiate the crossing before the lights change.
- Local transport Note 2/95 suggests that signal controlled crossings should not be provided within 20m of a side road
- The 20mph speed limit needs to be considered carefully and can not be guaranteed at this stage
- Rumble strips are indicated on the drawing however consideration needs to be given to the impact on residents



Provide signal controlled super crossing at junction of Market Place with Stony Street and Cork Street

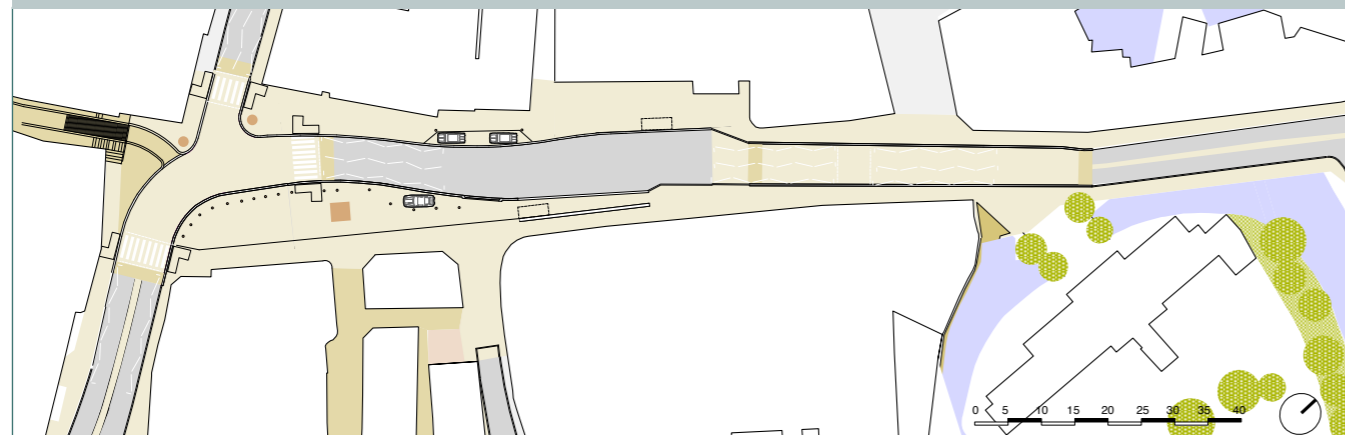
Advantages:

- Signal controlled crossing is often the preferred type of crossing for the visually impaired
- Impact on vehicular flows would be less significant than for zebra or courtesy crossing

Disadvantages:

- Signal controlled crossing in isolation would be less likely to reduce vehicle speeds and may lead to increased speeds on approach
- Signals advise drivers that they have priority over pedestrians and as such should not normally be utilised where the principles of shared surface or pedestrian priority are to be adopted. Advising vehicle priority can reduce driver awareness before and after the crossing point
- Pedestrians are likely to cross outside of the pedestrian phase and this can place them at additional risk of collision due to drivers having been formally advised of their priority
- The cost associated with providing a fully signal controlled junction will be significant
- The provision of a parking restriction zone needs to be carefully considered and can not be guaranteed at this stage
- Flooding/drainage issues should be considered when providing raised tables

Option 2b : Zebra crossing



Provide two zebra crossings on key pedestrian desire lines and relocate Cork Street crossing on to pedestrian desire lines and provide a raised table

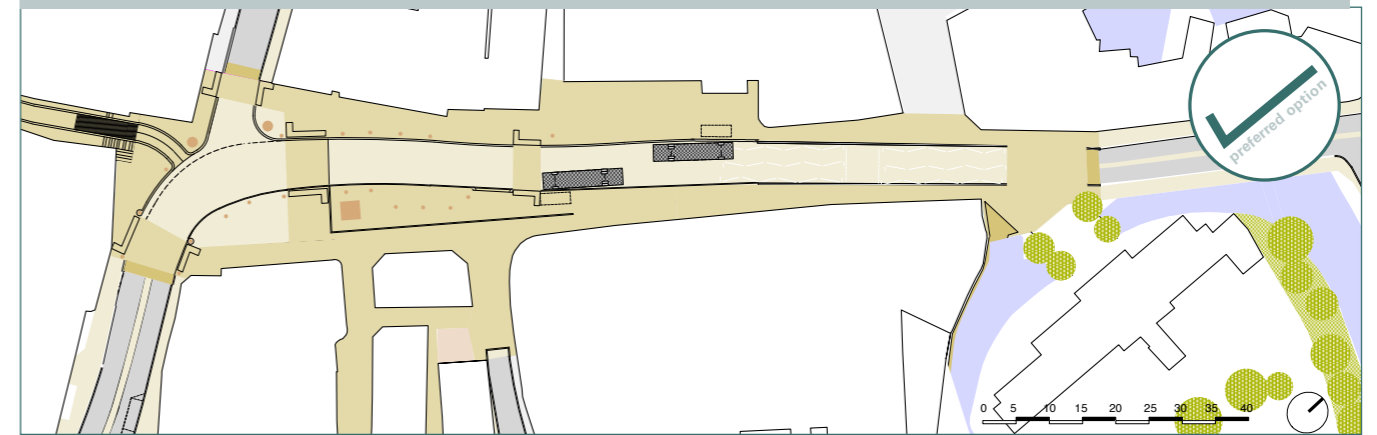
Advantages:

- The presence of zebra crossings advises pedestrians rather than vehicular priority, this will lead to increased driver awareness as they move through the Market Place reducing the risk of collision.
- The provision of zebra crossing and speed table should lead to reduced speeds and the level of hazard to pedestrians presented by moving vehicles
- The provision of more than one crossing point and location of crossings on key desire lines will reduce the likelihood of pedestrians crossing outside of the designated crossing points
- The solution will improve the appearance and character of the public realm
- Investment required to provide crossing facilities will be less than for a signal controlled solution

Disadvantages:

- In peak hours (assuming 300 pedestrian crossing movements and 1200 vehicular movements through movements per hour) the introduction of zebra crossings will have a notable impact on vehicular flows

Option 3 : Low kerbs / Courtesy crossings



Provide traffic calming and courtesy crossings

Advantages:

- The public realm improvements and traffic calming will reduce vehicle speeds and increase driver awareness leading to improved pedestrian safety and providing more opportunities for pedestrians to cross comfortably and safely
- The solution will improve the appearance and character of the public realm
- Investment required to provide crossing facilities will be less than for a signal controlled solution
- The implications on vehicular flows should be reduced as crossing movements would be negotiated rather than through pedestrian priority

Disadvantages:

- Visually impaired pedestrians may find it difficult to negotiate the crossing
- Flooding/drainage issues should be considered when providing raised tables

* Note formal traffic modelling may be needed for all options. Schemes are subject to SCC approval, policy, detailed design (including safety audit) and public consultation

6.20 Cost Summary

The following cost appraisal was drawn up by Landscape Projects, Landscape Architects in order to provide an indication of comparative “ball park” costs for each option.

It includes an allowance for the traffic calming measures envisaged for Bath Street and Market Place.

The costs also include allowances for works of site wide proposals, including works to Palmer Street / Stony Street / King Street, Church steps, River ramp, River walkway and Tree planting in car parks.

The costs are based on the outline sketch information available and therefore take no account of the following:

- Costs associated with unforeseen below ground site conditions
- Land purchase / loss of earnings of neighbouring owners
- Phased implementation
- Contractors preliminaries and sub-contractor overheads
- Contingency
- VAT
- Inflation in period prior to letting contract
- Service diversions
- Design fees

At present funding has not been secured, proposals would only be implemented if and when funding is acquired.

Refer to Appendix A, page 102 - 107 for full cost breakdown for all options.

Option	Option 1	Option 2a	Option 2b	Option 3	Wider town centre
Description	Provide signal controlled crossing to link Stony Street with Market Place	Provide signal controlled super crossing at junction of Market Place with Stony Street and Cork Street	Provide two zebra crossings on key pedestrian desire lines and relocate Cork Street crossing on to pedestrian desire lines and provide a raised table	Provide traffic calming and courtesy crossings	Site wide proposals include works to Palmer Street Stony Street King Street Church Steps River Ramp River walkway and tree planting to car parks
Cost	£116,325.00	£415,770.00	£376,270.00	£672,850.00	£713,346.00

Traffic calming : Option comparison 6.22

This table sets out a simplified comparison of each proposal

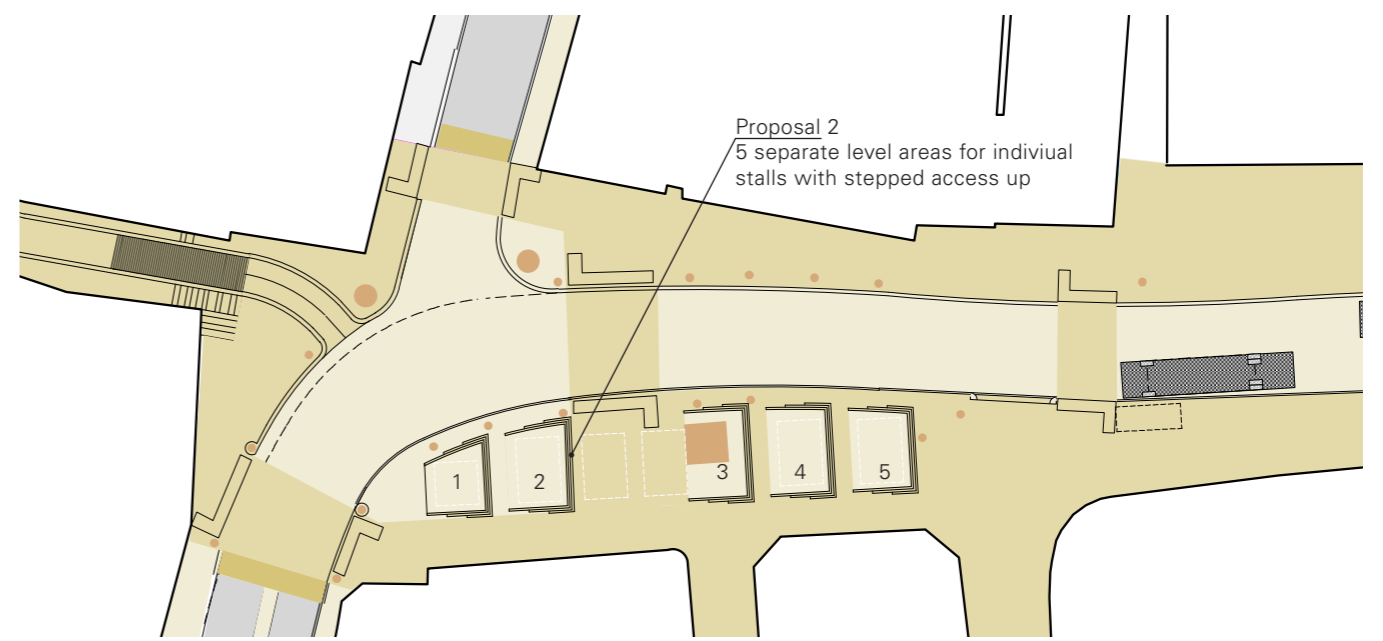
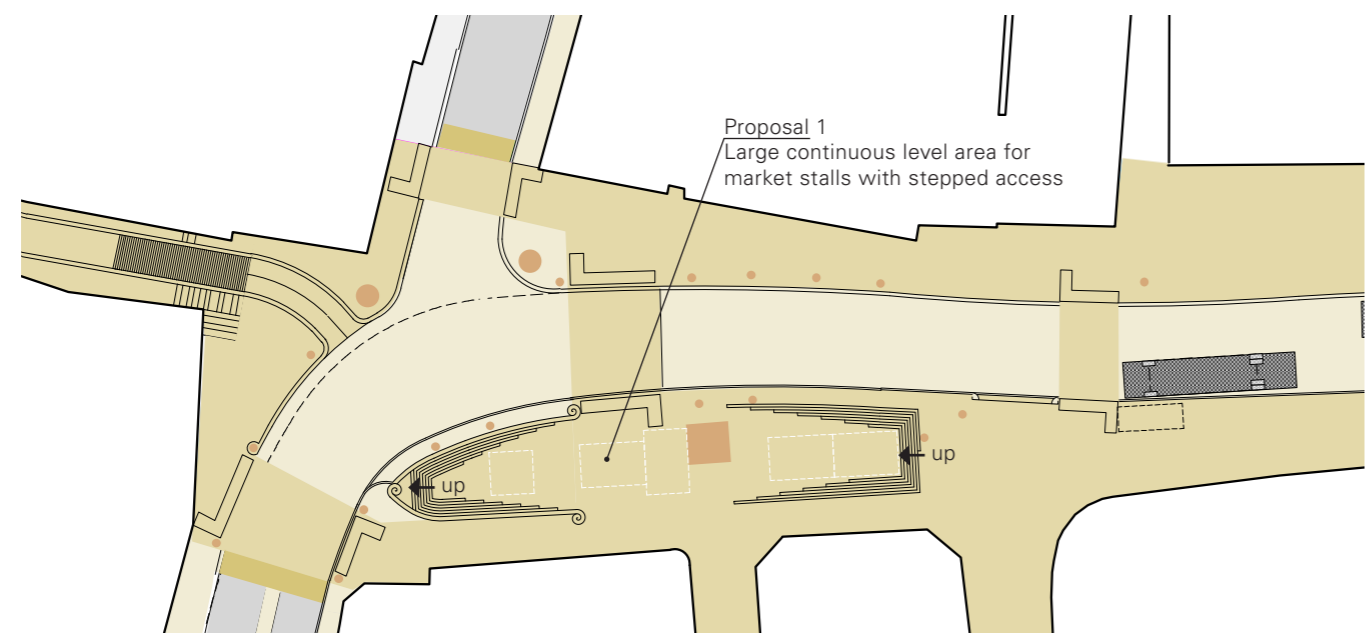
● Poor ●● Adequate ●●● Good

Option	Option 1		Option 2a		Option 2b		Option 3	
Description	Provide signal controlled crossing to link Stony Street with Market Place		Provide two zebra crossings on key pedestrian desire lines and relocate Cork Street crossing on to pedestrian desire lines and provide a raised table		Provide two zebra crossings on key pedestrian desire lines and relocate Cork Street crossing on to pedestrian desire lines and provide a raised table		Provide traffic calming and courtesy crossings	
Estimated construction cost	Lowest costing option	●●●	The cost associated with providing a fully signal controlled junction will be significant	●	Investment required to provide crossing facilities will be less than for a signal controlled solution	●●	Investment required to provide crossing facilities will be less than for a signal controlled solution	●●
Overall impact	Disruption would be the lowest of all options but benefits would be minimal	●	Disruption could be significant due to impact of installing vehicle detection loops	●	Less disruption to install zebra crossings compared to signal crossing	●●	Longer construction phase due to repaving of large areas but reduced long term maintenance costs	●●
Ease of use for pedestrians	Preferred type of crossing for the visually impaired but likelihood that pedestrians would cross out of pedestrian phase. This option is unlikely to reduce vehicle speeds.	●	Pedestrians are likely to cross outside of the pedestrian phase and this can place them at additional risk of collision due to drivers having been formally advised of their priority. Signal controlled crossing in isolation would be less likely to reduce vehicle speeds and may lead to increased speeds on approach	●	The presence of zebra crossings advises pedestrians rather than vehicular priority, this will lead to increased driver awareness as they move through the Market Place reducing the risk of collision. The provision of zebra crossing and speed table should lead to reduced speeds and the level of hazard to pedestrians presented by moving vehicles	●●●	The public realm improvements and traffic calming will reduce vehicle speeds and increase driver awareness leading to improved pedestrian safety and providing more opportunities for pedestrians to cross comfortably and safely	●●●
Value for money	This option is not considered radical enough to bring about change	●	The cost of implementing this option is likely to outweigh the benefits	●	The solution will improve the appearance and character of the public realm	●●	The solution will dramatically improve the appearance and character of the public realm	●●●
Overall rating		●		●		●●		●●●

6.22 Market Place proposals : A place for people

This review shows how the Market Place could become a better place for people and activity, once the traffic calming measures shown in Option 3 are in place. Creating a level surface across Market Place or a series of level areas would make the existing steep surface of Market Street easier to negotiate for pedestrians. These areas would

create opportunities for seating and would provide an even surface to stand Market Stalls on.



The use of different coloured and textured paving across the Market Place would create an attractive and more animated surface to make the space a special place for events and activity.....



Stepped access to large terrace



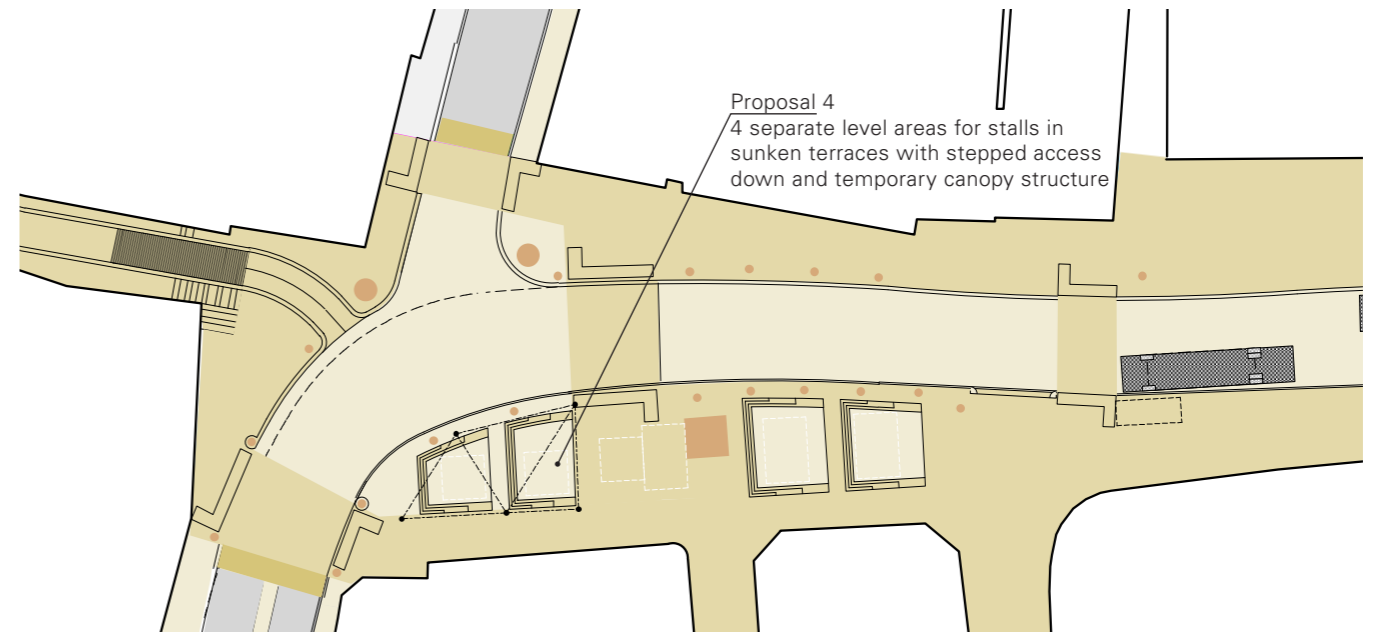
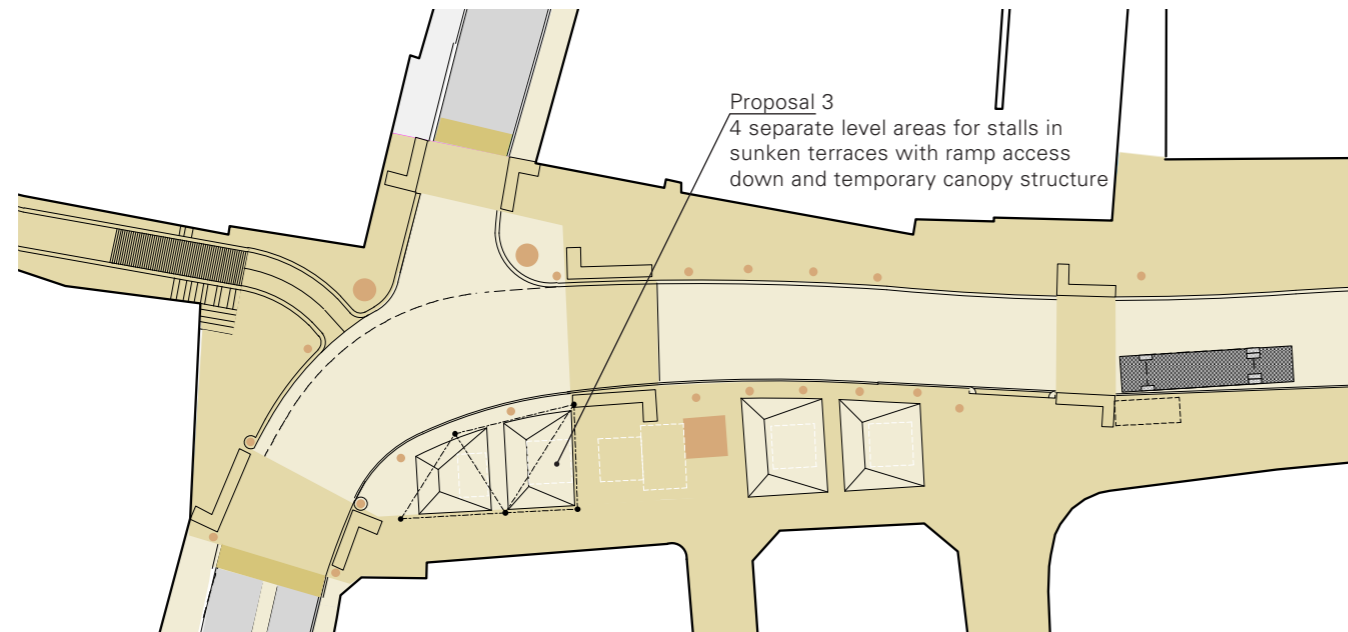
Large level terrace with stepped access



Series of terraces with stepped access



Individual level terrace built up from ground level



The Market Place could be further enhanced through the use of a temporary canopy structure. This would provide a sheltered place for people to sit under on market day or could become a large market stall.....

Or permanent features could be added such as natural features for play planters, or pieces of sculpture made by local crafts people.....



Tensile canopy structure



Tensile canopy structure



Sunken terrace with stepped access



Sunken terrace with stepped access

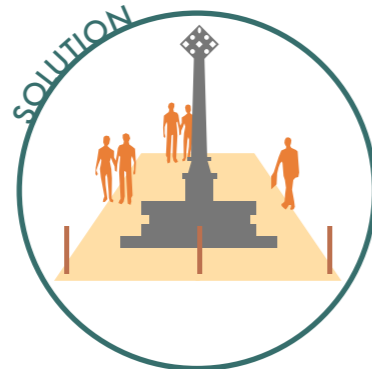
6.24 Improvements to The Boyle Cross

Boyles Cross is a hidden gem at the heart of Frome. Improvements should be made to the setting of the monument, such as relocating the car parking closest to the cross, and refurbishing the stonework.

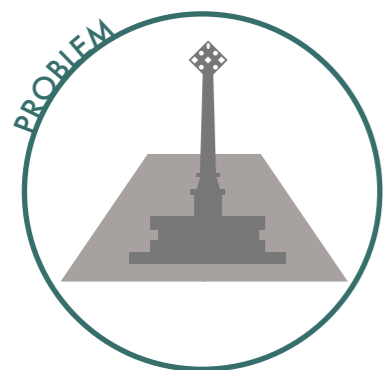
NOTE : It is understood that the feasibility of reconnecting the water supply to the basin of the cross has been completed, although our team has not seen the findings.



The Boyles Cross is lost amongst the parked vehicles



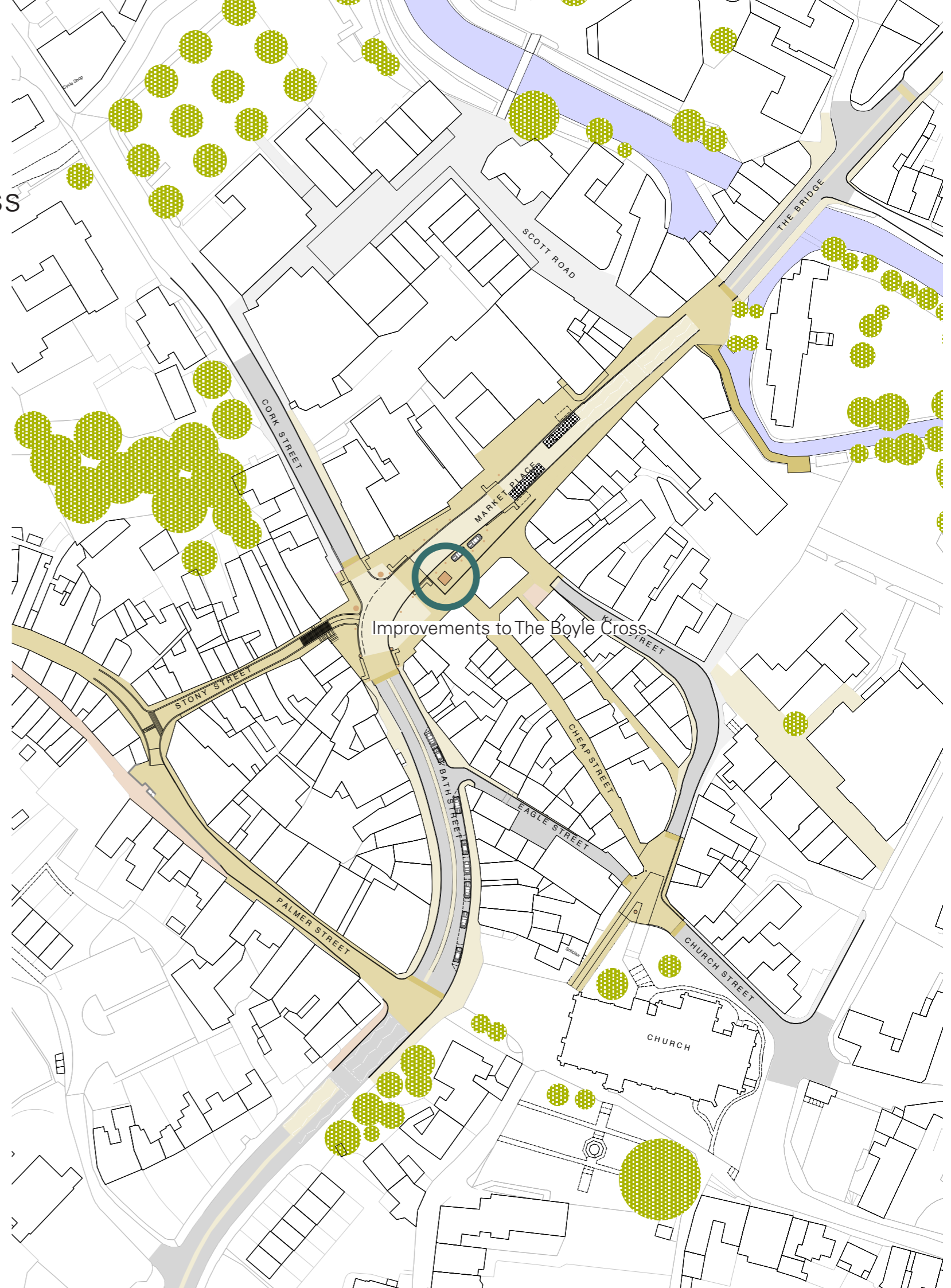
Create a focal point within a vehicle free setting



The distinctive landmark is set within a poor quality surface and in need of restoration



Refurbish the cross and add special street furniture, feature lighting and quality paving materials, reinstate water in the basin





PROBLEMS.....

- The Boyle Cross lacks prominence within the Market Place
- The cross is in need of a facelift

PROBLEMS.....

- There is a lack of formal seating around the cross within the Market Place
- There is no feature lighting to the cross at night



SOLUTIONS.....

- Make the cross the focal point of the Market Place
- Clean and restore the market cross

SOLUTIONS.....

- Lots of seating opportunities
- Pedestrianise the area around the cross and repave with high quality materials

6.26 Relocation of The Boyle Cross

We looked at whether Boyle Cross the distinctive landmark in the market place erected in the mid 19th century could (or should?) be relocated to a better location in the market place.

The conclusion was drawn that the current location is appropriate



Cross in current location



Cross relocated to location outside George Hotel



Cross relocated to location outside George Hotel with realigned carriageway



Cross relocated to location at top of Market Place



Cross relocated to location in central Market Place



Cross relocated to location in central Market Place with regraded carriageway

6.28 A place for people : further improvements to Market Place

The remodelling of the Market Place to make it a people-friendly location will provide further opportunities for creative use of the space in the future.



Create areas for seating and gathering in the Market Place with special street furniture.....



Areas of the Market Place could become animated throughout the year through a programme of changing events.....

A place for people : Further improvements to the Market Place

6.29



Create a continuous surface with different tones and textures of paving to create a lively and distinctive Market Place.....



Enhance the area around The Boyle Cross with different coloured patterns of feature paving.....



7

Summary | Conclusion | Recommendations

- Summary
- Priority plan and phasing
- Conclusion
- Recommendations

7.2 Priority plan and phasing

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7.4 Conclusion

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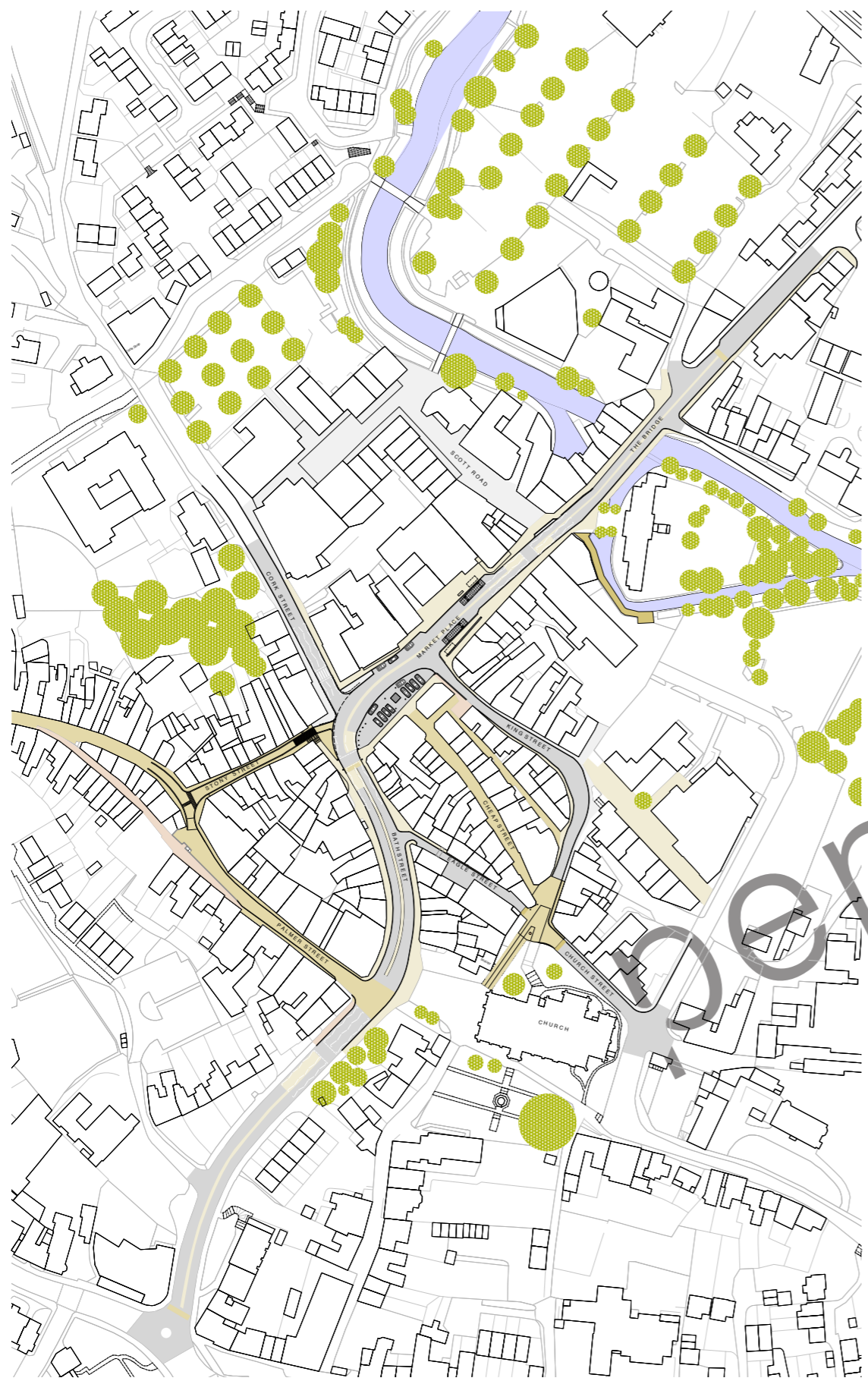
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implementation table here

Recommendations 7.5



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Prepared by

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Manchester
M3 7AQ

Appendix Contents

- A** COSTS
- B** CONSULTATION PROCESS
- C** OWNERSHIP
- D** HISTORICAL MAPS
- E** HISTORICAL PHOTOGRAPHS
- F** FROM TODAY PHOTOGRAPHS

A1.0 Options cost appraisal

The following cost appraisal was drawn up by Landscape Projects, Landscape Architects in order to provide an indication of comparative “ball park” costs for each option.

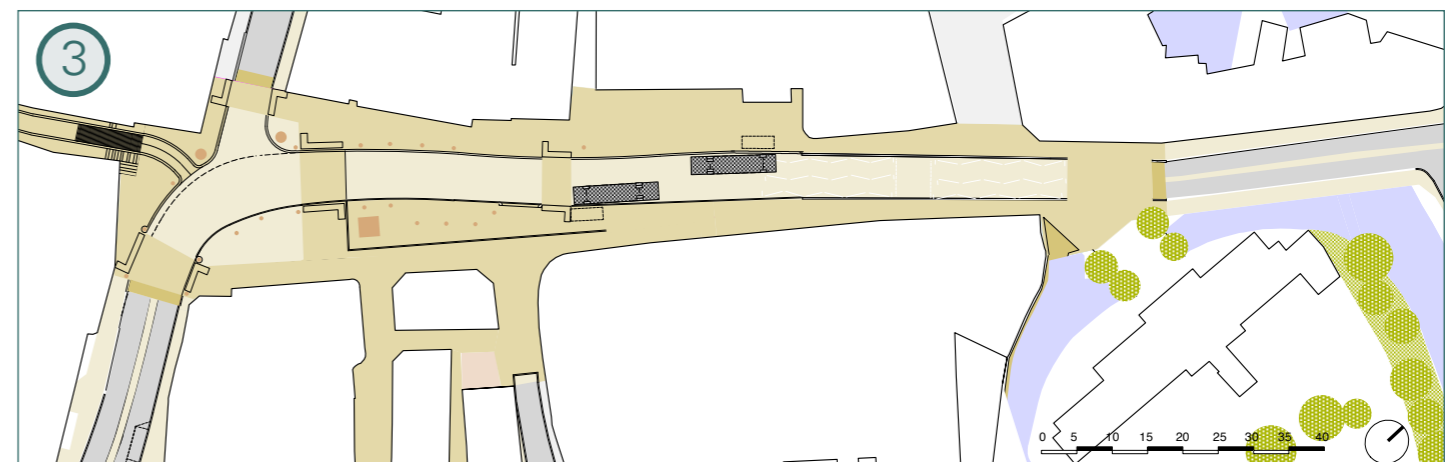
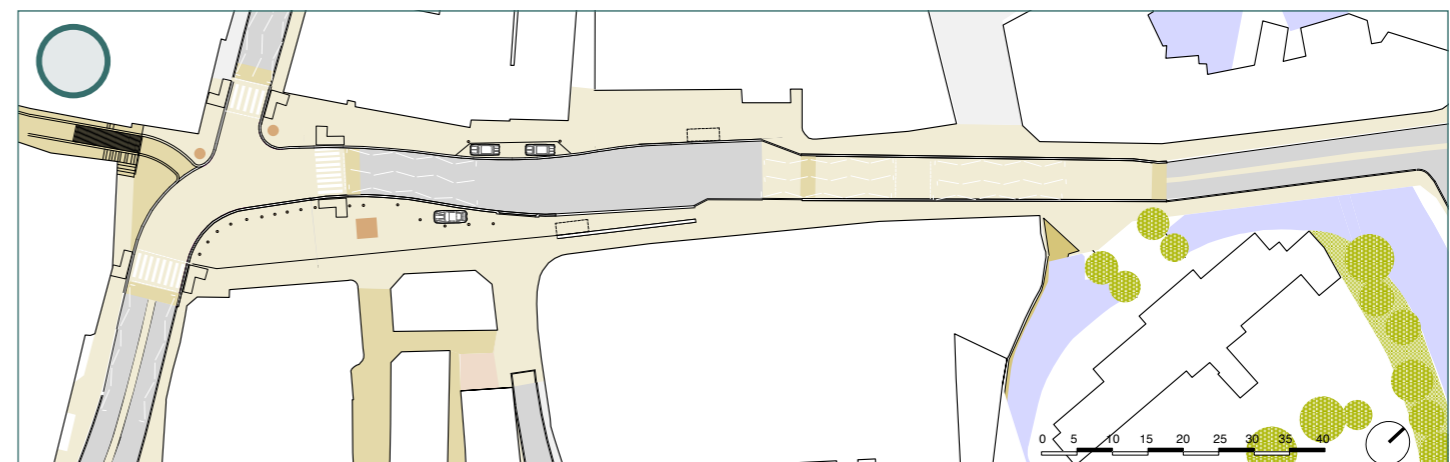
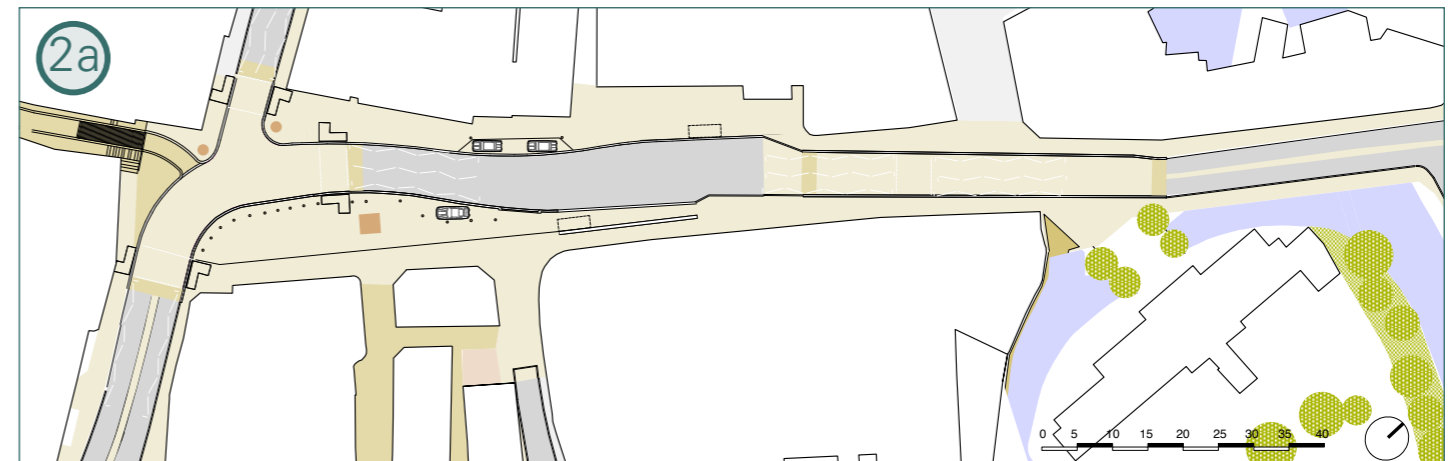
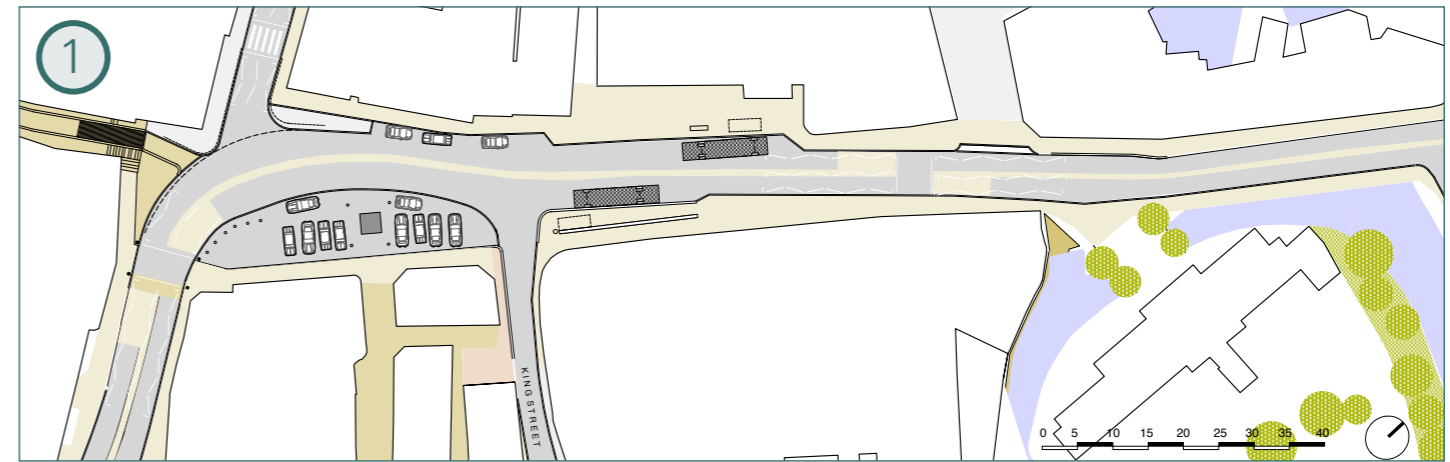
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The costs also include allowances for works of site wide proposals, including works to Palmer Street / Stony Street / King Street, Church steps, River ramp, River walkway and Tree planting in car parks.

The costs are based on the outline sketch information available and therefore take no account of the following:

- Costs associated with unforeseen below ground site conditions
- Land purchase / loss of earnings of neighbouring owners
- Phased implementation
- Contractors preliminaries and sub-contractor overheads
- Contingency
- VAT
- Inflation in period prior to letting contract
- Service diversions
- Design fees

At present funding has not been secured, proposals would only be implemented if and when funding becomes aquired.





A1.1 Wider town centre proposals (Excluding Market Place)

Budget costs

Site Preparation Works			
Remove hard surface	1475 m2	£ 10.00	£ 14,750.00
Site clearance incl street furniture, signage, railings	1 no.	£ 2,000.00	£ 2,000.00
Excavate to required levels and dispose off site	400 m2	£ 15.00	£ 6,000.00
Break out existing macadam surface and dispose off site	894 m2	£ 10.00	£ 8,940.00
Allowance for making good existing footway	1 no.	£ 5,000.00	£ 5,000.00
Allowance for making good existing highway	1 no.	£ 5,000.00	£ 5,000.00
Working around existing services	1 no.	£ 10,000.00	£ 10,000.00
Working around existing street furniture, structures incl protection	1 no.	£ 3,000.00	£ 3,000.00
Surface Finishes			
Make up levels to raised tables	294 m2	£ 40.00	£ 11,760.00
Sub base (All areas)	2369 m2	£ 25.00	£ 59,225.00
Stone slabs	591 m2	£ 120.00	£ 70,920.00
Stone trim/setts	946 m2	£ 156.00	£ 147,576.00
Road marking	1 no.	£ 500.00	£ 500.00
Church Steps	50 m	£ 125.00	£ 6,250.00
River Ramp			
Approx projects cost	1 no.	£ 174,000.00	£ 174,000.00
River walkway			
Creat walkway incl deck structure, anchorage to river side, surface treatment and balustrading	140 m2	£ 225.00	£ 31,500.00
Soft Landscaping			
Excavate tree pits; 2m max depth	33 no.	£ 125.00	£ 4,125.00
Planting trees incl root barrier, rootcells, guying system, irrigation, urban tree soil, tree grille, surface treatment	33 no.	£ 1,000.00	£ 33,000.00
Trees	33 no.	£ 1,000.00	£ 33,000.00
			£ -
Street furniture			
Bollards	2 no.	£ 1,000.00	£ 2,000.00
Litter bins	1 no.	£ 300.00	£ 300.00
Streetscape feature	1 no.	£ 5,000.00	£ 5,000.00
Lighting (building mounted)	20 no.	£ 500.00	£ 10,000.00
Lighting cables, feeder pillars in the like	1 no.	£ 10,000.00	£ 10,000.00
Lighting to Riverside	10 no.	£ 950.00	£ 9,500.00
Drainage			
Adjustment/reinstatement/replacement of existing manholes, covers and gullies	1 no.	£ 10,000.00	£ 10,000.00
disposal, filling and concrete fills	1 no.	£ 10,000.00	£ 10,000.00
Extra over for access boxes, silt boxes and the like	1 no.	£ 5,000.00	£ 5,000.00
Allowance for connecting to existing drainage	1 no.	£ 25,000.00	£ 25,000.00
			£ 713,346.00

A1.2 Option 1 : Controlled crossing

Budget costs

Site Preparation Works			
Remove hard surface	116 m2	£ 10.00	£ 1,160.00
Scrape existing macadam wearing course	623 m2	£ 10.00	£ 6,230.00
Allowance for making good existing footway	1 no.	£ 2,000.00	£ 2,000.00
Allowance for making good existing highway	1 no.	£ 2,000.00	£ 2,000.00
Work around existing services	1 no.	£ 5,000.00	£ 5,000.00
Work around existing street furniture, structures incl protection	1 no.	£ 3,000.00	£ 3,000.00
Surface Finishes			
Sub base (Stony Street and rumble strips)	126 m2	£ 25.00	£ 3,150.00
Stone slabs	56 m2	£ 120.00	£ 6,720.00
Stone trim/setts	60 m2	£ 156.00	£ 9,360.00
Bitmac	0 m2	£ 30.00	£ -
Resin bonded gravel	623 m2	£ 35.00	£ 21,805.00
Tactile paving	10 m2	£ 80.00	£ 800.00
Road marking	1 no.	£ 500.00	£ 500.00
Pelican Crossing	1 no.	£ 25,000.00	£ 25,000.00
Enclosures			
Street furniture			
Bollards	6 no.	£ 500.00	£ 3,000.00
Litter bins	1 no.	£ 300.00	£ 300.00
Lighting (building mounted)	20 no.	£ 500.00	£ 10,000.00
Feature lighting to market cross	4 no.	£ 250.00	£ 1,000.00
Concrete base; below ground to spotlights	4 no.	£ 75.00	£ 300.00
Lighting cables, feeder pillars in the like	1 no.	£ 10,000.00	£ 10,000.00
Drainage			
Adjustment/reinstatement/replacement of existing manholes, covers and gullies	1 no.	£ 1,000.00	£ 1,000.00
Remove existing drainage gullies; including all excavation, disposal, filling and concrete fills	1 no.	£ 1,000.00	£ 1,000.00
Extra over for access boxes, silt boxes and the like	1 no.	£ 500.00	£ 500.00
Allowance for connecting to existing drainage	1 no.	£ 2,500.00	£ 2,500.00
			£ 116,325.00





A1.3

Option 2a : Super crossing

Budget costs

Site Preparation Works

Remove hard surface	1300 m2	£ 10.00	£ 13,000.00
Site clearance incl street furniture, signage, railings	1 no.	£ 2,000.00	£ 2,000.00
Excavate to required levels and dispose off site	200 m2	£ 15.00	£ 3,000.00
Break out existing macadam surface and dispose off site	600 m2	£ 10.00	£ 6,000.00
Scrape existing macadam wearing course	355 m2	£ 10.00	£ 3,550.00
Allowance for making good existing footway	1 m2	£ 5,000.00	£ 5,000.00
Allowance for making good existing highway	1 m2	£ 5,000.00	£ 5,000.00
Work around existing services	1 m2	£ 10,000.00	£ 10,000.00
Work around existing street furniture, structures incl protection	1 m2	£ 3,000.00	£ 3,000.00

Service diversions

Surface Finishes

Make up levels to raised tables	450 m2	£ 40.00	£ 18,000.00
Sub base, pedestrian areas, raised tables	1500 m2	£ 25.00	£ 37,500.00
Stone slabs	60 m2	£ 120.00	£ 7,200.00
Stone trim/setts	140 m2	£ 156.00	£ 21,840.00
Bitmac	1646 m2	£ 30.00	£ 49,380.00
Resin bonded gravel	2400 m2	£ 35.00	£ 84,000.00
Tactile paving	40 m2	£ 80.00	£ 3,200.00
Road marking	1 no.	£ 500.00	£ 500.00
Pelican crossing	3 no.	£ 25,000.00	£ 75,000.00

Enclosures

Street furniture

Bollards	10 no.	£ 1,000.00	£ 10,000.00
Litter bins	1 no.	£ 300.00	£ 300.00
Streetscape Feature	2 no.	£ 5,000.00	£ 10,000.00
Lighting (building mounted)	20 no.	£ 500.00	£ 10,000.00
Feature lighting to market cross	4 no.	£ 250.00	£ 1,000.00
Concrete base; below ground to spotlights	4 no.	£ 75.00	£ 300.00
Lighting cables, feeder pillars in the like	1 no.	£ 10,000.00	£ 10,000.00

Drainage

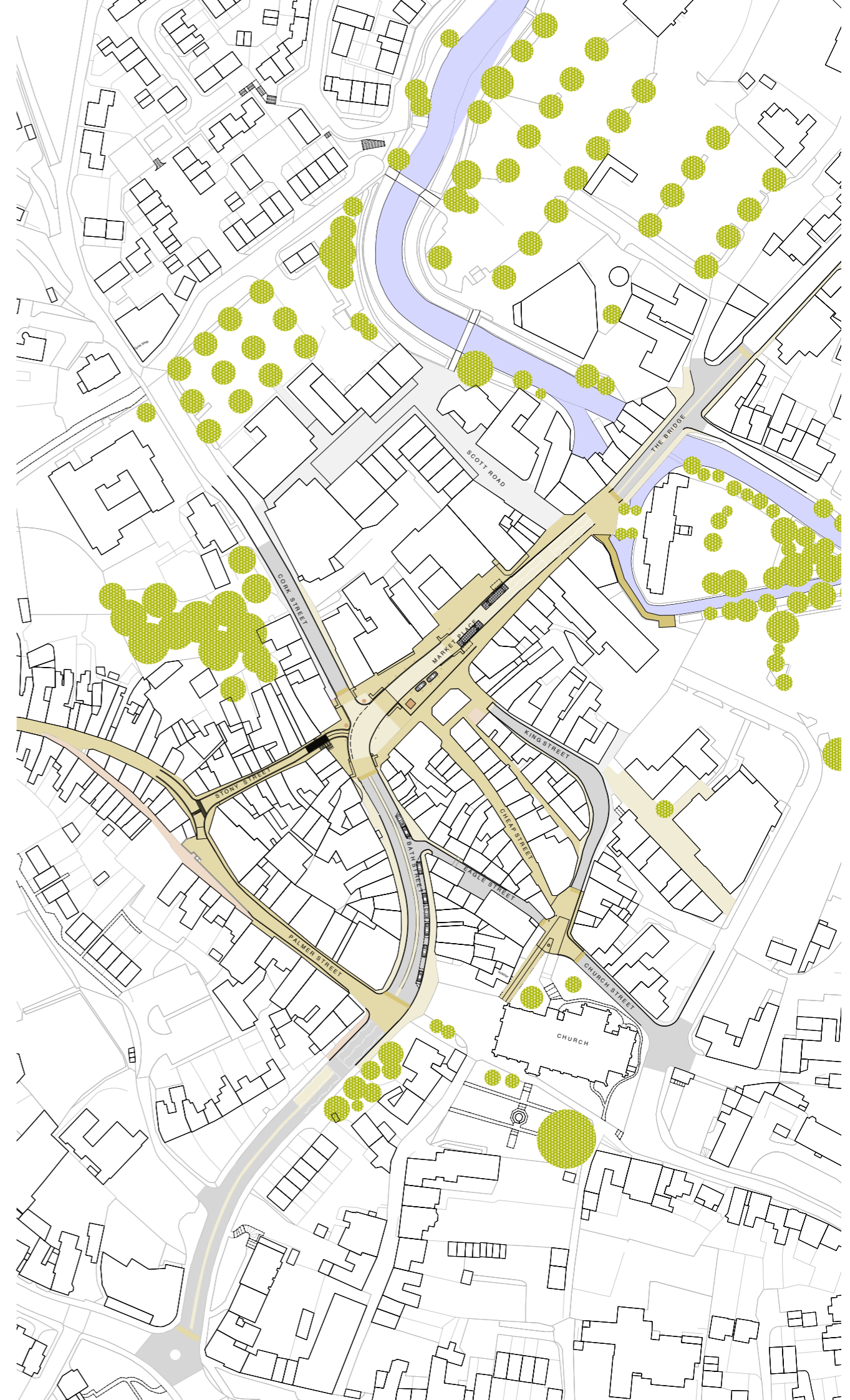
Adjustment/reinstatement/replacement of existing manholes, covers and gullies	1 no.	£ 5,000.00	£ 5,000.00
Remove existing drainage gullies; including all excavation, disposal, filling and concrete fills	1 no.	£ 5,000.00	£ 5,000.00
Extra over for access boxes, silt boxes and the like	1 no.	£ 2,000.00	£ 2,000.00
Allowance for connecting to existing drainage	1 no.	£ 15,000.00	£ 15,000.00

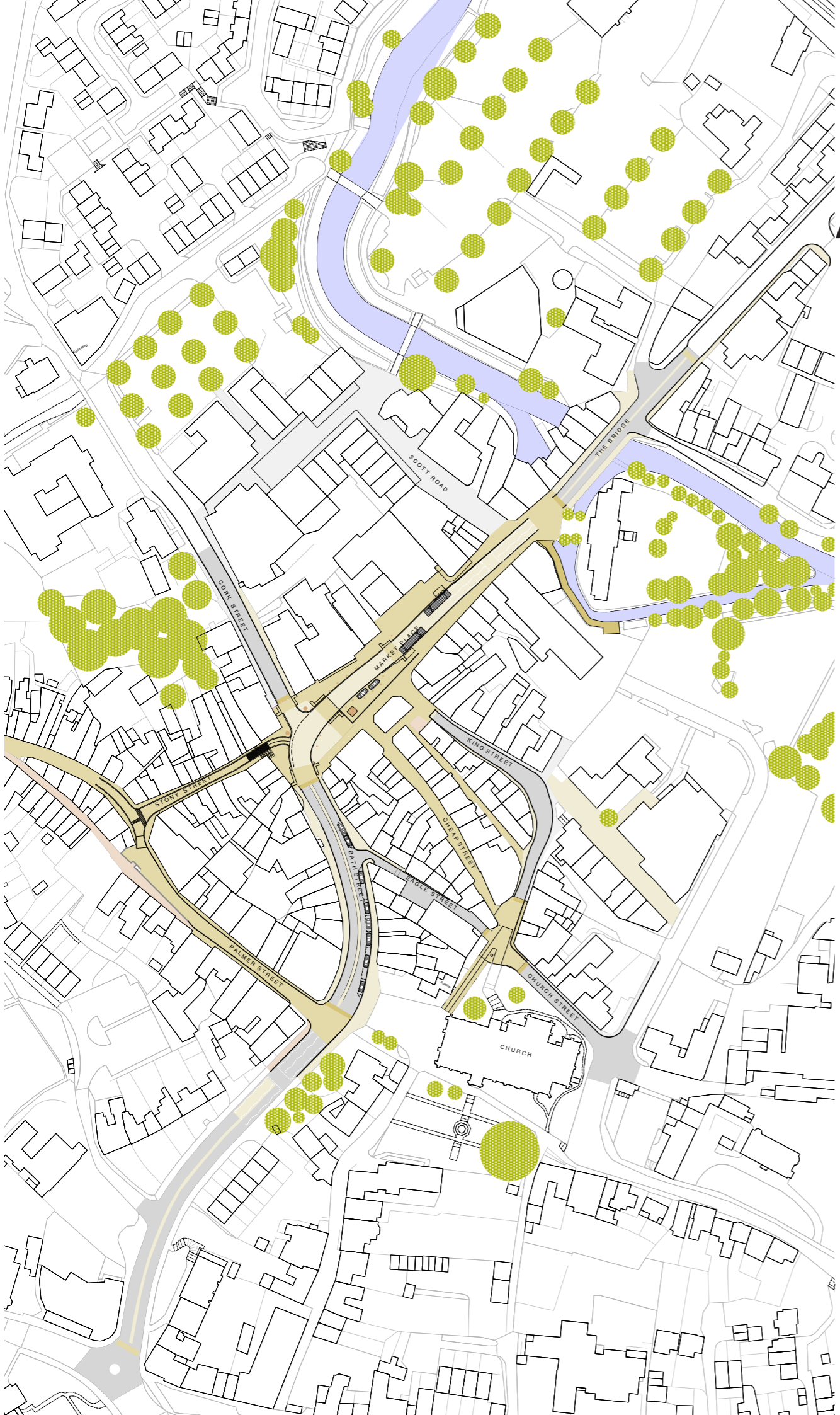
£ 415,770.00

A1.4 Option 2b : Zebra crossing

Budget costs

Site Preparation Works			
Remove hard surface	1300 m2	£ 10.00	£ 13,000.00
Site clearance incl street furniture, signage, railings	1 no.	£ 2,000.00	£ 2,000.00
Excavate to required levels and dispose off site	200 m2	£ 15.00	£ 3,000.00
Break out existing macadam surface and dispose off site	600 m2	£ 10.00	£ 6,000.00
Scrape existing macadam wearing course	355 m2	£ 10.00	£ 3,550.00
Allowance for making good existing footway	1 m2	£ 5,000.00	£ 5,000.00
Allowance for making good existing highway	1 m2	£ 5,000.00	£ 5,000.00
Work around existing services	1 m2	£ 10,000.00	£ 10,000.00
Work around existing street furniture, structures incl protection	1 m2	£ 3,000.00	£ 3,000.00
Service diversions			
Surface Finishes			
Make up levels to raised tables	450 m2	£ 40.00	£ 18,000.00
Sub base, pedestrian areas, raised tables	1500 m2	£ 25.00	£ 37,500.00
Stone slabs	60 m2	£ 120.00	£ 7,200.00
Stone trim/setts	140 m2	£ 156.00	£ 21,840.00
Bitmac	1646 m2	£ 30.00	£ 49,380.00
Resin bonded gravel	2400 m2	£ 35.00	£ 84,000.00
Tactile paving	40 m2	£ 80.00	£ 3,200.00
Road marking	1 no.	£ 1,000.00	£ 1,000.00
Zebra Crossing	3 no.	£ 11,000.00	£ 33,000.00
Enclosures			
Street furniture			
Bollards	10 no.	£ 1,000.00	£ 10,000.00
Litter bins	1 no.	£ 300.00	£ 300.00
Streetscape Feature	2 no	£ 5,000.00	£ 10,000.00
Lighting (building mounted)	20 no.	£ 500.00	£ 10,000.00
Feature lighting to market cross	4 no.	£ 250.00	£ 1,000.00
Concrete base; below ground to spotlights	4 no.	£ 75.00	£ 300.00
Lighting cables, feeder pillars in the like	1 no.	£ 10,000.00	£ 10,000.00
Drainage			
Adjustment/reinstatement/replacement of existing manholes, covers and gullies	1 no.	£ 5,000.00	£ 7,000.00
Remove existing drainage gullies; including all excavation, disposal, filling and concrete fills	1 no.	£ 5,000.00	£ 5,000.00
Extra over for access boxes, silt boxes and the like	1 no.	£ 2,000.00	£ 2,000.00
Allowance for connecting to existing drainage	1 no.	£ 15,000.00	£ 15,000.00
			£ 376,270.00





A1.5

Option 3 : Low kerbs and courtesy crossings

Budget costs

Site Preparation Works

Remove hard surface	1300 m2	£ 10.00	£ 13,000.00
Site clearance incl street furniture, signage, railings	1 no.	£ 2,000.00	£ 2,000.00
Excavate to required levels and dispose off site	200 m2	£ 15.00	£ 3,000.00
Break out existing macadam surface and dispose off site	1660 m2	£ 10.00	£ 16,600.00
Scrape existing macadam wearing course	355 m2	£ 10.00	£ 3,550.00
Allowance for making good existing footway	1 no.	£ 5,000.00	£ 5,000.00
Allowance for making good existing highway	1 no.	£ 5,000.00	£ 5,000.00
Working around existing services	1 no.	£ 10,000.00	£ 10,000.00
Working around existing street furniture, structures incl protection	1 no.	£ 3,000.00	£ 3,000.00
Relocate bus shelters	2 no.	£ 10,000.00	£ 20,000.00

Service diversions

Surface Finishes

Make up levels to raised tables	1720 m2	£ 40.00	£ 68,800.00
Sub base (All areas)	3315 m2	£ 25.00	£ 82,875.00
Stone slabs	1908 m2	£ 120.00	£ 228,960.00
Stone trim/setts	100 m2	£ 156.00	£ 15,600.00
Bitmac	1313 m2	£ 30.00	£ 39,390.00
Resin bonded gravel over	1285 m2	£ 35.00	£ 44,975.00
Tactile paving : stone	50 m2	£ 160.00	£ 8,000.00
Road marking	1 no.	£ 500.00	£ 500.00

Enclosures

Street furniture

Bollards	21 no.	£ 1,000.00	£ 21,000.00
Litter bins	1 no.	£ 300.00	£ 300.00
Streetscape feature	2 no.	£ 5,000.00	£ 10,000.00
Lighting (building mounted)	20 no.	£ 500.00	£ 10,000.00
Feature lighting to market cross	4 no.	£ 250.00	£ 1,000.00
Concrete base; below ground to spotlights	4 no.	£ 75.00	£ 300.00
Lighting cables, feeder pillars in the like	1 no.	£ 10,000.00	£ 10,000.00

Drainage

Adjustment/reinstatement/replacement of existing manholes, covers and gullies	1 no.	£ 10,000.00	£ 10,000.00
Remove existing drainage gullies; including all excavation, disposal, filling and concrete fills	1 no.	£ 10,000.00	£ 10,000.00
Extra over for access boxes, silt boxes and the like	1 no.	£ 5,000.00	£ 5,000.00
Allowance for connecting to existing drainage	1 no.	£ 25,000.00	£ 25,000.00

£672,850.00

B1.2 Report on consultation process :

Approach to consultation

The project as a whole has been guided by a steering group comprising representatives from across the town. The consultation process for the Remodelling Study builds on the contacts made during the Vision 4 Frome project. This comprised :

1. discussions with town centre stakeholders
2. discussions with technical stakeholders
3. public meeting

1. Town Centre Stakeholders (3rd Sept meeting)

Peter Baker	NVB Architects
John Birkett-Smith	Member Chamber of Commerce
Graham Burgess	Frome T-C
kay chapman	Maybrook Properties (Westway manager)
David Chedgy	Ellen Bray
Pete Clarke	Frome Tunnels
Katy Duke	Katy Duke
Gavin Eddy	Artisan Market
Sheila Gore	Keep Frome Local
Robin R Hill	Frome Tunnels
Nick Howlett	President Chamber of Commerce
Mary Phillips	Frome Development CIC
Andrew Prince	Studio Prints (Frome) Ltd
Gerlinde Rambausek	Town Team, V4F, C&G
Jane Sharp	Mendip DC
Jake Smaje	Youth Council
Martin Stenson	Maybrook Properties
Elaine Tucker	Krussh Shoe Gallery
Alex Webb	creative FROME
Nick White	Mayor Frome T-C
Luke Wilde	Chair of Trustees Black Swan Arts
Charles Wood	Chair Vision for Frome

2. Technical Stakeholders: meetings have been held with the following :

- Gary Frecknall SCC Highways
- Brian Cull SCC Highways
- Richard Needs SCC Highways
- Mark Clements SCC Highways
- Jeff Bunting SCC Highways
- Nick Cowling SCC Highways
- David Clark Mendip DC Conservation Officer
- Nic Wall SCC Conservation Officer

Town Centre Stakeholder meetings were held on 12th and 24th of September at Trinity Church Hall:

- Stakeholder meeting 1 collated views on how the town centre is used and the positive and negative aspects of the use of the centre on weekdays, evenings and at the Frome Super Market
 - Stakeholder meeting 2 collated views on preliminary sketches
 - Following the publication of the latest Options 1, 2a, 2b and 3:
 - Discussions with representatives of Somerset County Council as the Highway Authority
 - Online contact with Steering group members
- responses have been received from John Peverley of Frome Civic Society, Neil Howlett of Frome Chamber of Commerce, Councillors Nick White and Graham Burgess and Katy Duke



3. Public consultation An open public meeting was held on 2nd October at Cheese and Grain, followed by a public exhibition at the same venue 2nd - 7th October, online through the Frome Town Council website and Facebook page; 89 people registered at the public meeting and so far 58 people have submitted comments using the hard copy form online, which are summarised opposite.

1



2a



2b



3



B1.3 Consultation :

Summary of responses to design options

P Wheelhouse summarised the public response to the proposals as follows:

Option 1 : Signal controlled crossing to link Stony Street with Market Place

Little support for this option from Steering group members and other stakeholders including the public as it is not considered radical enough. Considered to be preferred type of crossing for visually impaired but overall this option is not favoured due to: high likelihood that pedestrians would cross outside of pedestrian phase; unlikely to reduce vehicle speeds on its own; would not be sufficiently visible to approaching drivers.

Option 2a : Signal controlled 'super crossing' at junction of Market Place, Stony Street and Cork Street

Responses as above. Costs associated with providing a fully signal controlled junction will be significant. Generally not favoured by stakeholders due to likelihood of congestion at junction and impact on the setting of buildings and features such as The Boyle Cross.

Option 2b : Provide 2 zebra crossings on key pedestrian desire lines, relocate Cork Street crossing on to pedestrian desire line and provide a raised table

The use of zebra crossings rather than signals would put the pedestrian in charge and in the view of highway engineers will be safer than options 1 and 2a but will have a notable impact on vehicle flows. The solution will improve the appearance and the character of the public realm.

Option 3 : Traffic calming, low kerbs and courtesy crossings

The most popular of the options. Like 2b, this option will improve the appearance and character of the public realm. Investment required to provide crossing facilities will be less than for a signal controlled junction but overall the most expensive option. Implications on vehicular flows should

be reduced as crossing movements would be negotiated rather than through pedestrian priority. Overall public realm improvements and traffic calming will improve pedestrian safety but visually impaired pedestrians may find it difficult to negotiate the crossing. Many of the respondents would like to see parking removed from Boyle Cross as part of this option and consider that the introduction of free short term parking elsewhere would address concerns about the loss of parking in this location.

Do nothing

Only five respondents to the consultation exercise favoured doing nothing; all others encouraged some form of action to make the town centre more pedestrian friendly.

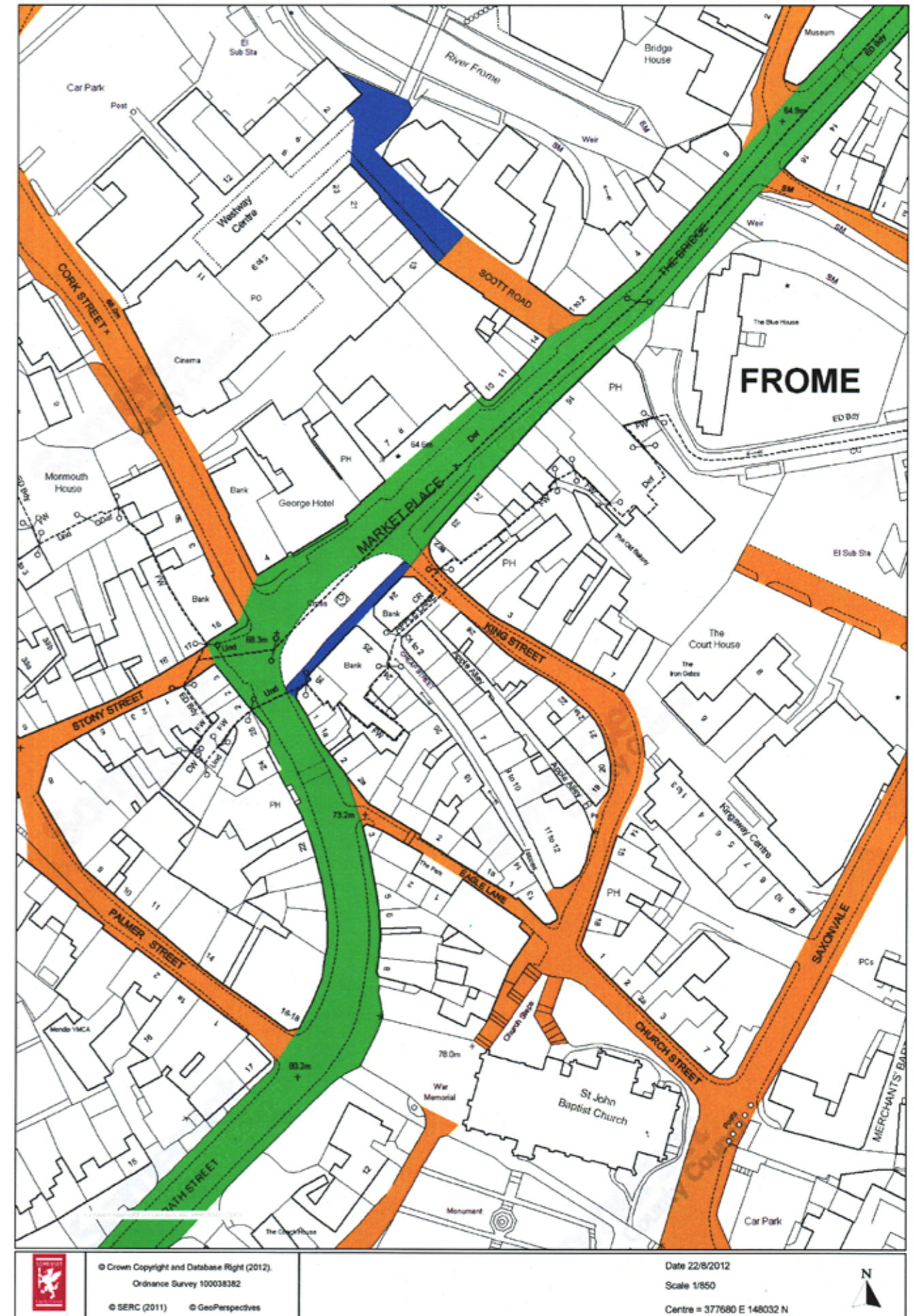
Other key issues

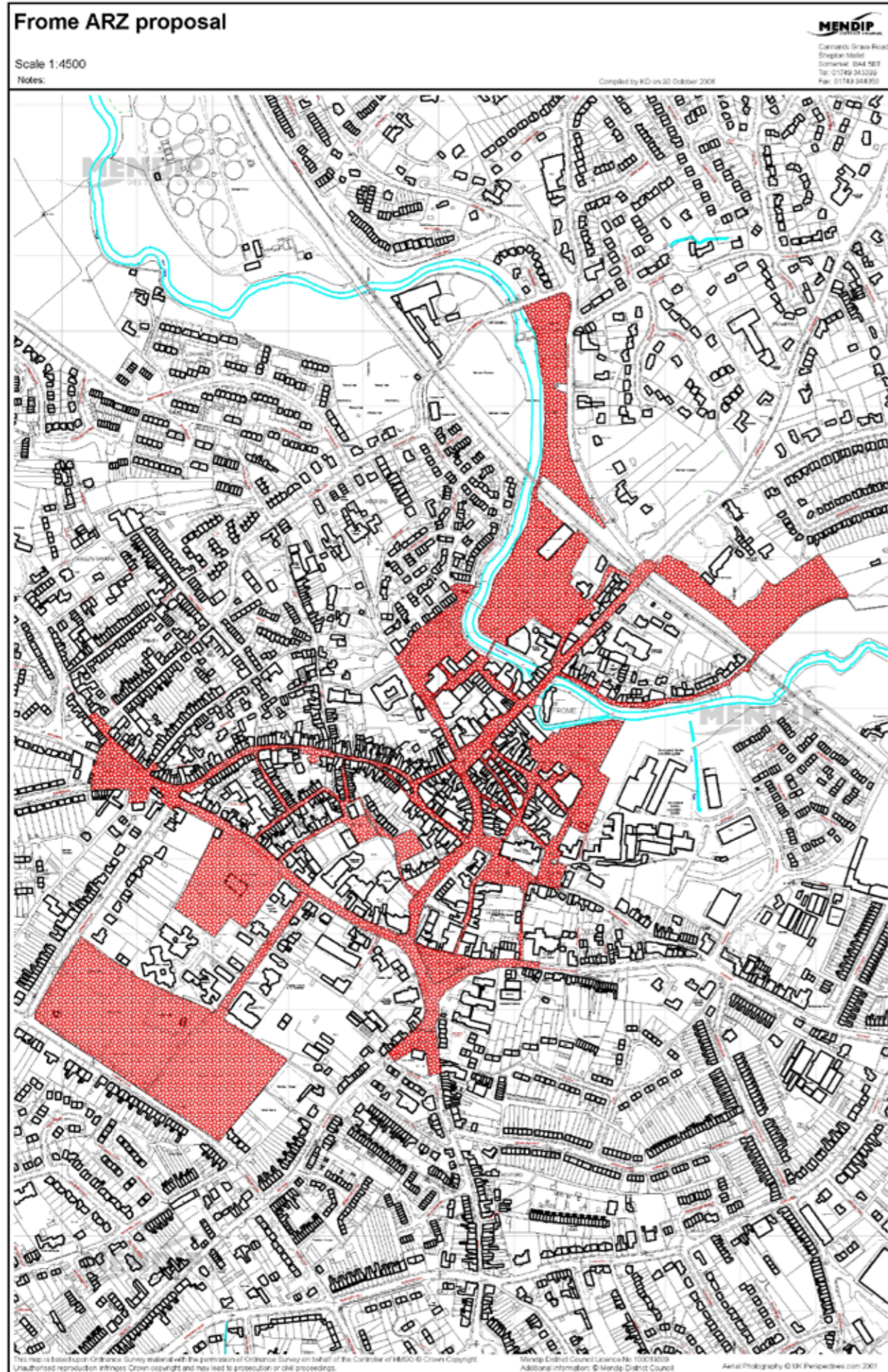
In developing the scheme, many respondents would like to see more detailed proposals to address:

- Congestion generated by buses and deliveries
- The lack of provision for cyclists
- The proliferation of signage and other 'clutter'
- The need to slow traffic to 20mph or below on the approaches to the Market Place
- The need for improved seating, tree planting and other landscaping.

C1.0 Somerset County Council : Adopted Highways

Extract fro SCC highways plan, showing in tone areas
in their control.

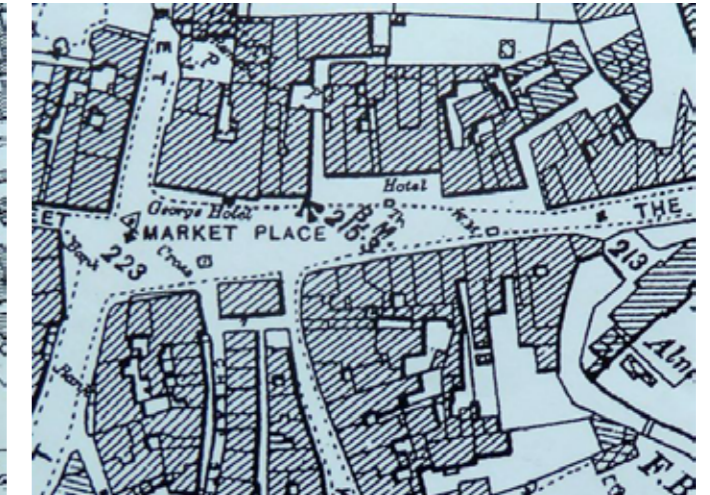




C1.1 Alcohol Restricted Zone

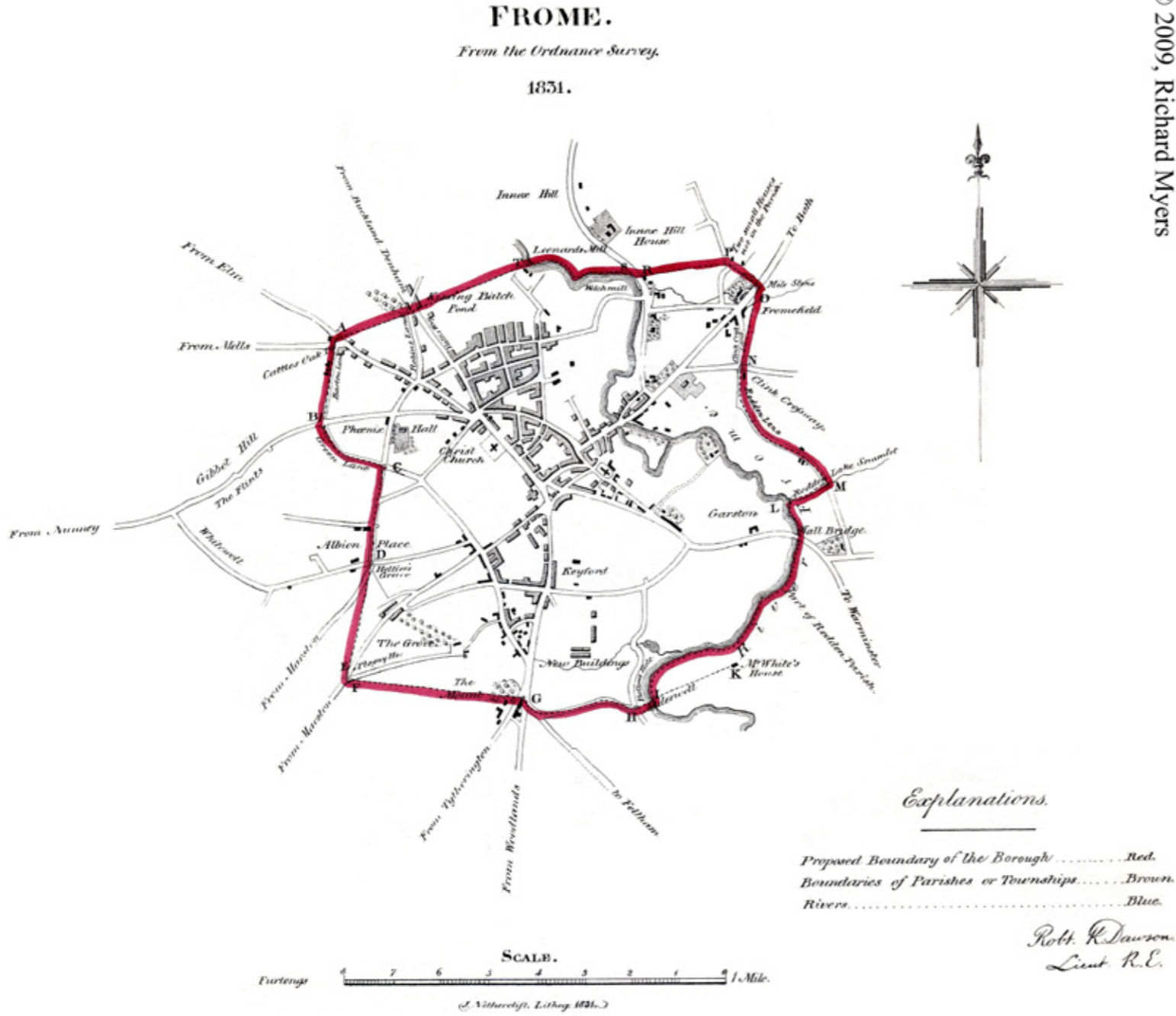
Plan showing areas subject to proposed Alcohol Restriction Zone measures.

D1.0 Historical maps



D1.1 Historical maps

Image © 2009, Richard Myers



D1.2 Historical maps



Frome 1838 © 2009 Frome Society for Local

D1.3 Historical maps



Frome 1886

E1.0 Historical photographs : pre car



E1.1 Historical photographs : post car



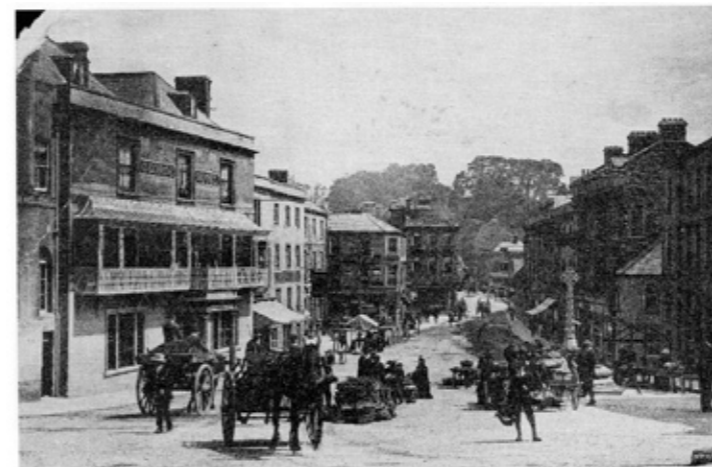
E1.2 Historical photographs



1900

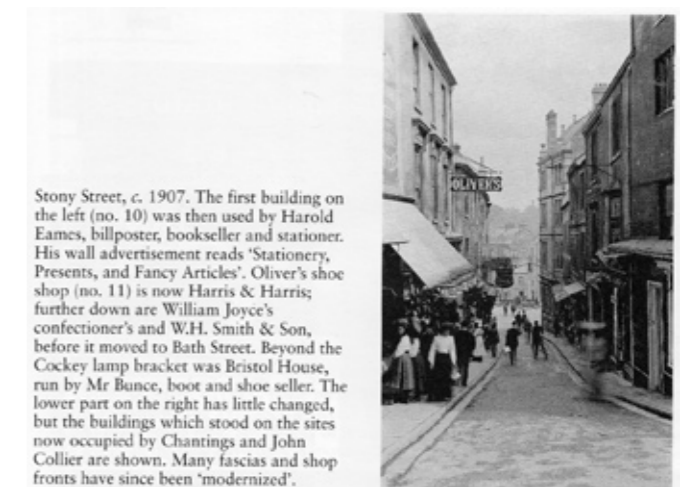


1903



Market Place, c. 1907. This lively scene dates from before the Post Office move to the Market Place in 1914 and before motor cars. Boots the Chemist was then an ironmonger's, probably run by Mr Penny, and it advertises Humber cycles. Halfords is now on the site of Charles Waters, wine and spirit merchant, whose advertisement on the roof reads 'W. & A. Gilbey's Wines & Spirits'. Are they sacks of coal in the centre, and what is the man with the baskets selling?

1907



Stony Street, c. 1907. The first building on the left (no. 10) was then used by Harold Eames, billposter, bookseller and stationer. His wall advertisement reads 'Stationery, Presents, and Fancy Articles'. Oliver's shoe shop (no. 11) is now Harris & Harris; further down are William Joyce's confectioner's and W.H. Smith & Son, before it moved to Bath Street. Beyond the Cockey lamp bracket was Bristol House, run by Mr Bunce, boot and shoe seller. The lower part on the right has little changed, but the buildings which stood on the sites now occupied by Chantings and John Collier are shown. Many fascias and shop fronts have since been 'modernized'.



Catherine Hill, c. 1909. This photograph just misses the archway leading to the old Baptist burial ground on the right. On the left W. Earle advertises his picture-frame manufactory. Obviously Mr Dyke attracted interest when preparing to take this photograph.



1909

E1.3 Historical photographs



A rare view of this end of the Market Place, c. 1910. Jackson's Library was closed by 1918 and the building itself was replaced around 1935 by Montague Burton Ltd, whose name is now hidden above the fascia. The Stroud & Swindon building was erected by the Capital and Counties Bank, later the National Provincial. John Gradidge rebuilt his shop, on the right, in 1899 and sold it in 1923. Notice the lamp standard on a small island at the bottom of the hill, behind the lady.



The 25th Division, Royal Field Artillery, on parade in a deserted Market Place early one Sunday morning, 1916. The men are ready to march to St John's for church parade led by Band Leader W.H. Stokes.

1916



Market Day, c. 1950. This scene is full of activity, with the market stalls, the traffic, and the crowds of people, as typical today as about forty years ago.



1950



F1.0 Frome today : Market day



F1.1 Frome today



landscape projects