

Queen's Road: an extension to the town centre

EXISTING CONTEXT AND IDENTITY

The Queen's Road character consists of a local high street at its heart with a mix of retail use on the ground floor and residential above. The narrow, one way street is flanked by commercial activity on either side, interspersed with some residential ground floors. The pavement is narrow, limiting active travel movement, which is further impeded by disorganised bins filling the public space.

The historic buildings are a consistent ground floor plus 2 stories above, with majority brick façades. There is no planting or trees on the street, and vehicles and parking dominate the narrow street. The active travel connection between the town centre and Queen's Road is via an underpass that moves through the Atria Shopping Centre on the south side of Beechen Grove. The Broadway is therefore separated from the rest of the town centre.

CHALLENGES

- Car dominated street environment.
- Narrow pavement that is often occupied and limited by other uses such as bins or open car doors.
- No street greening.
- The underpass does not currently allow cycling access.
- Discontinuous character from the Queen's Road to the Broadway.
- Poor gateway visibility from the town centre towards The Broadway beyond.
- Lacks a clear identity.

ASPIRATIONS FOR THE AREA

Create a strong identity for the area and integrate it with the town centre more positively. The area should be seen as a seamless and natural extension to the town centre with a diverse offer of complimentary retail and commercial activity.

Connect the area more closely to the town centre across Beechen Grove as a natural extension to the town centre with clear way finding between the two areas. This connection should prioritise all forms of active travel.

POTENTIAL INTERVENTIONS

Character & Townscape

- Enhance the buildings at the junction of Queens Road and Beechen Grove to create a more positive gateway.

Public Realm

- Improve the quality of the public space within Queen Street and the Broadway by reducing car dominance and improving paving, introducing street greening and seating.
- Potential for all streets to accommodate SuDS as part of a wider network strategy, and to introduce greening throughout.

Movement

- Improve active travel connection at the intersections of Queen's Road, Grosvenor Road and Loates lane with Beechen Grove.
- Create an at-grade active travel crossing over Beechen Grove to connect Queen's Road to the town centre.

