

Restoring the grandeur of Westover Road

What we're doing

Situated adjacent to the Grade II* listed Lower Gardens and with Victorian and Art Deco style buildings, Westover Road has historically been known as Bournemouth's 'Bond Street': a classy destination with a high quality retail offer. However the road has struggled to sustain visitor attraction within the current economic climate, and as a result business on Westover Road has declined.

Bournemouth Borough Council is seeking to revive Westover Road, as a key project within a long term vision to regenerate the town centre. While major attractions continue to move out of Westover Road, new developments are planned, and the opportunity to create an activated street with the provision for increased activity now exists.

Bournemouth Borough Council's over arching objective is to attract more visitors to the town and encourage them to stay longer. A more sustainable approach to attractions is required to ensure the economy remains buoyant in winter as well as summer.

The Council's aim is to improve the appearance and functionality of Westover Road in order to increase footfall and create a better experience for the range of people who live in, work in or visit the area.

The specific objectives of the revitalisation project are:

- Provide a quality, attractive, uncluttered street scene with interest and a sense of delight
- Increase the amount of space available for pedestrians, particularly adjacent to the shops
- Reduce the feeling of vehicle dominance and vehicle speeds
- Ensure buses can move along the street with a bus stop provided
- Retain some provision for taxis while reviewing the size and position of ranks
- Retain some provision for coach pick up and drop off while review size and position of stops
- Ensure vehicle pick up and drop off at the Pavilion is retained
- Provide easy connections between the shops and Lower Gardens
- Consider servicing, delivery and general needs of local businesses
- Ensure the street is safe and easy for all groups, including those with disabilities to use and enjoy

Who we are

BDP is a multi-disciplinary practice of landscape architects, urban designers, architects and engineers, with a London home in Clerkenwell.

Their public realm improvement work within the UK and internationally includes improvements to the London Estates of Mayfair and Belgravia, Liverpool One and Ropewalks, Cathedral Gardens in Manchester, Baldock Town Centre, Chichester City Centre, Bognor Regis Town Centre, Marseille City Centre and Shanghai Star Plaza to name but a few.

For more information please see: www.bdp.co.uk

What is the timeframe?

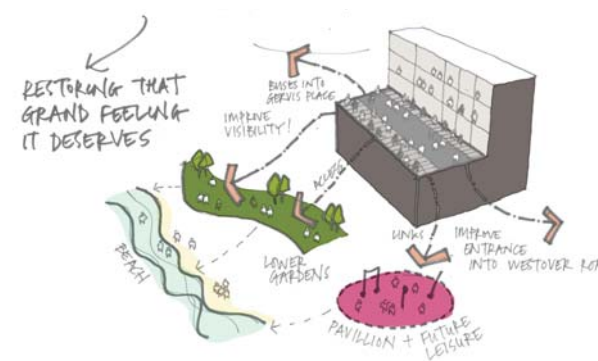
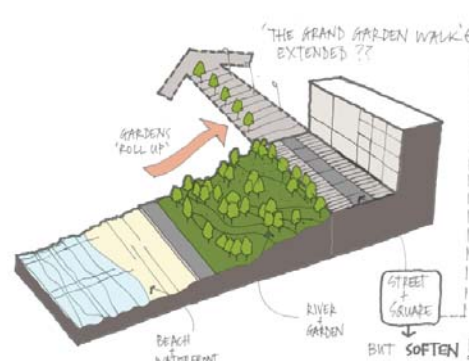
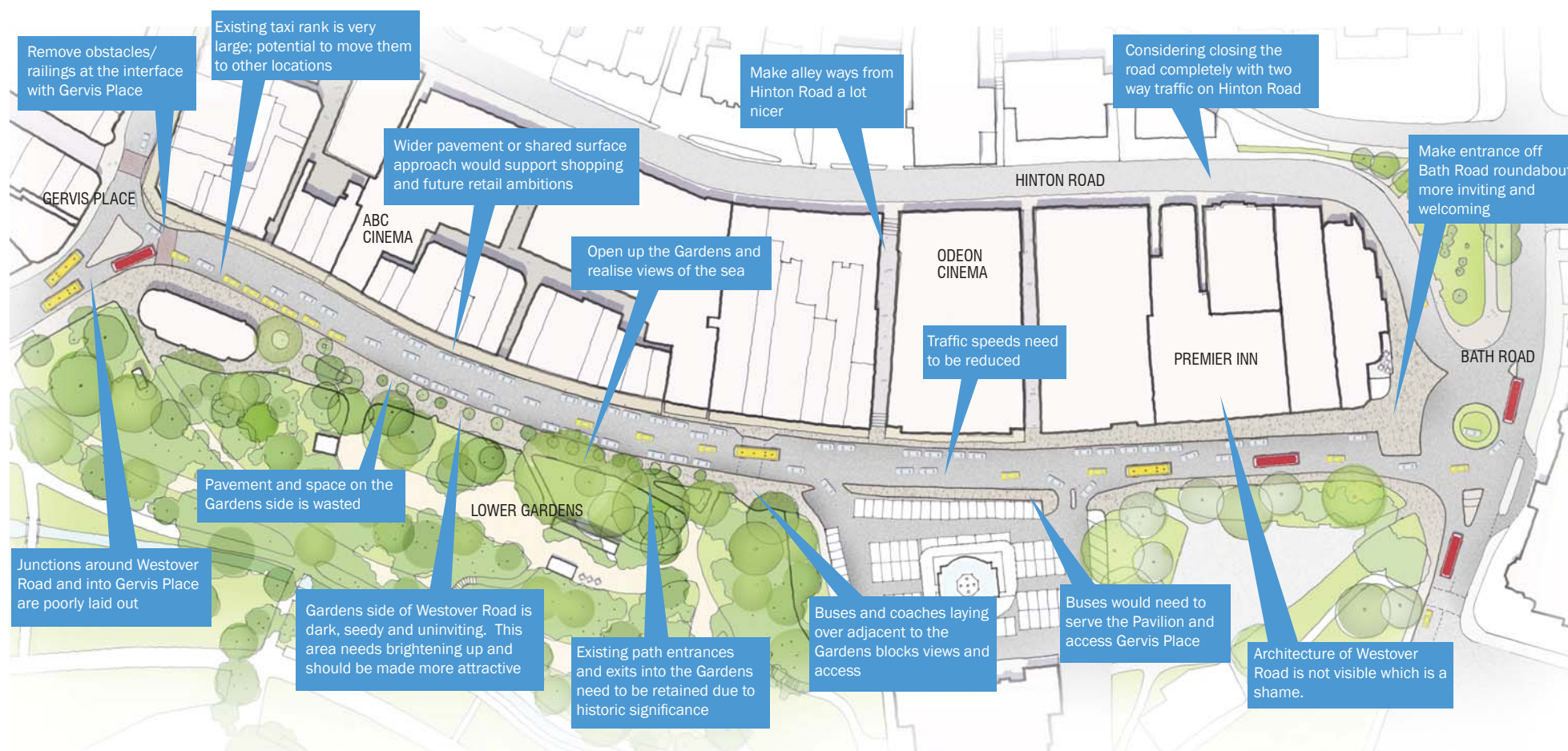
This project is currently at the 'Feasibility Stage' of looking at options and seeking stakeholder opinion.

Simply put, a feasibility study looks at the viability of an idea with an emphasis on identifying potential constraints and opportunities. These are then examined through analysis, an evaluation of alternatives, with options then identified for action.

Moving forward, it is hoped that funding is agreed in 2013 so that physical changes on the ground become a step closer.

What we have been told so far

Earlier this year, Bournemouth Borough Council undertook an initial consultation and fact finding with a number of key stakeholders including traders, the Lower Gardens Trust, The Pavilion and taxi and bus companies. Some of the main observations are shown below on the existing street layout and have helped shape the concept masterplan.



Aerial view 1930's



Motor Rally in Westover Road c.1933



View of Westover Road from Gervis Place c.1937



View of Westover Road from Bath Road c.1938

Proposed Masterplan



- KEY**
- ① New pedestrian crossing paved with setts to improve connection between Westover Road and The Arcade
 - ② Decluttered Gervis Place intersection: traffic island and barriers removed
 - ③ New square with roadway paved with setts
 - ④ Tourist Information Centre / future restaurant with opportunity for outdoor dining
 - ⑤ Widened footpaths for improved pedestrian access and outdoor dining
 - ⑥ Portal structures at entries to Lower Gardens, with feature lighting
 - ⑦ Seating element along the Lower Gardens boundary to provide places to rest on the southern footpath and to integrate the Gardens into the street
 - ⑧ Existing building canopy above
 - ⑨ Realigned asphalt roadway
 - ⑩ Setted parking bays (18 no.)
 - ⑪ Paved loading bays (12 no.)
 - ⑫ Gateway feature to Pavilion Carpark access
 - ⑬ Relocated taxi rank
 - ⑭ Pedestrian crossing / threshold paved with setts on one-way section of street
 - ⑮ New passenger drop-off / turning island / car park entry
 - ⑯ Relocated bus stop (for 2 vehicles)
 - ⑰ Coach lay-by (for 2 vehicles)
 - ⑱ New square with outdoor cafe seating, canopy, lawn terraces, kiosk and planting
 - ⑲ Gateway feature wall
 - ⑳ Simplified Bath Road intersection
 - ㉑ Realigned Hinton Road / Bath Road intersection
 - ㉒ Existing pedestrian laneways, resurfaced to emphasise mid-block connections

Visualising the space...

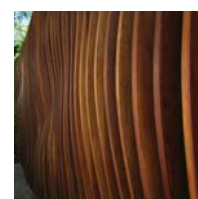


Visualising the space...

Bath Road- a new public square and gateway to Westover Road

The proposals present the opportunity to improve the junction of Westover Road and Bath Road.

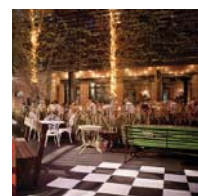
By re-aligning Hinton Road with Bath Road and removing street clutter, a larger portion of usable space can be given over to pedestrians for their enjoyment. A series of tiered lawns, new tree planting and kiosk retailing would create a space that allows informal recreation and sheltered outdoor dining. A strong sculptural feature would 'wrap' the space, making this a unique gateway into Westover Road.



Entry feature wall with portals you can walk through



Kiosk to bring activity to the square



Outdoor dining in a garden setting



Lawn terraces

