A town centre vision for Kingswood

CONTEXT

South Gloucestershire Council secured significant funding from the West of England Combined Authority (WECA) to invest in Kingswood. In 2023, a public consultation took place which highlighted a great desire for more public space, greening, and investment into the high street.

51.3%
of respondents wanted the **appearance of the high street improved**

41.7%
of respondents wanted spaces for **markets & events**

43.6%
of respondents placed **trees, plants, and greenery** as a key priority

In response to this feedback, SGC commissioned Jan Kattein Architects and transport consultant Phil Jones Associates to set out a tangible road map for investing in Kingswood's public realm and high street.

PLACE PLAN

The Place Plan proposes that investment is focused on four key points or 'nodes' within the Town Centre where targeted investment is likely to have the greatest possible impact.

WEST GATEWAY



Historic terraces framing an arrival into Kingswood from the south and west.

The intersection between Two Mile Hill Road and Blackhorse Road marks the entry point into Kingswood from Bristol to the west. This arrival point could be improved through:

- planting
- shopfront improvements
- wayfinding + artwork
- widened pavements

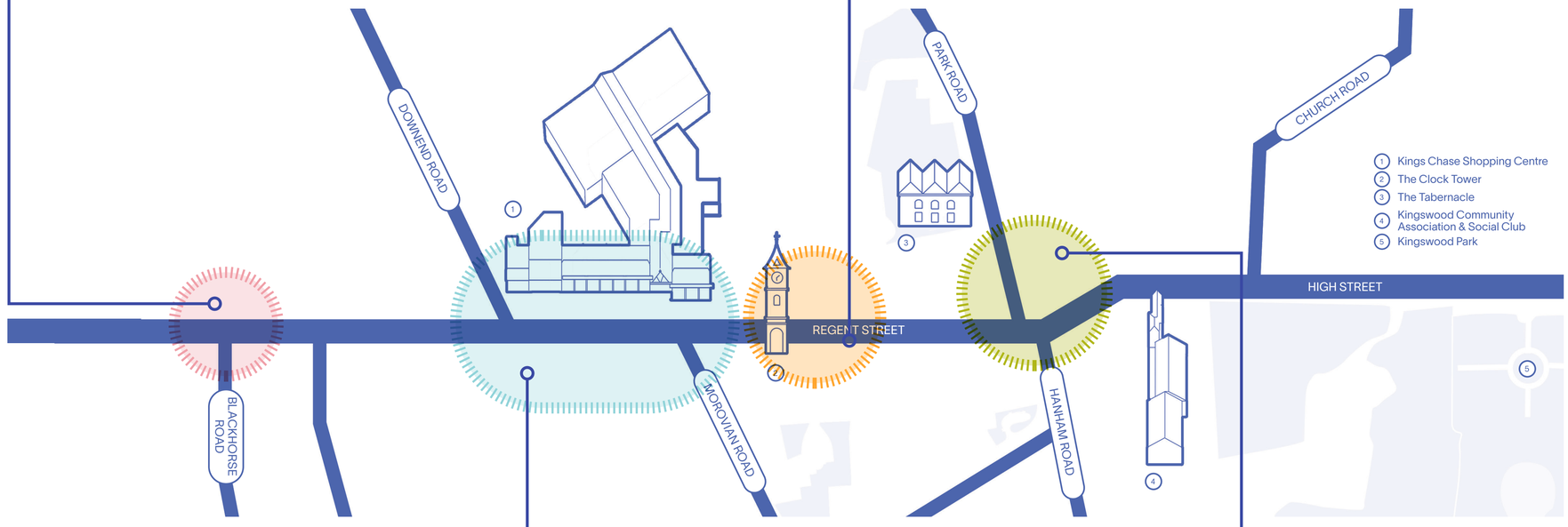
CLOCK TOWER COURT



The Clock Tower on Regent Street.

Along the high street is the Clock Tower, an iconic landmark of Kingswood surrounded by a cluster of Kingswood's evening economy businessess. Here, there is an opportunity to create a meeting point marked by this historic asset with:

- minor heritage restorations
- landscaping
- seating + lighting
- shopfront improvements



KINGS CHASE TOWN SQUARE



Forecourt of Kings Chase shopping centre

The forecourt of Kings Chase Town Square is the most generous area of public realm in the town centre. Over time, it has become cluttered and disjointed. This area could become more like a welcoming town square through:

- planting
- shopfront improvements
- wayfinding + artwork
- widened pavements
- seating + lighting
- decluttering
- improved bus stands

EAST GATEWAY



Looking west along Regent Street from High Street

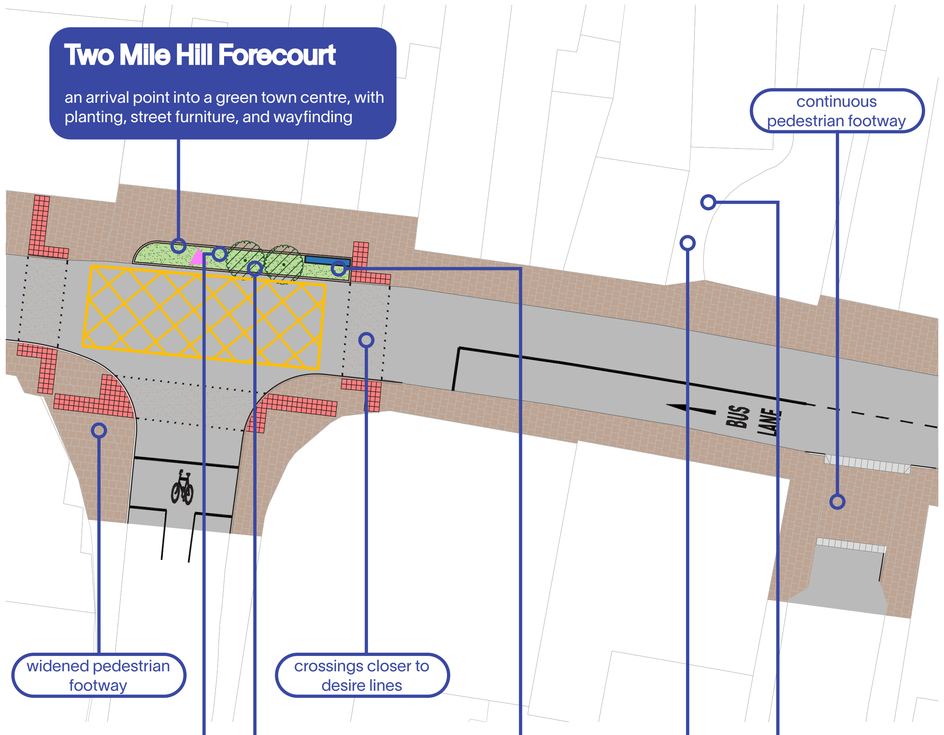
The meeting point of Regent Street, Hanham Road and High Street is an important connection between town centre shops and civic assets like the park and the library. This gateway could work better through:

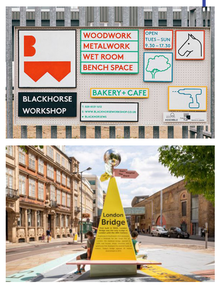
- planting
- shopfront improvements
- wayfinding + artwork
- widened pavements
- seating + lighting

What is being proposed?

01 West Gateway

Arriving into the town centre from Bristol to the west or residential areas to the south, visitors immediately recognise their arrival into a well-loved local high street. Well cared-for historic buildings house a mix of small businesses, while attractive public realm guides pedestrians eastward into the heart of the town centre.





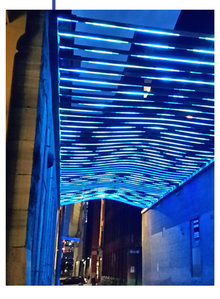
wayfinding



rain garden + tree planting



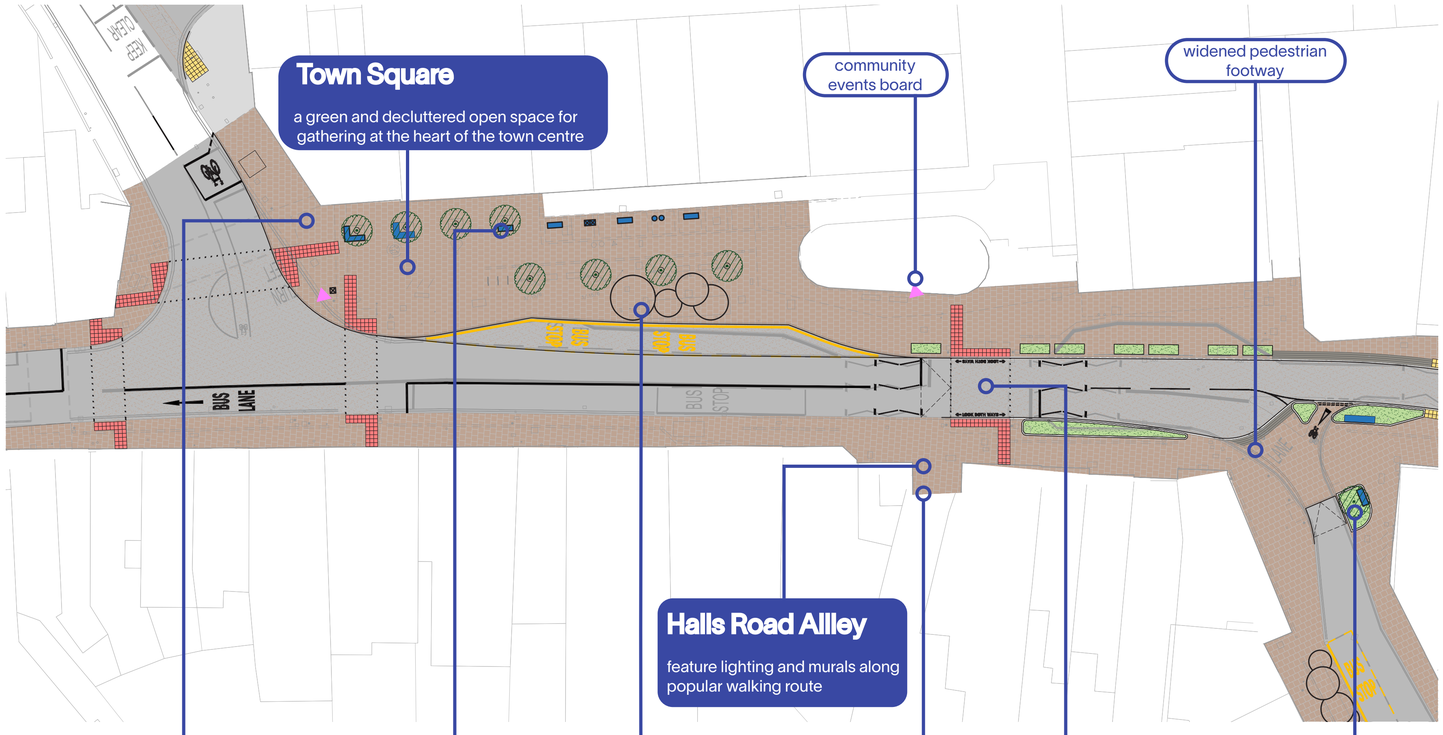
public art



alleyway lighting

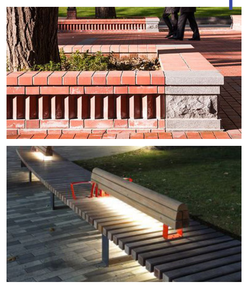
02 Kings Chase Town Square

Kings Chase Town Square opens out into public realm of generous proportions fitting to the bustling heart of the town centre. This is the heart of Kingswood's evening economy, a lively place to gather which offers an opportunity to liner or stroll on to explore the high street's retail offer.





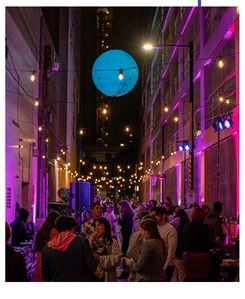
tree planting



street furniture



new bus shelter



alleyway lighting



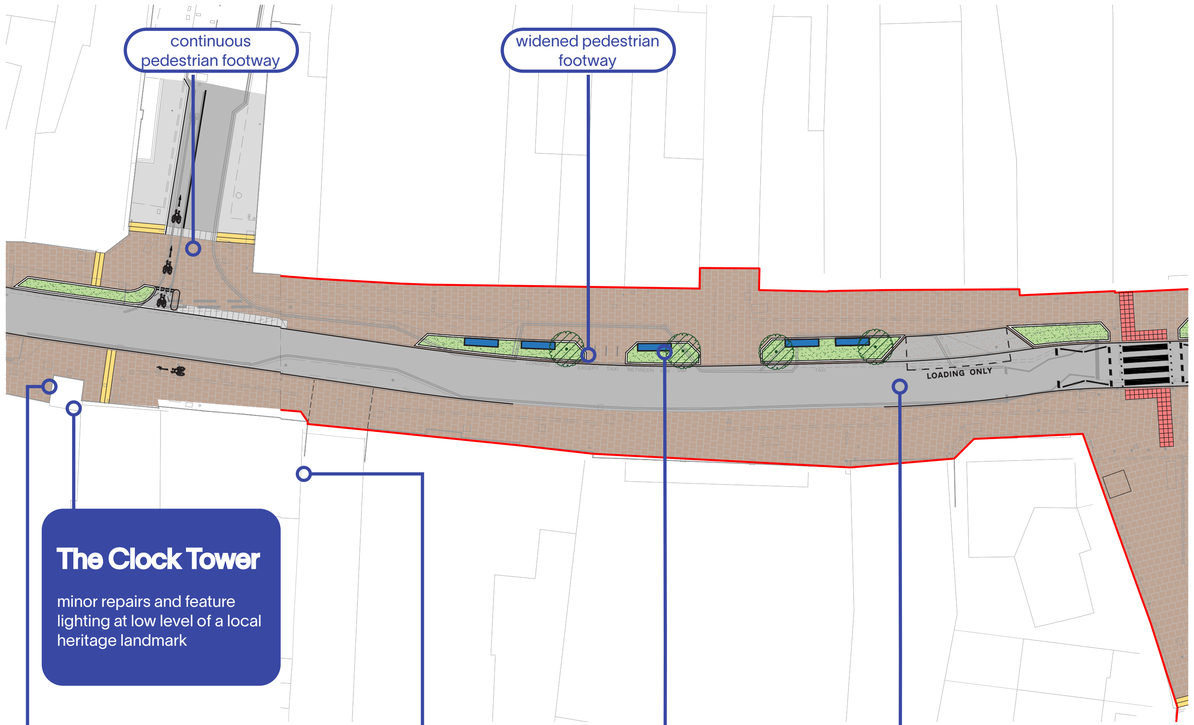
public art



rain garden

03 Clock Tower Court

Clock Tower Court stitches a bustling, pedestrian friendly high street firmly into its surrounding residential neighbourhood. Uplifting some of the town centre's most iconic historic assets establishes a firm visual character for Kingswood.

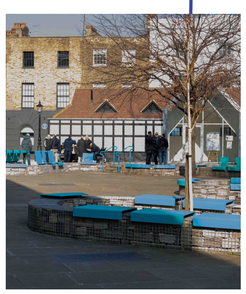




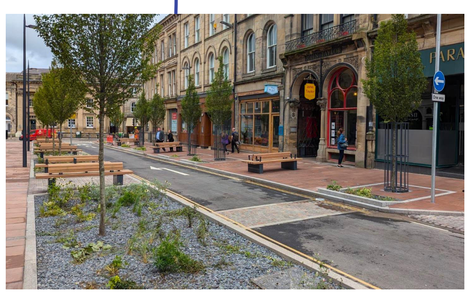
heritage asset lighting



public art



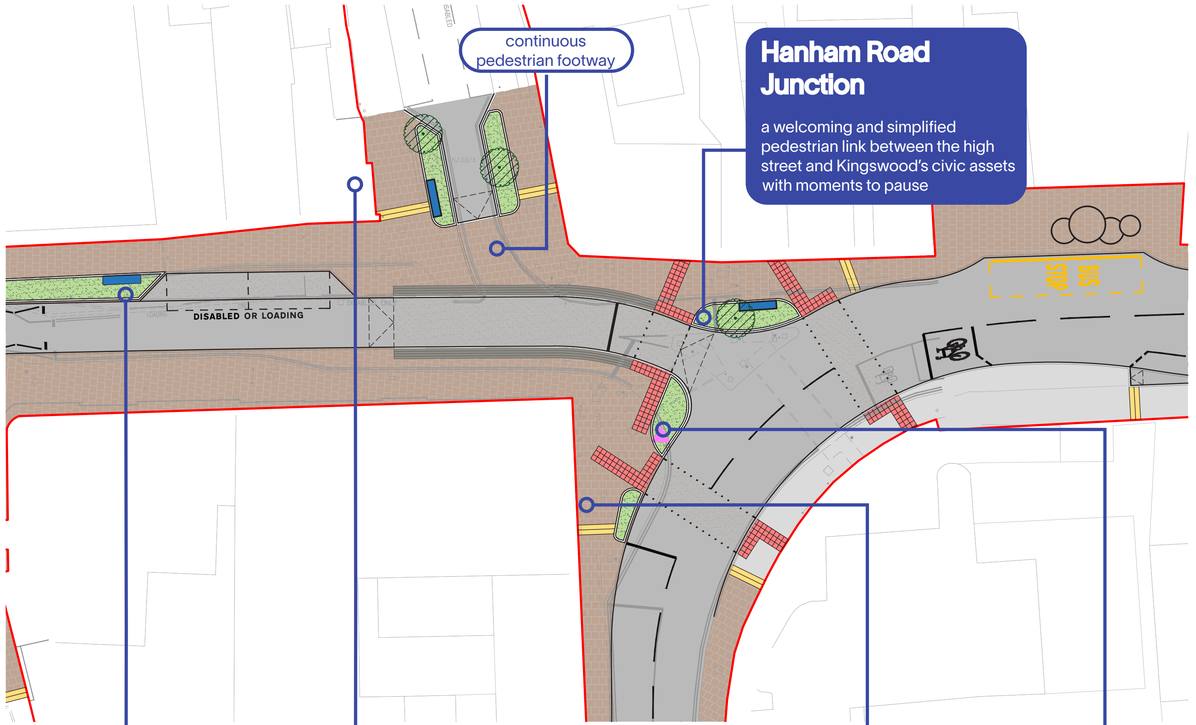
street furniture



rain garden + tree planting

04 East Gateway

The East Gateway celebrates the town centre's civic assets, linking community spaces old, new, and re-emerging with the retail core of the high street. It welcomes arrivals on foot from Kingswood Park, residential quarters to the north and south into an intimate, historic high street.





rain garden + tree planting



public art



illuminated signange

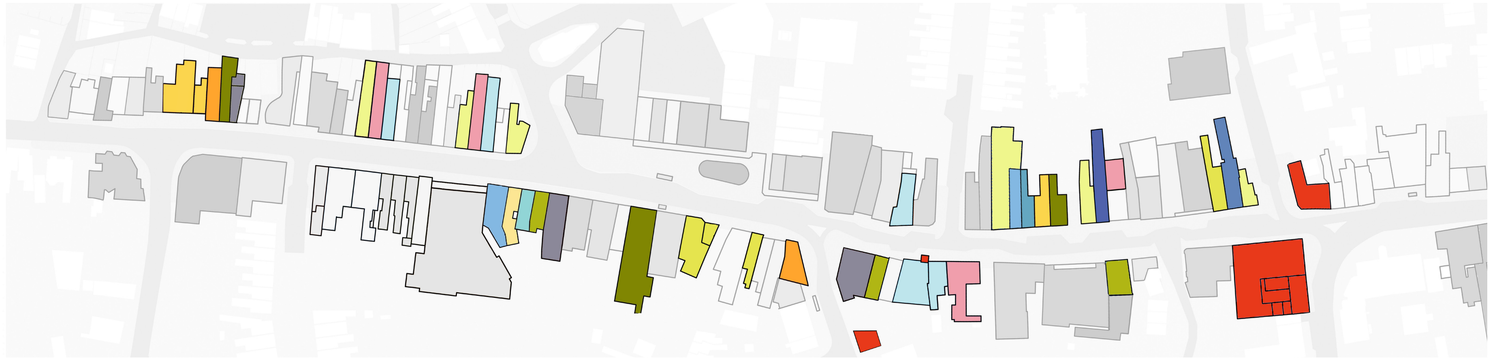


wayfinding

Kingswood's high street regeneration scheme

SHOPFRONTS PRIORITISATION STRATEGY

Building frontages can have an enormous impact on the appearance of the high street, but the available funding will not be enough to transform every property. Instead, we have systematically targeted buildings and terraces where investment will have the greatest positive impact on the Town Centre as a whole. Businesses have been selected based on how close they are to a key 'node,' how unique their business offer is, and how far their appearance could be improved with a relatively modest investment.



WHAT'S NEXT?

July 2025:

Scrutiny panel design review

August 2025:

Public Engagement

Autumn 2025:

Agree shopfronts design + submit planning application

Early 2026:

Tender for shopfront works

Spring 2026 onwards:

Shopfront works + artists begin on site

Tender for highways + public realm works

Highways + public realm works begin on site

Autumn 2025:

Design coordination with highways

Winter 2025:

Public arts open call

WHAT COULD AN IMPROVED HIGH STREET LOOK LIKE?







Example shopfronts improvement scheme