

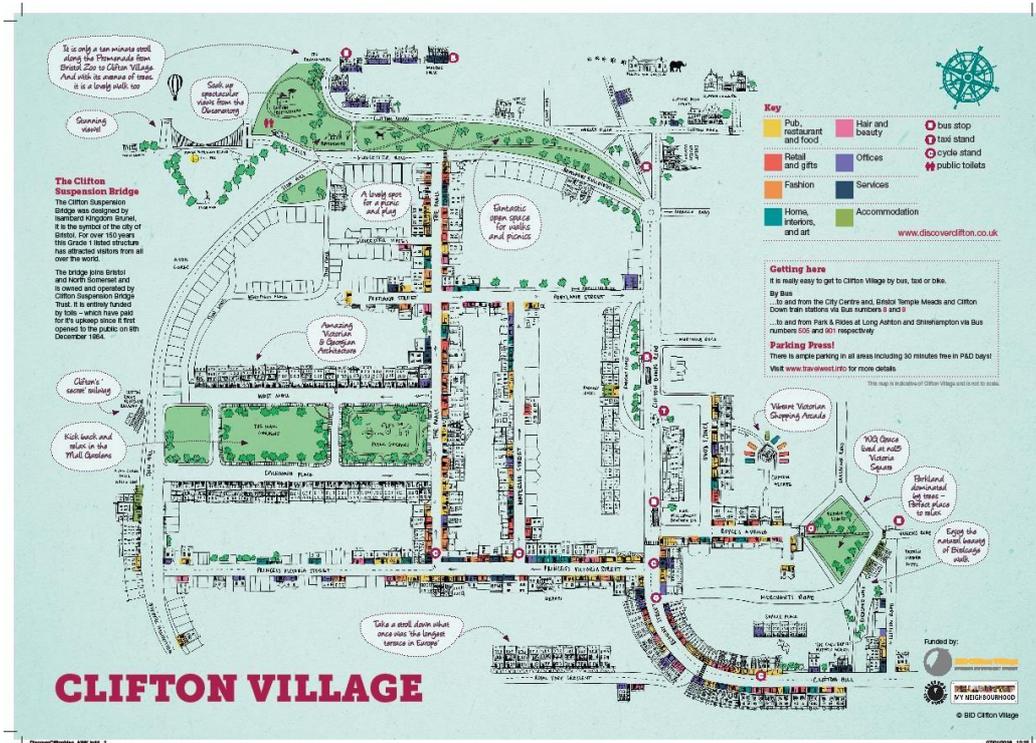
BID Clifton Village - Signage Proposals

Supporting Information

BID Clifton Village is an initiative whose purpose is to support businesses in the area and to work collaboratively on projects that will enhance and promote the Village. It is supported by Bristol City Council.

BID Clifton Village would like to install new notice boards to help signpost and create awareness of the iconic buildings and rich heritage of the built and natural environment in Clifton Village, as well as the businesses that are found within the Village. Bristol City Council's Neighbourhood Partnership has part funded this initiative.

We are aware that many visitors to Clifton Village get off the bus at Christ Church Green and are unaware of where the Suspension Bridge is or that Clifton Village is just a few minutes walk away. The aim of the signage is to raise awareness, provide information and help direct people so that they can enjoy all that Clifton Village has to offer, including its rich heritage and environment. Positioning of the signs would be at key entry points to the Village. The notice boards would contain the map, designed by BID Clifton Village, as illustrated below;



The illustrated map provides information on suggested viewing points, possible walks as well as the main attractions in the area, heritage architecture and the shopping, retail and leisure facilities. The map also provides information on transport links and sites such as bus stops, coach stop, cycling stands and taxi points.

BID Clifton Village believes the proposed signs will be a lasting legacy for the Village and will enhance the Village and bring public benefit. The notice boards would be made to high quality standards, made of hard wood befitting the beauty of the area, as illustrated below. These are similar to the type of notice board currently used by the Downs Committee at the bottom of the path to the Observatory, in Brandon Hill and in Queens Square, and are suitable for the unique heritage, environment and character of Clifton Village. In addition there is a budget set aside for the upkeep of these signs.



Background

BID Clifton Village appreciates that the Downs are an important and treasured natural landscape and that the Village is a historic area of local and national significance, with a unique character and appearance, that we want to enhance. The positioning of our signs has been carefully considered to ensure no detrimental impact and we believe the installation of the noticeboards will provide valuable information and interest to the public (local residents, people working in the Village and visitors), and also enhance the existing locations.

On 8 January 2015 Bid Clifton Village submitted a pre-planning application, requesting advice about the erection of signage. We sought advice on 9 locations.

On 10 February 2015, we received a response from the Planning Officer, Thomas Wilkinson, who responded that 'There are no objections to the principles of the overall scheme, i.e. raising awareness'. He also provided detailed advice regarding the specific locations proposed. The pre-application comments have been considered carefully by BID Clifton Village, and in view of specific recommendations, we now intend to submit an application for the installation of 4 notice boards at key entry points to the Clifton Village area, with our maps.

These locations do not include positioning of notice boards on listed buildings. The location of each notice board proposed is next to Council supplied metal street furniture (parking restriction signs, or dustbins), and we believe that the high quality character of the proposed noticeboards will enhance, rather than detract, from the present street scene, as illustrated below.

We believe these locations will bring maximum public benefit, maximum visual enhancement and no detrimental impact to listed buildings or the unique character and nature of the important landscape of the Downs.

The proposed locations are as follows;

We propose a freestanding sign at each of the two bus stops to direct people to the Clifton Suspension Bridge, Observatory and into the Village as they step off the bus.

1. Christ Church Green bus stop (westbound)

Bus Stop (W-bound), Christ Church Green, Clifton Down, Clifton, Bristol, BS8 4AW

Grid Ref: ST 569347330 ST 569733

X: 356936, Y: 173300

Lat: 51.457029, Long: -2.6211941

[http://gridreferencefinder.com/?gr=ST5693373307%7CPoint s B%7C0&v=h&t=Point s B](http://gridreferencefinder.com/?gr=ST5693373307%7CPoint%20s%20B%7C0&v=h&t=Point%20s%20B)



Proposal: To position the noticeboard to the slight north of the bus stop on Christ Church Green space. The notice board would provide information on the area, where to find the Suspension Bridge and Clifton Village etc. It would be accessible from path but not overhanging path.

2. **Christ Church Green bus stop (westbound), Clifton Down Road**

Address (near) : 2 Clifton Down Rd, Bristol, City of Bristol BS8 4AH,

Postcode (nearest) : BS8 4AH

Grid Reference: ST 56989 73311 Grid Reference (6 figure): ST569733 X (Easting) :

Y (Northing) : 356989 173311 Latitude : Longitude : 51.457136 -

2.6204297

[http://gridreferencefinder.com/?qr=ST5698973311%7CPoint s A%7C0&v=h&t=Point s A](http://gridreferencefinder.com/?qr=ST5698973311%7CPoint%20s%20A%7C0&v=h&t=Point%20s%20A)



Proposal: To position the noticeboard to the south of the bus stop on Christ Church Green space. The notice board would provide information on the area, where to find the Suspension Bridge and Clifton Village etc. It would be accessible from path but not overhanging path.

3. Christ Church Green coach stop - Post mounted by the new coach park

Site Address: Observatory Road coach drop off, Observatory Road, Clifton, Bristol, BS8 3LT
Grid Ref: ST 56767 73225 (ST567732)
X (Easting Ref): 356767, Y (Northing): 173225
Latitude: 51.456343, Longitude: -2.6236135

<http://gridreferencefinder.com/?gr=ST5676873228%7CPoint%7C0&v=h&t=Point%7Cs%7C>



Proposal: To position the noticeboard on the green space adjacent to and at the edge of the tarmac pathway by the coach layby drop-off point (towards the northern edge of the layby). This would provide information to visitors about the area.

At the moment people get off the coach, walk directly to the bridge and back to the coach, without realising there is so much else on offer within Clifton Village itself. The illustrated map gives information on additional view points of the Bridge, Observatory and Avon Gorge. At the layby, there is a very functional Council installed parking restriction sign (with waiting times for coaches). We believe the erection of a high quality notice board at the upper end of the lay-by (playground end) would enhance rather than detract from this site. The proposal would be to erect the notice board adjacent to or close to the current functional parking restriction metal post, on the verge of the in-laid pavement, so that it created interest without obstruction or cluttering.

We understand that the Downs Committee is currently renewing its wooden framed sign in the vicinity (on the corner by the fountain), and would be pleased to hear the views of the Downs Committee on the best positioning of our proposed noticeboard to most benefit the public.

4. Outside the Zoo

Corner of Clifton Down and College Road, BS8 3HU

Co-Ordinates,

Latitude: 51.463489

Longitude: -2.624477

http://gridreferencefinder.com/?gr=ST5671874025|Point_s_B|0&t=Point%20B&v=h



As the Zoo itself is a listed building, we are suggesting installation of the noticeboard by the bus stop (on the triangle of green) by the road signs, but set within the grassed area to be visible and safe for pedestrians leaving the zoo. This will not overhang any pavement and will be set back from the road.

Again, the area currently has various road signage, and we believe that a high quality timber noticeboard, containing useful information, would not be detrimental but would enhance the visual aspect, and be of public benefit. The map indicates the Promenade as a route (and short walk) to the Clifton Suspension Bridge, Observatory, Avon Gorge and Clifton Village.