The Optimising Connectivity Project at Town End aims to narrow the carriageway width and improve the quality of footways to encourage slower traffic speeds and improve the quality of the public realm. Works will extend along the A591 from just north of the roundabout on Stock Lane, past the Daffodil Hotel to south of the bus bay to the south of Town End.

The striking design of the new Jerwood Centre and the traditional local vernacular have inspired the proposed design and materials choices.

A hierarchy of materials has been chosen to provide focus on key locations within the site and to improve the quality of the public realm. Local Westmorland Green Slate from Burlington Stone has been chosen to indicate priority areas. Both setts and flag paving have been used to provide variation and interest within the floorscape.

Street furniture has been kept to a minimum to reduce clutter yet provide opportunity for people to rest, gather and take in the views. To ensure the proposed design sits well in its surroundings, simple yet contemporary furniture has been proposed in a uniform style and materials palette which has a soft appearance that sits well with the local vernacular. Both informal seating and more supportive seats have been located in key locations for public transport and along key routes to cater for people of a range of ages and abilities.

On the western footways around the Grasmere junction, a “Natural Green” resin bonded surface will help to give the impression that this is an area with increased footfall and should hopefully help to raise awareness of the project.

Traffic calming methods also include a proposed buff coloured slurry seal treatment to the carriageway to indicate crossing points, to be used across the gateway locations and within the hatching around the roundabout.

A low retaining wall will act as an informal seat as well as an edge for small planting beds. This will also act as a visual backdrop to the Jerwood Centre and the Wordsworth Museum.

Due to the rich cultural importance of this area, Capita have worked with the Wordsworth Trust to incorporate quotes of local significance into the design by engraving the top of the low wall.

**PROPOSED HARD MATERIALS AND STREET FURNITURE**
PROPOSED SPECIES

Carex testacea - orange New Zealand sedge.

The coppery tones of this compact grass echo the native grasses and reeds found in the surrounding Lakeland landscape.

Salvia x superba - Hybrid Sage.

The tall upright forms of these flowers look most effective in drifts and swathes, and echo the forms of many of the hedgerow and verge native species found in the area.

Calamagrostis × acutiflora ‘Karl Foerster’ - Feather reed-grass ‘Karl Foerster’.

Grasses provide movement, seasonal interest and reflect lakeshore planting.

Verbena bonariensis - Argentinian vervain.

The dainty Verbena flowers provide delicate pinks or purples which nodulate the drifts of native grasses. They are a great plant for pollinating insects and have a similar form and colour to many native hedgerow plants found locally.

Heuchera mix

The varied tones of Heuchera will provide seasonal interest through the winter months and add variety to the winter landscape. The seed heads in summer provide further height and texture.

Allium sphaerocephalon - Round-headed garlic.

This smaller variety of allium has neat domes that can be planted amongst grasses in drifts to represent the seed heads of grasses and reeds in the surrounding landscape.

Verbena bonariensis

Herbacous perrennials are also most effective in block and drift, creating layers of texture, form and colour as well as providing a diverse food source for wildlife.

Verbena bonariensis

Blocks of ferns and grasses can provide void colour and structure - the low wall to the left is a similar style to the proposed wall at Town End.

Verbena bonariensis

Swatches of colour amongst softer grasses are particularly effective.