

What Bradford on Avon could look like

PEDESTRIANS FIRST? YOU DECIDE

The Plan for Bradford on Avon Town Centre

Your Town Council and Wiltshire Council have been working on plans for the centre of Bradford on Avon. We know many of you feel intimidated by the traffic so we've worked with local people and traffic consultants to design a scheme called the **Historic Core Zone**.

It's a clearly identifiable zone covering the town centre, making it clear to drivers that pedestrians have equal rights. It includes wider pavements and **twenty-five crossing points**, many on raised sections and defined by bollards. It's a substantial improvement to the public space, and is a calmer, safer, more attractive environment for everyone.

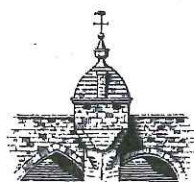
To decide if the scheme can go ahead Wiltshire Council have called for a Parish Poll. **YOU** decide!

The Historic Core Zone will be rolled out in phases. The zones will cover Market Street, Church Street, Silver Street and St Margaret's Street and will be delivered in stages. **The design for the first phase is ready** and the funding in place.

SEE INSIDE FOR MORE DETAILS

ATKINS

Wiltshire Council
Where everybody matters



BRADFORD ON AVON HISTORIC CORE ZONE

**Find out more
before you vote!**

Exhibitions:
Coach House, The Swan
Day Month to Day Month
xxam to xx pm

Public Meetings:
St Margaret's Hall
Day Month at xxpm
Day Month at xxpm
Day Month at xxam
Day Month at xx am

Online:
Town Council Website

www.bradfordonavontowncouncil.gov.uk

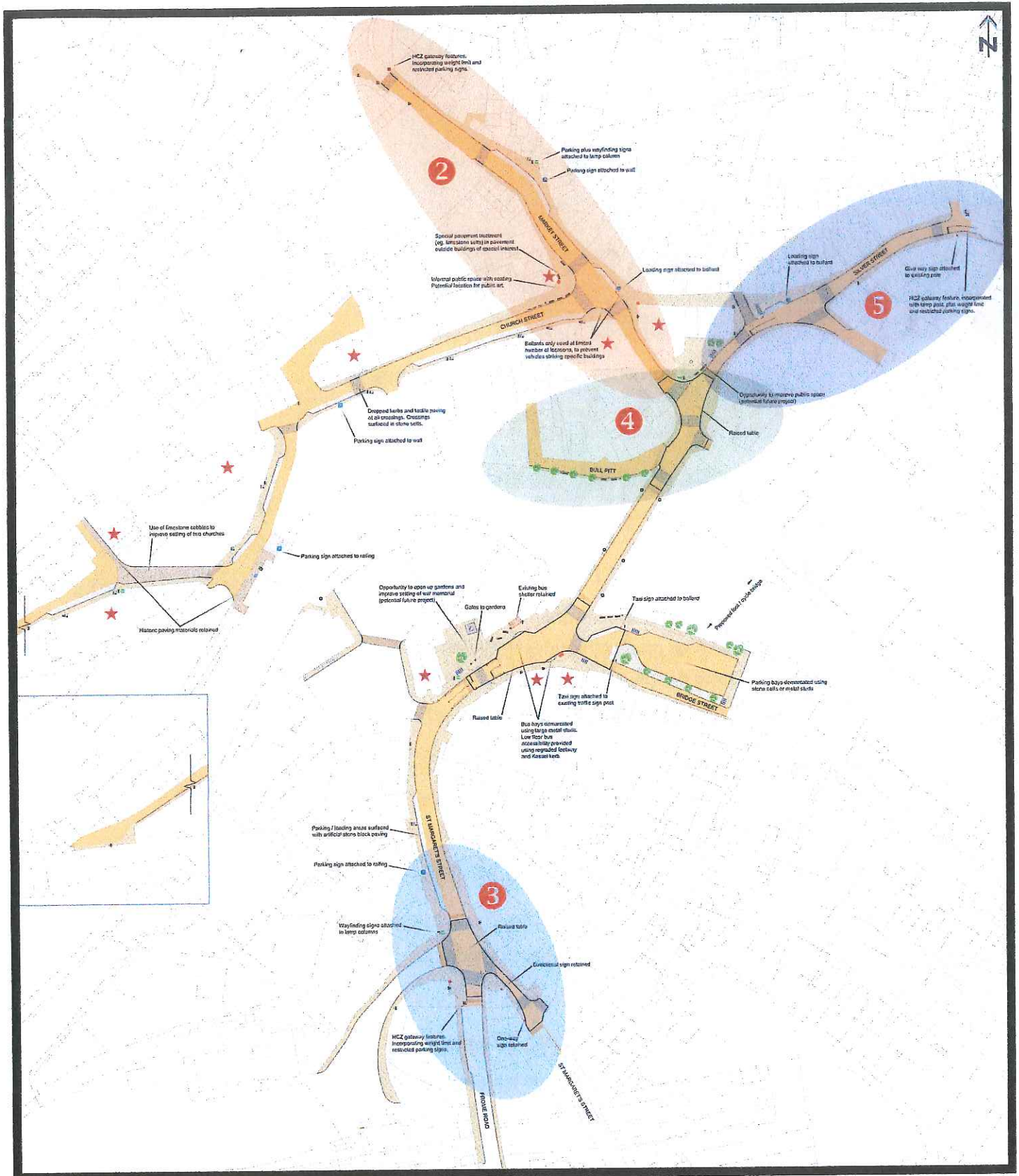
Bradford on Avon Town Council

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BRADFORD ON AVON HISTORIC CORE ZONE PLANNED AREAS



Find out more before you vote:

Exhibitions: Coach House, The Swan Hotel - Day Month to Day Month

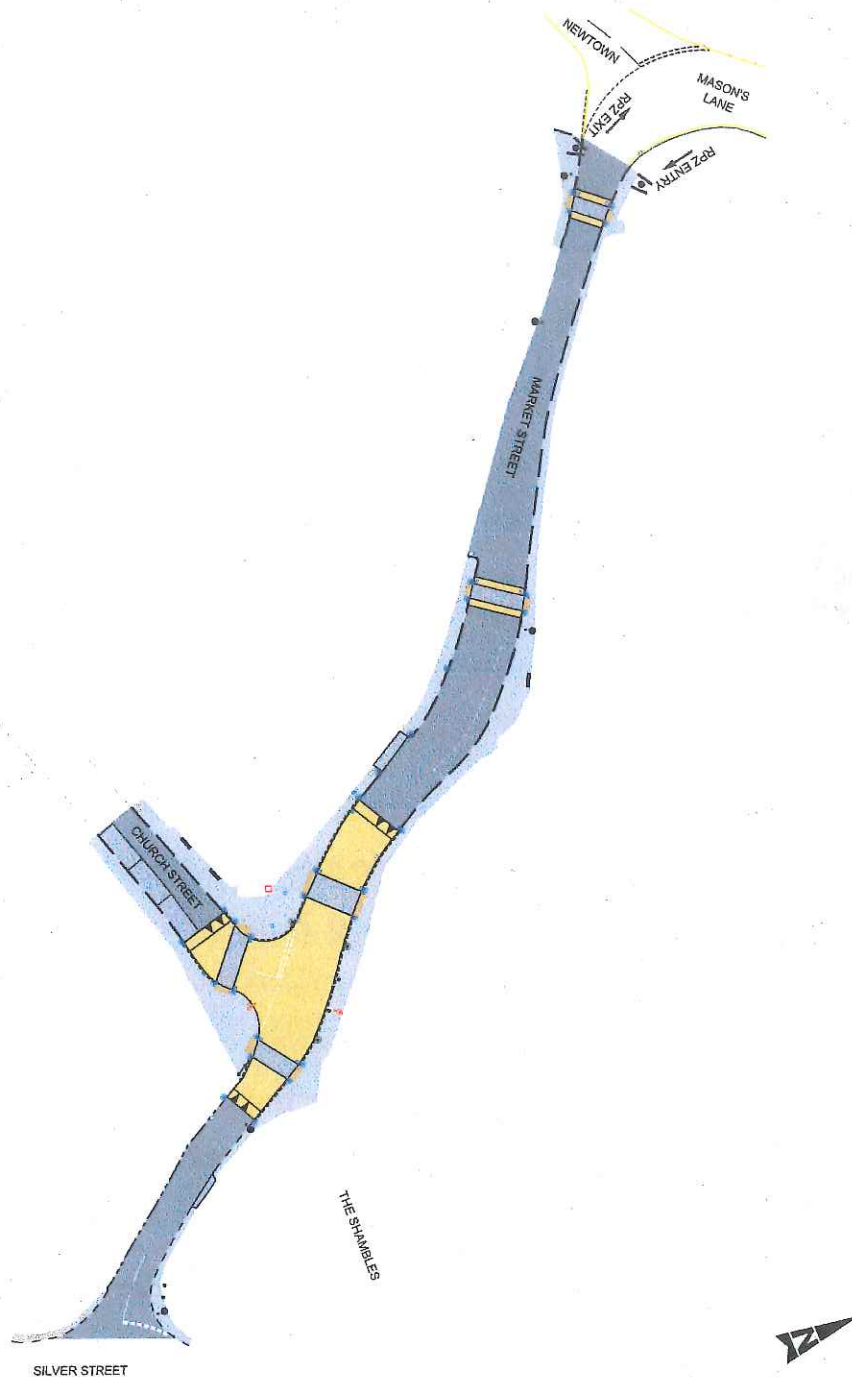
Public Meetings: St Margaret's Hall Day Month at xxpm, Day Month at xxpm

Day Month at xxpm or Day Month at xxpm

Online: www.bradfordonavontowncouncil.gov.uk

BRADFORD ON AVON HISTORIC CORE ZONE

First section on Market Street, from Newtown to Knees Corner



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BRADFORD ON AVON HISTORIC CORE ZONE

First section on Market Street, from Newtown to Knees Corner

Key Points

The road surface between xx and xx is raised, with a ramp at each end.

The crossings are a different colour to the road surface.

There are bollards to stop vehicles driving on pavements.

There are brass studs at the crossing entrances,
and ridged paving stones on the pavement edges,
to help guide people with impaired sight.

Street lighting will be improved, and unnecessary signage
and road markings will be removed.

**Historic Core
Zone
Give Way to
Pedestrians**

**Signs at the entrance to the zone
warn drivers to take care**

Who Has Been Involved?

The scheme came out of a community-led consultation in 2008 where the key demand was to favour people over traffic to create a safer town centre.

In 2009, Wiltshire Council commissioned SKM Colin Buchanan (one of the country's leading transport consultancies) to produce a plan for a Historic Core Zone.

The plans were endorsed by the Town Council and Area Board in 2012.

The scheme is supported by:

The Preservation Trust, The Seniors' Forum

The Chamber of Commerce, Climate Friendly Bradford on Avon

Bradford on Avon Development Trust

The scheme has passed an Equalities Assessment to ensure it doesn't discriminate against people with disabilities, and Wiltshire Council's Public Protection team has assessed that the scheme will not worsen air quality in the town centre.

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