

Bradford on Avon Historic Core Zone

Here's what Bradford on Avon could look like if the HCZ scheme goes ahead (Proposed scheme image – actual materials will be available to view at the exhibitions)



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 have worked with local people and traffic consultants to design a scheme called the **Historic Core Zone**.

It is 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 represents a substantial improvement to the public space, and is a **calmer, safer, more attractive** environment for everyone.

To decide whether the scheme can go ahead, Wiltshire Council has 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 and funding is in place for phase 1 at this stage.**

SEE INSIDE FOR MORE DETAILS

ATKINS

Wiltshire Council
Where everybody matters



**Find out more
before you
VOTE**

Exhibitions:
Coach House, The Swan
Wednesday 17 December to
Thursday 29 January, all day

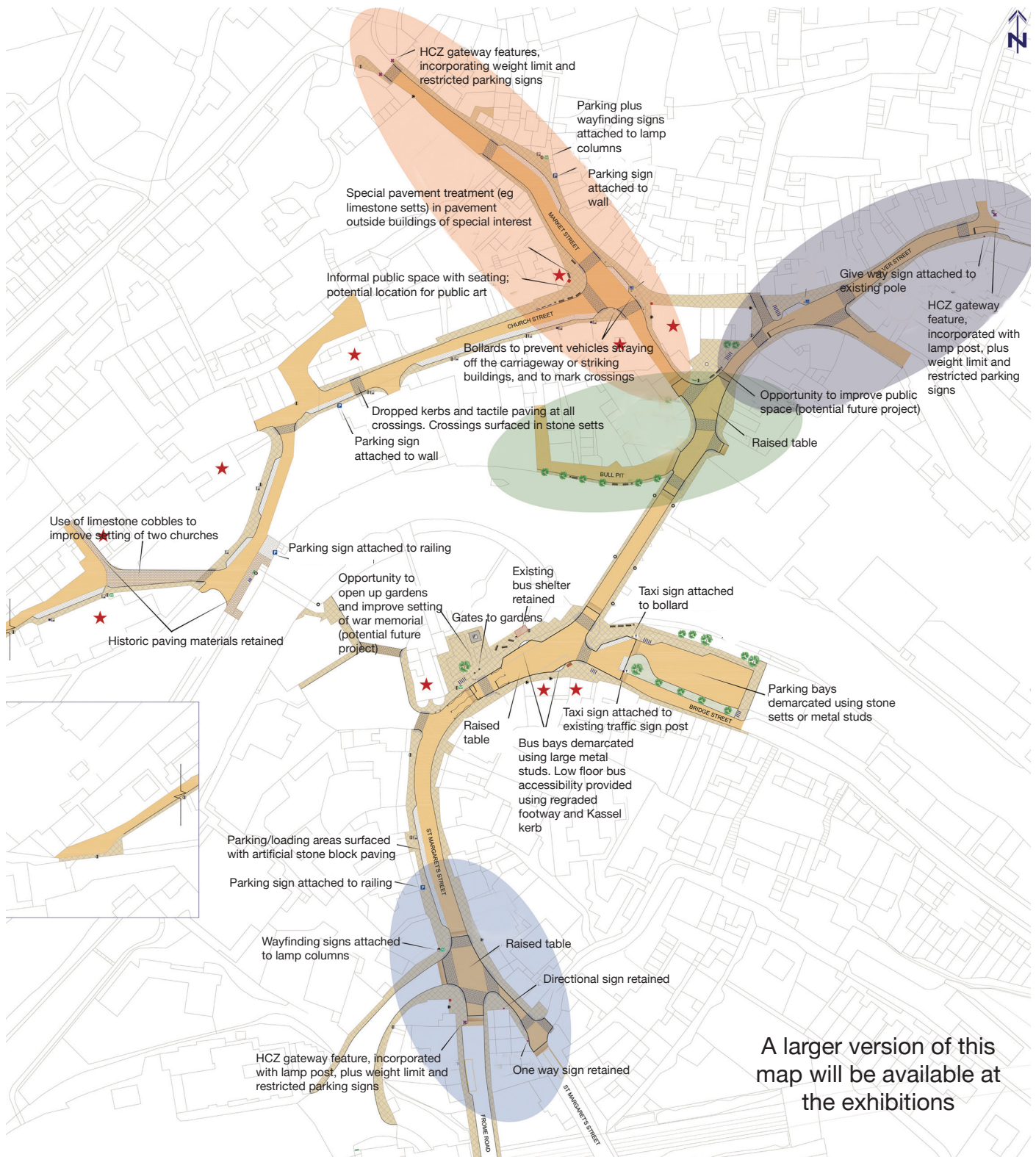
Public Meetings:
St Margaret's Hall
Monday 5 Jan – 2pm to 5pm
Wednesday 7 Jan – 9am-12 noon
Saturday 10 Jan – 10am to 1pm
Thursday 22 Jan – 7pm to 9pm
Please ensure your seat by
booking with the Town Council

Online:
Town Council Website
www.bradfordonavontowncouncil.gov.uk

Bradford on Avon
Town Council
St Margaret's Hall
St Margaret's Street
Bradford on Avon, BA15 1DE
T: 01225 864240

townclerk@bradfordonavontowncouncil.gov.uk
www.bradfordonavontowncouncil.gov.uk

Bradford on Avon Historic Core Zone Planned Areas



A larger version of this map will be available at the exhibitions

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Bradford on Avon Historic Core Zone

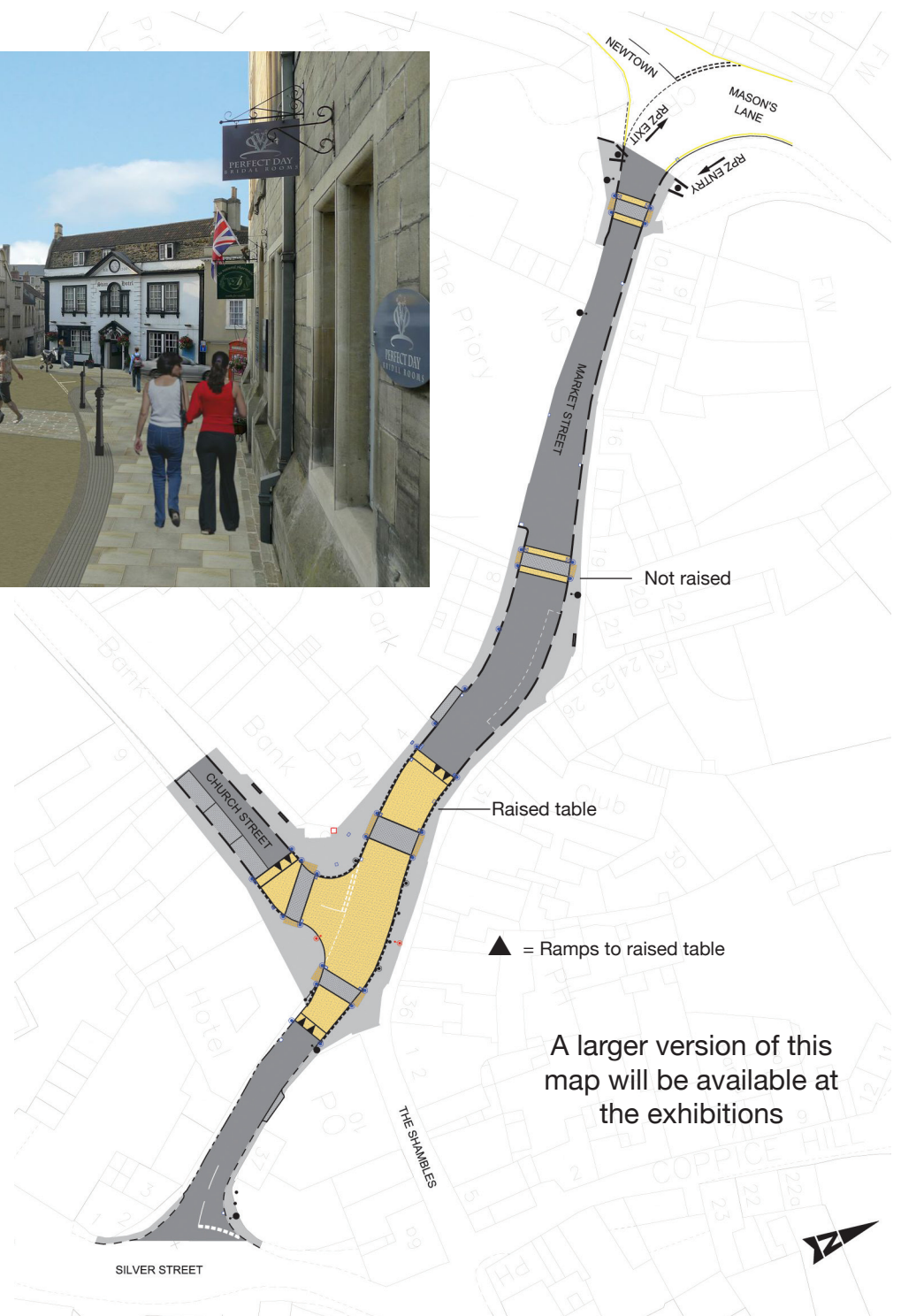
First section on Market Street, from Newtown to Knee's Corner



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**Historic Core Zone
Give Way to Pedestrians**

Signs at entrances to zone



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Bradford on Avon Historic Core Zone

First section on Market Street, from Newtown to Knee's Corner

Key points

The road surface between the ramps is raised, and has a different colour.

The crossings are a different colour from the road surface.

There are bollards to stop vehicles from 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.

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

**Historic Core
Zone
Give Way to
Pedestrians**

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 also supported by:

The Preservation Trust, The Senior Citizens' Forum

The Chamber of Commerce, Climate Friendly Bradford on Avon

Bradford on Avon Development Trust, BOACAN (Bradford on Avon Community Area Network)

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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