

**BRADFORD ON AVON AREA BOARD
21 JULY 2010**

HISTORIC CORE ZONE

Purpose of the Report

To seek the Area Board's approval for the preliminary design plans for a Historic Core Zone in Bradford on Avon.

Background

Concerns regarding the physical, social, economic and environmental impacts of traffic in Bradford on Avon have been highlighted by local people over many years. Numerous potential solutions and/or mitigation measures have been put forward by several groups and individuals, however a deliverable scheme that offers agreed outcomes has yet to be found.

Following a series of workshop-based events hosted by the Prince's Foundation in late 2008, a number of local "Initiative Groups" were established, each of which was tasked with taking forward a specific theme. One of the groups is concerned with the creation of a Historic Core Zone (HCZ) for Bradford on Avon. The idea is based on the English Historic Towns Forum's Historic Core Zone initiative, introduced in the 1990s via four pilot projects and since developed and used elsewhere. The HCZ approach considers how traffic management can be designed to suit areas with special historic character, and through careful use of materials, signage and other adjustments to the public realm, attempts to bring about a change in driver perception and behaviour.

At the Bradford on Avon Area Board on the 8th July 2009, it was resolved:

- That the Bradford on Avon Area Board gave its support for the Historic Core Zone initiative.
- That the Bradford on Avon area board nominated a board member, (Mr Malcolm Hewson) to join the Historic Core Zone project board and to have a delegated role assisting in agreeing the brief.

A tender for this work subsequently went out and Colin Buchanan, a transport consultancy with specialist expertise in this area, were appointed to develop a preliminary design solution, in line with the following high level project objectives:

- The creation of a clearly identifiable zone within seeks to re-balance the relationship between motorised vehicles and vulnerable road users and which reduces the dominance and intimidation of traffic.
- The development of a scheme which ensures that the character and appearance of the town is preserved.
- The development of an HCZ that improves accessibility for public transport users, pedestrians, cyclists and the mobility-impaired.
- The development of a scheme that will help pedestrians, cyclists and the mobility impaired feel safer using the streets within the HCZ.
- The development of a scheme which improves the pedestrian environment whilst still providing through movements for traffic and sufficient levels of parking.
- The development of a scheme that ensures that traffic speeds and flows are in balance with the proximity of people within the HCZ.

Colin Buchanan held two workshops with key stakeholders in the town to enable them to develop a preferred design solution. The first workshop looked at issues, ideas and suggestions for the HCZ and this allowed the consultant to develop criteria against which designs for the HCZ would be later assessed. The second 'Design Options' workshop considered a number of potential solutions and allowed the consultant to identify the technical design options and urban design elements favoured by stakeholders.. Colin Buchanan were also able to draw on a number of previous consultations that have taken place in the town as well as a wide variety of statistical data made available to them such as traffic count and speed data.

The full report and plans produced by Colin Buchanan can be accessed at:

www.filesanywhere.com/fs/v.aspx?v=8972628b5c5e73a9a9ab

If the initial plans are agreed, the next step will be to develop a detailed design of the scheme, so that the plans are then suitable for construction purposes, showing details such as kerb heights and alignments, drainage, street lighting and landscaping.

The plans for the Historic Core Zone have been considered at a public meeting hosted by the Priority for People group and funded by the Area Board. The Historic Core Zone Group will be making a formal response to the proposals at the area board.

Bradford on Avon Town Council considered the proposals on the 13th July 2010 and will be making a formal response to the proposals at the area board.

Environmental Impact of the Proposals

The Historic Core Zone project has been developed with the intention of reducing the dominance and intimidation of traffic and enhancing and preserving the character and appearance of the town. .

Financial Implications

Due to the current funding cuts being proposed by the Government, it is unclear as yet whether there will be funding available from the LTP budget to continue with the detailed design element of this scheme. However, the members of the Area Board are asked to consider whether they are happy to approve the initial designs so that it is possible to progress to the detailed design stage when funding became available.

Legal Implications

None

Equality and Diversity Implications

None

Reasons for the Proposals

Now that the initial design stage of the work has been completed, it is necessary that the Area Board reviews the plans before any further action is taken.

Proposals

It is recommended that the Area Board:

- a) approves the preliminary design plans for the Historic Core Zone so that it is possible to progress to the detailed design stage once there is more certainty about the funding that will be available for the scheme.

LAURA GOSLING
Senior Transport Officer

Tel No: 01225 713481
Email: laura.gosling@wiltshire.gov.uk

No unpublished documents have been relied upon in the preparation of this report