

BRADFORD ON AVON AREA BOARD

13 MARCH 2013

HISTORIC CORE ZONE - PHASE 1 PROPOSALS

Purpose of the report

To seek the Area Board's approval of the Bradford on Avon Historic Core Zone (HCZ) Phase 1 proposals and support to continue development of the scheme.

Background

The background to the project is outlined in detail in **Appendix 1**. Since that time, Wiltshire Council commissioned consultants, Mouchel, to progress with the design of Phase 1 of the HCZ project at the Market Street/Church Street junction. The Historic Core Zone Working Group has met on a regular basis to discuss and review the work that Mouchel has been progressing with.

In September 2012, a targeted consultation was undertaken to gather the views of vulnerable and disabled groups so that their comments could be incorporated into the scheme design process. A summary of their responses can be found in **Appendix 2**. As a result of this consultation exercise, the plans were amended to take into account some of the comments received. In January 2013, further consultation with the wider public was undertaken and three public exhibitions were held. A summary of the responses from this consultation are shown in **Appendix 3**.

Main Considerations

At the Historic Core Zone Working Group meeting on 20th February 2013, following discussion regarding the responses to the consultation and the showing of a film about a similar scheme in Poyton, Cheshire, the group agreed to ask Bradford on Avon Town Council for their approval of the proposals but with a number of requested amendments. On the 26th February 2013, Bradford on Avon Town Council agreed the following:

Historic Core Zone

i) A film of pedestrian friendly traffic measures in Poynton in Cheshire was shown and was well received.

ii) The minutes of the Historic Core Zone Working Group meeting held on the 20th February with the results of the consultation had been circulated prior to the meeting along with the Vulnerable User consultation document and the Equality Analysis produced by Wiltshire Council.

iii) David Moss, the Chair of the Historic Core Zone Action Group presented the amended proposals for phase 1 of the HCZ advising that the amendments were to include making the pedestrian crossings more prominent in the scheme including use of striping to make it more obvious that they were crossing points. It was also proposed to include more informal crossings at the top of Market Street so that drivers would be more prepared when reaching the other crossings lower down. Use of bollards in strategic positions and a review of the wording /design of the gateways were also suggested as amendments.

After a significant debate it was proposed by the Chairman and seconded by Cllr Repton and with all in favour **RESOLVED** to support Phase 1 of the Historic Core Zone proposals in the Market Street, Church Street Scheme as amended and request that Wiltshire Council now proceed.

If the Phase 1 proposals are agreed by both the Town Council and the Area Board, with the amendments outlined above, the next step will be for Wiltshire Council to commission consultants to undertake further work and produce a final detailed design of Phase 1.

Financial and Resource Implications

If approved by the Area Board, Wiltshire Council will be seeking an allocation from the 2013/14 Local Transport Plan Integrated Transport budget to fund the design work.

Legal implications

None

Environmental impacts of the proposal

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. The idea is that the scheme will create a better environment for pedestrians and other vulnerable road users.

Equality and Diversity Implications

The Phase 1 proposals have been subject to an Equality Analysis which is attached in **Appendix 4**.

Recommendation

That the Area Board approves the Phase 1 proposals, in line with the Bradford on Avon Town Council resolution outlined above, and supports the continued development of the scheme.

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