

**Bridport Town Council
Centre of Bridport**

Access and Movement & Streetscape/ Interpretation Study Briefs

Background

The Bridport Area Neighbourhood Plan contains a dedicated section with policies regarding the future management and development of the area defined as the Centre of Bridport – see: <https://www.bridport-tc.gov.uk/projects/neighbourhood-plan/>

A Town Centre Working Group was established by Bridport Town Council in 2019 to oversee and drive delivery of policy ambitions and projects related to the future of the centre Of Bridport. A Town Centre Health Check was undertaken in Summer 2019; see: <https://www.bridport-tc.gov.uk/healthcheck/>

A key piece of work that the community volunteers involved in the BANP identified but were unable to undertake or commission was the need for a thorough study of the access and movement patterns in and around the town. Outline planning approval for the Vearse Farm Housing development, a 760 unit development to the west of the town, has increased the urgency for a thorough study of access and movement needs.

BANP Project 11

Commission a study of the relationship between land-use and transport (including walking and cycling) within the neighbourhood plan area to inform improvements to the infrastructure for accessing the Centre of Bridport and movement within it by sustainable modes and to inform planning of public transport provision

A second linked project in the neighbourhood plan looks to consider the signage and interpretation requirements that would flow from implementing the access and movement improvements.

BANP Project 01

A study is required to set out actions to create a visually integrated, uncluttered and fully accessible streetscape for the main retail streets in the town centre taking into account necessary resting places, pedestrian safety, access for those with mobility issues and the needs of people with disabilities

This brief sets out the requirements for both studies; access and movement as well as the streetscape interpretation. It is understood that the work may be delivered as a single or split commission.

Rationale for the Access and Movement / Streetscape Interpretation Studies

The Bridport Area Neighbourhood Plan sets out 'Access For All' ambitions for the centre of Bridport.

Bridport is a busy, thriving town and is a centre for shopping and services for the surrounding villages and further afield. For many people the car is the principal mode of travel for journeys into town from the surrounding parishes. In the summer months, and especially on market days and for town events, traffic can be particularly heavy leading to major congestion, increased pollution, and extended journey times. Improving public transport and alternatives to the car have been identified through local consultation as a high priority for the area and this aligns with national planning guidance and the strategic priorities in the local plan.

The preferred policy response is to define a long-term ambition for a more sustainable transport future for the town centre whilst responding in the short to medium term to the current challenges of a primarily car-based transport system. The long-term aspiration is to make it easier to walk, cycle and use public transport in and around the neighbourhood plan area, with the aim of reducing reliance on the car.

Bridport is promoted as Dorset's 'Eventful' Town and residents and visitors alike enjoy the twice weekly street market and public spaces such as Bucky Doo, Borough Gardens and the Millennium Green. Respecting, safeguarding and enhancing the special character of the town lies at the heart of the streetscape study. Recognising the need to address access and movement issues, especially for an ageing demographic, whilst boosting the economic performance of the town and interpreting the rich heritage stories that can enhance the visitor experience.

The Streetscape Interpretation Study will explore ideas to strengthen the identity and "brand" of Bridport – creating a distinctive high quality physical environment that differentiates Bridport from other town centres in Dorset.

Area of Study is the Centre of Bridport – see Map appendix 1

Access and Movement study requirements:

PPG 13 *Transport: a guide to better practice* provides a checklist for an audit of transport conditions in an area. The commissioned study will draw on this guidance and provide the following:

1. An assessment of the ease of movement into and around the Centre of Bridport, using the neighbourhood plan area as the catchment and including information on the following list;
 - public transport services and accessibility, including modal split, trip patterns and journey times, interchange characteristics, levels of service and priority measures;
 - cycle use, including routes and facilities;
 - car use (and car ownership levels) including access and circulation and traffic flows; parking (on- and off-street);
 - accessibility for disabled people, including gradients and obstructions;
 - pedestrian movements including, points of arrival and destinations, pedestrian crossings and barriers to movement, points of conflict with other road users and overcrowding and congestion. Analysis will assess levels of comfort on pedestrian routes.
 - connections through the area (these can be assessed by examining network characteristics, sightlines and the relationship of access to land use. Space syntax analysis is one technique that can help in this).

2) An assessment of the legibility of the Centre of Bridport - How easy a place it is to understand and move around assessed through a variety of techniques, including mapping, carrying out surveys and interviews, and watching how people behave. The assessment will include appraisals of:

- gateways and points of transition (at main entry points, between different areas and at transitions between different uses);
- nodes (important junctions and points of interaction);
- landmarks and features (important buildings, corners, symbols and works of public art);
- views and vistas (seen from within the area and from the outside);
- edges, seams and barriers (including the boundaries between different zones and areas, and streets which integrate or sever).

3) An analysis of constraints and opportunities to any enhancement of access and movement drawings on an assessment of how the key and new development sites/ areas are performing or will integrate in the future. This mainly quantitative process can

establish the capacity for growth or change. Key and new sites to be analysed include; St Michaels, Bus Station, new Care Village, Vearse Farm development and the northern extension of the town toward Gore Cross. Assessments will include:

- planning context (current policies, applications and consents);
- strategic context (links to the wider area and relationships to surrounding development);
- local and immediate context (adjacent land uses and links to the area or site);
- site and statistics (size, proportions, boundary definition);
- site and area characteristics (contours, ecology, landscape, hydrology, ground conditions, crime pattern analysis);
- site and area infrastructure (roads, services, utilities);
- statutory constraints (listed buildings, tree preservation orders);
- development feasibility, including an assessment of market demand;
- important structuring elements such as axes, historic routes, watersheds and main points of site access;
- tissue studies, which use tracing or overprinting to show comparisons between existing patterns of development around the Centre of Bridport and future development options.

Streetscape/ Interpretation Study requirements

The ambition of the Bridport Area Neighbourhood Plan is to create a high quality public realm throughout across the Centre of Bridport that:

- Re inforces the distinct sense of place and unique identity of Bridport;
- Prioritises walking (including mobility vehicles and pushchairs)and cycling around the Centre of Bridport
- Removes sign and street furniture clutter
- durable, easy to maintain, alter and cleanse
- well lit, safe ,secure, and minimises opportunities for crime
- accessible to all
- permeable, legible, and better connected to the surrounding residential area and which;
- offers scope for developing the on street market, outdoor events and “café culture”
- improves weather protection for shoppers
- includes opportunities for public art
- provides good visibility to the retail shop frontages
- represents good value for money

The Streetscape and Interpretation study should be presented in three parts:

- Part 1 - A streetscape/ public realm analysis including an assessment of the purpose and value of key spaces and land uses (both positive and negative); important views and landmarks; the existing street layout, existing and future gateways and nodes; the quality and distinctiveness of the street furniture, lighting and surface materials; the impact on utilities and underground services; existing street trees and planters; and, in liaison with the Access and Movement study consultants (if the contract is split) , an overview of pedestrian, cycle and vehicle movement and links to the neighbourhood plan area.
- Part 2 - An outline concept for a public realm strategy, addressing the key issues arising from the public realm analysis and access and movement studies - including baseline drawings, sketch proposals and a pallet of materials - proposals for future management and maintenance - indicative costs of implementing the strategy.
- Part 3 - Detailed designs and working drawings, including the design of any structural elements, comprising cross sections at 1:50, layouts at 1:200, showing detailed junction designs, the location of all furniture, lighting and materials. Typical and critical details at 1:10 and 1:20 for all streetscape components and assembly with a detailed cost plan.