

Bridport Access & Movement Option Development

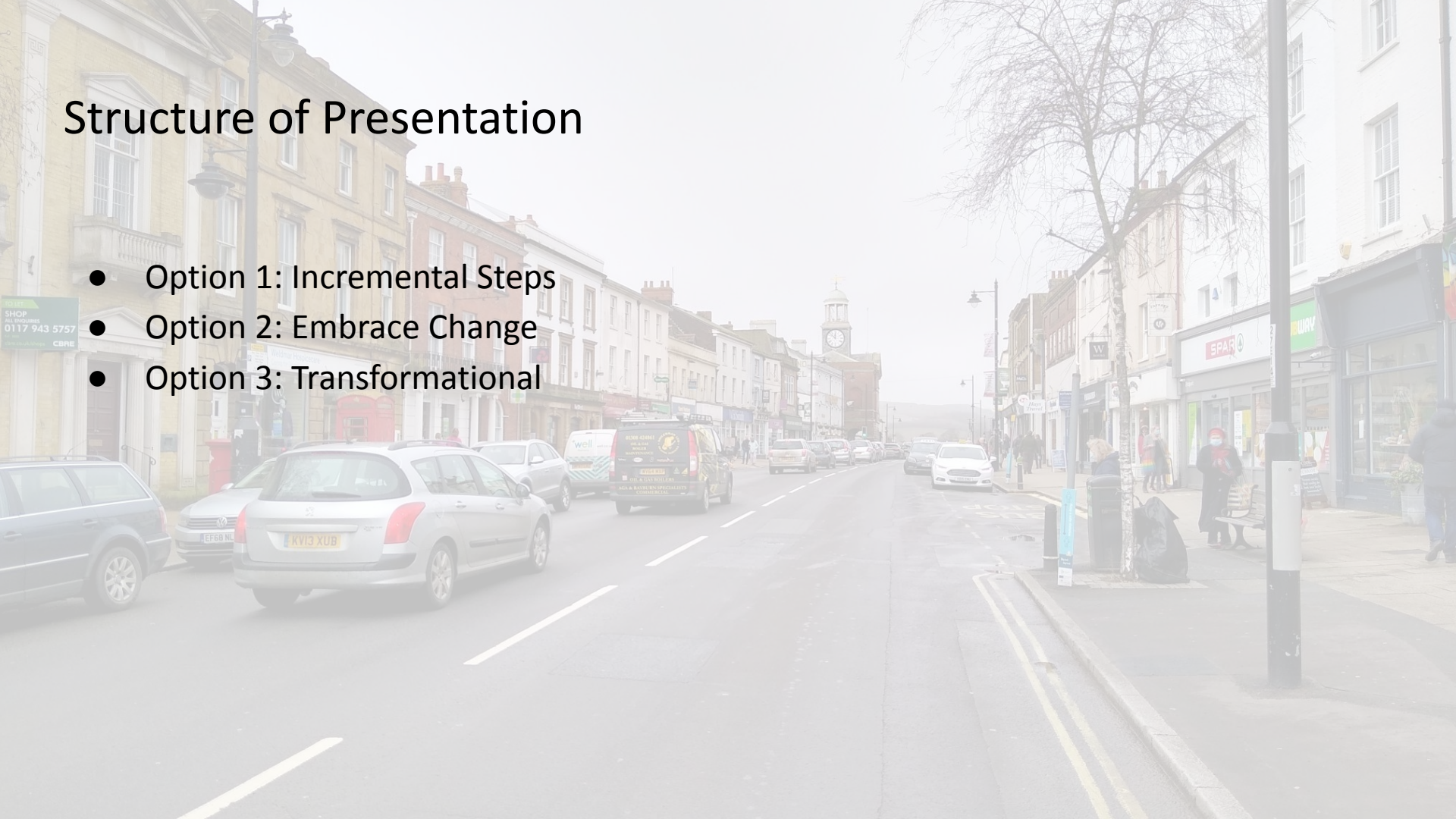
Streets
reimagined

HighgateTransportation



Structure of Presentation

- Option 1: Incremental Steps
- Option 2: Embrace Change
- Option 3: Transformational



Option 1 - Incremental Steps

Deliver current initiatives and make incremental changes that make travel by foot or bicycle an easier and more attractive option.

Improve walking and cycling connections between Vearse Farm and town centre.



Make permanent the current temporary closures for market days (Barrack Street and Downes Street, Taxis Rank and locations on South Street)

Cycle route link
to Vearse Farm

New crossing at
Pasture Way

Crown Roundabout cycle
connection works to join up
with Burton Road Cyclepath

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**Deliver
current plans
to improve
Crossings &
Connections**





Enhance Gateways:

Making current restrictions more prominent.

Highlight transition to town centre.

Example of 'Gateway' treatment under option 1

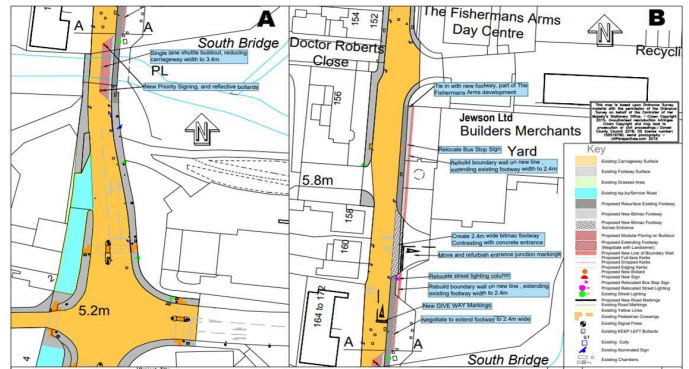


Develop New Car Parking Signage Strategy

- Directs those visiting the town centre to the car parks with generally higher capacity (e.g via South Street to Ropewalks and South Street car park)
- Makes use of Variable Message Signs (VMS) to indicate town-centre car parking capacity along the A35 and/or at key gateway spaces



Deliver current Dorset Council proposals to widen pavement at South Street Bridge corridor & review / deliver improvements at other pinch points





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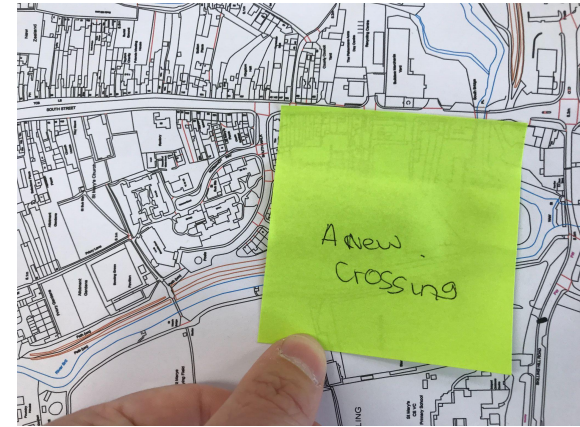
Upgrade wayfinding signage to link Green & Social Spaces

To include;

- Integrated walking & cycling signage / information to provide streamlined system and reduce street clutter.
- Walking / cycling distances
- Heads Up Mapping
- Historical Interpretation

Opportunity:

Proposed Centre of Bridport Public Realm Study
(Winter 2021/22) (BANP Project 01.)



Investigate potential for new crossing at King's head across Beaminster Road.

Improve Dodhams Lane maintenance.

Vearse Farm

Undertake additional analysis to assess the potential for high quality and direct walking and cycling links between Vearse Farm and Bridport town centre following 'desire line' across Magdalene Place, through Dreadnought to Plottingham and the bus station.



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Other Steps

- Resurfacing of main shopping streets
- Using sitting out licensing to enable businesses to utilise street spaces whilst ensuring adequate pedestrian passing space
- More cycle parking at arrival points (e.g. at end of King Street)
- Public electric cycle charging points
- Introduce more street seats
- Introduce on-street secure bicycle storage
- Introduce E-Car-Clubs



Image:co-wheels

Option 2 - Embrace Change (Option 1 +)

Create a more people-friendly centre and an attractive and continuous network of routes for active travel (walking & cycling).

Actively discourage through traffic in the town-centre.

Example of 'Gateway' treatment under option 2

- Create 'transition space'
- Set town-centre speed limit to 20mph
- Raised pedestrian crossing
- Connected and continuous cycle routes
- Places to sit



Redesign Junction Layout.

Advantages:

- Discourages through traffic in town-centre.
- Reclaims road space on East Street and South Street for market stalls and spill out spaces for businesses.
- Improved 'criss-crossability' of street and encourages increased shopper / visitor dwell time.
- Reduced phases at junctions (4 to 3) creating more frequency for pedestrians to cross = safer.
- Still enables deliveries and can incorporate loading bays.

No turning
into South
Street

Short-section of northbound one-way
(cycle contraflow) between Gundry Lane
and East / South / West St junction





- Wider pavement spaces for market stalls & businesses to 'spill out'
- More places to sit
- Shorter crossing distances
- Flush surfaces - better for wheelchair users
- Still allows for deliveries

20

- Opens new space in front of town hall and colonnades
- Raised and continuous crossings better for wheelchair users
- New pedestrian wayfinding





**Extend wayfinding system
beyond town-centre to
encourage more local
journeys to be made on
foot / by bicycle**

(e.g. between Bradpole and
Bridport town centre)



Barrack Street: Develop a pedestrian priority street with raised crossing to King Street



Barrack Street: New adaptable layout to allow for streets market stalls



Pilot central hub for deliveries with last leg deliveries undertaken by cargo bike / milk float (e.g. at Bus Station).

Image: Zedify

Pilot: Park and Stride facility at Football



Option 3 - Transformational

Create a central pedestrian and cycle zone with access restricted to limited times managed through a series of 'modal filters' to allow for local buses.

Deliveries managed from last mile delivery hubs at the edge of the town-centre.

Significant investment in park and stride/ ride facilities.

Timed Central Pedestrian Priority Zone

(managed through series of modal filters to enable limited access e.g. buses)



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Multiple Last Mile Delivery Hubs
at edge of town centre.



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Except for
access



Except for
access



PEDESTRIAN
and CYCLE
ZONE



Except for
loading
4 pm - 10 am



At any
time



PEDESTRIAN
and CYCLE
ZONE



Except for
loading
4 pm - 10 am



At any
time

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- Raised and continuous crossings better for wheelchair users
- New pedestrian wayfinding



The logo features a stylized 'S' composed of three curved segments: a dark teal segment on the left, a light teal segment in the middle, and a yellow segment on the right. To the right of the 'S', the word 'Streets' is written in a light teal, sans-serif font. Below 'Streets', the word 'reimagined' is written in a dark teal, sans-serif font, with the 're' in yellow and the remaining letters in dark teal.

Streets
reimagined