



3.1

**Movement
strategy**

3.1 MOVEMENT STRATEGY

Introduction

The access and movement strategy for Milsom Quarter has been produced to support and inform the development of the masterplan.

The key aims of this strategy are to:

- Increase sustainable accessibility and permeability
- Minimise the impact of motor vehicles
- Improve the quality of the environment
- Provide space for people and businesses to thrive; and
- Enhance the economic success of the area

This section sets out a summary of the work undertaken in its development, and how baseline analysis and stakeholder engagement have been used to identify strengths and weaknesses across the study area, leading to the identification of a series of themes for change which have guided the development of the strategy.

The access and movement strategy has also been informed by local and national policy and design guidance, including the Public Realm and Movement Strategy for Bath City Centre, the B&NES Council Core Strategy & Placemaking Plan, the West of England Local Cycling and Walking Infrastructure Plan, the Placemaking Plan, Bath Pattern Book, the West of England Bus Strategy, Inclusive Mobility and LTN 1/20 Cycle Infrastructure Design.

Alongside the development of the strategy B&NES Council had also commissioned two separate studies which ran in parallel to the Milsom Quarter Masterplan Study, these being the Top of Town Study, Access & Movement Study and the Journey to Net Zero: Reducing the Environmental Impact of Transport in Bath. The teams undertaking these studies were key stakeholders and regular engagement sessions were held between the three parties in order to ensure that the outputs from each study were broadly aligned.



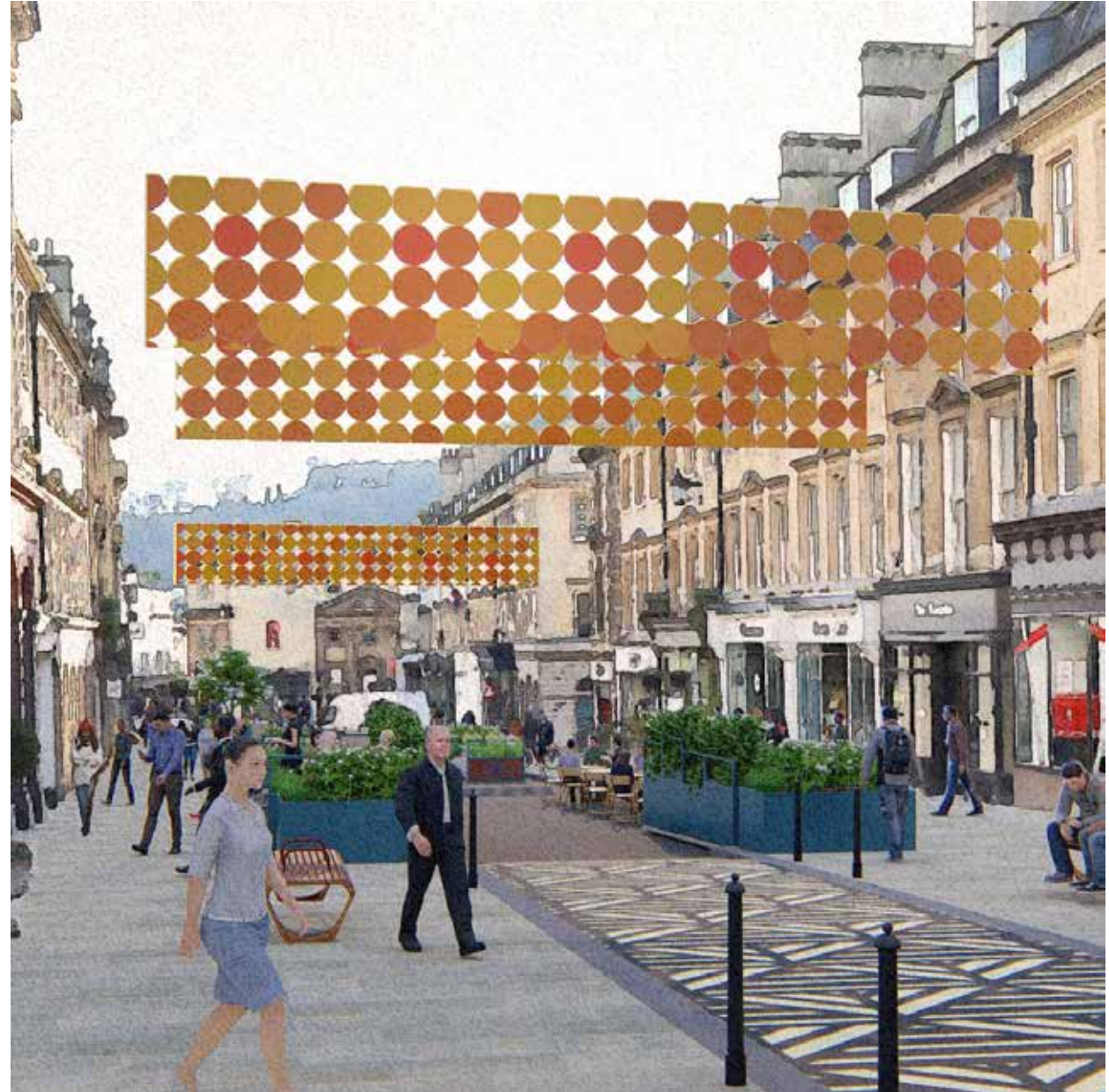
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Themes for change

Following the baseline analysis a number of themes for change emerged, and these were used as the basis for stakeholder engagement in order to understand views around the key moves which could be made in relation to each theme. The identified themes were:

- Public Realm enhancement
- Pedestrian permeability and amenity
- Wheeling to and through
- Restricted vehicle access
- Deliveries and Servicing
- Parking reduction

For each theme a concept approach was developed and best practice precedent examples provided to demonstrate how similar themes had been addressed successfully elsewhere.



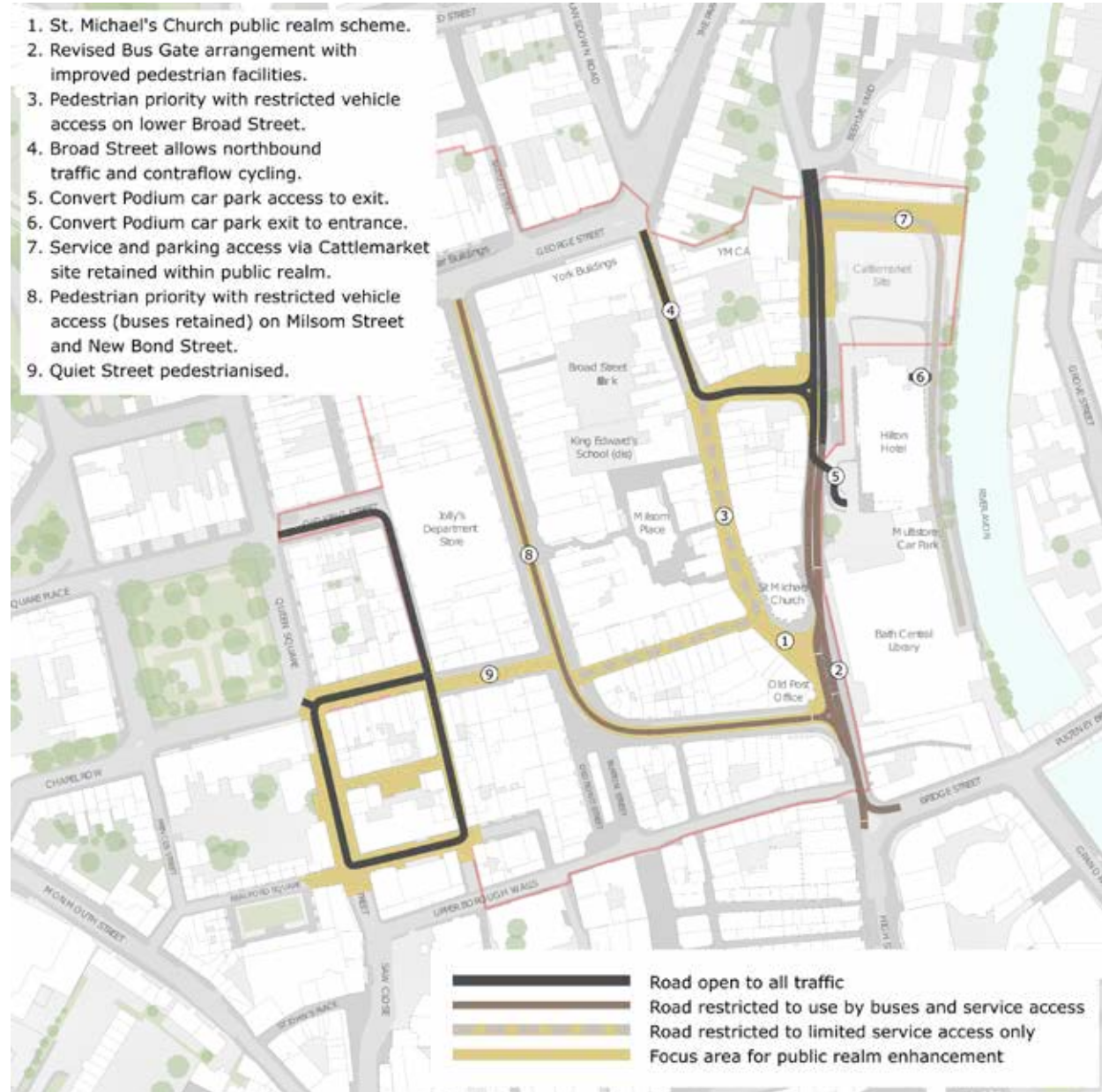
Love our High Street Scheme Visualisation 2020

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The Walking Strategy

The primary aim of the Milsom Quarter Transport Strategy is to enable more people to move around by foot within the study area more easily to enhance the attractiveness and economic success of the area.

The reduction in traffic within the heart of the study area will reduce conflict and severance effects. As detailed later within this strategy it is proposed that general traffic will no longer be permitted to pass along a number of streets including Milsom Street, New Bond Street, Quiet Street and Green Street. In these streets the public realm will be enhanced and designed to promote pedestrian priority while accommodating limited access by some vehicles (buses, service / delivery vehicles, emergency vehicles) with limitations applied by time and by purpose.



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Within these low traffic and pedestrian priority streets the space will be designed to provide pedestrian comfort zones where vehicles will never enter, and interaction areas where pedestrians may encounter a small number of vehicles and/or cycles and scooters. These interaction zones will generally be flush with the adjacent comfort areas but will be delineated through the introduction of tactile edges and contrasting material colours. This will help to make the space as inclusive as possible.

Street furniture (planters, sign post, bollards, benches, street trees and lighting columns) should generally be positioned to reinforce the distinction between the two zones, and will play a significant role in preventing vehicles from entering the comfort zone.

The seating strategy is an important element of the pedestrian movement strategy as this will provide opportunities for people to rest on their way into or through Milsom Quarter.

- Pedestrian only public realm & movement area
- Pedestrian movement area
- Vehicular movement area shared with pedestrians
- Layby for buses
- Curb indication
- SuDS
- Green public realm
- Tree
- Pedestrian crossing



St Michael's proposed new public square



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The provision of frequent seating opportunities can help to enable people with limited mobility to extend the range of journeys which are possible from their homes, or from bus stops and car parking spaces.

Away from the largely traffic free streets, the strategy will introduce improved crossing facilities for pedestrians both within the study area and on the approaches to it.

A significant enhancement will be made to the Northgate Street bus gate which will improve pedestrian crossing facilities over New Bond Street and Northgate Street, and will enable the closure of the road connecting lower Broad Street with Northgate Street. This will result in a significant area of public realm in front of St. Michael's Church which will be completely traffic free.

A significant enhancement will be made to the Northgate Street bus gate which will improve pedestrian crossing facilities over New Bond Street and Northgate Street (2), and will enable the closure of the road connecting lower Broad Street with Northgate Street (3). This will result in

a significant area of public realm in front of St. Michael's Church which will be completely traffic free (1).

To the north of the study area improvements to pedestrian amenity at the Paragon Junction are proposed within the Local Cycling and Walking Infrastructure Plan, which could see the introduction of additional signal controlled pedestrian crossings on key desire lines and a reduction of crossing distances.

To the west of the study area the Top of Town Study has identified potential opportunities to widen footways along Northumberland Buildings as part of a scheme of public realm enhancements across the Trim Street area, which will improved the pedestrian connection between Queen Square and Milsom Street.

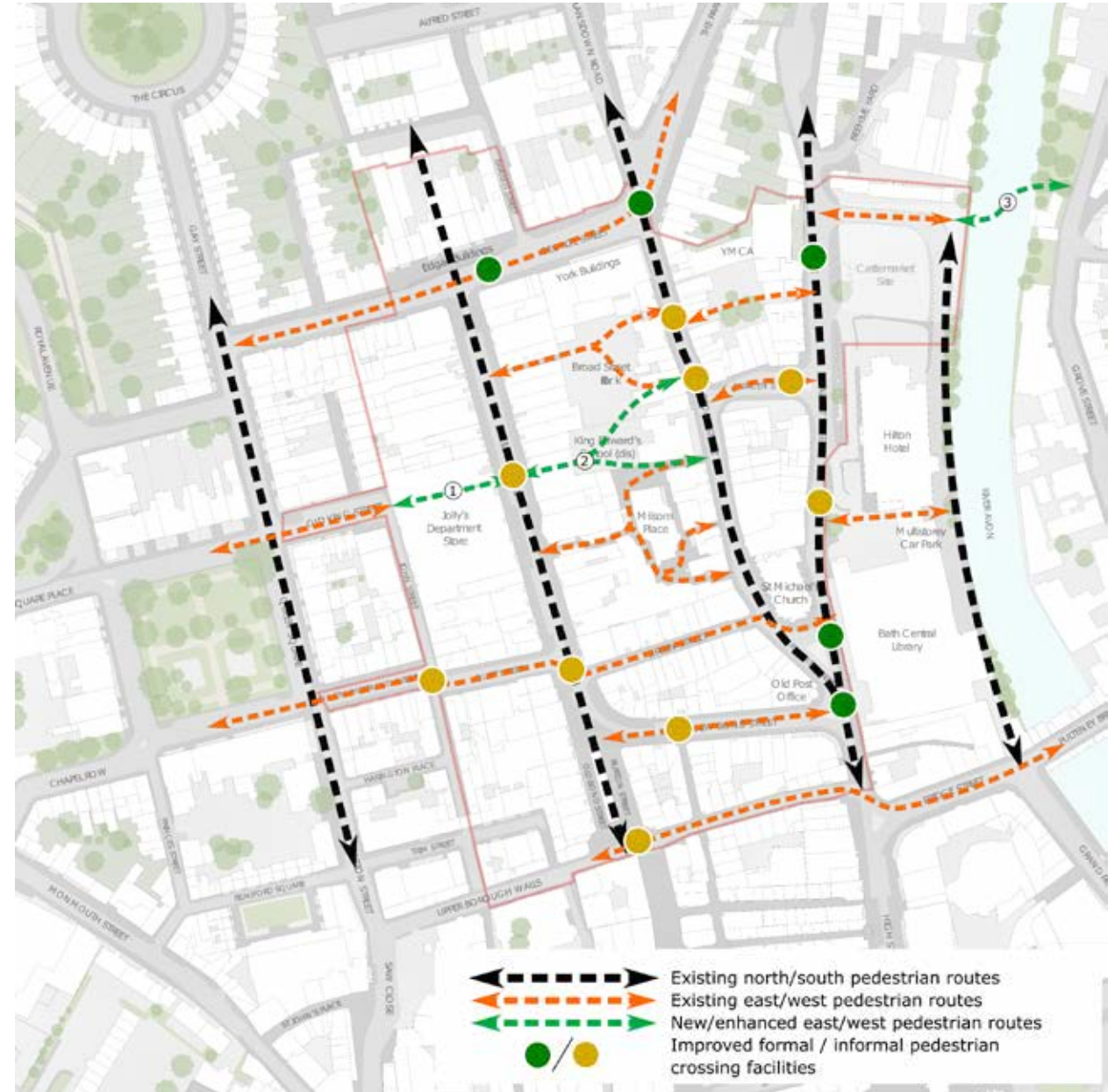
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In addition, the masterplan proposals for the Jolly's Department Store building include the introduction of a new pedestrian route between Old King Street and Milsom Street (daytime access) via an arcade within the building.

East-west pedestrian permeability across the study area will be further improved by the enhancement of pedestrian routes running between Milsom Street and Broad Street via the Broad Street car park site (2).

In addition to these significant improvements it is important to get the basics right. Across the study area informal crossings along desire lines will be enhanced (or provided where they are missing) to ensure that dropped kerbs flush to the carriageway and tactile paving is provided in each location.

The masterplan also allows for the introduction of future connections across the River Avon through the introduction of a new pedestrian / cycle bridge between the Cattlemarket site and St. John's Road (3), although this is likely to require significant grant funding and is not considered to be a core element of the strategy.



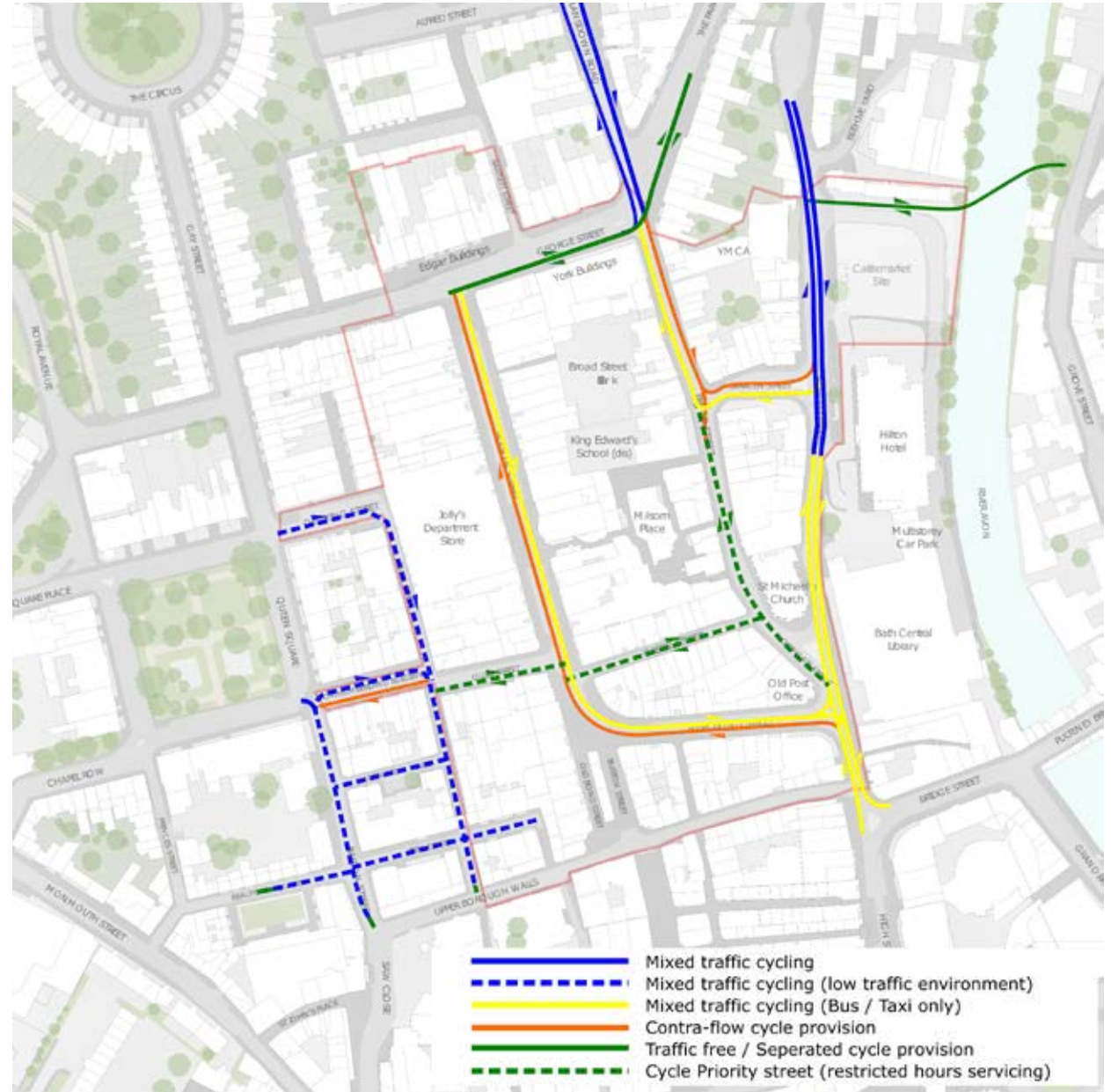
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The Wheeling Strategy

The wheeling (cycling / scooting / rolling) network within Milsom Quarter will be enhanced through the transport strategy for Milsom Quarter. This includes the provision of physical infrastructure such as protected lanes and cycle parking, and measures to reduce vehicle numbers which will benefit people where they need to share the carriageway with other modes.

On Broad Street a 1.5m wide protected contraflow lane will enable people to travel from the Paragon Junction southwards to Northgate Street. This will enable people to travel north and south along Broad Street improving connections to Lansdown and areas to the north of the city. Northbound cycles will share the carriageway with general traffic.

On Milsom Street, space for cycling will be incorporated into the enhanced public realm enabling northbound and southbound wheeling journeys to be undertaken along an ultra low traffic route.



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Milsom Street will be subject to one-way working southbound (as it is presently) with only buses and cycles permitted to follow the route during the day, with some service and delivery vehicle access outside of restricted hours. Contraflow cycling will be permitted between Green Street, Quiet Street and George Street.

On pedestrian priority streets such as Quiet Street, Green Street and lower Broad Street, two-way cycling will be permitted at all times.

The infrastructure is intended to align with wider proposals for cycle network improvements in Bath as set out within the Local Cycling and Walking Infrastructure Plan (LCWIP). The Bath route 2 proposals include changes to the road layout around Queen Square, public realm enhancements along George Street and separated cycleway provision along the Paragon. The proposals also align well with a potential variant of route 1 which would bring people travelling to and from the north west of the city via The Circus and along Lansdown and Broad Street.

- Pedestrian only public realm & movement area
- Pedestrian movement area
- Vehicular movement area shared with pedestrians
- Primary vehicular movement with improved public realm
- Loading bay
- Layby for buses
- Curb indication Bollard
- SuDS
- Green public realm
- Tree
- Pedestrian crossing
- Proposed buildings
- Proposed roof terrace



Broad Street and Walcot Street proposed arrangement

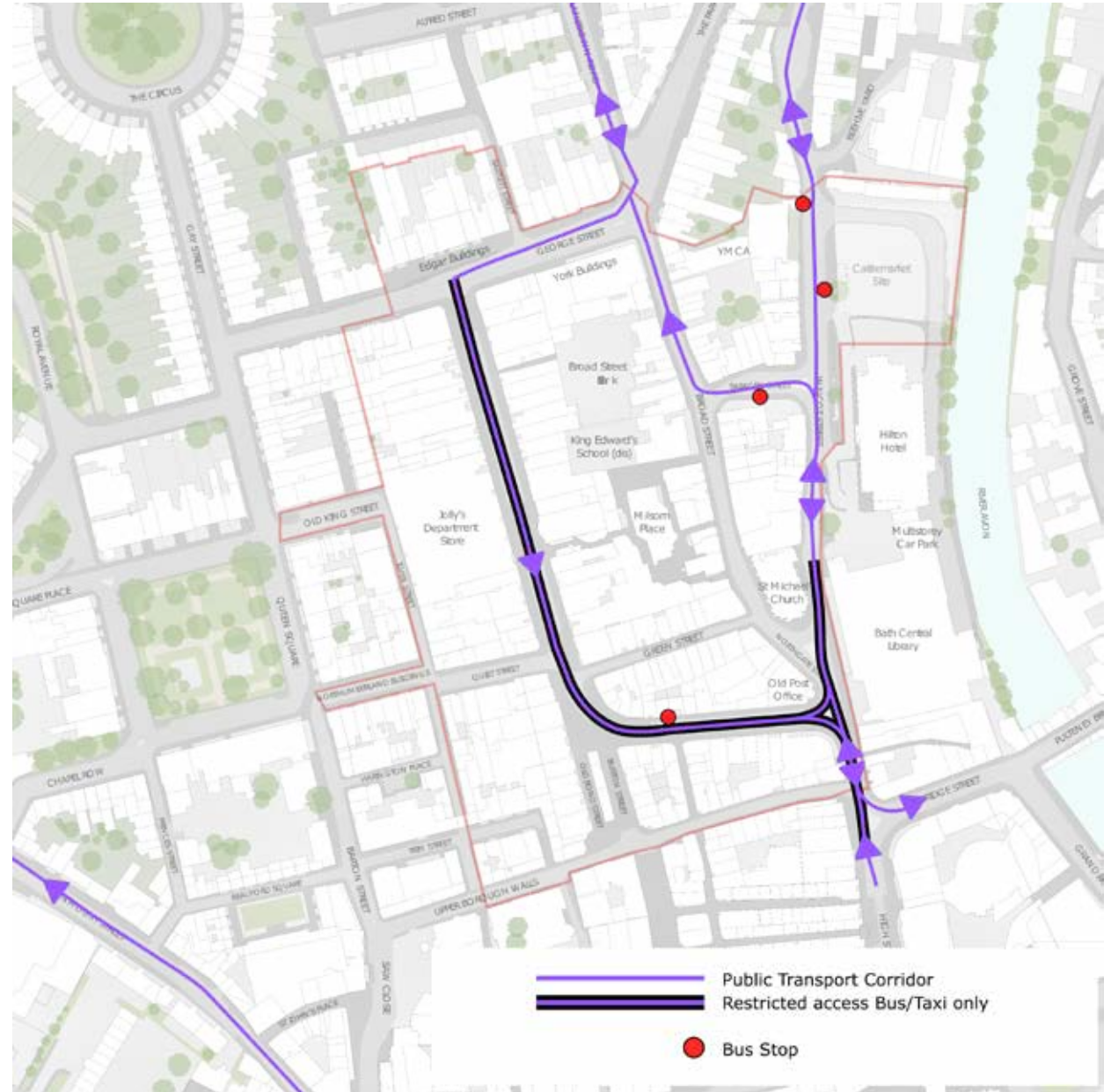
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The Public Transport Strategy

Following discussions with council officers, councillors and stakeholders including a local bus operator, it is proposed that the frequency of and accessibility to bus services within Milsom Quarter will not be significantly altered by the masterplan proposals.

While opportunities to remove all traffic (including buses) from Milsom Street have been examined, it was considered that without significant reductions in traffic on the surrounding road network the potential diversion routes would add significant delay to diverted services, which would decrease their attractiveness, increase operation costs and slightly reduce public transport accessibility of the study area.

Over the longer term the vision is to remove bus traffic from Milsom Street, as travel changes and modal shift occurs towards active travel or new modes such as s-scooters and e-bikes. For now, bus stop facilities on Walcot Street and on Milsom Street although these are likely to be repositioned over time.





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As traffic will no longer be able to pass from Northgate Street to lower Broad Street, the existing bus stop will be relocated to Saracen Street.

It is proposed that general traffic is permanently banned from using the Northgate Street bus gate in order to reduce the volume of cross town traffic and to prioritise public transport services.

The masterplan proposals will not require any rerouting of bus services that cross the study area.

Taxis

The only taxi ranks currently within Milsom Quarter are on Walcot Street and George Street. Both of these ranks operate at night-time only.

It is intended that both ranks are retained in their current locations, and with their current times of operation unchanged.



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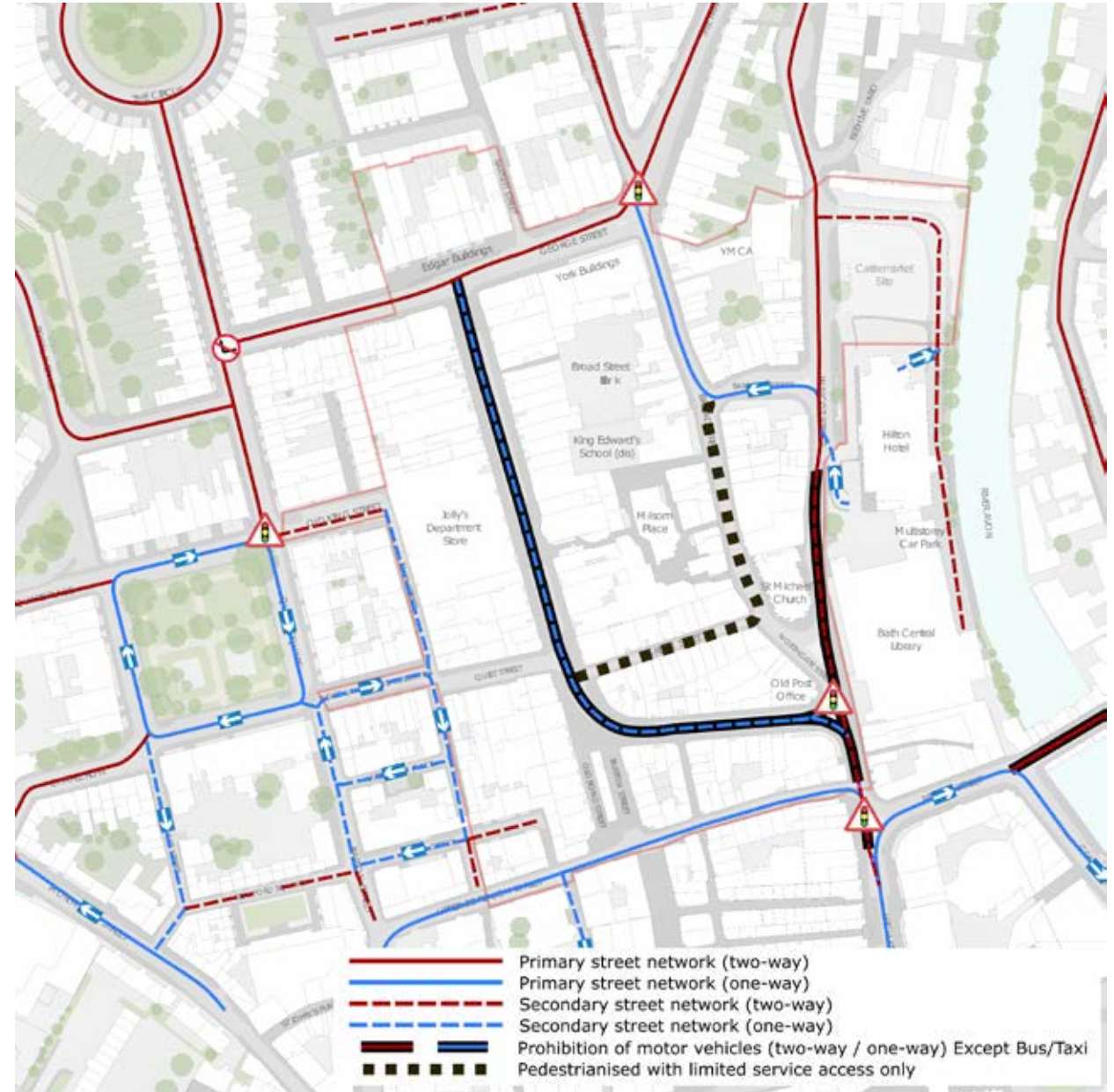
The Vehicle Access & Movement Strategy

As noted previously vehicle movement, particularly private motor vehicles, will be significantly restricted within Milsom Quarter, with some areas only allowing vehicle access outside of restricted hours, or for limited purposes such as deliveries and servicing. Emergency service vehicle access will be maintained to all areas of the Milsom Quarter.

On Milsom Street and New Bond Street bus services will be permitted to access and pass along the street at all times. Private motor vehicles will not be permitted to access or pass along Milsom Street at any time. Service access will be permitted outside of core restricted hours.

Green Street and the lower part of Broad Street (south of Saracen Street) will become pedestrian priority streets with limited hours access for servicing and deliveries only.

To prevent rat running Quiet Street will be closed to traffic either by a rising bollard or more permanently by stopping up the highway to vehicles.





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Two-way working will be extended along Walcot Street (South of Saracen Street) and a redesigned Northgate Street bus gate junction will accommodate public transport and service vehicle movements between High Street, New Bond Street and Walcott Street. It is proposed that private motor vehicles are banned from passing through the Northgate Street bus gate completely.

The direction of operation along Saracen Street will be reversed to provide a westbound route between Walcot Street and the upper end of Broad Street.

Upper Broad Street and Saracen Street will be open to all traffic travelling between Walcot Street and The Paragon junction.

To minimise traffic flows along Milsom Street and to prevent rat running a new vehicle access to the Trim Street area could be provided at the corner of Queen Square offering unrestricted access to the closed loop of streets (Northumberland Buildings, Queen Street, Trim Street, Beaufort Square).

The vehicle access strategy aligns well with the Top of Town Study Access & Movement Study and the wider Journey to Net Zero Report.





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The Deliveries and Servicing Strategy

Within Milsom Quarter many of the streets will only allow access for servicing and deliveries during certain hours. In keeping with other areas of Bath City Centre it is suggested that vehicles will not be permitted to pass along these streets between 10am and 6pm, although this might be extended to 8am – 8pm in order to avoid clashes with peak periods for pedestrian movement or the evening economy, such as alfresco dining. The timing of restrictions will be subject to consultation with businesses and the local highway authority, but they are intended to minimise the number of vehicles which are passing along street during the busiest periods of the day in terms of pedestrian and cycle movements.

For businesses which would benefit from deliveries during the restricted hours loading bays around the restricted area will enable deliveries to be dropped and wheeled into businesses.

Additionally, it is proposed that alternative last mile solutions within Bath are utilised to allow goods to be brought into the

heart of the masterplan area during restricted hours.

These include established services such as Three Bags Full, who are a zero emission delivery service utilising a fleet of zero emission electric cargo bike to move goods around the city.

Bath and North East Somerset have recently offered businesses in the city a free freight review to help them to consider how to reduce transport and delivery costs. The work by WEGO will hopefully lead to the establishment of a freight consolidation centre in the city which will enable more goods to be brought into Milsom Quarter via zero emission modes.

Service and delivery vehicle access to The Podium service area will be maintained across the Cattlemarket site, and it is not proposed that timed restrictions are introduced here. Similarly, existing service access to businesses along John Street, Walcot Street, George Street, Saracen Street and the northern part of Broad Street will be unchanged.



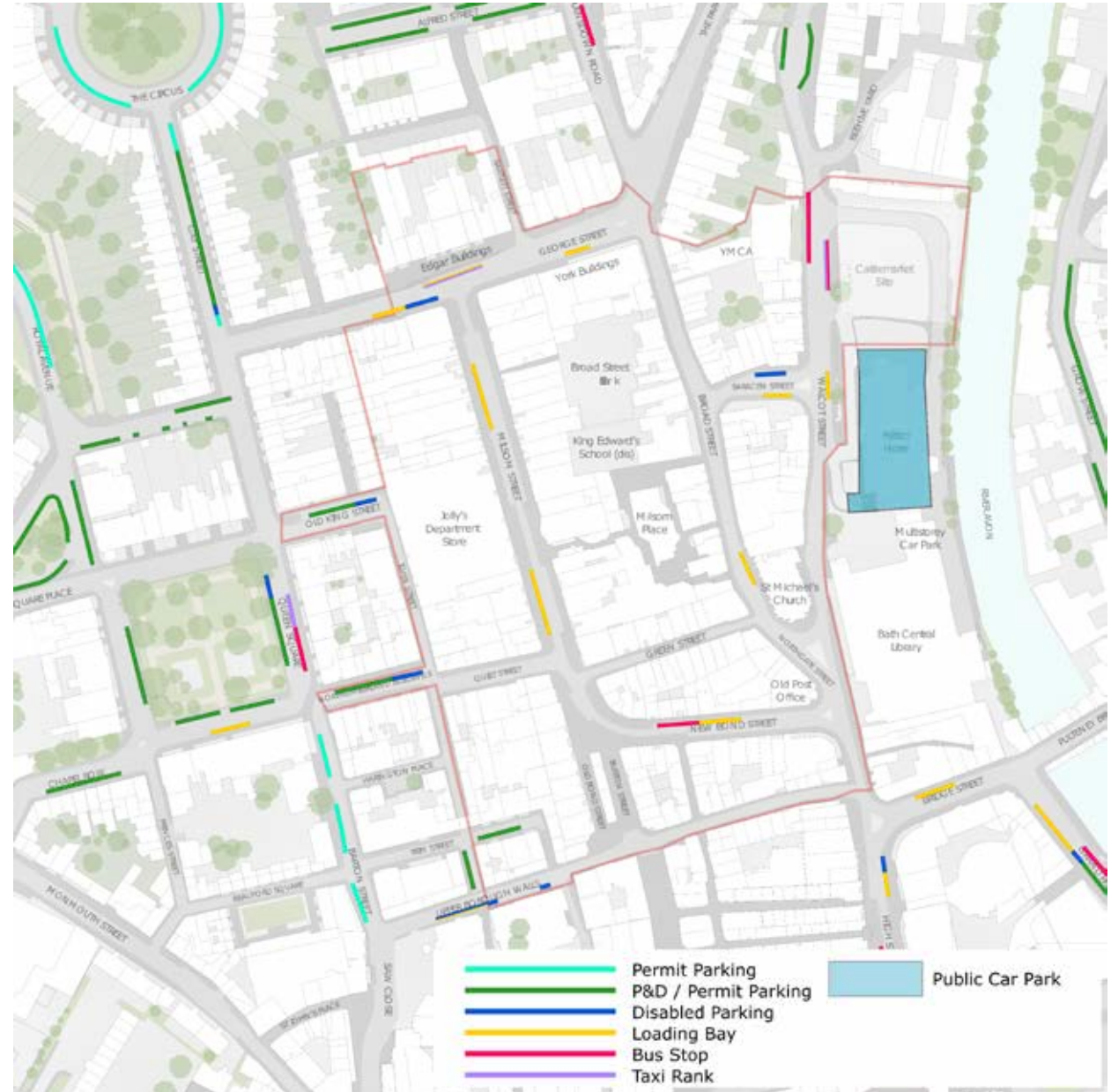
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The Parking Strategy

Over time it is proposed that on-street parking bays will be removed from Milsom Street, New Bond Street, Broad Street, Quiet Street and Saracen Street.

Where the masterplan delivers increases in city living opportunities it is proposed that these dwellings will generally be car free.

Blue badge parking in proximity to the study area will be reviewed in the context of wider changes to accessible parking across the city centre.



Current parking scheme

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The strategy currently proposes that blue badge parking spaces are removed from Milsom Street, New Bond Street and from lower Walcot Street due to the vehicle access restrictions being proposed.

These 11 spaces will be replaced with new spaces on Saracen Street, Northumberland Buildings, George Street and on Grand Parade.

As indicated on the map on the previous page, three spaces will be provided on Saracen Street, three spaces will be provided on Northumberland Buildings, two spaces will be provided on George Street, Walcot Street and Old King Street.

Development within the Milsom Quarter is proposed to all be car free development, and therefore no additional parking is intended to be provided for any of the potential development site, except where essential, such as for meeting accessibility requirements. Where parking is provided 100% of it will be provided with appropriate electric vehicle charging infrastructure.

