



Bridgend Charrette

Charrette Report
20 March 2014

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The Scottish
Government



PERTH &
KINROSS
COUNCIL



Perth Left Bank
Community Development Trust



Steven Tolson

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people, place and planning



Bridgend 2034

Executive summary

This report sets out the outcomes of the Bridgend Charrette, undertaken during March with the community of Perth Left Bank. The focus of this Charrette was the future of Bridgend, the creation of a vision for what people want for Bridgend in the future, and the ideas and actions that can help make it happen.

Initiated by Perth and Kinross Council with Bridgend, Gannochy and Kinnoull Community Council and Perth Left Bank Community Development Trust, this is part of the Scottish Government's Town Centre Charrette Initiatives. A series of two community workshops were held in Kinnoull Church Hall, lead by the Charrette team, 7N Architects, Nick Wright Planning and Steven Tolson.

It is clear that Bridgend currently faces many challenges and that some of these are outwith the control of the local community. However it is also evident that the status quo is not working. Some things need to change. This report sets out the big and small changes that we devised during the workshops, so that moving forward, everyone can work together on short and longer term initiatives, that together have the cumulative effect of making Bridgend a vibrant and thriving place.

Introduction

Bridgend is part of Perth, lying across the River Tay from the bulk of the city with spectacular views across the Tay to the city centre and Highlands beyond. The heart of Bridgend is the Main Street, which acts as the neighbourhood centre for the 3,600 people who live in Bridgend, Kinnoull and Gannochy on the left bank of the Tay. Although part of Perth, the area has a distinctive identity not least because of the physical division created by the river.

This report summarises the Bridgend charrette which was held in early 2014. The purpose of the charrette was to develop a 20 year vision for the future of Bridgend, and an action plan of how to turn that vision into reality.

The work was undertaken collaboratively with local community groups (led by Bridgend Gannochy and Kinnoull Community Council and Perth Left Bank Community Development Trust), Perth and Kinross Council, local businesses, schools and residents. The aim was to facilitate the coming together of this wide range of stakeholders in a collective effort to recognise critical issues facing Bridgend, and to devise physical plans and strategies that support the aims of the community plan. This approach ensures a shared ownership of the outcomes, and a clear path forward for all involved. A shared sense of purpose evidenced in plans, drawings and agreed priorities will be essential in targeting community efforts, funding and making sure that budgets and spending are aligned with a shared vision for the long term benefit of Bridgend.



Introduction

The charrette team's approach to placemaking is based on the premise that the physical aspects of places are intertwined with their economic and social wellbeing, and strategies must take a holistic view of how places work well. Our approach aimed to balance aspirational long term thinking for Bridgend with pragmatism and help to devise ways of making the most of existing budgets and available funds. Fundamental to this is creating an agreed vision and set of principles, so that every effort made by the community, local authorities and agencies is a step in the right direction towards delivering something on the ground that will make a difference.

The charrette itself was a condensed process which took place over 5 intensive phases in February and March 2014:

1. Discussions with a number of local community groups, businesses, primary/secondary school pupils and Council departments, accompanied by site visits and desk-based research.
2. Initial evening charrette session focussing on problems and issues, strengths and opportunities, visioning and priorities.
3. Week-long design period producing draft proposals in response to first issues and opportunities identified in phases 1 and 2.
4. Second evening charrette session at which draft proposals were presented in graphic form and discussed.
5. Refinement and presentation of final proposals in this report.

After this comes the hard work of implementation and delivery. The purpose of this report is to provide a clear and succinct summary of the charrette process and outputs in order to support that.



Context



Bridgend Now

Perth Left Bank Community Plan paints an excellent picture of Perth Left Bank as a whole, a wider area which includes Kinnoull and Gannochy as well as Bridgend. It was prepared in 2012 by the Community Development Trust with considerable input from the local community. More detailed information can be found in the Community Plan, but these brief descriptive points give a flavour of the Left Bank:

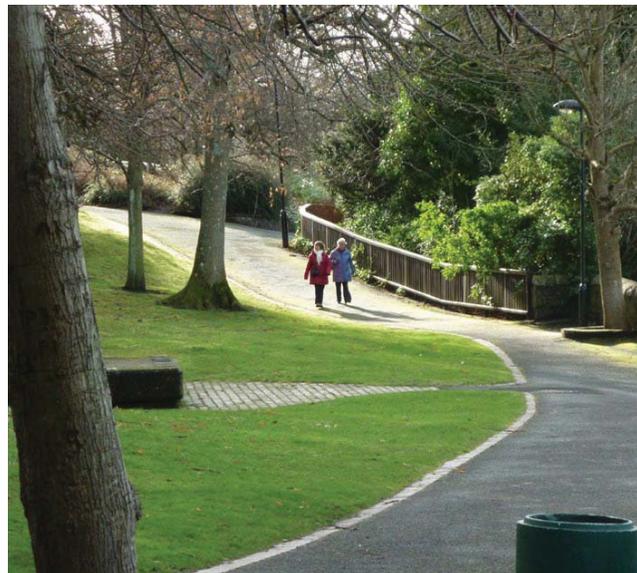
- Primary School, nurseries and a sports club.
- Shops, pubs and some other businesses focussed on Main Street.
- Main traffic routes from Perth to Blairgowrie/Coupar Angus (A93/A94) and Dundee (A85).
- Bed-and breakfasts, mainly smaller hotels and care homes along those main roads.
- Parks along the Tay and up the hill towards Kinnoull Hill Woodland Park.
- Murray Royal Hospital - a £75 million mental health treatment facility and an area of surplus ground which is being considered for residential development.
- Around 1,700 households, 20% of which are flats (largely around Bridgend) and 80% of which are houses or bungalows. 65% of the Left Bank's households are owner occupied.

During the first phase of the charrette, the team also undertook their own 'technical' analysis of Bridgend, looking at available information on flooding, traffic, planning policy, development opportunities and how the area has evolved over time.

The Community Plan also noted that Bridgend faces some challenges. Most residents thought it a great place to live, having the benefit of feeling part of an intimate community but with the city centre of Perth just across the water. But

traffic congestion and air pollution were major concerns, as were problems of empty commercial premises and lack of retail choice.

The Left Bank Community Development Trust was formed in May 2011 by the Bridgend, Gannochy and Kinnoull Community Council. The Trust and the Council work closely together for the benefit of the community.



Perth Left Bank:
A Community Plan for 2012 to 2017

Perth Left Bank
Community Development Trust



Bridgend



old tollbooth



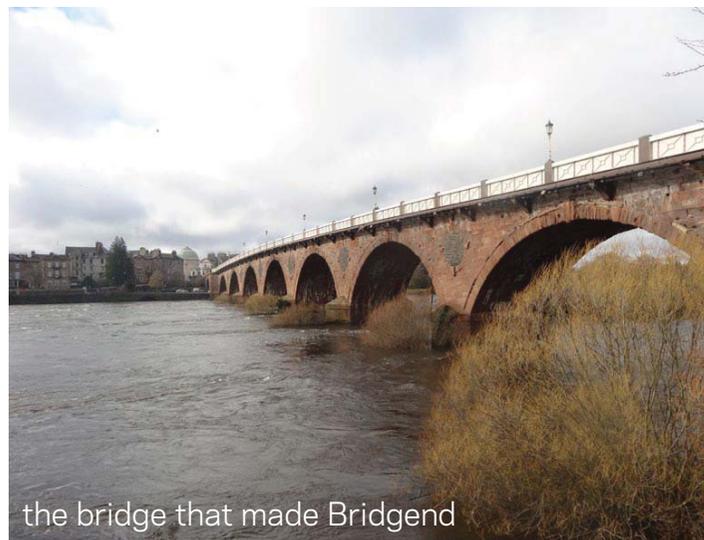
Bridgend corner



Main Street/Lochie Brae



heading over the bridge to Perth city centre



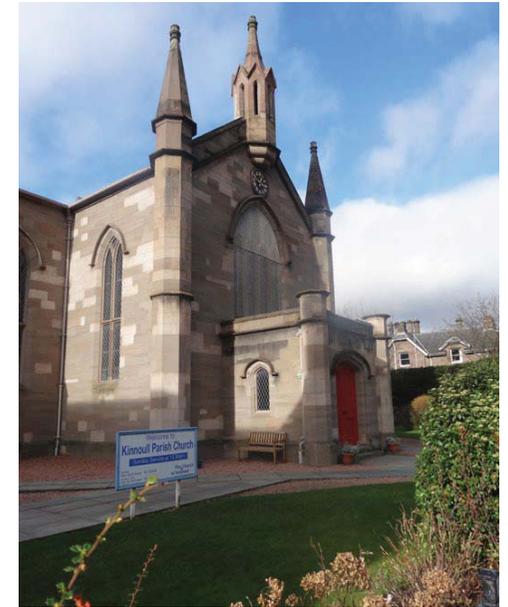
the bridge that made Bridgend



Main Street



Dundee Road and Riverside



Bridgend Then



britainfromabove.org.uk



1825



1901



1933

Bridgend Now

The findings from the Community Plan were backed up by the charrette team's own research. During phases 1 and 2 of the charrette programme, a number of common 'likes' and 'dislikes' emerged from adults, young people and businesses alike.



Likes ...

Proximity to city centre
Access to countryside
Community
Places to run around
Friendly shopkeepers
Kind people
It's a hub - the heart of the community
being in walking distance to town

Could be better ...

Corner building above Hat and Cat
Shabby flats along Main Street
Poor quality environment around Main Street
Congestion
Air pollution
Parking regime
Lack of identity
Derelict sites - old bakery,
Lack of places to meet and eat
Lack of parking
Lack of community facilities
Park doesn't always feel safe

Bridgend Now

Ideas!

- Open up the river – views (e.g. seating, play area) and access (e.g. via refurbished Cat & Hat building, old Toll House, pontoon for river taxi and kayaking, water sports club)
- Cycle to Willowgate
- Electric vehicle/cycling hub at Back Wynd car park
- Building on stilts on island – riverside café/restaurant
- Footbridge to High St via island
- Community sports hall
- Cafes, more little shops – Costa!
- Widen Lochie Brae
- More things in Potterhill Gardens park
- Arts and crafts identity
- Antiques market, restaurant, microbrewery, museum, get PO back, art shop, ice cream parlour
- Promote local walks
- Climbing wall
- One way system
- Pedestrian/business friendly road design
- Green man goes more green'
- Better quality pavements – cleaner, bins, smoking, smell, rubbish
- Skatepark on disused land – would help design
- Paint (clean?) bridge and buildings

These largely tallied with the main themes for the future of Perth Left Bank contained in the 2012 Community Plan:

- Promoting local countryside and views
- Upgrading Bridgend (particularly traffic congestion, flooding and parking) and improving shopping
- Facilities and opportunities for more community activities, like a community hall and parks

When put together, the information from the Community Plan and the initial phases of the charrette provided the design and planning team with a rich basis of ideas and intelligence on which to build proposals.

Equally importantly, it generated a genuine buzz and enthusiasm amongst the 50 people at the initial charrette session to make Bridgend a better place.

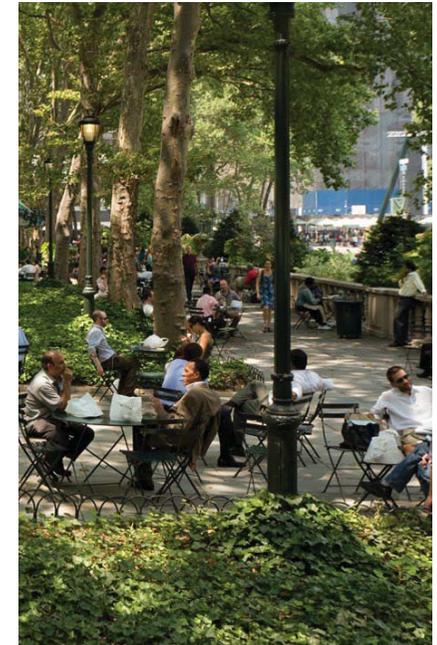
Bridgend Future

Based on the local community's own analysis of Bridgend's issues and opportunities, the design team has identified four key catalysts as the basis of an overall strategy for the next 20 years of Bridgend's future. These catalysts would be transformational for Bridgend. Each consists of a number of actions, some short term and some long term. The strategy was discussed and refined at the second charrette workshop by the 55 people who participated.

1. Making more of the riverside
2. Fair City Bridge
3. Streets for people and business
4. Investing for enterprise

These four key catalysts are described on the following page spreads. Each consists of a number of 'mini projects', rather like stepping stones to the overall vision. There is no need to be a slave to all of these mini-projects. Twenty years is a long time to implement ideas. Times will change, people will move on and new ideas will emerge. That's fine. The key catalysts should be seen as containers within which the mini-projects can come and go, provided they all contribute to the overall aims.

The purpose of these catalyst projects is not just that they would be nice things to do – but that they would be transformational in stimulating business and realising community aspirations. Each of the projects would create business opportunities as well as increasing footfall. All seek to build on the assets that Bridgend already has, and to connect it better with the city of Perth so that more city visitors and residents make the trip across the Tay.



Bridgend Charrette Strategy

Key Initiative: People Friendly Streets
 Dundee Road, Gowrie Street and Main Street should be people friendly places. The design of the road should signify that you are passing through a town centre and that people are the lifeblood of the local community and local businesses. It should be pleasant, safe and easy to walk around.

Key Initiative: A New Footbridge for Perth City
 A new footbridge would be a significant investment for the city in the future wellbeing of the riverside both sides of the Tay. It would provide a key link at the end of the High Street, and support economic activity on Tay Street and in Bridgend, connecting Bridgend more strongly with Perth city centre

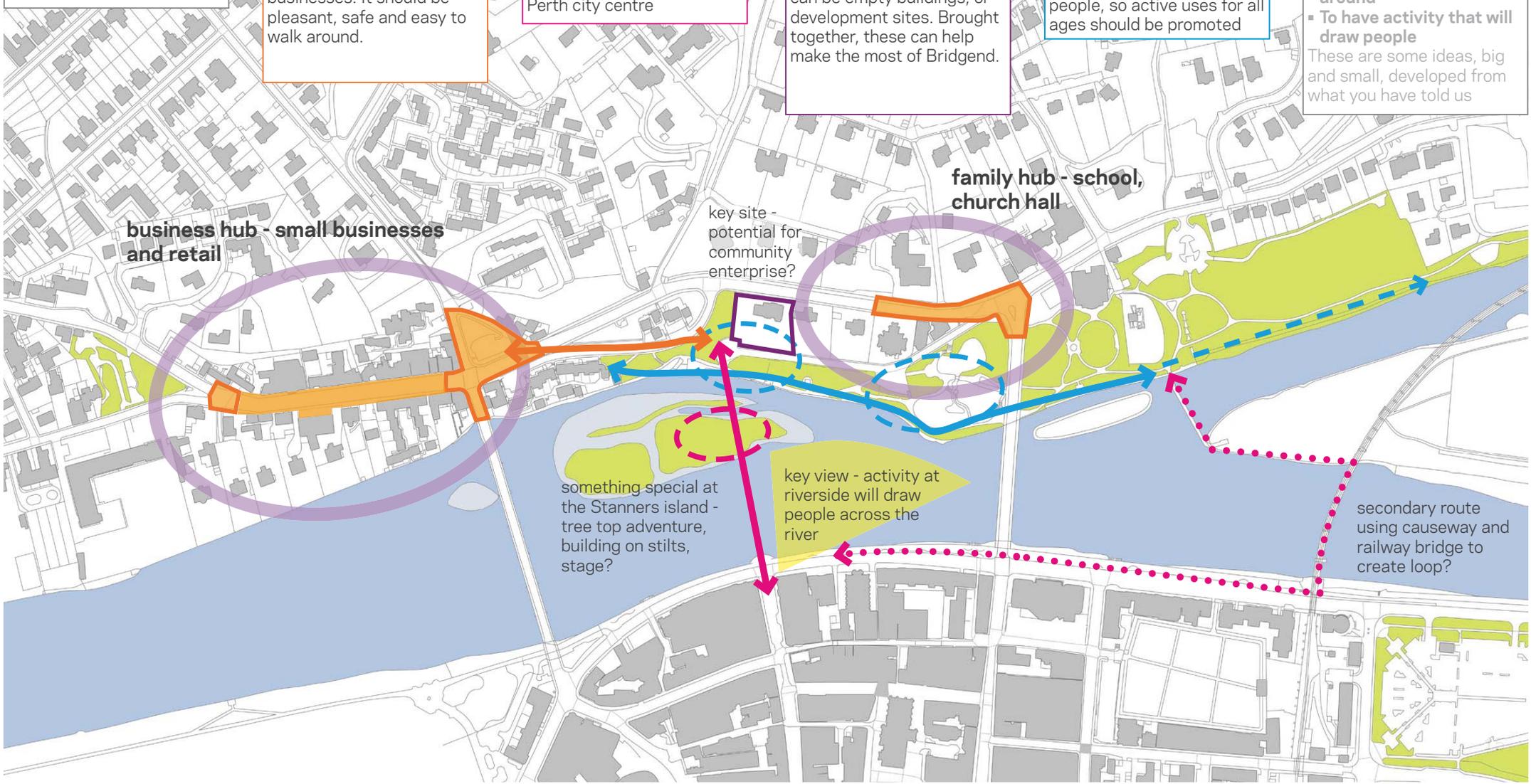
Key Initiative: Investing for Enterprise
 Placemaking is about applying creative thinking to make the most of assets and opportunities. Assets can be physical, like the local primary school, or people based, like the collective efforts of local businesses. Opportunities can be empty buildings, or development sites. Brought together, these can help make the most of Bridgend.

Key Initiative: Making more of the Riverside
 Riverside Park, comprising Norrie-Miller, Rodney Gardens and Bellwood Park is an asset for Bridgend. There is opportunity to make more use of this green space, for the benefit of the community and to attract people from the other side of the river. The thing that will attract people, is other people, so active uses for all ages should be promoted

Bridgend has a strong community spirit and a strong local business spirit. It needs a reason for people to come here, spend time and spend money. It needs:

- To feel connected to the city centre
- To be safe and pleasant to walk to and walk around
- To have activity that will draw people

These are some ideas, big and small, developed from what you have told us



business hub - small businesses and retail

key site - potential for community enterprise?

family hub - school, church hall

something special at the Stanners island - tree top adventure, building on stilts, stage?

key view - activity at riverside will draw people across the river

secondary route using causeway and railway bridge to create loop?



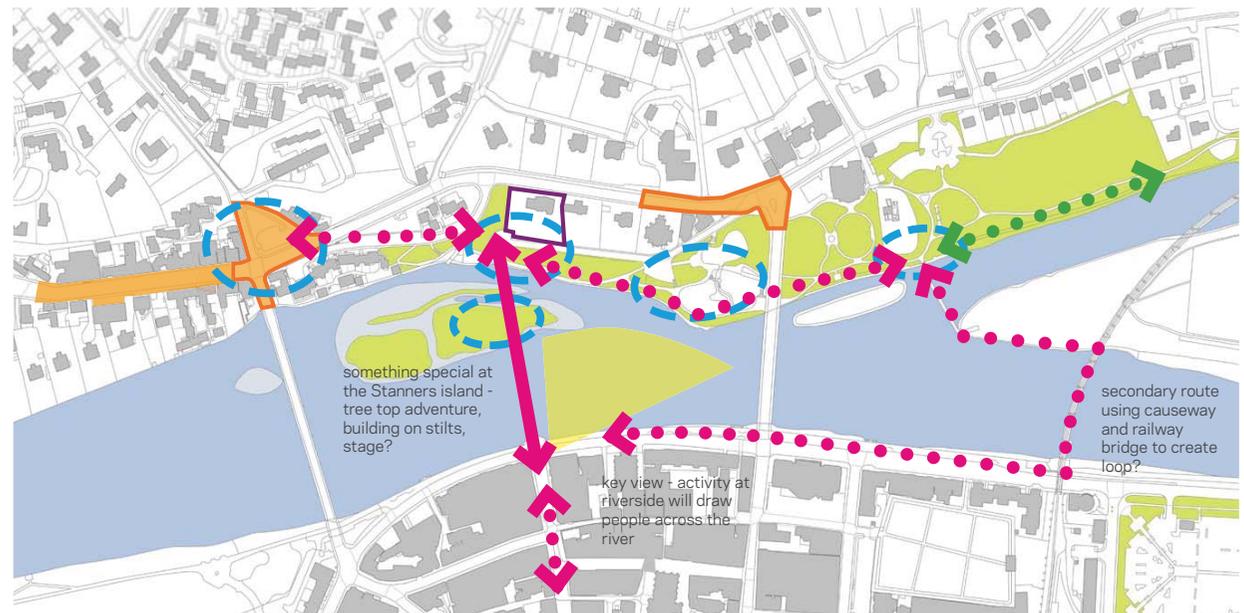
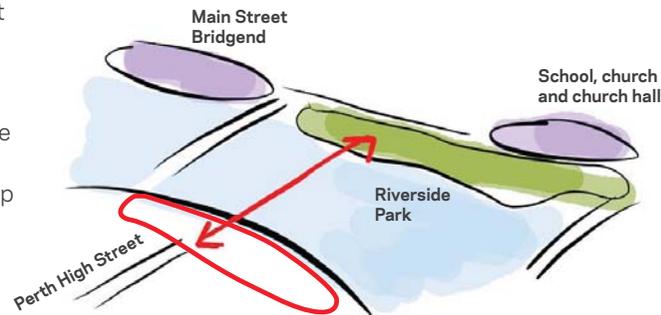
A New Footbridge for Perth City

INITIATIVE

New bridges aren't just about getting from A to B - they can also be symbols of progress and identity. A new footbridge has been mooted in Perth for years, but the right site hasn't yet been found. We believe that Bridgend is it.

What better place for a new footbridge across the Tay than the foot of Perth High Street. It would visually continue the line of the High Street across the river, stopping off on Stanners Island, Bridgend, the National Cycle Network onwards to Dundee, the potential community hub at Knowehead House...

A footbridge might seem like an impossible dream, but the foundations have already been laid - in a virtual sense. The proposed Connect2 bridge for the National Cycle Network at South Inch has foundered, but the principle of a new bridge has not. Design work needs to be undertaken, costs need to be established - but these need not be as expensive as some of the iconic bridges that have been erected in the last few years. The 'Fair City Bridge' really could be the transformational project that would put Bridgend on the map.





A New Footbridge for Perth City

PRECEDENT

Castleford Bridge, Yorkshire

The 130-metre long S-shaped footbridge is one of a number of regeneration projects in Castleford - including Tickle Cock Bridge Underpass by DSDHA architects - being filmed for a TV series. The £4.8 million bridge has been funded by Wakefield Council, Yorkshire Forward and English Partnerships. It creates a safer more pleasant pedestrian route than the 200 year-old Victorian road bridge further downstream. The new bridge will unite the north and south of Castleford's riverside community connecting Aire Street to Mill Lane. The opening of the bridge marks the completion of The Castleford Project group of community improvement schemes in the former mining town of Castleford in West Yorkshire.

FEEDBACK AND COMMENTS

'Yes to footbridge'

'Take concept/thinking/potential funding from previously proposed foot/cycle bridge (N·Inch - Isla Rd) and shift to this location'

'Build on City status. City needs a new statement - Bridge could deliver this'

'Why long term? Why can't the funding be found within five years?'

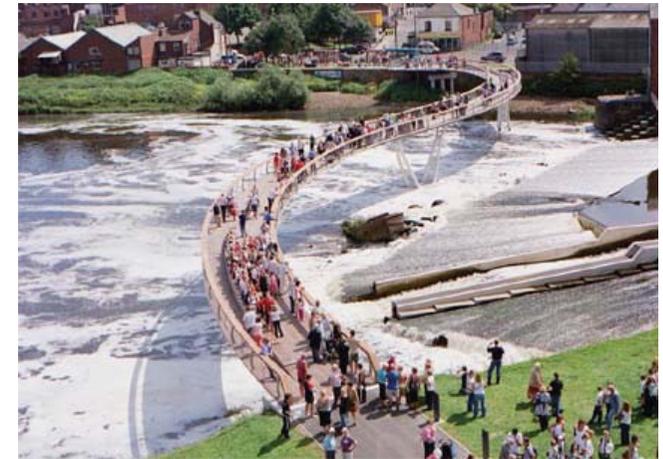
'Like bridge from High Street'

'Fair City Bridge'

'Should be linked with a loop that includes the island crossed by the railway bridge'

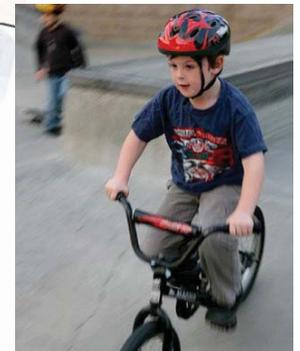
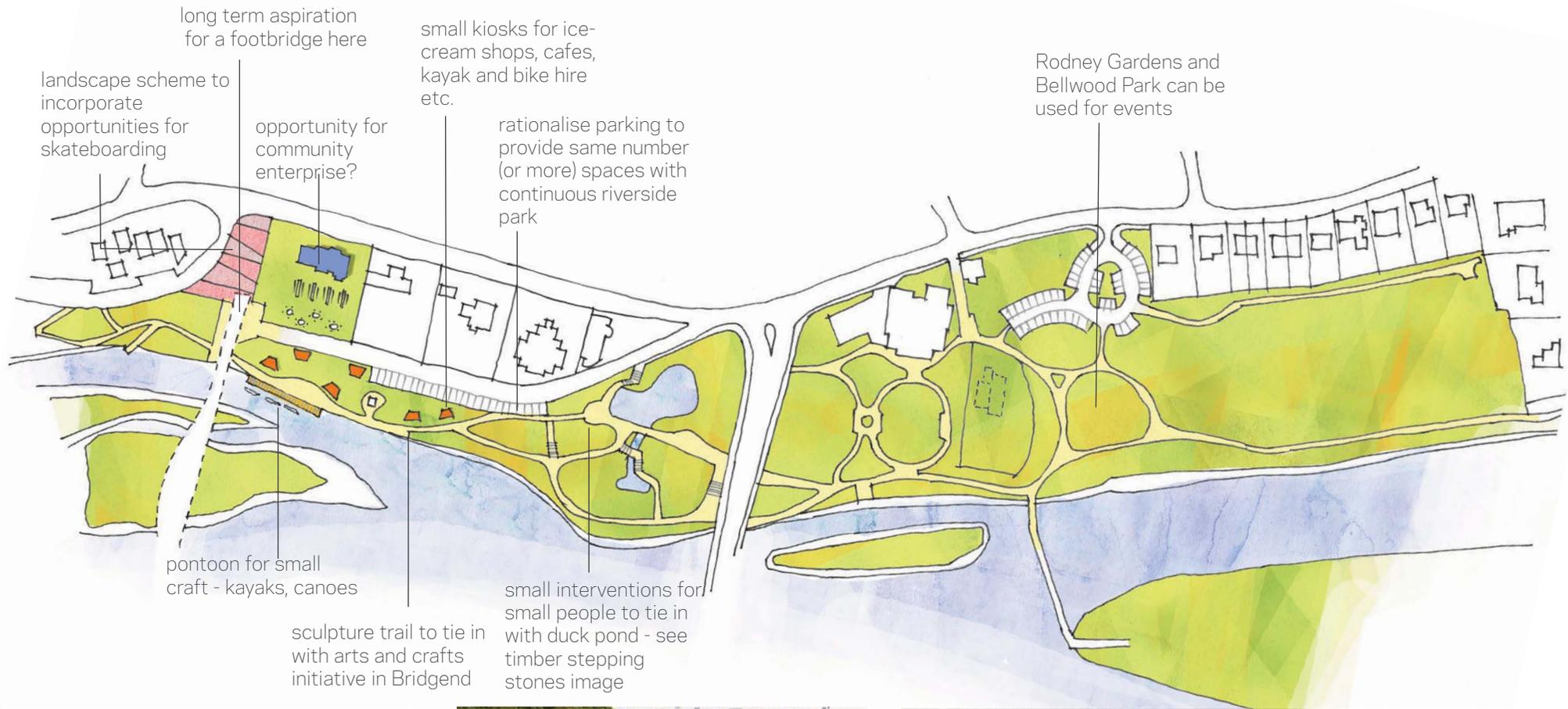
POSSIBLE STEPPING STONES

- *Feasibility study into design, cost and procurement of a new Tay footbridge*



Lots of people will need to work together to help make some of these proposals become a reality. For example, the River Tay area is a designated Special Area of Conservation. Scottish Natural Heritage should be part of developing any proposals that may have an impact on the River Tay SAC, to ensure that positive things can happen without compromising the valuable natural habitat and eco-system that exists within the SAC area.

Making More of the Riverside



Making More of the Riverside

INITIATIVE

The River Tay is a wonderful asset for Bridgend and Perth, as is the string of well maintained parks along the left bank from Norie-Miller Park to Bellwood Riverside Park. More activity in these parks would draw more people across from Perth; more people support more business and investment.

Some activities would use the river, like canoeing and traditional river boat trips across to the proposed pontoon at the Fergusson Gallery and on to Willowgate fishery and café at Friarton Bridge. All that's needed is a pontoon for small craft.

Other activities would be on land – like helping local young people to design and build a skatepark, renewing the Sculpture Trail, draining and upgrading the path downstream to Willowgate, lighting and reflections, and even creating something exciting in the treetops on Stanners Island. Creating well designed small kiosks for ice cream, bike hire and so on would create affordable business opportunities for the summer season. By placing them on Tay Street too, the visual connection would draw people across the bridges to explore.

The potential for more activity on the riverside is massive. The plan and pictures contain more ideas of mini-projects; there could be countless others. The key thing is to work out what action steps should take place to enable them to flourish.

PRECEDENT

The Enchanted Forest, Pitlochry - Lighting installations
Pinkston Paddlesports, Glasgow - Community paddlesports centre
Project 24, Bangor, Northern Ireland

FEEDBACK AND COMMENTS

'Like

- idea of small steps*
- tree planting*
- facilities for youngsters - skatepark, kayaking*
- use of river for leisure, recreation & attractive views'*

Green spaces policy - bring it to Bridgend

Bridge/Park good for kids

Make more of river, watercraft, water taxis etc

Floating pontoons for stalls eg. ice-cream stalls

More outdoor sporting eg. skateboarding/boules/ tree house

POSSIBLE STEPPING STONES

- Pontoon: develop technical design with Tay Earn Trust*
- Kiosks: design competition*
- Skateboard park: support young people to design and implement, initially via High School*
- Sculpture Trail: engage local arts/creative sector to refresh the Trail*
- Stanners Island: invite adventure recreation firms to put forward their ideas*



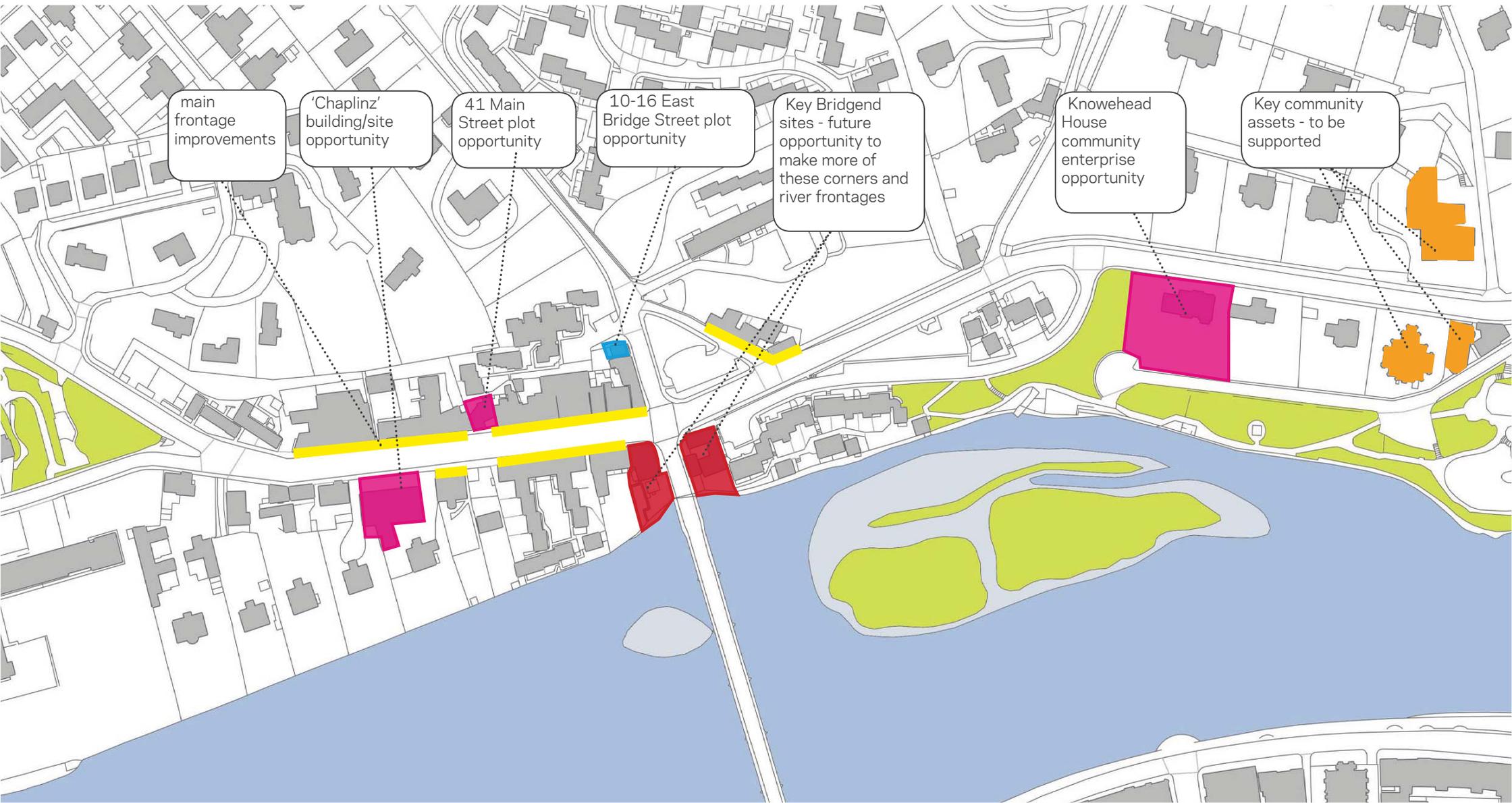
The Enchanted Forest, Pitlochry



Name?????



Investing for Enterprise



Investing for Enterprise

INITIATIVE

At the heart of the strategy for Bridgend is creating opportunities for enterprise of all sorts to thrive – businesses, building owners, social enterprises, young people, artists, community groups, even the school. All have creative ideas that they would like to put into practice.

Many of the ideas discussed on previous pages will use outdoor space. Enterprise also needs indoor space. Bridgend has some key buildings and sites which need investment, as the plan shows. Of these, the top priority for the community is the building on the corner of Main Street and Bridge Street. This needs urgent action, which the Council could assist with by working pro-actively with the owner to encourage immediate improvements and an acceptable longer term development proposal.

Main Street and a number of other buildings, as shown on the plan, would benefit from investment. Ideally this should be through the owners generating sufficient income from the buildings to keep them in good order. If financial support is required, the Conservation Area status of much of Bridgend means that may be available through (for example) the current round of Historic Scotland's Conservation Area Regeneration Scheme, which is open for applications until 31 August 2014.

One local organisation, the Development Trust, is actively looking for premises in which to invest. A number of options may present themselves depending on what activities they wish to undertake – for example the gap site at 41 Main Street or the existing building at Knowehead House on Gowrie Street. Whichever option comes up, this will enable the Development Trust to create a hub for community enterprise with opportunities for young people, business, arts and crafts, food and drink, office space or other uses. Section 4 contains more information on this.



Old Toll House - may be candidate for Historic Building funding



Vision for frontage improvements to corner with potential for additional top floor

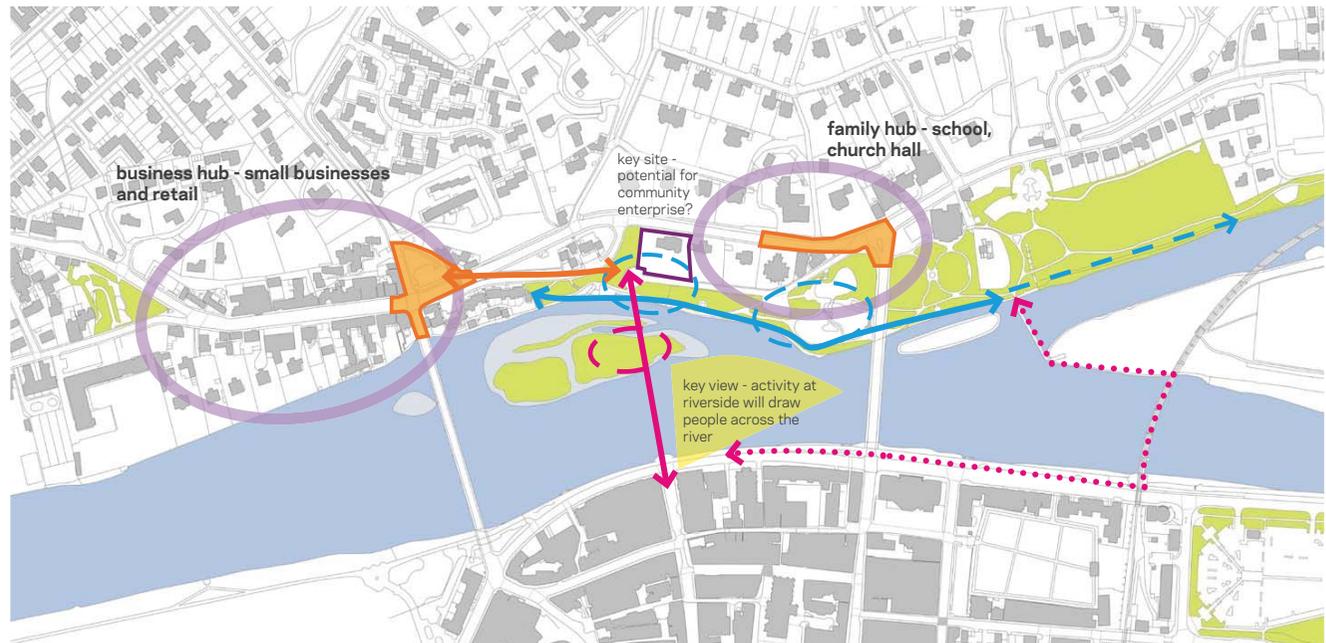
Opportunities for Community Enterprise

Options for community enterprise

Knowehead House is currently a council owned asset that is not in active use. It is in a pivotal location, right next to the potential landing for a new foot bridge from Perth High Street, and situated centrally between the two major focuses of activity in Bridgend, the Main Street and the cluster of the school, the church and the hall (used as the local nursery). It is also well located to tie in with initiatives that seek to enliven Riverside Park.

The building is Category B listed and was built in 1852. The building itself is in need of extensive internal works, including reconfiguration of spaces and upgrading. However the amount of space available combined with the location make this building a key opportunity for the community to have a variety of facilities in the centre of Bridgend, with the ability to create a self-sustaining income stream. Examples of what has been done elsewhere may serve as inspiration, but a possible range of uses may include a bar/cafe, microbrewery, post office, rentable desk space, community rooms for meetings/classes/clubs, and possibly rentable guest accommodation. It is completely up to the community to decide what it most appropriate.

Another option that the development trust may seek to look at is the potential to redevelop the gap site on East Bridge Street. There are also examples out there of community lead new build facilities, and this may tie in with road and public realm improvements in that area, as outlined on pages 28-29.



Making the Most of Assets and Opportunities

PRECEDENT

The Bank, Neilston

Neilston Community Development Trust bought the building that their local bank had vacated. They now have a community facility with cafe, rooms for clubs and events as well as the Trust offices and meeting rooms, office space, an allotment and bike hub. They bought the building for £200k while works and fees cost £500k. The money for the project came from eleven different sources, including the Big Lottery. The project brought together the combined efforts of a number of community members and the support of the community as a whole, and they now have a place to call their own that serves as a centre for community life.

Three Villages Hall, Arrochar

The Three Villages Hall is a new-build community facility, developed and provided by the Arrochar and Tarbet Community Development Trust. It acts as a busy hub for local events, clubs and entertainment, as well as a visitor facility for the village.

The George and Dragon, Hudswell, UK

A community-owned pub/shop/library

Yarpole Community Shop and Post Office, Herefordshire

Co-operative owned enterprise with gallery and cafe

Topsham Ales Co-Operative, Devon

Co-operative micro-brewery. It's first ale was produced in January 2011 and is now sold to various pubs around Exeter

Further reading: Compendium for the Civic Economy
www.civiceconomy.net



FEEDBACK AND COMMENTS

Key idea, development of riverside plot (indicating site to north of end of old bridge) with potential connection down through Old Toll House and under bridge

Music hub

Community buy out? (indicating Knowehead house)

Repaint above Hat in the Cat

Family friendly pub - views of the river

Community run hostel?

Link to new community hub (Knowehead or Tollhouse?)

Grant applications?

Place for community get-togethers (playgroup, senior citizens drop-in, youth groups)

Proper use of grants and amenities notices

POSSIBLE STEPPING STONES

- Top priority: work with owner of building on corner of Main Street/Bridge Street to improve its appearance - temporarily and permanently.*
- Prepare CARS/THI or equivalent scheme to upgrade buildings/streetscape on Main Street and other sites indicated on plan.*
- Acquire a building/plot for the Development Trust (see section 4 for more details).*



Bridgend Main Street - Early Morning Traffic

Bridgend and Traffic

Main Street does not work well for anybody. Pedestrians suffer with a polluted, poor quality environment. Businesses complain about parking and congestion. Drivers endure long delays at peak times. The shabby nature of the street and its buildings drags down the local community and reflects badly on Perth as a whole. Does it really have to be like that?

Similarly, the section of Dundee Road by Kinnoull Primary School would also benefit from treatment. The school and the church hall, which houses a busy nursery, are magnets for community activity – yet they are separated by a through road. Slowing traffic through this community hub would enable the school and hall to better fulfil their roles in the community – for example by enabling the school to make more use of the landscaped area that runs down to the road.

Throughout Britain and particularly Europe, new approaches to street design are being implemented which strengthen business performance, community activity, road safety and environmental quality. The simple trick is rebalancing the space between the buildings so that it is no longer designed primarily to get vehicles through as efficiently as possible, but to support life between the buildings.

These ideas are not just cosmetic: research commissioned by Living Streets provided evidence that good urban design can raise retail rents by up to 20%, and making places better for walking can boost footfall and trading by up to 40%. Since construction of a £4 million streetscape and placemaking project on a busy town centre junction in Poynton, Cheshire (with traffic flows higher than Bridgend)

pedestrian safety has improved substantially, journey times and pedestrian delays have dropped and 80% of retailers report increased footfall and turnover.

In an ideal world, the Third Tay Crossing would reduce the amount of traffic through Bridgend. But the funding isn't in place for that yet, and it won't happen for some years. It is therefore necessary to seriously consider the impact on Bridgend of doing nothing in the meantime, given the evident impact the road has already had on the economic wellbeing of the Main Street. The only way to reverse this process is to implement some level of change, in advance of the Third Tay Crossing.



We watched a video about Poynton during the first workshop. It can be viewed here: <https://www.youtube.com/watch?v=-vzDDMzq7d0> or by searching for 'Poynton Regenerated'.

Key points that are relevant to Bridgend:

- Traffic flow in Poynton is higher than that of Bridgend (c.26,000 vpd rather than c.19,000 vpd)
- Average speeds have fallen to 20 mph, while journey times have reduced
- 80% of retailers reported an increase in footfall and turnover

See also <http://www.ice.org.uk/topics/community/Case-studies/Poynton-Town-Centre>

Making People Friendly Streets

Over the following pages are ideas and suggestions for making Bridgend's primary streets and spaces more people friendly. It is clear that a people friendly environment is not just a 'nice to have' but absolutely necessary for a variety of reasons, economic, safety, health and social.

These suggestions have not been tested by transport engineers. That is a technical process beyond the scope of a Charrette. However everything shown here is based on sound principles for designing urban streets, derived from Government policy documents such as Designing Streets and from projects in the UK and the rest of the world, that illustrate that people friendly streets do work, and have a variety of positive benefits that make them worth the initial investment.

These suggestions should form the basis of further discussion.



Option 1

Step one in the process or a lower impact option

- Appraise Main Street and seek to redesign to create better balance between users
- Change road surface at junction and raise to create a level crossing zone in all directions
- Widen pavements where there is space to do so
- Improve pedestrian link from Gowrie Street to Commercial Street linking the Main Street to the river



Option 2

Step two in the process or a medium impact option

- Appraise Main Street and seek to redesign to create better balance between users
- Change road surface at junction and raise to create a level crossing zone in all directions
- Widen pavements where there is space to do so
- Improve pedestrian link from Gowrie Street to Commercial Street linking the Main Street to the river
- Widen Back Wynd and put parking here, freeing up the central space.
- Landscape the central space, removing trees, creating terraces so that it feels like a local square with space to use for markets/events and great views back to Perth.

Making People Friendly Streets

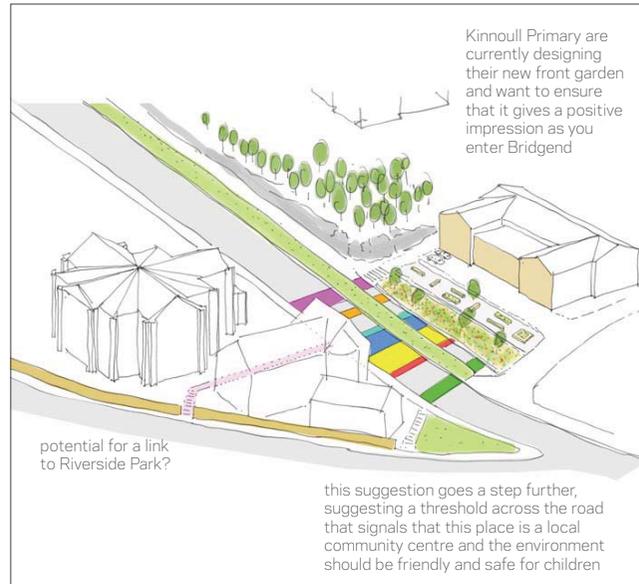


Option 3

Step three in the process or a high impact option

- All of the steps as shown previously.
- Stop East Bridge Street up to through traffic, and pave space. Promote active frontage uses on all three sides.

The major aim of this scheme is to ease pressure on Bridgend junction. This pressure comes from the way the traffic works, but also from the perception 'Bridgend' is that corner. Freeing up space not only creates options for traffic, but it also gives room to breathe and to feel that you are in the centre of Bridgend in a larger space.



South end threshold to Bridgend

Noordlaren Primary School, near Haren

Concern for the safety of children due to a busy road passing by a primary school lead to this scheme. However, rather than build higher walls and more guard rails, they extended the visible appearance of the playground over the road, so that drivers were very aware of the presence of children and children learn good road safety.

While the road in question here is a busier road, the principles are still applicable.



Main Street

The Importance of Footfall to Attracting Investment

It is well documented that Scotland has seen a decline of its town centres, Bridgend's Main Street is no different although it has additional burdens as a result of traffic and the adjoining pedestrian environment. Clearly "foot fall" is key for retail trading. Retail consumers are driven by comfort, convenience and familiarity. These drivers have taken consumers to alternative places.

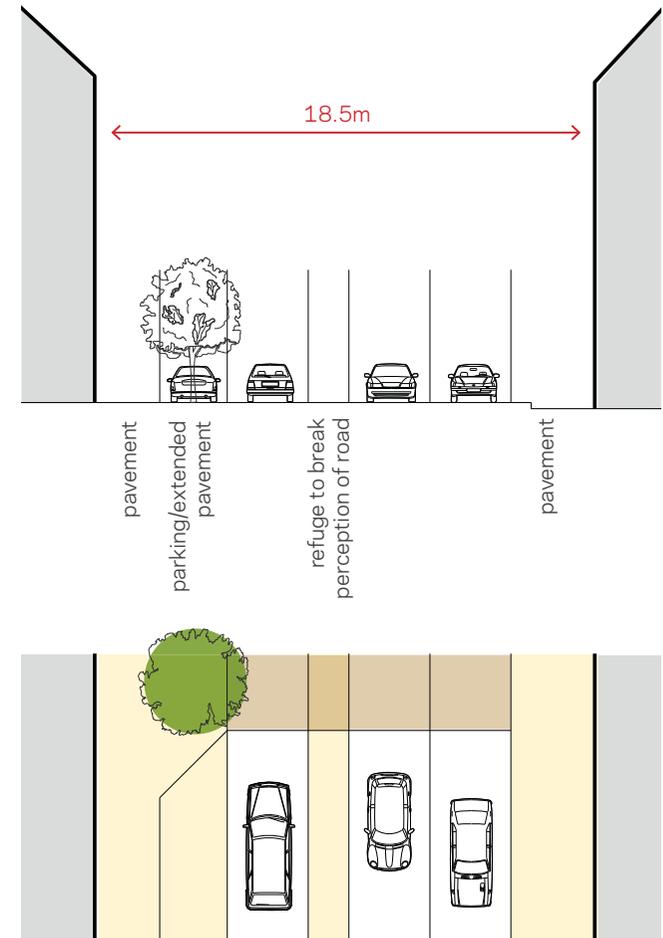
To encourage people back into high streets it is essential to find the right conditions to achieve "comfort and convenience". Unfortunately, the environment does not encourage people to come to Main Street thereby "footfall" inevitably declines. Busy places attract more people which expands the intensity of use and trade. Clearly good trade equates to good value. Unfortunately the converse is the case in Main Street with vacant premises creating a detrimental visual impact compounding the poor walking and heavy traffic environment. Therefore, to address the spiral of decline in values and encourage people to shop in Main Street there needs to be significant interventions by

- improving environmental conditions,
- addressing health and safety perceptions,
- lowering traffic volumes,
- creating an ability to conveniently and safely cross the road
- have convenient car parking close by.

The width of the Main Street is dictated by existing frontages. However what you do with the space inbetween those frontages is key to creating the right environment for footfall, and therefore for healthy businesses. There are of course a range of other factors affecting the ability to run a healthy business in Bridgend, but this is a tangible physical issue that it is important to get right. It is important to note also that lots of people live on the Main Street and it is important that the street be a desirable place to live as well as visit.

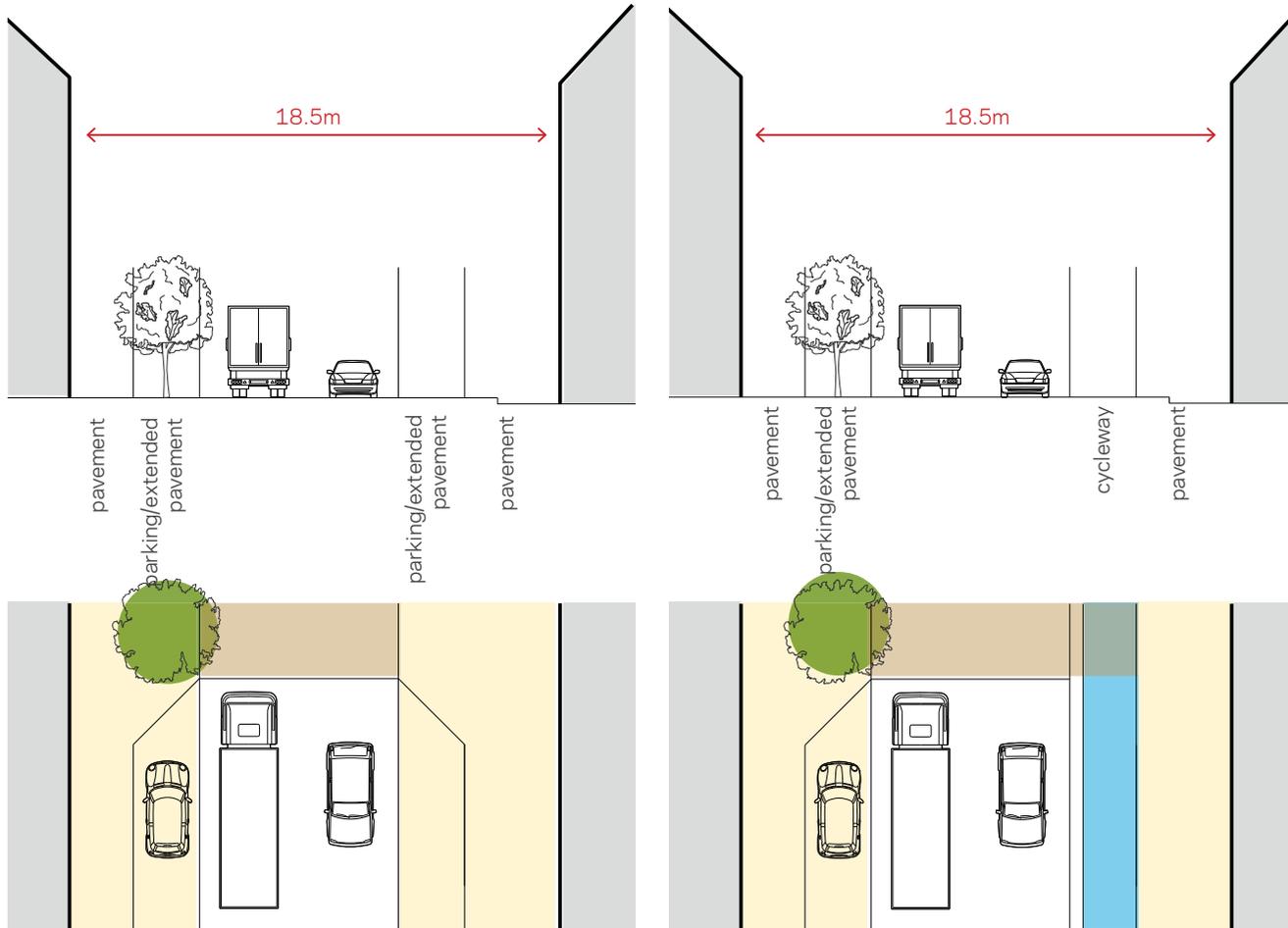
The following are key principles that should be carried through in devising a scheme for Main Street:

- Design speed should be slow, 20mph or less. This is not achieved through the installation of lots of speed limit signs. It is to be achieved through the narrowing of lanes, removal of lines and changes in surface material.
- If three lanes are to be maintained, create a strip of paving between lanes, to visibly reduce the impact of the width of the road and to create a pedestrian refuge area
- Put crossings where people actually want to cross, and make them generous and level
- Where possible, improve on parking provision for short stay parking.



POTENTIAL WAYS TO RECONFIGURE SPACE TO CREATE A LOW IMPACT SOLUTION. THESE CAN BE CONSIDERED AS PART OF AN OVERVIEW OF MAIN STREET

Main Street



Main Street - Short Term Measures

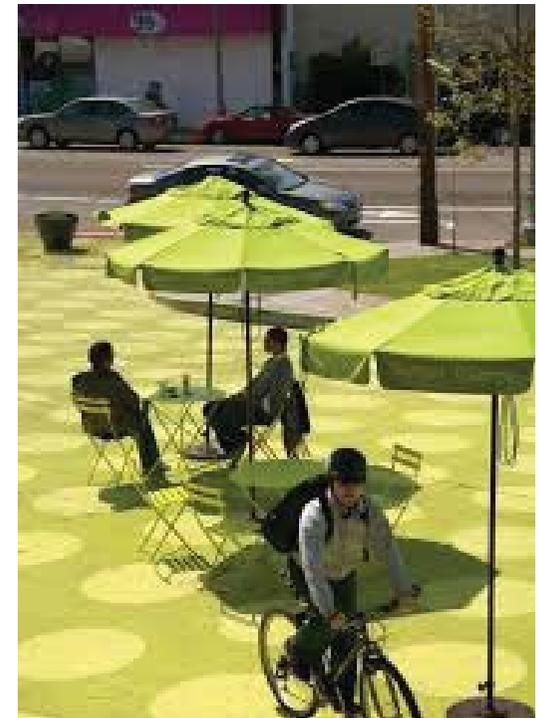
De-clutter

Bridgend has a lot of visual clutter, in the form of road signs, bins and pedestrian barriers. Each and every one of these items should be considered, and justified in terms of scale and context, with the key aim of removal of most of these items. What absolutely needs to stay should be rationalised.

Temporary testing

A good way to approach changes in road design is to test things first. In Poynton, they tested the effect of switching off the traffic lights to see what would happen, and to reassure that the complete removal of lights was a viable option. In the US, there is a scheme called Better Blocks, which in Kansas resulted in the colonisation of one lane of the road by chairs, cafes, and trees, demarcated with sandbags. In New York City, initiatives to make 'Liveable Cities' were started with temporary works that helped to build momentum and persuade the sceptics.

It might be that the right medium term solution for Bridgend actually is a temporary measure, such as reclaiming a lane on weekends with moveable planters and seats.



Making People Friendly Streets

FEEDBACK AND COMMENTS

Create retail units under Bridgend Court

3mth trial of new pavements/roads

Council to create low rate area

Pedestrianisation might start to discourage lorries through Bridgend

How will this affect bus routes and times?

Bypass is so necessary to making Bridgend pedestrian friendly. This is of national importance

For cyclists as very good cycling up Kinnoull Hill

Parking capacity

1 hr free parking to benefit shops

Co-op might be a good option but Londis might lose trade

Key to success is to have a variety of good shops

Seating, silver birch in planters and hanging baskets

Can't have free flowing traffic without addressing traffic lights across the Bridge and on Tay Street

Traffic calming on both approaches

Planting

Two lane trial

Change colour of road surface

Shut off carpark and use for open air market once a month

Pop-up shops - no rates

Smokers to rear of pubs

Try Kansas experience?

Encourage walking clubs

Link to new community hub

Crossing points

Trial narrowing road with planters

Like the proposed layout of Main Street

Trial roundabout

20mph along Main Street

Remove railings on east side of Main Street

Measure air quality

Traffic is a priority - it has to work

POSSIBLE STEPPING STONES

- Commission detailed design study by appropriate firm, using this report as part of the brief
- Trial the design on the ground to refine it and build confidence
- Phased implementation as funding becomes available
- Revise on/off street parking regime to generate more footfall - e.g. free for 45 minutes and after 3pm



From Vision to Reality

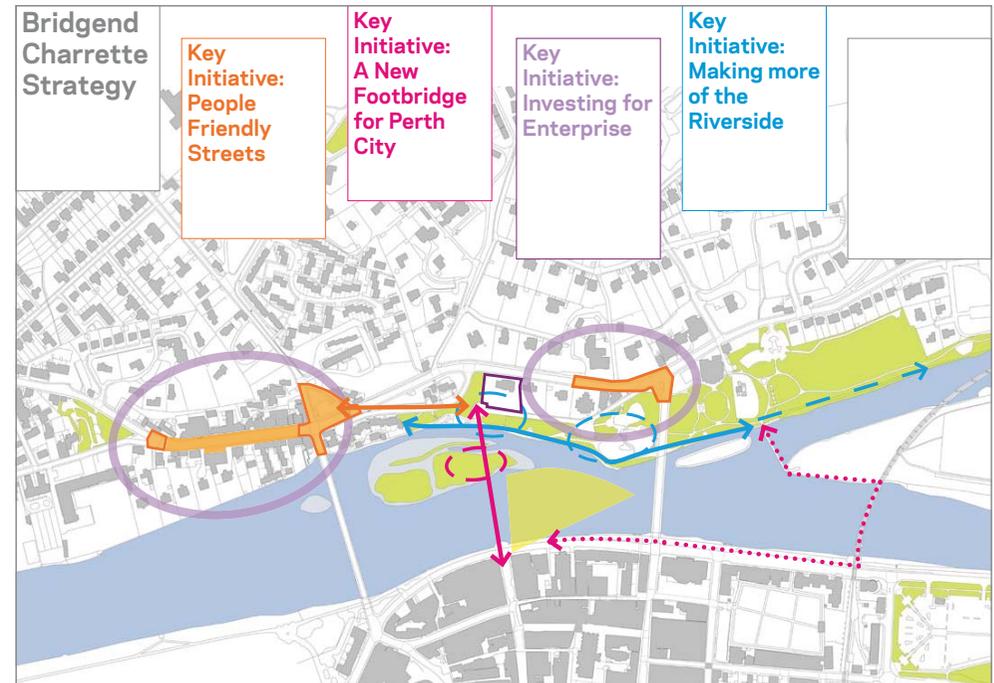
In the words of an old Japanese proverb: "Vision without action is a dream. Action without vision is a nightmare." The charrette's visionary thinking for the next 20 years of Bridgend's future will only bear fruit if it is accompanied by action.

Flexibility

The 20 year vision created in this report reflects Bridgend and its aspirations as they were in early 2014. Times change, tastes change and people move on.

The four key catalysts should be seen as guiding principles, but the details and the mini-projects within them can, and should, change. Any number of new opportunities and ideas are likely to emerge over the coming months and years, whether they are around local business marketing, walking clubs, rates incentives or opening up the sides of Smeaton's Bridge.

It is important not to deter activity and investment simply because something is not contained in this document. That is why flexibility and adaptability is so important.

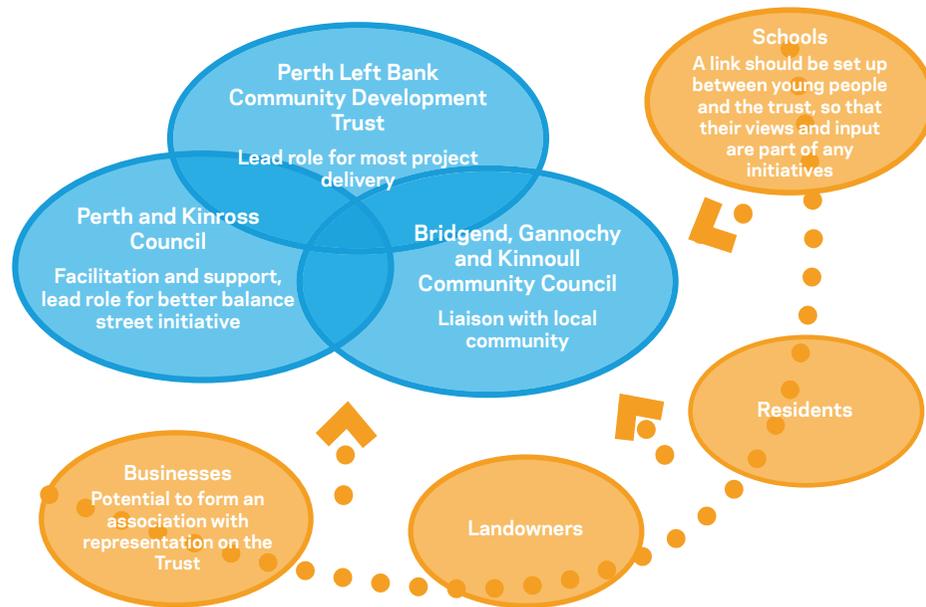


Kinnoull Primary

From Vision to Reality

Working together

There are three key partners who need to take the lead for this vision to become reality. Each has a complementary role, and they need the support of other stakeholders.



It is vital that the three key partners continue to work alongside each other in mutually supportive, trusting relationships. They need to meet frequently and keep each other updated. The Council, with its range of paid staff and systems, should support but not direct the volunteer-led Development Trust and Community Council as much as it can, particularly in the early years whilst the Trust establishes itself and its finances.

The wider circle of stakeholders will vary over time but need to be kept updated of progress, so they can support as appropriate. Progress updates could take various forms, from e-bulletins, social media and newsletters to a 5 yearly conference to celebrate and re-energise.

Funding

The Development Trust should seek to acquire an income-generating asset as early as it can to give itself a base and a secure income. The Council and the Development Trusts Association Scotland can provide assistance on how to go about this.

Two potential buildings have been identified in the course of the charrette as potential income-generating assets, although other opportunities may of course come up:

- A new-build development on the gap site on the east side of Main Street. This could be developed for community activity space on the ground floor and meeting space and social enterprise above. The recently completed Riverview development by Dunblane Development Trust on their High Street is a similar example.
- Acquisition and conversion of Knowehead House on Gowrie Street from the Council to provide indoor space for the local community (including young people, arts and recreation) and a commercial café/bar/restaurant offer for visitors and local residents. Neilston Community Development Trust's acquisition of a Victorian bank building for café, office and lettable space is a similar example.

The partners should use this document and the existing Perth Left Bank Community Plan as tools to:

- Secure funding to apply for grants and loans for individual projects, secure investment from developers interested in the area, and acquire an income-generating asset.
- Influence Council land use planning policy, service delivery (Community Planning) and capital and revenue budgets.

Scottish Government is currently promoting its Community Empowerment Bill. In its supporting policy the Government and COSLA have defined Community Empowerment as "a process where people work together to make change happen in their communities by having more power and influence over what matters to them".

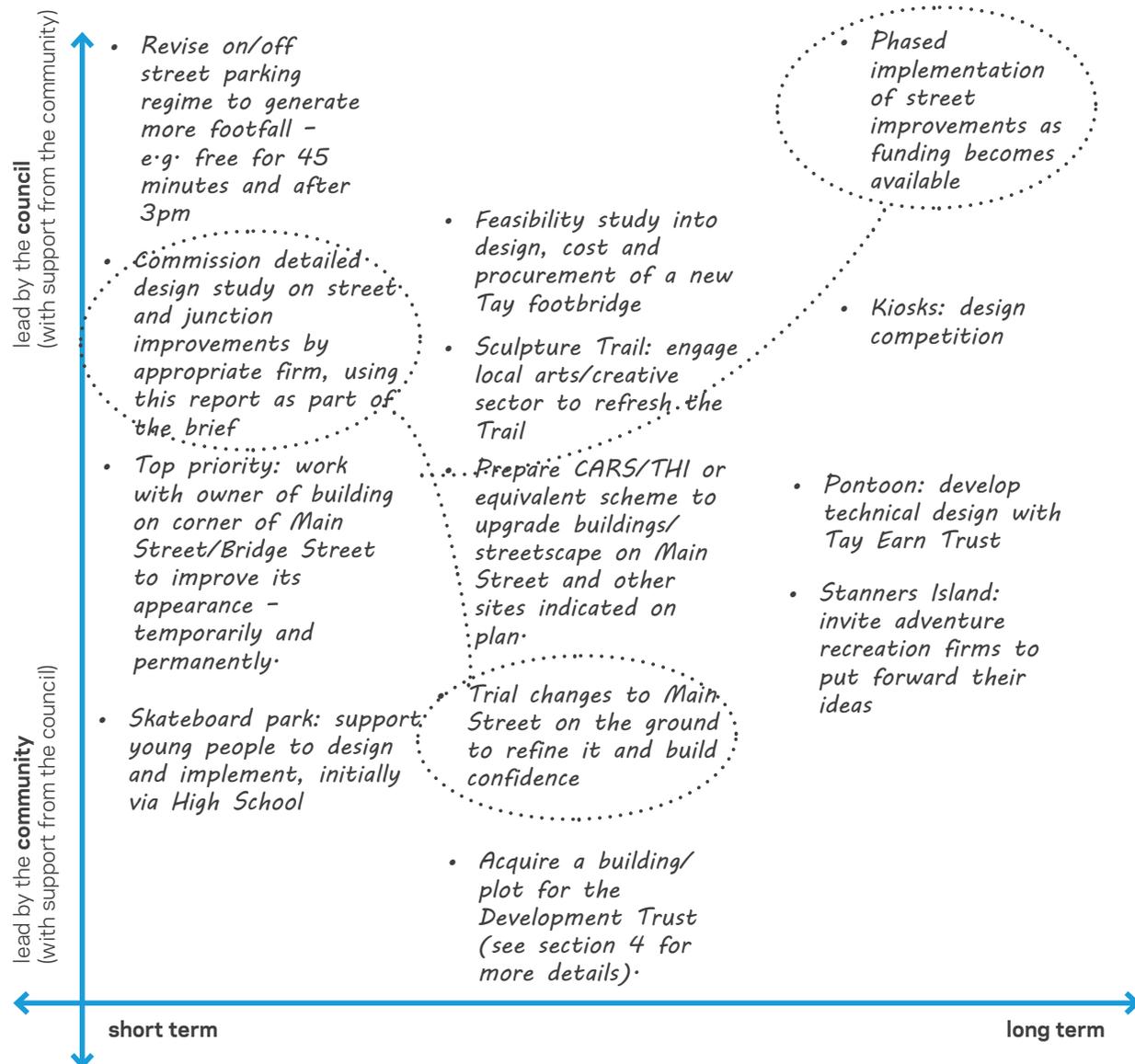
The Government proposes to enhance the opportunity for communities acting as a formal Community Body", to acquire property for "public benefit". The proposals provide communities with a pre-emptive right to buy the land in which they have registered a community interest. Funding support for community acquisitions is currently available through the Scottish Land Fund (2012-2016).

Action Plan

During the second workshop, we came up with stepping stones under each of the four key initiatives. These stepping stones break a big long term project into a series of smaller short term goals that all work together toward a common purpose.

We recommend that this be developed into an agreed action plan and that the council and the community continue to work collaboratively on these initiatives, with a periodic review to make sure that they continue to be the right stepping stones over the next few decades.

We have suggested a format for an action plan shown here, which looks at prioritising actions and also, at where the action sits in terms of leadership. Highlighted is an example of where different tasks under the one initiative can be taken forward at appropriate times, and with different levels of input from the parties concerned. This is just a suggestion, the exercise of coming up with an action plan for Bridgend based on the outcomes of the Charrette will be the first step toward working together for a vibrant Bridgend of the future.







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