



Dorset County Council

WEYMOUTH TOWN CENTRE TRANSPORT STRATEGY

Western Dorset Economic Growth Corridor -
Transport and Movement Studies



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TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70038389

OUR REF. NO. 002

DATE: FEBRUARY 2019

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QUALITY CONTROL

Issue/revision	First issue	Revision 1	Revision 2	Revision 3
Remarks	Draft	Revised following officer comment	Revised following officer comment	Final
Date	17/08/16	January 2018	February 2018	February 2019
Prepared by	JR, GS, EW, SB	JR	JR	WS
Signature				
Checked by	NW	JP	JP	JP
Signature				
Authorised by	SB	BSL	BSL	FR
Signature				
Project number	70020695	70038389	70038389	70038389
Report number		002	002	002
File reference	70020695 Weymouth Traffic and Movement Strategy FIRST ISSUE.docx	\\uk.wspgroup.com\central data\Projects\700383xx\70038389 - Western Dorset Growth Corridor\02 WIP\TP Transport planning\03 Document\Weymouth Town Ctre Trp		

CONTENTS

1	STUDY OVERVIEW	1
1.1	BACKGROUND	1
1.2	WESTERN DORSET ECONOMIC GROWTH CORRIDOR AREA	1
1.3	TRANSPORT AND MOVEMENT STUDY	2
2	EVIDENCE ON CURRENT AND FUTURE CONDITIONS	7
2.1	METHODOLOGY	7
2.2	WEYMOUTH'S DEVELOPMENT SITES	7
2.3	HEADLINE OBSERVATIONS	12
2.4	CAR PARKING	21
2.5	LAND USE	26
2.6	SITE VISIT SUMMARY	28
2.7	KEY TRANSPORT, MOVEMENT AND PUBLIC REALM ISSUES	29
2.8	TRANSPORT AND MOVEMENT INTERVENTIONS	30
3	TRANSPORT AND MOVEMENT	31
3.1	INTRODUCTION	31
3.2	WAYFINDING AND SIGNING	31
3.3	HARBOURSIDE WALK	42
3.4	TRAFFIC MANAGEMENT	45
3.5	CYCLE NETWORK	58
3.6	BUSES AND COACHES	74
3.7	HIGHWAY CHANGES TO ENABLE PUBLIC REALM IMPROVEMENTS	81
3.8	CAR PARKING	87
4	RECOMMENDATIONS	91

GLOSSARY

LTP	Local Transport Plan
NCN	National Cycle Network
Public Realm	Collective term used to describe to streets and other public spaces
SPD	Supplementary Planning Document

1 STUDY OVERVIEW

1.1 BACKGROUND

- 1.1.1 The Western Dorset Economic Growth Strategy¹ outlines the strategic direction and economic ambitions of North Dorset District, West Dorset District, Weymouth & Portland Borough and Dorset County Councils. It covers the period between 2017 and 2033. The Economic Growth Strategy is a shared agenda across the Councils in partnership with the private sector, to enhance sustainable economic growth and build a more resilient economy for the Western Dorset Economic Growth Corridor. Its objectives are to make Dorset more competitive, talented, connected and responsive to the needs of its businesses.
- 1.1.2 Weymouth, Dorchester and Portland collectively form one of the two principal growth zones in the strategy area, where the aspiration is to achieve a more sustainable future whilst releasing major housing, employment and investment potential.
- 1.1.3 The strategy is also based around five strategic economic themes of (a) infrastructure, (b) homes and employment sites, (c) employment and skills, (d) businesses and sectors and (e) assets and policy. Transport and connectivity are relevant to all five themes but to (a) in particular, about which the strategy states *‘There is a vital need to improve electronic and physical connectivity, particularly through high-speed broadband, establishment of an efficient and sustainable transport infrastructure to enable delivery of the economic potential of the area’*.

1.2 WESTERN DORSET ECONOMIC GROWTH CORRIDOR AREA

- 1.2.1 The Western Dorset Economic Growth Corridor is set within the functional economic area of the Dorset Local Enterprise Partnership and focuses on developments in the corridor of Weymouth, Dorchester and Portland.

WEYMOUTH

- 1.2.2 Weymouth is the largest town in the plan area and a nationally important tourism and recreation destination. The town centre forms the retail, commercial, and tourist heart of Weymouth, including fishing wharves and a ferry terminal (out of use since the last service departed in 2015).

¹ <https://www.dorsetforyou.gov.uk/business-consumers-licences/business-support-and-advice/pdfs/dcp-economic-growth-strategy.pdf>

PORTLAND

- 1.2.3 The Isle of Portland, 5km to the south west of Weymouth town centre, has a unique coastal character with very distinct villages and settlements separated by wide open spaces, many parts of which are marked by the presence of the quarrying industry. The former naval estate has provided opportunities for regeneration alongside new industrial and commercial development. Although the area is an attractive place to live and contains some large employment sites, there are still areas that suffer from high levels of deprivation and there remains a mismatch between the available employment on the Isle and the skills and experience of some of the population.

DORCHESTER

- 1.2.4 Dorchester is the county town of Dorset and has significant demand for housing, employment and retail development. Located 12km north of Weymouth, Dorchester currently has around twice as many jobs as it has economically active residents and workers commute in from nearby towns - particularly from Weymouth.

1.3 TRANSPORT AND MOVEMENT STUDY

BRIEF

- 1.3.1 A number of key studies have been undertaken to inform the Western Dorset Economic Growth Strategy, supported by the Dorset Local Economic Partnership. As part of this, WSP was commissioned to study and report on various aspects of transport and movement, including parking and quality of the streets and public spaces (referred to as public realm), in the corridor. The preparation of a transport and movement strategy is also highlighted in the Weymouth Town Centre Masterplan², adopted by the Borough Council as a Supplementary Planning Document (SPD) in June 2015.
- 1.3.2 The overall aim of the study is to identify a strategy of transport investment in the Weymouth and Dorchester areas to support the Economic Growth Strategy and release planned growth in housing, employment and tourism. Unlocking the five key sites set out in the Weymouth Town Centre Masterplan Supplementary Planning Document has been identified as a priority.
- 1.3.3 The transport strategy is intended to make Weymouth town centre easy to navigate, safe and attractive for all users, with a particular focus on pedestrians and cyclists but also public transport users. It should comprise improvements to walking and cycling provision in Weymouth to facilitate better movement through the town centre and to other destinations outside it, and balance out requirements for vehicle access and movement, servicing and parking. The strategy should also aim to ensure that future public realm enhancements and interventions contribute to the existing sense of place, enhance the visitor experience and encourage inward investment.

² <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning-policy/west-dorset-and-weymouth-portland/other-planning-documents/weymouth-town-centre-masterplan.aspx>

1.3.4 The study has been particularly guided by the priorities and policies contained in:

- i Bournemouth, Poole and Dorset Local Transport Plan³ (LTP) 2011-2026;
- i West Dorset, Weymouth & Portland Local Plan⁴ (adopted 2015);
- i Weymouth Town Centre Masterplan SPD⁵ (adopted 2015); and
- i Weymouth Town Centre Conservation Area Character Appraisal⁶, adopted 2012.

1.3.5 The recommendations from this study are intended to facilitate development of the key sites identified in these policy documents and to foster a vibrant and economically successful town centre as a whole. The study will also form evidence supporting the West Dorset, Weymouth and Portland Local Plan Review⁷. This is currently underway, with consultation on the Preferred Options having taken place in summer 2018.

STUDY OBJECTIVES

1.3.6 The objectives of this study are to:

- i Identify and recommend improvements to the pedestrian and cyclist environment and improve accessibility and legibility to/from five key regeneration sites in and around Weymouth town centre;
- i Analyse and understand demand for parking, and prepare a strategy to manage parking;
- i Provide a masterplan of public realm improvements, allowing incremental opportunities to contribute improvements to a coherent strategy to prioritise the pedestrian, improve key walking and cycling routes and provide for a safer and more comfortable experience, while not unduly compromising the needs of other users.

STUDY OUTCOMES

1.3.7 The intention is that the strategy will inform key decision-makers of the transport issues currently encountered in Weymouth town centre and demonstrate that a range of concept solutions, supported by key information, should be implemented to ensure a healthy, vibrant, distinctive town in the 21st century.

³ <https://www.dorsetforyou.gov.uk/roads-highways-maintenance/roads-and-pavements/transport-planning/local-transport-plan/local-transport-plan-3.aspx>

⁴ <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning-policy/west-dorset-and-weymouth-portland/adopted-local-plan/adopted-local-plan.aspx>

⁵ <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning-policy/west-dorset-and-weymouth-portland/other-planning-documents/weymouth-town-centre-masterplan.aspx>

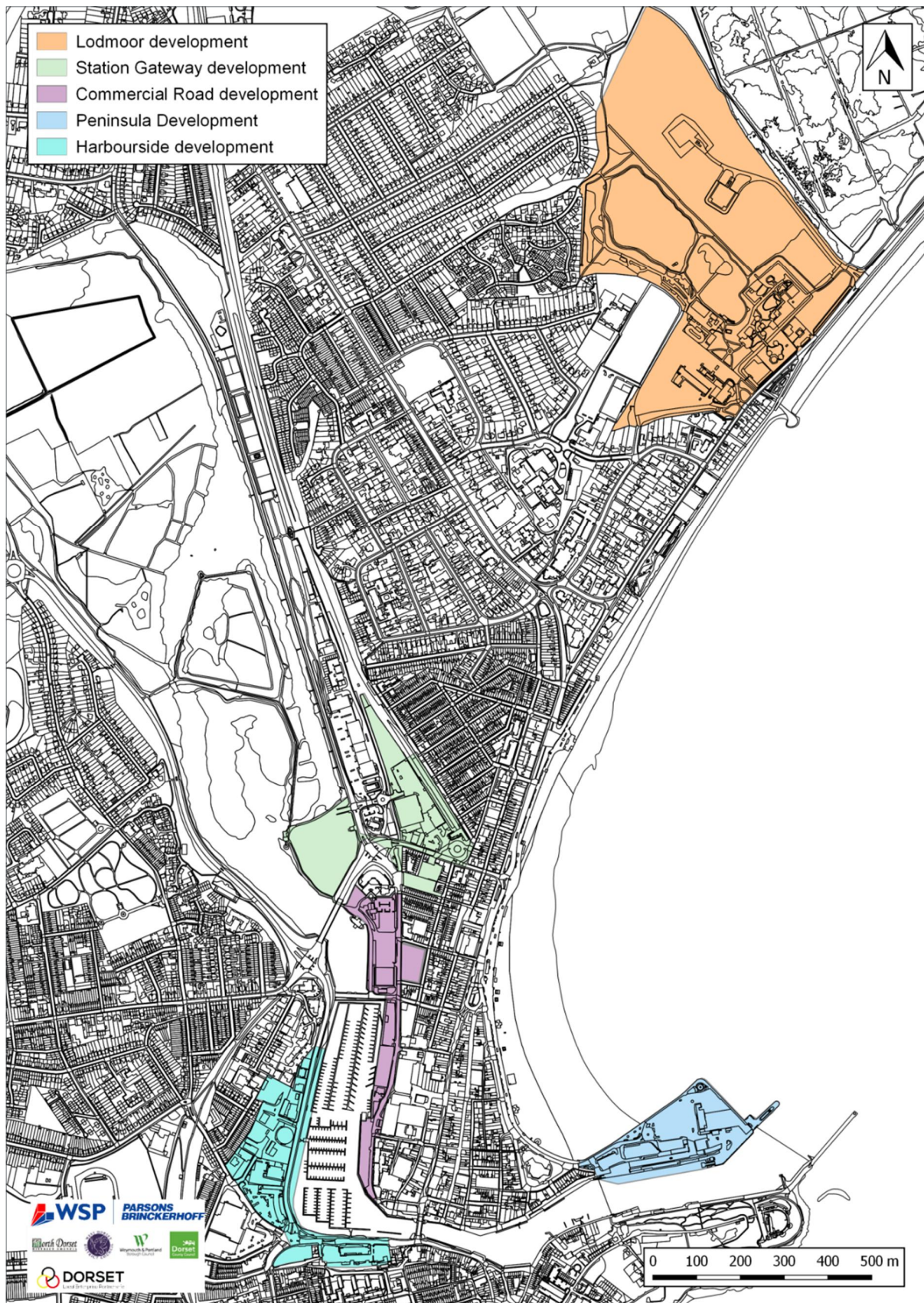
⁶ <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning/planning-constraints/conservation-areas/weymouth-and-portland/conservation-areas-weymouth-and-portland.aspx>

⁷ <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning-policy/west-dorset-and-weymouth-portland/local-plan-review/local-plan-review-west-dorset-weymouth-portland.aspx>

STUDY AREA

- 1.3.8 The study area is shown in Figure 1. It covers the town centre and the five key development sites identified in the Weymouth Town Centre Masterplan SPD – Station Gateway, Commercial Road, Harbourside, the Peninsula and Lodmoor. Whilst it includes areas south and west of the inner harbour, the main focus is the Melcombe Regis area, bounded by the inner harbour to the west and south, the seafront to the east and the rail station to the north, including the town's retail heart.

Figure 1 – Study area and key development sites



RELATIONSHIP WITH OTHER PARTS OF TRANSPORT AND MOVEMENT STUDY

1.3.9 This report forms part of the wider Transport and Movement Study. The Study has produced a series of interlinked reports addressing issues in Weymouth, as follows:

- Weymouth Town Centre Transport Study (this report);
- Weymouth Town Centre Public Realm Study, which sets out recommended measures to enhance the town centre's streets and public spaces;
- Weymouth Parking Strategy; and
- A354 Corridor Study.

1.3.10 An equivalent suite of reports has been produced for Dorchester, as well as a package of recommendations for Portland. The study is completed by a Rail Connectivity Study.

REPORT STRUCTURE

1.3.11 The remainder of this report comprises three parts:

- **Chapter 2:** Summarises existing transport and movement conditions and highlights the key issues noted during the desktop review and site visits. This provides the basis for the interventions and improvements identified by the study;
- **Chapter 3:** Sets out the recommended transport and movement strategy for Weymouth town centre; and
- **Chapter 4:** Summarises the key recommendations.

2 EVIDENCE ON CURRENT AND FUTURE CONDITIONS

2.1 METHODOLOGY

- 2.1.1 The study team, comprising transport planning and public realm staff, met with officers and members of Dorset County Council and Weymouth & Portland Borough Council to collect relevant reports, documents and plans and to discuss anticipated interventions to provide background to the study. Discussions included topic areas such as aspirations and opinions on the form and function of public realm, the location of bus facilities, and pedestrian and cyclist issues, including locations for improvement.
- 2.1.2 An extensive site visit was undertaken on 17 and 18 April 2016 with further visits as the study progressed, including during the Weymouth Seafood Festival on 8 July 2016. The site visits covered Weymouth town centre, including the five key development sites, the Esplanade as far north as Lodmoor, the Westwey Road area forming the Harbourside development, Brewer's Quay and Nothe Fort.
- 2.1.3 The observations considered pedestrian movement patterns, analysis of vehicle and cycle flows, the design of streets and pedestrian environments.
- 2.1.4 A street survey was carried out throughout the site visit detailing car parking, the quality and perceptions of existing public realm, and any issues which might limit or constrain transport interventions and improvements. An audit of the Harbourside Walk was also undertaken. The survey and audit provided a record used to develop the recommendations detailed for this project.
- 2.1.5 A complete log of existing land uses was recorded in the study area to identify land use clustering. This is of value when considering public realm, parking and traffic management measures.
- 2.1.6 The study has sought to assess the area sympathetically, its streets, buildings and activities, with all of its users in mind. The recommendations and ideas focus on changes to the streets and public spaces to improve how they accommodate a varied mix of users and roles (pedestrians and cyclists, including people with disabilities, vehicular movements, servicing and parking) as part of coherent place-making strategy to enhance the town's distinctive character.

2.2 WEYMOUTH'S DEVELOPMENT SITES

- 2.2.1 The Town Centre Masterplan identifies five key development sites. They are shown in Figure 1 and described below.

LODMOOR

- 2.2.2 The Lodmoor site is the most northerly of the five development sites. It is linked with, and provides a key gateway to, the built up seafront on the approach to the town centre from the northeast. It is important to the tourism economy as it forms part of the Lodmoor Country Park and contains the major tourist attraction of the Sea Life Centre, and associated facilities such as mini-golf and miniature railway. The area also has a 560-space car and coach park, hosts community events and is the location of the town's household waste and recycling facility.
- 2.2.3 The country park is used extensively for informal recreation, walking and bird watching as well as visits to the more formal built tourist attractions based around the Sea Life Centre. Therefore any future development will need to take account of the sensitive ecological issues open landscape setting, low-key informal recreation as well the site's important tourist and gateway function.
- 2.2.4 A 2015 report⁸ appraised the site and noted that:
- It provides for large volumes of 'tourist focused' parking, and changes to this will require assessment. There is opportunity to promote the site as a 'Park and Stride' (i.e. onward travel on foot);
 - Coach layover occurs on the site and needs to be retained within the urban area; and
 - Pedestrian movement and legibility to The Esplanade should be improved.
- 2.2.5 The key proposals in the Town Centre Masterplan SPD generally reflect the recommendations made in the 2015 report. In transport terms it includes an increase in the number of car and coach parking spaces, improved links to the beach and town centre and improved pedestrian and cyclist links to and from the Lodmoor nature reserve.
- 2.2.6 Local Plan Policy WEY8 states that land at Lodmoor will be permitted for tourism, low key recreation and ancillary uses appropriate to its gateway location and its proximity to sensitive sites.

HARBOURSIDE

- 2.2.7 The Harbourside key site relates to land off Westwey Road and North Quay, on the western side of Weymouth's marina and inner harbour. It includes the municipal offices, former fire station sites, along with undeveloped areas used for parking and areas of vacant land.

⁸ Weymouth Town Centre Masterplan – Technical Feasibility of Five Key Sites (Parsons Brinckerhoff, January 2015) – [Part 1](#) / [Part 2](#) / [Part 3](#)

2.2.8 Local Plan Policy WEY7 states that redevelopment provides an opportunity to enhance the waterfront and make more efficient use of land. Of particular importance is the relationship of the site to the waterfront, nearby historic buildings, the remnants of the old High Street towards Town Bridge, and the key junction at the bottom of Boot Hill. Policy WEY7 has been prepared for this area outlining the requirement for a comprehensive mixed use development with attractive frontage to the harbour. It states:

- i *The Westwey Road and North Quay area will be re-developed for mixed uses which may include residential, hotel, commercial and small scale retail development so as to create an active street and water front; and*
- i *A comprehensive scheme is required for North Quay which will complement the scale, rhythm and rich texture of the buildings in Trinity Road to the East and High West Street to the south so as to present an attractive frontage to the harbour and to respect the historic buildings of the old High Street. Redevelopment can proceed in phases provided it does not compromise the above objectives.*

2.2.9 The Town Centre Masterplan SPD identifies the opportunity for enhanced pedestrian movement and quayside public realm, and the potential to provide part of a round-the-harbour pedestrian link.

2.2.10 An outline planning application to demolish the municipal offices on North Quay and redevelop into 72 homes with commercial floorspace was approved in 2016⁹. The planning obligation for the site requires a contribution of £25,000 from the applicant towards the cost of alterations to the lane widths of the North Quay approach to the Harbour crossroads junction to the west of the site. In addition, the permission's illustrative layout is based around re-establishing the former route of the High Street running east-west through the site, on a key pedestrian desire line.

COMMERCIAL ROAD AREA

2.2.11 The Local Plan states that the area along Commercial Road is currently under-utilised both in terms of development of land and pedestrian footfall. Policy WEY2 identifies the area for development with a mix of land uses complementary to the primary shopping area, with linkages created between the primary shopping area and the waterside frontage, with associated public realm improvements. It adds that development opportunities could include larger comparison retail units, "family-friendly" food-led operations or other uses which are difficult to achieve in historic buildings elsewhere in the town centre.

2.2.12 The rails of the Harbour Branch Line are still extant in the area. This formerly provided the route for the Boat Train to access ferry services operating at The Peninsula. Network Rail has permanently closed the Harbour Branch Line with support from the Council.

⁹ <http://webapps.westdorset-weymouth.gov.uk/PlanningApps/Pages/Planning.aspx?App=WP/15/00031/OUT>

FERRY PENINSULA

- 2.2.13 The Ferry Peninsula is a key site in Weymouth, set at the southern end of the Esplanade and opposite the historic Nothe Fort at the gateway to the harbour. It provides the first impression of Weymouth for those arriving from the sea and is a prominent location when viewed from the Esplanade. It is currently dominated by the ferry terminal which, until 2015, had a service operating between Weymouth and the Channel Islands. Presently the area is run-down and requires significant investment to deliver a public realm and development scheme that is appropriate for its setting and function.
- 2.2.14 The output from the 2015 technical feasibility report notes that the site provides for large volumes of public car parking. Primary access to the peninsula would be provided off The Esplanade and, given its location, the site has potential for high pedestrian movement. As such, improvements are recommended to the public realm.
- 2.2.15 Local Plan policy WEY6 (Ferry Peninsula) states that:
- *The ferry peninsula should be redeveloped to include leisure / tourist-related uses, supported by complementary town centre uses and which may include housing, and provision for the continued operation of the ferry service; and*
 - *A comprehensive scheme is required for the site to create a coherent seafront.*
- 2.2.16 The SPD outlines a vision for the site as a new destination, with upgraded tourism and leisure facilities, and family-orientated commercial uses. Key proposals for the site include a walkway around the Peninsula, new public spaces and squares, a network of streets and public spaces that complements the rest of the town, public art and landmark buildings or structures.
- 2.2.17 The buildings forming the ferry terminal are currently unused and located in a restricted area that forms part of the UK border. It is understood from the SPD that the need for this secure area will cease if ferry services are stopped permanently. If this is the case then these buildings would be decommissioned and demolished before any comprehensive development of the site could commence.
- 2.2.18 The preferred layout for the Peninsula site currently envisages a range of leisure uses, including restaurants, cafés, hotel/s and buildings for indoor tourist attractions, supported by a 300-space car park and enhancements to the public realm. The Pavilion Theatre would be retained on-site.

STATION GATEWAY

- 2.2.19 The Local Plan identifies that the areas around Weymouth rail station and the Swannery car park are important gateways for the town but acknowledges that they require enhancement to give better first impressions. King Street runs east-west past the station and links the Swannery in the west and terminates at the Esplanade and the beach in the east.
- 2.2.20 Opposite the station and at the northern edge of the town centre is the First bus depot. The Local Plan suggests that its presence detracts from the first impressions of the area.

2.2.21 Local Plan Policy WEY3 states that:

- i *The station area will be developed as a transport hub, including a mix of retail, commercial businesses and residential to help improve the first impressions of the area through the introduction of positive and active frontage development and creation of a high quality public realm;*
- i *The Swannery Car Park will provide the main public car parking area for the town centre, with the potential for complementary development to help improve the first impressions of the area without undermining the vitality of the town centre; and*
- i *Attractive pedestrian routes with active frontages should link the Swannery Car Park and Station area with the town centre core and commercial area, and seafront.*

2.2.22 Supporting text indicates that redevelopment of the station area could be achieved by relocating the bus depot and some car parking, (e.g. to the rear of the station), to improve connectivity of different modes of transport and legibility of the main pedestrian routes into the town centre and create more positive street frontages.

2.2.23 The Swannery is a major public car park for the town centre, and it is important that any development in this area retains this function and focuses on improving the first impressions and creating good links into the town centre.

2.2.24 Walking and real-time signage improvements are recommended along with an opportunity to provide and improve transport interchange. The technical feasibility report also recommends that an urban realm project is undertaken to improve pedestrian movement and streetscape quality, particularly around King Street.

OTHER TOWN CENTRE AREAS

The Esplanade

2.2.25 Not included as one of the five regeneration sites but of equal importance is The Esplanade. The Local Plan states that it is '*arguably the part of Weymouth that characterises its unique historic legacy as a seaside resort.*' Nearly all the buildings are listed, and retain much of their Georgian and Victorian architectural style and detailing. It goes on to say that the Esplanade is representative of a classic British seaside resort with a combination of hotels, guest houses, cafes, bars, clubs, gift shops and amusement arcades fronting onto a wide stretch of sandy beach.

2.2.26 Local Plan Policy WEY5 (The Esplanade (South)) is mainly concerned with ensuring land uses and activities are carefully managed to reduce crime and antisocial behaviour and encouraging land uses that may help support outdoor events to bridge the gap of activity between shop closing times and the later opening times of some evening entertainment. The northern parts of the Esplanade are dominated by tourist accommodation and the main policy objective in this location is the retention and maintenance of the listed buildings, which are an inherent part of the character of the wider town centre.

Custom House Quay and Brewery Waterfront

- 2.2.27 The Local Plan highlights that the areas around Custom House Quay (on the north side of the harbour) and Trinity Road / Nothe Parade / Hope Square (on the southern side) contain a mix of historic warehouses, fishermen's cottages and town houses, a cluster of independent restaurants and bars alongside sailing and dive clubs and the museum. This section of the harbourside is, together with the Esplanade, one of the most visually attractive parts of Weymouth.
- 2.2.28 The Local Plan policy WEY4 identifies that development should enhance the active waterfront area and the public realm including the removal of unnecessary street furniture and signage and creation of areas for sitting-out.

OTHER KEY DEVELOPMENT SITES IN WEYMOUTH

- 2.2.29 Outside of the study area two urban extensions are planned:
- Littlemoor is around four miles north of the town centre. Local Plan policy LITT1 allocates a site immediately to the east of the A354 Weymouth Relief Road for an additional 12ha of employment and 500 dwellings; and
 - Chickerell is three miles northwest of Weymouth town centre. Local Plan policy CHIC2 allocates land to the north and east of Chickerell for around 820 new homes along with employment land.

2.3 HEADLINE OBSERVATIONS

- 2.3.1 A site visit was undertaken on foot in April 2016 to identify key issues relating to existing pedestrian and cycling routes, public realm, parking and traffic, and general perceptions of the town centre from a visitor's perspective. The following paragraphs summarise observations from this site visit.

ARRIVAL BY ROAD

Main access routes

- 2.3.2 Arrivals into the study area by car, bus and coach are generally:
- On the A354 Weymouth Relief Road from Dorchester and the north;
 - A352/ A353 from Wareham and the Isle of Purbeck; and
 - B3157 from Abbotsbury.
- 2.3.3 From the north, traffic is directed to use the A354 Weymouth Relief Road, which opened in advance of the 2012 Olympic Games. It efficiently directs traffic to the centre of Weymouth running alongside Radipole Lake Nature Reserve and along Weymouth Way to the Swannery Bridge close to Weymouth town centre.
- 2.3.4 From the east, drivers on the A353 enter Weymouth via Preston and Overcombe, behind the sea wall on Preston Beach Road and past Lodmoor Country Park. The final section of the route into the town runs alongside Greenhill Gardens and offers great views of the Esplanade, seafront and Nothe Fort. This view is shown in Figure 2.

Figure 2 – The view of the Esplanade from the A352, close to Melcombe Avenue, with Greenhill Gardens in foreground



- 2.3.5 From Abbotsbury, the B3157 enters the town via Chickerell. Drivers are signed along Granby Way before joining the A354 Weymouth Way at Chafey's Roundabout.

Car parking

- 2.3.6 Closer to the town centre, signs identify routes to the town's car parks. At present there are 4,104 car parking spaces in Borough and County Council operated car parks available for public use on weekdays in and surrounding Weymouth town centre, distributed in 13 car parks. An additional 669 spaces are available for public use in four car parks operated by third parties. Taken together, these give a total of 4,770 spaces. Approximately 670 spaces are available in three car parks for customers of adjacent stores.
- 2.3.7 The locations of the main public car parks serving the town centre are shown in Figure 3. A schedule of the numbers of spaces in each car park is set out in Table 1. A series of variable message signs provide digital information on the numbers of available car parking spaces in key town centre car parks.
- 2.3.8 In terms of parking charges, Borough Council car parks are divided into three tariff groups. One category (covering the Governor's Lane and Harbourside car parks) allows short-stay parking up to a maximum of 3 hours whilst all others allow for both short and long-stays. Those closest to the main retail areas (such as Melcombe Regis or Park Street) have a higher tariff compared with peripheral locations (such as Swannery). Borough Council car parks operate two tariffs through the year - a higher summer, and lower winter, tariff. At present (2018-19 financial year) 2 hours' parking in short-stay car parks costs £4.00 in the summer period and £3.50 in the winter period. All day parking in the more peripheral car parks (including Swannery car park) costs £8.00 in the summer period and £6.00 in the winter period.

Figure 3 – Locations of Main Public Car Parks serving Weymouth Town Centre

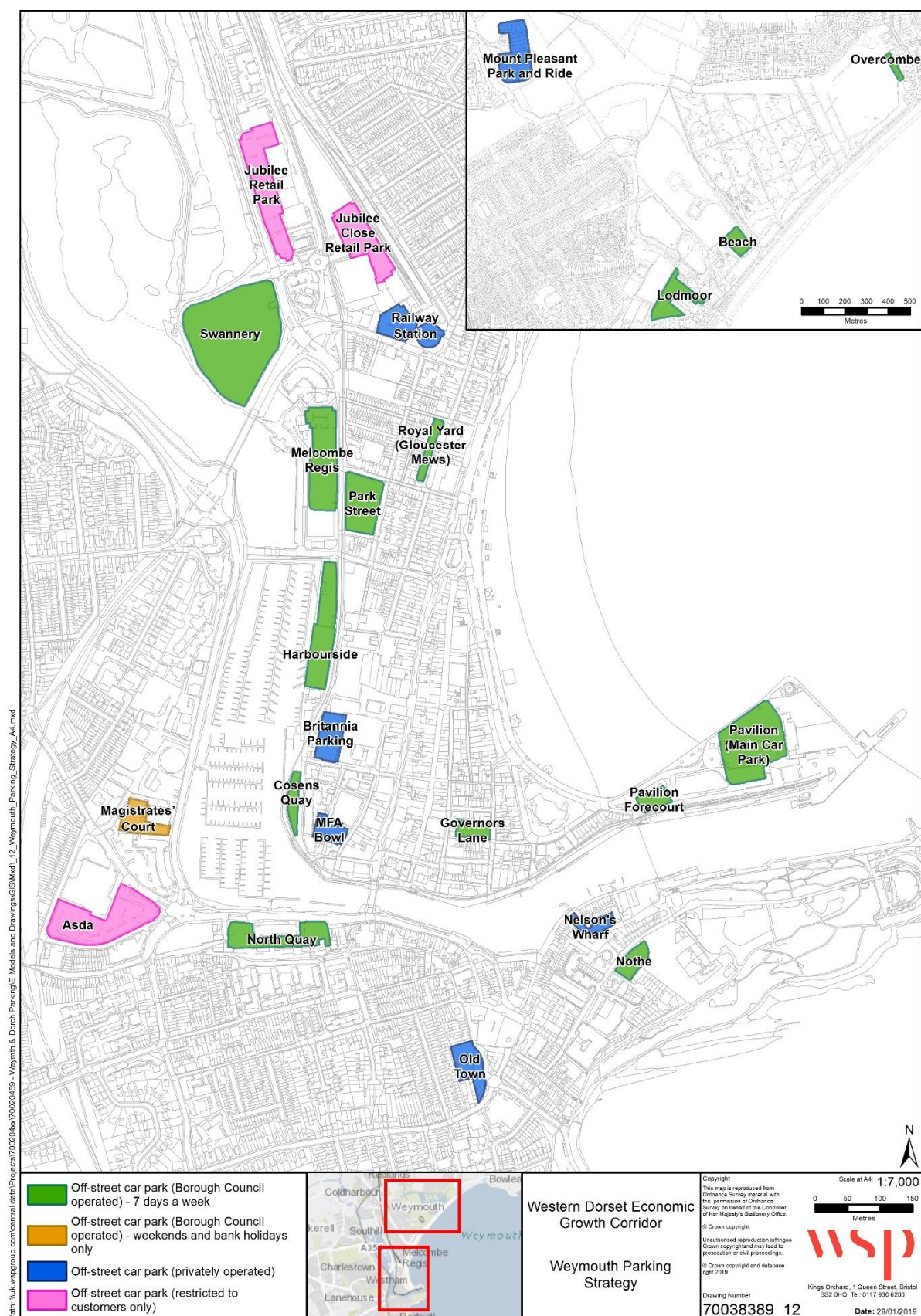


Table 1 – Existing Car Parks in Weymouth

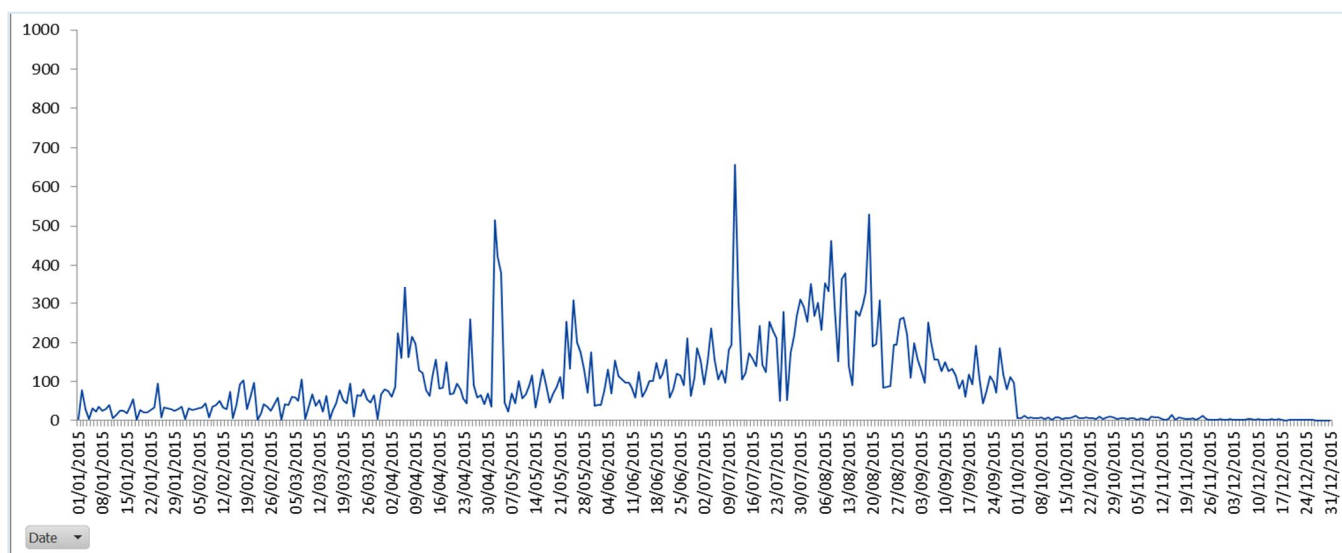
Car Park Name	Category	Number of spaces	Coach Parking?	Charging Period	Non-Charging Period
Cosens Quay	Short	42	N	Every day, 0900-1800	Every day, 1800-0900
Governor's Lane	Short	59	N	Every day, 0800-1800	Every day, 1800-0800
Harbourside	Short	92	N	Every day, 0800-1800	Every day, 1800-0800
Lodmoor	Long	564	Y	Every day, 0800-1800	Every day, 1800-0800
Lodmoor Beach	Long	281	N	Every day, 0800-1800	Every day, 1800-0800
Magistrates' Court	Long	80	N	Sats, Suns and Bank Holidays only, 0800-1800	Sats, Suns and Bank Holidays only, 1800-0800
Melcombe Regis	Short	272	N	Every day, 0800-1800	Every day, 1800-0800
MFA Bowl	Third party	59		Always	Not applicable
Multi-storey (Britannia)	Long	470	N	Always	Not applicable
North Quay	Short	63	N	Every day, 0800-1800	Every day, 1800-0800
Nothe	Long	193	N	Every day, 0800-1800	Every day, 1800-0800
Old Town	Third party	90	N	Always	Not applicable
Park Street	Short	130	N	Every day, 0800-1800	Every day, 1800-0800
Pavilion (Forecourt and Main Car Park)	Long	326	N	Every day, 0800-1800	Every day, 1800-0800 20 min Free for Pavilion Theatre Box Office visitors
Rail Station	Third party	48	Y	Always	Never
Royal Yard	Short	33	N	Every day, 0800-1800	Every day, 1800-0800
Swannery	Long	921	N	Every day, 0800-1800	Every day, 1800-0800

Notes: Data correct winter 2018. Excludes Overcombe.

Mount Pleasant Park and Ride

- 2.3.9 The Mount Pleasant Park & Ride site is accessed from the A354 Weymouth Relief Road and provides around 1,000 free parking spaces.
- 2.3.10 The connecting bus is provided by First service 2 between Littlemoor and Weymouth town centre (King's Statue). However passengers must walk from the car park to a kerbside stop west of the site on Mercery Road as the operator is not willing to route into the car park and use the dedicated park and ride bus turning facility. It is understood that this is due to the additional time penalty (and therefore costs) which would be incurred by the service by doing so.
- 2.3.11 For Park & Ride to be successful, it must provide an attractive alternative in terms of speed, convenience and cost to town centre and beach car parks. Figure 4 shows use of the Park & Ride site in 2015. Its usage patterns reflect school holidays. In 2015 there were fewer than 100 cars on 247 occasions; more than 300 cars used the site on only 18 occasions.

Figure 4 – Mount Pleasant Park & Ride Patronage in 2015



Other parking supply

- 2.3.12 The town centre has a supply of around 760 private non-residential parking spaces (such as employee parking at workplaces or spaces for visitors to surgeries, for example).
- 2.3.13 The town centre has a range of on-street parking bays. This includes pay and display on some central streets, several Residents' Parking Permit Schemes for use by permitholders (without time limit) and by non-permitholders (with time restrictions). There are approximately 1,050 on-street bays in these zones. 2 hours of on-street pay and display parking costs between £2.50 and £3.00 (2018-2019 financial year).

- 2.3.14 Depending on location, a combination of resident, commuter and visitor vehicles are parked in the town centre on-street bays. Site visits to areas covered by Residents' Parking Permit Schemes such as the Park District found the overwhelming majority of vehicles displayed permits but unoccupied parking spaces were few in number.
- 2.3.15 The town has streets beyond the Residents' Parking Permit Schemes where vehicles may be parked without charge and without time restriction. On the basis of on-site surveys, around 50 commuter vehicles are estimated to park on-street each weekday.

'THE LAST MILE'

- 2.3.16 'The last mile' is a term used to describe the last leg of the journey, often on foot, to reach the final destination, having alighted from public transport or a vehicle. The attractiveness and ease of reaching the final destination relies, in part, in people having accurate, accessible and reliable information (including signage) about their travel connections.
- 2.3.17 Pedestrian wayfinding signing in Weymouth is provided by a mixture of fingerposts and a few monoliths. Consultancy Streetwise was commissioned by Weymouth Business Improvement District to prepare a report on Weymouth's existing wayfinding system in March 2016¹⁰. It noted that the principal elements of the current system are a pocket map and two different networks of fingerposts supplemented by a few information panels intended for information/wayfinding. Overall the key finding was the signage and wayfinding systems were poorly coordinated.
- 2.3.18 The two existing fingerpost systems are very different. The most recent was created and installed prior to the Olympics in 2012. It is of a traditional style and uses the Esplanade street furniture colour scheme, powder blue with white for detailing and text. However, it is only to be found in the Esplanade areas, not in the rest of the town centre.
- 2.3.19 The second network of fingerposts is considerably older and in many instances in poor condition. It is traditional in style using cast metal posts in black with white or silver detailing and text. The Streetwise report noted that a significant number of these have fingers pointing in the wrong direction or are broken.
- 2.3.20 WSP's summer 2016 site visit identified that most of these fingerposts are located in key, high profile, locations but their poor condition gives a negative impression, particularly around the pedestrian areas of the town centre.

¹⁰ *Recommendations for improving the wayfinding provision in Weymouth* (Streetwise, March 2016)

2.3.21 The wayfinding report concludes that:

‘Weymouth offers a rich mixture of environments within just a few kilometres but in place marketing terms this is a factor under-exploited in terms of the presentation of the town on its key map and is a factor that can be further exploited in any improvements of the wayfinding system. I think there is a case to consider creating recognisable districts in terms of the mapping and how the town is presented on a wayfinding system that will help the visitor to understand the variety of experiences on offer and encourage them to take advantage of it.’¹¹

ARRIVALS BY BUS AND COACH

- 2.3.22 There is no bus station in Weymouth. The main terminus for scheduled bus arrivals in Weymouth is the King’s Statue on The Esplanade. This is very well located for access to the town centre and gives direct access to the main shopping areas on St. Mary and St. Thomas Streets and the beach, with direct views of the sea.
- 2.3.23 The LTP states that town centre bus stops are not well situated and can be confusing for infrequent users. Along with the facilities at King’s Statue, there are additional departure points elsewhere in the town centre, including on Commercial Road at the rear of Debenhams and at the Town Bridge.
- 2.3.24 Whilst the King’s Statue is an accessible, central location the bus terminus gives rise to negative visual and environmental impacts for The Esplanade. In visual terms the area comprises a cluttered mixture of traffic, signs, lighting columns and unsympathetic barrier fencing, detracting from the listed Georgian and Victorian architecture and especially to the setting of the statue of King George II. There is associated noise and pollution from arriving, departing and waiting buses. Shown in Figure 5, the statue is located on a traffic island that provides for turning bus vehicles; it is relatively inaccessible and the landscaping does not contribute to the setting of the Statue. The LTP also identifies that the bus stops at King’s Statue are cluttered and the lack of quality interchange facilities in the town presents a barrier to transferring between different travel modes.

Figure 5 – The King’s Statue Bus Terminus



¹¹ ibid

- 2.3.25 Bus services in Weymouth operate at high frequencies on the core transport corridors, including services between Weymouth, Dorchester and Portland. However, recent years have seen reduced frequencies and coverage in the suburban areas. In the more rural areas services are more limited and fail to attract significant transfer of trips from the private car. The Local Transport Plan notes that major employment sites in Weymouth, with the exception of the town centre, are poorly served by public transport¹².
- 2.3.26 Traffic congestion, particularly in the summer, affects bus service reliability, particularly at key locations. Bus services encounter congestion on Dorchester Rd, Littlemoor Road, the Esplanade, King Street, Boot Hill and at Foord's Corner Roundabout in Wyke Regis. A bus lane is provided for southbound services on the Esplanade heading towards the King Street junction; however, northbound buses leaving the King's Statue terminus are often delayed by congestion approaching the King Street traffic signals. Timetables take account of these influences, increasing bus service operating costs and making them a less attractive travel choice.
- 2.3.27 Progress has been made to provide raised kerbs at bus stops and improve shelters, and real time information is extensive on existing routes. There is a desire to extend this further.

CYCLING IN WEYMOUTH

- 2.3.28 The Portland-Weymouth-Dorchester area has seen major investment in walking and cycling infrastructure, and Weymouth now has a cycle and shared use network extending for 40km, the majority of it traffic-free. This has been developed within money from the 2012 Local Sustainable Transport Fund award, the LTP, developer contributions and Department for Transport Cycle Safety Fund. National Cycle Network (NCN) Route 26 connects Weymouth to Portland and to Dorchester, with most of the route using off-road and traffic-free shared use paths. The Tour de Manche route¹³ (the English section of which runs between Plymouth and Poole) is also signed through the town. The Weymouth Cycling Map¹⁴ identifies a series of routes – Local Routes 1 to 7 – connecting residential areas to the town centre and key facilities and employment.
- 2.3.29 The town centre has one on-road signed cycle route along the Esplanade from Alexandra Gardens to Westham Road and over Westham Bridge. This connects to NCN Route 26. Cyclists can also use the bus lane along The Esplanade. In the rest of the town centre cyclists share the road space with other traffic.
- 2.3.30 The LTP suggests that strategic development sites across the plan area will put pressure on existing transport infrastructure. The West Dorset, Weymouth and Portland Infrastructure Delivery Plan states there are gaps in the cycling and walking infrastructure in urban areas and points to the need for cycling and walking infrastructure as part of the masterplanning process for development sites to mitigate impacts that might otherwise occur.

¹² [Bournemouth, Poole and Dorset Local Transport Plan 3 - Strategy Document 2011-2026](#)

¹³ <http://en.tourdemanche.com/>

¹⁴ <https://www.dorsetforyou.gov.uk/sport-leisure/cycling/cycle-routes-and-maps/cycling-in-weymouth-and-portland.aspx>

- 2.3.31 A number of improvement options for NCN 26 have previously been considered, but have all been rejected. They are summarised in Table 2.

Table 2 – Cycling Schemes previously considered in Weymouth town centre

Location	Option	Supported at Public consultation?	Reason for rejection
Custom House Quay / Commercial Road:	Alter parking layouts and install a reversible infill in the rail lines to improve safety.	Yes	No agreement with Network Rail on ownership, liability and maintenance of rail infill. Time-limited funding expired
Gloucester Street	Altering the one-way system to provide a direct route for cycling	No	Safety Concerns
Westham Road	Installing a cycle contraflow and widening the southern footway for pedestrians.	Yes	Safety Concerns

- 2.3.32 As mentioned earlier, whilst the Harbour Branch Line Railway is not operational, its rails are still extant through the town centre. As a consequence, safety for cyclists (and other road users) could be improved by infilling, covering or removing the railway tracks embedded in the highway of Commercial Road and Custom House Quay. The Westham Road proposal has been reviewed and it is considered that it merits reconsideration as an opportunity to improve links between the Harbourside and Commercial Road development and other parts of the town centre and seafront.

Cycling in the nature reserves

- 2.3.33 Lodmoor is accessible via Local Cycle Routes 6 and 7. Cycling is permitted in the country park and nature reserve. The Lodmoor Trail is a three-mile route through the site on relatively flat ground following a mixture of road, cycle paths and quiet streets.
- 2.3.34 Cycling within Radipole Lake Nature Reserve is not permitted but it is accessible from NCN Route 26, which runs along its western edge. Cycle stands are available at the RSPB visitor centre on the western edge of The Swannery car park.

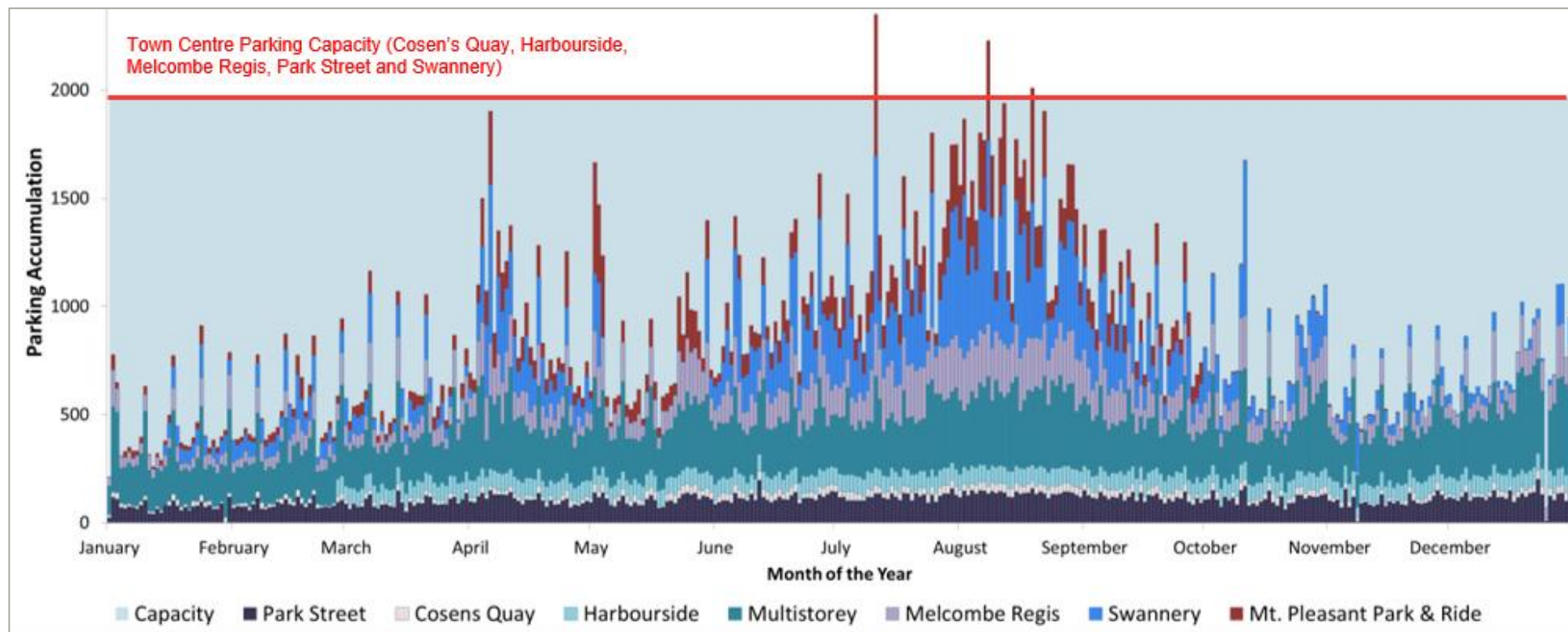
2.4 CAR PARKING

- 2.4.1 Car parking occupancy data for Weymouth was collated to inform the Weymouth Town Centre Parking Strategy. Weekday parking demand in Weymouth varies considerably through the year. The data highlights that there is a clear summer season peak in demand for car parking in Weymouth, with other spikes in demand being associated with other school holidays. Data for 2015 indicated that parking demand on winter weekdays peaked at around 500 vehicles whilst demand on summer Saturdays peaked at more than 2,000 vehicles. The day of highest parking demand occurred during the Dorset Seafood Festival, with around 2,500 parked vehicles at the time of peak accumulation.
- 2.4.2 Data indicates that central car parks nearly reach capacity on many Saturdays and during holiday periods. This localised demand creates a perception of insufficient parking capacity. However, there are considerable numbers of spaces at the Swannery car park and Mount Pleasant park and ride, which for the most part are not utilised. Use of these two car parks varies considerably through the year and provides the extra capacity required on days with higher parking demand.
- 2.4.3 Most shoppers and those on employers' business generally stay for no more than three hours; visitors stay a little longer whilst those working in the town tend to occupy parking spaces for the longest period.

TOTAL OFF-STREET CAR PARKING ACCUMULATION

- 2.4.4 Figure 5 shows daily peak car parking accumulation in Weymouth during 2015 for locations with induction loops to count vehicles entering and leaving the car park. The greatest demand is shown for the Seafood Festival in July 2015 when the demand for car parking exceeded the capacity available in the town. Similar peaks occurred during the summer holidays in August.

Figure 6 – Weymouth Daily Car Park Peak Accumulation, 2015



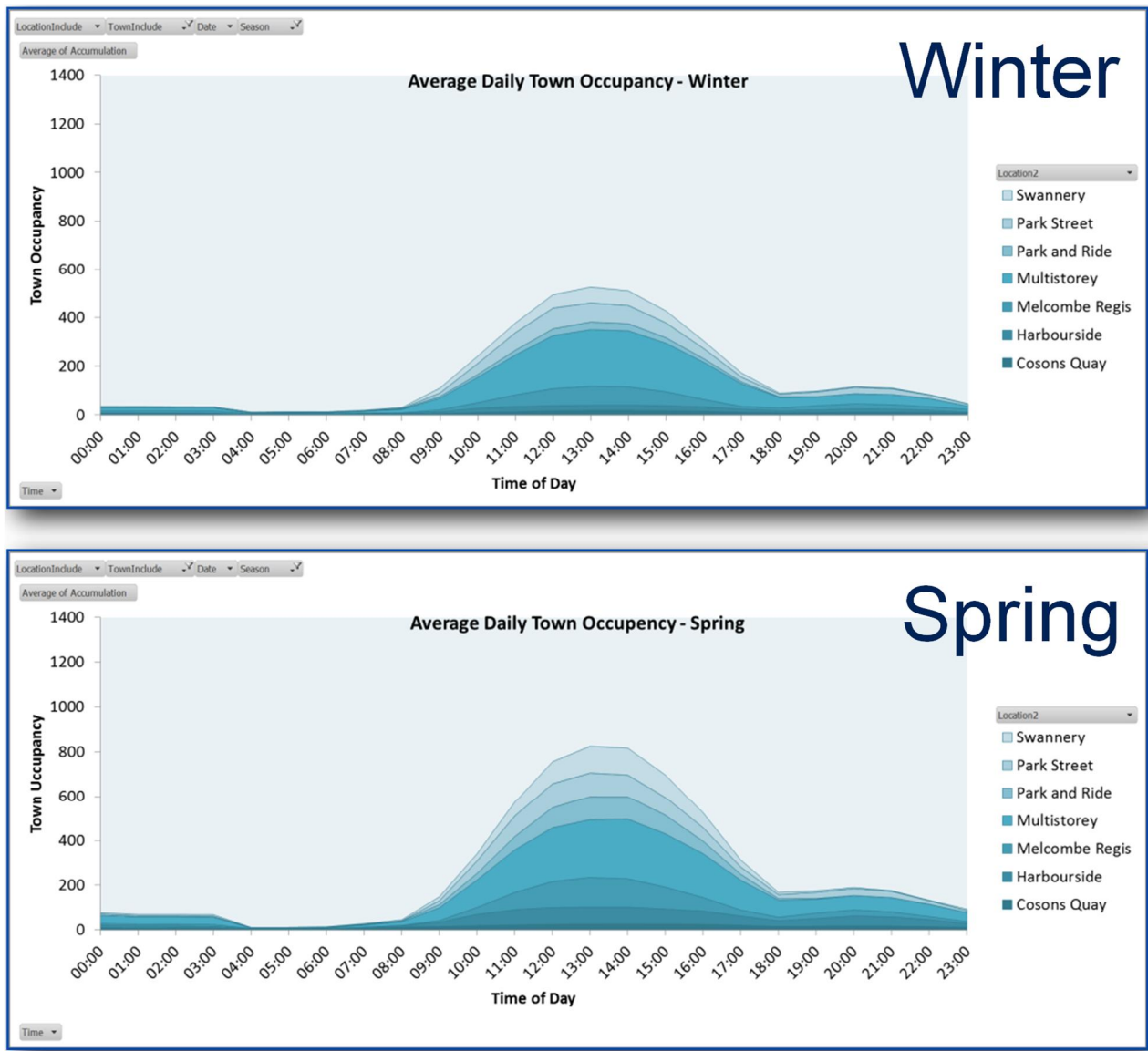
Notes: Capacity of six town centre car parks with induction loops (ie excluding Mount Pleasant park and ride) represented by pale blue area. Excludes town centre Borough Council car parks which do not have induction loops (Governor's Lane, Lodmoor, Lodmoor Beach, North Quay, Nothe, Pavilion and Royal Yard).

- 2.4.5 The parking data shows parking capacity was only exceeded on three days in 2015 and that generally the existing car parking supply across the town is broadly commensurate with the demand.

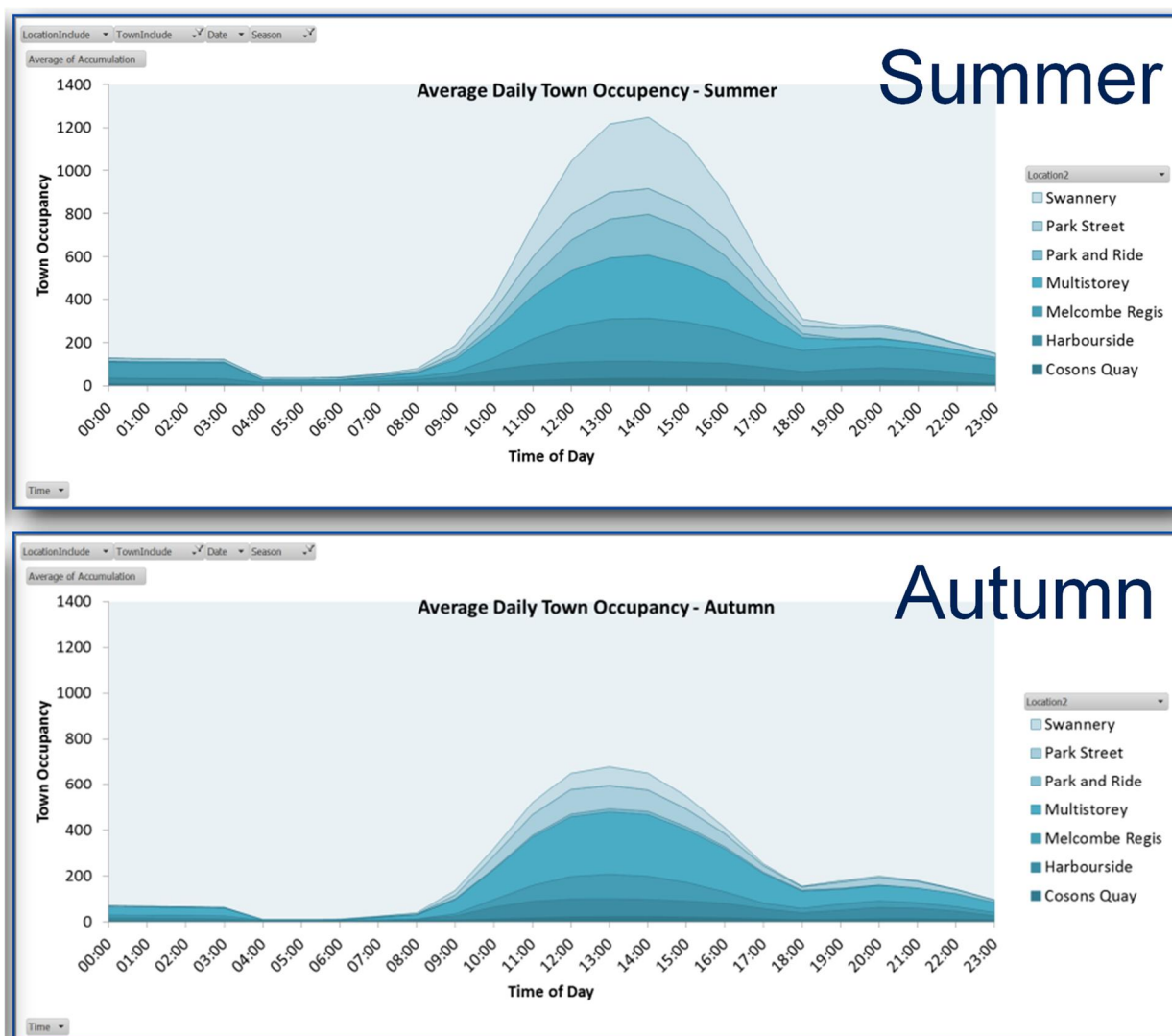
SEASONAL DIFFERENCES IN PARKING DEMAND

- 2.4.6 Figure 6 shows the seasonal variation in car parking demand. As may be expected the demand for parking in summer is greater than at other times of the year, and winter shows the lowest demand.

Figure 7 – Seasonal Car Parking Demand in Weymouth, 2015



Note: Combined capacity of seven car parks in the charts = 2,064 spaces

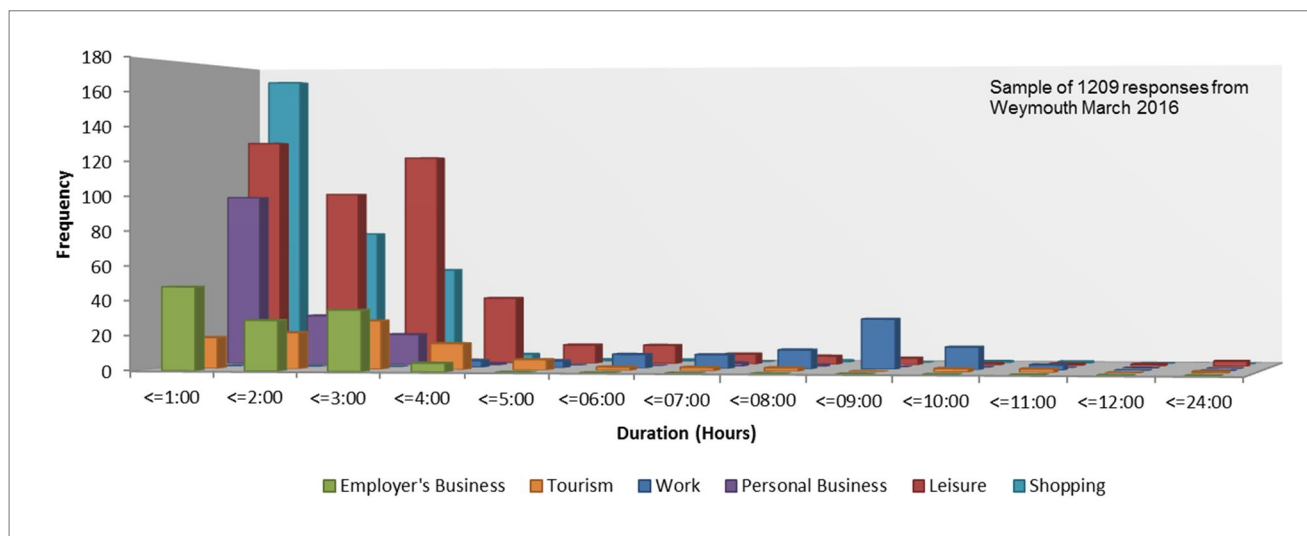


Note: Combined capacity of seven car parks in the charts = 2,064 spaces

DURATION OF STAY BY JOURNEY PURPOSE

- 2.4.7 The duration of time purchased at a car park in Weymouth varies by journey purpose. Figure 7 shows data from a survey completed in March 2016, which indicates that those at work leave their vehicles for longest, generally between six and nine hours. Visitors to the town and those parking for other leisure activities also stay for extended periods. Shoppers and those on employers' business generally stay for no more than three hours.

Figure 8 – Duration of Stay by Journey Purpose, March 2016

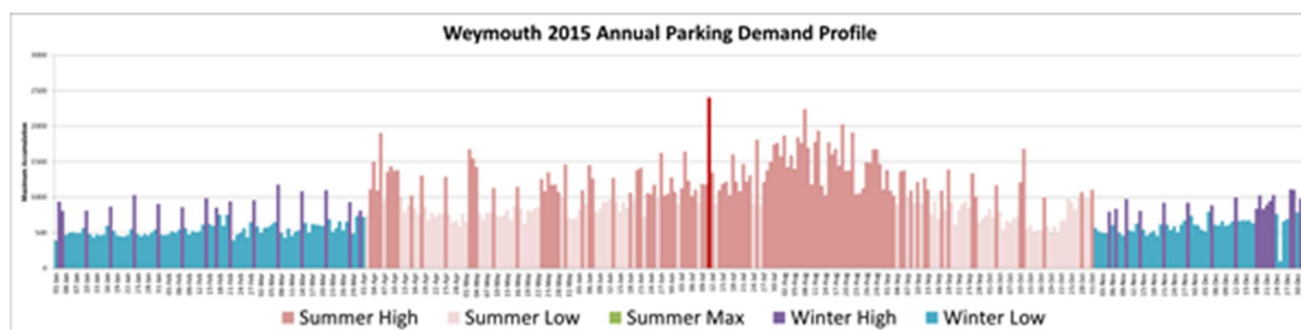


CATEGORISING DAILY CAR PARKING DEMAND

2.4.8 Parking data for 2015 has been analysed and each day of the year has been categorised based on the recorded level of parking. Figure 8 shows the eight categories which have been used and they are described below, in descending order of parking demand:

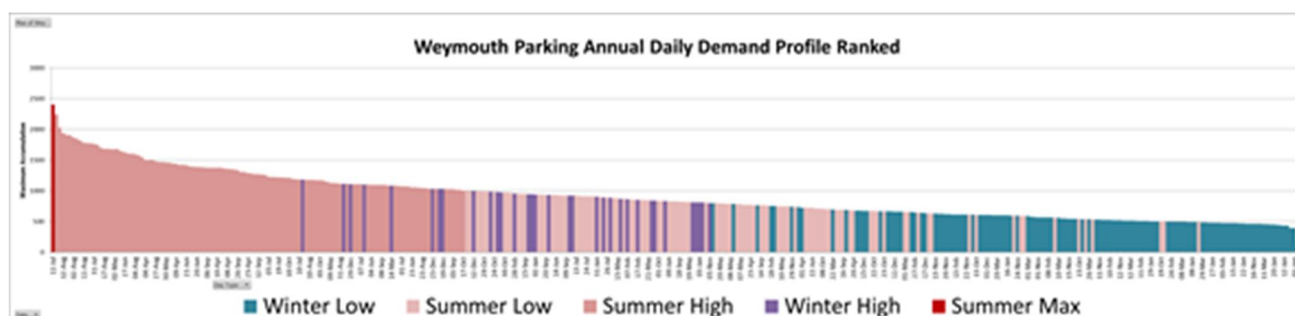
- i *Summer Maximum demand* category relates to the day of the year with the greatest number of vehicles parked at any one time. In 2015 this occurred during the Seafood Festival, with more than 2,300 vehicles parked at the same time;
- i *Summer high demand* is defined as days between 1st April and 31st October when maximum car park occupancy is between 1,000 and 2,300 vehicles;
- i *Summer low demand* refers to days between 1st April and 31st October when maximum car park occupancy is less than 1,000 vehicles;
- i *Winter high demand* is defined as days between 1st November and 30th March when maximum car park occupancy is equal to or above 800 vehicles; and
- i *Winter low demand* is defined as days between 1st November and 30th March when maximum car park occupancy is below 800 vehicles.

Figure 9 – Categories of Parking Demand based on Daily Maximum Car Park Occupancy, 2015



Source: Weymouth Parking Model. Note: Each bar represents a day of the year, starting at 1 January 2015 (far left) through to 31 December 2015 (far right)

Figure 10 – Daily parking demand ranked in descending order of maximum car park occupancy, 2015



Source: Weymouth Parking Model. Note: Day of the year with greatest number of vehicles parked at any one time at the left hand of the chart; day of the year with the fewest

- 2.4.9 The categories of parking demand provide detail for the town centre parking model and help to ensure the parking demand forecasts are more reliable. The model can test the potential effects of reducing or displacing parking from each of the five key regeneration sites in Weymouth town centre to enable their development.

2.5 LAND USE

- 2.5.1 During the site visit in April 2016, street-level land uses were recorded. The results of this land use mapping exercise are shown in Figure 11.
- 2.5.2 Land use mapping shows clear concentrations of hotels and guest houses in three locations along the Esplanade. They are clustered between the Royal Hotel and St. John's Church at the northern end of the Esplanade, with an additional cluster at the southern end, including Hotel Rex, facing onto the Alexandra Gardens between St. Alban Street, Belle Vue and Pilgrim's Way.
- 2.5.3 Retail is clearly concentrated around the main north-south St. Thomas and St. Mary Streets, east-west along St. Alban Street, and on Great George Street and New Bond Street where Debenhams is the anchor store. Debenhams has its back to Commercial Road, although a store access is provided from this street.

- 2.5.4 Direct connections between the Esplanade and the main shopping areas are made at the northern end of St. Thomas and St. Mary Streets by the King's Statue, and at the eastern end of St. Alban Street.
- 2.5.5 The main residential area of Weymouth town centre is in the northwestern area, to the north of Gloucester Street and continuing north of King Street (The Park District). There is also a pocket of residential housing in the southwest, close to The Peninsula.
- 2.5.6 There is no clear concentration of restaurants, cafes, pubs and clubs, but they are generally located in the southern part of the town centre.

2.6 SITE VISIT SUMMARY

- 2.6.1 Headlines from the site visit and audit are summarised below:

WHAT WORKS WELL

- Weymouth is a key tourist destination with seasonal fluctuations in tourist trips, and tourism supports many jobs in the town;
- Weymouth is located adjacent to the Dorset Area of Outstanding Natural Beauty and on the Dorset and East Devon Coast World Heritage Site;
- It has a fantastic built heritage with many listed buildings;
- St John's Church is a key visual element, often appearing above rooflines of other buildings;
- The Esplanade comprises a classic Georgian frontage with views out to sea and of the coastline;
- Heritage lampposts remain along the esplanade;
- Parts of the town contain attractive landscape and extensive seascapes;
- There are numerous focal points and destinations, such as the Jubilee Clock, Nothe Peninsula and the harbour;
- It has an active harbour which provides an attractive and engaging waterfront environment;
- It is a centre for shopping and recreation;
- There are many small businesses (these bring numerous and varied servicing and access requirements);
- The town centre includes many quieter back streets away from the bustling shopping and tourist streets; and
- Vehicles, cyclists and pedestrians often share the carriageway, which works well in quieter back streets.

CHALLENGES

- ❑ The public realm is varied, of different standards and finishes with damaged footways and some poorly maintained planting;
- ❑ The streetscape is cluttered, and narrow or car-dominated streets cause obstructions to pedestrians and cyclists;
- ❑ The Esplanade is busy with traffic which can make it difficult for pedestrians and cyclists to cross, especially for older or less mobile people;
- ❑ The King's Statue bus terminus is a busy interchange and is confusing for those unfamiliar with it;
- ❑ There are issues associated with large delivery vehicles and coaches loading and turning in the narrow streets;
- ❑ Parts of the town are less accessible for those less mobile, for example to parts of the Nothe Peninsula and onto the beach;
- ❑ Wayfinding is of varying and inconsistent standard;
- ❑ The station area does not provide a welcoming gateway into Weymouth and does not provide any sense of arrival – there is no visual link to the seafront for visitors;
- ❑ Not all pedestrian and cyclist desire lines are accommodated;
- ❑ There is little dedicated provision for cycling or cycle parking;
- ❑ Footway widths are inconsistent and include sections which are narrow (only 1.5m wide).

2.7 KEY TRANSPORT, MOVEMENT AND PUBLIC REALM ISSUES

2.7.1 On the basis of the evidence, the key issues to be addressed are considered to be:

- ❑ Improving pedestrian linkages and signage from Weymouth station and the Swannery car park to the beach, town centre, inner harbour and rest of the town;
- ❑ Enhancing the pedestrian environment on the station frontage and along King Street;
- ❑ Provision of better connections to the beach and Esplanade area and into the town centre and the inner harbour area via Commercial Road;
- ❑ High quality pedestrian connection from The Peninsula to and along Custom House Quay to the Town Bridge;
- ❑ Improvement of the pedestrian circular route from Westham Bridge around the harbour area;
- ❑ Creation of a town square facing the inner harbour as part of the redevelopment of the Harbourside site;
- ❑ Investigation of the potential for improved public realm / boulevard on the A354 Westway Road alongside the western edge of the harbour;
- ❑ Provision of public space on The Peninsula to allow residents and visitors to enjoy the inspiring location;
- ❑ Improving provision for cycling; and
- ❑ An upgrade to the public realm fronting the Lodmoor Gateway site.

DESIGN PRINCIPLES

2.7.2 A series of design principles have been used to guide decision-making on suitable transport interventions for the town centre. They are that transport interventions should:

- Maintain the unique character of Weymouth;
- Improve the pedestrian experience;
- Rebalance the priority and space given to certain user groups;
- Use materials which reflect the town's distinctiveness and history;
- Assist wayfinding whilst maintaining Weymouth's network of interconnecting routes;
- Improve cycling into and within Weymouth;
- Increase cycle parking provision;
- Make appropriate provision for vehicular access, including loading, servicing and parking, without compromising other street functions;
- Integrate new developments to the rest of the town centre; and
- Create vibrant town centre public spaces.

2.8 TRANSPORT AND MOVEMENT INTERVENTIONS

2.8.1 Based on the above, a series of transport and movement intervention objectives have been identified. They are to:

- Balance the competing needs on the town centre street network;
- Improve the quality of the town centre walking and cycling environment and their links to the regeneration and residential areas;
- Provide good public transport access to key town centre destinations;
- Reduce the dominance of heavy traffic;
- Support the Town Centre Parking Strategy (also part of the transport and movement study and to be read in conjunction with this report);
- Reduce the traffic dominance along King Street and on Westwey Road alongside the inner harbour to provide a better pedestrian environment;
- Provide for bus drop off along Commercial Road; and
- Provide a transport hub at the station.

3 TRANSPORT AND MOVEMENT

3.1 INTRODUCTION

3.1.1 As detailed in Chapter 1, the objectives of this project are to:

- Identify and recommend improvements to the pedestrian and cyclist environment;
- Improve accessibility and legibility to/from five key regeneration sites in and around Weymouth town centre; and
- Provide a strategy of public realm improvement, contributing improvements to a coherent masterplan to prioritise the pedestrian, improve key walking and cycling routes and provide for a safer and more comfortable experience, while not unduly compromising the needs of other users.

3.1.2 This chapter describes recommended traffic and movement interventions for the following six themes:

- Wayfinding network and signing strategy;
- Harbourside Walk;
- Cycling infrastructure;
- Bus and coach infrastructure;
- Traffic management measures to reduce the impact of motor vehicles; and
- Car parking measures, including park and ride.

3.1.3 The car parking measures, and analysis which supports it, are described in full in the **Car Parking Strategy report**, also part of the transport and movement study and to be read in conjunction with this report.

3.1.4 Some aspects of pedestrian and cyclist improvements are covered by the **Town Centre Public Realm Strategy report**, also part of the transport and movement study and to be read in conjunction with this report.

3.1.5 The project recommendations are based on first-hand evidence gathered through on-site surveys, meetings and interviews and are discussed in turn below.

3.2 WAYFINDING AND SIGNING

INTRODUCTION

3.2.1 Wayfinding is described as the efficient movement of people in places and spaces, helping users plan journeys and find their way with ease and confidence.

3.2.2 Transport for London's Legible London¹⁵ initiative highlights the following factors which are required for a successful wayfinding system:

- Being based on a comprehensive understanding of what makes a town or city truly legible;
- Allowing users to not need to think and to travel intuitively towards their destination;
- Allowing travellers to identify their location and orient themselves;
- Be supportive of people building their 'mental maps'; a map revolving around the relationship between memorable locations and routes that are relevant to needs;
- Removing physical and mental barriers to movement;
- Being complementary to the layout of the public realm, minimising the need for signing;
- Showing information relevant to the space, location and / or navigation path;
- Using 'progressive disclosure' – showing just enough information, but not too much; and
- Being of a consistent approach that uses agreed conventions (naming and placement policies) and interventions (maps and signs).

3.2.3 Bristol City Council suggests that many effective wayfinding systems are bespoke and appropriate for the location and environment in which they are located. It undertook four years of planning, research and public engagement to determine the most appropriate style for its wayfinding network. This included user testing of fonts, symbols and colours to determine a consistent branding, unique to the city. Its first signs and *monoliths* (large vertical panels with maps oriented in the direction the person is facing) were introduced in 2000.

3.2.4 The council suggests that, for a successful wayfinding system, the following should be considered:

- Think about what information is to be conveyed to the user;
- Allow time for information planning, design and review;
- Build good cartography; and
- Break the town into neighbourhoods and destinations, as this is how people order information in their heads.

3.2.5 The above principles of wayfinding have been applied to the following proposals to create a coherent network relevant to Weymouth.

3.2.6 PROPOSED WAYFINDING NETWORK

3.2.7 The wayfinding network for Weymouth is based around a number of key pedestrian routes. It is recommended that, where possible, it should also provide direction signing for cyclists.

¹⁵ [Legible London – A prototype wayfinding system for London \(TfL, 2007\)](#)

3.2.8 The main objectives for the proposed network are to:

- i Improve the quality of the town centre walking and cycling environment and their links to the regeneration and residential areas;
- i Provide better pedestrian linkages and signage from the main arrival points (Weymouth station, the Swannery, Lodmoor Beach and other car parks) to the beach, town centre, inner harbour and the rest of the town; and
- i Deliver a Harbourside Walk for pedestrians and cyclists encouraging visitors and residents to enjoy the scenic views and the attractions offered by the town centre.

3.2.9 The key movement corridors proposed to form the main signed wayfinding network are shown in Figure 12. The network would connect all five key town centre development sites with other destinations in the town centre.

New harbour bridge crossings

3.2.10 Weymouth's harbour setting is a key asset, but the limited number of bridge crossings reduces pedestrian and cyclist accessibility to and within the town centre, and especially opportunities for circular visitor routes. New bridges across the harbour and marina would improve connectivity, enhance the pedestrian and cyclist network in Weymouth and would improve accessibility over a wide area.

3.2.11 Three potential locations for bridges are identified, as follows:

- i **Swannery Bridge:** A new shared pedestrian and cycle route across Radipole Lake and beneath the Swannery Bridge, provided as an 80m-long boardwalk bridge to connect to existing paths either side of the lake. An illustration of this potential crossing is included in the public realm report and shown in Figure 13. This is an alternative to widening the main bridge itself, where currently no path is provided but where there is a well-defined unmade track indicating a strong pedestrian desire line. The new bridge would connect the Rodwell Trail (part of NCN26), Weymouth Station and the Esplanade at Jubilee Clock. The bridge could also provide additional recreational and viewing opportunities of Radipole Lake and towards Westham Bridge;
- i **Marina area:** A new 140m bridge crossing of the marina between Westway Road and Lower St. Alban Street. This would connect the Harbourside development to the town centre in general and Commercial Road development site in particular. It would reduce the distance to the town centre by around 500m / 6 minutes' walking time, when compared to alternative routes via the Westham or Town Bridges. The proposed link is shown in Figure 14, reproduced from the public realm report. The bridge would require a raising section to maintain navigation and accessibility for vessels within the marina. It may also require some changes to the arrangement of berths in the marina itself; and
- i **Custom House Quay to Nothe Parade:** A new outer harbour bridge between Custom House Quay and the Nothe Peninsula. This 100m-long bridge would follow the alignment of the long-term proposal for a flood barrier. A bridge in this location would improve accessibility to the Esplanade, the Peninsula development, Custom House Quay, Brewer's Quay and the Nothe Fort and gardens. It would reduce the walking distance between the Peninsula and Nothe Fort by almost 900m / 10 minutes. It would need to have a raising section to maintain navigation and accessibility for vessels using the harbour.

Figure 12 – Proposed Wayfinding Network and Key Destinations

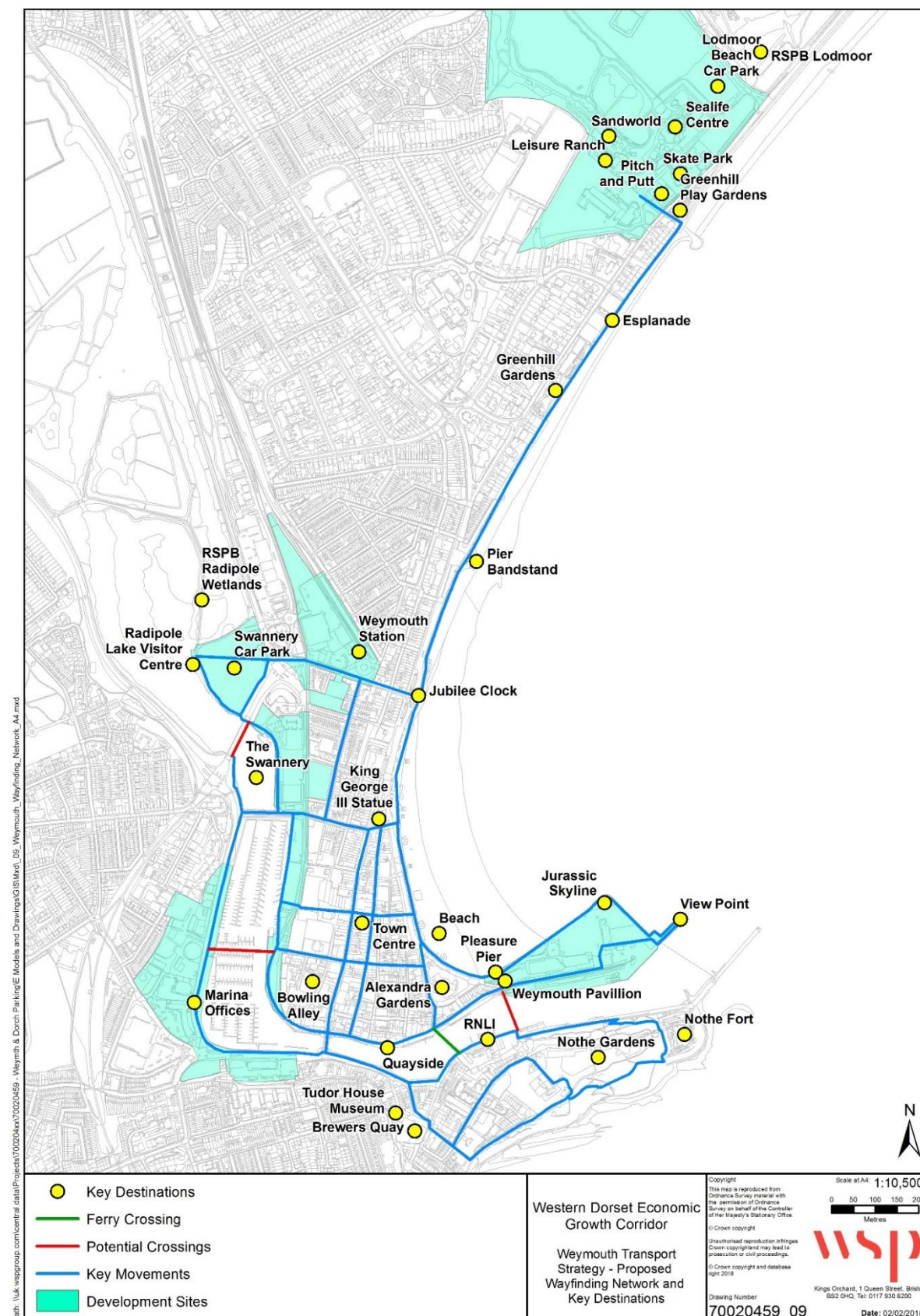


Figure 13 – Recommended Option for Boardwalk Bridge beneath the Swannery Bridge

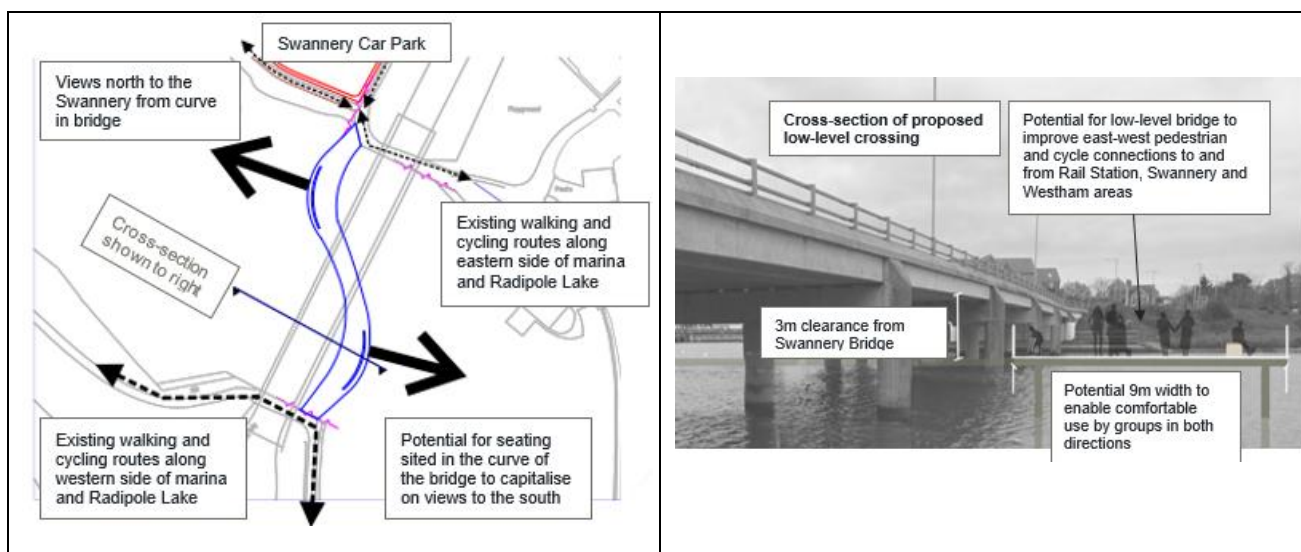
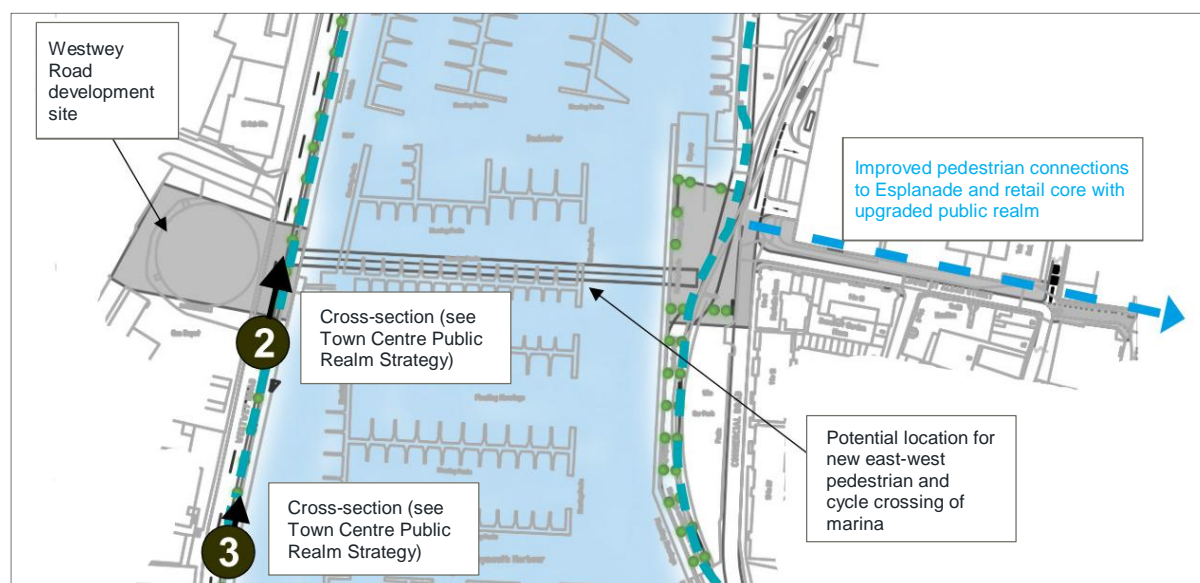


Figure 14 – Recommended Option for Bridge Crossing of the Marina between Harbourside and Lower St. Alban Street

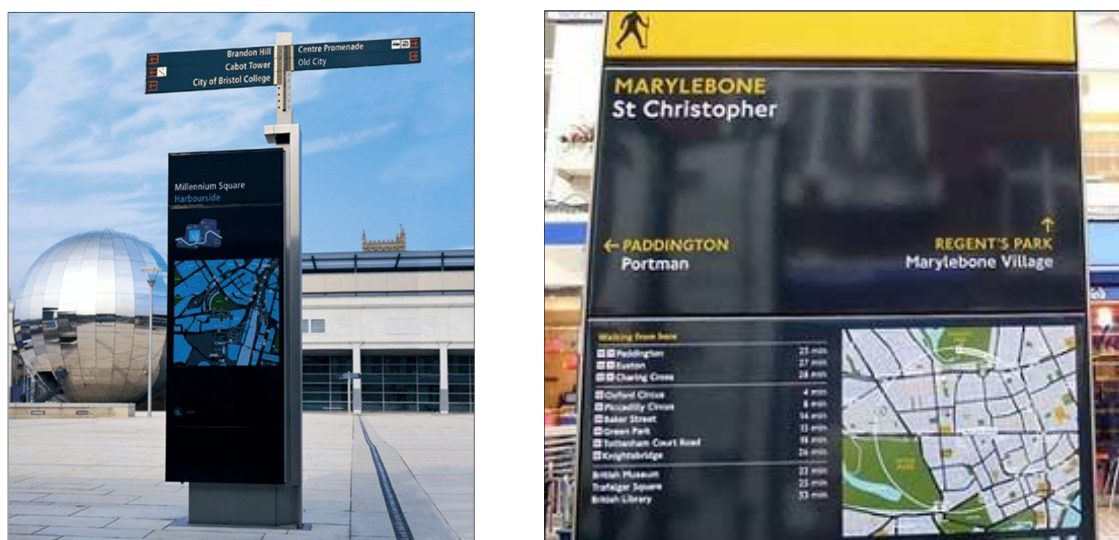


SIGNING

- 3.2.12 Bristol Legible City and Legible London provide good examples of an effective wayfinding system. Success has come from high-quality branding, and consistent use of the maps, font, colour palette and range of icons across all types of signs. This creates a more 'legible' place which is easier to navigate. It is recommended that a similar application is adopted to wayfinding in Weymouth, with the style to be determined as part of a detailed wayfinding project.

- 3.2.13 Figure 15 shows examples of the wayfinding signs in Bristol and London. These are included for illustrative purposes only but they show the full range of content that could be included on monoliths, including detailed maps showing local landmarks, walk times and key destinations.
- 3.2.14 As referred to earlier, a wayfinding and signing report has been prepared by Streetwise. It recommends:
- a network of monoliths across the town;
 - the removal of old fingerposts; and
 - a network of new fingerposts to provide consistency across the wayfinding network.
- 3.2.15 These ideas have formed the basis for the recommendations in this report for a consistent and coherent wayfinding network across Weymouth that includes the Harbourside Walk.

Figure 15 – Examples of Monoliths in Bristol and London



- 3.2.16 Figure 16 shows the proposed network, monolith and signpost locations. It includes existing signs which the Streetwise report recommended for removal/replacement. A total of 18 monoliths and 55 fingerposts are proposed. Fingerposts would be located at decision making points where direction is needed but which do not warrant a monolith. Signs for the Harbourside Walk should have a contrasting colour to give it a distinctive brand and identity.
- 3.2.17 For the purposes of wayfinding, it is recommended that Weymouth is arranged into neighbourhoods or districts and that part of the monoliths and fingerposts are colour-coded to identify each respective district. This would help visitor orientation, and reduce the need for multiple destinations to be shown at each monolith. Within each district, local destinations can then be included on fingerposts. For example, a walk from the Swannery to the Nothe Fort would initially be signed as the Nothe Peninsula with the fort itself only shown on fingerposts closer to the destination or at a key decision point en route. The recommended districts and possible district identifier names, are illustrated in Figure 16.

3.2.18 Each monolith could display:

- i A map;
- i A location name and the district in which the sign is located, e.g. *Sea Life Adventure Park, Lodmoor*;
- i Old photographs and descriptive text of the history of the locality;
- i A direction guide either (a) as a fingerpost showing destinations or (b) directions included on the monolith sign face.
- i A unique reference number (for each monolith) to aid visitor orientation.

3.2.19 Following the 2012 Olympic Games, five maps of a style appropriate for monoliths were prepared for Weymouth. These maps formed part of a Local Sustainable Transport Fund project to reuse some monoliths and miniliths (smaller information panels) that were a legacy of the games. An example is shown in Figure 18. These or similar maps could be integrated into the new signed network.

Figure 16 – Recommended Locations for Fingerposts and Monoliths

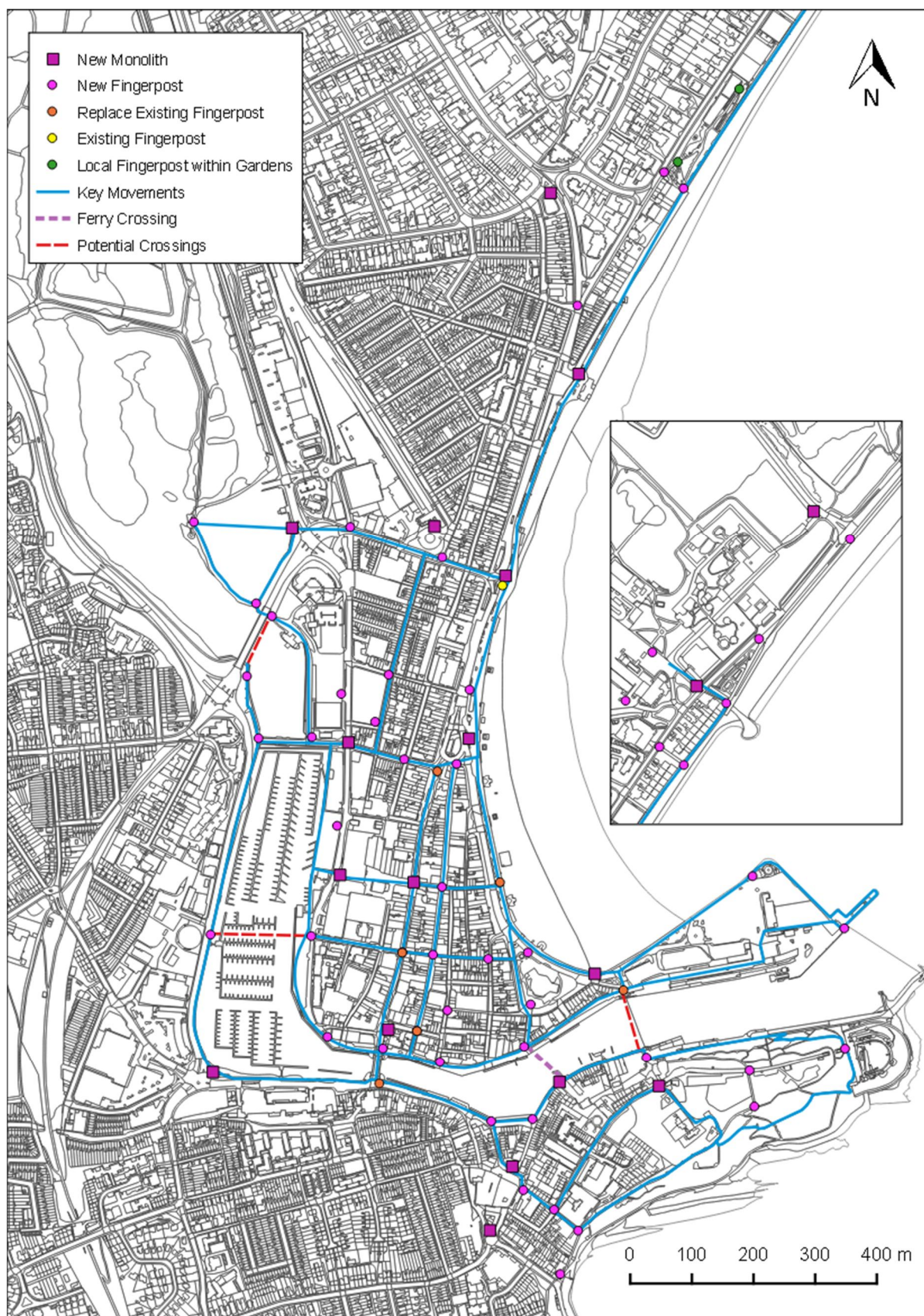


Figure 17 – Recommended Districts for Wayfinding

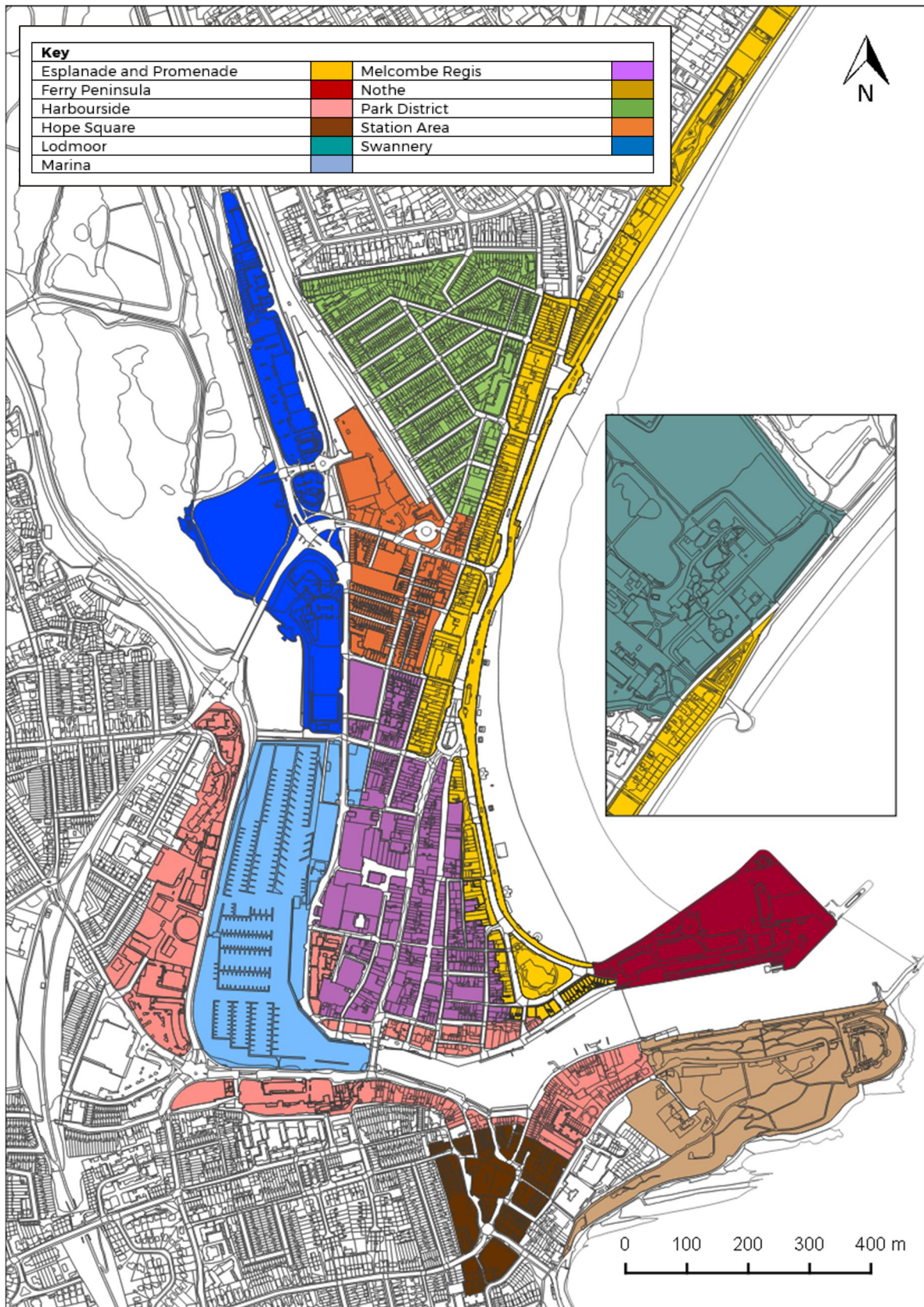
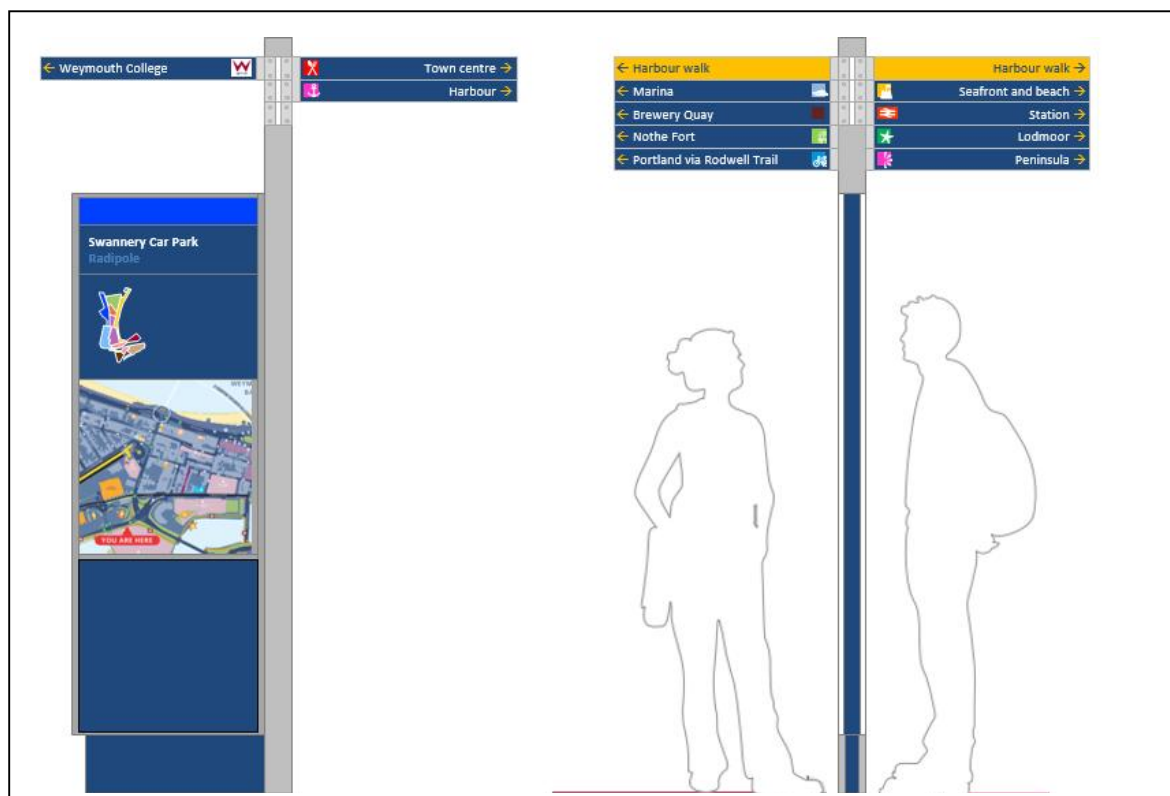


Figure 18 – Example of mapping already prepared for Weymouth Wayfinding



Figure 19 – Example of monolith already prepared for Weymouth Wayfinding



SUMMARY OF RECOMMENDATIONS

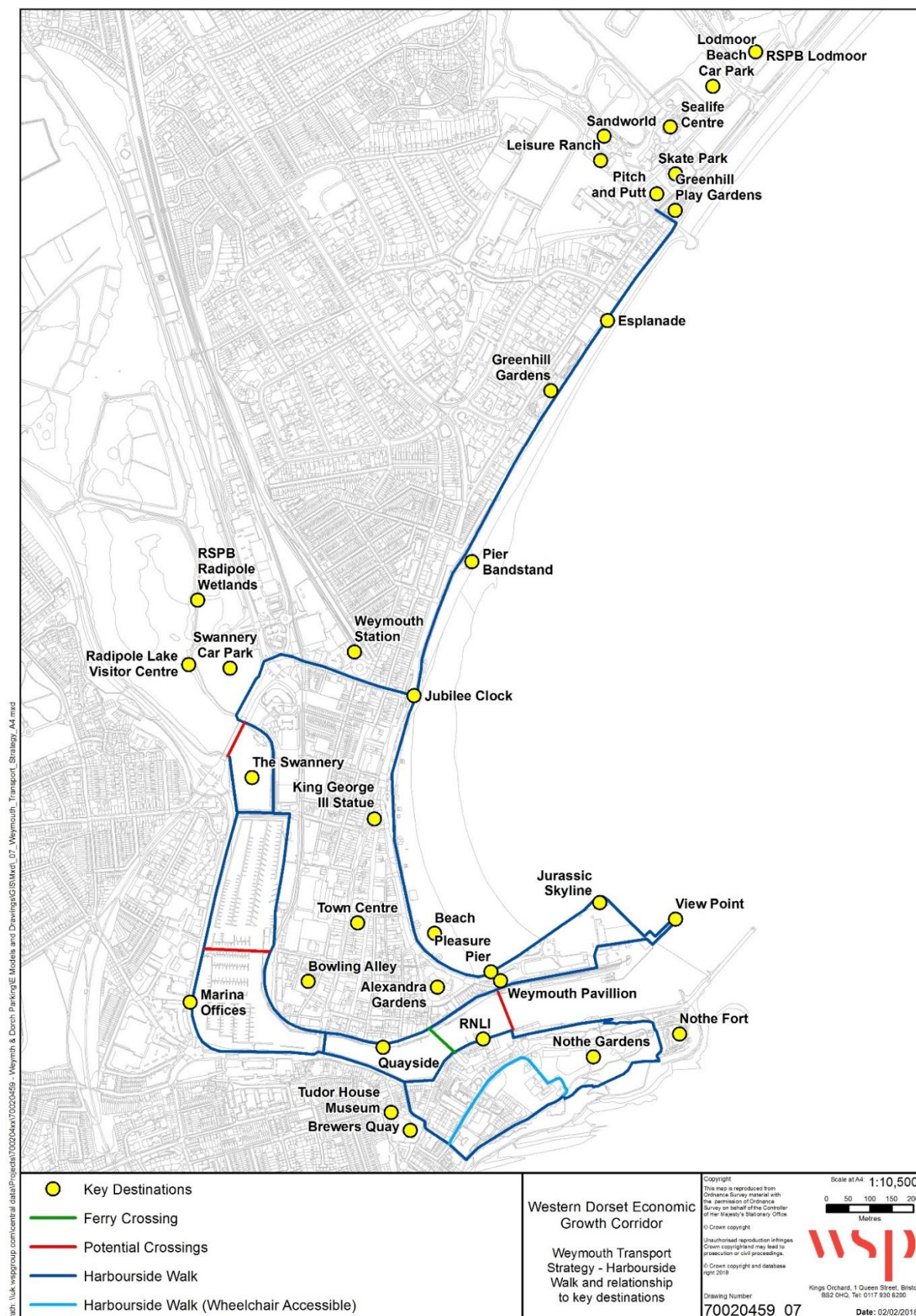
- 3.2.20 Additional bridge crossings of the harbour would enhance a pedestrian and cyclist network in Weymouth and would improve accessibility over a wide area. A low-level boardwalk is proposed underneath the Swannery Bridge to connect to existing pedestrian and cycle paths either side of Radipole Lake. A new bridge crossing of the marina between Westwey Road and Lower St. Alban Street would substantially improve between the Harbourside development and the town centre and the Esplanade. Finally a new outer harbour bridge between Custom House Quay and the Nothe Parade would improve connections to and from the peninsulas either side of the harbour.
- 3.2.21 A wayfinding network, including a Harbourside Walk, has been identified for Weymouth based on a number of key pedestrian routes. Where possible it should also provide wayfinding for cyclists.
- 3.2.22 Based on best practice, a wayfinding network using both monoliths and fingerposts is recommended. Fingerposts would be located at decision making points where direction is needed but which do not warrant a monolith. Signs for the Harbourside Walk should have a contrasting colour to give it a distinctive brand and identity.
- 3.2.23 For the purposes of wayfinding, it is recommended that Weymouth is arranged into neighbourhoods or districts and that part of the monoliths and fingerposts are colour-coded to identify each respective district. This would help visitor orientation and reduce the need for multiple destinations to be shown at each monolith.

3.3 HARBOURSIDE WALK

- 3.3.1 As part of the project a harbourside and seafront walk has been identified around the town centre, shown in Figure 20. The walk starts at Lodmoor, travelling down the Esplanade towards the Peninsula, around Custom House Quay, along the south side of the quay, and around the Nothe Fort. It also extends along North Quay, Westwey Road and Commercial Road to complete the circuit of the marina and continues to King Street to connect back into the Esplanade. The proposed Harbourside Walk would connect all of the five key development areas and key movement corridors.
- 3.3.2 The site visit audited the full route of the proposed Harbourside Walk. The main obstacles and opportunities identified were:
- i It is difficult to cater for both pedestrians and cyclists on all sections of the walk and not always possible to make separate provision for cyclists. A shared use path is not always desirable, for example on the Esplanade, and there may need to be compromises to provide for both pedestrians and cyclists;
 - i The Peninsula site includes a large area currently in private ownership as it forms part of the UK border; a legacy of the ferry operations. Ideally these areas would be open to the public when the ferry quay is not in use. This is for example practised in Oslo where gates to a protected quayside area are open to the public when it is not in shipping use. However, the Weymouth Town Centre masterplan proposes that the redevelopment of the Peninsula site will provide will provide an improved walkway around the edge of the site, which would resolve this ‘missing gap’; and
 - i There are some significant gradients on the Nothe Peninsula that make it difficult to provide a route for disabled users that satisfies current design guidance. An alternative, step-free route has been identified on the Nothe Peninsula for less mobile visitors via Barrack Road between Brewer’s Quay and the Fort.
- 3.3.3 Other points of note are set out below:
- i The Esplanade (from Lodmoor) is generally wide (5m on most sections and up to 13m in places). However on the narrower sections, where high levels of conflict might occur between pedestrians and cyclists, shared use would not be appropriate;
 - i Access onto the Esplanade for less-abled users from some connecting roads and alleyways is difficult due to the presence of steps;
 - i There are some clear desire lines for pedestrian and cyclist crossings of the esplanade that should be catered for in the reallocation and design of the public space;
 - i The path narrows along the Peninsula and it is currently an unattractive environment that detracts from the views of the Esplanade, the coastline and the Nothe Fort;
 - i There would be conflict with vehicles (competing for space) on some parts of Commercial Road, Custom House Quay and North Quay; and
 - i On sections of Barrack Road there is potential for a parallel footpath to be provided on the adjoining green space to avoid pedestrians walking in the carriageway.

- 3.3.4 The Harbourside Walk would be part of the overall wayfinding network. Large monoliths could provide information and the local history at key points along the walk. Public realm improvements could mitigate some of the less attractive sections of the route, for example alongside Westwey Road, which is currently a busy and unattractive walking route, and on the Peninsula, with its large expanse of car parking.
- 3.3.5 In principle, a walking route alongside the harbour could be provided relatively easily with gradual improvement over time, as part of a planned programme related to the wider public realm strategy and development of the five key town centre sites.

Figure 20 – Recommended Harbourside Walk route, including with wheelchair-accessible sections



3.4 TRAFFIC MANAGEMENT

INTRODUCTION

- 3.4.1 Substantial volumes of traffic still pass through several parts of the town centre, including some drivers who do not have destinations in the town centre itself. The Weymouth Town Centre Masterplan SPD stated that *‘we want to the town centre to be less dominated by car movement, and better for pedestrians and cyclists. This would enhance the economic potential of key spaces within the town’*.
- 3.4.2 A traffic management plan was temporarily put in place for the 2012 Olympic Games, resulting in Town Bridge and large sections of the Esplanade and quayside and being closed to traffic until 19:00. This created a pedestrianised environment during the daytime with the routes reopening to traffic in the evening. In discussions with council officers, it was generally agreed that this provided a very favourable environment on the seafront and Harbourside and that implementing this on a permanent basis should be an aspiration. There was also a high degree of public support for the measures when they were implemented temporarily in 2012.
- 3.4.3 It is considered that reducing the dominance of motor vehicles in the town centre through changes to traffic circulation and limiting traffic volumes would bring about many benefits, some of which have been highlighted in earlier sections of the report. Chiefly it would improve the visitor experience, encouraging people to spend more time enjoying the town centre and harbourside attractions and ambience, bringing about economic benefit. The measures would improve the setting of the town’s heritage assets, allowing existing public spaces to be renewed and better used as part of a more attractive visitor destination. They would reduce traffic noise, improve air quality and make walking and cycling safer, more attractive travel options, with consequential benefits for public health. Some of the measures offer the opportunity to introduce measures to prioritise buses or local access.
- 3.4.4 There is a particular desire to reduce traffic volumes on the Esplanade and on Custom House Quay to give greater priority to pedestrians and cyclists and improve the street environment. However, vehicular access is still required along these streets, including for local buses, and to homes, businesses and car parking located in the town centre.
- 3.4.5 The main study aims relevant to this section are to:
- ┆ Balance the competing needs on the town centre road network;
 - ┆ Reduce the dominance of heavy traffic;
 - ┆ Reduce traffic dominance along King Street and the inner harbour on Westwey Road to provide a better pedestrian environment;
 - ┆ Support the Car Parking Strategy;
 - ┆ Enable more efficient bus movements; and
 - ┆ Maintain traffic access to the key regeneration sites so as not to compromise any development potential.

3.4.6 At present, the following key access restrictions operate in the town centre:

- A pedestrian zone covering the existing retail core around St. Thomas Street, St. Mary Street, Bond Street and the eastern part of St. Alban Street, with no vehicles permitted except taxis and for loading by goods vehicles between 17:30 and 10:30;
- A vehicle height restriction of 3.8m on Custom House Quay, imposed by Town Bridge; and
- A complex arrangement of one-way streets, situated between the Esplanade, Commercial Road, Custom House Quay and King Street, where the street geometry often provides a natural vehicle restriction.

3.4.7 In July 2017 bollards and gates were reintroduced to enforce the restriction during the hours specified by the order. In December 2018 Borough Councillors approved a trial scheme for the pedestrian zone to cover the eastern section of St. Alban Street.

SCOPE

3.4.8 A number of possible options for daytime access restrictions have been identified to complement the pedestrian zones currently in force on St. Mary and St. Thomas Streets and the surrounding streets. The objective of these access restrictions would be to limit vehicle flows, and through vehicle movements, particularly on The Esplanade and on Custom House Quay, as a means of creating an attractive tourist environment and prioritising safe movement for the large volume of pedestrians in holiday periods.

3.4.9 A desktop study investigated how elements of the 2012 Olympics traffic management plan, along with other measures, could be implemented on a seasonal or permanent basis. The aim was to identify:

- Ambitious proposals which align with the long-term vision for the town centre to be less dominated by traffic;
- Proposals which would work together as a package, but which would be likely to be introduced in phases over a period of time; and
- Daytime access restrictions, with evenings excluded from the restrictions, to maintain servicing requirements and support the evening economy; and
- The potential for access restrictions to be implemented for the summer months only, when pedestrian flows are at their highest, and lifted during autumn, winter and spring.

3.4.10 The study also assumed that, as stated in the Weymouth Town Centre Masterplan SPD, loading would be restricted on affected roads during specified hours (such as between 10am and 5pm) and that parking which dominates the waterfront will be removed. Whilst the imperative is to reduce traffic driving into and through key parts of the town centre, any restrictions would need to ensure appropriate access is maintained to homes, hotels and businesses (including for servicing, loading and delivery), including routeing changes to reach properties, if required. The proposals would also need to enable access for buses (where relevant), taxis and pedal cycles.

3.4.11 The potential for daytime access restrictions was investigated on six sections of road, as follows:

- i Custom House Quay between the Pavilion and East Street;
- i The Esplanade south of King's Statue;
- i Town Bridge;
- i Commercial Road south of Lower St. Alban Street;
- i The Esplanade north of King's Statue; and
- i King Street between Crescent Street and The Esplanade.

GENERAL CONSIDERATIONS

3.4.12 Access restrictions require one or more traffic regulation orders to be made by the local highway authority. These are subject to rounds of statutory consultation and therefore stakeholder acceptance is critical to the viability of any access restriction options. Any options considered for further investigation should ensure there is early engagement with key user groups, such as the harbour management board, street frontagers, affected businesses, emergency services and tourism groups, to explore how a restriction might work in practice, the categories of vehicle to be permitted and excluded, and possible hours of operation.

3.4.13 Weymouth's street network also presents particular challenges. There are in essence only three vehicle routes onto the town centre peninsula south of King Street – Town Bridge, The Esplanade, and Commercial Road, with vehicle circulation routes following the seafront and quay. Most of the streets inside this area are narrow and unsuitable as diversionary routes if access restrictions were implemented elsewhere.

3.4.14 The need to retain access for certain categories of vehicle user might create requirements for complex access restrictions with a long list of exemptions which are confusing to drivers, difficult to enforce or which are not complied with. Such an arrangement is unlikely to meet the objective of enhancing the street environment for pedestrians. An alternative arrangement would be to implement a zonal restriction, which is easier to understand but which may introduce additional limits on access.

3.4.15 In advance of implementing any access restrictions it is recommended that:

- i They be developed in consultation and agreement with stakeholders to ensure any proposals are workable;
- i They be tested in a suitable traffic model to determine the impacts on traffic flows, movements and congestion;
- i Swept path analysis be undertaken to demonstrate that heavy goods vehicles can still access all parts of the town centre, via alternative routes if required, with any of the options in place; and
- i If taken forward, the proposals are trialled on a temporary basis with experimental traffic regulation orders so that the impacts – positive and negative – are understood, before a decision is taken on making them permanent.

3.4.16 If any options were taken forward, funds would be required to amend traffic regulation orders, replace static signage or introduce digital Variable Message Signs.

3.4.17 In parallel to consideration of access restrictions, the following recommendations are made to support public realm improvements and to discourage through and unnecessary traffic in the town centre between King Street and Town Bridge:

- i A general reduction in road width, where carriageway space allows, to enable footways to be widened; and
- i Reductions in on-street parking on certain streets during key specified times of the day to enable road space to be reallocated to pedestrians.

CUSTOM HOUSE QUAY

3.4.18 Custom House Quay is currently one-way westbound for much of its length and accommodates a complex mix of traffic and pedestrian movements, plus parking and a variety of harbourside economic activity. Weymouth Town Centre Masterplan SPD notes that the intention is to reduce parking which dominates the waterfront and the route is identified as a key area for improvements to improve conditions for walking and cycling.

3.4.19 Table 3 describes options for daytime access restrictions between Pavilion Theatre and East Street. Option A1 would retain access for loading and unloading (along with taxis and pedal cycles). Option A2 would prohibit all motor vehicles. These options rely in part on suitable two-way access being maintained via the Esplanade to access southern parts of the town centre, including The Peninsula site.

Table 3 – Options for Daytime Access Restrictions: Custom House Quay (Esplanade to East Street)

Proposed Option	Rationale and Likely Impacts	Alternative routes during hours of restriction for affected traffic
<p>Option A1 – Access permitted for loading and unloading, taxis and pedal cycles only</p> <p>Proposed hours of operation: 10:00 to 19:00</p>	<p>Reduces traffic on Custom House Quay during the busiest tourist hours</p> <p>Improved environment (visual, noise and air quality)</p> <p>Improved environment for walking and cycling</p> <p>On-street parking could not be accessed during the hours of operation</p> <p>No effect on existing bus routes</p> <p>Maintains coach access to/from Peninsula development site</p> <p>Reduces traffic on Custom House Quay</p>	<p>Access for affected vehicles would be via (1) Esplanade or (2) Commercial Road – Custom House Quay – Mitchell Street – East Street</p> <p>Affected vehicles would depart via Esplanade. If two-way traffic were permitted on Mitchell Street then vehicles could depart via Town Bridge or Commercial Road (towards A354)</p> <p>Clear signing would be required to direct traffic to/from Pavilion Theatre during period of restriction</p>
<p>Option A2 – No motor vehicles permitted</p> <p>Proposed hours of operation: 10:00 to 19:00</p>	<p>Removes traffic on Custom House Quay during the busiest tourist hours</p> <p>Improved environment (visual, noise and air quality)</p> <p>Improved environment for walking and cycling</p> <p>On-street parking could not be accessed during the hours of operation</p> <p>Access restrictions also apply to buses and coaches</p>	<p>Access for affected vehicles would be via (1) Esplanade or (2) Commercial Road – Custom House Quay – Mitchell Street – East Street</p> <p>Affected vehicles would depart via Esplanade. If two-way traffic were permitted on Mitchell Street then vehicles could depart via Town Bridge or Commercial Road (towards A354)</p> <p>Clear signing would be required to direct traffic to/from Peninsula development site during period of restriction/closure, including coach access to/from Peninsula development site</p>

3.4.20 The diverse mix of land uses and activities along or close to Custom House Quay makes consideration of daytime access restrictions particularly complex. For a viable option to be taken forward, an appropriate balance must be found between:

- i On one hand, retaining vehicle access (to homes and businesses, including harbour operations); and
- i On the other hand, the ambition to make Custom House Quay more pedestrian-friendly.

Recommendation

- 3.4.21 It is recommended that the potential for access restrictions be further investigated for the eastern part of Custom House Quay. The detailed investigation should work closely with key user groups, such as the harbour management board, frontagers, affected businesses, emergency services and tourism groups, to explore how a restriction might work in practice, the categories of vehicle to be permitted and excluded, and possible hours of operation. Stakeholder acceptance of any proposals, and common understanding of the likely benefits and impacts, will be critical. It is recommended that any access restriction be introduced initially as a temporary trial to gauge impacts and public opinion.
- 3.4.22 An alternative means of improving the pedestrian environment along Custom House Quay could be to prohibit some or all of the daytime on-street parking along the quay between specified hours, in association with a streetscape improvement scheme. The parking bays would be available during the evenings and overnight, but the space could be given over to pedestrians during the daytime. The positive and negative impacts of both options should be assessed to identify the better performing option.

THE ESPLANADE: SOUTH OF KING'S STATUE

- 3.4.23 The southern section of the Esplanade has substantial amounts of on-street parking and traffic circulating looking for spaces. This can act as a barrier to visitor movements between the beach and the rest of the town centre, constrains the available public space for outdoor events and limits the potential for a north-south seafront cycle route. The circulating traffic also reduces air quality.
- 3.4.24 There is an ambition to introduce daytime access restrictions which would reduce traffic along the Esplanade and improve the environment for visitors, shoppers and residents, especially those walking and cycling. Two traffic management options are summarised in Table 4. Option B1 would maintain daytime access for buses and coaches, loading / unloading, taxis and pedal cycles, whilst Option B2 would prohibit all motor vehicles during the daytime.

Table 4 – Options for Daytime Access Restrictions: The Esplanade (King’s Statue to New Street section)

Proposed change	Rationale and Likely Impacts	Alternative routes during hours of restriction for affected traffic
<p>Option B1 – Access permitted for loading / unloading, taxis and pedal cycles only in both directions</p> <p>Proposed hours of operation: 10:00 to 19:00</p>	<ul style="list-style-type: none"> Reduces traffic on The Esplanade during busiest tourist hours Improved environment for walking and cycling Loss of on-street parking during the daytime Maintains coach access to/from Pavilion Theatre 	<ul style="list-style-type: none"> Access for affected vehicles to reach southern Esplanade area, including Peninsula site would be via (1) Commercial Road – Custom House Quay or (2) Town Bridge then Mitchell Street – East Street Other categories of vehicle would depart via Custom House Quay – Commercial Road (towards A354) or over Town Bridge Clear signing would be required to direct traffic to/from Pavilion Theatre during period of restriction
<p>Option B2 – No motor vehicles permitted</p> <p>Proposed hours of operation: 10:00 to 19:00</p>	<ul style="list-style-type: none"> Reduces traffic on The Esplanade during busiest tourist hours Improved environment for walking and cycling Loss of on-street parking during the daytime Access restrictions would also apply to buses, coaches, loading and local access 	<ul style="list-style-type: none"> Access for affected vehicles to reach southern Esplanade area, including Peninsula site would be via (1) Commercial Road – Custom House Quay or (2) Town Bridge then Mitchell Street – East Street Affected vehicles would depart via Custom House Quay – Commercial Road (towards A354) or over Town Bridge Clear signing would be required to direct traffic to/from Pavilion Theatre during period of restriction, including coach access to/from Pavilion Theatre

- 3.4.25 The street network and geometry between Town Bridge and The Peninsula key development site makes alternative access to this area difficult to achieve, especially for long or wide vehicles (e.g. coaches accessing the Pavilion Theatre, or HGV deliveries). In both options, access for general traffic to The Pavilion and Peninsula and areas south of New Street would only be possible via Mitchell Street. This inbound access arrangement would be convoluted and would increase vehicle movements on the network of narrow and unsuitable streets. It is also not clear whether vehicles affected by the height restriction under Town Bridge could be accommodated on alternative routes.
- 3.4.26 The Weymouth Town Centre Masterplan SPD noted that the termination of ferry services gave ‘significant economic and social potential ... to comprehensively redevelop the Peninsula and to reconfigure the Esplanade south of the King’s Statue to provide a better pedestrian environment’.

- 3.4.27 This ambition must be balanced against the access needs of the Pavilion Theatre and future uses envisaged as part of the Ferry Peninsula key development site. An outline planning application for comprehensive redevelopment of the peninsula (with all matters reserved except access) was submitted by Weymouth & Portland Borough Council. It was considered at a special meeting of Weymouth & Portland Borough Council's planning committee on 28 November 2018¹⁶. The description of the proposed development was for:

The demolition of existing buildings excluding Pavilion Theatre and Jurassic Skyline viewing tower and redevelopment for a mix of leisure and commercial uses including hotels, mixed use pub/diner with guest accommodation, restaurants and cafes, indoor leisure buildings, public car parking, commercial fishing and mixed-use harbour buildings and harbour operation and storage areas together with associated landscaping, street furniture, structures, open space and access to and within the site.

- 3.4.28 The committee recommended that the application be delegated to the Head of Planning for approval, subject to conditions and the completion of a legal agreement to secure sustainable transport conditions. An amendment to Condition 6 proposed by a borough councillor requires that the first reserved matters application shall include a masterplan for the whole site, including a minimum of 600 car parking spaces. Proposed transport mitigation measures include a series of localised improvements to the pedestrian public realm to the north.
- 3.4.29 The development proposals for the Ferry Peninsula site, and parking levels required by planning condition, will have implications in terms of numbers of vehicle movements to this part of the town centre. It is considered that the current plans for a 600-space car park will conflict with the ambition to reduce traffic on The Esplanade. Substantial daytime vehicle access restrictions on this section of Esplanade would not be feasible if the Ferry Peninsula development goes ahead in its current form.

Recommendation

- 3.4.30 The two options which have been developed would both achieve the overarching aspiration to reduce the impact of vehicles on the peninsular, but have varying effects on accessibility. There is a need to carefully balance the SPD aspirations with maintaining access for residents, businesses and visitors. It is therefore recommended that as a first step, engagement should be undertaken with residents and businesses within the area to establish whether there is a preferred option.

¹⁶ <https://moderngovdcp.dorsetforyou.gov.uk/ieListDocuments.aspx?CId=194&MId=1236&Ver=4>

TOWN BRIDGE AND COMMERCIAL ROAD (SOUTH)

- 3.4.31 Town Bridge is used as a north-south through route across the harbour, with vehicles approaching the bridge from Commercial Road or Custom House Quay on the northern side, or North Quay on the southern side. Options which restrict these through movements would also take vehicle movements out of other parts of the town centre. In similarity to Custom House Quay, Commercial Road has a mix of road users including motor vehicles, pedestrians and cyclists, plus parked vehicles. Traffic management measures could be used to improve the environment for visitors, shoppers and residents, make walking and cycling easier and safer alongside the quay and create better connections to key development sites.
- 3.4.32 In line with the SPD vision for less traffic in the town centre, Table 5 summarises options for longer-term daytime access restrictions on Town Bridge (Option C) and the section of Commercial Road south of St. Alban Street (Option D). These could be introduced for the busiest visitor periods, for example during the summer school holiday period.

Table 5 – Options for Daytime Access Restrictions: Commercial Road and Town Bridge

Proposed option	Rationale and Likely Impacts	Alternative routes during hours of restriction for affected traffic
<p>Option C: Town Bridge: Daytime access restriction</p> <p>Access permitted for local buses, loading and unloading, taxis and pedal cycles in both directions. Proposed hours of operation: 10:00 to 19:00</p>	<ul style="list-style-type: none"> Would prevent north-south traffic movements across the harbour Reduction in traffic in town centre during busiest tourist hours Improvement in visual, noise and air quality Improved environment for walking and cycling No effect on existing bus routes 	<ul style="list-style-type: none"> Access for affected vehicles would be via (1) Esplanade or (2) Commercial Road Affected vehicles would depart via Commercial Road Clear signing would be required to redirect traffic during period of closure including coach access to/from Pavilion Theatre
<p>Option D: Commercial Road between Lower St Alban Street and Custom House Quay: Daytime access point restriction north of Lower St. Edmund Street</p> <p>Proposed hours of operation: 10:00 to 19:00 (as extension of Option A1 or A2)</p>	<ul style="list-style-type: none"> Reduces traffic during the busiest tourist hours Increased pedestrian activity Improved environment at the quayside Access restrictions also apply to buses and coaches. On-street parking could not be accessed during the hours of operation 	<ul style="list-style-type: none"> Access for affected vehicles would be via (1) Esplanade – Custom House Quay or (2) Lower St. Alban Street – St. Nicholas Street Affected vehicles would depart via Town Bridge or northbound along Commercial Road Clear signing would be required to direct traffic to/from Pavilion Theatre during period of restriction

- 3.4.33 Both options raise complex issues which would need to be addressed satisfactorily for the traffic management measures to be introduced.

- 3.4.34 Option C would be effective in preventing cross-harbour traffic movements. It would require all vehicles on the north side of the harbour to return northwards to leave the town centre, and place greater pressure on the Swannery Junction. It is considered that any proposed access restriction on Town Bridge may need to exempt vehicles loading and unloading as the height restriction under Town Bridge would prevent this being used as an alternative route for some categories of goods vehicle.
- 3.4.35 Option D would be likely to divert vehicles onto narrow streets east of the restriction or increase traffic flows on Town Bridge and Custom House Quay. These are all locations where there may be greater conflict between vehicles and pedestrians. Access would also need to be maintained to Cosen's Quay car park. The combined restriction would substantially limit remaining access routes and possibly prevent delivery vehicles accessing some areas. In practical terms, Option D could only be implemented with Option A1/Option A2 if daytime loading was restricted across much of the southern part of the town centre.

Recommendation

- 3.4.36 The two options which have been developed would both achieve the overarching aspiration to reduce the impact of vehicles on the peninsular, but have varying effects on accessibility. There is a need to carefully balance the SPD aspirations with maintaining access for residents, businesses and visitors. It is therefore recommended that as a first step, engagement should be undertaken with residents and businesses within the area to develop a preferred option.

THE ESPLANADE: NORTH OF KING'S STATUE

- 3.4.37 The section of Esplanade north of King's Statue has high volumes of traffic, including goods vehicles, coaches and buses, creating congestion, traffic noise and poor air quality. These all combine to produce a poor visitor experience at times. The street is not conducive to cycling and it can be difficult to cross the wide carriageway. One option to provide a cycle track on The Esplanade would require the narrowing of the carriageway to one lane in each direction, turning the space currently used for a bus lane into cycle infrastructure. However, it is considered that bus service reliability could only be maintained if levels of southbound traffic were also reduced or removed from the Esplanade during the busiest daytime hours. In addition, 24-hour access is required to residential properties and hotels, and for some business servicing and loading.
- 3.4.38 Option E1 in Table 6 describes a one-way daytime restriction southbound on the Esplanade between William Street (south of St. John's Church) and King Street. Northbound traffic would have no restrictions to maintain access to hotels, businesses and houses accessed from King Street or via Westham Road. This traffic management arrangement could also be extended further south to the King's Statue, shown as Option E2, as a means of improving the environment visitors, shoppers and residents and creating space for seafront cycle infrastructure in these areas.

3.4.39 Key issues with these options are:

- ❖ The length of diversionary routes or the impact on less suitable town centre streets;
- ❖ The potential for driver confusion arising from use of the 'no motor vehicles' traffic signs with exemption plates;
- ❖ Accessing existing parking spaces further south in the town centre; and
- ❖ The scope for non-compliance by drivers.

3.4.40 In summary, there are likely to be substantial challenges in bringing forward access restrictions in these locations.

Table 6 – Options for Daytime Access Restrictions: Northern Esplanade

Street and Proposed Option	Rationale and Likely Impacts	Alternative routes during hours of restriction for affected traffic
<p>Option E1 – Section of Esplanade between William Street and King Street</p> <p>Daytime access restriction for southbound traffic. Access permitted for local buses, taxis, loading / unloading, pedal cycles only</p> <p>Proposed hours of operation: 07:00 and 19:00</p>	<ul style="list-style-type: none"> ❖ Reduces traffic on The Esplanade and King Street during busiest tourist hours ❖ Improved environment (visual, noise and air quality) ❖ Improved environment for walking and cycling ❖ No effect on existing bus routes ❖ Retains 24hr vehicle access to businesses 	<ul style="list-style-type: none"> ❖ Northbound traffic unaffected ❖ Southbound traffic would need to be signed to use A354 Weymouth Way, a substantially longer route ❖ Potential increase in traffic through the Park District (unless one-way systems amended / access restrictions implemented there) or along Radipole Park Drive
<p>Option E2 – Section of Esplanade between William Street and King's Statue</p> <p>Daytime access restriction for southbound traffic. Access permitted for buses, taxis, loading / unloading and pedal cycles only</p> <p>Proposed hours of operation: 07:00 and 19:00</p>	<ul style="list-style-type: none"> ❖ Reduces traffic on The Esplanade and King Street during busiest tourist hours ❖ Improved environment (visual, noise and air quality) ❖ Improved environment for walking and cycling ❖ No effect on existing bus routes ❖ Retains 24hr vehicle access to businesses 	<ul style="list-style-type: none"> ❖ Northbound traffic unaffected ❖ Southbound traffic would need to be signed to use A354 Weymouth Way, a substantially longer route ❖ Access to southern parts of town centre via Commercial Road and Westham Road ❖ Potential increase in traffic through the Park District (unless one-way systems amended / access restrictions implemented there) or along Radipole Park Drive

Recommendation

3.4.41 The two options which have been developed would both achieve the overarching aspiration to reduce the impact of vehicles on the peninsular, but have varying effects on accessibility. There is a need to carefully balance the SPD aspirations with maintaining access for residents, businesses and visitors. It is therefore recommended that as a first step, engagement should be undertaken with residents and businesses within the area to develop a preferred option.

KING STREET

- 3.4.42 King Street is currently very congested and presents a poor first impression to the town for visitors arriving by rail. Bus-rail interchange is limited and the level of congestion dissuades bus operators from serving the station. Daytime access restrictions could be introduced on King Street to route through traffic away from the town centre, improve the visitor experience, enhance air quality and make walking and cycling safer and more appealing.
- 3.4.43 Two options for the section of King Street between Crescent Street and The Esplanade are summarised in Table 7. Option F1 would restrict daytime access to buses only eastbound but would allow for all vehicles to travel west away from the Esplanade. In this scenario traffic for the seafront is likely to use Westham Road, which is considered to be a less suitable route. Option F2 would prohibit all motor vehicles in both directions except buses, taxis, and access for loading and unloading over this short section of King Street, requiring traffic on the Esplanade to make a substantial signed diversion via the Manor Roundabout. There are therefore substantial challenges posed by these options.

Table 7 – Options for Daytime Access Restrictions: King Street (Esplanade to Crescent Street section)

Proposed option	Rationale and Likely Impacts	Alternative routes during hours of restriction for affected traffic
<p>Option F1 – Access permitted for buses, taxis, loading / unloading and pedal cycles only in eastbound direction</p> <p>Proposed hours of operation: 07:00 to 19:00</p>	<ul style="list-style-type: none"> Reduces traffic on King Street and The Esplanade during busiest tourist hours Improved environment (visual, noise and air quality) Improved environment for walking and cycling No effect on existing bus routes Retains 24hr vehicle access to businesses (in eastbound direction) 	<ul style="list-style-type: none"> Westbound traffic unaffected Access to southern parts of the Esplanade would be via Commercial Road / Westham Road Departing Esplanade area would be via (1) Dorchester Road for destinations to the north or (2) via Custom House Quay / Commercial Road or (3) Town Bridge for other destinations Potential increase in traffic through the Park District to reach Esplanade (unless one-way systems amended / access restrictions implemented there), or along Radipole Park Drive
<p>Option F2 – Access permitted for buses, taxis, loading / unloading and pedal cycles only in both directions</p> <p>Proposed hours of operation: 07:00 to 19:00</p>	<ul style="list-style-type: none"> Reduces traffic on King Street and The Esplanade during the busiest tourist hours Improved environment (visual, noise and air quality) Improved environment for walking and cycling No effect on existing bus routes Retains 24hr vehicle access to businesses 	<ul style="list-style-type: none"> Access to southern parts of the Esplanade would be via (1) Commercial Road / Westham Road or (2) Dorchester Road / A354 Weymouth Way Departing from Esplanade would be via Dorchester Road for destinations to the north or (2) Custom House Quay / Commercial Road and (3) Town Bridge for other destinations Potential increase in traffic through the Park District (unless one-way systems amended / access restrictions implemented there) or along Radipole Park Drive

Note: Loading currently prohibited on this section of King Street between 08:30 and 17:00

Recommendation

- 3.4.44 The two options which have been developed would both achieve the overarching aspiration to reduce the impact of vehicles on the peninsular, but have varying effects on accessibility. There is a need to carefully balance the SPD aspirations with maintaining access for residents, businesses and visitors. It is therefore recommended that as a first step, engagement should be undertaken with residents and businesses within the area to develop a preferred option.

SUMMARY OF RECOMMENDATIONS

- 3.4.45 Balancing the need to retain access to each part of the town centre for residents, businesses including hotels and harbour industries with the ambition to make the town centre more pedestrian-friendly makes consideration of daytime access restrictions complex. Several of the options are considered likely to create issues for legitimate access requirements, be unacceptable to stakeholders, or give rise to traffic problems elsewhere in the town centre.
- 3.4.46 It is recommended that the potential for access restrictions on the eastern part of Custom House Quay be investigated. The detailed investigation should work closely with key user groups, such as the harbour management board, frontagers, affected businesses, emergency services and tourism groups, to explore how a restriction might work in practice, the categories of vehicle to be permitted and excluded, and possible hours of operation. Stakeholder acceptance of any proposals, and common understanding of the likely benefits and impacts, will be critical. It is recommended that any access restriction be introduced initially as a temporary trial to gauge impacts and public opinion.
- 3.4.47 An alternative means of improving the pedestrian environment along Custom House Quay could be to prohibit some or all of the daytime on-street parking along the quay between specified hours, in association with a streetscape improvement scheme. The parking bays would be available during the evenings and overnight, but the space could be given over to pedestrians during the daytime. The positive and negative impacts of both options should be assessed to identify the better performing option.
- 3.4.48 A reduction in vehicle flows on the section of Esplanade south of King's Statue is desirable, but needs to carefully consider and balance the place aspirations with satisfactory alternative access arrangements to the Pavilion Theatre and Peninsula site through the narrow town centre streets further south. Similarly, whilst options to introduce access restrictions for northern parts of the Esplanade and King Street have been set out, there is potential for the impacts of vehicles displaced from these roads on nearby streets to be significant and could increase flows on less suitable routes. To progress, engagement with residents and businesses within the area is recommended to develop preferred options. These would then be tested in a suitable traffic model to determine the impacts on traffic flows, movements and congestion. There is potential for a trial of the option under an experimental traffic regulation order.

3.5 CYCLE NETWORK

INTRODUCTION

3.5.1 Weymouth is well-suited to cycling. Much of it is relatively flat; most of the town is within generally accepted cycling distances (5km) and much of the town centre is covered by a tight network of narrow streets where it is difficult to accommodate for motor vehicle movements. Enabling more journeys by cycle also generates a wide range of benefits¹⁷¹⁸, including but not limited to:

- i Economic impacts in terms of spending in businesses, both from day-to-day cycle trips by local people and from cycle tourism, such as on the Tour de Manche and National Cycle Network routes, as well being associated with reduced absenteeism and improved productivity;
- i Enabling access to local facilities, employment and leisure attractions;
- i Improving public health, as active people have people have significantly lower risk of obesity, heart disease, strokes, cancer, depression and other mental illnesses, osteoporosis and falls in later life, and can help combat social isolation;
- i Value for money in using public expenditure to achieve transport objectives; and
- i Creating a better town environment, with improved air quality.

KEY CONSIDERATIONS

3.5.2 Whilst there is a relatively extensive network of cycle routes across the urban area as a whole, dedicated provision in the town is limited. Existing cycle maps for Weymouth show no dedicated provision or clear signed routes in the town centre. The following factors are key considerations which constrain or influence how a cycling network can be developed for the town centre:

- i Design guidance sets out standards for providing for cyclists. Key components of the guidance are that the higher the speed limit (or 85th percentile traffic speed), and the higher the traffic volume, the greater level of space should be provided for cyclists separate from motor vehicles;
- i Much of the town centre is on a peninsula, with seafront and harbour on three sides. South of King Street there are only two bridge crossing points connecting to the rest of the town. Town Bridge is well used by motor vehicles, but Westham Bridge is available to pedestrians and cyclists only;
- i Other than Town Bridge, all motor vehicle movement is funnelled along the western edge of the peninsula on Commercial Road, or the eastern edge of the peninsula along The Esplanade / Custom House Quay. As highlighted in the previous section, these routes provide access to many parts of the town centre. The requirement to mix with the heavy traffic on these routes is likely to be an important factor deterring many people from making cycling journeys into the town centre. However, any traffic restrictions on them (to limit traffic volume or make space for cycling) are likely to give rise to issues for legitimate access requirements, be unacceptable to stakeholders, or give rise to traffic problems elsewhere in the town centre;
- i Cyclists are excluded from the existing town centre pedestrian zone, south of King's Statue and north of Town Bridge;

¹⁷ <https://www.gov.uk/government/publications/cycling-and-walking-investment-strategy>

¹⁸ <https://www.gov.uk/government/publications/the-value-of-cycling-rapid-evidence-review-of-the-economic-benefits-of-cycling>

- i The town centre contains many one-way streets which, although quieter in traffic volume terms, can require cyclists to make long deviations to reach their destination;
- i Distances between the eastern and western edges of the peninsula are relatively short, usually less than 350m. Design guidance highlights that in a joined up urban cycle network cyclists should not usually have to travel more than 400m to get between routes of similar quality;
- i At present space on most town centre streets is provided for pedestrians, traffic and car parking, with no dedicated space for cyclists. Providing space for cycling (or more space for pedestrians) over current arrangements may mean re-allocating space from other users (e.g. narrowing carriageway lanes, or the loss of on-street parking and loading bays, or making a street one-way to provide space for cycle infrastructure). Any potential changes to the highway network would need to take account of the implications of re-routed traffic; and
- i Stakeholder acceptance – proposals to reconfigure parking and road layouts attract strong views in favour and against, and proposals will need to be carefully developed in consultation with stakeholders.

3.5.3 The 2017 Local Cycling and Walking Infrastructure Plans Technical Guidance¹⁹ states that good routes for cycling should achieve the core design outcomes of being (i) coherent, (ii) direct, (iii) safe, (iv) comfortable and (v) attractive. It is recommended that the five core design outcomes should form the basis for identifying routes and longer-term improvements in Weymouth to ensure that each element of proposed cycle infrastructure contributes to forming a coherent whole network. The guidance notes that effective engagement is critical to ensuring high quality infrastructure plans are created and the authorities should seek input from a wide range of stakeholders, including cycling groups.

3.5.4 These and other factors must be considered when developing an effective cycle network.

3.5.5 A recommended cycle network for the town centre shown in Figure 21. It highlights the additions to the existing network considered to be required to improve and encourage cycling in the town centre. It includes:

- i Permitting cycling in the pedestrian zone for a trial period, either at all times, or outside of core shopping and tourism hours, using experimental traffic regulation orders;
- i Contraflow cycling provision on East Street;
- i Reconsideration of the 2015 contraflow cycle scheme and improvements to Westham Road;
- i Highlighting the network of quieter town centre streets for cyclists to avoid the more heavily trafficked roads around the edge of the peninsula;
- i Supporting the revised regulations which permit cycling at all times between November and Easter and during evenings and overnight from Easter to October, and monitoring their impact; and
- i Implementing cycle infrastructure to enable the provision of a segregated cycle track for northern sections of the on Promenade, to ensure pedestrians and cyclists have separate space.

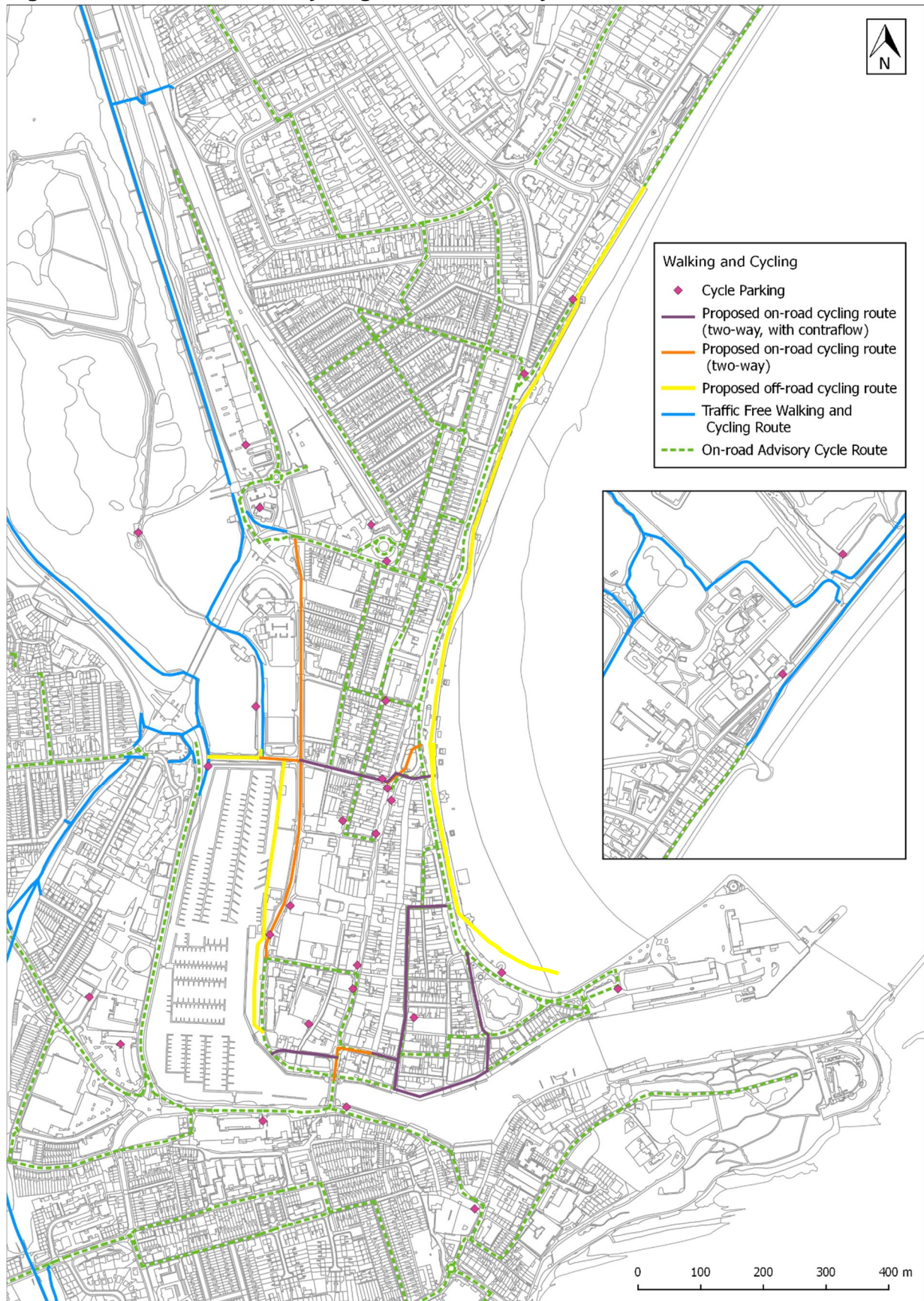
¹⁹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/607016/cycling-walking-infrastructure-technical-guidance.pdf

ST. MARY STREET, ST. THOMAS STREET AND EAST STREET

- 3.5.6 Cycling is prohibited in the town centre pedestrian zone covering St. Mary Street and on parts of St. Thomas Street (between School Street and St. Alban Street). However, it is recommended that consideration is given to either:
- ❑ Permitting cycling at all times for a trial period, to gauge opinion and impacts; or
 - ❑ Permitting cycling outside of the busiest shopping and tourism hours (i.e. evening and overnight).
- 3.5.7 Studies into cycling in pedestrianised areas indicate that cycling behaviour naturally adapts itself to pedestrian environments where cyclists adapt their speed to pedestrian density, and dismount if necessary. The DfT Transport Advisory Leaflet entitled Cycling in Pedestrian Areas²⁰ (TAL9/93) reported the findings from a study to establish whether genuine conflicts resulted from the sharing of space by pedestrians and cyclists. The findings of the study indicate that:
- ❑ Pedestrians change their behaviour in the presence of motor vehicles, but not in response to cyclists.
 - ❑ Cyclists respond to pedestrian density, modifying their speed, dismounting and taking other avoiding action where necessary;
 - ❑ Accidents between pedestrians and cyclists were very rarely generated in pedestrianised areas (only one pedestrian/cyclist accident in 15 site years) in the sites studied;
 - ❑ Where there are appreciable flows of pedestrians or cyclists, encouragement to cyclists to follow a defined path aids orientation and assists effective movements in the area. At lower flows, both users mingle readily.
- 3.5.8 It concluded that there were no real factors to justify excluding cyclists from pedestrianised areas, suggesting that cycling could be more widely permitted without detriment to pedestrians.
- 3.5.9 On the basis of the DfT study, it is recommended that the ban on cycling in the town centre pedestrian zone streets, and on The Promenade, are reconsidered. During the busy summer months cyclists may indeed find it uncomfortable to cycle amongst pedestrians in a crowded environment, but in the evenings and especially out-of-season the quieter streets and spaces should allow cyclists and pedestrians to mix safely.
- 3.5.10 This could be introduced on a trial basis at first in order to allow an evidence-based decision to be made on its long-term implementation.
- 3.5.11 An alternative and parallel route for on-road cyclists can be provided on East Street, but this would require contraflow as it operates one-way northbound only for all traffic. However, the road is wide enough for the safe operation of contraflow cycling.

²⁰ http://webarchive.nationalarchives.gov.uk/20090511040346/http://www.dft.gov.uk/adobepdf/165240/244921/244924/TAL_9-93

Figure 21 – Recommended Cycling Network for Weymouth Town Centre

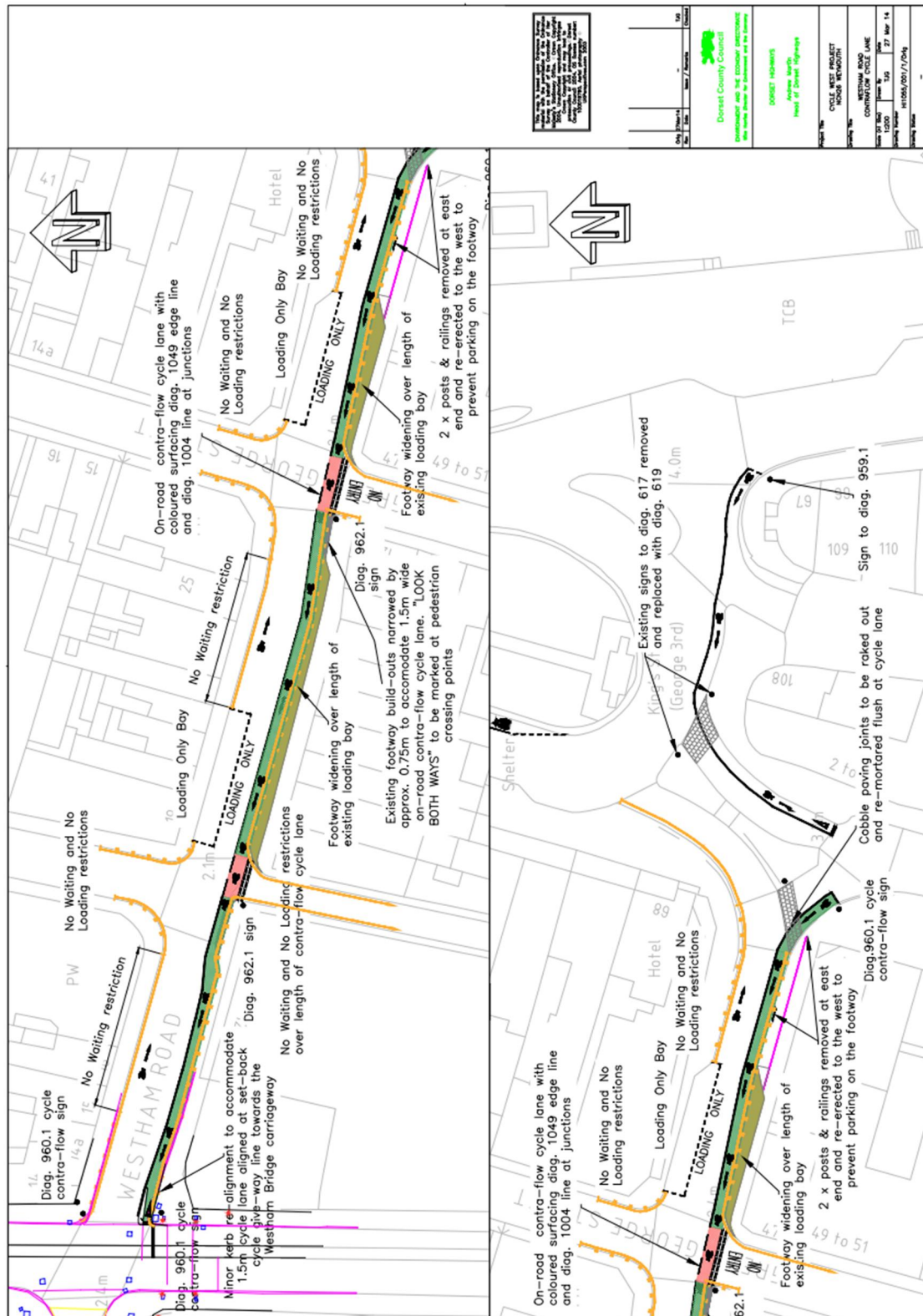


WESTHAM ROAD CONTRAFLOW

- 3.5.12 It is considered that the contraflow cycle lane proposal for Westham Road should be reconsidered, with design amendments. The cycle lane would improve accessibility between the proposed Harbourside development and the Esplanade and NCN Route 26 (the Rodwell Trail) to the seafront. The layout of the previous proposal, a contraflow cycle lane in accordance with current design standards, is shown in Figure 22. The cycle lane would enable people to cycle safely against the flow of traffic on Westham Road, providing a time saving to cyclists that currently have to navigate through the town's one-way system.
- 3.5.13 The Westham Road scheme was last presented to the County Council's Cabinet on 14 January 2015²¹. It was rejected on the grounds that the Regulatory Committee was not satisfied that road safety would not be compromised by the scheme being implemented.
- 3.5.14 The Director for Environment and the Economy explained that the scheme was identified as the 'last leg' in a plan to deliver a cycling route to Weymouth Town Centre from the Rodwell Trail. Although the Cabinet rejected the scheme, the meeting minutes state that elected members would welcome officers reconsidering the scheme and submitting a revised application which addressed the earlier concerns, to be considered at a future Regulatory Committee date.
- 3.5.15 If this scheme were to be progressed, it is considered that there are further modifications which could be made on Westham Road to create a comprehensive scheme. These include:
- i narrowing the width of the carriageway to 4.0m for road traffic;
 - i formalising loading areas; and
 - i widening footways to improve the pedestrian environment.

²¹ [http://www1.dorsetforyou.com/council/commis2013.nsf/DB6F7D56AC719B7E80257DD6004FB443/\\$file/04.%20Minutes%20-%20January%202015%20020215-1.0.pdf](http://www1.dorsetforyou.com/council/commis2013.nsf/DB6F7D56AC719B7E80257DD6004FB443/$file/04.%20Minutes%20-%20January%202015%20020215-1.0.pdf)

Figure 22 – Westham Road Contraflow Cycle Scheme



Source: Dorset County Council, March 2014

CYCLING ON THE ESPLANADE AND PROMENADE

Introduction

- 3.5.16 Consideration has been given to the potential to improve cycling conditions along each section of the Esplanade and / or The Promenade, which runs between the beach and the carriageway of the Esplanade.
- 3.5.17 Updated regulations controlling cycling on the Promenade²² were approved by Weymouth & Portland Borough Council on 31 May 2018²³. The approved regulations, in respect of cycling, are summarised below:
- ❑ Cycling permitted on the Promenade between Good Friday 2019 and 31 October 2019 and April, until 10:00 and after 17:30 but prohibited between 10:00 and 17:30;
 - ❑ Cycling permitted at all times of day and night between November and Easter;
 - ❑ At times when cycling is permitted, pedestrians have the right of way.
- 3.5.18 These revised regulations enable cycling along The Promenade and the amended arrangements are supported by this study. However:
- ❑ There are still certain times of the day and year when there is no available route for cyclists along the Esplanade segregated from vehicle traffic; and
 - ❑ There are likely to be instances when regulations permit cycling on the Promenade but the number of pedestrians may make it impractical and inappropriate for cyclists to share the space with them, requiring them to mix with vehicle traffic on the parallel Esplanade, which can also be busy.
- 3.5.19 Providing a segregated track for cyclists on The Esplanade would remove this conflict and create a safe network for both pedestrians and cyclists. Options to provide a cycle track segregated from pedestrians and vehicle traffic (sometimes termed a cycleway) have been investigated and the compromises which might be necessary are described below. The investigation covers the section from the Pier Bandstand to the Peninsula.
- 3.5.20 The issues which need to be considered to enable cycling on The Esplanade / The Promenade are discussed section-by-section in section 3.4, starting at Lodmoor and terminating at the Peninsula development site. Careful consideration has been given to important features, such as the Jubilee Clock and the War Memorials, where narrower sections of promenade might cause cyclists to come into conflict with pedestrians. Lodmoor to Pier Bandstand

²² [Anti-Social Behaviour Related Public Space Protection Order 2018](#)

²³ [Weymouth & Portland Borough Council Full Council 31 May 2018](#)

- 3.5.21 The section of promenade from Lodmoor to Greenhill Gardens is the narrowest and is not considered to be wide enough for a segregated cycle track. There is the potential to route cyclists inland along the B3155 Greenhill, but the width of the highway does not enable segregated space to be provided for cyclists in addition to two lanes for vehicle traffic and footways. This would make the section a different character to the rest of the proposed route, potentially less attractive to less confident cyclists. Pedestrian flows in this area are generally lower than elsewhere on the seafront at all times of the year. On that basis, and subject to the outcome of the monitoring of the revised regulations, it may be possible to permit shared use at all times on this section.
- 3.5.22 The promenade south of Greenhill Gardens widens to 12 metres, so an informal segregation of pedestrians and cyclists could be applied using the historic lighting columns as the boundary for each user group. This space for cyclists could also be used by the ‘Sea Life Express’ land train.
- 3.5.23 The cycle route could use the lightly trafficked carriageway of Brunswick Terrace as an alternative to making special provision for cyclists on the promenade to reach the Pier Bandstand.

Pier Bandstand to King Street

- 3.5.24 Generally, the carriageway of The Esplanade between Brunswick Terrace and King Street comprises a single lane for general traffic in each direction, plus a bus lane southbound, and on-street parking bays on the western side of the road. This is shown schematically as Option 0 in Figure 23.
- 3.5.25 As highlighted above, revised regulations permit cycling on The Promenade at certain times of day and year. The space is shared with pedestrians, who are accorded priority by the regulations. However, as noted in paragraph 3.5.18, the revised regulations mean that there are times when (a) no cycle route segregated from traffic is available or (b) numbers of pedestrians may make it impractical and inappropriate for cyclists to share the space. The following paragraphs describe options to overcome these issues by providing a dedicated cycle track on this section.

Option 1: Create a cycle track on The Promenade

- 3.5.26 Option 1 (see Figure 23) would provide a dedicated cycle track within the existing width of the promenade. A 3.0m wide two-way cycle track is recommended, in line with current design standards for a medium flow of cyclists. The cycle track should be separated from the road and Esplanade by raised kerbs. A 1.0m clearance between the road and cycle track has been assumed as a safety buffer zone between the cyclists and live traffic. Formal entry and exit points from the cycle track should be provided using flush step-free kerbs to maintain level access for pedestrians. Formal crossing points should be provided for pedestrians, marked by an informal zebra crossing markings and a change in surface colour as a slowing measure for cyclists.
- 3.5.27 This option would require no changes to be made to the carriageway, with the bus lane retained. However the cycle track would significantly reduce the remaining width of the Promenade for pedestrians and is generally considered to be impractical.

Option 2: Create a cycle track on The Promenade, increasing the width where required at pinch points

- 3.5.28 As for Option 1, Option 2 (see Figure 23) would still provide the cycle track on the existing promenade but retain a suitable minimum width for pedestrians. For the purposes of the study a standard 6.0m minimum width for pedestrian space has been assumed to be required. In locations where this minimum width cannot be provided (generally on the section south of Pier Bandstand) and approaching King Street), then options to widen the promenade onto the beach would be required. This would result in no net loss of width for pedestrians but would come at the cost of a boardwalk or a more substantial new seawall in specific locations.

Option 3: Introduce daytime access restrictions for southbound traffic on The Esplanade to provide dedicated space for cycling

- 3.5.29 Option 3 (see Figure 23) is similar to Option 2 in retaining a minimum 6.0m width for pedestrians but would instead use carriageway space to provide the cycle track at pinch points. This would probably require the carriageway of The Esplanade to be reduced from three lanes to two lanes. It is considered that the only way in which bus journey times and reliability could be maintained in such a scenario would be if general traffic volumes could be reduced, such as through daytime access restrictions on The Esplanade. These are discussed in section 3.4.
- 3.5.30 Option 3 would retain a good width for pedestrians, provide for cyclists, retain bus priority and improve environmental quality, but require substantial access restrictions and is unlikely to be acceptable to stakeholders. It is anticipated that it would result in the wide redistribution of traffic, including the potential for rat running through the Park District.

Recommendation

- 3.5.31 On balance it is recommended that, in the short term, the impacts of shared use on the Promenade by pedestrians and cyclists at selected times (as permitted by the revised regulations) is monitored. As part of a phased approach, it is recommended that option 2 (cycle track on the Promenade, increasing the width where required at pinch points) for further investigation as a longer term option. The potential for more radical interventions, such as option 3 (Introduce daytime access restrictions for southbound traffic on The Esplanade) should also be kept under review as a longer-term option.

Figure 23 – Schematic Illustration of Options to enable Cycling on the Esplanade



3.5.32 KING STREET TO THE KING'S STATUE

3.5.33 The feasibility of cycle infrastructure on this section is shaped by the following key issues:

- i The pinch point on the Promenade immediately to the north and south of the Jubilee Clock, caused by the curve of the carriageway of the Esplanade to make space for the pedestrian subway;
- i The pinch point by the King's Statue bus stops presented by the buildings housing the public conveniences, former tourist information centre and café; and
- i The high flows of pedestrians on the Promenade and the large number of buses and other vehicle movements on the Esplanade.

3.5.34 It is considered that close to the Jubilee Clock provision of a cycle track could only be achieved by:

- i Widening the promenade onto the beach;
- i Permitting shared use on a short section where the promenade narrows; or
- i Changing the carriageway layout, which would require the infill and closure of the existing pedestrian underpass. Pedestrian crossings would also need to be incorporated into all arms of the traffic signal controlled junction.

3.5.35 Whilst the third of these options has merit as a longer term proposal, it is recommended that first option is explored further.

At the King's Statue pinch point, the constraints of the site means that options are limited, as follows:

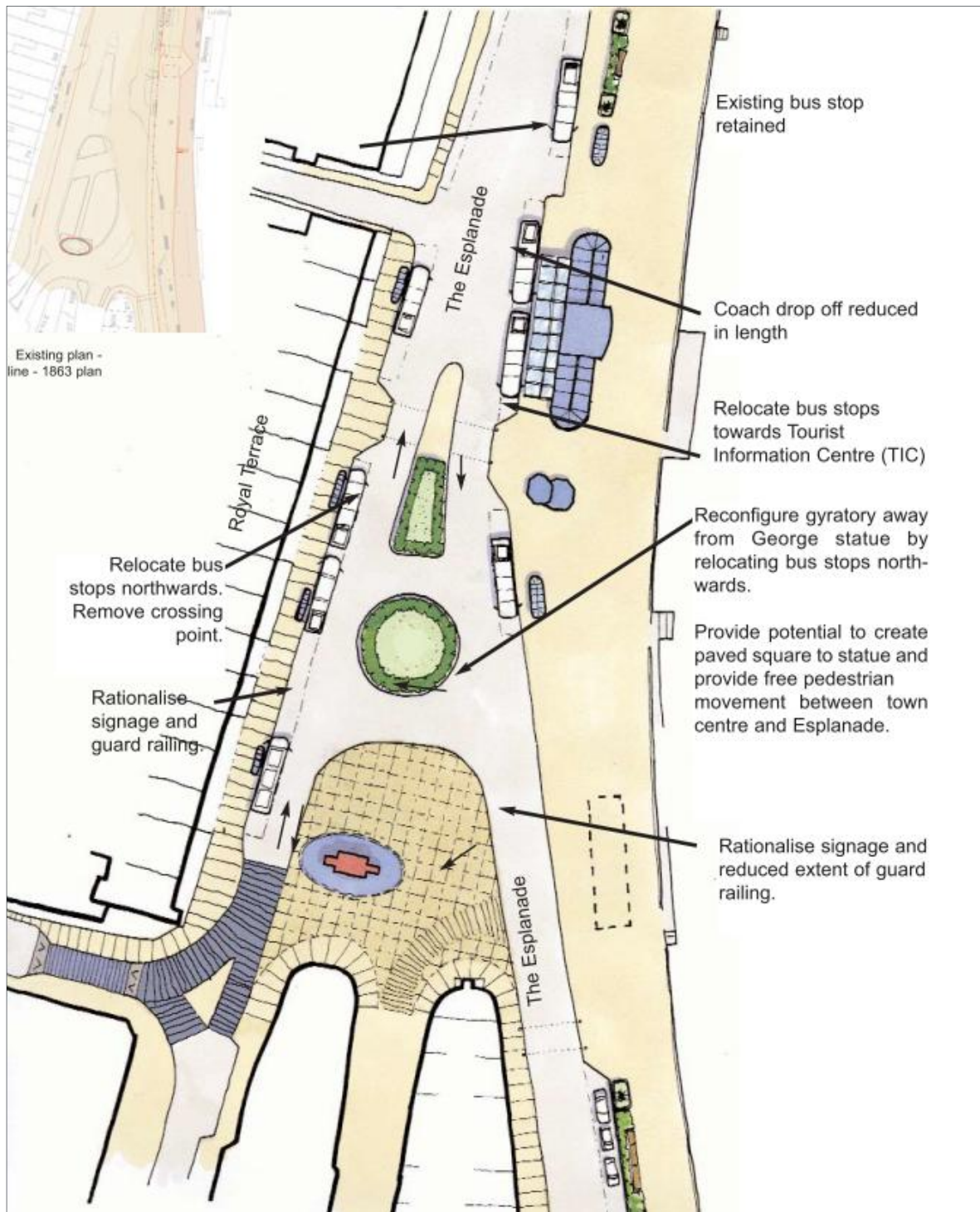
- i The cycle track would need to terminate either side of the group of buildings; or
- i A short section of shared use would be needed where the width of the promenade is substantially narrower; or
- i The promenade width would need to be widened as a boardwalk or more substantial extension onto the beach, to maintain a satisfactory width for pedestrians and enable continuation of the cycle track; or
- i The group of buildings would need to be demolished to provide space for a continuous cycle track, mindful of the need to minimise conflict with waiting and alighting bus passengers.

3.5.36 In addition to provision for cycling on The Esplanade, it is recommended that a previous proposal for public realm improvements south of the King George III Statue, shown in Figure 24, is reconsidered to extend the pedestrianised area at the northern end of St. Mary Street²⁴. This would also need to make provision for continuation of the Westham Road cycle lane described earlier.

3.5.37 Excluding motorised vehicles from the highway south of the statue and provision of a wide pedestrianised space across the top of St Mary and St Thomas Streets is considered to have minimal impact on existing traffic operations and would improve the environment for pedestrians and cyclists.

²⁴ Source: Weymouth Waterside, 2005.

Figure 24 – Illustration of improvement at the King George III Statue, Weymouth Waterside 2005



South of King's Statue area

- 3.5.38 The key issues influencing the feasibility of cycle infrastructure on this section are as follows:
- traffic management proposals to reduce or limit traffic on the southern section of The Esplanade are unlikely to be feasible or compatible with requirements for continued daytime vehicular access to the southern parts of the town centre, including the Peninsula development site;
 - the high pedestrian flows on the core section of Promenade;
 - the need for some form of segregated route separate from vehicle traffic and pedestrians; and
 - the available carriageway width.
- 3.5.39 Taken together, it is considered that appropriate cycle provision on this section could be achieved within existing carriageway space. Some sections of carriageway are sufficiently wide to enable some of the width to be given over to cycle infrastructure; some other sections may require space currently used for on-street car parking on the eastern side of the carriageway.

The Esplanade – Recommendations

- 3.5.40 The feasibility and suitability of a cycle route along the Esplanade, with appropriate new infrastructure as required, is shaped by the complex mix of demands for space along the seafront, particularly on the busiest summer days. There are high pedestrian flows, making shared use of the Promenade unsuitable during core daytime hours. The Esplanade is an important vehicle access route, which, as described earlier in this report, restricts the changes which can reasonably be carried out to the carriageway space without impacting other town centre areas.
- 3.5.41 In the short term it is recommended that the impacts of permitting shared use of the Promenade by pedestrians and cyclists at selected times, through revised regulations are monitored. In the longer term a cycle track may be deliverable for the on the Promenade from the Pier Bandstand to King's Statue, with dedicated space for pedestrians and cyclists, but would require appropriate solutions to be found for the pinch points where the Promenade is narrowed. For the section south of King's Statue is considered that appropriate cycle provision could be achieved using existing carriageway space, including areas currently given over to on-street car parking.
- 3.5.42 The quieter, mostly one-way, streets running parallel to, and west of The Esplanade could potentially provide an alternative means of achieving a suitable north-south cycle route as far as Westham Road. These streets include Gloucester Mews, Great George Street, Park Street, Crescent Street and Queen Street, with connecting east-west streets such as Musgrave Place, leading up to the seafront at regular intervals. Such a proposal would require contraflow cycling to be introduced on certain streets and might need vehicle flows on some one-way streets to be reversed. Similarly, to be effective it would need signalised toucan crossing facilities at the point where the route crosses King Street. Nevertheless it could offer a more deliverable, better value for money cycle route with fewer infrastructure challenges than the Esplanade. It is recommended that this option is explored in detail.

COMMERCIAL ROAD AND CUSTOM HOUSE QUAY CORRIDORS

- 3.5.43 An alternative to providing a signed cycle route along the eastern (Esplanade) edge of the town centre is to route it along the western and southern edges of the peninsula. As referred to earlier, the Harbourside Walk proposal is intended to create a route (with upgrades where required) for walking and cycling adjacent to the inner harbour, running south from Westham Bridge. This land is mostly in the freehold ownership of the borough council and could enable a cycle route to reach the southern end of Cosen's Quay. Should any part of this route not be suitable for a shared use route then a less desirable alternative would be on-carriageway advisory or mandatory cycle lanes on Commercial Road. There is considered to be sufficient width for these to be provided in both directions as far as Lower St. Alban Street. Suitable cycle infrastructure south of this point could be achieved by reconfiguring the adjacent car park and using carriageway space currently used for on-street parking.
- 3.5.44 To the south and east of Cosen's Quay a signed cycle route could make use of quieter town centre streets to reach the Esplanade and Pavilion areas and as an alternative to using the busier Custom House Quay. However, such a route could not be achieved without permitting contraflow cycling on some one-way streets (e.g. in the Mitchell Street area). It is considered that two-way cycling may safely be achieved on the narrow, but short, westernmost section of Lower St. Edmund Street. It would however be beneficial to reconfigure the highway layout where it meets Commercial Road to facilitate safer cycle crossings.
- 3.5.45 The disused rail lines of the former harbour branch line on Commercial Road, Cosen's Quay and Custom House Quay are a hazard to cyclists, due in particular to the grooves between the rails, and become slippery in wet conditions. It is recommended that works are undertaken to make the rails safer for road users, using sensitive infilling in line with current good practice, to enable the rails to be retained as a reminder of the historic role the railway played on the quayside. An example of infilled tracks is shown in Figure 25. This would ensure that the rails are visible in the public realm but safe for cyclists and other road users to cross in wet conditions. Our recommended approach is described and illustrated in more detail in the public realm report.

Figure 25 –Example of Infilled Rail Tracks in the Public Realm, King’s Cross, London



KING STREET TO JUBILEE CLOSE

- 3.5.46 It is recommended that the section of disused Harbour Branch Line Railway between King Street and Jubilee Close is converted to an off-road shared use path. Direction signing can then link this section along Jubilee Close to Alexander Bridge, which connects over the railway to Hanover Road. This would provide an alternative and parallel route to Radipole Park Drive, avoiding the Swannery Bridge/King Street junction.

CYCLE PARKING

- 3.5.47 Existing cycle parking is sporadically located around the town centre, with a high concentration around the northern end of St. Thomas Street.
- 3.5.48 Adequate cycle parking should be provided at the edges of the pedestrian zones (within which cycling is currently prohibited) to both allow cyclists to safely leave their cycles and to discourage cycling in the pedestrian zone. Design guidance generally recommends Sheffield stands (a metal hoop with two fixings to the pavement) as an effective and low cost infrastructure to secure bicycles. The stands should be located next to attractions, services and shops to be most beneficial.

3.5.49 Improved cycle parking is identified for the following locations:

- i Maiden Street / St. Alban Street junction;
- i St. Thomas Street / Lower St. Alban Street junction;
- i Southern end of St. Mary Street;
- i Custom House Quay;
- i Commercial Road;
- i The Esplanade opposite New Street;
- i The Esplanade opposite King Street;
- i Nothe Parade; and
- i Nothe Fort car park.

3.5.50 If cycling were permitted within currently pedestrianised zones, then it would also be necessary to provide appropriate parking in these areas, preferably close to key attractions.

SUMMARY OF RECOMMENDATIONS

- 3.5.51 A cycle network has been identified for the town centre, generally following the existing street network. Contraflow cycle lanes are recommended for some town centre streets, including East Street and Westham Road, in the latter case reconsidering a scheme last considered by the County Council in January 2015.
- 3.5.52 Cycling in the town centre's pedestrianised streets is currently prohibited at all times and is not permitted on The Promenade between 10:00 and 18:00 during the May to September period. It is recommended that shared use by pedestrians and cyclists is permitted in these areas, either at all times for a trial period to gauge impacts, or outside times of busiest pedestrian activity. Department for Transport research indicates that cyclists will respond to pedestrian density by modifying their speed, dismounting and taking other avoiding action where necessary. However shared use on some sections of The Promenade in the busy summer holiday season is not a feasible solution due to the volumes of pedestrians.
- 3.5.53 It is recommended that shared use of the promenade by pedestrians and cyclists at selected times (as permitted by the revised regulations) is monitored in the short term. It is recommended that option 2 (cycle track on the Promenade, increasing the width where required at pinch points) be taken forward for further investigation as a longer term option. The potential for more radical interventions, such as option 3 (Introduce daytime access restrictions for southbound traffic on The Esplanade) should also be kept under review as a longer-term option.
- 3.5.54 It is recommended that an option is explored in detail to use quieter, mostly one-way, streets running parallel to, and west of, The Esplanade. This could potentially provide an alternative means of achieving a suitable, and value for money, north-south cycle route as far as Westham Road. It would need to consider signal crossing provision at King Street, contraflow cycling on one-way streets and potentially reversing the current flow of traffic on one-way streets.

- 3.5.55 The Harbourside Walk proposal envisages a publicly accessible shared use route along the eastern edge of the inner harbour running south of Westham Bridge. From Cosen's Quay it is recommended that quieter town centre streets are used to form a signed cycle route to the Esplanade, with contraflow cycling permitted on certain streets as required.
- 3.5.56 Elsewhere within town centre the proposals for public realm improvements are anticipated to provide for safe on road cycling conditions.

3.6 BUSES AND COACHES

KING'S STATUE BUS TERMINUS

- 3.6.1 The area around the King's Statue serves as the main bus terminus for Weymouth, located at the northern part of the shopping areas on St. Mary and St. Thomas Streets. The bus terminus and the bus turning area that surrounds the statue, and the noise and air pollution from the buses are not conducive to the area's leisure and entertainment role, and contribute to an unattractive public realm in this important heritage area.
- 3.6.2 The Weymouth Waterside study (2005) included proposals for significant public realm improvements in the town centre, many of which form the basis for the traffic management interventions detailed in this report. One of these was to change the gyratory arrangement at the King's Statue and replace it with a roundabout to the north of the statue. The proposed layout is shown earlier in report as Figure 24.
- 3.6.3 In terms of impacts on bus companies the proposed layout would not lead to any additional operating costs, route changes or constraints on existing bus operations, as it maintains a similar number of bus stops to those currently available. However the terminus and frequent buses running along the Esplanade detract from this heritage location and especially to the King George III statue, a Grade I listed structure and Scheduled Ancient Monument.
- 3.6.4 The study aims include requirements to:
- Improve the public realm around the bus terminus;
 - Improve the visibility of, and setting for, the King George III statue;
 - Improve facilities for pedestrians and cyclists; and
 - Ensure no loss of provision for scheduled bus services.
- 3.6.5 It is considered that a highway arrangement similar to that shown in Figure 24 should be implemented as it affords significant benefits to pedestrians and cyclists without impacting on the operating costs of bus services.

COMMERCIAL ROAD: A BUS STATION FOR WEYMOUTH?

- 3.6.6 The Commercial Road key development sites provides an opportunity to provide a single point of arrival and departure for scheduled buses and coaches (National Express and Megabus) and reduce traffic on the Esplanade.

- 3.6.7 The Town Centre Masterplan currently proposes that the 245-space Melcombe Regis car park would be retained (see Figure 26). However, a new bus station could be located on the site of this car park. Using the car park site to provide a bus station would enable all scheduled bus services to be consolidated into one location (and potentially also scheduled coach services). In addition, the location offers a very similar walking time to that from the existing King's Statue terminus.

Figure 26 – Excerpt of Commercial Road Development Plan for area north of Westham Road

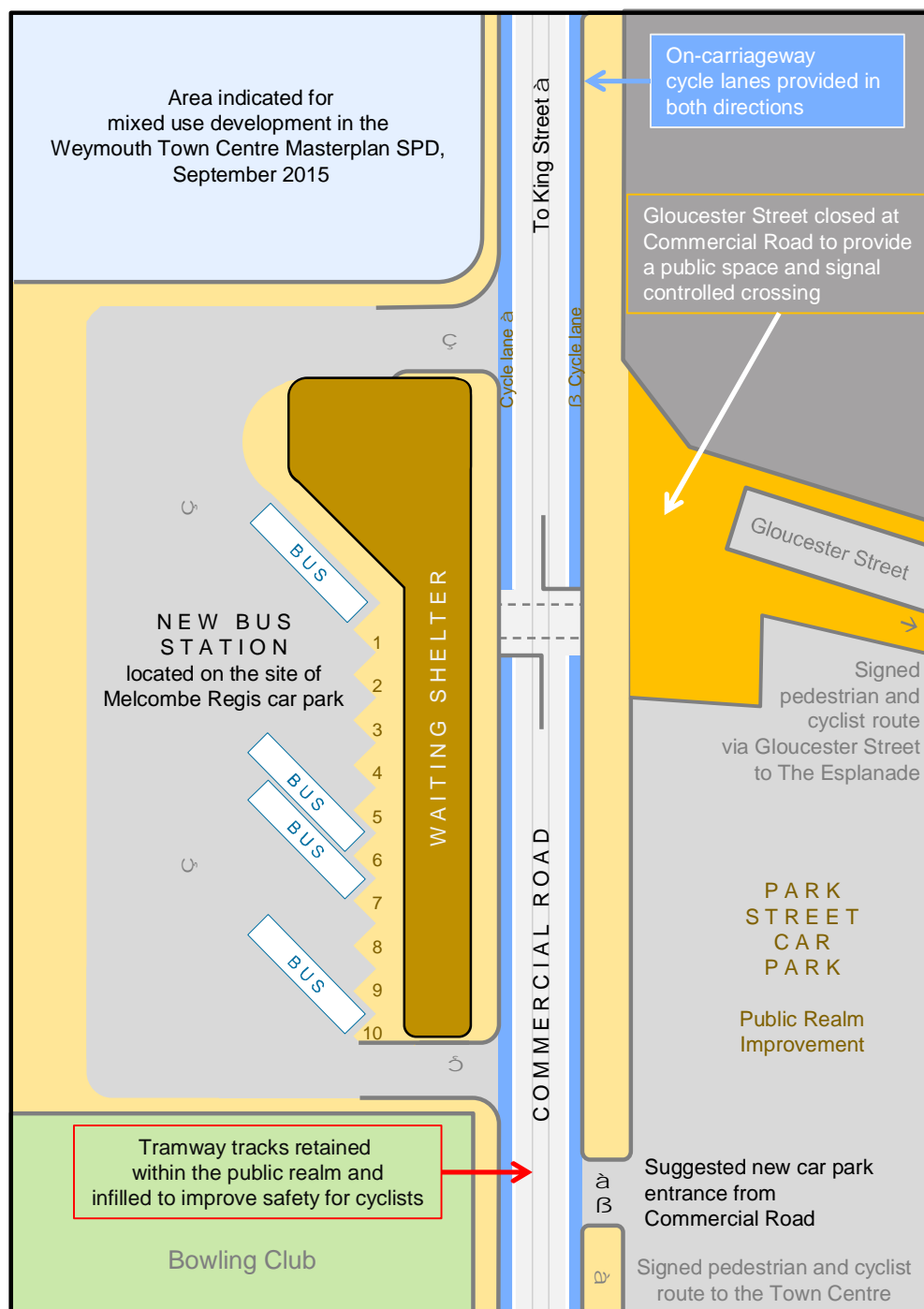


Source: [Weymouth Town Centre Masterplan](#)

- 3.6.8 A potential layout for a bus station on the Melcombe Regis car park site is shown in Figure 27. It assumes a bus station footprint similar to that of Bath Bus Station, which opened in 2009. A station of at least 10 bus bays, a waiting shelter/building and welfare building could be established in the space provided. It should have separate entrance and exit points for vehicles from Commercial Road to aid the circulation of bus and coach traffic.
- 3.6.9 A bus station located on Commercial Road would be 200m / 3 minutes' walk east of the existing bus terminus at King's Statue, at the eastern end of Gloucester Street and 300m from the northern end of St Mary Street.
- 3.6.10 The bus station should cater for all local bus services that currently operate from the King's Statue bus terminus, as well as the buses terminating on Commercial Road in the vicinity of Debenhams. There is sufficient land available within the car park site to provide a larger bus station to accommodate the scheduled coach services that currently terminate on the seafront (National Express) and the station (Megabus).
- 3.6.11 The removal of the bus terminus from King's Statue would enable a significant public realm and environmental improvement, allowing for the creation of an attractive public space on the seafront and at the northern end of St. Mary and St. Thomas Streets.

- 3.6.12 It might also be appropriate to direct charter coach services to the bus station and further bus bays could be provided for these operations. This could remove charter coaches from the Esplanade and limit the ad-hoc setting-down and picking up of passengers in this location. However it could be challenging in practice to achieve a satisfactory degree of operator compliance and it is difficult to estimate how many bays to provide without detailed study. A management plan may also be required where charter coach operators book arrivals and departures in advance with the bus station management team to ensure they do not cause local congestion in the bus station.

Figure 27 – Schematic for a Proposed New Bus Station west of Commercial Road



3.6.13 If the bus station were to be progressed, then a series of complementary measures are recommended:

- i An upgraded and signed pedestrian route from the bus station to the Esplanade along Gloucester Street, with a controlled crossing of Commercial Road. This could be achieved by closing the western end of Gloucester Street to provide a new area of public space outside the medical centre. It is recommended that public realm improvements be carried out on Gloucester Street to encourage use of this route to the seafront;
- i An upgraded pedestrian route to the town centre via Wooperton Street, Park Street and Westham Road with footways of desirable minimum width of 5.0m; and
- i An amended vehicular access into Park Street Car Park from Commercial Road instead of Park Street. This would reduce non-residential traffic on Park Street and simplify direction signing to and from the car park.

3.6.14 The main carriageway of Commercial Road could be reduced in width to 6.0m and the space used for the provision of 1.5m wide cycle lanes in both directions.

3.6.15 The proposed bus station on Commercial Road would provide easy access to the seafront but with a modest increase in walking time to the northern end of St. Thomas Street. Table 8 compares walking times from the existing bus terminus at the King's Statue and from the proposed bus station on Commercial Road. All of the walking times analysed would be broadly comparable, with a maximum time difference of three minutes.

Table 8 –Comparison of walk times (in minutes) to key destinations from existing and proposed bus terminus locations

Origin	St. Thomas Street	Rail Station	Pavilion Theatre	Jubilee Clock	RSPB Radipole	Nothe Fort	Town Bridge
King's Statue	1	6	7	3	9	17	6
Proposed Bus Station on Commercial Road	3	3	10	5	7	20	9

3.6.16 The operational implications for bus services are considered to be negligible; however there would be some changes in how buses circulate around the town centre:

- i All bus services (except services 1 and 3) would continue to route along the Esplanade and would then turn onto King Street to serve the railway station before turning into Commercial Road. This would provide a frequent interchange at the station with service 10 (Dorchester), 2 (Littlemoor) and 4 (Preston). Departing services would ideally route north to and along King Street to the Esplanade, via the railway station;
- i Service 1 (Portland to Weymouth, entering the town centre over Swannery Bridge) would no longer need to operate along the seafront or via Westham Road. It could use Commercial Road to access the bus station and return directly to Swannery Bridge on departure. Route 1 could continue to loop via Westham Road, the Esplanade and King Street if desired with no change to the existing vehicle mileage or journey time. This would improve rail-bus interchange for onward connections to Portland, but the inbound set down for the station would be at the junction of Commercial Road and King Street (as is the case now); and
- i Service 3 (Weymouth town centre – Westham) would not be materially affected. Its terminus could move north from Debenhams to the new bus station. Alighting passengers would have to walk 300m to reach the store from the bus station or remain on the bus and alight later at Debenhams when the service starts its journey out of the town centre.

RAIL STATION FORECOURT

3.6.17 The study brief required investigation of a public realm improvement at Weymouth Station that could also provide for scheduled bus services. At present only outbound service 1 towards Portland passes the station. Currently there is no bus stop provided on King Street at the station; the nearest set down bus stop is at Commercial Road 100m to the west and pick up stop is at King's Statue 300m to the south.

Reconfiguration of the forecourt could provide bus stops in both directions on King Street. A proposed arrangement is shown in Figure 28 and indicates:

- i Scheduled bus stops on King Street in both directions;
- i Coach stands for Rail Replacement services and (if not accommodated in the bus station) for scheduled Megabus and National Express services;
- i A taxi stand;
- i Servicing and loading layby for the station;
- i Short-stay parking area (potentially a reduced number of spaces over the existing arrangement in favour of an improved public realm); and
- i Wider footway between the Swannery car park and The Esplanade.

3.6.18 The proposed rearranged layout would allow outbound service 1 to Portland to serve the station. However, if the Jubilee Clock junction would need to be reconfigured and the traffic management order modified to enable inbound service 1 buses to serve the station and make right-turns onto the Esplanade. The longer-term Commercial Road bus station proposal would also increase the number of services likely to pass the rail station and has the potential to improve rail-bus interchange opportunities.

- 3.6.19 In terms of practicalities, the existing high traffic volumes on King Street would impact on bus reliability and therefore act as a barrier to buses diverting from existing routes to serve the road (and therefore the rail station). Bus operators (who run most local services commercially) are therefore likely to also require a reduction in congestion to enable them to run a reliable service via King Street to serve the station.
- 3.6.20 Traffic management measures would therefore be required alongside the public transport proposals to enable better bus-rail interchange. These measures include daytime restrictions or exclusions for through traffic between Swannery Roundabout and The Jubilee Clock (see section 3.5). Any new layout would require the cooperation and agreement of Network Rail (who own much of the land required for the public realm intervention) and Southwestern Railway (the franchise operator who manage the station). A bid coordinated by the Dorset Coast Forum aims to use monies from the Coastal Communities Fund to make initial public realm improvements to the station forecourt, and introduce bus stops on King Street outside the station. If the bid is successful, the improvements will be made by spring 2020²⁵.

Figure 28 – Proposed Reconfiguration of Weymouth Rail Station Forecourt



²⁵ <https://news.dorsetforyou.gov.uk/2018/11/09/dorset-portfolio-funding-bid-progresses-to-next-stage/>

- 3.6.21 It is also recommended that Park Street be given a public realm improvement and signing to form the main pedestrian link between the station and the town centre.

CHARTER COACHES

- 3.6.22 At present, charter coaches are directed to set down/pick up points on the Esplanade and elsewhere in the town centre. However, the absence of management of this process results in coaches setting down/picking up within the King's Statue bus terminus and at other undesignated locations on the seafront.
- 3.6.23 Providing a charter coach station separate to the proposed bus station on Commercial Road could help with coach management in Weymouth. A site has been identified on the Harbourside car park that, whilst not large enough for a full bus station, it could provide four coach stands. It is anticipated that some management of these stands may be required, especially for pick up where a period of extended waiting would be required. Use of the car park to provide this facility would result in the loss of 86 short stay parking spaces.

COACH PARKING

- 3.6.24 Coach parking should be retained in the Lodmoor area and relocated to Lodmoor Beach car park when those spaces are required for redevelopment at Lodmoor Gateway. Coach parking could also be provided at Mount Pleasant Park & Ride.

SUMMARY OF RECOMMENDATIONS

- 3.6.25 It is recommended that a public realm improvement be carried out for the King's Statue area to improve the pedestrian and cyclist environment, with a layout which has no impact on existing bus operations.
- 3.6.26 To enable a more significant environmental improvement to The Esplanade, a site has been identified within the Commercial Road key development site to provide a new bus station for Weymouth. This could consolidate all existing scheduled bus services and also provide for scheduled coach services. A bus station in this location would be 200m east of the existing bus terminus at King's Statue, at the eastern end of Gloucester Street and 300m from the northern end of St. Mary Street. It would change typical walking times by no more than three minutes compared with those to and from the existing terminus. It might also be appropriate to provide a separate charter coach station; a potential site could be the Harbourside car park on Commercial Road.
- 3.6.27 The proposals for scheduled bus and charter coach stations would, along with other sites in the regeneration area, reduce the availability of off-street car parking spaces close to the harbour.
- 3.6.28 Improvements to Weymouth rail station forecourt could significantly improve visitors' first impressions and visitor orientation into the town. An option has been identified which could provide new bus stops in front of the station for use by existing scheduled bus services, a stand for scheduled and/or rail replacement coaches, plus a taxi stand and some short stay car parking.

- 3.6.29 Coach parking should be retained in the Lodmoor area and relocated to Lodmoor Beach car park when those spaces are required for the Lodmoor Gateway development. Additional spaces could be provided at Mount Pleasant Park & Ride.

3.7 HIGHWAY CHANGES TO ENABLE PUBLIC REALM IMPROVEMENTS

- 3.7.1 Recommended public realm interventions are set out in the **Weymouth Town Centre Public Realm Strategy** which should be read in conjunction with this report. The following paragraphs detail a number of highway geometry changes which would be required to enable the public realm improvements and create a better pedestrian and cyclist environment.

THE PENINSULA

- 3.7.2 A public realm improvement in front of the Pavilion Theatre would improve the setting at this key location on the seafront. Providing for the turning manoeuvres of larger vehicles would allow for selective traffic management and road closures to be implemented in response to events. An illustration from the public realm strategy is provided as Figure 29.

WESTWEY ROAD

- 3.7.3 Westwey Road will continue to be a busy vehicular route and a key connection between Weymouth and Portland. Reducing the carriageway width to around 7.0m would not significantly reduce road capacity but would enable a wider footway to be provided adjacent to the quayside, improving the public realm adjacent to the marina and Harbourside development. Figure 30 gives an indication of how changes in highway geometry would facilitate public realm improvement.
- 3.7.4 The site visit revealed a clear desire line to cross Westwey Road at the western end of Westham Bridge. This route represents a shortcut for many when compared to the alternative route via a pedestrian underpass 60m to the north. A toucan crossing located here would allow use of this desire line and improve road safety. It would also improve the connection between the Rodwell Trail, town centre and the seafront for cyclists. The traffic signals would be located 100m south of the major traffic controlled junction at Abbotsbury Road.

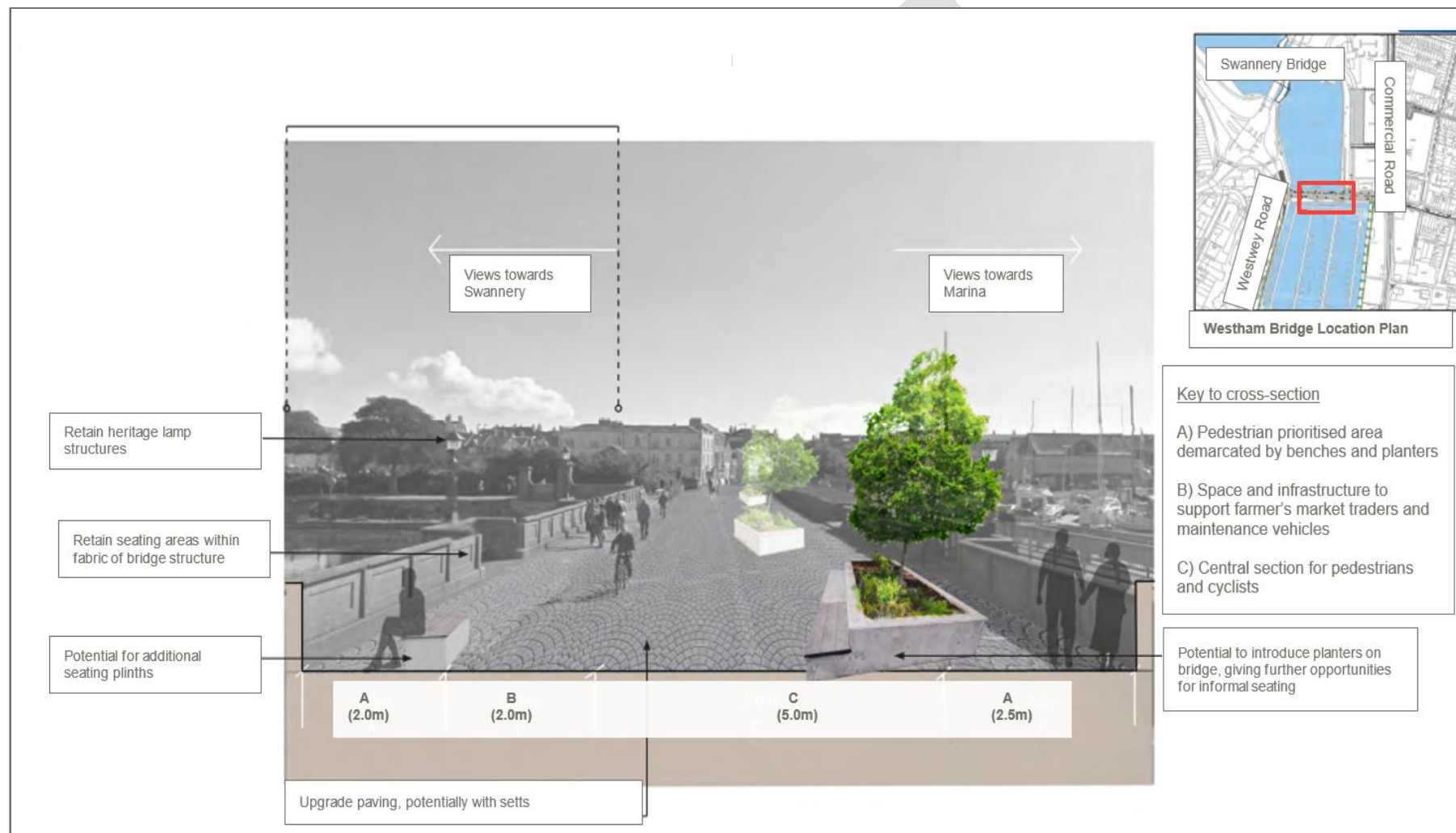
Figure 30 – Option for Public Realm Improvement at Westwey Road



WESTHAM BRIDGE

- 3.7.5 A public realm improvement to the bridge would make the location more attractive for public exhibitions and events and as a quality walking and cycling connection from west Weymouth. On that basis the removal of all car parking from the bridge is suggested. An illustration of how this could look is shown in Figure 31.

Figure 31 – Option for Public Realm Improvements at Westham Bridge



WESTHAM ROAD

- 3.7.6 Reconsideration of an earlier contraflow cycle lane scheme is recommended for Westham Road between Commercial Road and The Esplanade. The layout was indicated earlier in Figure 22. This opportunity could also be used to provide a public realm improvement to the street.

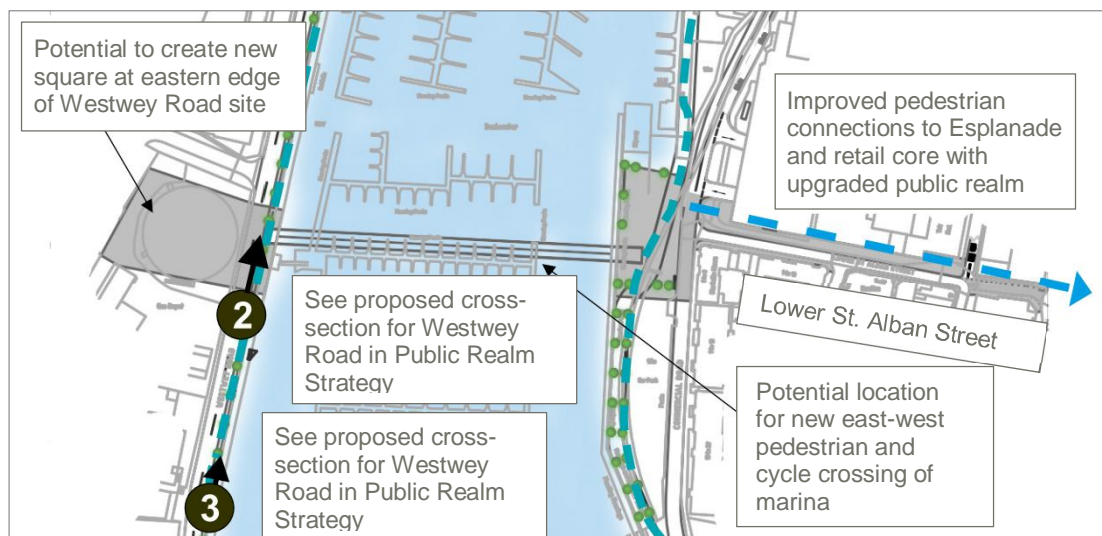
NORTH QUAY

- 3.7.7 North Quay provides a key route to and from the western and southern parts of Weymouth. This section of highway is less busy than Westway Road but still provides access to the town's retail heart (via Town Bridge) and Brewer's Quay. Therefore a reduction in the carriageway width to 6.0m should be possible to provide a wider footway adjacent to the quayside with no significant loss of road capacity. This would then enable the public realm to be improved alongside the marina, improving the setting of the proposed new development at North Quay and the Harbourside key development site.

LOWER ST. ALBAN STREET / ST. ALBAN STREET

- 3.7.8 Lower St. Alban Street and St. Alban Street form a continuous east-west route from the marina to the Esplanade. Different access restrictions apply to each section, including sections with limited or no daytime vehicular access. At present Lower St. Alban Street is one-way eastbound. As outlined earlier, it is recommended that a new pedestrian and cycle bridge crossing be constructed to connect future development west of Westway Road to the retail core. A crossing aligned with Lower St. Alban Street would facilitate pedestrian journeys to and from the retail core and create a more heavily used walking route. The proposal illustrated in Figure 32 (taken from the public realm report).
- 3.7.9 A range of improvements along the streets are recommended to create a continuous quality pedestrian route across the town centre. They could include:
- Reducing the carriageway width to 4.0m to enable a significantly wider footway to be provided;
 - Identifying locations for planting to soften the built form; and
 - Upgrading paving with consistent application of a limited palette of materials for footways and carriageway areas.

Figure 32 – Option for Public Realm Improvements on St Alban Street



KING STREET

- 3.7.10 King Street is an important pedestrian route between the Swannery Car Park, Weymouth Station and The Esplanade. It is also currently a major east-west traffic route between Lodmoor, Westham and Portland. In addition to the time limited access restrictions described earlier and improvement of the public realm to the station forecourt, a reduction in the carriageway width is proposed to provide wider footways, in particular to the northern side of King Street which provides the main pedestrian route between the Swannery car park and seafront.
- 3.7.11 If successful, a current bid to central government's Coastal Communities Fund²⁶ would enable initial public realm and sustainable transport improvements to be made in this area by spring 2020. This would include:
- Footway improvements between Swannery car park and the rail station;
 - Upgrades to the rail station forecourt; and
 - The introduction of bus stops on King Street outside the rail station.

PARK STREET

- 3.7.12 Park Street is an important route between the Station and the town centre. It is recommended that an improvement scheme for the street's public realm be carried out, including a reduction in the carriageway width to enable the widening the eastern footway, and provision of formal parking for residents on the east side of the street.

²⁶ <https://news.dorsetforyou.gov.uk/2018/11/09/dorset-portfolio-funding-bid-progresses-to-next-stage/>

SUMMARY OF RECOMMENDATIONS

- 3.7.13 Changes to the public realm are suggested across most of the town centre south of King Street. They are also recommended on King Street itself, on Westway Road and North Quay. Key outcomes of the public realm works should be wider footway and a more pleasant environment for pedestrians and cyclists.
- 3.7.14 To complement the public realm improvements and to discourage through and unnecessary traffic in the town centre between King Street and the Town Bridge, it is suggested that the following are also introduced:
- i A general reduction in highway widths where possible, without compromising access and servicing requirements;
 - i Traffic management measures operating during key specified times of the day to reallocate road space to pedestrians and cyclists to improve the environment; and
 - i Reductions in on-street parking availability during key specified times of the day again to give more road space to pedestrians.
- 3.7.15 A number of daytime access restrictions to limit traffic in key parts of the town centre have been identified to complement the existing pedestrian zones on St. Mary and St. Thomas Streets. The proposed options would implement daytime access restrictions on selected streets but exclude evenings from the restrictions, to support the evening economy. Whilst the imperative is to reduce visitor traffic driving into and through key parts of the town centre, any proposed restrictions would need to ensure appropriate access is maintained to homes, hotels and businesses (including for servicing, loading and delivery), including routing changes if required to achieve this. They would also need to enable access for buses (where relevant), taxis and pedal cycles.
- 3.7.16 The objective would be to reduce traffic movements on The Esplanade and Custom House Quay to create an environmental improvement, and more importantly, prioritise pedestrian movement in key commercial and tourist areas and improve safety for the large volume of pedestrian movements in holiday periods.

3.8 CAR PARKING

PARKING STRATEGY

- 3.8.1 As part of the transport and movement study, WSP analysed car parking demand and supply in the town. Following this, a parking model was created for Weymouth, to predict how drivers were likely to change their behaviour in response to a range of changes to parking supply, costs and locations. The model takes account of public off-street car parking, on-street spaces, private non-residential spaces (such as private business spaces, supermarket parking etc.) and private residential parking.
- 3.8.2 The methodology used, detailed data analysis, the strategy options tested and recommendations are fully described in the Weymouth Parking Strategy, a separate document to be read in conjunction with the Town Centre Transport Strategy. A brief summary is set out in the paragraphs below.

- 3.8.3 The purpose of the parking model was to test the likely impacts of parking demand in a range of scenarios. The scenarios were a base year, a basic strategy (comprising a range of assumptions on changes in land use and parking) and two parking strategy options, identified in consultation with authority officers. A range of data was used to create the parking model, including ticket machine transaction data, data on vehicles entering and exiting car parks from induction loops under the road, data from on-street parking beat surveys and car park user surveys.
- 3.8.4 The impact of a basic strategy was tested in the model identified in the Weymouth Town Centre Masterplan Supplementary Planning Document. The basic strategy comprised all the significant changes to parking supply and demand considered to be committed, plus other changes to transport and land use in the town considered to have a bearing on parking. These were identified in consultation with authority officers and included the following assumptions:
- New developments on the five regeneration sites. These developments would attract additional car-borne trips to the town, remove some existing surface car parks and reduce the overall town centre car parking supply (see bullet point below). Two scenarios were tested – a limited development scenario and a full development scenario;
 - The overall change in the supply of car park spaces in the basic strategy compared with base year scenario equated to a reduction of 428 spaces (from total of 4,770 spaces);
 - A specially discounted group return bus fare of £3 was available for users of the Mount Pleasant Park and Ride site; and
 - The model assumed that parking tariffs would remain at base year levels and thus represent no change in real terms
- 3.8.5 The model forecasted that, whilst the basic strategy would raise parking demand and reduce overall parking spaces, there would be still be sufficient parking capacity across the town as a whole, including on a maximum parking demand day. Drivers would still seek town centre car parks as their first choice and opt for more peripheral locations when town centre choices were unavailable. There would be a substantial increase in demand to park at Mount Pleasant and also at Lodmoor and Lodmoor Beach. The Swannery car park was predicted to reach capacity by the late morning. On winter high demand days, the model predicted that short-stay car parks, such as Park Street and Multistorey (Britannia), would be well-used but not reach capacity. It forecast that long-stay car parks, such as Pavilion, Swannery and Old Town, would reach capacity during parts of the day.

Strategy Options

- 3.8.6 Two strategy options, each containing additional interventions over and above the basic strategy, were identified and agreed with authority officers. It was assumed that all of the basic strategy elements would be fully implemented as part of each option. The model tested the impact of these options using data and evidence collected in 2015 and 2016; as a result it is therefore subject to influence from a range of external factors, such as changes to the economy, new developments, and policy changes; these are not accounted for within the model. The options tested were as follows:
- Option 1 – Provide Additional Town Centre Periphery Parking; and
 - Option 2 – Enhance Park and Ride Provision.

- 3.8.7 Option 1 would provide an additional 400 parking spaces at the Swannery car park. This intervention would ensure that most of the capacity lost through development of regeneration sites was replaced, albeit with a different distribution of spaces across the town centre.
- 3.8.8 The model forecast that the additional capacity at the Swannery car park would be used on summer maximum demand days but existing capacity would be sufficient to cater for all other categories of parking demand, including summer high demand days. The model indicated that the Mount Pleasant park and ride site remained a competitive alternative to parking at the Swannery. This was on the assumption that, in addition to offering free parking, onward travel on scheduled bus service 2 was available for a discounted £3 group bus fare.
- 3.8.9 Option 2 would make changes to maximise the operation of Mount Pleasant and Lodmoor car parks as park and ride sites. It included securing revisions to the routing of scheduled bus services to enable them to call directly at the car parks. The model forecast that, with this option, parking demand would increase at both the Mount Pleasant and Lodmoor car parks when town centre parking is at capacity. Neither car park was forecast to reach capacity (i.e. parking spaces would still be available).

Recommendations

- 3.8.10 The Weymouth Town Centre Parking Strategy makes a series of recommendations, summary details of which are set out below:

Off-Street Parking Supply

- ❑ *The local authorities should proceed with proposals to redevelop some of the town centre short-stay car parks, as set out in the basic strategy. Developers should provide a level of parking for operational requirements and for certain categories of occupier. They should not be required to replace, or provide additional, public parking on those sites; and*
- ❑ *The local authorities should explore options as to how spaces in the replacement Ferry Peninsula car park are regulated and used.*

Park and Ride Measures

- ❑ *The operation of the Mount Pleasant park and ride should be enhanced and the option to develop additional edge of town centre parking capacity should not be pursued at the present time;*
- ❑ *The local authorities should work with bus operator First and other partners to explore the feasibility and costs of options to improve the interchange onto scheduled bus services at the Mount Pleasant site. Consideration should be given to bus service re-routing, bus stop waiting infrastructure on Mercery Road and signing from the car park;*
- ❑ *The local authorities should work in partnership with bus operator First to explore the potential for a special group fare for park and ride customers; and*
- ❑ *The local authorities should work with bus operator First and other partners to explore the feasibility of a scheduled bus park and ride interchange to serve the Lodmoor car park.*

Town Centre On-Street Parking

- i A detailed review of on-street parking and loading arrangements in the town centre should be carried out to ensure they are appropriate and effective and aligned with relevant town centre transport priorities. This could consider a range of issues;
- i The strategy for on-street parking tariffs should be reviewed jointly by the County and Borough Councils, in consultation with relevant stakeholders, to ensure it supports the town-wide parking strategy and Local Transport Plan objectives;
- i The location and number of parking bays reserved for blue badge holders, loading and taxis should be reviewed to ensure they are suitable for users' requirements;
- i Retention of on-street parking bays should be reviewed as part of public realm improvement projects for town centre streets;
- i The local authorities should review on-street parking arrangements in Residents' Parking Permit Scheme areas and pay-and-display bays on an area-by-area basis, ensuring an appropriate balance of spaces between different user groups;
- i Consultation should be undertaken into proposals to extend Residents' Parking Permit Scheme coverage around Weymouth town centre. The key aim should be to protect residential areas from excessive levels of visitor or commuter parking. The extension/s should principally be targeted at areas which have little or no parking within the curtilage of properties.

Other measures

- i The Borough Council should consider introducing a peak / off-peak tariff arrangement to help spread parking demand more evenly through the day;
- i The Borough Council should consider an investment programme to raise the quality of car parks, including upgrading the surfacing of the Swannery and Lodmoor car parks.

4 RECOMMENDATIONS

4.1.1 This study sets out the following recommendations:

Wayfinding network and signing strategy:

- i A wayfinding network based on monoliths and fingerposts, dividing the town centre into colour-coded neighbourhoods or districts to help visitor orientation; and
- i A Harbourside Walk included as part of the overall signing strategy, with a phased approach to upgrading the quality of the public realm along the route.

Pedestrian and cyclist improvements:

- i A long-term proposal for additional crossings of the harbour, a low-level boardwalk at Swannery Bridge, a connection from the Harbourside development area to St. Alban Street, and an outer harbour bridge connecting Custom House Quay with Nothe Parade;
- i Permitting cycling during evenings and overnight in the existing pedestrian zone streets;
- i Monitoring the impacts of shared use of the Promenade by pedestrians and cyclists at selected times, as a result of revised regulations; and
- i Explore how more ambitious longer-term north-south cycle route options can be developed, either on The Esplanade / Promenade, or using quieter streets to the west.

Bus and coach infrastructure:

- i Upgrading the King's Statue bus stops and surrounding area as part of public realm proposal to remove vehicles from immediately to the south of the statue and create a small roundabout to its north;
- i Longer-term proposal to relocate buses to single interchange location west of Commercial Road on existing Melcombe Regis car park site;
- i Creating bus stops and better interchange on King Street outside the rail station as part of comprehensive improvement to the public realm of the station forecourt area; and
- i Providing for visitor coaches, either as part of the longer-term proposal for a bus station or at Lodmoor.

Traffic management in the town centre:

- i Develop proposals for a potential for daytime access restrictions on eastern section of Custom House Quay. This should be compared against an alternative option to prohibit some or all parking along Custom House Quay between specified hours to enable the space to be given over to pedestrian use; and
- i Explore the potential for longer-term and more ambitious access restrictions on some town centre streets, to improve the environment for visitors, shoppers and residents and make walking and cycling safer and more attractive, using experimental traffic regulation orders to test the benefits and impacts.

Highway changes to enable public realm improvements in the following locations:

- i West of the Pavilion Theatre, in association with the Peninsula key development site;
- i On Westwey Road, in association with the Harbourside key development site;
- i On Westham Bridge, Westham Road and North Quay, to connect the Harbourside key development site to the rest of the town;

- i On Lower St. Alban Street in association with longer-term proposals for a new harbour crossing; and
- i On King Street, to improve the rail station gateway and on Park Street, leading south from the station.

Car parking:

- i The recommendations from the Town Centre Parking Strategy are supported, as follows:
 - The local authorities should proceed with proposals to redevelop some of the town centre short-stay car parks, as set out in the basic strategy. Developers should provide a level of parking for operational requirements and for certain occupiers. They should not be required to replace, or provide additional, public parking on those sites; and
 - The local authorities should explore options as to how spaces in the replacement Ferry Peninsula car park are regulated and used.
 - The operation of the Mount Pleasant park and ride should be enhanced and the option to develop additional edge of town centre parking capacity should not be pursued at the present time;
 - The local authorities should work with bus operator First and other partners to explore the feasibility and costs of options to improve the interchange onto scheduled bus services at the Mount Pleasant site. Consideration should be given to bus service re-routing, bus stop waiting infrastructure on Mercery Road and signing from the car park;
 - The local authorities should work in partnership with bus operator First to explore the potential for a special group fare for park and ride customers; and
 - The local authorities should work with bus operator First and other partners to explore the feasibility of a scheduled bus park and ride interchange to serve the Lodmoor car park.
 - A detailed review of on-street parking and loading arrangements in the town centre should be carried out to ensure they are appropriate and effective and aligned with relevant town centre transport priorities. This could consider a range of issues;
 - The strategy for on-street parking tariffs should be reviewed jointly by the County and Borough Councils, in consultation with relevant stakeholders, to ensure it supports the town-wide parking strategy and Local Transport Plan objectives;
 - The location and number of parking bays reserved for blue badge holders, loading and taxis should be reviewed to ensure they are suitable for users' requirements;
 - Retention of on-street parking bays should be reviewed as part of public realm improvement projects for town centre streets;
 - The local authorities should review on-street parking arrangements in Residents' Parking Permit Scheme areas and pay-and-display bays on an area-by-area basis, ensuring an appropriate balance of spaces between different user groups;
 - Consultation should be undertaken into proposals to extend Residents' Parking Permit Scheme coverage around Weymouth town centre. The key aim should be to protect residential areas from excessive levels of visitor or commuter parking. The extension/s should principally be targeted at areas which have little or no parking within the curtilage of properties; and
 - The Borough Council should consider introducing a peak / off-peak tariff arrangement to help spread parking demand more evenly through the day; and
- The Borough Council should consider an investment programme to raise the quality of car parks, including upgrading car park surfaces, pedestrian connections and wayfinding.



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