
South West Quadrant BRIDPORT

Regeneration Framework

February 2002



Stratton House, 58/60 High West Street, Dorchester, Dorset DT1 1UZ
Tel: (01305) 251010, Fax: (01305) 251481, Website: www.westdorset-dc.gov.uk

The Ordnance Survey mapping data included within this publication is provided by West Dorset District Council under licence from the Ordnance Survey in order to fulfil its public function to act as a planning authority. Persons viewing this mapping should contact Ordnance Survey copyright for advice where they wish to licence Ordnance Survey mapping data for their own use.

1.	Introduction	4
1.1	The South West Quadrant.....	4
	Figure 1.1: The South West Quadrant	4
1.2	Study Approach.....	5
	Figure 1.2: Study Approach	5
2.	Survey and Analysis	6
2.1	Landform	6
2.2	Historic Context.....	6
	Figure 2.1: Archive Maps showing Evolution of Urban Form	8
	Figure 2.2: National / Local Historic Interest	9
2.3	Land Uses	10
	Figure 2.3: Land Uses and Active Areas / Streets	10
2.4	Landscape	11
	Figure 2.4: Landscape.....	12
	Figure 2.5: Strong Edges, Landmarks and Distinct Path Types	13
2.5	Movement	13
	Figure 2.6: Routeways and Access Points.....	14
	Figure 2.7: Pedestrian Counts and Predicted Footfall	15
2.6	Community Needs.....	16
3.	Key Issues, Objectives and the Design Rationale	18
3.1	SWOT Analysis.....	18
	Table 3.1: SWOT	18
3.2	Area Analysis	19
	Figure 3.2: Map showing Strengths and Weaknesses	19
	COACH STATION.....	19
	Figure 3.3: Coach Station.....	20
	ROPE WALKS CAR PARK.....	20
	Figure 3.4: Rope Walks Car Park.....	20
	Figure 3.5: View from edge of Rope Walks Car Park to Town Centre	21
	ST. MICHAEL'S TRADING ESTATE	21
	Figure 3.6: St. Michael's Trading Estate.....	21
	FOUNDRY LANE AND GUNDRY LANE.....	21
	Figure 3.7: Lack of Surveillance - Foundry and Gundry Lanes	22
	THE TOWN CENTRE	22
	THE RIVER CORRIDOR.....	22
	ST. MARY'S CHURCH AND SURROUNDS.....	22
3.3	Objectives.....	22
3.4	Design Rationale	23
	LINKAGE PATTERNS	23
	Figure 3.8: New / Improved Links	23
	ARRIVAL POINTS.....	23
	PATTERNS OF USE.....	24
	PLOT PATTERNS.....	24
	Figure 3.9: Indicative Plot Patterns.....	24
	LIVELY STREETS.....	25
	Figure 3.10: Illustrative Ideas for New Openings	25
	QUIET PLACES.....	25
	Figure 3.11: Potential scheme - the "Island"	26

HERITAGE INTERPRETATION	26
Figure 3.12: Heritage Potential	26
4. Design	27
4.1 Translating the Rationale into a Design	27
Figure 4.1 - Key Sites	27
4.2 Pre-requisites to Development	27
4.3 General Design Principles	29
Figure 4.2 - Burgage Plots, Backland and Riverside areas	29
4.4 Coach Station	36
4.5 Rope Walks Car Park and links to the Town Centre	36
4.6 St. Michael's Trading Estate	37
4.7 Foundry and Gundry Lanes	38
4.8 St. Mary's Church and links to the River Corridor	38
Figure 4.3: Open Space between St. Mary's Church and the River Corridor	39
4.9 Implementation	39
5. Appendices	42
Appendix 1: Public Consultation	42
Figure 5.1: Illustrative Layout	42
Appendix 2: Bibliography	43

1. INTRODUCTION

1.1 The South West Quadrant

1.1.1 Bridport is located on the south coast of the rural county of Dorset (OS grid reference SY4692), at the confluence of the rivers Asker and Brit. It lies some 24km west of the county town Dorchester, to the east of Lyme Regis and south of the smaller market town of Beaminster, on the convergence of the A35 and A3066.

1.1.2 The South West Quadrant is bounded on the north and east by two of the main shopping streets (West Street and South Street), and on the east by the River Brit.

Figure 1.1: The South West Quadrant



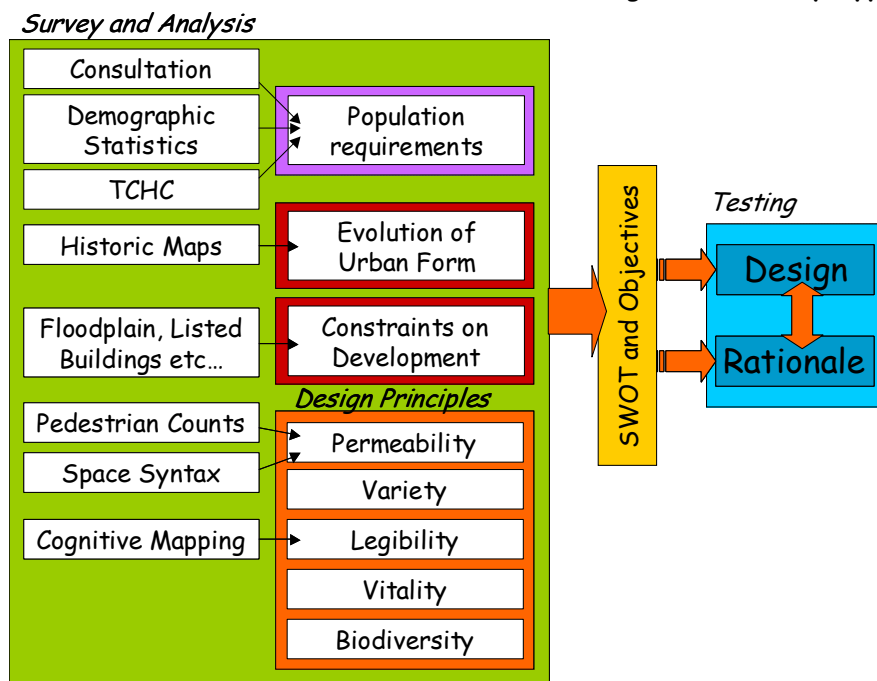
1.1.3 The area contains many of the characteristic landscape features that make the town distinctive, including evidence of rope walks and the net, rope and twine making workshops key to Bridport's Industrial development. It provides an important employment base for the town, but parts of the area appear underused and/or run-down and unkempt, and a variety of environmental, social and economic issues need to be tackled. Bridport remains a priority area in terms of all the key indicators for regeneration and this is recognised by the main Government agencies. The need for a regeneration framework for Bridport, prepared in close co-operation with the local community, town and parish councils and key partners, to set the framework for physical regeneration in the town was highlighted in the bid for Single Regeneration Budget, and reiterated as a pre-requisite for the Coastal and Market Towns Initiative (CMTI).

1.1.4 There are a number of proposals for the South West Quadrant contained within the adopted Local Plan that need to be reviewed, and the regeneration framework should assist in this review.

1.2 Study Approach

- 1.2.1 The regeneration framework for the South West Quadrant has been based on detailed analysis of the various constraints, issues and aspirations for its future development derived from survey work, desktop research and consultation. This was considered in terms of the natural environment, the built environment and community's needs. These highlighted the strengths, weaknesses, opportunities and threats that face the South West Quadrant, and led to the formulation of key objectives.
- 1.2.2 A design rationale, outlining the basic principles that should be adhered to in the physical regeneration of the area in order to achieve the objectives, was then produced and tested. The public consultation that was undertaken, and main outcomes, are reproduced in the Appendices.

Figure 1.2: Study Approach



2. SURVEY AND ANALYSIS

2.1 Landform¹

2.1.1 The South West Quadrant comprises low-lying land, the western half being former floodplain of the River Brit. The relief slopes gently down from north-east to south-west forming the lower slopes of Coneygar Hill before it meets with the slightly raised embankment / flood defence wall running parallel and adjacent to the river, with the exception of Priory Lane which is sunken some 1.5m below the adjoining land.

2.1.2 Although the western part of the South West Quadrant lies in the 1 in 100 year floodplain of the Brit, much of it is defended. The changing course of the river over time has meant that former parts of the riverbed now lie within the South West Quadrant. As such, the geology is primarily alluvium, with Bridport sands beneath alluvium to a depth of 2 - 3 metres. The eastern sector is made up of sands and clays from the Lower Jurassic².

2.1.3 There is evidence to suggest that waste from the former gasworks may have been deposited on land in the vicinity of St. Mary's fields east of the bowling club, and analysis of trial pits detected small traces of arsenic and mercury.³

2.2 Historic Context

2.2.1 The history of development in the South West Quadrant is complex and dates back over 1,000 years. A summary is provided in below. Today's South West Quadrant has surviving elements that well represent its origins and development, notably:

- evidence of its possible Saxon origins - the lay-out with defences flanked by a river and floodplain;
- the focus of activity along West Street and the north end of South Street - reflecting the towns expansion in the Medieval period;
- the long narrow land plots or gardens at the rear of properties fronting West and South Streets - originally burgage plots, perpetuated by their use for domestic scale rope production;
- continuing undeveloped sectors resulting from church ownership and use by the net and cordage industry; and
- the mill and factory processing and manufacture units dating from the Industrial Revolution, together with some rare late c20th examples of particular industrial buildings.

2.2.2 Whilst there is little evidence to date of prehistoric and Roman occupation in Bridport, its favourable topographical position means it is likely to have been an area of prehistoric and Roman activity. The precise line of the Roman road from Dorchester to Exeter has not been determined, but West Street & East Street are considered likely to mark the Roman route.

¹ see Bibliography (a) for source of information

² Down Cliff Sands - blue, brown and grey micaceous sands and clays

³ below the appropriate trigger levels to require immediate remedial action - further investigation would be necessary if this area were to be developed for housing

- 2.2.3 There is general agreement that Bridport is likely to be location for the fortified settlement or buhr called Bridian. Boundary ditches and ramparts often defended a buhr, and the Wyditch is a known reference in Bridport's old records. The original linear settlement would most likely have run along part of today's South Street, with Gundry Lane providing quick access to the buhr's western ramparts and defensive ditches. The rivers Woth (Brit) and Asker were navigable and it is believed that an inland harbour was situated south of The Chantry in the South West Quadrant.



- 2.2.4 By the time of the Norman Conquest, Bridport was an important town that minted money. By the 13th century, Bridport was noted for its cordage and net industry, and the demand for net and cordage, including orders from King John for the royal navy, encouraged newcomers. The staple production of lines, twines, ropes, and thread for canvas resulted in the development of through passages, which led from the street to the characteristic long narrow gardens or rope walks at the back of houses, where manufacture took place. South Street's linear land plots reflect the predominance of the ropemaking industry. Such gardens can still be found in the Quadrant to the rear of South Street, and some may even reflect or fossilise Saxon property boundaries. Similarly, long boundary properties still define the 13th century planned 'new' town that established the frontages on East and West Streets, meeting South Street in the definitive 'T' shape incorporating a new, broad, market place. East and West Streets came to supersede South Street in importance as they developed with more prosperous shops and inns as well as becoming home to the relocated street market. A defensive ditch defined the northern limits of the new town, generally on the line of Rax Lane, whilst the 'new' town's southern limits accommodated the boundaries of South Street.

- 2.2.5 By the 17th century, famous Bridport names associated with local merchants such as 'Hounsell' and 'Gundry' began to appear. The latter was also associated with brewing and in particular the malthouse in Gundry Lane.

- 2.2.6 In the late 18th century, Bridport's cordage and net industry was still very much a family produced business and back gardens remained as long rope walks. The church glebe of St Mary's, the hempland, pasture and fields behind the main streets were still cultivated or used as orchards.



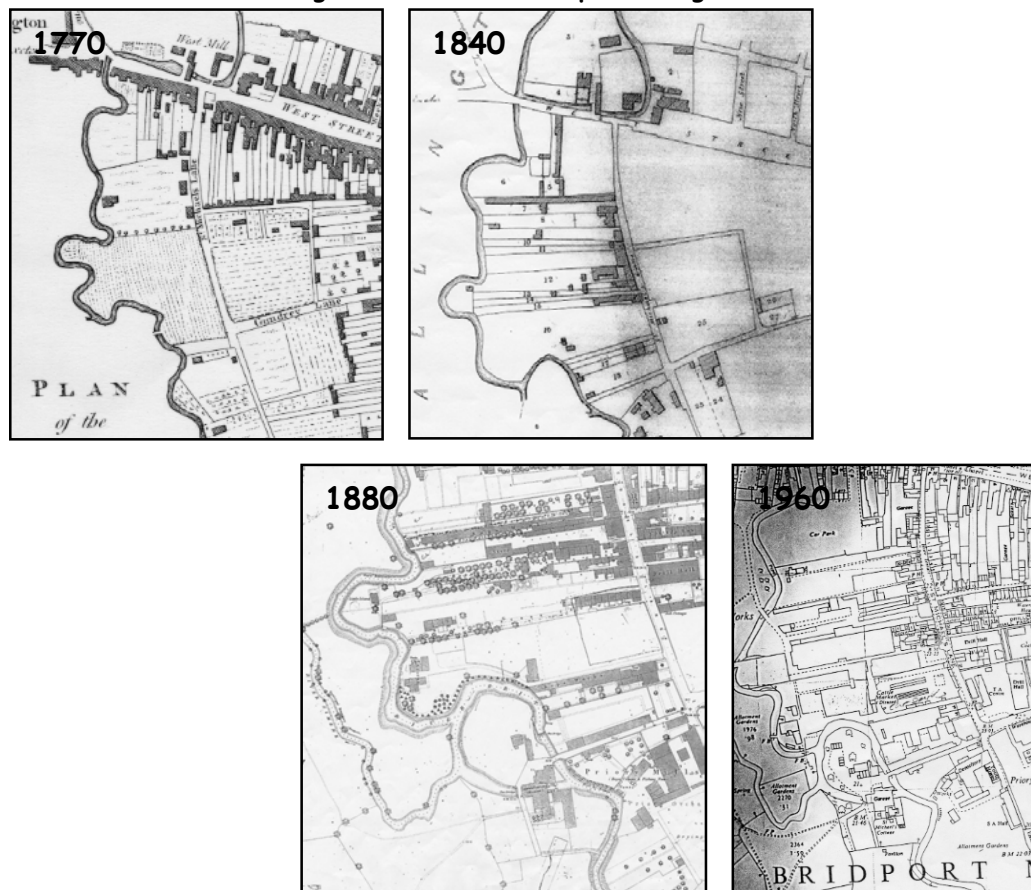
- 2.2.7 The Industrial Revolution had a marked effect on Bridport's cordage and net industry. The traditional methods of production in homes, workshops, and rope walks were largely superseded by new water and steam-powered multi-storey mills, and gas powered single-storey factories, which started to industrialise the Quadrant's backland and river margin. Priory Mills was steam powered by the 1840s and used the adjoining fields as drying areas for its products. In the late 19th and early 20th centuries the traditional long rope and spinning walks west of St. Michael's Lane developed into St. Michael's Works (also known as Bridport Industries), the Stover Place Works and various other smaller scale works of cordage and net manufacture, and homes were built for the workers in Rope Walks. Existing successes such as brewing and tanning expanded during this period off Gundry Lane and in the river margin south of West Street. A cattle market was established in the open area in
-

front of St. Michael's Works circa 1914. Warehouses were also constructed in the undeveloped backland along Gundry Lane as a result of new trade generated from the arrival of the railway. In the south of the Quadrant allotments continued to predominate, much of it still on church glebe.

2.2.8 By the Second World War, amalgamations meant that there were two main manufacturers in Bridport: Joseph Gundry & Co., and Bridport Industries Ltd of the Quadrant's St Michael's area. These two then merged to form Bridport-Gundry Ltd, and as a result, manufacture was concentrated outside the Quadrant and the industrial area of St Michael's became a trading estate.

2.2.9 The mid 20th century saw little incursion into the Quadrant's remaining open space - a bowling green was established by the river. The tanning works behind West Street made way for a coach station, and the cattle market closed. Town centre car parking was provided by slum clearance in Rope Walks with a new road (Tannery Road) connecting it to West Street via the coach station area, further diluting the distinctive "T" shape of the town's roads. Development then took place on largely undeveloped glebe and river margins in the south of the Quadrant, with the demolition of housing near the Chantry enabling the construction of a new service road and housing. Most recently, a Police Station has been built on the northern edge of St. Michael's trading estate.

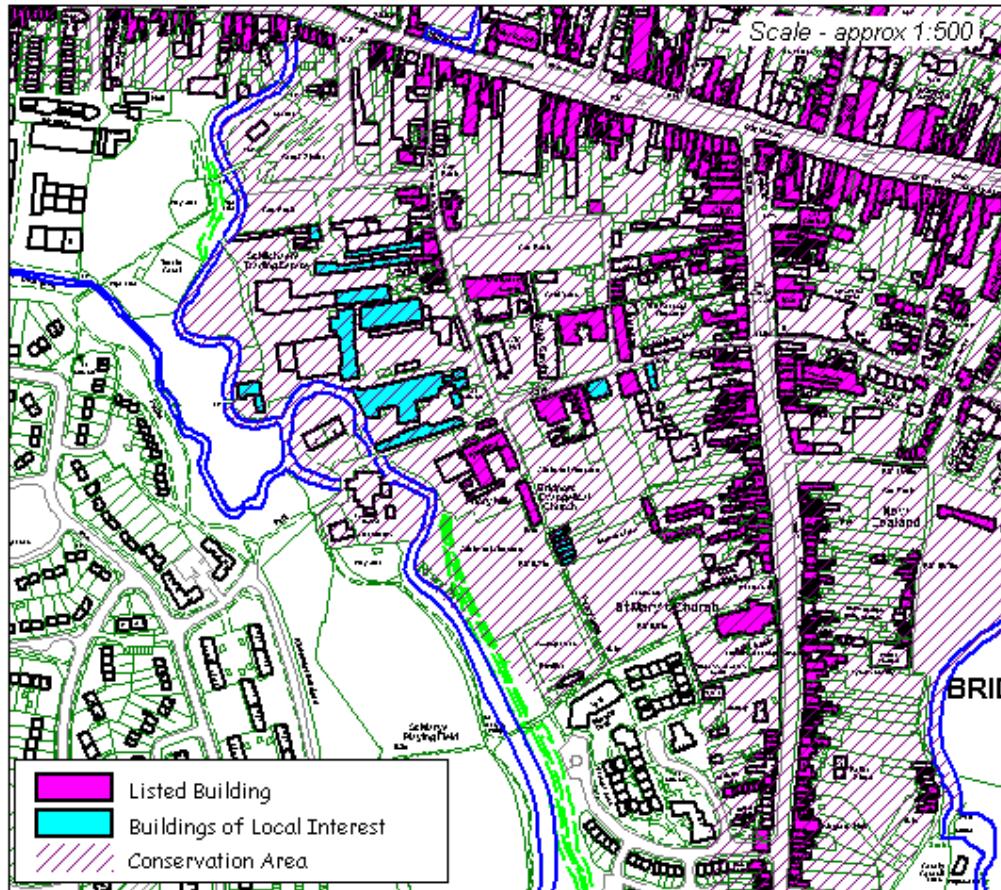
Figure 2.1: Archive Maps showing Evolution of Urban Form



2.2.10 Figure 2.1 shows archive maps of the area dating back to the 1770s. These highlight the longevity of the street and plot patterns, and predominance of rope walks in the

area. The historic grid pattern, with land running at right angles and T-shaped junctions, has guided the development of plots, providing local character and a reminder of the town's industrial heritage. Land along the main streets has remained in long, narrow plots (of between 4 to 6m frontage and up to 30m deep). Further from the main streets the plot patterns are slightly more varied, with some smaller subdivisions. A few have been amalgamated to form larger plots.

Figure 2.2: National / Local Historic Interest



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.

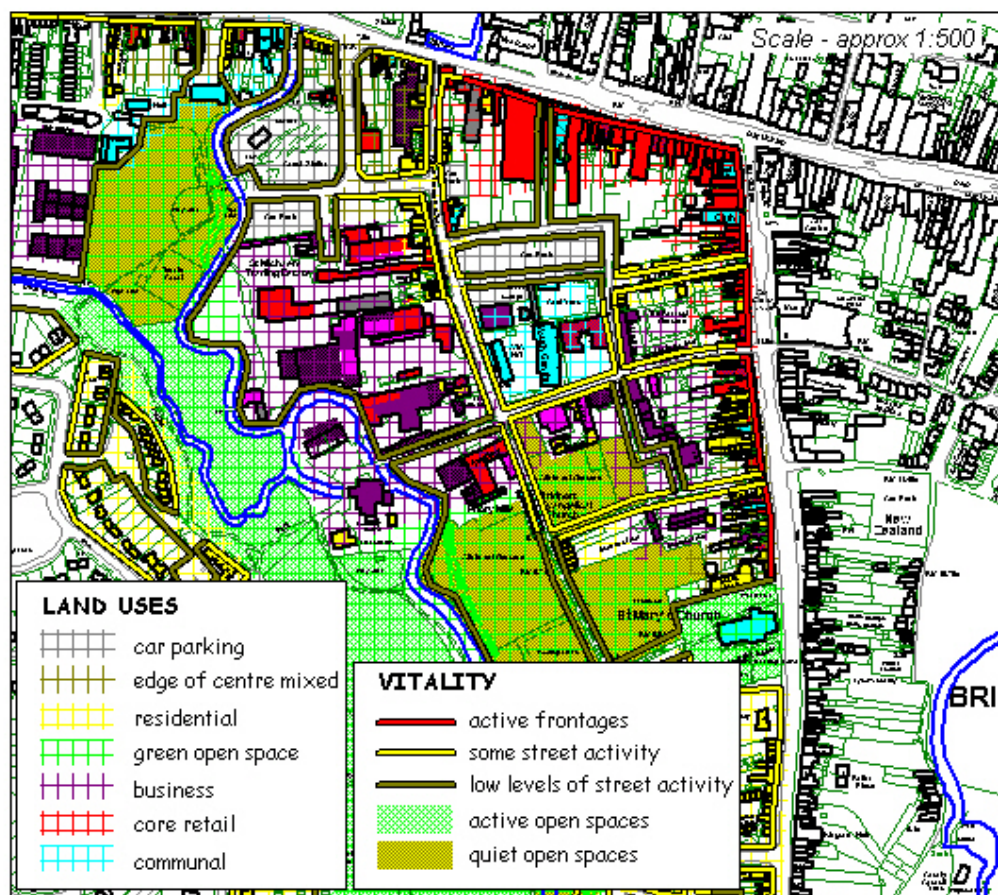
- 2.2.11 Many of the historic buildings survive, and although many appear to be of 18th or 19th century construction, it is not improbable that earlier structures and building fragments are preserved within them. Known medieval structures include the parish church of St Mary's and The Chantry in South Street. The sites of the west gate (in West Street) and St Michael's Chapel (at the end of St Michael's Lane) are also known. The majority of buildings along the main routes (South and West Street) are Listed, as are some buildings and walls within the Quadrant. Further buildings are of local historic significance. In addition, the original Conservation Area was extended in February 2000 to include the area of the South West Quadrant (important for its industrial archaeology).
- 2.2.12 The significance of this area in a regional and national context is to be investigated under the South West Textile Mill survey by English Heritage. Initial indications are that this is an important area regionally.

"Nowhere else in the whole of the area covered by the South West Textile Mills survey is there a better expression of a townscape related to traditional covered rope-walks"⁴

2.3 Land Uses

2.3.1 The South West Quadrant's varied history and management has resulted in a wide variety of uses in the area: residential; businesses and storage; open space; and community uses. Even within St. Michael's Trading Estate, which is primarily employment use, there are a wide variety of businesses in a mix of units, many of which are local "seedbed" (start-up) businesses attracted by the low rentals available, in addition to other users (such as artists and small retail outlets) that require such space. Retail units are primarily concentrated along the main streets (South and West Street), interspersed with community uses, which are also found within the central area of the South West Quadrant and on the western side of the River. Community uses include the Youth Club and "Bandits", the Cadet Training Centre and café.

Figure 2.3: Land Uses and Active Areas / Streets



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.



⁴ Excerpt from letter from Alan Stoyel to Bob Hawkins Listing Branch, dated 23 November 1998.

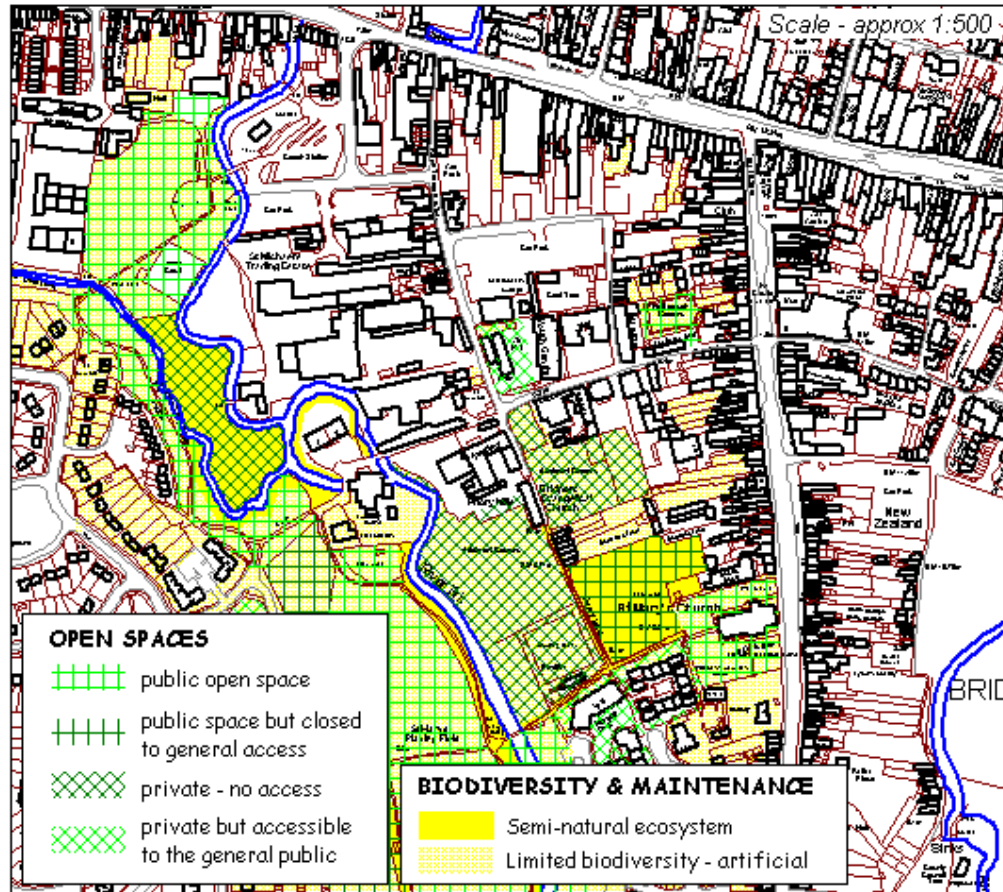
- 2.3.2 Much of the less developed backland is used for private parking, alongside areas of public car parking in Rope Walk, West Street and south of the coach station. To the south of St. Mary's Bridge the land use is predominantly residential.
- 2.3.3 The variety and type of land uses, together with the relationships between buildings and the street (especially whether doors / windows front onto the street) have major impacts on the liveliness and vitality of streets and open spaces. The concentration of shops and other premises along South and West Streets take advantage of the high levels of pedestrian activity. St. Michael's Lane, The Tanyard and Gundry Lane are also used as routes into and through the South West Quadrant, although these routes are somewhat quieter than the main streets, with a higher proportion of residential properties. Some areas, such as the river frontage, the Coach Station, Rope Walks and Foundry Lane, have low levels of activity and are less overlooked, especially outside working hours, and this engenders a sense of insecurity and therefore reinforces the lack of passers-by. A police station has been built on the southern end of Tannery Road, and when completed should improve the sense of security in the local area.
- 2.3.4 Much of the area is within the hands of a few key landowners, including the District Council. In addition, the adopted Local Plan is currently being reviewed, which provides the opportunity to re-examine existing land uses and proposals and make allocations for change where desirable.

2.4 Landscape

- 2.4.1 Trees and vegetation within the South West Quadrant are concentrated along the river corridor and in the area west of St. Mary's Church. There are no Tree Preservation Orders, although control over trees is provided through the Conservation Area status.
- 2.4.2 The landscape is also of historic interest.⁵ The sunken lane running from Priory Cottages to the Parish Church, marked by ancient hedges, reflects the medieval origin of Bridport. The family-run rope walks that continued into the 19th century were often marked by a double row of apple trees which would support the rope formation as well as providing a useful crop, and are referred to in works by Thomas Hardy. The allotments also date back to this time, used by local families to provide their food, as do the use of open land for the drying of locally produced hemp and flax.
- 2.4.3 There are important views from within the South West Quadrant - particularly Rope Walks Car Park, the Coach Station and St. Mary's Church, but also from The Tanyard and along Gundry Lane - to the countryside setting and key landmarks, such as Colmers Hill (the conical hill with the group of trees on top), beyond the town's edge. The riverside context gives views into the South West Quadrant, with glimpses of gables ends and variety of buildings, and to the key landmarks of St. Mary's Church, Bridport Industries building, Priory Mills and the Town Hall. Conversely glimpses out through the river corridor to green open space and Skilling Estate beyond. There are also important views from the surrounding hills into the town which focus on key landmarks within the South West Quadrant. From Allington Hill, the views towards the Bridport Industries Building and St. Mary's Church and the group of mature trees within St. Michael's Island (designated as Land of Local Landscape Importance) are especially significant. Views of St. Mary's Church from the west (Skilling) and east (Askers Meadow) are also important.

⁵ See Bibliography (b)

Figure 2.4: Landscape



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.

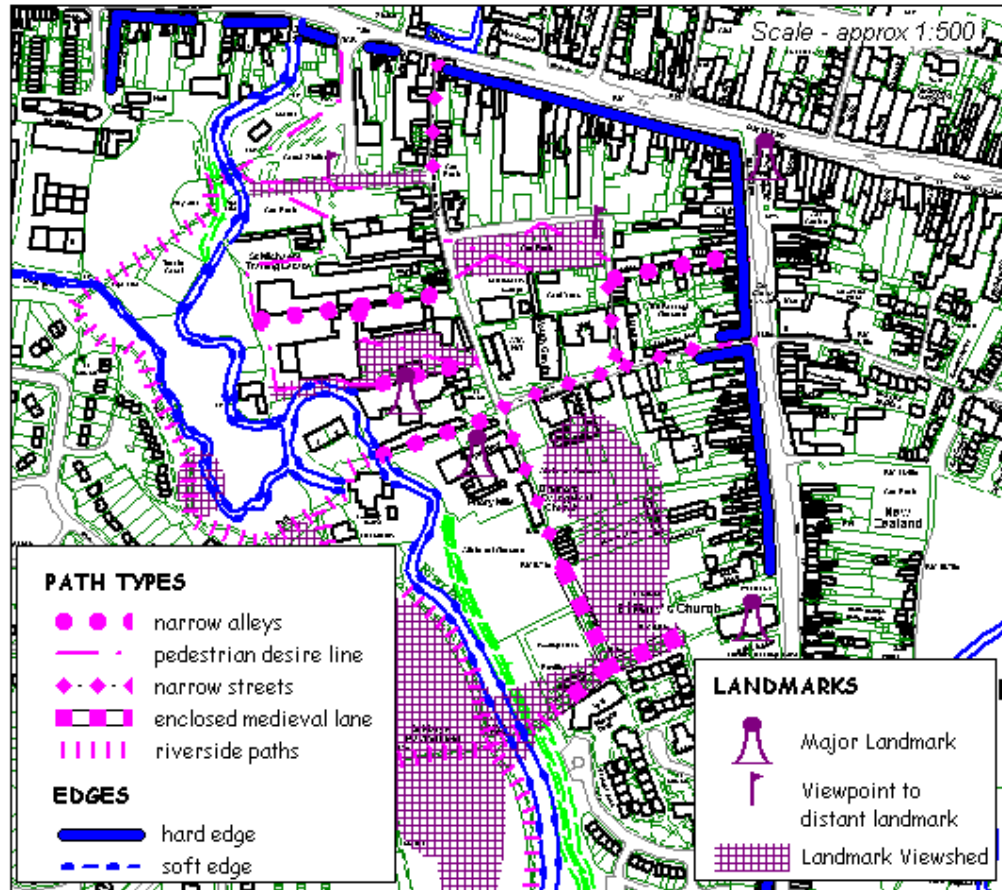
2.4.4 In addition to the wider landscape context and natural vegetation in the South West Quadrant, and the historic form and buildings that have survived, there are a number of other cues that reinforce the distinct identity of the area both for local residents and for visitors to the area who may happen to wander through. These cues can help a person better understand the area - whether they arrive on foot, by car or by public transport - to establish where they are, and how best they can get to where they wish to go, such as the town centre. A "Mental Mapping"⁶ exercise was undertaken to help identify these cues, and also what areas / buildings / uses were particularly liked or disliked. The main streets, Town Hall, Arts Centre and Bucky Doo, Library, River and St. Mary's Church were all mapped by at least a quarter of the respondents, and generally well liked. The derelict shops in West Street, appearance of St. Michael's Trading Estate and the Coach Station were the main areas of Bridport that people disliked.

2.4.5 The river corridor and main streets provide strong edges to the area, enabling it to have a distinct identity, and the historic pattern of streets recurred in people's perceptions of the area. Landmarks that depict the function of an area, and views to these landmarks, were important. The Town Hall clocktower, Bridport Industries

⁶ Where local residents are asked to draw a sketch map of Bridport as if for a stranger visiting the town

tower, St. Mary's Church and, to a slightly lesser extent, Priory Mills, were all important landmarks in or adjoining the South West Quadrant. The different path types - the enclosed medieval lanes, narrow alleyways and more open riverside paths, all assist in providing a strong identity to the various parts of the South West Quadrant. Some important meeting spaces (nodes), particularly Rope Walks car park and the Coach Station, lack a focal identity, as these spaces are poorly defined.

Figure 2.5: Strong Edges, Landmarks and Distinct Path Types



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.

2.5 Movement

2.5.1 The Town Centre Health Check⁷ considered movement in the town centre area. The study highlighted the fact that the car predominates as the means by which residents within the town's catchment areas travel into the centre (71%), although pedestrian links are important for the 38% of local residents (those living within or close to the town) who generally walk into the town.

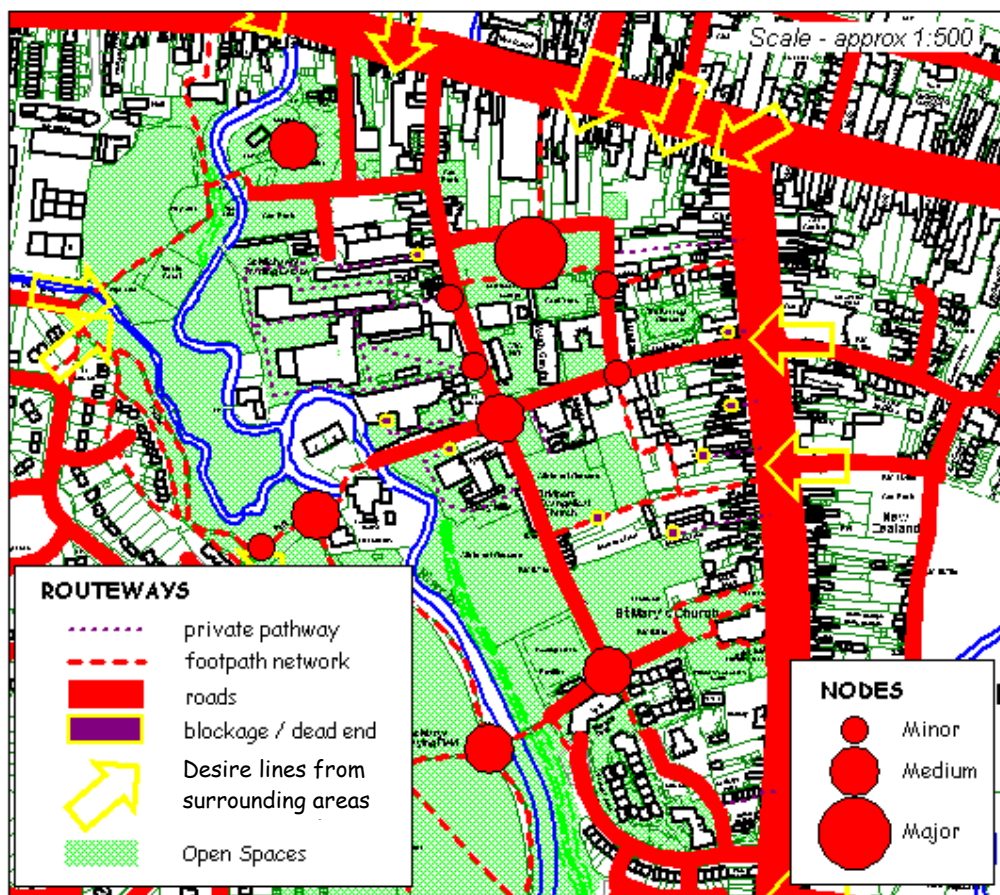
2.5.2 Some of the roads within the Quadrant are restricted in width, some are one-way only, and the tight turns are often difficult to negotiate by the larger delivery lorries. There are a number of public car parks in the Quadrant in close proximity to the town

⁷ see Bibliography (c)

centre: Rope Walks (159 spaces) plus long-stay provision off West Street (57 spaces) and Hope Terrace (22 spaces). The majority of local residents are concerned about inadequate parking provision during the summer period, and businesses within the town considered improvements to parking (especially staff parking) and the road network to be a top priority.⁸

2.5.3 Very few local residents (4%) travel into the town centre by public transport. Single elderly persons and single parent families are the main users. The town has a number of bus stops, the main one being in West Street. A National Express service also runs from the coach station, with daily connections to Bournemouth and Exeter. The town has no railway, although proposals exist for a 2 foot narrow gauge railway known as "the Brit Valley Railway" connecting Bridport to West Bay (with aspirations to later extend the line north to Crewkerne and east to Weymouth and Portland).⁹

Figure 2.6: Routeways and Access Points



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.



2.5.4 There is an existing footpath network through the South West Quadrant, although in places it is fragmented. This comprises a mix of definitive rights of way, such as that dedicated through The Tanyard, and other routes used by the public, such as the alley alongside Somerfields. Some more private routes, such as those criss-crossing St.

⁸ information taken from the Bridport Town Centre Health Check 2000/2001

⁹ Planning permission was granted in October 1998 (1/W/1995/0643), and a business plan produced in April 2001

Michael's Trading Estate, are occasionally used by local people. There are a number of places where routes converge (nodes) – the most significant ones within the South West Quadrant being: Rope Walks car park; the Coach Station; and the crossroads at the southern end of St. Michael's Lane and that at the southern end of Priory Lane.

- 2.5.5 The river acts as a barrier, and the current plans for the Brit Valley Railway could also increase the severance affect (with the proposals for track-side fencing), although there are a number of pedestrian crossing points. In addition, some historic links have closed because of concerns over their safety.
- 2.5.6 The pedestrian routes through the area or connecting different parts are not always obvious to the visitor – for example, a building at its western end stops visibility along The Tanyard, and the alignment of Somerfield's alley is such that glimpses through to the other end are not possible. The likely level of footfall can be predicted by modelling¹⁰ based on the connectivity and alignment of streets.

Figure 2.7: Pedestrian Counts and Predicted Footfall



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.



- 2.5.7 The main streets (West Street and South Street) are predicted to have the highest levels of footfall, with areas such as St. Michael's Trading Estate, with its dead ends and lack of notable paths, expected to attract only limited passers-by. When compared

¹⁰ Space syntax model – findings produced as part of educational studies carried out by students of Oxford Brookes University

against pedestrian counts taken between 1997 and 2001, the predictions are, in general, verified, although the counts highlight the higher-than-predicted levels of footfall in the alley alongside Somerfields (most probably because of the store's presence), and the impact of the building in the south-eastern corner of Rope Walks blocking the view of the link through The Tanyard, which subsequently achieves a lower level of footfall than expected.

2.5.8 Part of the proposed spur from the National Cycle Route to West Bay¹¹ passes through the South West Quadrant, via Gundry Lane / Foundry Lane from South Street to the riverside. From the bottom of Foundry Lane it will form a shared cycle / footpath alongside the River Brit to Skilling Hill Road and then on to West Bay.

2.6 Community Needs¹²

2.6.1 Bridport has a resident population of 7,150, with approximately 12,000 living within or in easy reach of the Bridport, and approximately 25,000 within its wider catchment. There are concerns over the low wage levels, training and lack of good employment opportunities, as many young adults are leaving the area to find these opportunities elsewhere. Although unemployment is currently low, Bridport has a history of higher-than-average unemployment, and many are either self-employed or reliant on small businesses or the more seasonal tourist trade. The proportion eligible for benefits is higher than the Dorset average.

2.6.2 The local community was recently involved in putting together a Single Regeneration Budget Bid, focused on the South West Quadrant. The bid had a limited success, but it did raise the profile of what the town feels that it needs to do, and the South West of England Regional Development Agency (SWERDA) has offered Bridport an opportunity to be one of only 9 Pilot Towns in the South West for a new 'Coastal and Market Towns Initiative' to provide funding for projects identified and developed by the local community. To kick-start this initiative, a group of people from the voluntary and business sectors, along with local agencies, has formed a Community Planning Group to identify the problems of the town and develop projects.

2.6.3 The local community recognises that Bridport is a working town, and have identified the need to increase wage levels and provide training and better local job opportunities as a priority. There is evidence of demand for business units, and, to a lesser extent, retail and office outlets¹³. St. Michael's Trading Estate is thought to be an important seedbed for businesses that needs to be suitably renovated. The local community also feels that there is a need for stepping stone units (after starter units) for medium rent / longer leases in this area, ensuring that there is natural progression for expanding businesses. The community also wishes to encourage the local use of local products, and seek the expansion of the farmer's markets, catering for local products and crafts. Tourism and the success of culture and the arts is also recognised to be important to the local economy, and concerns have been raised over whether the entertainment sector is in decline.

¹¹ Completion date expected April 2002

¹² see Bibliography (d) for key source of information

¹³ demand assessed from enquiries for outlets in the Bridport area made to the Bournemouth, Dorset and Poole Economic Partnership over the past 18 months

- 2.6.4 The need for improved shopping facilities has been identified¹⁴, and new facilities should be located within or adjoining the town centre to support its existing functions.
- 2.6.5 Affordable housing is also seen as a priority, needed especially by young adult and young families. Housing provision should be primarily on land within the town (protecting the hills and floodplain), with mixed uses and tenures. The community also wishes to develop innovative ways to provide housing such as 'Train and Build' and 'Green Housing'. The District Council has identified Bridport as a priority area for affordable housing provision of all tenures.
- 2.6.6 The vibrancy and character of the town is also seen as of key importance, and the community wish to see its quality maintained and improved. Local residents believe that the ways people move about the town will need to be examined and improved if these goals are to be met. The future of the Coach Station is in question due to its unsuitability for maintenance.
- 2.6.7 The needs of young people also need to be taken on board - with their involvement in future decisions. Establishing a Youth Café is seen as one way of achieving these goals. Also important are the wider needs of the community, and an accessible Community, Resource and Action Centre for use by local groups may be required. Additional leisure / recreational facilities, such as an outdoor bowling centre and cinema, are also in demand.

¹⁴ Retail modelling in the County Council study suggests that if current permission to extend the Sainsbury's store remains unimplemented, there is capacity elsewhere in the town for between 500 - 1,000m² of new convenience (food and grocery) floorspace to be developed in the near future (say by 2006) without serious damage to existing food and related retailing locally. There probably is also some scope for limited additional specialist food outlets, although the self contained nature of Bridport's catchment and limited prospects for population growth means that there is little scope to expand niche and premium markets. There is also evidence that there is an unmet need to increase comparison goods choice (especially clothing) for families on lower incomes, but this is probably not particularly large in commercial terms.

3. KEY ISSUES, OBJECTIVES AND THE DESIGN RATIONALE

3.1 SWOT Analysis

3.1.1 The key strengths, weaknesses, opportunities and threats are summarised in Table 3.1.

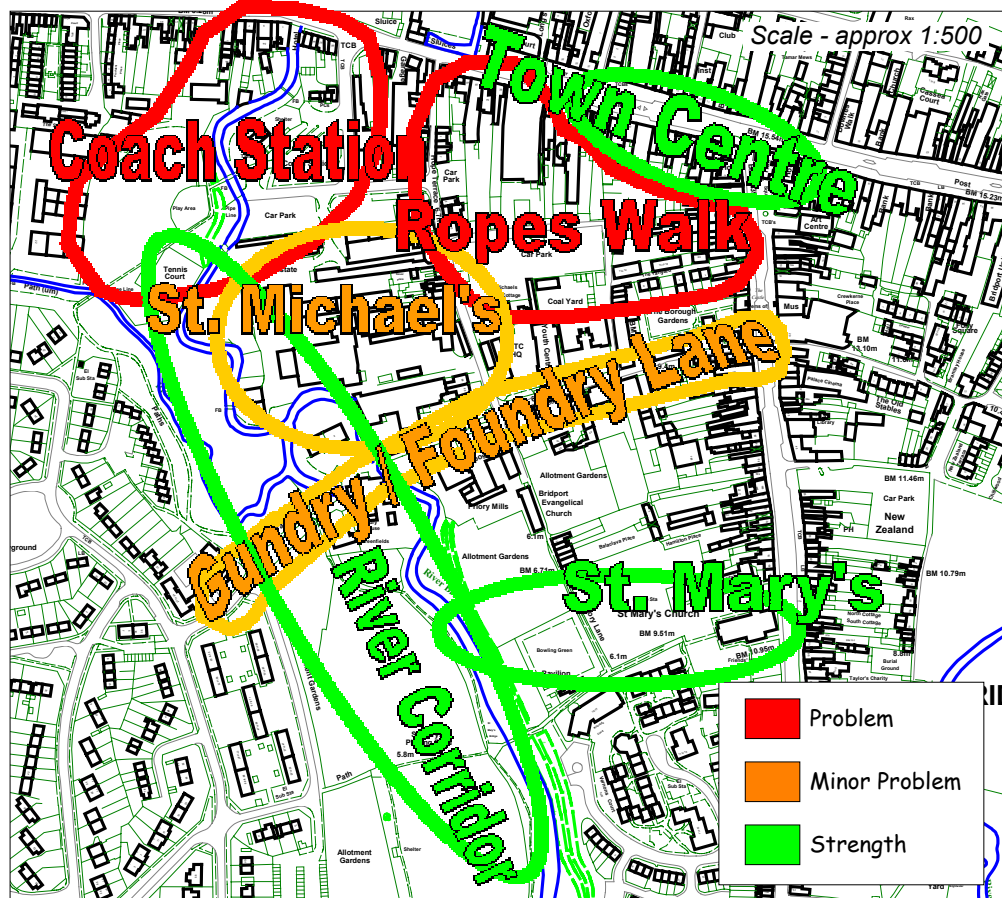
Table 3.1: SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Existing footpath network ▪ Public transport links (bus / coach station) ▪ Proximity to town centre and provision of parking ▪ Variety of uses ▪ Business / employment potential (cheap rentals on short leases, small units) ▪ Arts / Culture support and interest ▪ Police Station (security) ▪ River corridor and green, undeveloped open spaces (environmental / amenity value) ▪ Architectural / historic interest (buildings and heritage legacy) 	<ul style="list-style-type: none"> ▪ Poor pedestrian environment (conflict between pedestrian and vehicles, poor surveillance, especially at night, links / views to key landmarks / uses difficult or obscured - barrier affect of river) ▪ Unwelcoming arrival points (car parks / coach station) ▪ Road network difficult for business access (especially large deliveries) ▪ Business insecurity (short term leases and lack of space / limited availability of outlets (workshops; offices; retail) to allow businesses to set up / expand ▪ Employment opportunities limited - low wages and lack of training opportunities ▪ Parts (especially St. Michael's Trading Estate) run-down - impact on heritage interest ▪ Lack of youth facilities / entertainment - "Bandits" use not viable in the long term
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ Many established private routes through the area ▪ Links to West Bay ▪ Large landholdings (including Council land) and underdeveloped sites with willing landowners reduce potential land assembly problems and provide opportunities for mixed / sustainable forms of development close to, and complementary to, the town centre, including potential for low cost housing ▪ Local businesses, crafts and products, as well as heritage / tourism interest that can be promoted ▪ Local Plan Review provides opportunity for incorporation in statutory plan ▪ Funding opportunities provide opportunity to support projects that are necessary but not economically viable 	<ul style="list-style-type: none"> ▪ Increased difficulties in travelling into and through the area, including closure of "unsafe" historic footpaths and concerns over parking ▪ Lack of investment in building fabric (increasingly run down appearance, potential loss of buildings of importance) ▪ Existing uses may prejudice future development (presence of non-conforming uses, housing and business mix) ▪ Loss of employment land - especially low rental units (disruption / increased rents / longer lease requirements) ▪ Loss of less financially viable social facilities (Bandits, café) ▪ Flooding

3.2 Area Analysis

3.2.1 Some of the strengths, weaknesses, opportunities and threats are concentrated in certain parts of the South West Quadrant. "Problem" areas can be identified where a number of weaknesses or threats are concentrated: the Coach Station and Rope Walks Car Park; in addition, St. Michael's Trading Estate and the east-west link along Foundry and Gundry Lane have particular problems. The main strengths in the South West Quadrant are concentrated in the town centre "core", the river corridor and around St. Mary's church.

Figure 3.2: Map showing Strengths and Weaknesses



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil Proceedings. West Dorset District Council, Licence Number 086010 2001.



Coach Station

3.2.2 The Coach Station is one of the main arrival points to Bridport, with people parking along the southern edge or dropped off outside the toilets and café. Visitor's first impressions are based on an expanse of tarmac across a poorly defined "space". There is no visible link to the town centre and its activities, which may well have been passed through on the way to the drop-off point. Although the coach station is bounded by the river on its western flank, and links to the community uses and Skilling beyond, these are largely hidden from view behind the maintenance areas for the bus and coaches, and the links do not follow the main "desire lines" where people wish to walk.

- 3.2.3 The Coach Station area was highlighted in the mental mapping exercise as a place that people didn't like. The lack of overlooking, especially at night time, is of concern, although this should be partly addressed when the new police station opens on the southern edge.

Figure 3.3: Coach Station



Rope Walks Car Park

- 3.2.4 Rope Walks Car Park is also one of the main arrival points to Bridport, as it is the largest public car park within easy reach of the town centre. However, it is more difficult to find than the Coach Station, accessed as it is through narrow lanes or around tight bends past the coach station.
- 3.2.5 The area slopes gently from east to west, which provides the eastern side with attractive views of the hills beyond. However, it is car dominated, and the expanse of tarmac is the main feature of the poorly defined "square", laid out to maximise the number of parking spaces available, rather than provide an attractive arrival point for the pedestrian. The car park is mostly surrounded by a "backland" of private parking or service / delivery yards, and therefore is poorly overlooked. Again there are no visible or direct links to the town centre or other key areas, although glimpses of the town hall cupola can be seen.
- 3.2.6 Historically the area appears to include the town's northern Anglo-Saxon defence line. By the late c19th the car park was developed with rows of workers cottages, small-scale businesses and the Drill Hall with its parade area, following an east-west alignment.

Figure 3.4: Rope Walks Car Park



Figure 3.5: View from edge of Rope Walks Car Park to Town Centre



St. Michael's Trading Estate

- 3.2.7 The industrialisation and expansion of the net and cordage industry in the late 19th and early 20th centuries saw large tracts of this previously undeveloped area covered in manufacturing buildings and, to a lesser extent, workers cottages. Although the area then fell in decline as overseas competition and the growth in the use of synthetic materials took hold, many of the more industrialised buildings and other features of interest, such as those relating to the former cattle market, remain. The industrial estate that it became plays an important role in the local economy, with a range of units available at low rental and short leases for start-up businesses.

Figure 3.6: St. Michael's Trading Estate



- 3.2.8 However, the low rentals charged on the estate have meant that many of the buildings have not been properly maintained and are in a poor state of repair. Also the network of private nature of the footways through the area and lack of residential units within the estate mean that there is little public surveillance, especially outside business hours. Furthermore, the proposed alignment for the Brit Valley Railway through St. Michael's Trading Estate would demolish one of the few remaining Rope Walk buildings.

Foundry Lane and Gundry Lane

- 3.2.9 The east-west link along Foundry Lane and Gundry Lane is an important route through the South West Quadrant. Gundry Lane may also be important for its historic roots - as it is thought to have been the link from South Street (the main Saxon settlement) to the buhr's ramparts and defensive ditches along the River Brit.
- 3.2.10 Many of the windows in the buildings facing onto the two lanes have been closed. The general lack of surveillance makes the area feel unsafe to pass through.

Figure 3.7: Lack of Surveillance - Foundry and Gundry Lanes



The Town Centre

- 3.2.11 The proximity to the town centre is one of the area's "strengths". The town centre has a wide variety of shops and other outlets attracting people to visit, and every Wednesday and Saturday has street markets that add to its vibrancy and vitality. Many of the buildings and plots on which they stand date back many centuries and reflect Bridport's heritage.

The River Corridor

- 3.2.12 The river corridor of the Brit, along the western edge of the South West Quadrant, is an important green space penetrating almost to the heart of the town. It provides both leisure and recreation opportunities, visual interest, and an important natural habitat.

St. Mary's Church and Surrounds

- 3.2.13 St. Mary's Church is a key landmark in the South West Quadrant, and its undeveloped surrounds - particularly between the church and the river corridor, add to its setting and enjoyment.

3.3 Objectives

- 3.3.1 Three key objectives arising from the study of the problems and issues that face the South West Quadrant have been identified as:

- **WORKING TOWN** - retain and increase employment opportunities - for new businesses and existing businesses, support the town centre and the tourist economy
 - **SUSTAINABILITY** - increase the mix of uses in the area, promoting a sustainable pattern of development which can adapt to changing needs, and provide safe and direct routes through the quadrant
 - **LOCAL DISTINCTIVENESS** - retain and enhance historic buildings, and street patterns that are important to the area's identity, and reflect the character and diversity of Bridport in new designs.
-

3.4 Design Rationale

3.4.1 The design rationale explains the way in which the objectives can be achieved through physical regeneration, and therefore provides guidelines for future development within the quadrant. Social and economic regeneration will need to be an inherent part of the overall regeneration of the area, and projects to address these aspects will need to be considered as part of the physical / environmental regeneration.

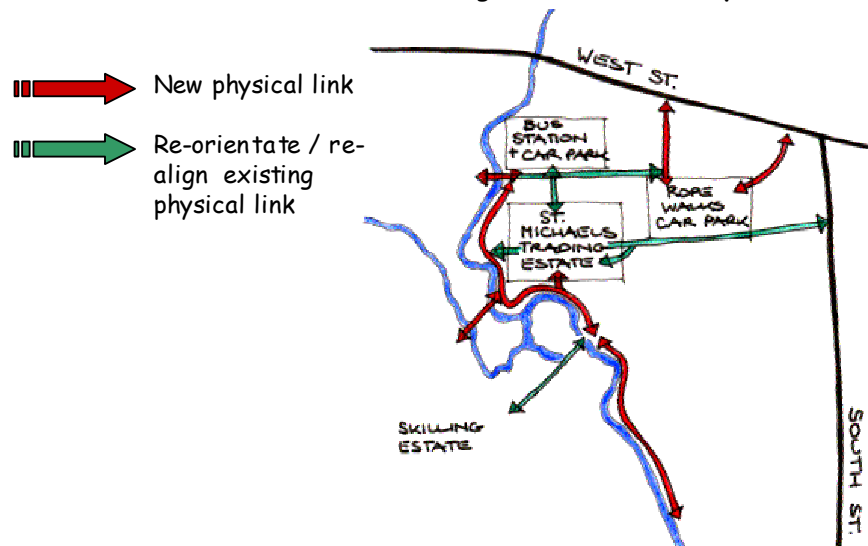
3.4.2 The design rationale is based on seven themes, outlined below, that will guide the future development in the area.

Linkage Patterns

3.4.3 Although the South West Quadrant has a well-established network of pedestrian routes easily assimilated by visitors to the area, there are areas where pedestrian movement is poor, either due to the lack of routes, or their poor design. The regeneration of the area should therefore seek to:

- maintain established historic routes and views of key landmarks
- introduce additional routes through the area connecting interrelated uses, making them as physically and visually direct / linked as possible; and
- introduce / improve pedestrian and cycle links from the South West Quadrant connecting to other key areas, such as the town centre, the river corridor and Skilling beyond, and south to West Bay.

Figure 3.8: New / Improved Links



Arrival Points

3.4.4 The South West Quadrant contains a number of key arrival points for Bridport. However, their current layout and design, including their relationship to adjoining areas, makes them less than inviting - they back onto service yards and other areas of backland, lack proper surveillance (especially at night), and generally appear run-down with no real identity. As such, visitors to the town end up confused, disorientated and with a poor impression of Bridport. They can also feel unsafe.

3.4.5 The regeneration of the area should therefore seek to:

- more clearly define boundary / edge of the spaces and introduce a variety of uses overlooking the space throughout the day / night; and
- improve connections from the arrival points along existing / new routes to the town centre and other key areas / landmarks;
- provide adequate facilities for people visiting the town (in terms of parking spaces, toilets, information);
- create a more pleasant and welcoming environment.

Patterns of Use

3.4.6 There are a variety of uses within the South West Quadrant. There is established demand for new employment uses - primarily light industrial, but also commercial and retail, and provision of such units, especially of a type / size / cost to cater for new enterprises, would help the local economy. There is also demand for housing that is affordable for local people, and community facilities.

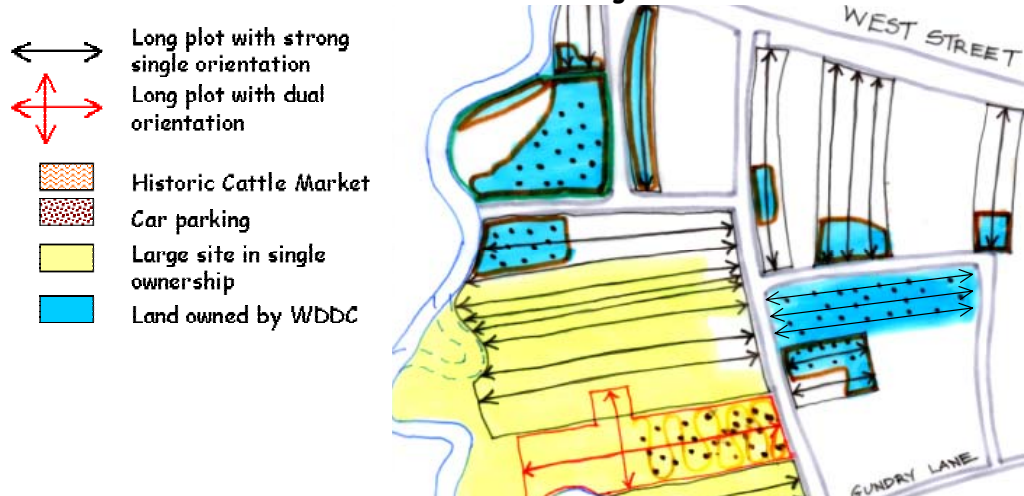
3.4.7 Mixed uses can help accommodate these varying demands, and can improve those areas where the range of uses is limited and currently fails to provide a sense of security throughout the day and night. However, conflict can and does arise from mixed uses (such as the disturbance caused by delivery lorries on nearby residential properties), and the regeneration of the areas should therefore seek to:

- retain and increase employment uses - particularly small to medium sized workshops that can provide for a variety of business types;
- introduce complementary mixed uses within the area, including retail units to support the town centre, leisure facilities and new residential development to provide public surveillance; and
- physically separate conflicting uses by introducing non-conflicting uses between them.

Plot Patterns

3.4.8 The historic grid and plot patterns that remain are a key reminder of the town's industrial heritage. Where the plots have been amalgamated to form larger plots, there are opportunities to directly reinstate / reflect the historic building patterns.

Figure 3.9: Indicative Plot Patterns



3.4.9 The regeneration of the area should therefore seek to:

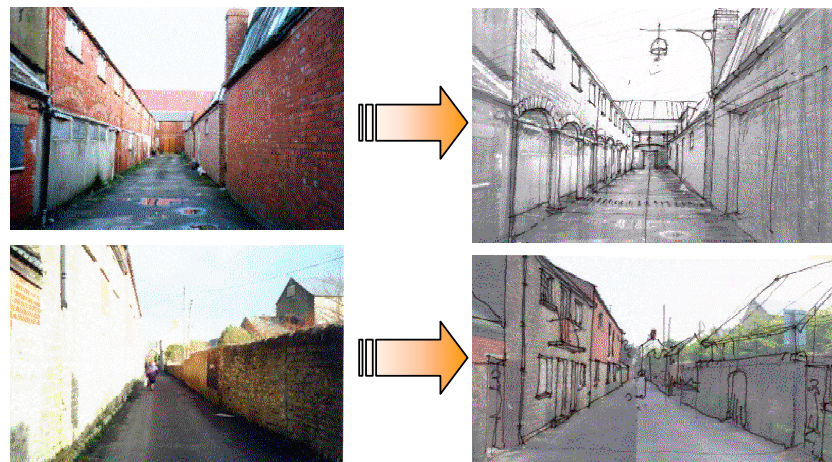
- reinforce historic patterns and reflect these in new development.

Lively Streets

3.4.10 Many of the paths and alleys through the South West Quadrant engender a feeling of insecurity. Many are not overlooked, with doors and windows closed up, or a comparatively high proportion of vacant buildings / plots. The regeneration of the area should therefore seek to:

- introduce doors, windows and lively uses to appropriate buildings fronting onto public spaces;
- introduce new buildings into gaps overlooking pedestrian routes through the area where this would be in keeping with the historic land use pattern and not to the detriment of the area's quieter spaces; and
- encourage the passage of people through the area by the distribution / connection of uses and design of the street environment.

Figure 3.10: Illustrative Ideas for New Openings

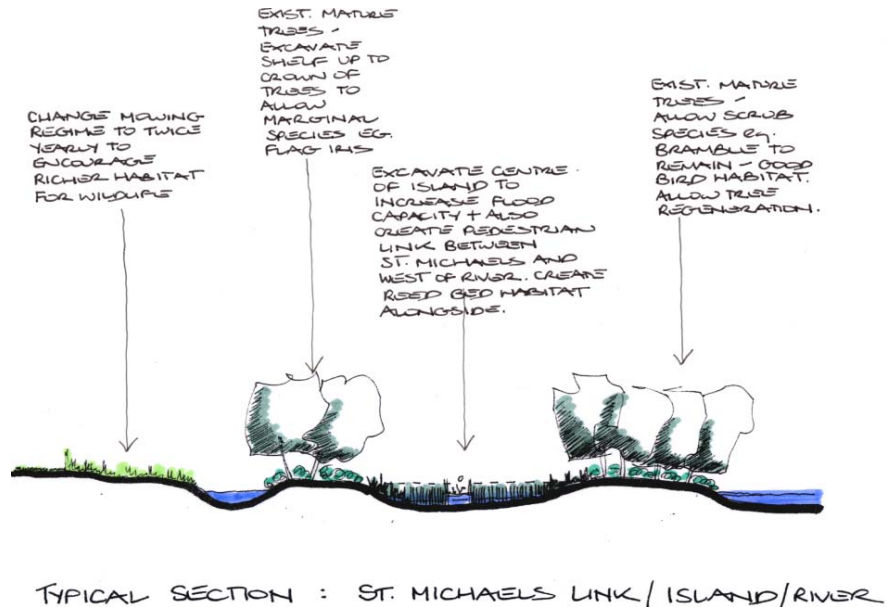


Quiet Places

3.4.11 The South West Quadrant contains a number of "Quiet Places" known primarily to local residents, who enjoy their greener surroundings and respite from the more hectic surrounds. Some areas, such as the allotments and playing fields, also provide a recreational role, and supplement the lack of private amenity space that is characteristic of more densely developed urban areas. However, some of the quiet places are undervalued and neglected. The regeneration of the area should therefore seek to:

- maintain the Borough Gardens, and improve its accessibility whilst retaining its quietness;
 - maintain the allotments and open spaces around St. Mary's Church; and
 - increase visual and physical links to the river corridor and enhance its nature conservation and amenity value through landscaping.
-

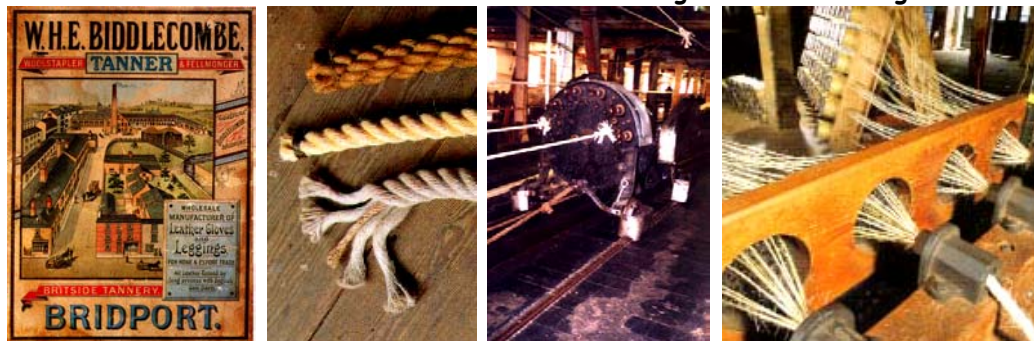
Figure 3.11: Potential scheme - the "Island"



Heritage Interpretation

3.4.12 Finally, there is, in general, poor recognition of the area's industrial heritage that is abundant in the South West Quadrant, and the town's Saxon origins. This has much potential in terms of education, leisure and tourism, as well as providing local residents with an important sense of history and local identity.

Figure 3.12: Heritage Potential



3.4.13 The regeneration of the area should therefore seek to:

- provide a new heritage centre within the South West Quadrant;
- incorporate the "theme" of rope / net industry and other aspects of the South West Quadrant's history into the detailed design of streets and open spaces; and
- raise awareness / interaction of the area's historic interest for both visitors and local residents through a heritage interpretation centre and the use of town trails, demonstrations, public art, information boards and the like.

4. DESIGN

4.1 Translating the Rationale into a Design

4.1.1 The regeneration of the South West Quadrant needs to be planned in a comprehensive manner, to ensure that individual schemes relate well with one another and respect the historic character and distinctiveness of the area. The key to its success is ensuring future development meets the criteria set out in the design rationale, as set out in the previous section, and takes on board the economic and social requirements of the area. The rationale has been applied to the key sites shown in Figure 4.1, and outlined below (these sites will also be the subject of detailed design briefs). The general principles for the design of new development throughout the South West Quadrant are also provided below.

Figure 4.1 - Key Sites



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright.
Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. West Dorset District Council, Licence Number 086010 2001.
Not to Scale

4.2 Pre-requisites to Development

4.2.1 New development (for both public and private spaces) will be expected to make a positive contribution to the area. The design should be based on an understanding of the local and historical context and distinctiveness of the South West Quadrant, and seek to achieve a standard well above that of imitation. Planning applications will be expected to include a careful analysis of the site and a statement of the design

standards adopted in the site's development, including information (supplemented with photographs and drawings to illustrate) on:

- the site's historic development, and the traditional relationships between buildings and highways, land plots and landscape;
- existing buildings and structures of architectural or historic merit, as well as features such as rope walks, trees, hedgerows, boundary walls, old paving, cart and passageways;
- how the site is viewed in the wider context - views of key landmarks (both from public spaces¹⁵ within the site to distant landmarks, and from public spaces to landmarks within the site), and how these will be retained and incorporated into the design;
- and how the design achieves the objectives and criteria set out in this regeneration framework and, if applicable, any detailed design brief.

4.2.2 Where applicable, new development should be designed to incorporate the potential for alternative future uses, for example, town centre offices and shop uses should be interchangeable, with upper floors and attics suitable for residential use.

4.2.3 Due to the potential within the South West Quadrant for archaeological remains associated with the Saxon, Medieval and post-Medieval phases of the town, as well as industrial archaeological material, an archaeological assessment (a mainly desk-based exercise looking at existing archaeological records and assessing the likely impact of the development on archaeology, which may also include a site visit) and evaluation (consisting of archaeological fieldwork such as geophysical survey and in most cases the excavation of trial trenches) will be required before any planning applications for new development can be determined.

4.2.4 Any proposals for development within the Flood Risk Zone (as defined by the Environment Agency) will require a Flood Risk Assessment. The assessment will need to consider what measures should be incorporated into the scheme to prevent either life being endangered or unacceptable likelihood of damage to property over the lifetime of the development. The level of development that will be permitted will depend on the exact level of risk and the mitigation measures identified in the Flood Risk Assessment. Surface water disposal systems will be expected to incorporate best management practice.¹⁶

4.2.5 Due to the lack of affordable housing to meet local needs, the District Council will seek to negotiate with developers for the inclusion of an element of affordable housing¹⁷ on sites where new housing is proposed.

4.2.6 Any public art should reflect local traditions such as the net and cordage industry, where possible with the involvement of local businesses and artists.

4.2.7 Natural building materials predominate in the South West Quadrant and the use of such materials is preferred. Building design should strive to match the colour, texture

¹⁵ "Public spaces" refers to areas commonly visited by the public, and does not infer ownership by a public body

¹⁶ Advice is available from the Environment Agency, including their publication "Sustainable Urban Drainage Systems - an introduction"

¹⁷ housing available over the long term to local households who are not able to meet their own housing needs through buying or renting on the open market

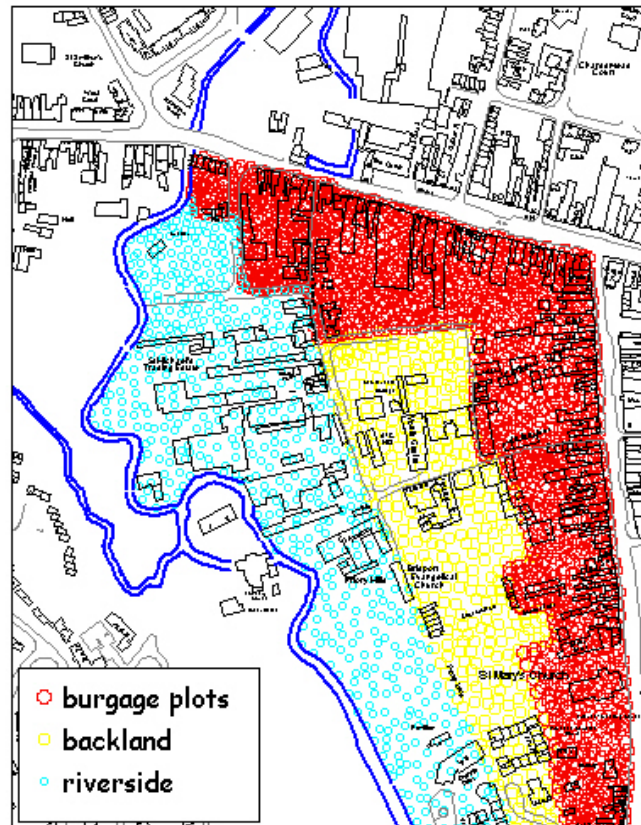
and source of traditional building materials. Over painting stonework and brickwork is not encouraged, and will be strongly resisted in the case of buildings of historic interest.

4.3 General Design Principles

4.3.1 Traditionally, the areas close to the town centre, and along the main thoroughfares, were designed to reflect their higher social status and degree of usage, with grander buildings, wider paths paved with large stone slabs, more impressive street furniture and lighting columns / brackets. Away from such areas, the density and scale of development usually decreased, the pathways were less well maintained, narrower, and lighting and street furniture of a lower standard and more dispersed. This grading - from the 'Burgage Plots', to 'Backland' and 'Riverside' (see Figure 4.2) - is important in reinforcing the character of the various areas and increasing the comprehension / legibility of the area as a whole.

4.3.2 Within the Burgage Plots, Backland and Riverside areas, whilst there are traditional similarities to be found in the design elements, there are also important differences (detailed in the following sections). These differences underpin the individuality of each area, and need to be reflected in the detailed design of new development. The following design elements should not be treated as final - others may be identified as part of the analysis work.

Figure 4.2 - Burgage Plots, Backland and Riverside areas





This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright.

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. West Dorset District Council, Licence Number 086010 2001. Not to Scale

Burgage Plots



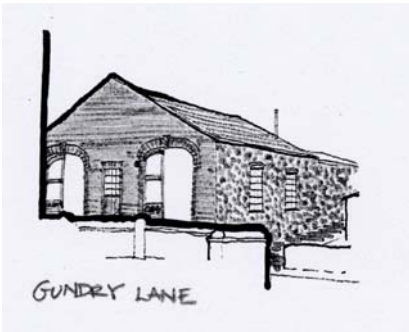
4.3.3 The western edge of South Street and southern edge of West Street are defined by the Burgage Plots, and today plot frontages onto the main streets remain active with a mix of shops, commercial businesses, flats and houses. Some of the plots have rear "frontages", some are land-locked. Various uses can be found to the rear, including small industrial, residential and commercial uses.


<p>Plot Treatment</p> <p>Buildings respect the width, length and boundary definition of the historic plot patterns, and maximise visual interest in the form of irregular and occasionally regular building frontage patterns.</p> <p>To the rear of street frontages, attached ancillary buildings follow the length of a plot, and often accommodate a courtyard, cartway or passageway accessed off the street.</p>	
<p>Scale and Proportions</p> <p>Frontage buildings retain the town hall's stature and the social and economic status of the high streets. Building scale relates to human size and adjoining buildings, and meets traditional perceptions arising from use of sloping ground, location in relation to the town hall, building use, and public and private aspirations.</p> <p>The frontage tends to have a predominant classical architectural proportion and/or detail, and the use of floor and attic space across frontages has led to most roof ridges being parallel to the street. As a result, main facades or frontage buildings have a settled or balanced appearance.</p> <p>The scale of buildings on the rear of the plots is smaller or comparable to the main frontage building.</p>	

<p>Frontage Treatment</p>	<p>Buildings firmly define the edges of streets with such edge containment relieved by shop fronts, front entrances and passageways.</p> <p>Street edge definition maintains the horizontal continuity of building frontages supported by details such as parapets walls, modelled eaves, decorative banding, shop fronts and their signage, and rows of windows that clearly define floor and attic levels. Such horizontal continuity is relieved by variation in ridge and eaves heights, vertically proportioned doors and windows, and a skyline punctuated by chimneys.</p>	
<p>Doors, Windows and other features</p>	<p>Buildings have a good amount of window opening to wall area, but this is less so in industrial buildings, where loading doors can also relieve the expanse of wall. Although ostentation is to be avoided, a bounty of detail prevails, and even a modest cottage with its stone plinth, quietly textured walls and roof, and firmly expressed doors, windows, chimneys and rainwater down pipes suffers no visual malnourishment</p> <p>Timber sash and casement windows are multi-paned, and traditional timber shop fronts are visually balanced. Mullioned and Palladian windows are evident.</p>	
<p>Materials</p>	<p>Local stone, red brick and blue slate are traditional materials. There is a modest amount of roof tile, and also render (not to be confused with over painted brickwork).</p>	

Backland



4.3.4 The backland areas were once agricultural land that supported the economic and domestic needs of the historic town centre. The area has become semi-developed, especially in proximity to the centre (the greatest concentration of building has been in Rope Walks, now a public car park). Generally comprising open space and groups of buildings within land plots that are often broader than burgage plots, the Backland provides contrast to the tightly defined nature of the town centre.


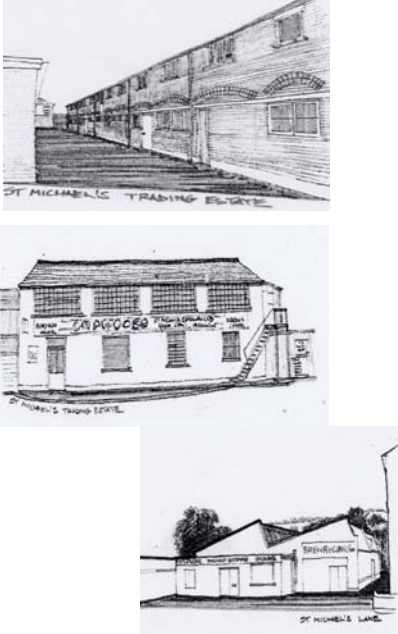
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Plot Treatment</p>	<p>Buildings define the edge of a street, or stand back from it. Boundary walls and even hedgerows knit buildings together and help retain a street edge. The spaces between and around buildings as much as the intermittent buildings, establish the zone's loose knit character.</p> <p>On the parcels of land, buildings have accommodated themselves to suit their needs.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Scale and Proportions</p>	<p>In terms of scale, buildings relate to adjoining buildings and human size, but can also be 'solitary' in nature, for example, the sizeable bonded store in Gundry Lane.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Frontage Treatment</p>	<p>There are only short runs of building frontage, which present to the street parallel ridgelines, or hipped roofs and gable ends. As such, the skyline is punctuated by gable ends and a few remaining chimneys.</p> <p>There is a tradition of building versatility in the area, with buildings modified to accommodate changing needs. As a consequence, some building facades show a series of changes, whilst other buildings, by constructing windows and entrances to meet a specific working brief, have produced balanced facades of local originality.</p>	

<p>Doors, Windows and other features</p>	<p>Over several architectural periods, utility has tended to predominate building design, but not deny it visual interest (eg: the former St Mary's school with its ecclesiastical detailing). The amount of window opening to wall area varies, and is more the result of the use of the building than architectural style. Loading doors also relieve the expanse of wall.</p> <p>Traditional timber sash, casement and fixed windows are multi paned. Blocked windows are only associated with a specific need.</p>	
<p>Materials</p>	<p>Local building stone is used extensively. Other traditional materials are red brick, blue slate and red roof tile. The use of external render and pre-fabricated materials, such as corrugated sheeting, have also been introduced, but are not considered traditional.</p>	

Riverside

4.3.5 The northern part of the riverside area allowed the vital c19th and c20th expansion of the rope and cordage industry, whilst the southern part stayed associated with agriculture. Apart from Priory Mills, the coach station and the old cattle market, the land plots in the north are similar to the town's burgage plots, although their length is greater. Despite changes, the north still plays an important role in industrial employment, whilst the south retains open spaces.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Plot Treatment</p> <p>Generally, buildings define the edge of a street with such edge containment relieved by front entrances and through passageways. In some places, boundary wall, low storage sheds, or railings continue the street edge.</p> <p>Buildings in St Michael's Lane respect the width of land plots, and create an irregular building frontage. These land plots stretch to the river (although a modern flood defence bank truncates some) with narrow functional building ranges generally following the length of the plots, often stopping with a gable end wall facing towards the river. The boundary definition of plots needs careful study. Some boundaries are defined by building structure and associated access ways, others by open space constrained to varying degrees by adjoining structure, and some are evident within a broad building. The cattle market land plot has the exception of buildings cutting across it.</p> <p>Buildings in Foundry Lane respect plot length. On the Priory Mills parcel of land, buildings have been orientated differently.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Scale and Proportions</p> <p>Despite the variety of architectural styles and detail, no building jostles against its neighbours in terms of historical role and hierarchy. Along with the Bridport Industries Works, the commanding Priory Mills are key local landmarks, and their status should be respected and remain intact. The vertical window proportion and tall gable walls of Priory Mills visually balance its horizontal emphasis.</p> <p>Frontage building scale varies, but still relates to human size and adjoining buildings, and meets the traditional perceptions arising from building use and manufacturer's aspirations. At the rear, the buildings are usually either less in scale or comparable to the frontage building, and served by a side alley or central courtyard. Although runs of continuous building form prevail, changes in eaves and ridge levels or roof configuration provide visual relief.</p>	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Frontage Treatment</p>	<p>Generally buildings define the edge of a street with such edge containment relieved by front entrances, through passages and cartways. In some places, boundary wall, low storage sheds, or railings continue the street edge.</p> <p>Parallel roof ridges strengthen street edge definition, along with rows of windows that clearly define floor levels. Variation in building height provides visual contrast.</p> <p>In St Michael's Lane, window proportion and tall chimneys provide further contrast and the frontage has a settled appearance, with No. 50 acting as a visual 'bookend'. The north façade of the Bridport Industries Works is a building frontage in its own right.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Doors, Windows and other features</p>	<p>Modifications to a number of buildings imply a tradition of versatility. Buildings have incorporated boundary walls.</p> <p>The Bridport Industries Works is locally distinctive with its restrained embellishment, architectural balance, and emblem of accomplishment in the form of a tower.</p> <p>The amount of window opening to wall area varies, but is often generous. Depending on the traditional use of the building, facades range from almost blank walls to a regular rhythm of windows and doors. Such variation is particularly associated with industrial processes and requirements for natural light. Where there are blank walls these tend to be as a result of certain types of use or because the buildings have incorporated boundary walls. Sash, casement and fixed windows are of timber or iron/steel and are mainly multi-paned.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Materials</p>	<p>Local building stone prevails in frontage buildings, but is not exclusive to such buildings. Red brick, blue slate and red roof tiles are also traditional materials. Building refashioning has resulted in a modest amount of external render that should not be confused with over painting. Pre-fabricated materials, such as corrugated sheeting, have also been introduced, but are not considered traditional.</p>	

4.4 Coach Station

4.4.1 It is the intention that the Coach Station area should form a welcoming arrival point for those travelling by car or public transport. It would be an appropriate location for serviced hotel accommodation, and uses such as the café and taxi office should be encouraged to remain in the area. Regeneration within this area should be guided by the following principles:

- the formation of a "square" (provided by the relocation of the bus maintenance depot) to include public car parking spaces, bicycle stands, pick-up / drop-off points for bus / coach passengers and a taxi rank, as well as seating and shelter. The design and landscape treatment of the square, together with the development on its edges, should define it clearly as a space, and emphasise the main routes out of the area to West Street, Rope Walks car park and across the river. A variety of uses (offices, workshops, retail, residential and community - including appropriate facilities for travellers, such as a public transport information / booking service and public toilets) should overlook the space to provide public surveillance through the day and night;
- improvement of the river corridor for wildlife benefit and public enjoyment - development in proximity to the river should overlook and provide for suitable pedestrian / cycle links across the river to Skilling and the nearby community facilities.

4.5 Rope Walks Car Park and links to the Town Centre

4.5.1 Rope Walks car park is to continue to form the principal public car park within the South West Quadrant, servicing both the town centre as well as businesses and community uses within the quadrant. It is important that it provides a safe, functional and welcoming arrival point for those travelling by car. Regeneration within this area should be guided by the following principles:

- the redesign the parking area to create a more pedestrian-friendly environment and provide opportunities to use the car parking area for other functions (such as a sports pitch / public event arena) when demand for parking is low. The overall area used for public car parking should not be reduced.¹⁸ The redesign should highlight the line of Saxon defences, east-west historic plot patterns and historic pathways within the car park. Provision should be made for bicycle stands and public seating / shelter. The existing roadway along the northern edge should be realigned to reduce potential damage to corner buildings, and pedestrian priority measures introduced to reduce vehicle / pedestrian conflict;
- the provision of new / improvement of existing pedestrian links along the following "desire lines":
 - from the central northern edge of the car park north to West Street;
 - from the north-eastern corner of the car park to the town hall;
 - from the south-eastern corner of the car park through The Tanyard (this may require the demolition of an unlisted building in the corner); and
 - from the south-western corner of the car park to St. Michael's Trading Estate and the former cattle market.

¹⁸ an opportunity may be provided by the relocation of the Bandits from the former coalyard to an alternative site, allowing the extension of the parking area

The design and landscape treatment of the pedestrian links from the car park should ensure that the routes are obvious, attractive and well lit. Limited new development may be appropriate within the historic plot patterns that link with the car park, to make certain the routes are sufficiently overlooked;

- the retention of views out to the surrounding hills from along the eastern edge of the car park, and views of the town hall cupola from within the car park;
- new buildings along undeveloped edges should be placed within the existing historic plot patterns, with main entrances and windows onto the public car park to more clearly define the "square", screen new / existing service yards, and increase activity and surveillance. Development should comprise a mix of uses (retail, office, residential, community) and ensure provision for servicing of existing shops / businesses is retained (whilst making the most efficient use of the land through shared access arrangements / extending buildings to arch over accesses where possible) and sufficient provision is made for private parking. New retail outlets should complement rather than compete with town centre uses.

4.6 St. Michael's Trading Estate

4.6.1 St. Michael's Trading Estate is a key employment site in Bridport, and it is important that employment continues as its main function. However, the potential of its riverside location and heritage is not currently being realised. The area is becoming run-down through lack of investment, and there are safety / security concerns when the area becomes deserted outside business hours. Existing businesses within the estate should be encouraged to stay and further employment opportunities provided. Development within this area should be guided by the desire to retain and (if in a poor condition) refurbish buildings for employment use, and the following principles:

- redevelopment of existing buildings should only take place where the buildings are of little historic interest and the scheme would provide further accommodation for small businesses and local crafts, in a variety of forms and sizes;
 - any new development will be expected to contribute towards the overall upkeep of the estate (particularly the maintenance of buildings of historic interest and the retention of low business rentals);
 - adequate provision should be made for servicing access and parking provision for existing and new businesses - consideration should be given to using the area in front of the Bridport Industries building as a car park to serve the estate (which could be used as an overflow public car park or for public events on occasions);
 - new residential accommodation should be introduced within the estate (primarily adjoining the river corridor) to provide activity throughout the day and night and re-establish historic patterns of close proximity of work and home. The amount and distribution of residential development should not conflict with the objectives of retaining and increasing employment opportunities and the protection of the area's heritage;
 - no new retail uses, other than small, starter units or sales areas ancillary to workshops / businesses, will be appropriate within the estate;
 - the design of new development should retain and reinforce the strong east-west axis of the historic plot patterns and reflect the traditional forms and styles from St Michael's Trading Estate. New development adjoining the river corridor
-

should take advantage of this aspect. Views of established landmarks within the Trading Estate (St Michael's cottage and the Bridport Industries building), and views from public areas within the estate to St Swithin's Church and the western hills should not be obscured;

- pedestrian routes through the estate should be more inviting, with pedestrian and vehicular routes surfaced and maintained in appropriate materials (reflecting the area's industrial heritage and historic interest), and linked to adjoining routes. The design of paving and lighting should reinforce the visibility of key pedestrian links through the area and improve the sense of security and public right of access. An additional pedestrian link should be provided across the river corridor to Skilling, designed for the enjoyment of the river and its natural surrounds, and connecting with new / improved riverside walks. A new landmark visually linking to Rope Walks car park should be incorporated on the western edge of the Estate, to encourage people to walk through the Estate as well as providing a focal point within the area.

4.7 Foundry and Gundry Lanes

4.7.1 Foundry Lane and Gundry Lane provide a key east-west link for pedestrians and cyclists moving through the South West Quadrant. The lanes are relatively narrow, and the potential conflict between vehicles and pedestrians, combined with the lack of public surveillance from buildings overlooking the routes, has meant that pedestrians and cyclists do not feel safe. To address this, regeneration within this area should be guided by the following principles:

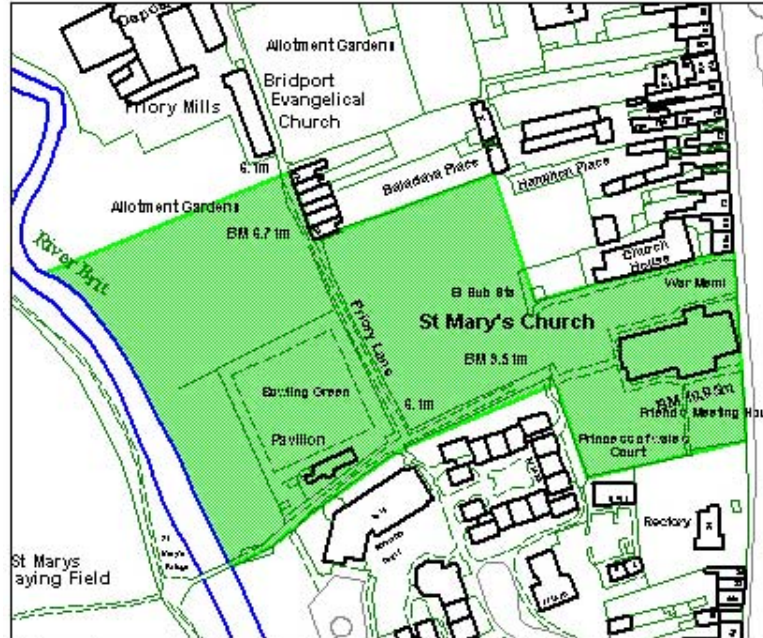
- the landscape treatment of the lanes to emphasise pedestrian priority and reduce conflict between motorised traffic and pedestrians / cyclists;
- the retention of existing walls / buildings that provide a strong sense of enclosure to the Lanes; and
- redevelopment of existing buildings / new development should make provision for a mix of uses (workshops, offices, community and residential) with doors / windows overlooking the lanes, to increase surveillance and sense of security;
- the Borough Gardens should remain an area of quiet enjoyment, with its accessibility improved - including the provision of a pedestrian access from The Tanyard.

4.8 St. Mary's Church and links to the River Corridor

4.8.1 The area of open land surrounding the key landmark of St. Mary's Church and connecting to the river corridor is a wonderful asset - it acts as a "green lung" penetrating into the very heart of Bridport, and provides a range of recreational / leisure opportunities. The land has not previously been developed, and its undeveloped nature reinforces the historic feel of the medieval lane (Priory Lane) that connects Foundry and Gundry Lanes with the southern half of the quadrant. Only limited development will be allowed within this area, and will be subject to the following principles:

- the need to retain the open space between St. Mary's Church and the river corridor as a "green lung", as indicated in Figure 4.3. The spaces will be used for recreation / leisure (such as the continued use of the outdoor bowling area and allotments), and provision made for pedestrian pathways alongside the river;
-

Figure 4.3: Open Space between St. Mary's Church and the River Corridor



This map is reproduced from Ordnance Survey Material with the Permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. West Dorset District Council, Licence Number 086010 2001. Not to Scale

- any development adjoining the open space should not obscure views from the main river crossing points to St. Mary's Church, or views from St. Mary's Church to other key landmarks (Priory Mills and the Bridport Industries building), and should provide public surveillance of the open space;
- no vehicular traffic should be introduced along Priory Lane to the south of the chapel.

4.9 Implementation

4.9.1 The regeneration of the South West Quadrant needs to be considered as a whole if the various problems faced within the key sites are to be addressed, and the area's overall potential achieved (the whole being better than the sum of its parts). The adoption of this framework as Supplementary Planning Guidance, following extensive public consultation, is the first stage in this process, and the land use implications then need to be reflected in the review of the Local Plan. The requirements set out in this framework will be used to assess the degree to which subsequent proposals reflect its aims. Major development of the key sites should be informed by detailed design briefs that will be prepared in partnership with the District Council, in consultation with the wider public.

4.9.2 The aim of the framework is to provide guidance through which a three-dimensional plan for the area can be built up and implemented through the development of key sites. The framework will ensure that development respects the past and the historic traditions and distinctiveness of the locality, but acknowledges the needs of the community for the future. The key is creating the right climate for investment. This has been lacking in the past, hence the need for the Regeneration Framework.

- 4.9.3 Implementation of the Framework can only be achieved by the public and private sectors' working together and in harmony with the local community.¹⁹ Much of the South West Quadrant has been targeted for HERS funding (English Heritage's Heritage and Economic Regeneration Scheme), to assist its conservation-led regeneration. The Community Partnership of Bridport is already well established and operating strategically with priorities and targets for the future finding expression through the Coastal and Market Towns. This follows on from the Single Regeneration Budget Bid in 2000 that, whilst only partially successful, demonstrated the benefits of close partnership working, being led by the Bridport Town Council's Town Co-ordinator and District Council's Community and Economic Development Manager under the guidance of the District Council's Director of Planning and Environment. The bid enshrined financial commitment from a range of partners including the Town, District and County Councils, Environment Agency, Countryside Agency, SWERDA and others. It is an example of the sort of partnership working that will be needed, and is already operational, to take forward the South West Quadrant Regeneration Framework. The aim is to progress a range of projects within the quadrant (most likely worked up in detail utilising the CMTI), in partnership, and after further consultation with the community. Together with the Town Co-ordinator and Town Council, the District Council is willing to take the lead in co-ordinating projects and bids for external funding, designing schemes and leading project management and implementation. Once a programme of action and projects has been established and agreed, including details of the lead partner, other partner contributions and funding, progress will be monitored on a regular basis.
- 4.9.4 The key to encouraging much needed private investment is demonstrating that the public services are committed to the area and are doing their part to create an improved financial and physical environment for that investment. The District Council has some landholdings in the area and will be looking to use its planning and landowning roles, working in partnership with private landowners where necessary, to bring forward schemes for re-development and improvement. The District Council has agreed the principle that any capital increase it secures through development of its sites will be ring-fenced and re-invested within the South West Quadrant. The District Council will also progress schemes for the enhancement of the public realm, to create a more attractive environment in the South West Quadrant for the benefit of local people and visitors.
- 4.9.5 It is important that private landowners are willing to progress the proposals contained in the framework. While co-operation amongst landowners will be encouraged, if necessary, the District Council will consider the use of Compulsory Purchase Orders to secure land assembly on key sites. Under its planning powers the District Council will also enter into negotiation with applicants to secure co-ordinated development through planning obligations under Section 106 of the Town & Country Planning Act 1990. This mechanism may also be used to ensure the proper future management of land, as well as the provision of necessary facilities such as local needs and affordable housing.
- 4.9.6 The regeneration of Bridport and West Bay is a corporate priority for the Council. The Council will use its statutory and discretionary powers and functions, together with

¹⁹ An example of successful partnership working is the implementation of a cycle route from Foundry Lane to Skilling Hill Road, and Burton Road to West Bay Station along the former railway line, to improve access between West Bay and Bridport for local people and visitors. This £100,000 scheme was joint funded by the Government's SRB budget, the Countryside Agency, Bridport Town Council, Dorset County Council, Sustrans, the Environment Agency and the District Council.

appropriate budgets, to assist the implementation of the Regeneration Framework. These include:

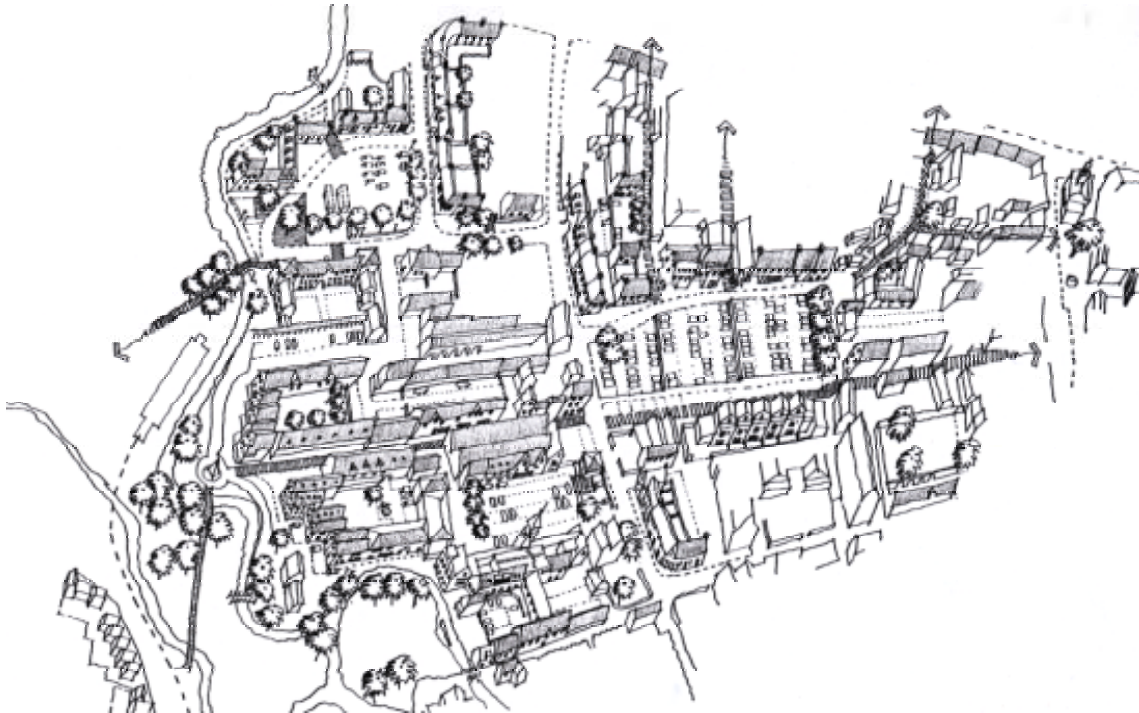
- its powers under the Housing Acts, including investment into social and affordable housing through Housing Corporation funding;
 - its Leisure and Tourism role in relation museums and heritage interpretation, promotion of heritage trails and the marketing the area in general;
 - its role in supporting community initiatives;
 - its economic development role in supporting the retention and creation of jobs in the area, particularly small businesses, and assisting in co-ordination of investment and grants from SWERDA and in-house grants where appropriate;
 - its functions under the Crime and Disorder Act (for example, support for the introduction of CCTV);
 - its role in relation to the provision of off street parking;
 - its role in relation to Listed Buildings and Conservation Areas and in particular continuing to support and deliver, in partnership with English Heritage, the Heritage Economic Regeneration Scheme which has recently been extended for a further 3 years from April 2002.
-

5. APPENDICES

Appendix 1: Public Consultation

The key issues and broad design rationale were first tested at a public meeting in March 2001, and adapted to take into account feedback from the consultation. During September / October 2001, meetings were held with the District and Town Councillors, and also with the Coastal and Market Town Initiative's Community Planning Group (representing all the working groups) and key landowners. District Council Officers were on hand to explain the rationale and illustrative layout (see Figure 5.1), and how the findings of the research had led to these proposals. Wider public consultation then took place, with a two-day exhibition held in Bucky Doo Square, Bridport, on 23 and 24 October 2001. This included a pre-recorded presentation, interactive display panels on the design considerations, and panels showing the illustrative layout and key questions. Again, District Council Officers were on hand to explain the proposals and answer questions. The exhibition was advertised in the local newspapers and on local radio. Leaflets explaining the proposals were available to take away, and a questionnaire was provided for feedback, to be returned by 23 November 2001. Following the exhibition, leaflets and questionnaires were made available at the Council offices at Mountfield, Bridport Library and TIC. In addition, the pre-recorded presentation, illustrative layout and on-line questionnaire were published on the District Council website.

Figure 5.1: Illustrative Layout



The main results of the consultation were reported to the Environment Overview & Scrutiny Committee of 29 January 2002. Approximately 1,000 people attended the exhibition, with at least 167 attendees taking part in the interactive displays. Over 200 people responded to the general questionnaire. The majority of respondents lived within Bridport, 22% within the South West Quadrant itself, a further 7% within Skilling and 49% elsewhere within the town. At least 6% represented local businesses within the quadrant, and a further 13% represented local interest groups or organisations, including: South West Bridport Association; Bridport History

Society; Bridport Disabled Club; Bridport Sea Cadet Corp; the Bridport Allotments Society; the Film Society; and the Community Planning Group.

In general, the consultation undertaken showed that there was broad public support for the proposals put forward for regenerating the South West Quadrant. In addition to minor alterations, the following key points were incorporated into the Framework for Regeneration as a result of the consultation:

- stronger emphasis on the provision of facilities for visitors in the Coach Station area;
- the need to highlight the line of Saxon defences in the re-design of Rope Walks car park and the retention of views out to the surrounding hills;
- stronger emphasis on the fact that the amount and distribution of any new housing within St. Michael's Trading Estate should not conflict with the objectives of retaining and increasing employment opportunities and the protection of its heritage, with reference to the servicing access and parking requirements of existing businesses;
- amendment to the proposal that the area in front of the Bridport Industries building (the historic cattle market) be used as a car park, to emphasise that its main function would be to serve the estate, but with the flexibility to allow the space to be used as an overflow public car park or for public events on occasions;
- the removal of proposed housing on St. Mary's Field and the proposal that this area should be retained as open space.

Appendix 2: Bibliography

- a Bridport; South West Quadrant - Site Investigation: Factual and Interpretative Report no. RM970018, June 1997, Dorset Engineering Consultancy Soils and Materials Laboratory
 - b Historical Landscape within the Borough of Bridport - Report for West Dorset District Council, 1998, Dorset Gardens Trust
 - c Bridport Town Centre Health Check, West Dorset District Council October 2000 - March 2001
 - d A Better Bridport - Roping People Together, produced through The Market And Coastal Town Initiative for the South West - Bridport in April 2001
-