



Group 2

BPLN0105 Transport  
Consultancy Study

# London Road and West Access

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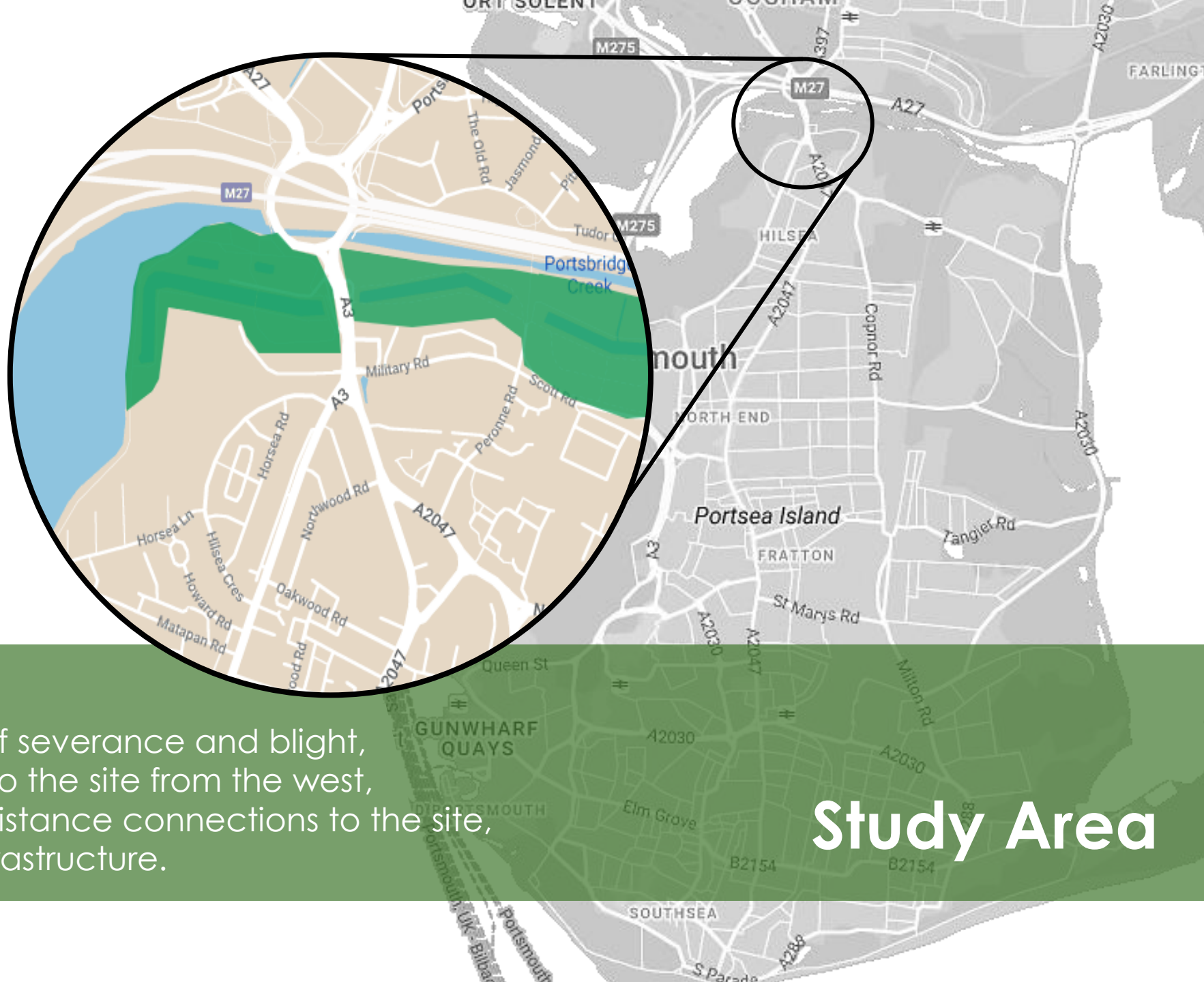
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# Baseline Investigation

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- Site located below major intersection to motorway
- Hilsea Lido – already has some regeneration
- Hilsea Lines – focus area of upgrades
- Project scope
- Mainly residential area
- With general lack of access to green space and appropriate infrastructure



## BRIEF

Addressing issues of severance and blight,  
Improving access to the site from the west,  
Improving longer distance connections to the site,  
Enhance green infrastructure.

# Study Area

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Map from Google my maps



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### Area 2

54-94% women  
Approx. 19% children,  
12% elderly  
16% immigrants  
Medium-low levels of  
disability  
Terraced mixed use,  
stable household

### Area 1

48-54% women  
19% children, 12%  
elderly  
16% immigrants  
40% no employment  
Terraced mixed use,  
stable household  
People on a budget

### Area 3

48-54% women  
Approx 19% children,  
12% elderly  
16% immigrants  
Highest area of bus use  
to work 11% and bicycle  
7%  
Largest number of young  
children 9%

### Area 6

47-50% women  
Approx 19%  
children, 12%  
elderly  
16% immigrants

### Area 4

47-54% women  
Approx 19%  
children, 12%  
elderly  
16% immigrants  
Cosmopolitan  
family

### Area 5 – Most Vulnerable

54-94% women  
Approx 19% children, 12% elderly  
16% immigrants  
Highest level of disability  
50% users do not have car  
52% no employment  
Disadvantaged single  
household  
Largest number of elderly  
people  
Vulnerable Pensioner

## Baseline Evaluation Area Groups

(Map from Google my maps; CDRC MapMaker, 2011; DataShine, 2011)

		Spatial Barriers				Temporal Barriers			Financial Barriers		
	Feature	Pedestrian Bridges Noisy, steep, stairs	Bus Stop Poor facilities	Road Fast, Car-centric	Bus Services Poor connectivity	Seasonal Exposure to wind, rain	Time of day Poor Lighting	Bus Services Poor Timetabling Info	Historic investment / policy focus Car-centric	Externalities time, safety, comfort	Total of 45
Demographic Groups (based on Kuttler and Moraglio, 2021)	Visually Impaired	5	5	5	4	4	5	5	3	5	41
	Difficulty hearing	3	5	4	4	4	4	5	3	5	37
	Mobility Impaired	5	5	4	5	4	4	5	3	5	40
	Parents (single)	3	3	5	3	4	4	3	3	4	32
	Elderly	5	4	4	4	4	5	3	3	4	36
	Children, youth	1	4	5	4	4	5	3	5	5	36
	Women	4	4	2	3	3	5	5	2	3	31
	Low income	2	3	4	4	4	4	4	4	5	34
Mobility Groups	Bus users	3	4	3	5	5	4	5	5	4	38
	Pedestrians	3	3	5	4	5	5	3	5	5	38
	Cyclists	4	3	5	1	5	5	3	5	5	36
	Car users	0	0	0	0	0	3	0	0	0	3

\*Likert Scale 0 = no impact; 5 = severe impacts

**Baseline Evaluation**  
User Groups

# Vision

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# OUR VISION

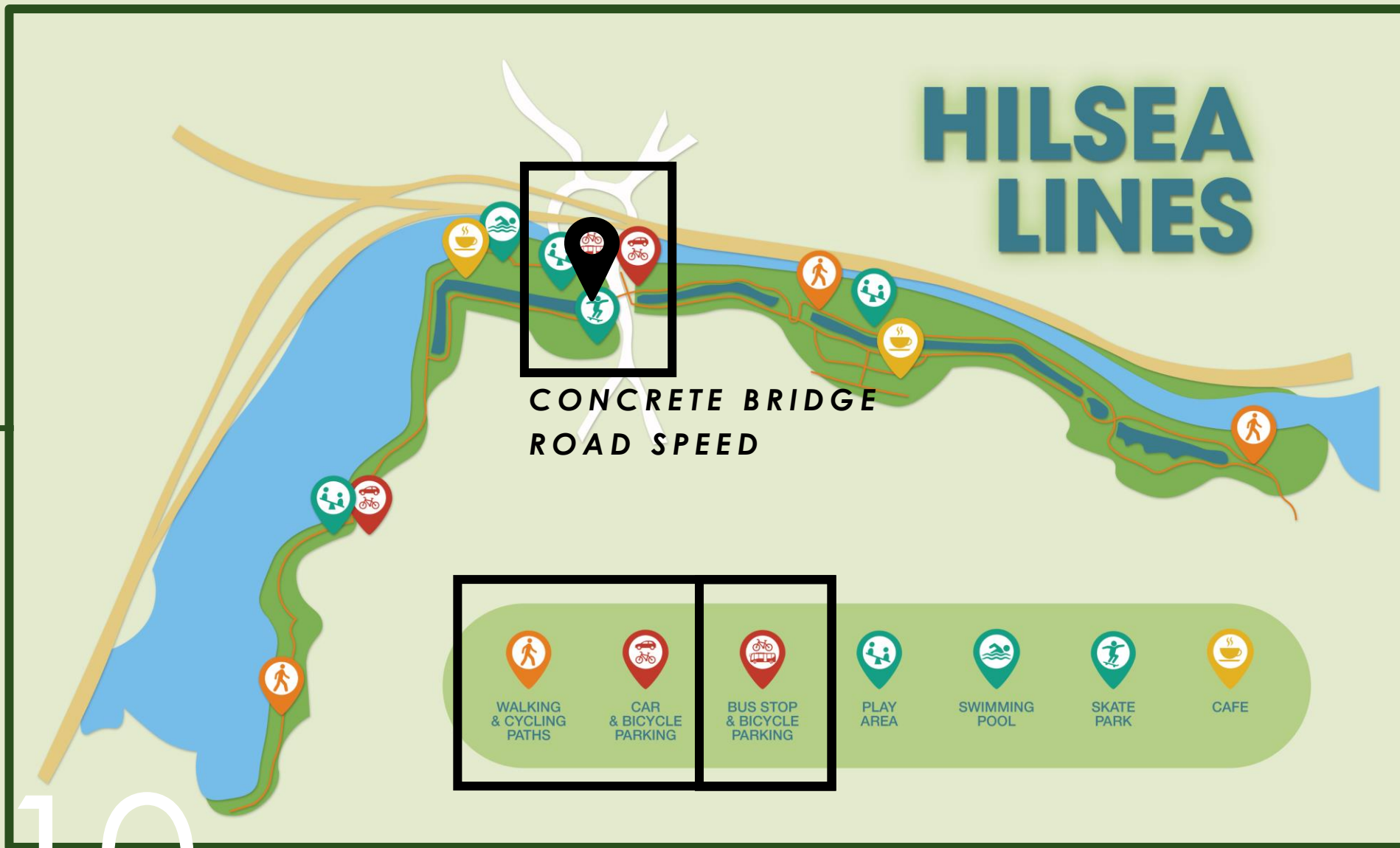
*"To create a thriving, liveable area where local culture, local business, nature and clean air are accessible to all, and mental and physical health and wellbeing are improved through access to green infrastructure and sustainable travel options."*





# Quick Wins

Timeline of Implementation: Twelve months



**01**  
**Severance**

**02**  
**Bus Stop**

**03**  
**Greenway**

**04**  
**Long distance connection**

# Proposals

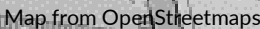
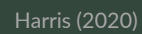
Timeline of Implementation: Three years

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# Fixed Components

- Removal of bus parking
- Parking upgrades – Add electric charging stations
- Segregated cycle lanes (A3 and A2047) - LTN 1/20 compliant
- Formalise/maintain speed reduction
- Continue pedestrian upgrades from Hilsea Lido to Hilsea Lines
- Remove blue bridge
- Junction upgrade (A3, A2047)

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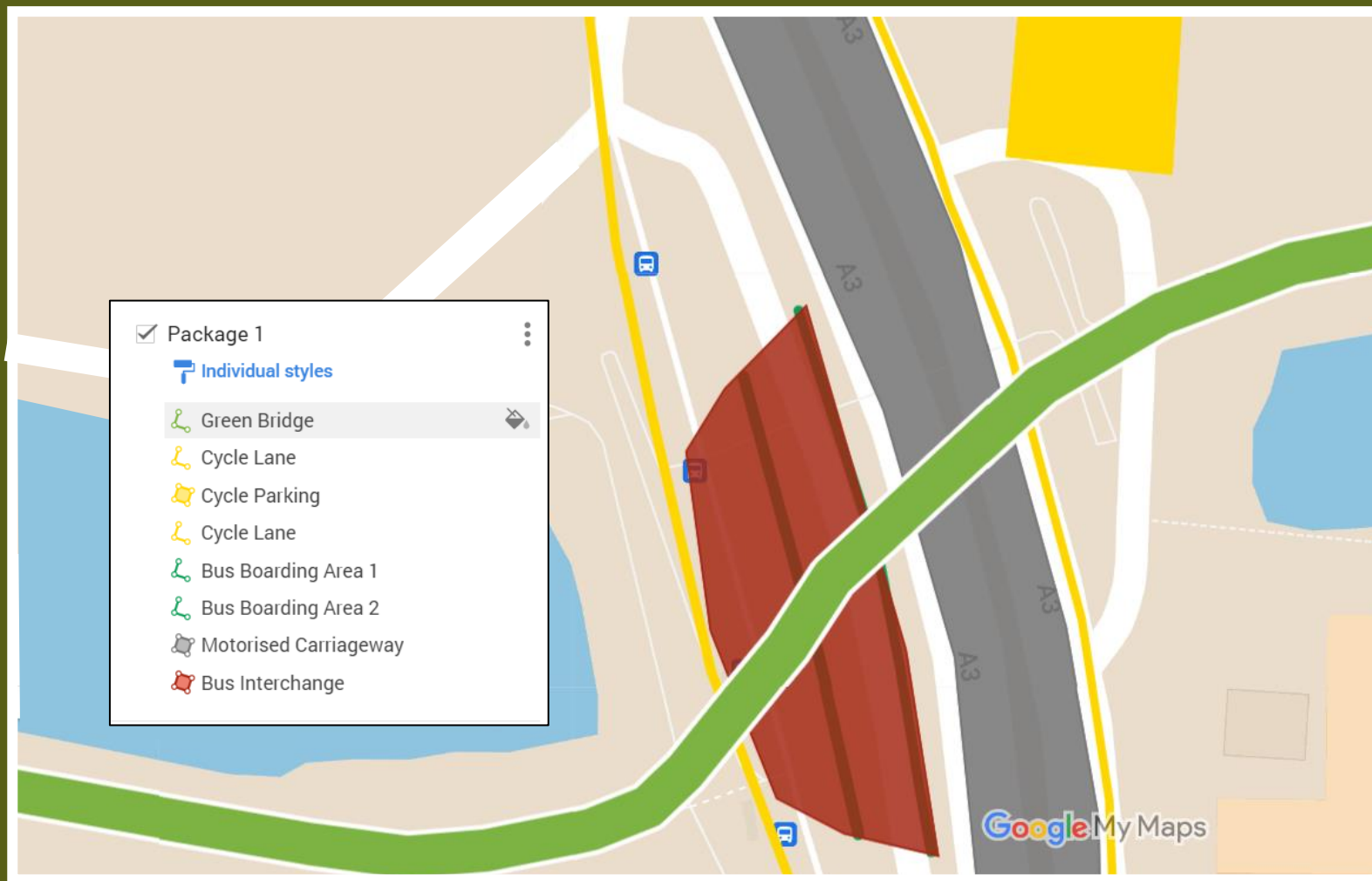
# Package 1

Green  
Continuity

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The park in the sky: This package extends the park so it is a continuous experience not broken by London Road.



Drawing created by Jana El Hajj

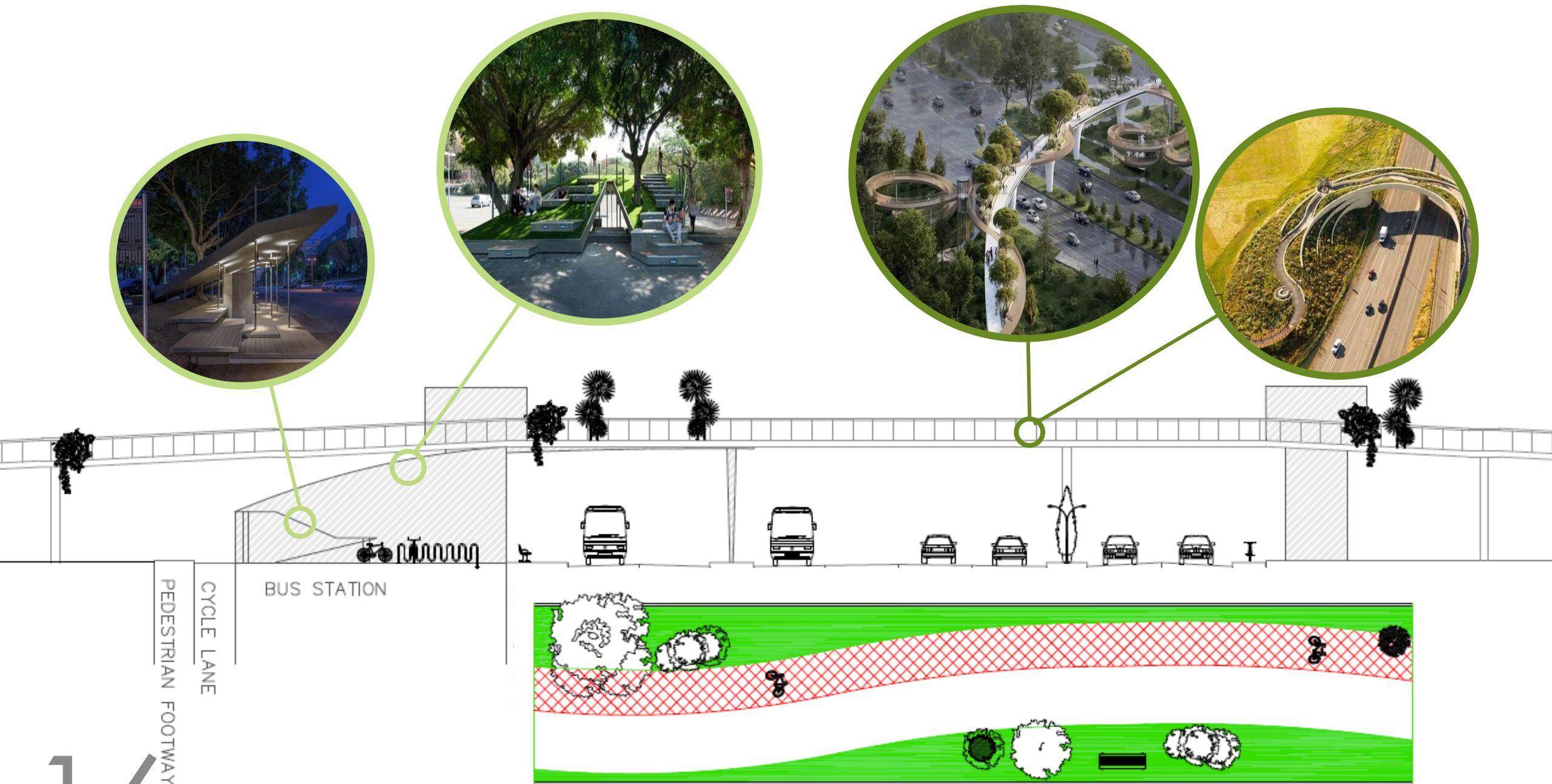
Roadway reduced to 2 lanes  
per direction.  
Widened footways and median  
Provision of cycle lanes and cycle  
Parking

### **Green Bridge**

Width=6m, Length=140m,  
Gradient=1:20, Clear height=5.7m  
Segregated cycle and walkways  
Greening, art, resting areas  
Universal Accessibility  
Connection of the Green Corridor

### **Bus Interchange:**

Two parallel bus stops with  
overtake lanes  
1000m<sup>2</sup> Shelter Area  
370m<sup>2</sup> Facilities Area (Tourist info  
desk, Toilets, Café, RTPi)





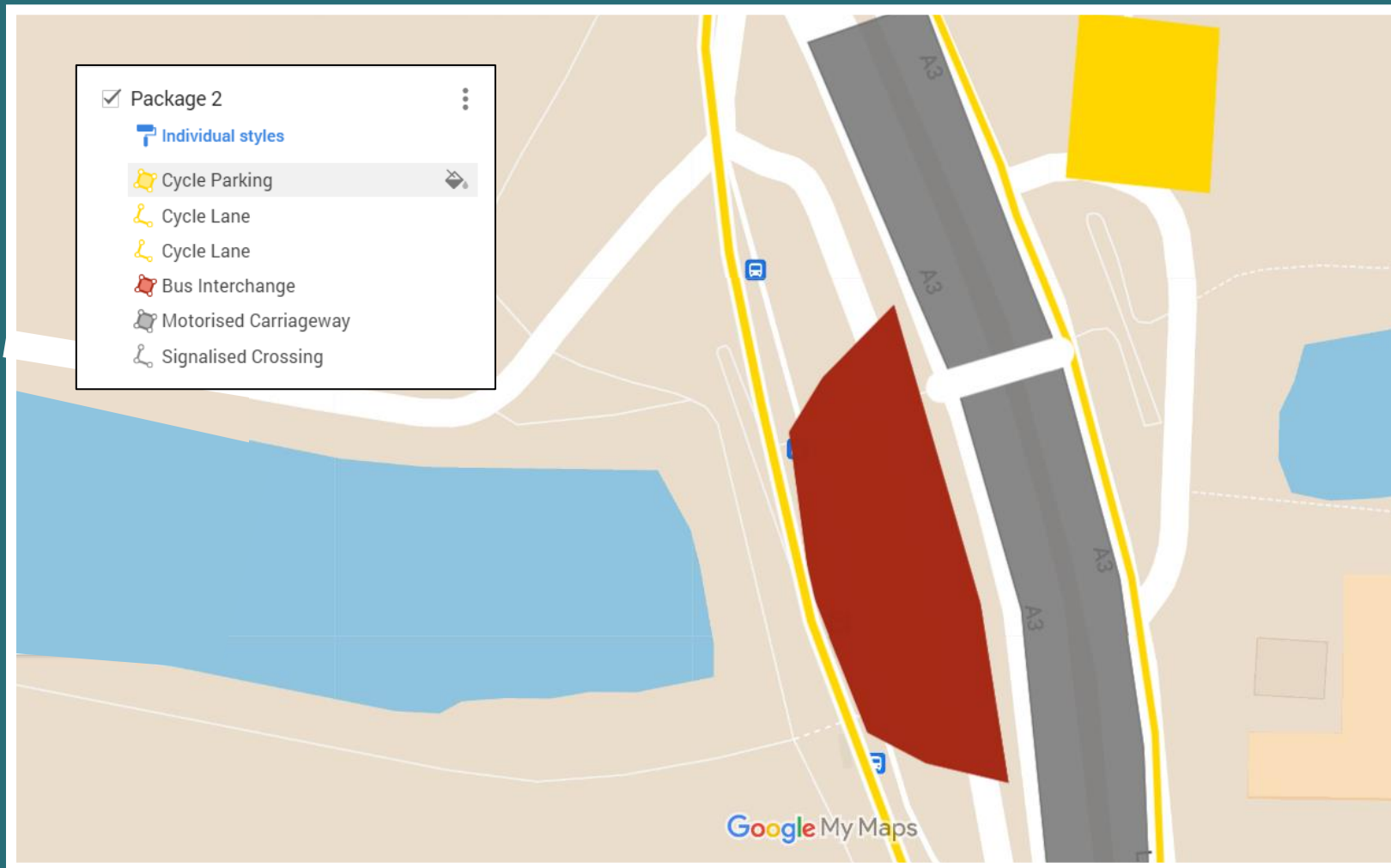


## Package 2

Mobility for  
all

Creation of a transport  
hub ensuring every person  
can connect to the  
greenspace from close or  
far and easily cross  
London road.

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Drawing created by Jana El Hajj

Roadway reduced to 2 lanes  
per direction  
Widened footways  
Widen the median and add trees  
Provision of cycle lanes and cycle  
Parking

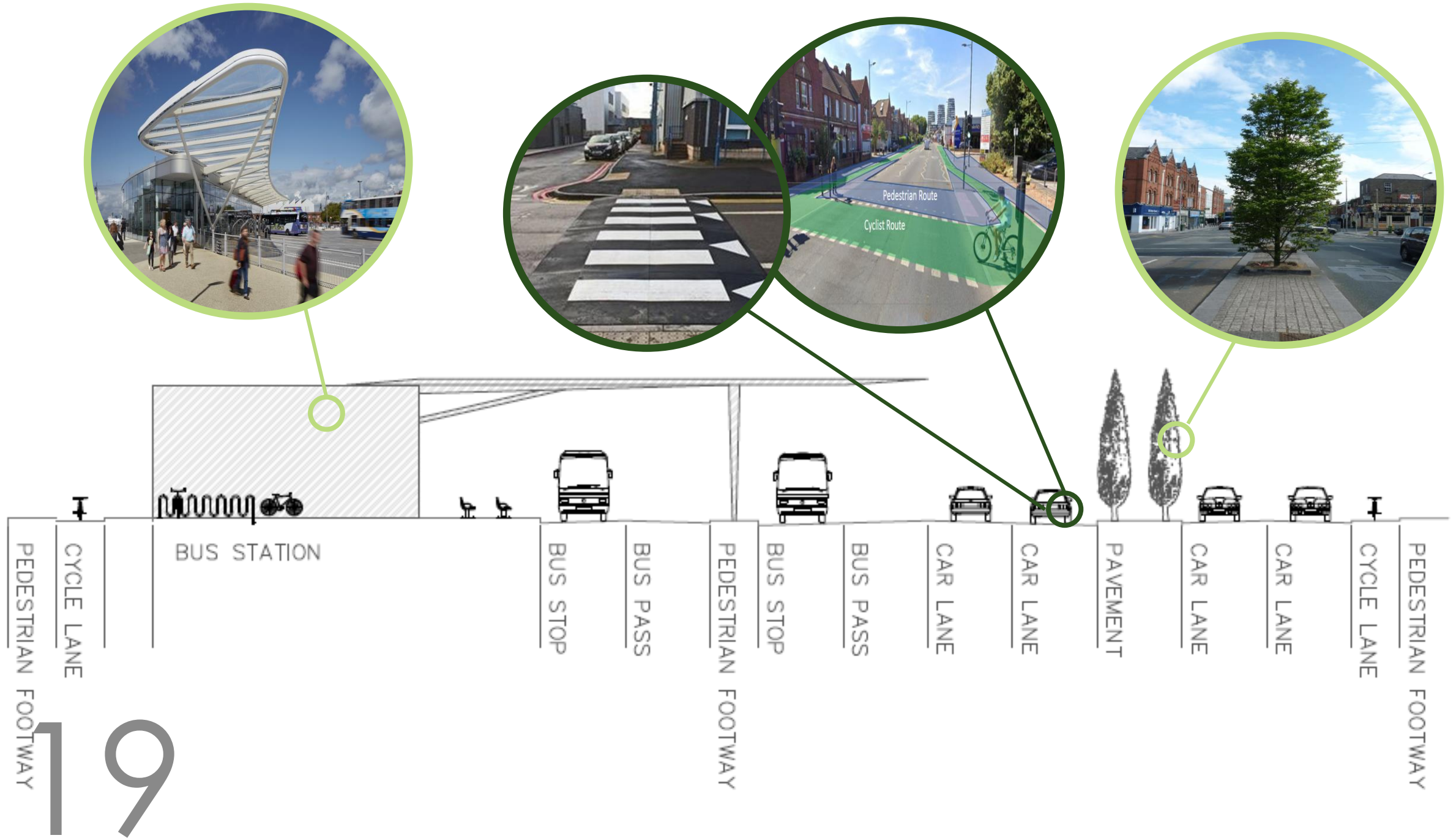
### **Interchange:**

Two parallel bus stops with  
overtake lanes  
1000m<sup>2</sup> Shelter Area  
370m<sup>2</sup> Facilities Area (Tourist info  
desk, Toilets, Café, RTPi)

### **Signalised Crossing**

Priority phasing for pedestrians  
Audible information  
Wide pedestrian island  
Raised Toucan crossing  
Conveniently aligned with Lido  
and Halsea Lines





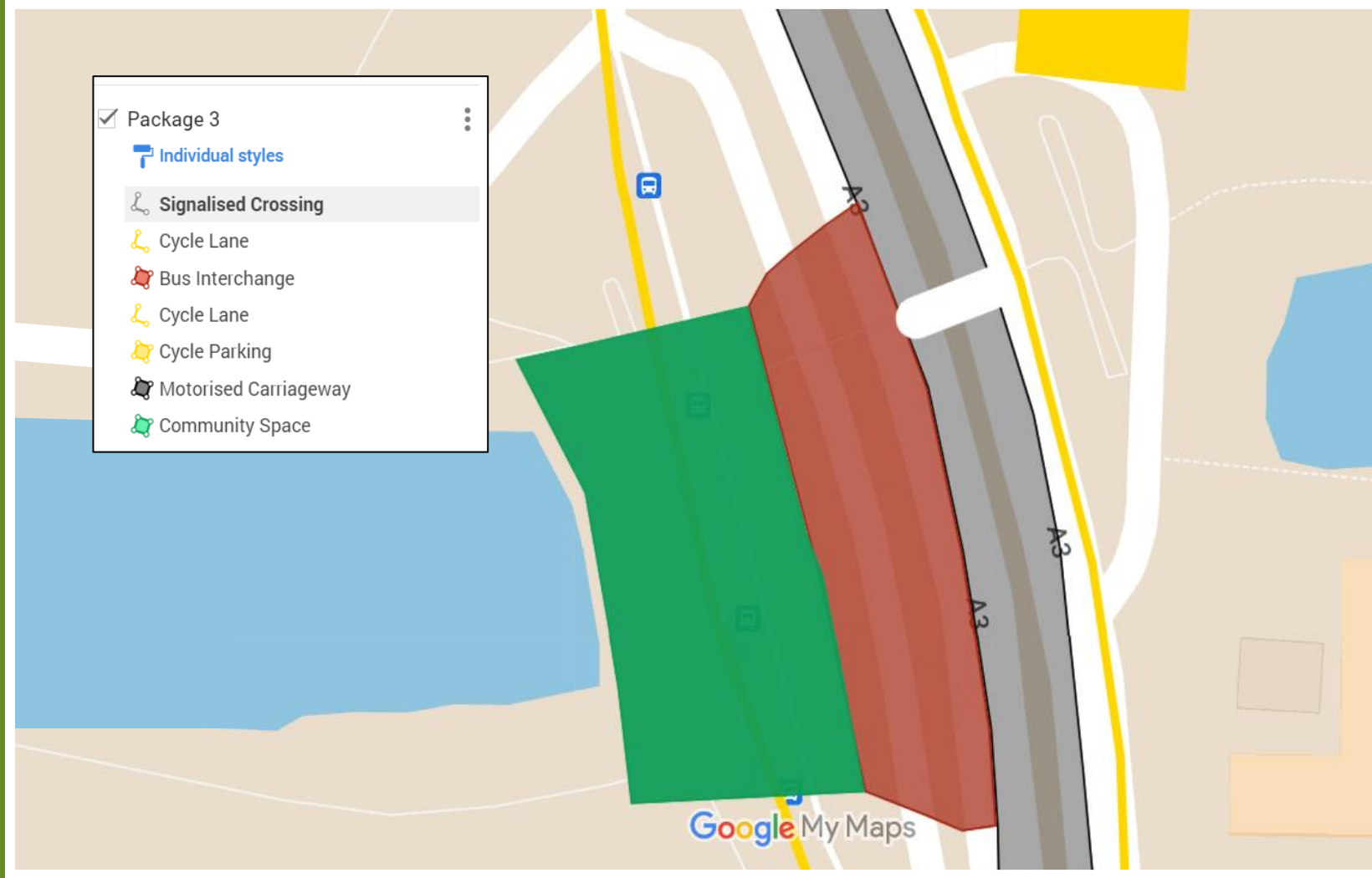
An aerial photograph of a public plaza. In the upper half, a group of people, many wearing blue graduation gowns, are gathered in a paved area. To their left is a basketball court with a hoop. The lower half of the image shows more people walking and playing in the plaza, with a large, leafy tree in the foreground on the right. The overall scene is a vibrant, active public space.

## Package 3

People-  
Centered  
Space

Extending the nearby high-streets using flexible and creative spaces to invite residents and tourists into Hilsea Lines.

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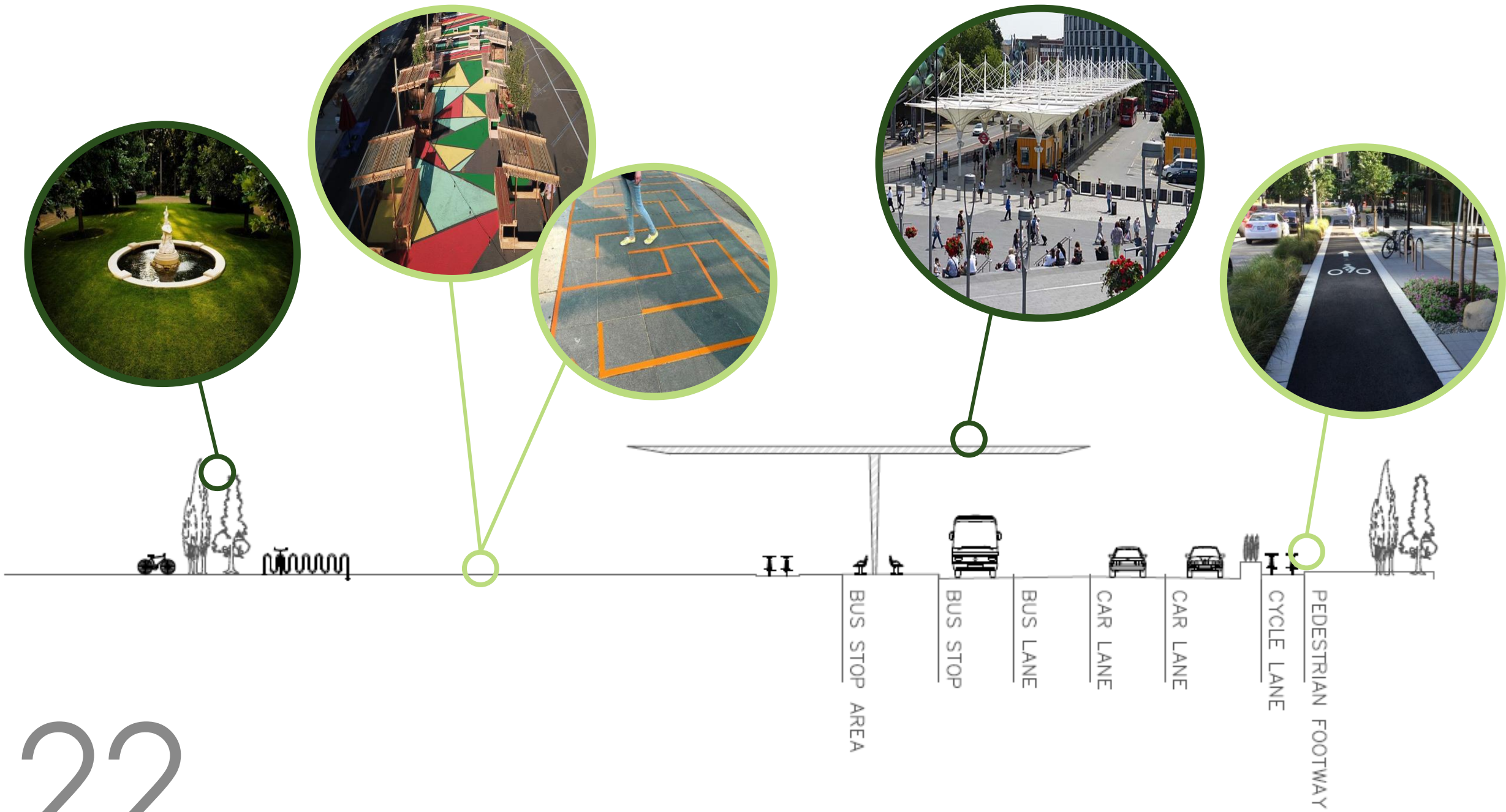
Drawing created by Jana El Hajj

Widened footways  
Removal of median  
Roadway reduced to 1 lane  
per direction  
Provision of cycle lanes and cycle  
Parking  
Southbound Cycleway  
segregated by plant lane

**Interchange:**  
One long bus stop with overtake  
lane  
1000m2 Shelter Area  
1330m2 Multipurpose Community  
Space

**Signalised Crossing**  
Priority phasing for pedestrians  
Audible information  
Raised Toucan crossing  
Conveniently aligned with Lido  
and Halsea Lines





A black and white photograph of a person walking on a bridge with a metal railing, with a hillside in the background.

# Multi-Criteria Analysis

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# Multi-Criteria Analysis

Criteria	Sub- Criteria	What is this measuring?	WEIGHTING	BAU		Package 1		Package 2		Package 3	
				Score	Weighted score	Score	Weighted score	Score	Weighted score	Score	Weighted score
Demographic groups	Mobility impaired	How much does the design improve the experience for these groups?	10	-5	-50	3	30	4	40	5	50
	Families and children		7	-3	-21	3	21	3	21	5	35
	Women		7	-2	-14	3	21	5	35	4	28
	Low income/deprived		7	-2	-14	4	28	3	21	5	35
Transport user groups	Bus users		12	-3	-36	4	48	5	60	3	36
	Pedestrians		12	-4	-48	4	48	4	48	5	60
	Cyclists		12	-5	-60	3	36	4	48	5	60
Strategic priorities	Air & noise pollution	How much will the design contribute to improved air quality?	10	-5	-50	3	30	3	30	4	40
	Green space	How much will access to green space be improved by this design? Including creation of new green spaces	9	0	0	5	45	3	27	4	36
	Improved public realm	How much will the design contribute to improving the public realm?	6	-1	-6	4	24	3	18	5	30
	Improved opportunities for business	How much will the design create new opportunities for businesses?	8	-4	-32	3	24	3	24	5	40
Total			100		-331		355		372		450



Sometimes serving the community can be more influential than an iconic structure. Ultimately ensuring access for all was essential in appraising this project.

COMMUNITY  
ART LEISURE  
FAMILY PLAY FLEXIBLE  
BUSINESS FOOD SOCIAL  
GREEN  
MARKET  
CHILDREN  
INCLUSIVE  
VIBRANT  
SHOP PEOPLE  
LIVABLE  
CONNECTED  
SUSTAINABLE  
DIVERSE  
MOBILITY  
ACTIVITY

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