



Project Sheet - Whiteladies Road & Westbury Road, GBBN Project

Project Title: Whiteladies Road

Client Name: Bristol City Council

Total Project Value: £3.8M

Completed: November 2011

Duration: 8 months

KPIs: the project was completed on time, to budget and to quality standards



Description of Project

As part of the GBBN project ETM were commissioned by Bristol City Council to improve the A4018 – Whiteladies Road/Westbury Road. This main corridor through the City serves residential districts north of central Bristol, as well as Bristol University, Park Street and Clifton Down shopping centre. Bus routes that serve the northern end of the corridor also connect with The Mall regional shopping centre at Cribbs Causeway.

The improvements include:

Travelling environment

- Improved reliability of buses
- New or additional bus lanes
- Upgraded traffic signals to allow priority for buses
- Parking and loading restrictions to support bus priorities and assist traffic flow
- Alterations to traffic signals and approach lanes to improve capacity for general traffic

Bus stop infrastructure

- Raised kerbs to make boarding and alighting safer and easier for everyone
- Longer bus stop platforms to accommodate multi access vehicles
- Longer bus stop bays to improve passenger access to vehicles
- New, high quality bus shelters with an improved waiting environment

Pedestrian facilities

- New pavements along sections of the route
- Improved pedestrian crossings
- Additional pedestrian crossings
- Kerb build-outs to improve safety at junctions

Information

- Clear full colour information displays for real time bus information with an audio function for people with a sight impairment

