

Rural City of Murray Bridge

Final Town Centre Traffic Plan

Endorsed by Council 9 December 2013

December 2013



The Rural City of
MURRAY
BRIDGE

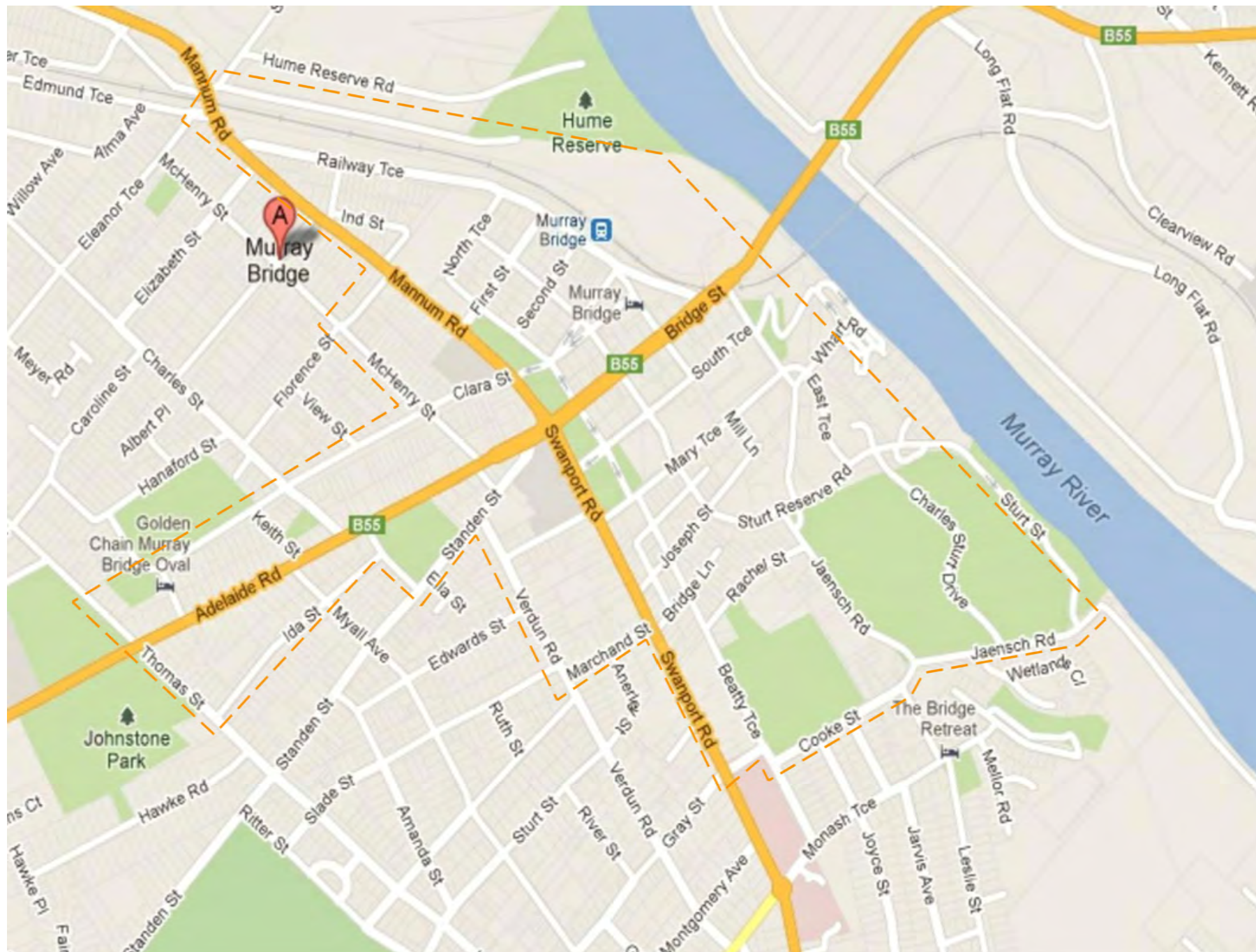
Bridge to Opportunity



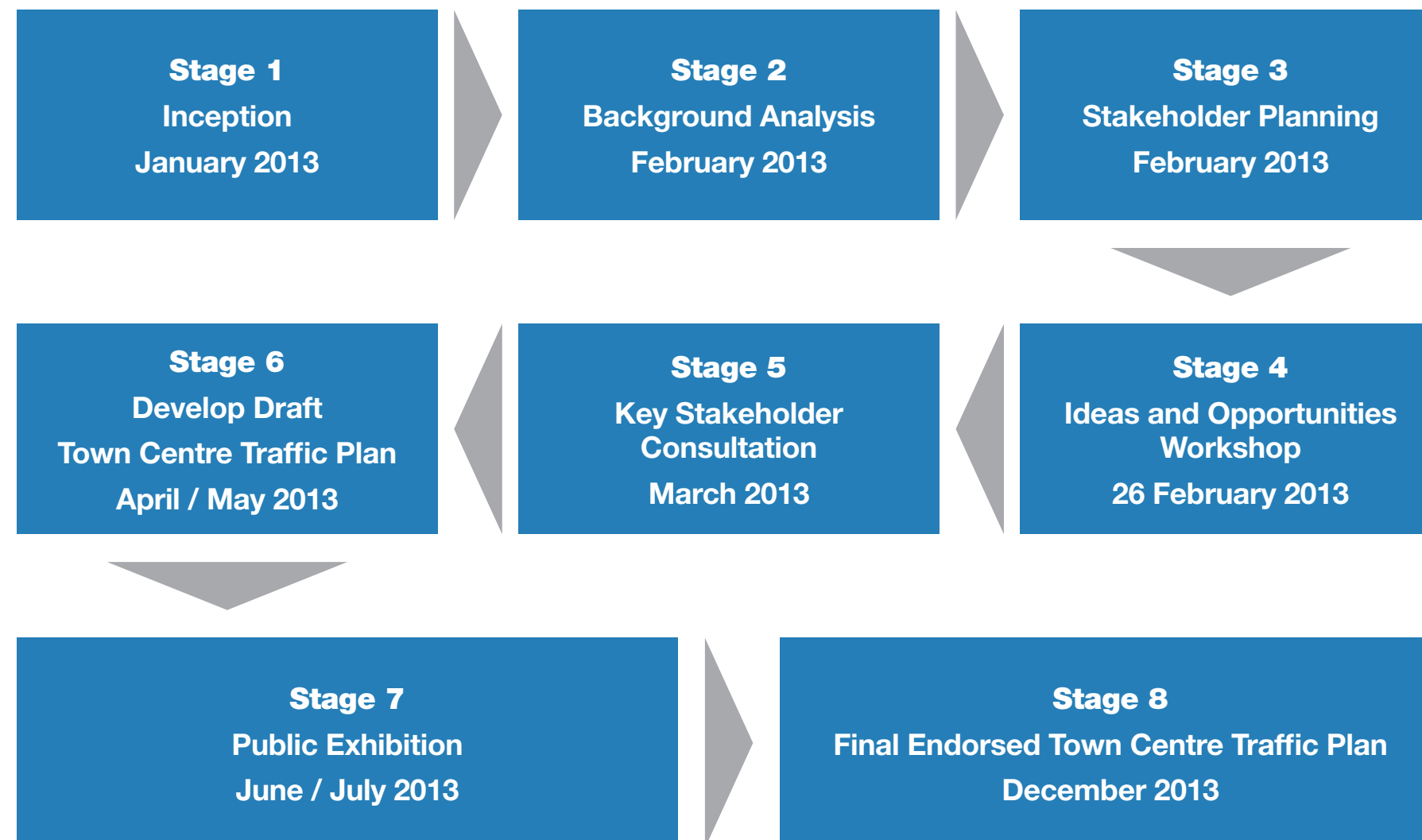
Project Overview

As part of the “Imagine Your Rural City 2020” the Town Centre Traffic Plan (TCTP) provides a next level of detail to Council’s recently adopted Town Centre Master Plan (TCMP) which supports fostering and promoting sustainable development for the community.

The TCTP has been developed to address access and movements for all modes of transport within the Town Centre; all vehicles, public transport, cycling and walking and will be delivered over several years. The study area is consistent with the TCMP and is defined as below.



Summary of the Process and Timelines



Where Are We Now?

GHD has been engaged by the Rural City of Murray Bridge to assist in the development of a Town Centre Traffic Plan (TCTP) for the rural city which complements the Town Centre Master Plan.

The scope of works have included:

1. Undertaking community and business consultation to understand the current issues and concerns.
2. Site visits at different times of the day to identify possible treatment solutions.
3. A comprehensive data review.
4. The development of a Draft Town Centre Traffic Management Plan for consultation.

The Draft Town Centre Traffic Plan was placed on public exhibition from 17 June to 26 July 2013 in the Local Government Centre and Library.

A public workshop presenting the plan was held on Monday 24 June 2013 at the Town Hall at 7.30pm.

Changes have been made as a result of consultation and are represented in the following pages. The Final 'Plan' was endorsed by Council for staged implementation on 9 December 2013.



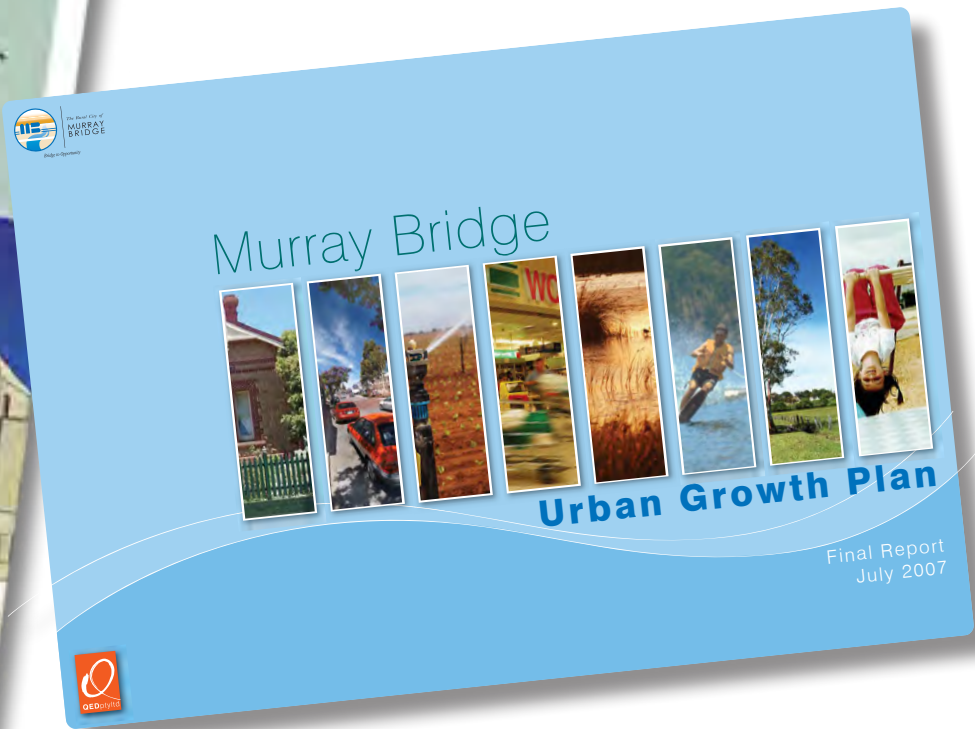
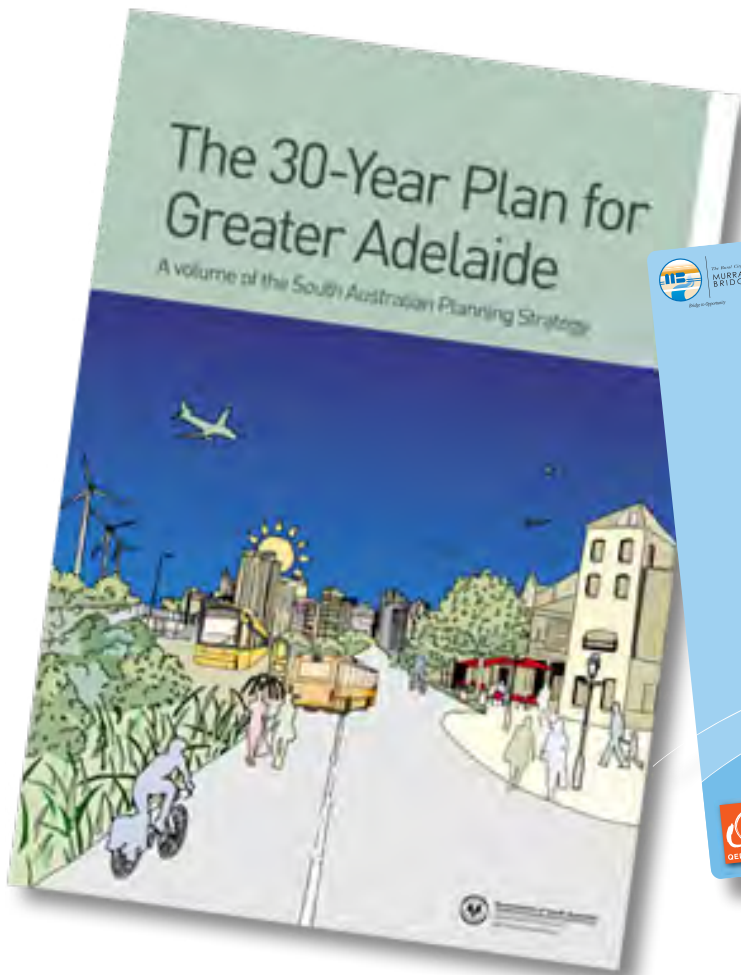
Summary of Existing Reports

To inform the project a high level review of existing strategic documents was undertaken including:

- | | |
|---|--------------|
| • Council's Strategic Plan 2011 – 15 | Dec 2008 |
| • Monarto South Intermodal and Land use Study | Dec 2008 |
| • Adelaide Rail Freight Movements Study (Monthly Report) | June 2009 |
| • Adelaide Interstate Rail Freight (Brief for Strategic Assessment of Corridor Options) | June 2010 |
| • Strategic Management Plan 2005 – 2013 | Amended 2008 |
| • Northlink – Getting SA on Track | |
| • (A Feasible Alternative for Freight Rail in South Australia) | Dec 2010 |
| • Riverfront Management Strategy | July 2007 |
| • Murray Bridge - Structure Plan | |
| • Murray Bridge – Urban Growth Plan | July 2007 |
| • Regional Placemaking Report | |
| • Integrated Transport and Traffic Management Plan and Bicycle Plan | May 2012 |

Key Points:

- **Murray Bridge - Urban Growth Plan**
Proposes a third river crossing which may be located north of the town centre. The importance of this crossing allow an opportunity to relocate heavy vehicle movements from Adelaide Road thus allowing Murray Bridge to focus on creating a more cosmopolitan feel, by reducing the width of Bridge Street and promoting a pedestrian activated space.
- **Murray Bridge Bicycle Strategy**
Provides a cycling network that promotes access and egress to the town centre via dedicated bicycle lanes. This strategy supports linkages of the schools within the township of Murray Bridge and supports additional planning strategies to encourage and promote cycling. The cycling strategy is critical in ensuring cyclists are separated from the heavy vehicle movements that occur in the town centre and surrounding roads on the network.
- **Regional Placemaking Report**
Is a document that covers a board range of ideas and projects that the community have identified. A key project identified in the town centre is the "Bridge Street and Sixth Street Revitalisation Strategy" and this project supports the following:
 - Strengthening the retail mix.
 - Building on the existing arts and culture facilities.
 - Connecting the town centre to the river.
 - Revitalising the town centre.



Consultation Process

A community engagement strategy was developed to provide direction for the project and ensure that a broad range of local community and stakeholders were informed of the project and had the opportunity to participate in the community engagement activities.

The strategy was designed to build on the momentum created during the 'Imagine your Rural City 2020' consultation process.

Timeline

January 2013

- An engagement and communications plan was developed which included a mixture of stakeholder meetings, business meetings and broader community consultation.

February 2013

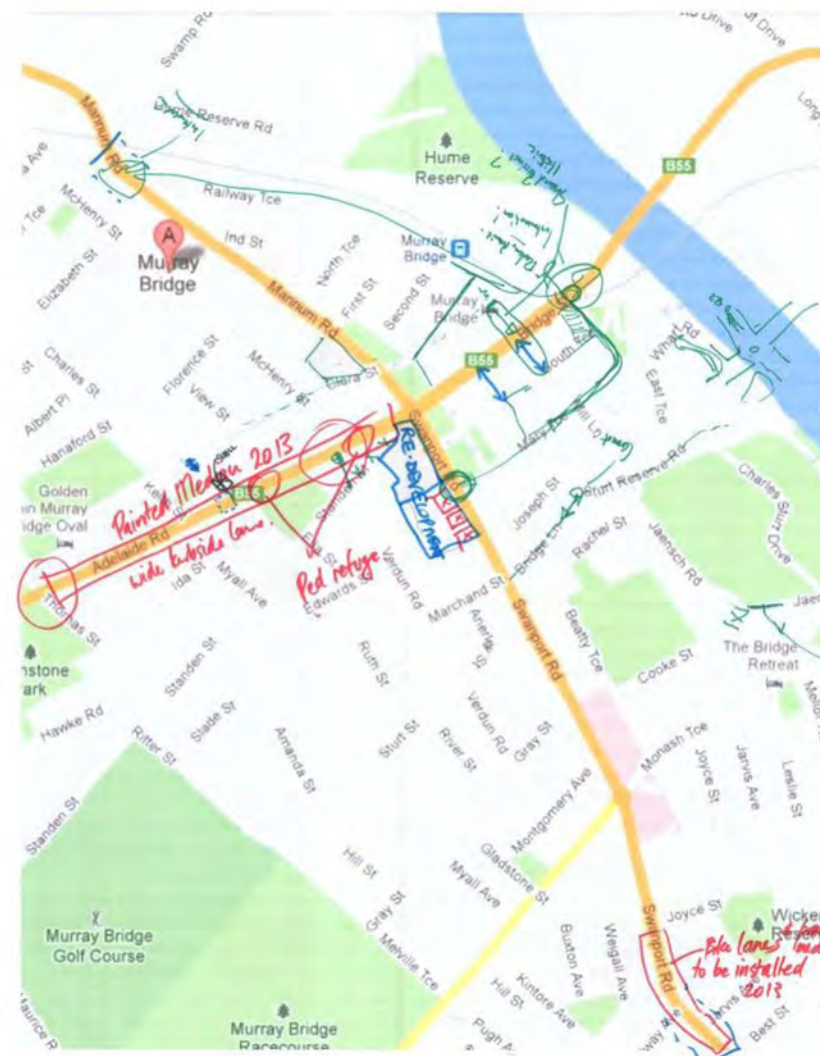
- A facilitated workshop was held with key stakeholders including key Council staff, DPTI and the RDA.

March / April 2013

- Workshops were held with Elected Members and the business and broader community. The objective of the workshops was to gain a greater understanding of local concerns/conflicts with traffic, parking, cycling and pedestrian movements in the town centre. It was emphasised that the project was to investigate all modes of transport not just focus on traffic and parking issues.

May 2013

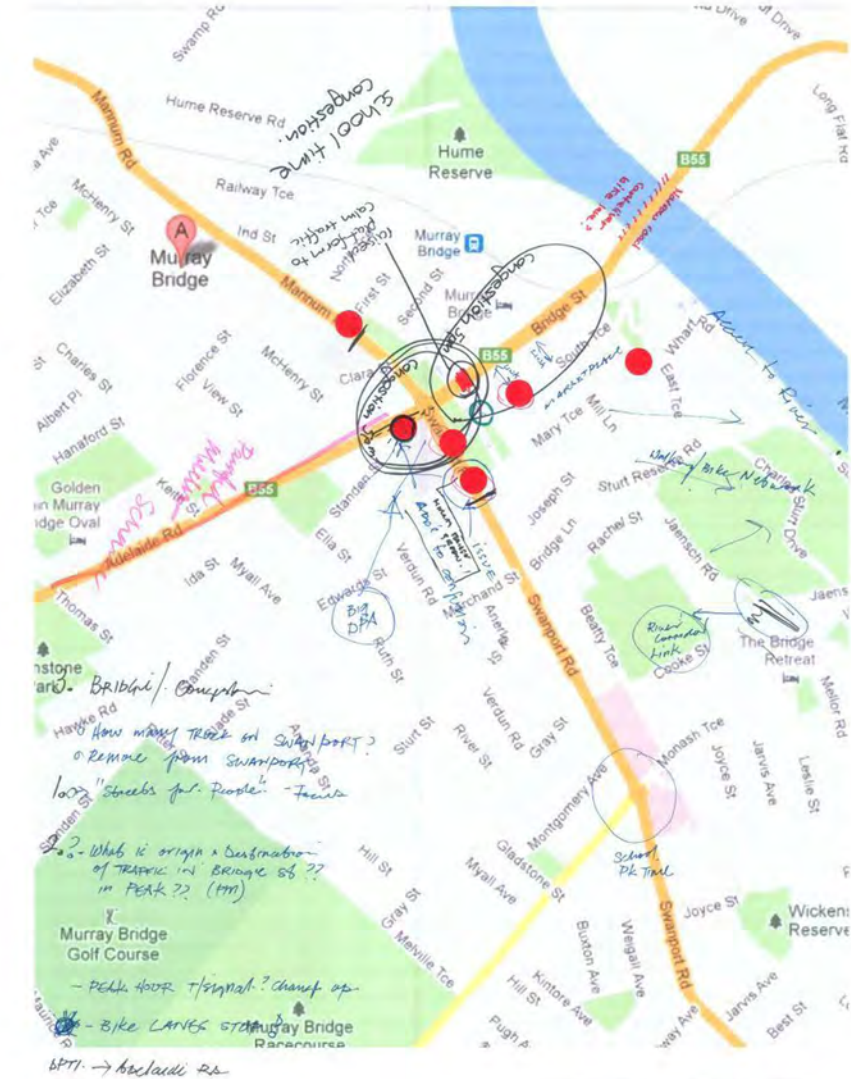
- The feedback received from the workshops has been collated and has been instrumental in developing the DRAFT Town Centre Traffic Management Plan.



Group 1

Workshop Notes / Ideas / Issues

Bike lanes / School links
River Corridor links
Heavy route along River Terrace
Verdun Rd / Adair Rd link
Changes to Adair Rd
Bridge St links
Public realm improvements
Changing to one-way
East running
Deterrence
Speed review
Signalisation
Bike lanes - start reserve
One-way improvements



Group 2

Workshop Notes / Ideas / Issues

Summary of Consultation

Town Centre Traffic Management Plan

Consultation was undertaken on the draft Town Centre Traffic Management Plan for 6 weeks from the 7th June 2013 – 26 July 2013 inclusive.

A community information session was held on Monday 24 June 2013 at the Murray Bridge Town Hall where the local community were invited to hear more about the plan and ask any questions of clarification.

This session was attended by over 50 local residents and businesses.

There were several opportunities for stakeholders to provide feedback on the draft plan. The Plan was available for viewing at the:

- Library, Local Government Centre and Council's website www.murraybridge.sa.gov.au;
- Hard copies of a feedback form (and copies of the plan to take away) at both the Library and the Local Government Centre;
- Feedback box at both locations or mail into Council;
- On-line Survey; and
- Email.

There was a total of 32 submissions which does not included the petition from Bridge Street traders that had 31 signatures.

By far the majority of feedback (81%) was received by post and email with only 6 (19%) respondents choosing to use the on-line survey.

The table on the right outlines the percentage of total responses per issue however overall the vast majority of submissions were not supportive of the proposed changes to and around Bridge Street. Specific concerns were around the reduction of lanes; angle parking, loading bay provision and the change of West Terrace to one way.

Plan Number	Summary of Issues in Reference to Concept Plans	Percentage of Total Responses	Number of Responses
Plan 1	Concerns with Loading Zone, taxi ranks and disable bays. Opposed to Bridge Street lane reduction (including petition). Opposed to angle parking. Support Plan. Concerns with bottle shop drive in.	15%	5
		43%	14
		25%	8
		15%	5
		9.5%	3
Plan 2	Consider the installation of road humps on Seventh Street to slow traffic at corner Seventh/South Terrace. Do not support installation of zebra crossings.	3%	1
		12.5%	4
Plan 3	Support for both options – decision needs to be made by Council.	N/A	–
Plan 4	Construct median strip to prevent U-Turning from Bridge Street traffic travelling east. Reverse the direction of the traffic in the bottle shop. Impact of additional traffic onto Railway Terrace needs to be considered recommend right turn lane from Bridge into East Terrace (travelling East). Recommend the provision of freight route signage to guide vehicles through the diversion.	3%	1
		3%	1
		3%	1
		12.5%	4
		3%	1
Plan 5	No Comment.	N/A	–
Plan 6	No Comment.	N/A	–
Plan 7	Recommend a right turn lane out of Seventh Street. Do not support.	3%	1
		3%	1
Plan 8	Recommend right turn lane into South Terrace and left turning lane from South Terrace into East Terrace.	3%	1
Plan 9	Support – enhance by narrowing the corner further and create an additional car park on the WW2 park side of West Terrace.	3%	1
Plan 10	Recommend left turn lane from Charles Street into Adelaide Road.	3%	1
Plan 11	Remove zip merge terminating at Standen Street. Consider using space as a protected left turn lane onto Standen or a bicycle start up lane.	3%	1
Plan 12	No Comments.	N/A	–
Plan 13	Recommend dedicated left and right turn lanes from First Street into Mannum Road.	3%	1
Plan 14	No Comment.	N/A	–
Plan 15	No Comment.	N/A	–
Plan 16	Make the roundabout at First/Seventh Street permanent. Not supported. Support.	3%	1
		3%	1
		9.5%	3
Plan 17	No Comment.	N/A	–
Plan 18	No Comment.	N/A	–
Plan 19	Consideration of loading zones at corner of Bridge and Sixth Street. Amend to include a longer right turn lane into Sixth Street.	3%	1
		3%	1
Plan 20	No Comment.	N/A	–
Plan 21	Add left turn slip lanes to allow turning from Mannum Road into Bridge Street and Bridge Street into Swanport Road. Add protected and separated cycle lanes along these sections by using two way dedication cycle tracks on the western edges of Edwards Square, Diamond and Pine Parks. Separate cycle controlled traffic light actuation coordination with the pedestrian operated buttons.	9.5%	3
		3%	1
		3%	1
Plan 22	Add separate off road dedicated cycle tracks leaving existing track solely for walkers. A raised zebra crossing will not allow pedal prix to occur along its current route.	N/A	–
General	Bike lanes at intersections not considered. Schools should make provision within their boundaries for pick up/drop off zones. Murray Bridge Community not ready for street art. Does the plan consider and allocate for Bus Zones and taxi ranks. Plans lack imagination. Would like to similar plans to main streets in Whyalla and Port Augusta. Traffic signal synchronising along Bridge Street and Adelaide Road. Opposed to reduction of speed limit to 40 kmph. Support speed reduction. Do not support plan until Adelaide Street is fixed.	12.5%	4
		3%	1
		3%	1
		25%	8
		3%	1
		6%	2
		9.5%	3
		12.5%	4
		3%	1

Summary of Issues

Traffic Volumes

- DPTI roads (eg Adelaide Road, Bridge Street, Mannum Road and Swanport Road) carry a much high proportion of the traffic volumes
- Commercial traffic is in the order of 4% for Council roads with the following exceptions:
 - Clara Street – McHenry Street and Mannum Road = 9% Commercial.
 - Seventh Street – Fifth Street and Bridge Street = 8% Commercial.
- Mary Terrace will see high Commercial traffic during harvest session.
- Bridge Street – Dual carriageway in each direction carrying less traffic than Adelaide Road which is a single carriageway in each direction.
- Reduction of a lane on Bridge Street between Mannum Road and the bridge is being considered.



Traffic Speeds

- Motorist speeds around the Core Town Centre area are considered low making cycling and walking an attractive transport mode to promote.
- Clara Street and McHenry Street experienced speeds greater than the regulated speed limit of 50 km/h. Council are in the process of addressing this issue by upgrading Clara Street with improved traffic management.
- Charles Street is a long section of road and needs to be policed on a regular basis to monitor the speeds on this street.
- Traffic control treatments around the town centre will focus on improving pedestrian movements and amenity.

Crash Information

- Crash date (2007-2012) has also been collected on all roads within the study area.
- Issues of concern that included further investigation were:
 - Swanport Road/Adelaide Road – 27 crashes
 - Seventh/Bridge Street – 10 crashes
 - First/Seventh – 9 crashes
 - Charles/Adelaide – 7 crashes
 - Adelaide/Standen – 7 crashes
 - Sixth/Bridge Street – 7 crashes
 - South Terrace/Swanport – 6 crashes
 - Railway/Bridge & East/Bridge – 5 crashes
 - Mary/Seventh – 5 crashes

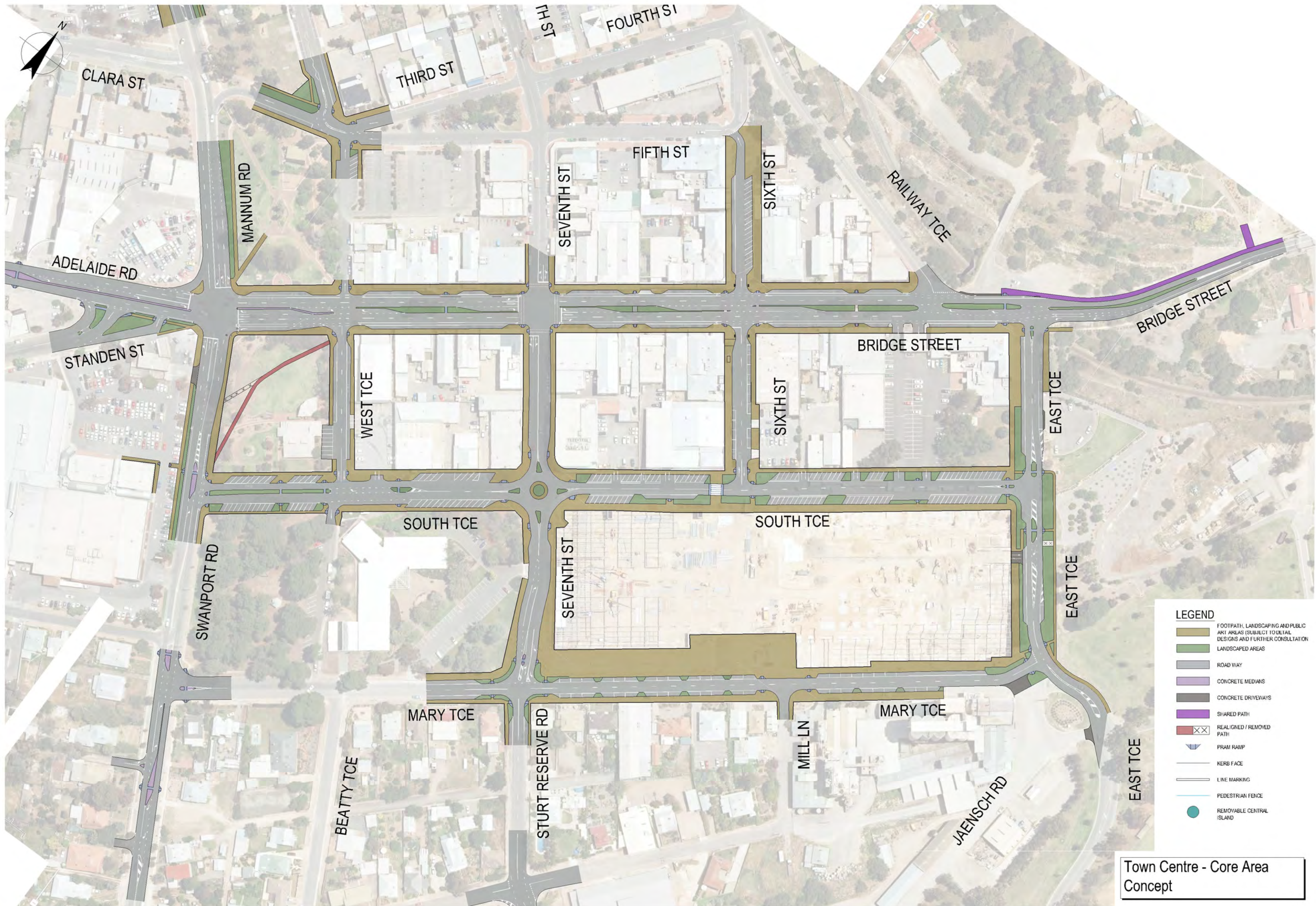


Key Aims of the Town Centre Traffic Plan

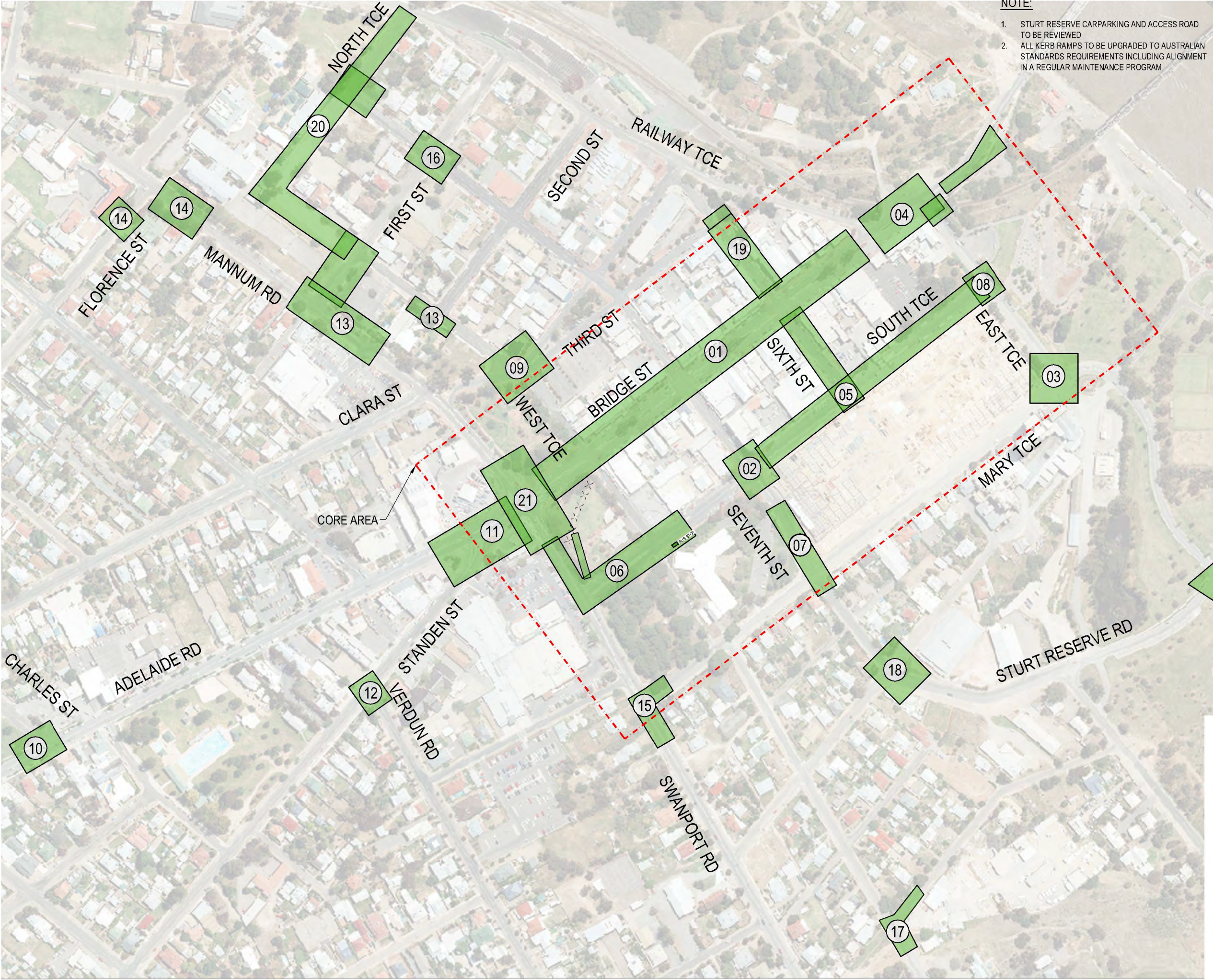
The key aims include:

- The consideration of all modes of transport.
- Promotion of pedestrian and cyclist movements in and around the Town Centre.
- Enhance pedestrian safety and amenity by providing formal crossing locations and redirecting pedestrian traffic.
- Improve delineation and road safety at intersections where the pavement is sufficiently wide.
- “Quick win” solutions that aim to improve motorist behaviour, address road safety and pedestrian safety concerns.
- Improve the amenity of the town centre by incorporating landscaping and public art opportunities in the central medians and verges.
- Upgrade Bridge Street and make it a focal point of the town by increasing footpath widths and provide opportunities for landscaping and public art.
- Recommendations to lobby the State Government to incorporate public transport services into the Town Centre.





Town Centre - Core Area
Concept



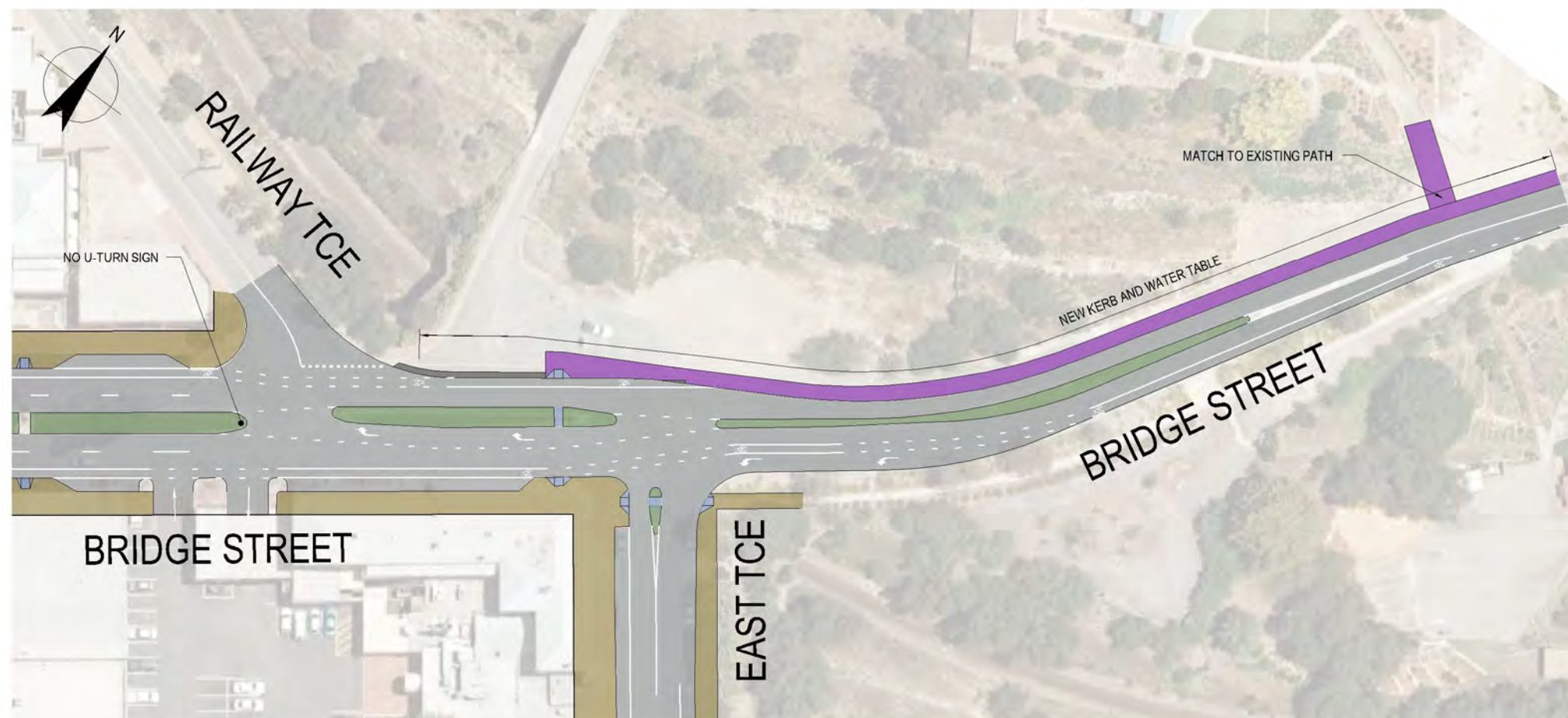
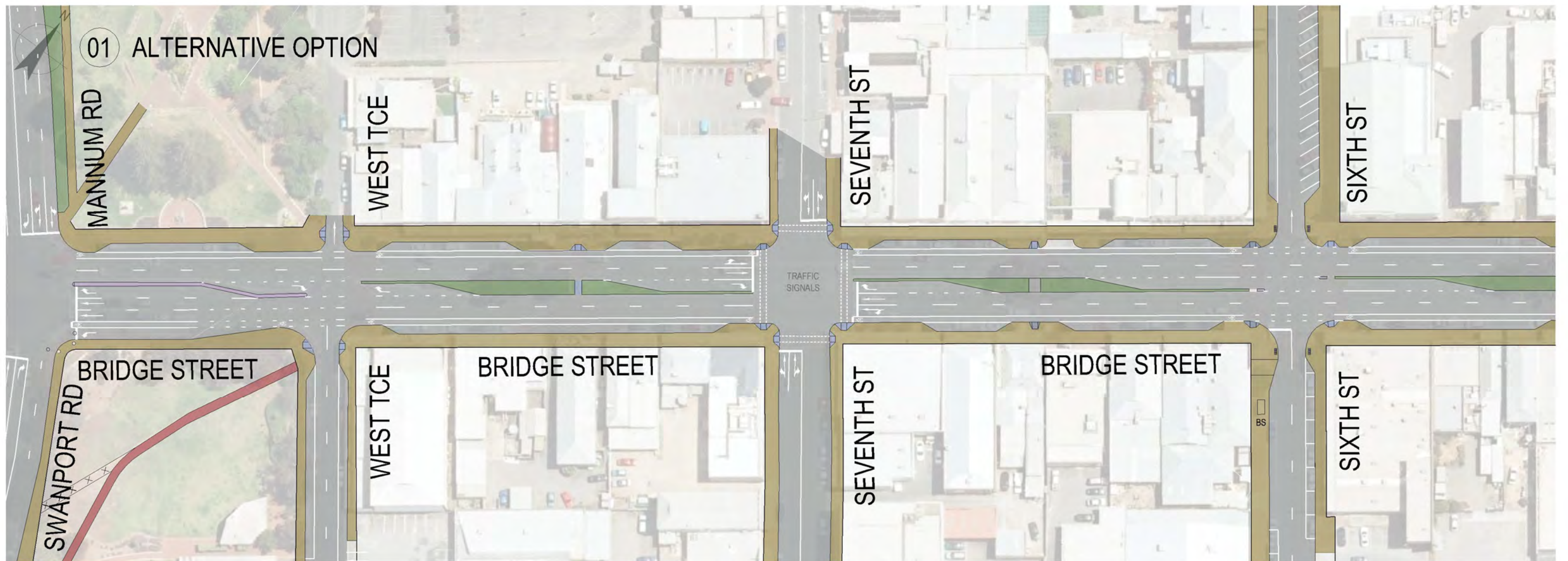
NOTE:

1. STURT RESERVE CARPARKING AND ACCESS ROAD TO BE REVIEWED
2. ALL KERB RAMPS TO BE UPGRADED TO AUSTRALIAN STANDARDS REQUIREMENTS INCLUDING ALIGNMENT IN A REGULAR MAINTENANCE PROGRAM

DESCRIPTION OF WORKS:

- 01 ONE LANE EXCEPT AT INTERSECTIONS AND ANGLE PARKING WITH 40KM/H SPEED LIMIT AS PER MASTER PLAN. PROTECTED RIGHT TURN LANE AND PROVISION OF PEDESTRIAN FACILITIES ACROSS BRIDGE STREET
- 02 MODIFY ROUNDABOUT. CONSIDER 'INNOVATIVE' WOMBAT / ZEBRA CROSSINGS ON APPROACHES TO IMPROVE PROVISION FOR PEDESTRIANS
- 03 IMPROVE INTERSECTION ARRANGEMENT (2 OPTIONS)
- 04 1 LANE ONLY WITH LEFT TURN LANE INTO EAST TERRACE AND SOLID PEDESTRIAN REFUGE ON EAST TERRACE
- 05 WOMBAT CROSSING AND WIDER VERGE
- 06 IMPROVED PEDESTRIAN CROSSING FACILITIES INCLUDING PEDESTRIAN REFUGE FOR ACCESS ACROSS SWANPORT ROAD AND SOUTH TERRACE. IMPROVE PEDESTRIAN ACCESS.
- 07 IMPROVED DELINEATION AND PEDESTRIAN FACILITIES AT INTERSECTION. REMOVE ON STREET PARKING PROVIDE PROTECTED RIGHT TURN LANE INTO MARKET PLACE CARPARK
- 08 SOLID ISLAND PEDESTRIAN REFUGE
- 09 IMPROVED DELINEATION AT INTERSECTION
- 10 RATIONALISE CLOSE ACCESSES TO PETROL STATION ON CORNER AND FORMALISE ACCESS ON CHARLES STREET. IMPROVE PEDESTRIAN ACCESS ACROSS CHARLES STREET WITH PEDESTRIAN REFUGE
- 11 MODIFY / RATIONALISE ACCESSES, UPGRADE INTERSECTION TO IMPROVE CAPACITY
- 12 SOLID ISLAND PEDESTRIAN REFUGE
- 13 RIGHT TURN LANE INTO SHOPPING CENTRE AND PEDESTRIAN REFUGE. INSTALL PEDESTRIAN FENCE OUTSIDE KINDERGARTEN

- 14 MINOR LINEMARKING AMENDMENTS TO EMU CROSSING, KERB RAMPS TO BE UPGRADED AT PEDESTRIAN CROSSING (SIGNALS)
- 15 PROTECTED RIGHT TURN AND IMPROVED PEDESTRIAN FACILITIES
- 16 ROUNDABOUT
- 17 IMPROVED DELINEATION AND FORMALISE PARKING
- 18 IMPROVED DELINEATION WITH LANE MARKING AND PAVEMENT BARS
- 19 NARROW STREET AND WIDEN FOOTPATH AS PER MASTER PLAN, IMPROVE DELINEATION ON BEND
- 20 RELOCATE BIKE LANE CHANGE PARKING EXTEND ONE-WAY AND ANGLED PARKING AND BIKE LANE ON NORTH TCE. IMPROVE DELINEATION ON BEND
- 21 ADDITIONAL RIGHT TURN LANE TO IMPROVE CAPACITY. PHASING ARRANGEMENT TO BE AMENDED TO IMPROVE SAFETY. ROAD WIDENING REQUIRED ON EASTERN SIDE (SWANPORT ROAD AND MANNUM ROAD)
- 22 STURT RESERVE TRAFFIC PLAN

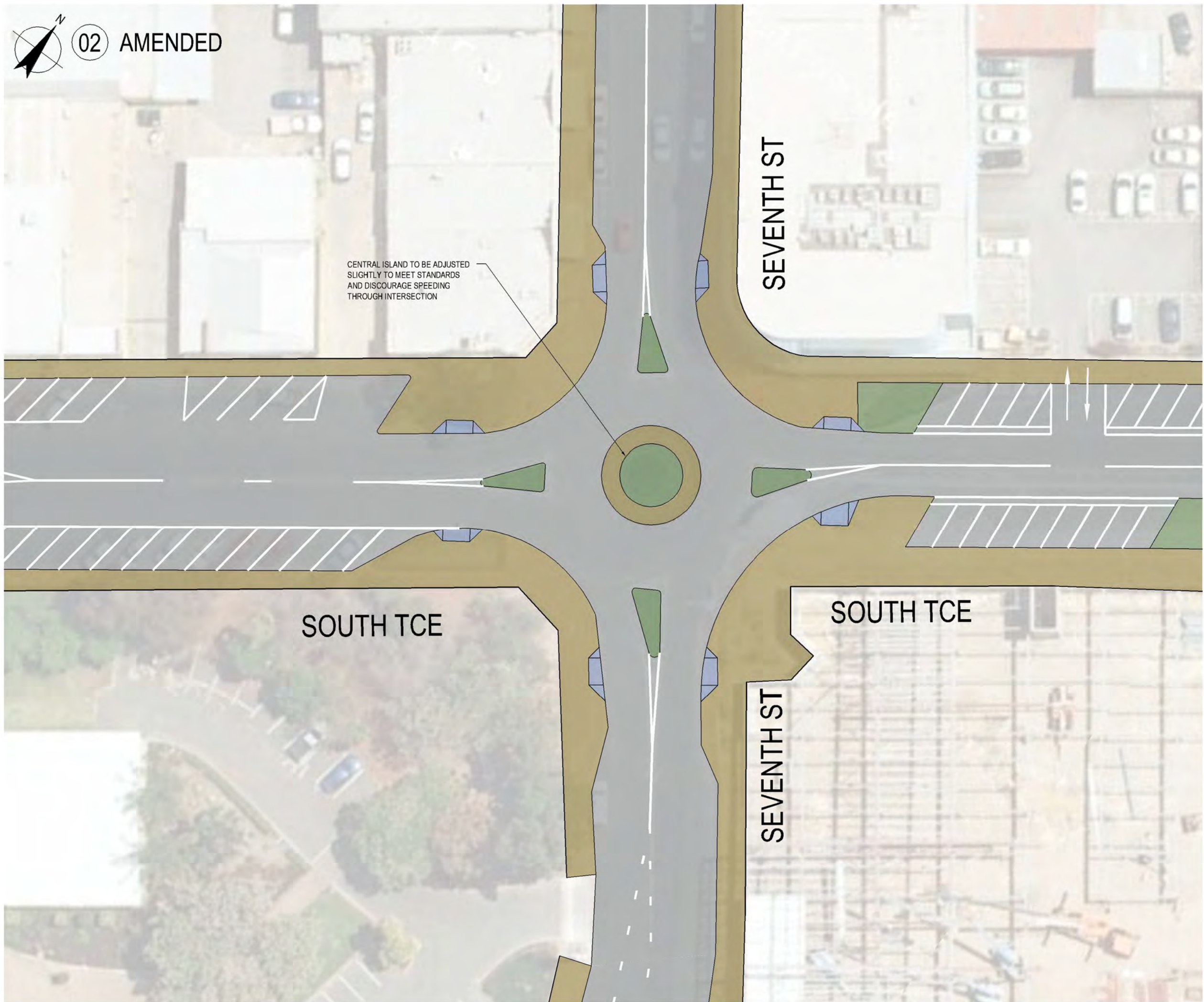


**SUBJECT TO
DPTI APPROVAL**

LEGEND

- FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
- LANDSCAPED AREAS
- ROAD WAY
- CONCRETE MEDIANS
- CONCRETE DRIVEWAYS
- SHARED PATH
- REALIGNED / REMOVED PATH
- PRAM RAMP
- KERB FACE
- LINE MARKING
- BUS STOP

01 Alternative Option
Bridge Street - Concept
Retain 2 lanes in each direction.
New bike lane improved street scaping



LEGEND

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	LANDSCAPED AREAS
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	CONCRETE DRIVEWAYS
	SHARED PATH
	REALIGNED / REMOVED PATH
	PRAM RAMP
	KERB FACE
	LINE MARKING



03 PREFERRED OPTION

- LEGEND**
- FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
 - LANDSCAPED AREAS
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 - KERB FACE
 - LINE MARKING

03 - Option 2
Mary Tce & East Tce
Intersection - Concept



04 AMENDED

RAILWAY TCE

WIDENED CARRIAGEWAY TO
ACCOMMODATE PASSING OF
WAITING RIGHT TURN VEHICLES

FUTURE ROUNDABOUT TO
BE CONSIDERED
FOLLOWING DEVELOPMENT

BRIDGE STREET

EAST TCE

BRIDGE STREET

SUBJECT TO
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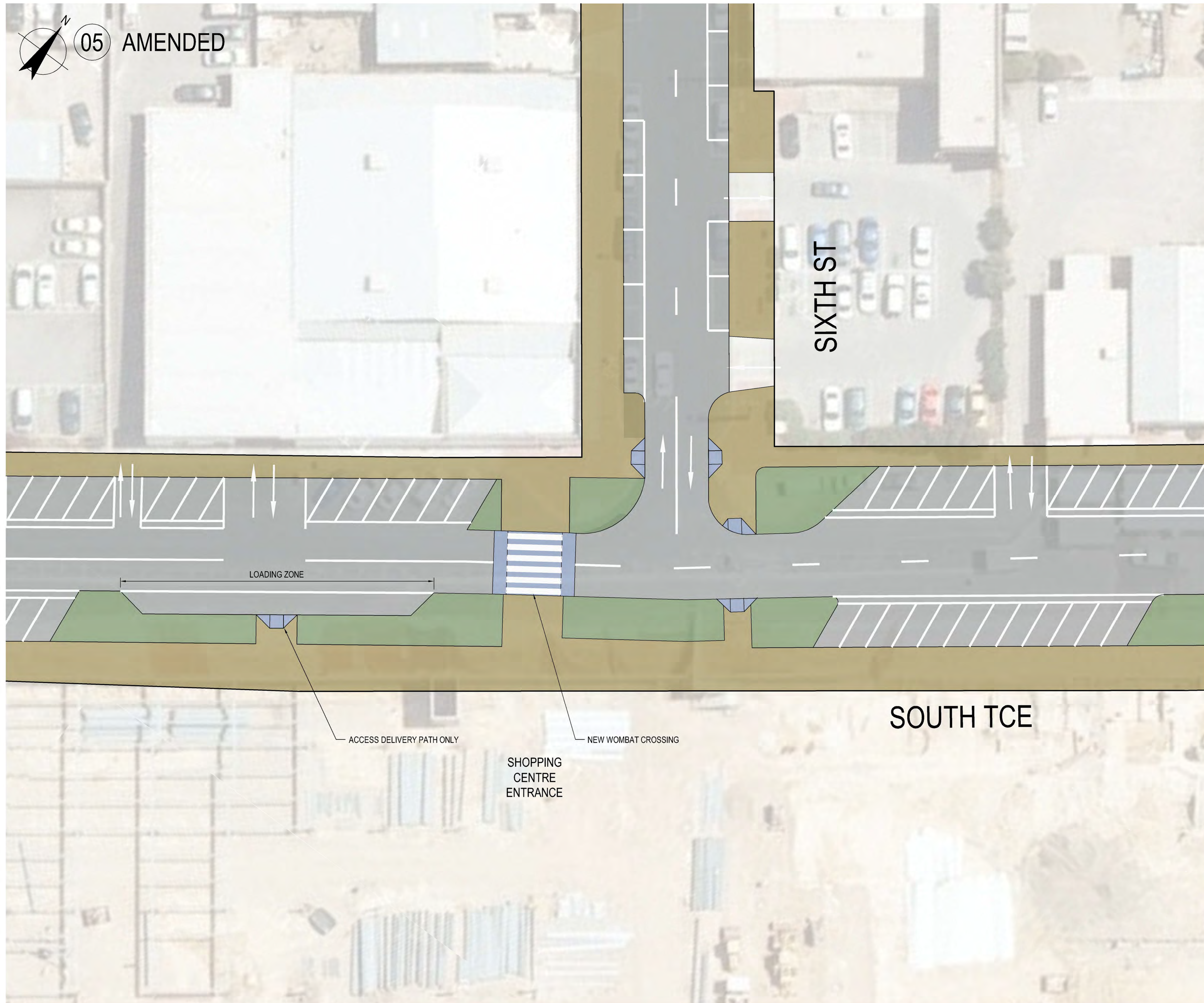
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04
Bridge St & East Tce
Intersection - Concept



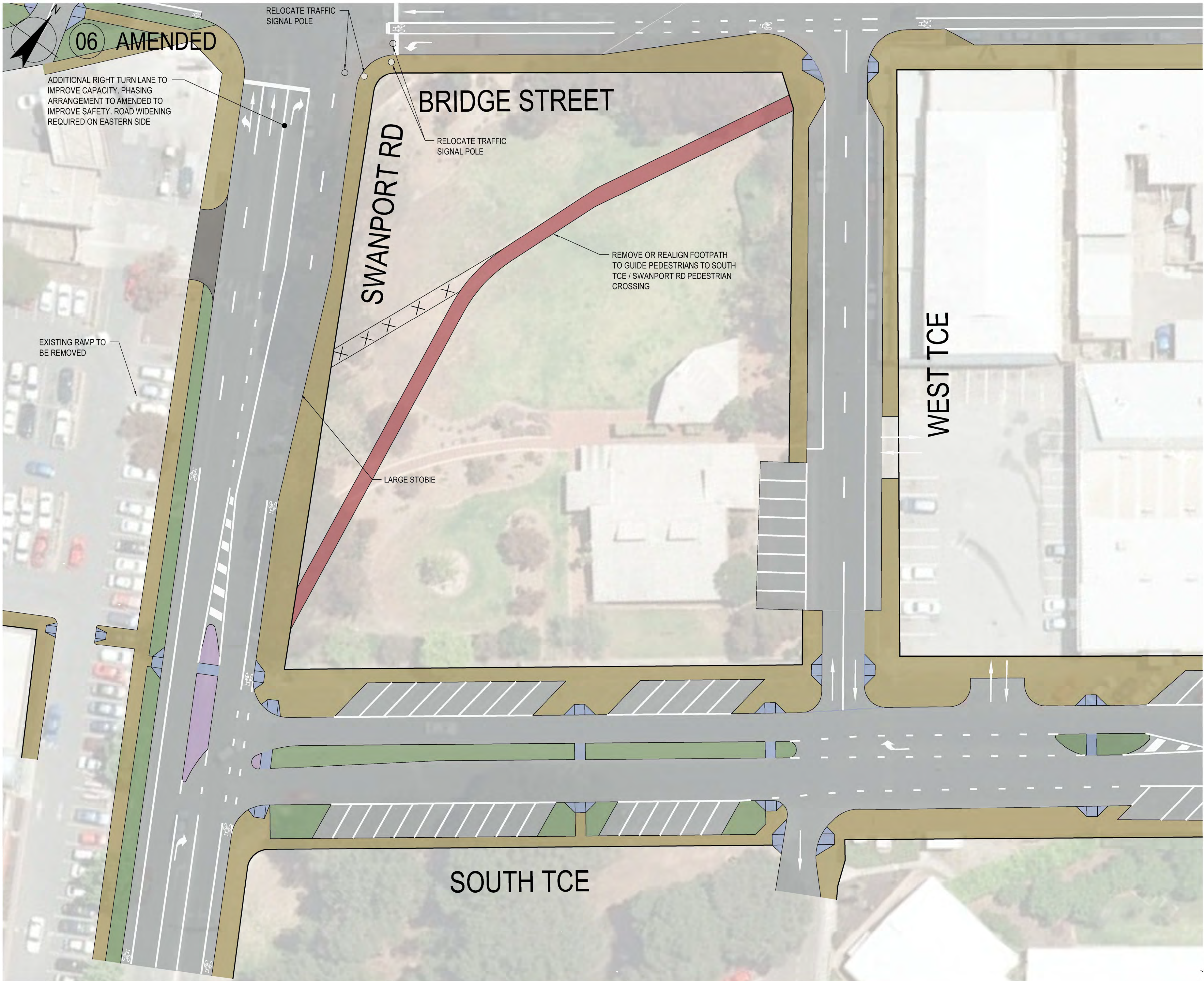
05 AMENDED



LEGEND

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	REALIGNED / REMOVED PATH
	PRAM RAMP
	KERB FACE
	LINE MARKING
	PEDESTRIAN FENCE
	REMOVABLE CENTRAL ISLAND

05
South Tce & Sixth St
Intersection - Concept



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 - PRAM RAMP
 - KERB FACE
 - LINE MARKING

06
South Tce & Swanport Rd
Intersection - Concept



07

AMENDED

SEVENTH ST

NO STOPPING AT ANYTIME

PARALLEL PARKS WITH INCREASED
FOOTPATH WIDTHS

MARY TCE

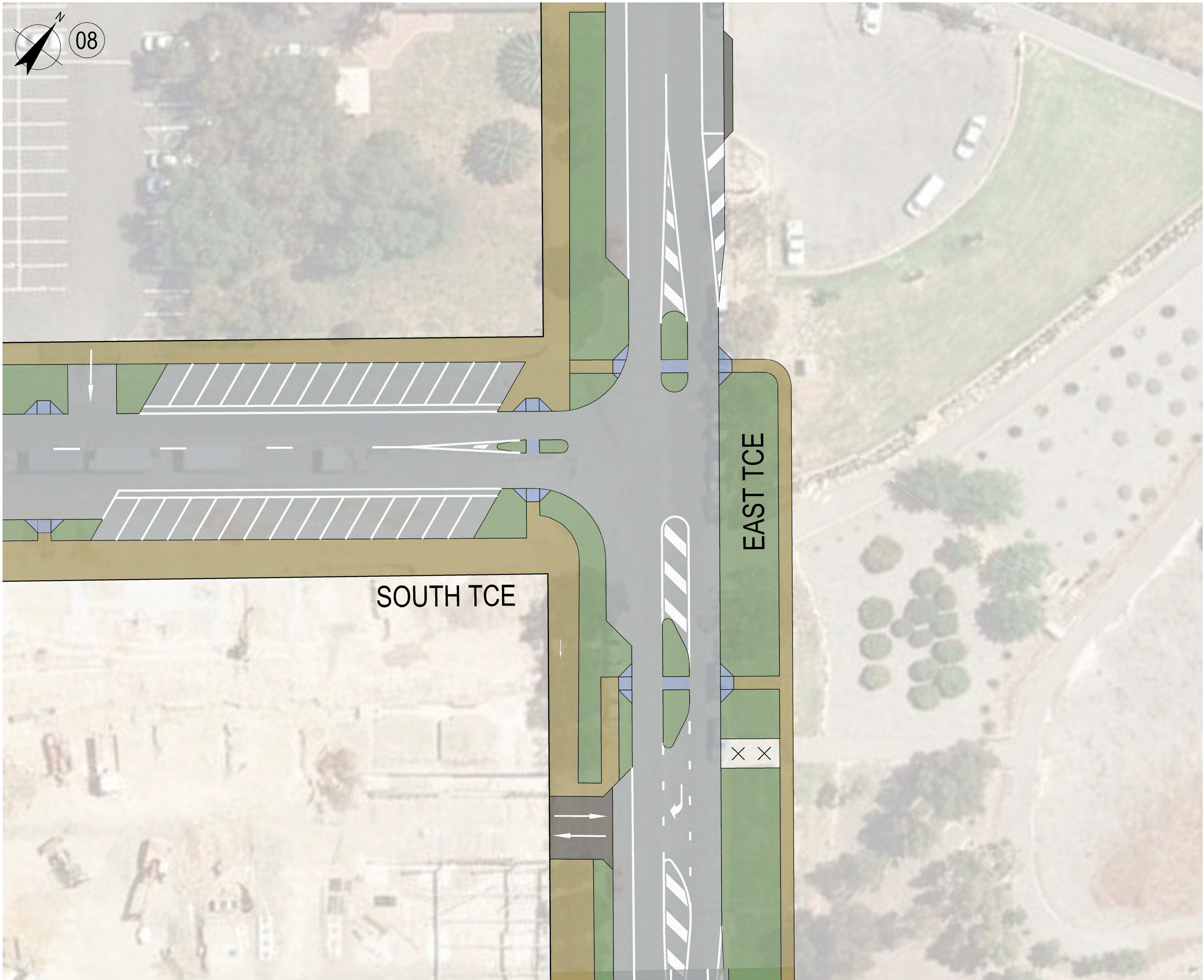
MARY TCE

LEGEND

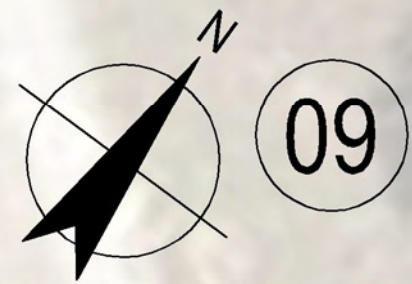
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- LINE MARKING

07

Seventh St & Mary Tce
Intersection - Concept



08
South Tce & East Tce
Intersection - Concept



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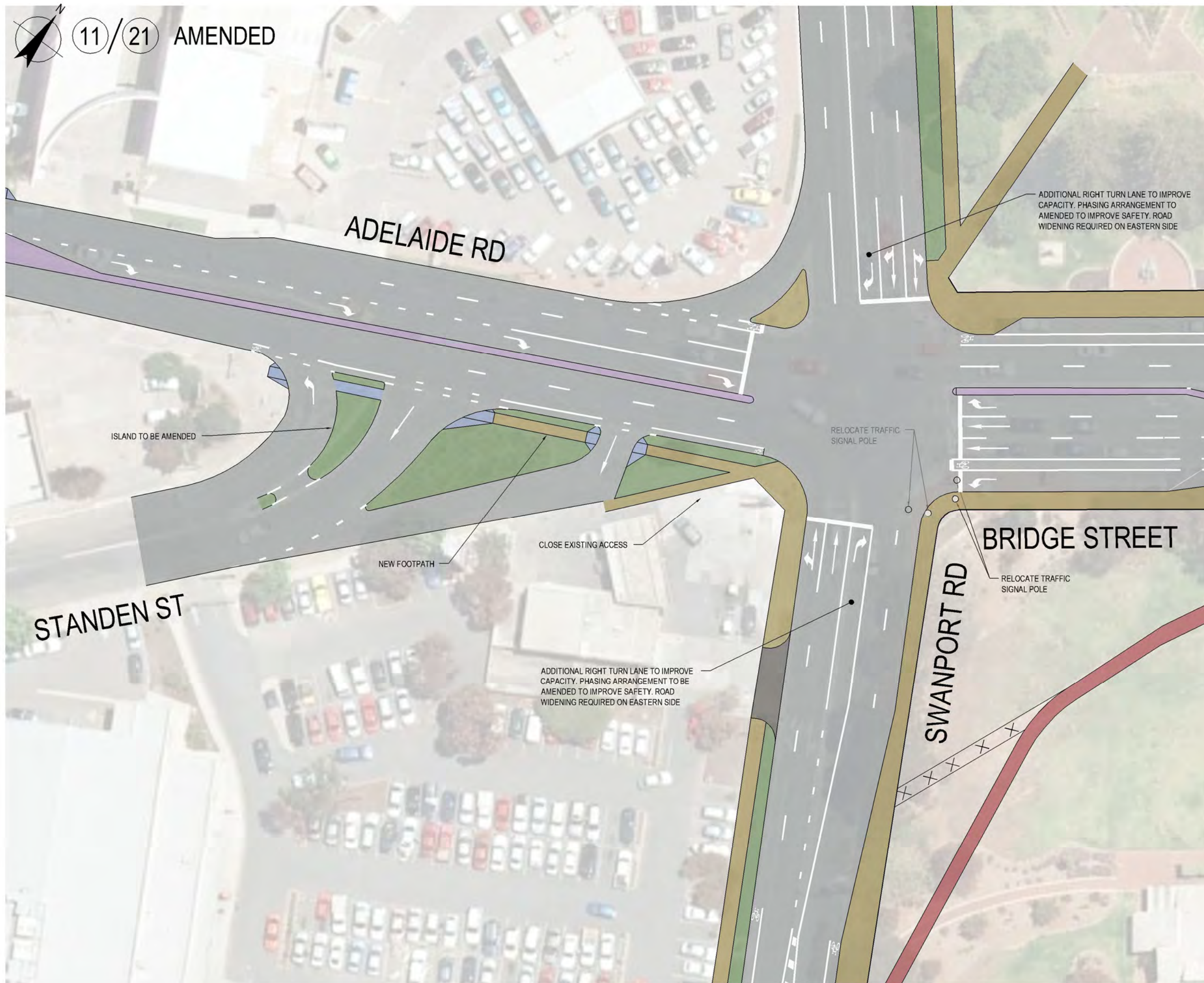


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11/21 AMENDED



ADDITIONAL RIGHT TURN LANE TO IMPROVE CAPACITY. PHASING ARRANGEMENT TO AMENDED TO IMPROVE SAFETY. ROAD WIDENING REQUIRED ON EASTERN SIDE

ISLAND TO BE AMENDED

RELOCATE TRAFFIC SIGNAL POLE

CLOSE EXISTING ACCESS

NEW FOOTPATH

ADDITIONAL RIGHT TURN LANE TO IMPROVE CAPACITY. PHASING ARRANGEMENT TO BE AMENDED TO IMPROVE SAFETY. ROAD WIDENING REQUIRED ON EASTERN SIDE

RELOCATE TRAFFIC SIGNAL POLE

SUBJECT TO DPTI APPROVAL

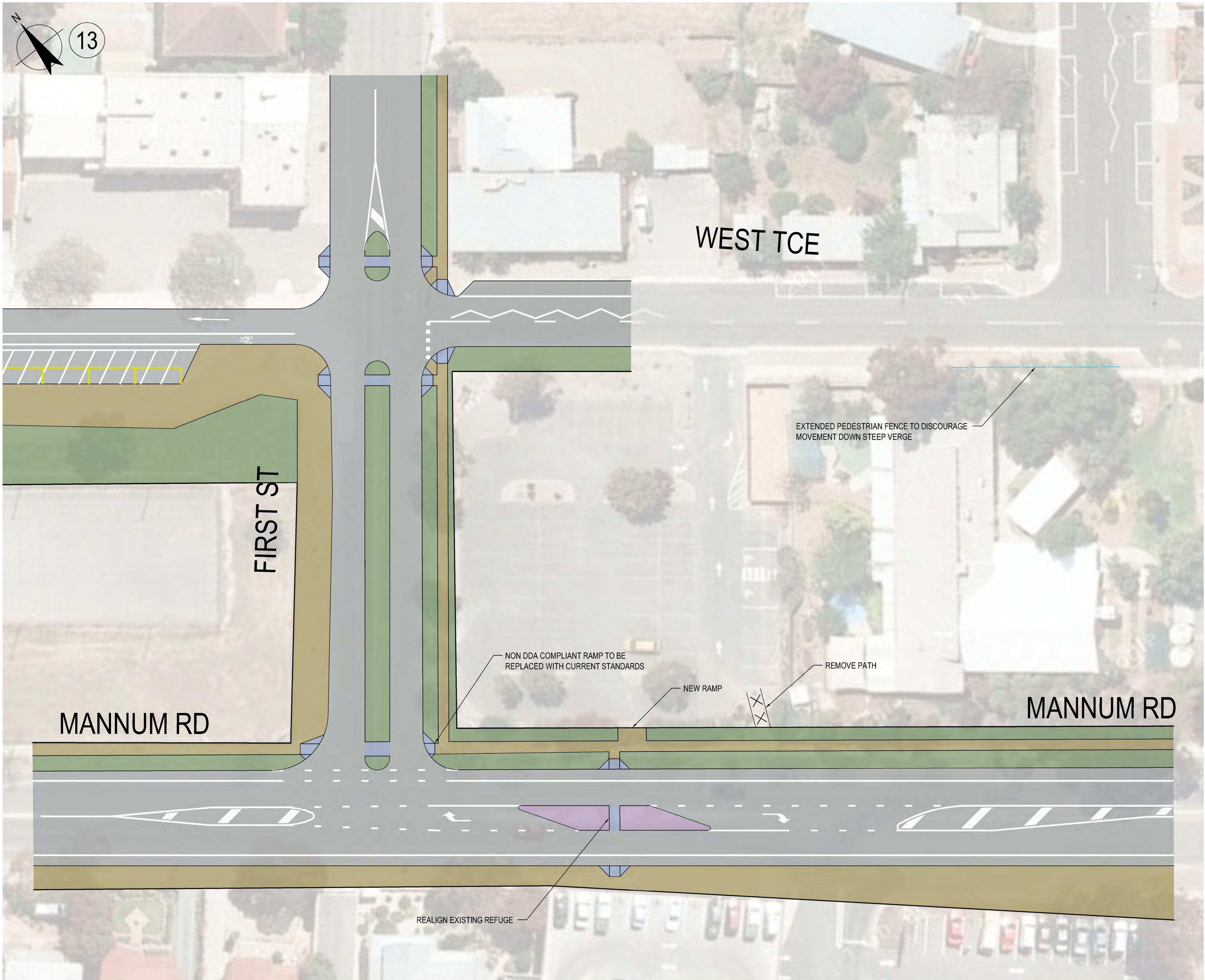
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11/ 21
Adelaide Rd & Standen St
Intersection - Concept



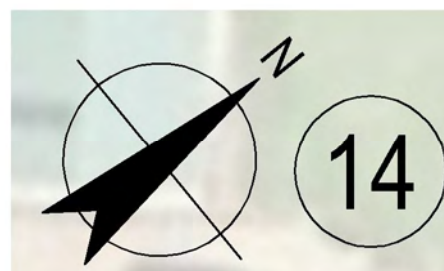
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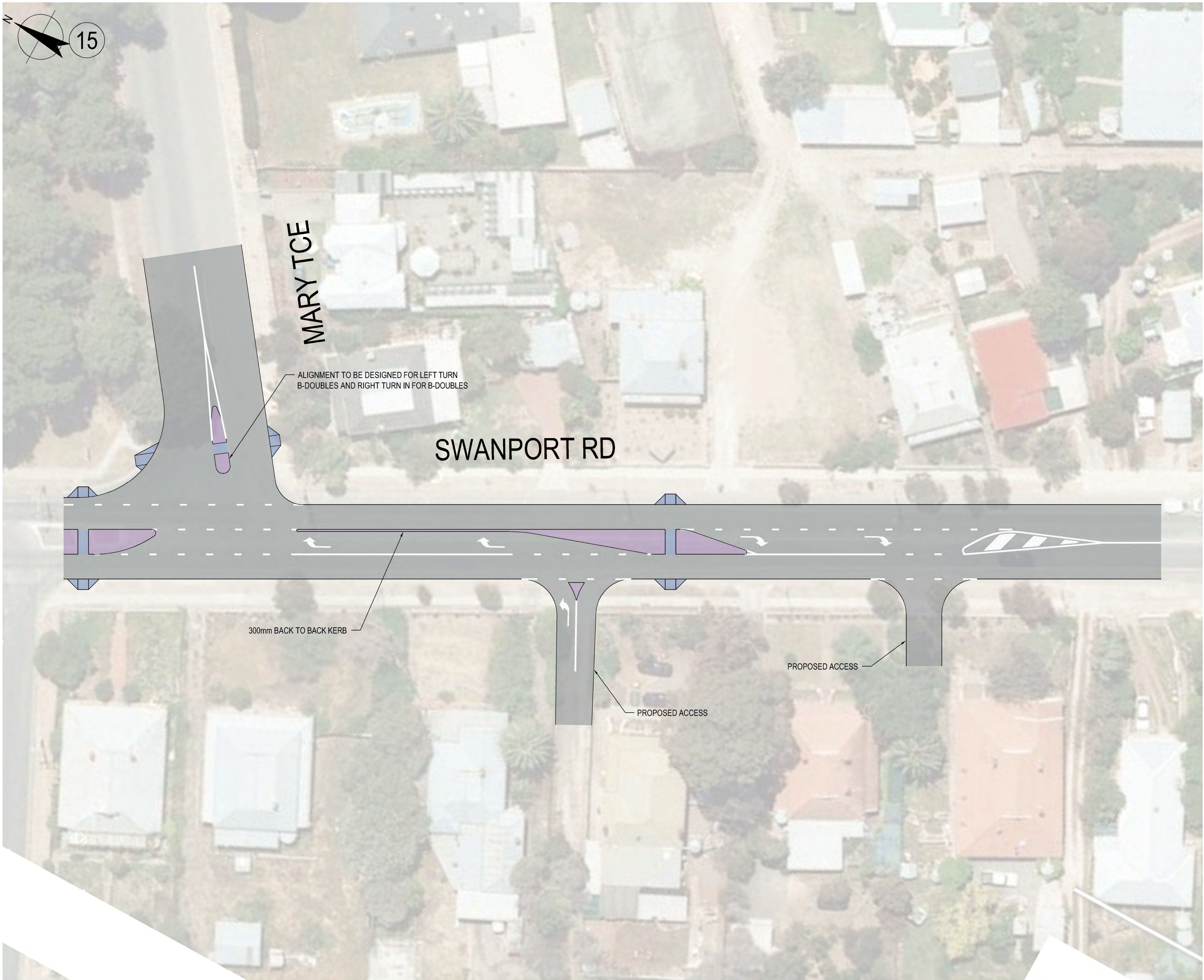


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 - PEDESTRIAN FENCE

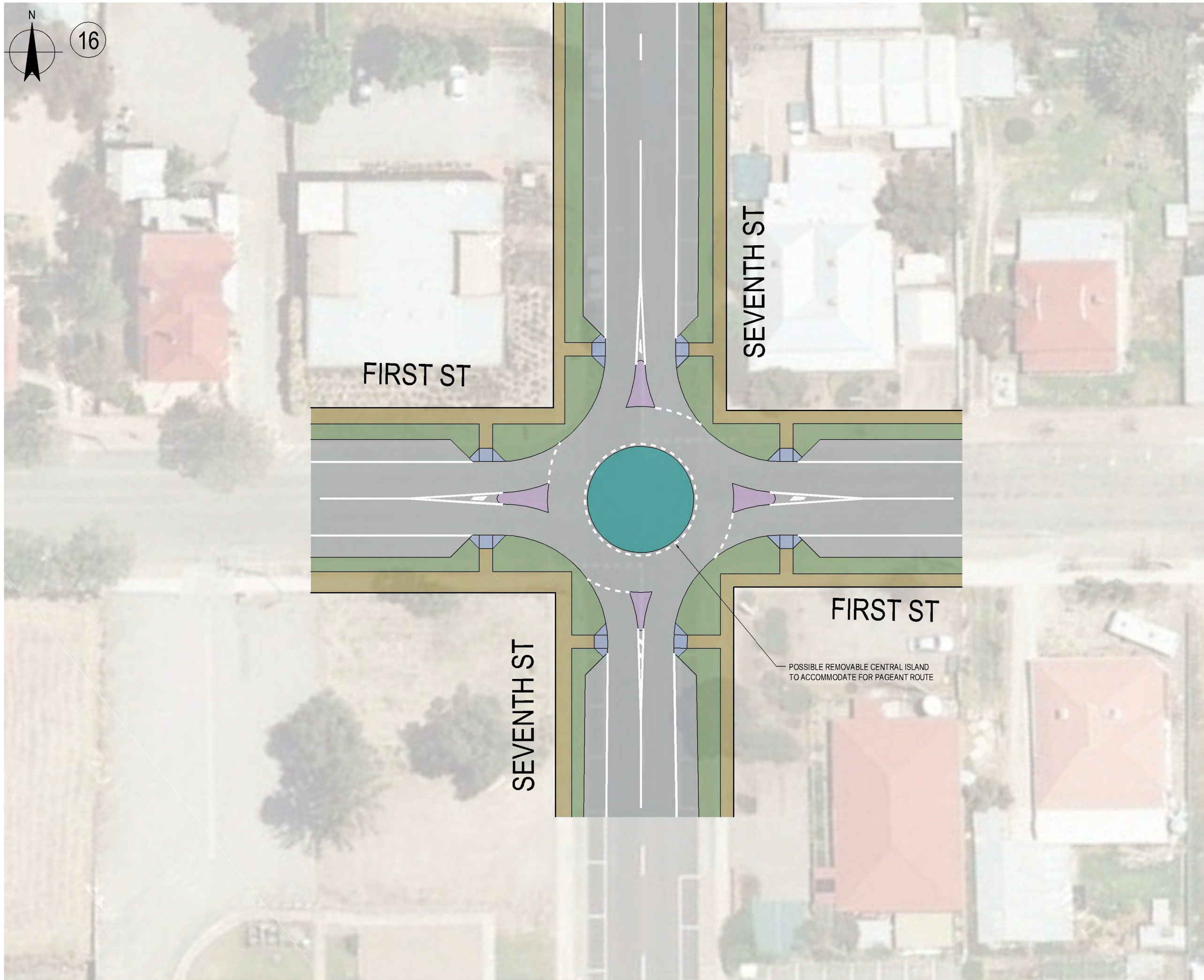


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- KERB FACE
- LINE MARKING
- PEDESTRIAN FENCE
- WOMBAT CROSSING
- ZEBRA CROSSING
- REMOVABLE CENTRAL ISLAND

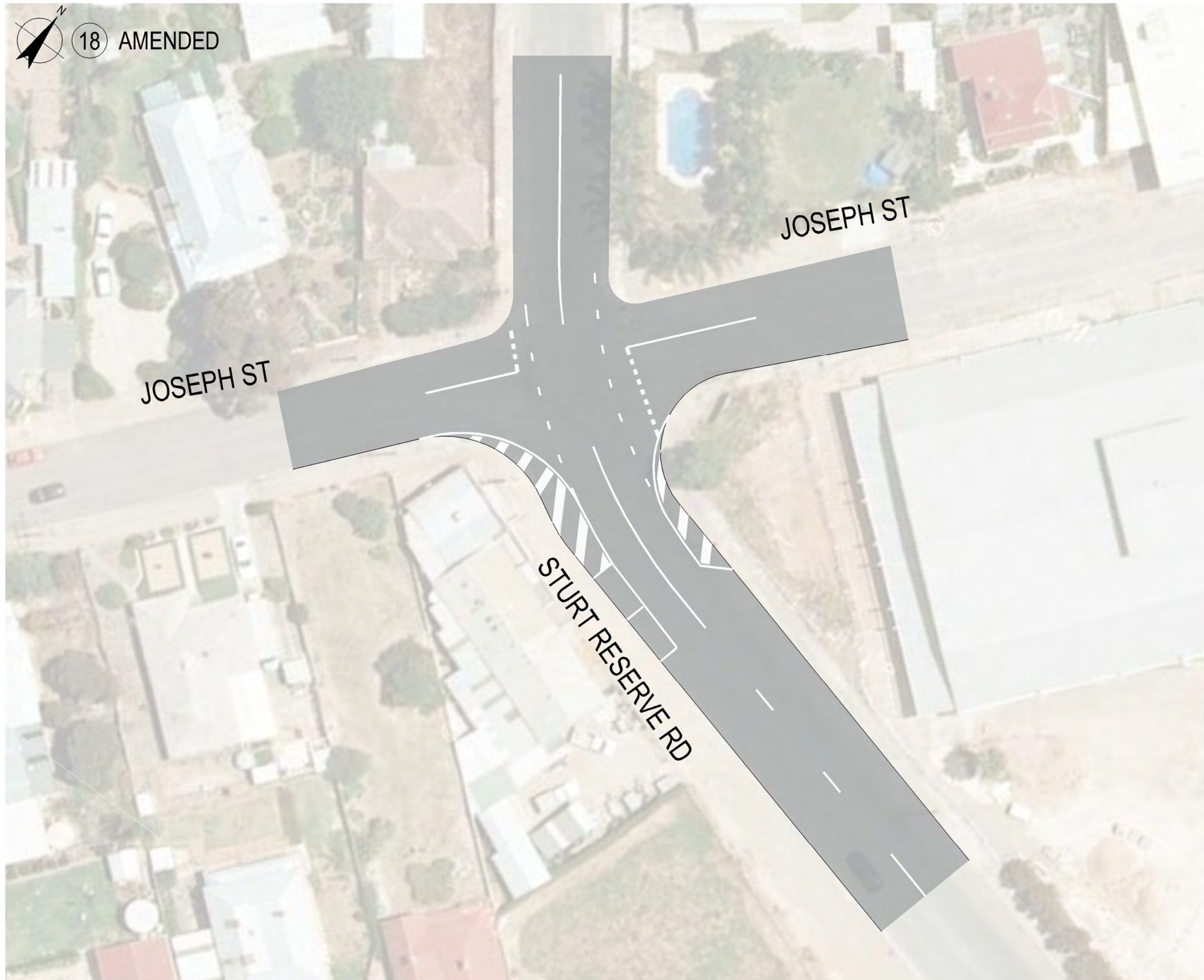


LEGEND

- FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
- LANDSCAPED AREAS
- ROAD WAY
- CONCRETE MEDIANS
- CONCRETE DRIVEWAYS
- SHARED PATH
- REALIGNED / REMOVED PATH
- PRAM RAMP
- KERB FACE
- LINE MARKING



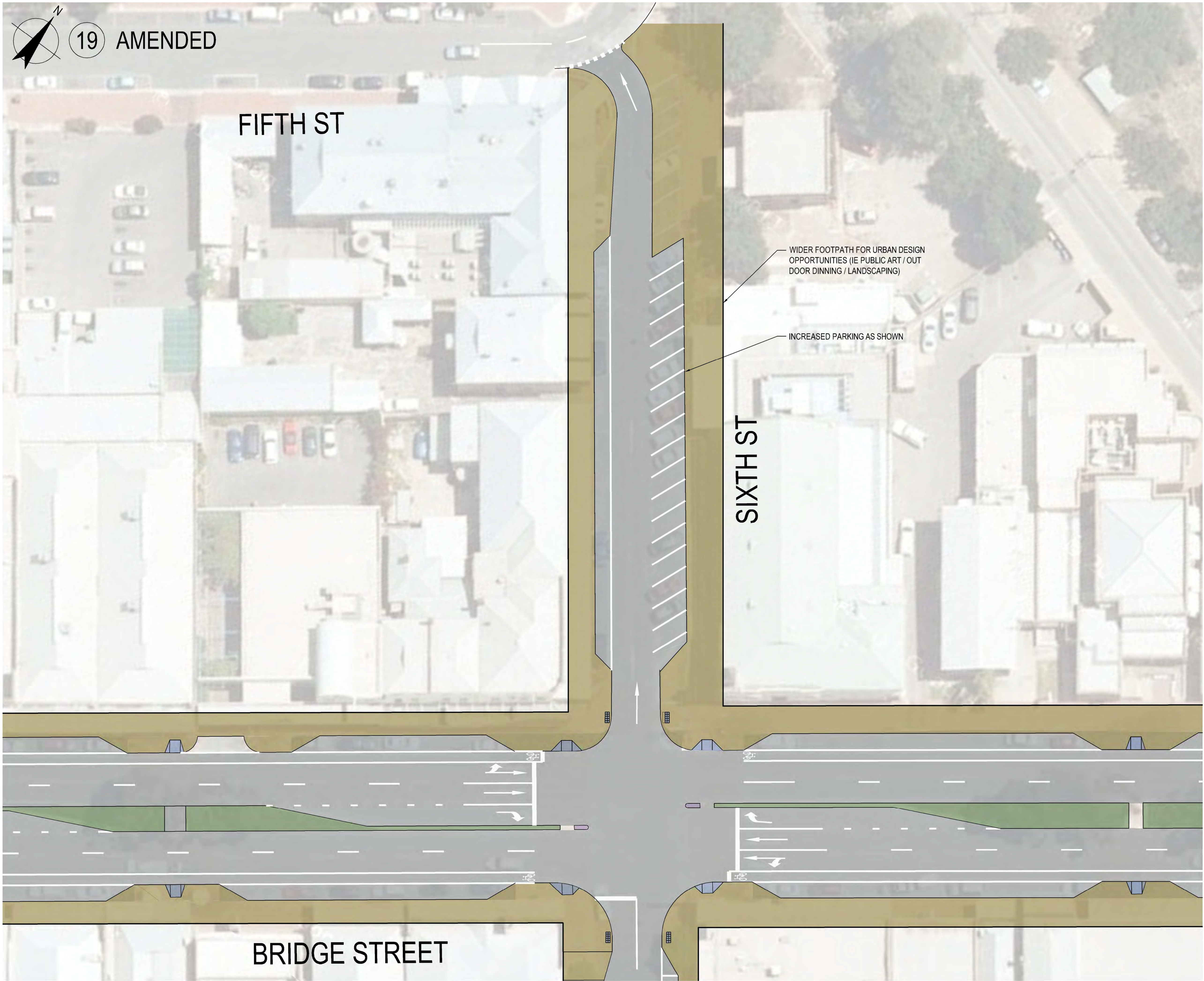
18 AMENDED



LEGEND

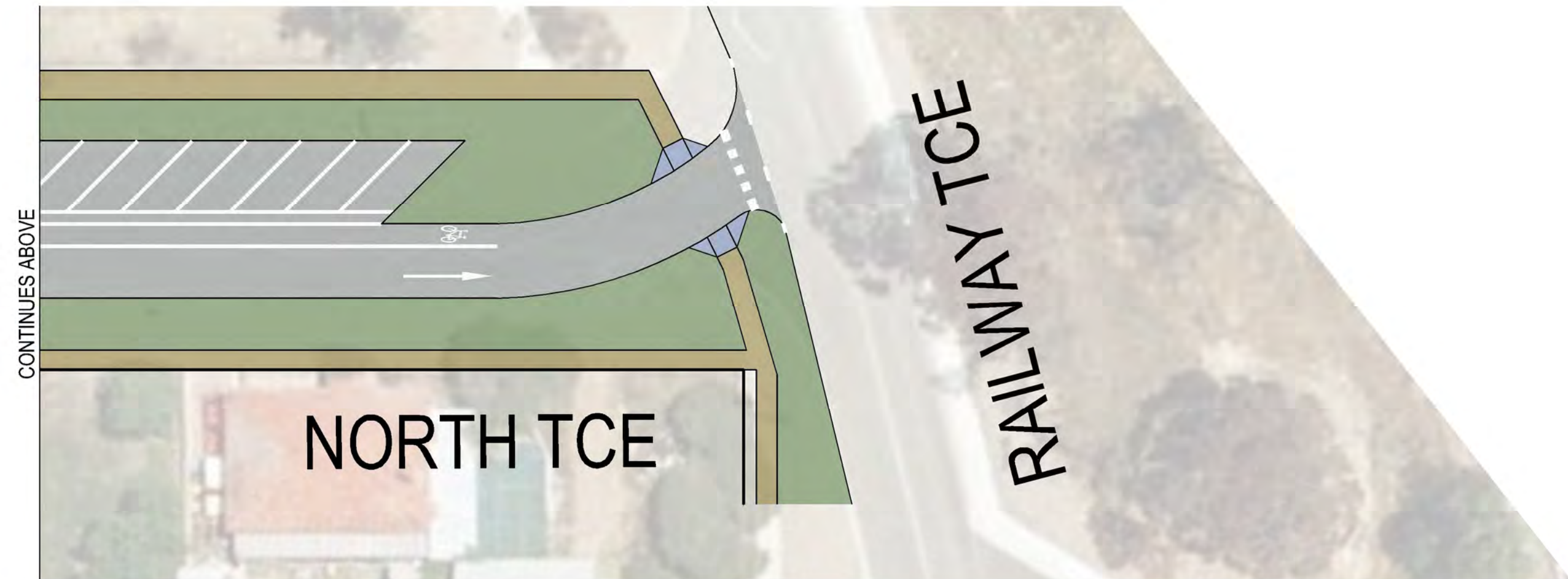
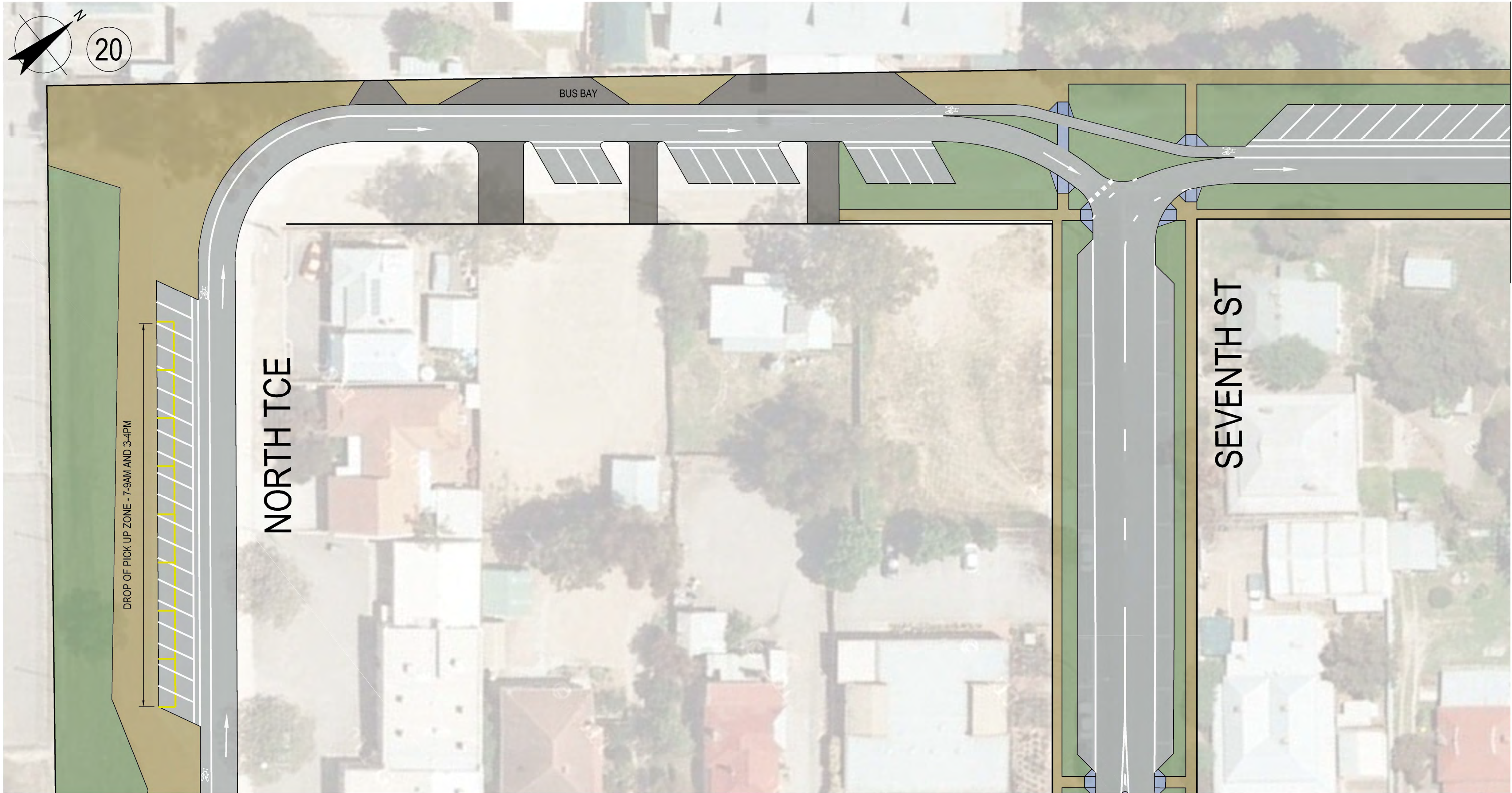
- FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
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18
Joseph St & Sturt Reserve Rd
Intersection - Concept



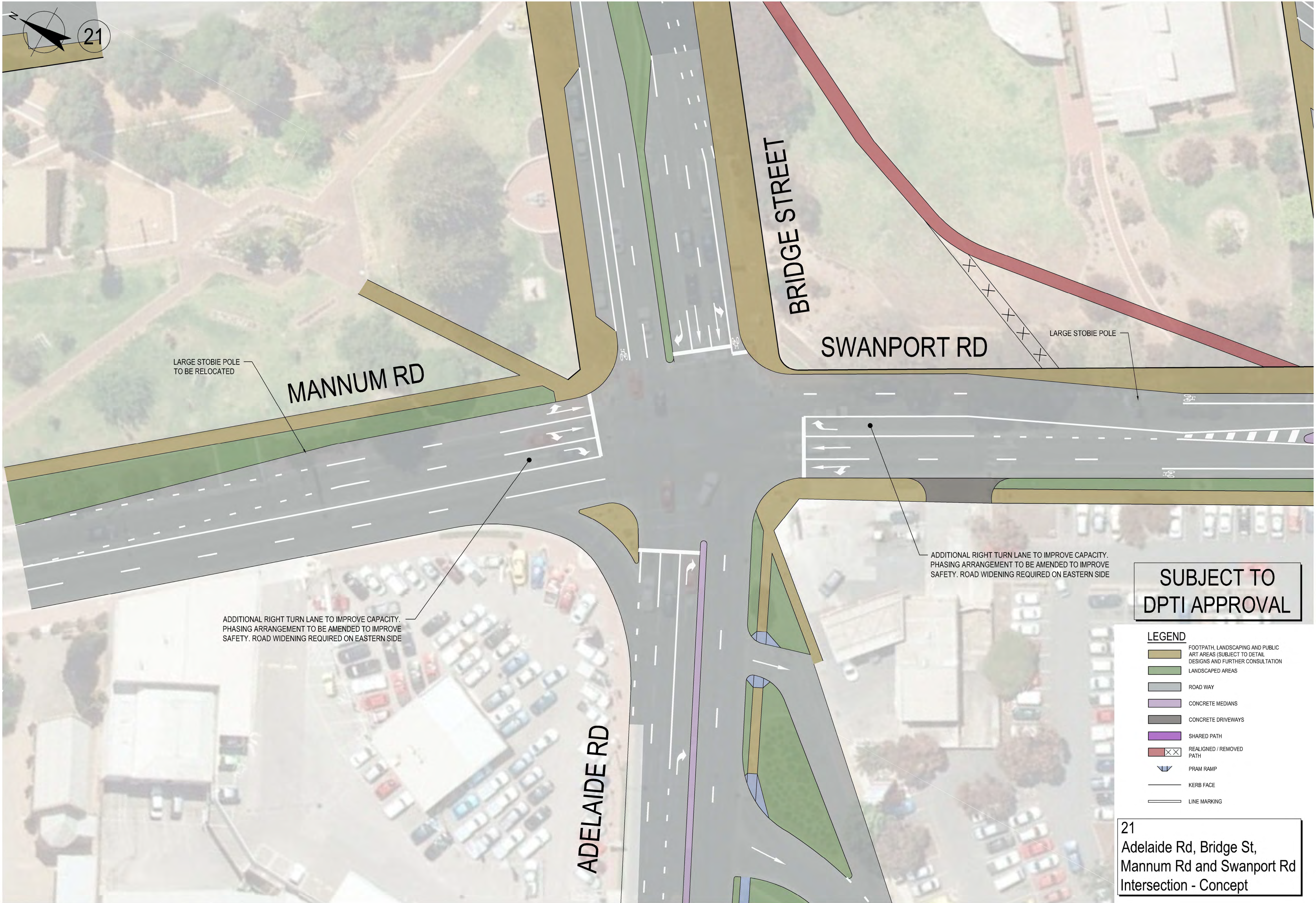
SUBJECT TO
DPTI APPROVAL

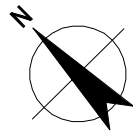
- LEGEND
- FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
 - LANDSCAPED AREAS
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LEGEND

	FOOTPATH, LANDSCAPING AND PUBLIC ART AREAS (SUBJECT TO DETAIL DESIGNS AND FURTHER CONSULTATION)
	LANDSCAPED AREAS
	ROAD WAY
	CONCRETE MEDIANS
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	SHARED PATH
	REALIGNED / REMOVED PATH
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	KERB FACE
	LINE MARKING

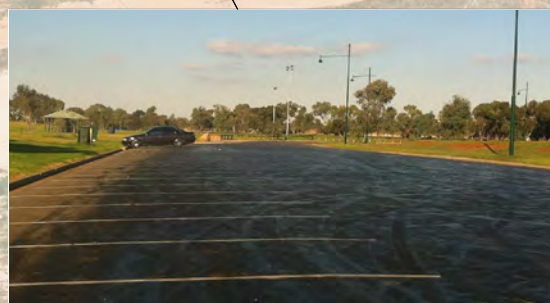




REFER TO INSET FOR CONTINUATION



INSET



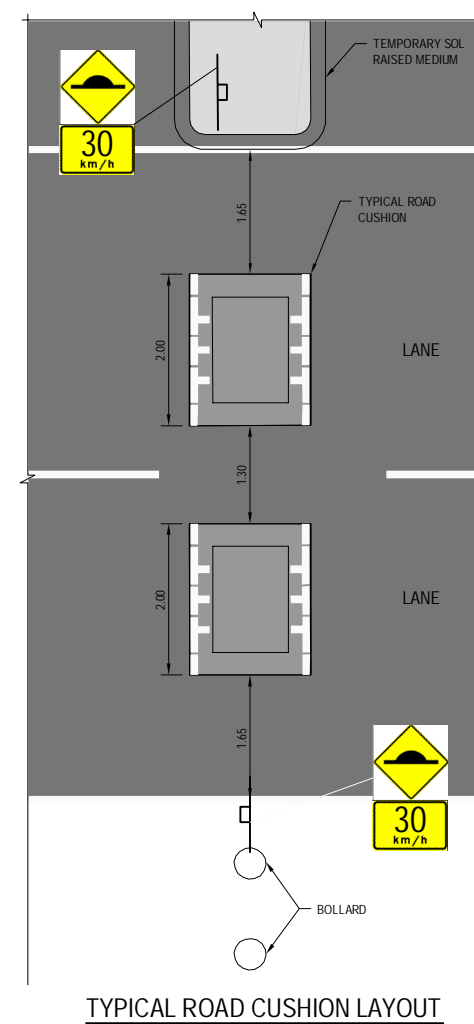
KEY OPPORTUNITIES

STURT STREET

- 40KM/H SPEED LIMIT.
- SHIFT CARPARKS AT EASTERN END.
- CHANGE GIVEWAY AT EASTERN END.
- LINEMARKING AT WESTERN END TO BE AMENDED AND CARPARK TO BE REMARKED AS SHOWN.

CHARLES STURT DRIVE

- 40KM/H SPEED LIMIT.
- ROAD CUSHIONS AND BOLLARDS (INSTALLED ADJACENT TO EXISTING STREET LIGHTS WHEREVER POSSIBLE).
- REFER TO CHARLES STURT DRIVE CAR PARK DRAWING FOR FURTHER DETAIL.



KEY OPPORTUNITIES

CHARLES STURT DRIVE CAR PARK

- TEMPORARY SOLID RAISED ISLANDS (CAN BE REMOVED FOR EVENTS AS REQUIRED) WITH OPPORTUNITIES FOR LANDSCAPING.
- PROPOSED ZEBRA CROSSING.

Implementation of the Town Centre Traffic Plan

Below is a proposed budget for implementation.

2013/14

\$30,000 | 'QUICK WIN' TRAFFIC CONTROL TREATMENTS

\$480,000 | DESIGN AND DOCUMENTATION BRIDGE STREET AND SIXTH STREET

\$680,000 AND \$680,000 | IMPLEMENTATION OF BRIDGE AND SIXTH STREET (SUBJECT TO SHARED FUNDING)

2014/15

\$3 MILLION | IMPLEMENTATION OF BRIDGE AND SIXTH STREET (SUBJECT TO SHARED FUNDING)

\$100,000 | (PENDING) TRAFFIC CONTROL TREATMENTS (SUBJECT TO COUNCIL APPROVAL)

2015/16

\$3 MILLION | IMPLEMENTATION OF BRIDGE AND SIXTH STREET (SUBJECT TO SHARED FUNDING)

