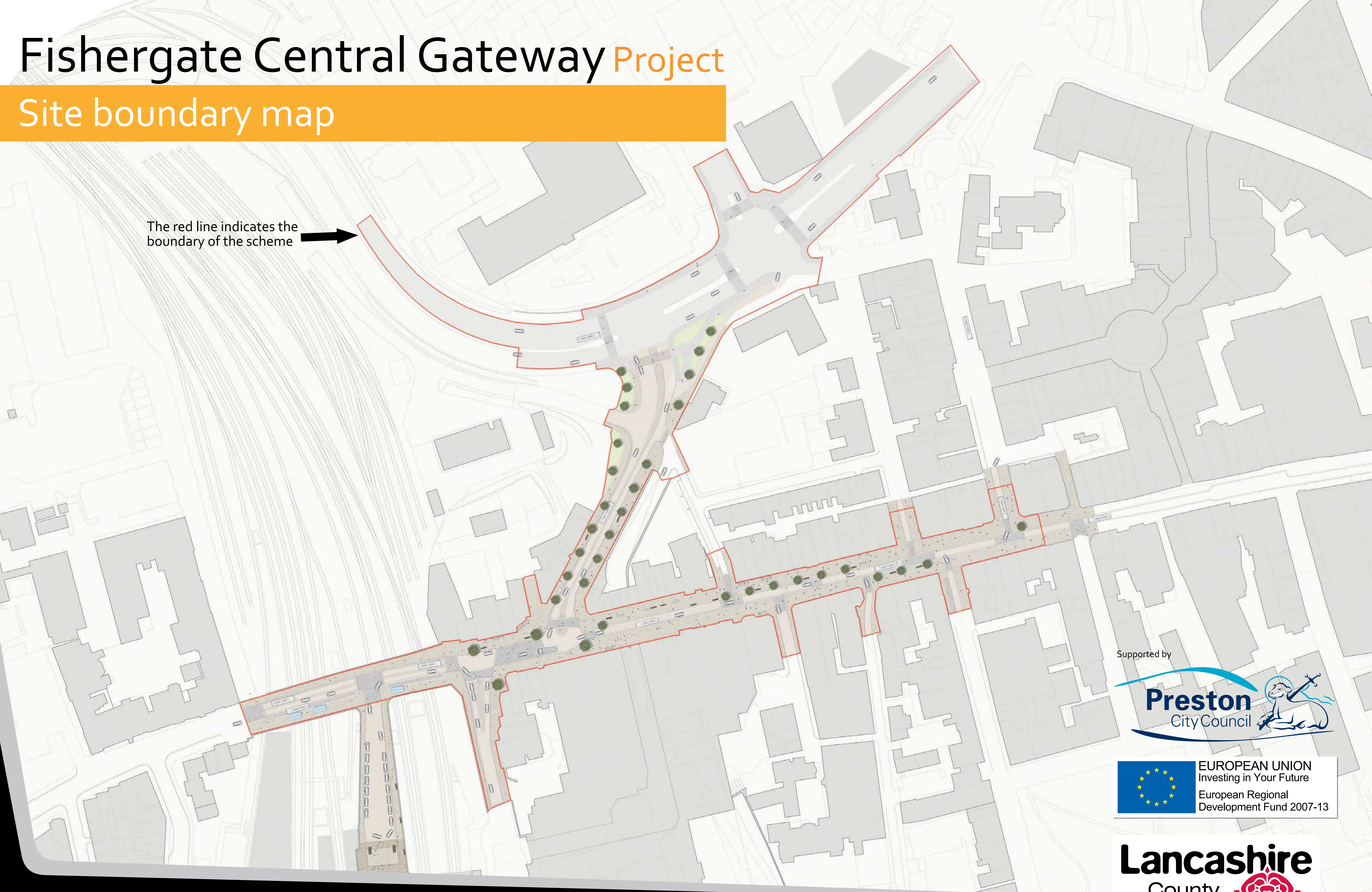
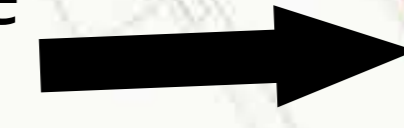


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Site boundary map

The red line indicates the boundary of the scheme



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What is happening?

Preston City Centre is soon to benefit from a new scheme that will transform the main approaches to the city centre thanks to £1.38m of funding from the European Regional Development Fund (ERDF) and a further £2m from Lancashire County Council. The project will help to bring forward commercial developments through the creation of an attractive city centre.

The investment will focus on;

- Preston railway station up Fishergate as far as Lune Street
- Corporation Street from the junction with Ringway up to Fishergate and along Ringway to the junction with Friargate.

The project is not about pedestrianisation but making the space more attractive for all users.

What the Project will do

The scheme will make Preston a much more attractive place to invest, visit and do business. We want to:

- Improve the links to key destinations in Preston such as the railway station, central business district, UCLan and other commercial development sites
- Create attractive gateway spaces to indicate the start of the city centre by using high quality materials
- Install high quality, contemporary bus shelters to improve the experience for those using public transport
- De-clutter streets and spaces by removing unnecessary signs and railings
- Manage and slow down traffic moving through the 'shared space' with the use of different materials
- Create a vibrant economic environment where small independent business thrive alongside major chains and commerce
- Improve the environment so the streets become a place people want to spend time in
- Introduce trees into the city centre and look at using lighting to enhance the space at night

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Visually improving the approaches to Preston



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Creating a shared space

'Shared space' is an urban design approach which reduces the markings separating vehicles and pedestrians, and often involves removing kerbs and traffic signs to produce a more open space. This concept has worked well in other areas of the country including Poynton in Cheshire.

The introduction of similar schemes have had a positive effect on road safety, traffic volume, economic vitality, and community cohesion. Shared space means that a user's behaviour becomes influenced and controlled by natural human interactions rather than by artificial regulation.

When you don't exactly know who has right of way, you automatically reduce your speed, become more aware of the visually impaired, children and people who are unable to move quickly and take greater care moving through the space. Making eye contact when possible, creates this two way agreement between the shared space users.

We will ensure that by using different surface textures that the space for vehicles and pedestrian areas are obvious to the visually impaired, and we have spoken to the relevant groups for their input into the design.

The end result will be a high quality space fit for many uses that will include widened pavements of high quality materials with the introduction of trees.

HOW IT HAS WORKED IN POYNTON, CHESHIRE



A focus on human interaction rather than artificial regulation

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The vision

A more attractive place to invest, visit and do business

FISHERGATE BRIDGE before



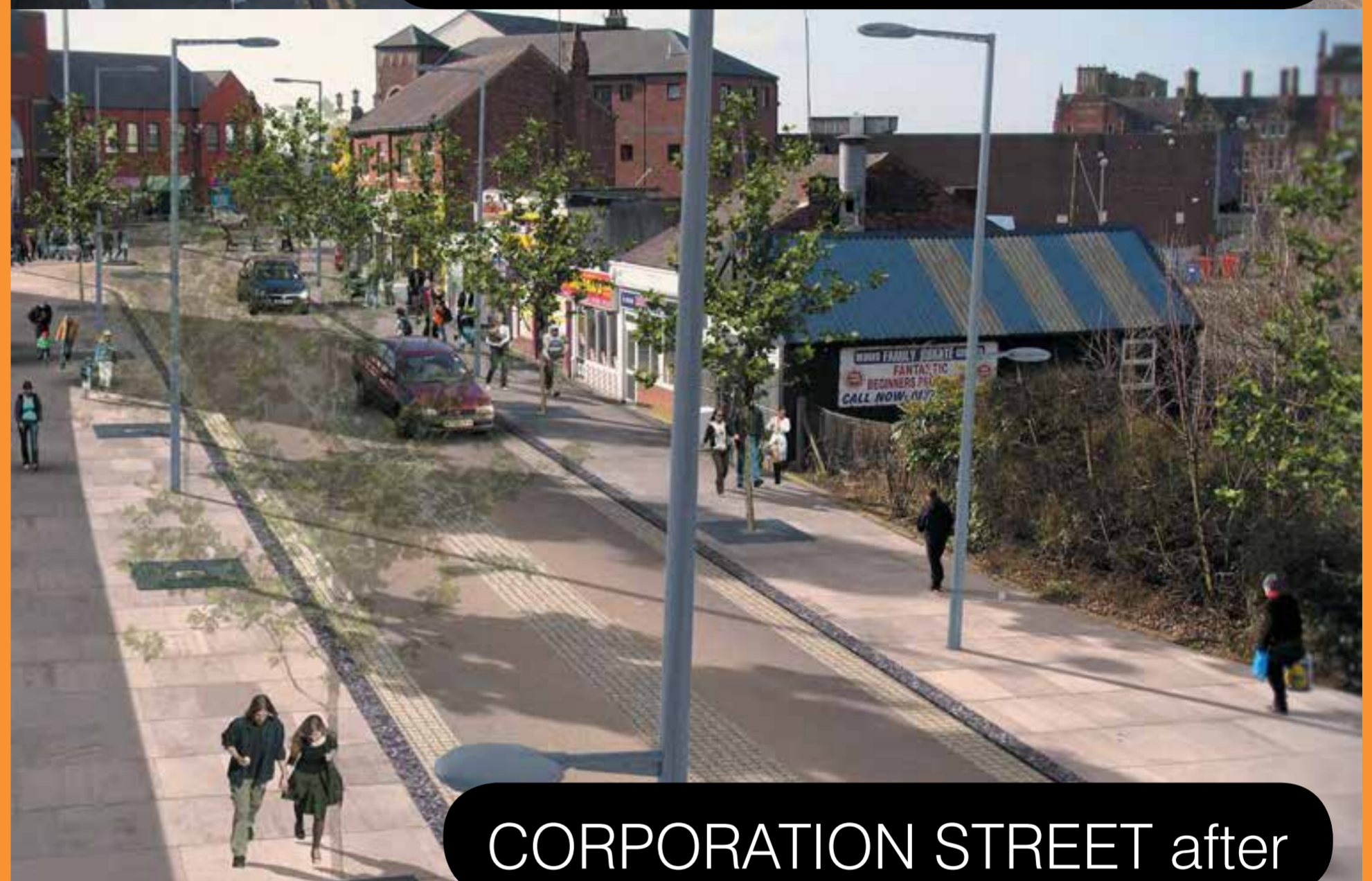
FISHERGATE BRIDGE after



CORPORATION STREET before



CORPORATION STREET after



FISHERGATE HIGH STREET before



FISHERGATE HIGH STREET after



FISHERGATE JUNCTION before



FISHERGATE JUNCTION after



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Preston
City Council



Lancashire
County Council



Fishergate Central Gateway Project

Unlocking key locations in Preston

The project will unlock the routes to and from the wonderful 1838 Preston Railway Station building, providing attractive and appealing pedestrian routes to the Central Business District, UCLan, and the wider commercial development opportunities within the city centre.

This project is the first phase of a wider programme of gateway development work to improve connectivity of transport hubs with key developments and commercial sites. The project aims to provide the foundations for wider development across the city centre that will support the revitalisation and economic growth of Preston, improving pedestrian routes.

HOW THE RAILWAY STATION CAN LOOK AND THE PEDESTRIAN LINKS



Improving pedestrian routes from the railway station

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Materials we will use

As part of this process we will finalise the exact materials that will be used to make sure durability and maintenance are considered as well as creating an attractive environment. We are working closely with utility companies to make sure planned work is carried out before we lay the new stone to avoid having to dig it up shortly after it has been laid.

We hope to plant at least 20 trees in the city centre to give more character to the space and create a boulevard feel right at the heart of the city. We will make sure that there is a clear definition of materials used for the visually impaired by using different surface textures which will clearly denote the crossing areas.

Some of the materials we are looking at are:

FURNITURE



COLOURS



SIGNAGE



TREES



TEXTURES FOR VISUALLY IMPAIRED



We are planting at least 20 urban trees

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When will the work start and end?

The work will start in March and run in three phases right up to July 2014 when the project will be completed.

Phase 1 – Bottom end of Corporation St & Ringway – March to July 2013

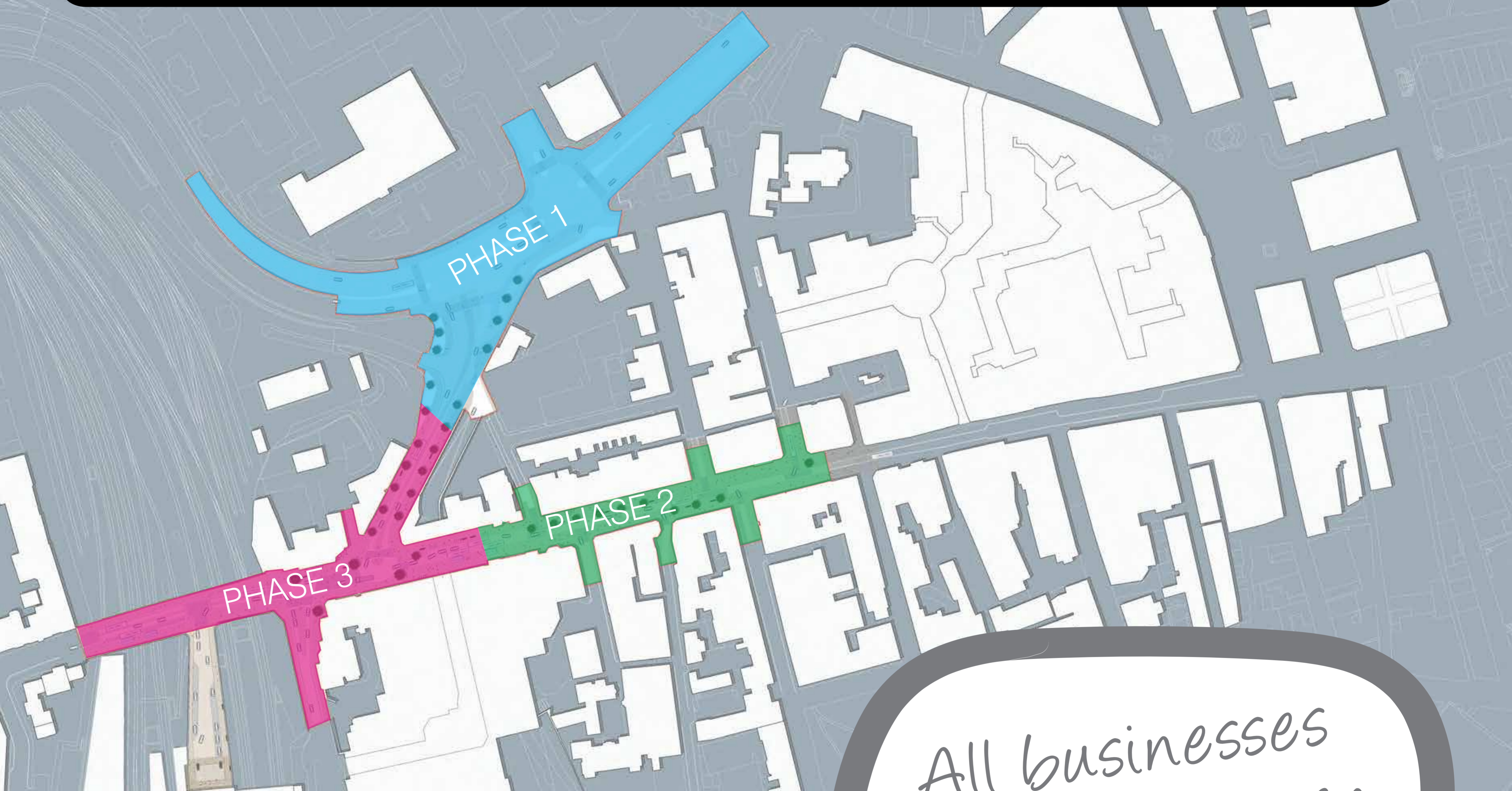
Phase 2 – Fishergate from Lune Street – July/Aug to Nov 2013

The works will be suspended during the busy Christmas shopping period

Phase 3 – Remainder of Fishergate and top end of Corporation Street including Butler Street junction and Railway station bridge area – Jan to July 2014

All businesses will remain open as usual.

APPROXIMATE TIMINGS FOR PHASES



All businesses will remain open as usual

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Fishergate Central Gateway Project

Working in partnership

We are working closely with Preston City Council, UClan, Virgin Trains, Network Rail, the Business Improvement District and landlords to make sure that the project is beneficial to all business needs. As part of the design process we continue to engage with a number of groups to ensure we have a design that works for all users.

This work could not have been done without funding support from the European Regional Development Fund (ERDF).

Have you any comments or concerns?

If you have any comments please email Lancashire County Council at fishergate@lancashire.gov.uk

Beneficial
for all

We would love
to hear from you.

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