

# TRANSFORMING PRESTON CITY REGION

A CITY FULL OF  
OPPORTUNITIES



**JACOBS**



**genecon**  
making sense of place economics



# OUR AMBITION

Preston and it's City Region cannot simply carry on trying to accommodate the car. The current transport network tries to cope with over 400,000 commutes a day: 75% of these are car-borne, and just 9% utilise public transport.

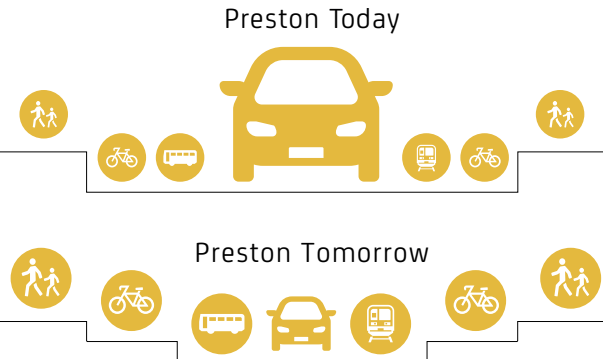
The current car-dominant approach has led to unacceptable levels of congestion, poor quality public realm, and high levels of air pollution, with Air Quality Management Areas (AQMAs) declared along Ringway (A59) and adjacent roads.

While the City Region hosts a high-value economy, its principal economic corridors are poorly served by sustainable travel options. Severe road congestion in and around the city centre constrains bus network effectiveness, reduces the willingness to walk and cycle, and the current rail network limits the potential of rail as realistic alternative to the car.

Given locally planned growth of 31,700 jobs and 18,700 homes for the next 15 years, sustaining the City Region's economic success, and delivering it in more environmentally friendly and inclusive ways, requires more accessible, sustainable and convenient alternatives to be provided to connect centres of employment, leisure and suburbs.

Investment from the *Transforming Cities Fund* (TCF) will allow us to overcome these historic issues and support the City Region's continued renaissance; transitioning from a car-dominated network to the delivery of integrated, accessible and sustainable non-car network for the first time in the Cities' history.

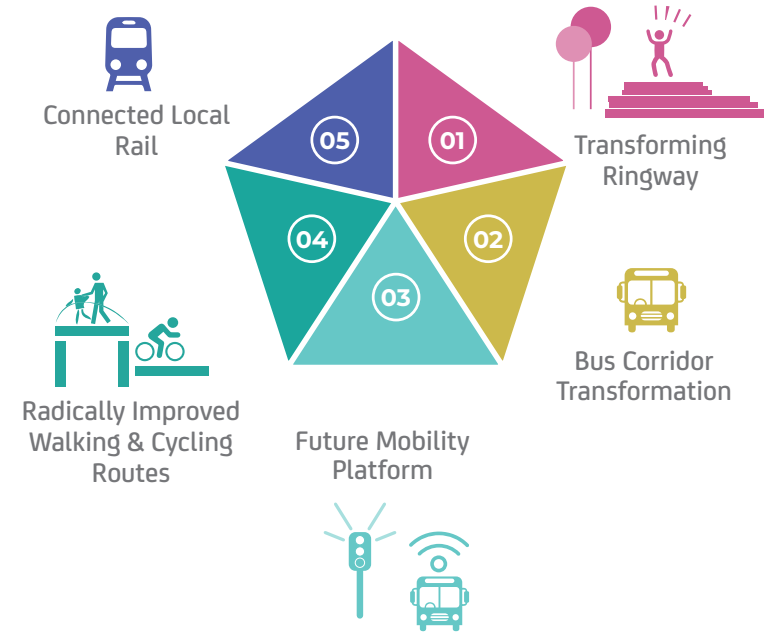
The next pages of this brochure show just how impressive that transformation can be for residents, business and visitors across our Region.



/ CREDIT: [HTTP://WWW.COPENHAGENIZE.COM/](http://www.copenhagenez.com/)

## HOW TO READ THIS DOCUMENT

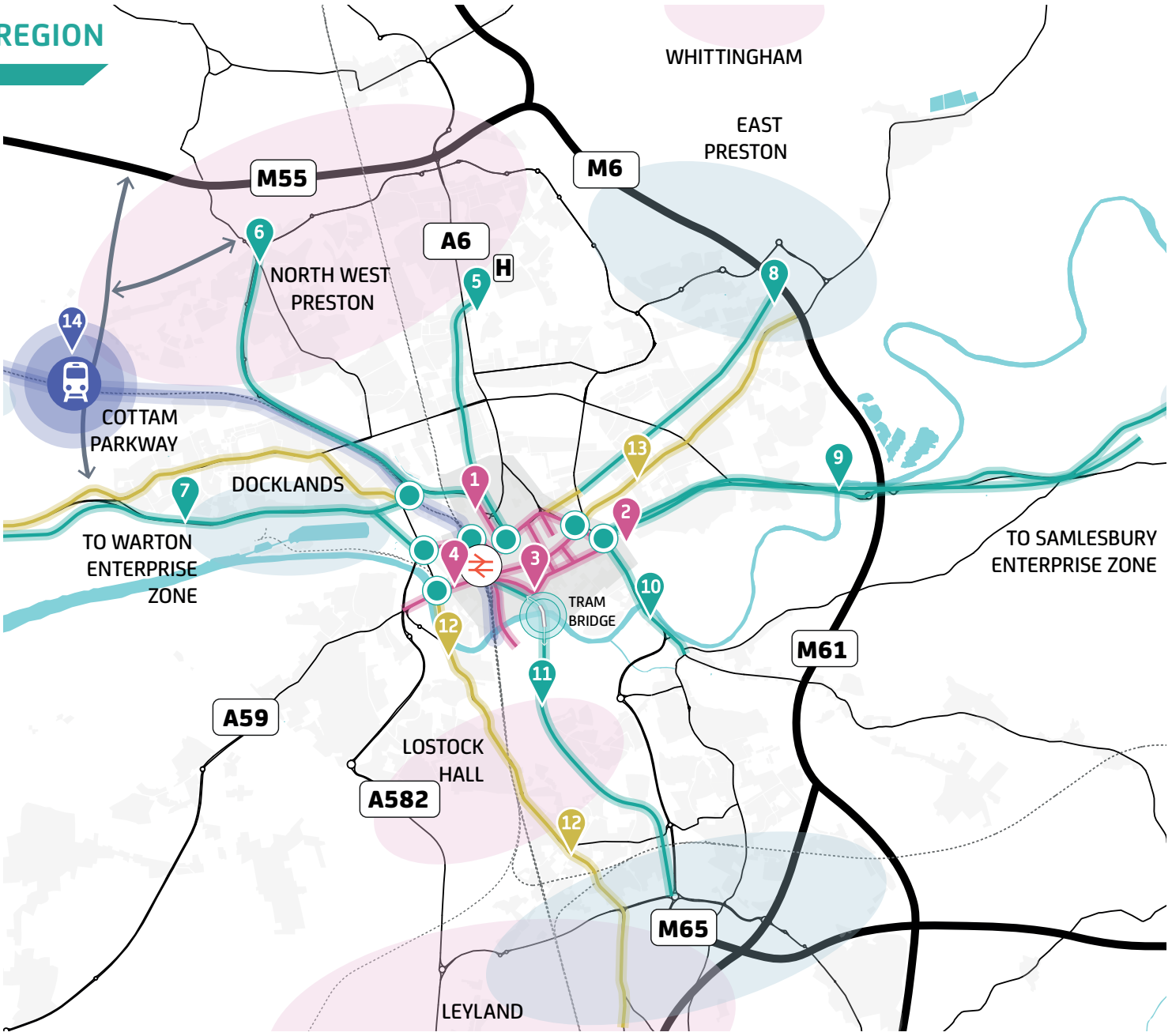
5 groups of interventions: the schemes are presented under the 5 - tier quadrant



## TRANSFORMING THE CITY REGION

a network of integrated interventions

- 1 Transforming Ringway
  - 2 Ringway East Key Corridors Gateway
  - 3 Church Street/ Stoneygate Urban Village
  - 4 SATC Fishergate/ Fishergate Hill/ Penwortham
  - 5 SACT University/ Plunginton
  - 6 SACT North West Preston
  - 7 Warton Enterprise Zone
  - 8 SATC Ribbleton (Cycling & Walking route)
  - 9 Samlesbury Enterprise Zone
  - 10 SATC Bamber Bridge/ London Road
  - 11 SATC South City Region Growth Zone (Cycling & Walking route)
  - 12 SATC South City Region Growth Zone (Bus route)
  - 13 SATC Ribbleton (Bus route)
  - 14 Cottam Parkway Station
- Housing Development
- Employment Zone/ Strategic Site
- Junction Improvement



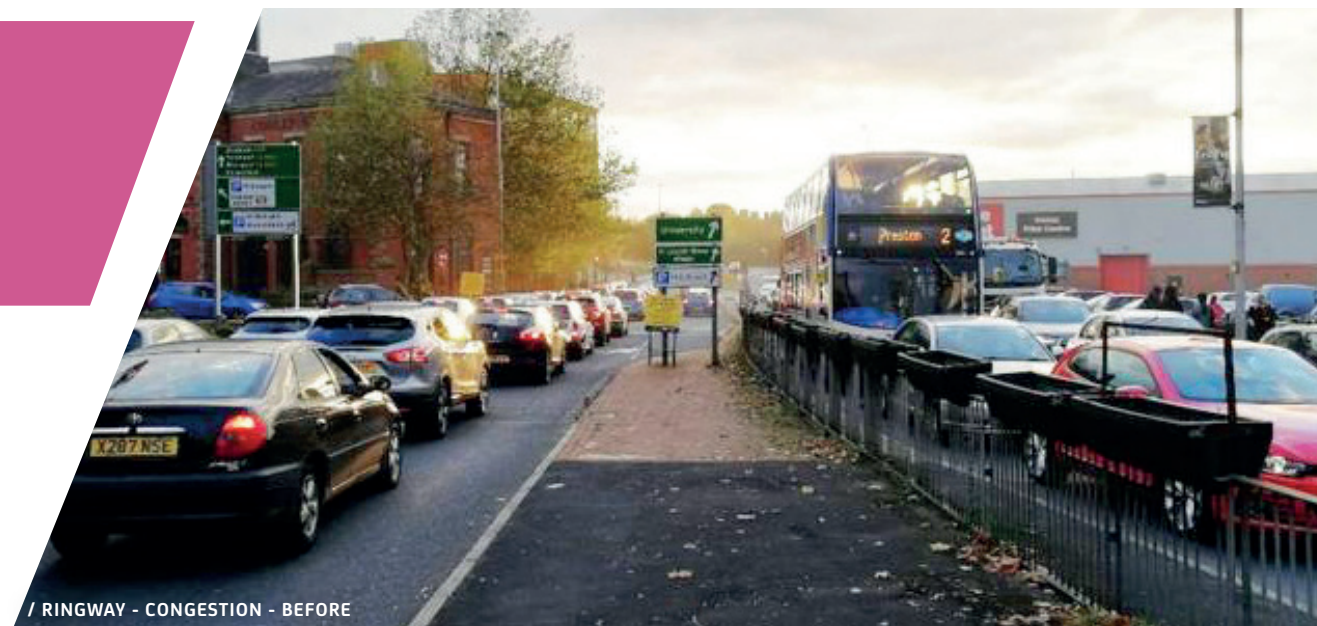
Preston City Region  
SATC: Sustainable Active Travel Corridor



# TRANSFORMING RINGWAY

Transforming Ringway, Friargate and Fishergate is a key to a well-connected and liveable City. The *Transforming Cities* investments for Preston City Centre aim to fill in the gaps between the rail station, bus station and the University of Central Lancashire (UCLan) campus to create a coherent, highly-walkable, appealing and integrated transport network. These improvements connect with sustainable and active transport corridors to better connect major employment and housing sites across the City Region.

Particular attention is focussed on the City Region's poor east-west connectivity, as 70% of future employment growth will be delivered along this City Region axis, alongside many of the City Region's poorest communities.



/ RINGWAY - CONGESTION - BEFORE



/ TRANSFORMING THE RINGWAY - BUS CORRIDOR - AFTER



/ FISHERGATE BEFORE



/ FISHERGATE AFTER

## HEALTHY, GREEN STREETS

Building upon already implemented interventions such as Fishergate; a successful example of streetscape transformation that manifested a greener, healthier and more people-focused city, *Transforming Ringway* sets out to deliver an integrated and attractive urban environment.

Total TCF Benefits

£ **385** mil.



Transforming Ringway Benefits

£ **95** mil.



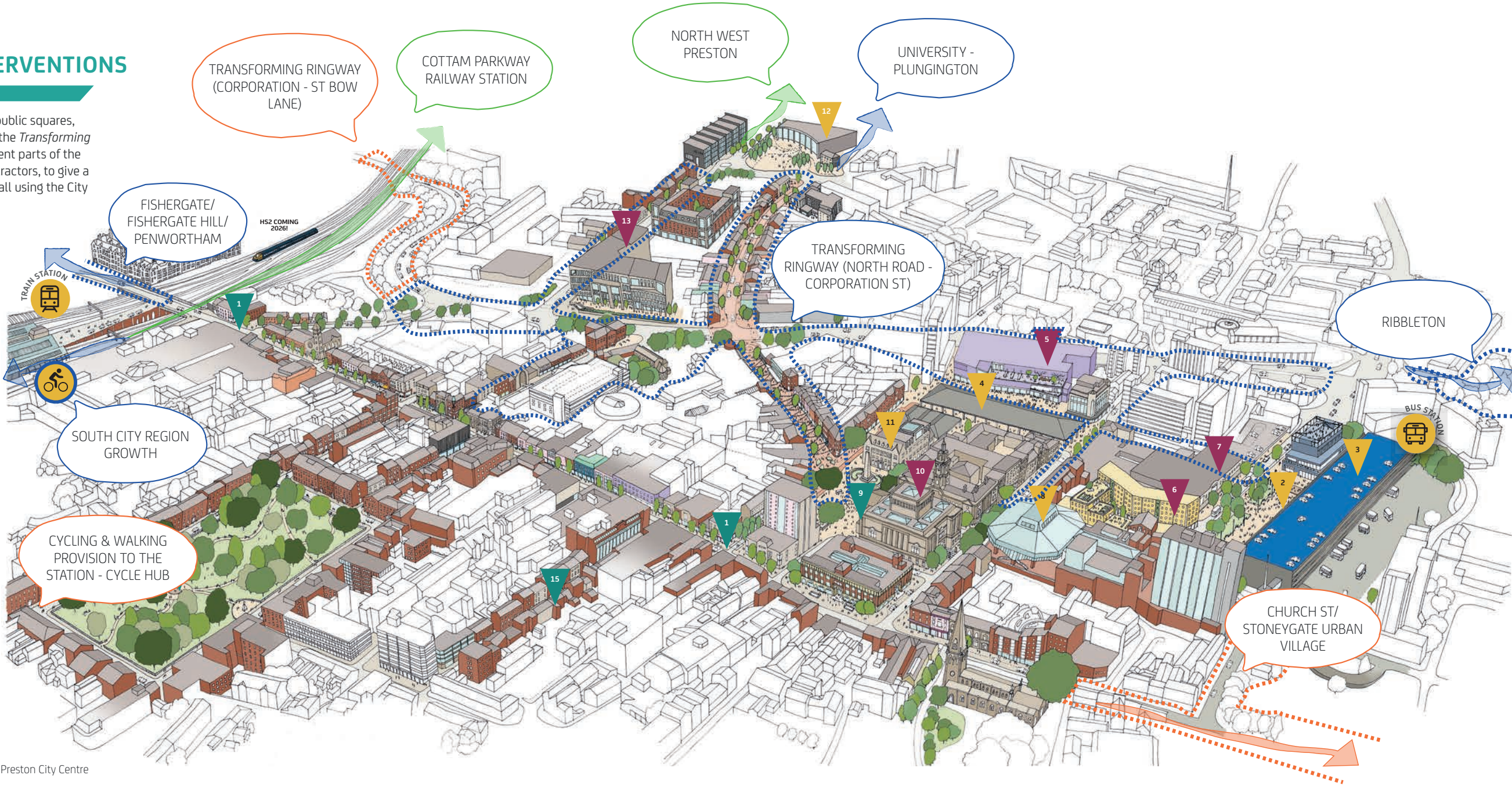
# A NETWORK OF INTEGRATED INTERVENTIONS

From improved junctions to new public squares, cycle hubs and attractive streets, the *Transforming Cities* Investment will stitch different parts of the city together, and integrate big attractors, to give a consistent, vibrant experience for all using the City Centre, separated from car traffic.

FUNDING PACKAGE

- LOW
- MEDIUM
- HIGH

- 1 FISHERGATE
- 2 BUS STATION SQUARE
- 3 BUS STATION & YOUTH ZONE
- 4 PRESTON MARKETS
- 5 CINEMA COMPLEX
- 6 PRESTON HEALTH HUB
- 7 ST JOHN'S CENTRE
- 8 GUILD HALL & TOWER
- 9 FLAG MARKET
- 10 THE HARRIS
- 11 THE HARRIS HOTEL
- 12 UNIVERSITY OF CENTRAL LANCASHIRE (UCLAN)
- 13 UCLAN CITY GATEWAY & ALTUS
- 14 WINCKLEY SQUARE
- 15 CANNON STREET



Preston City Centre



/ UCLAN: A NEW UBAN SPACE



/ UCLAN: DELIVERING A CENTRE FOR LEARNING AND AN ACCESSIBLE SPACE



/ CINEMA COMPLEX



/ PRESTON MARKET'S CINEMA AND RESTAURANT SCHEME

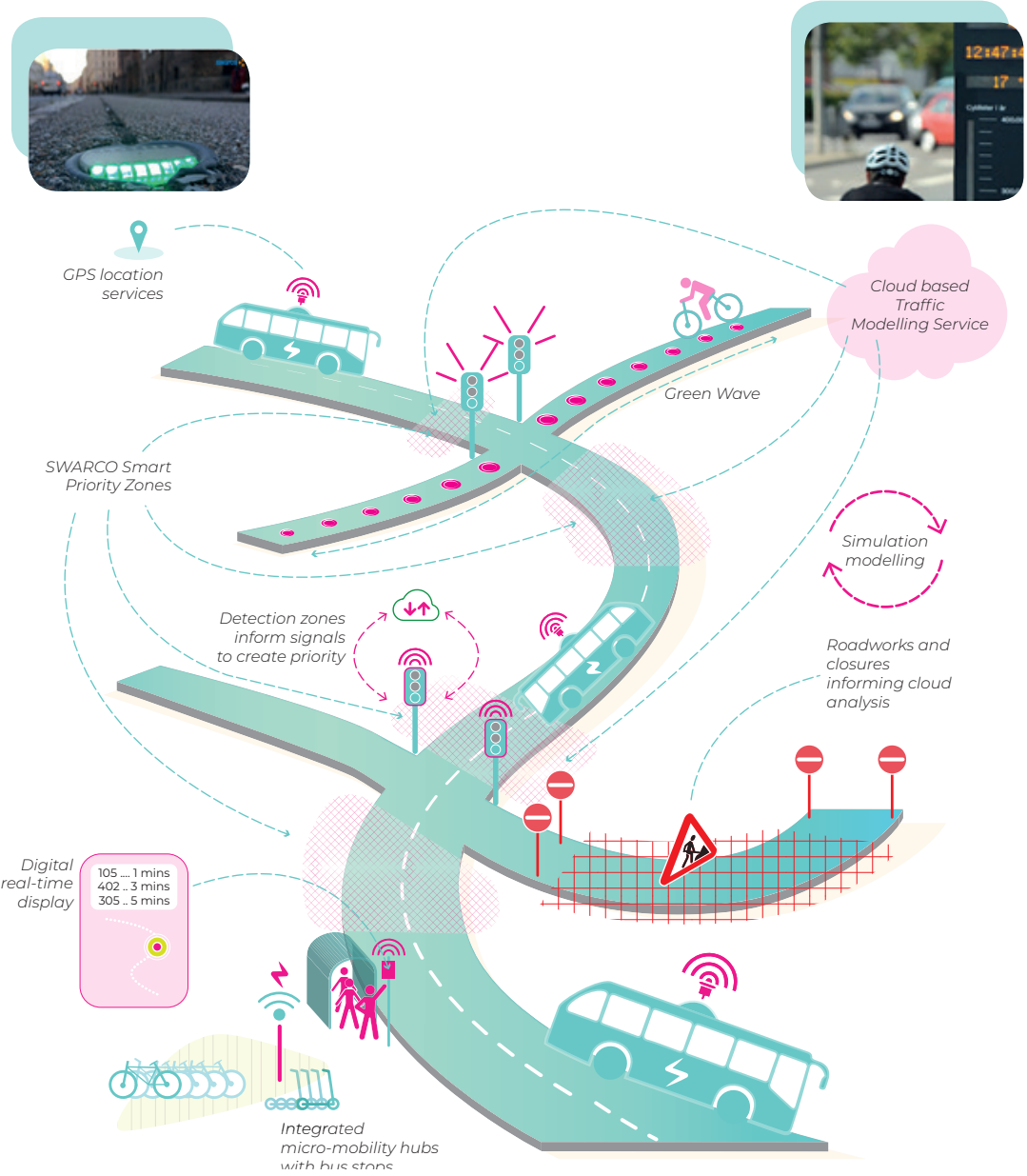


# BUS CORRIDOR TRANSFORMATION

As a result of congestion, unreliability and poor interconnections, bus use has become the last option for many, rather than the first choice for all in our City Region.

The *Transforming Cities Investment* will create a step-change in bus accessibility and provision, that will deliver improved journey times and reliability on key bus corridors in the City Region. The programme of interventions has been targeted at the areas of the network where the most delay occurs, including around Ringway and routes approaching the City Centre.

LCC and bus operators have also committed to work towards developing a more formal partnership approach, culminating in the establishment of an Advanced Quality Bus Partnership on key corridors to continue to drive ever greater bus usage.



/ FUTURE MOBILITY PLATFORM TIMELINE

# FUTURE MOBILITY PLATFORM

LCC will develop a next generation, Future Mobility Platform to address congestion and air pollution and enhance bus priority.

By incorporating this new approach alongside the latest in traffic modelling systems and working with UCLan, the City Region will develop a world-class, state-of-the-art adaptive and integrated traffic management system. This will optimise the transport network, provide dedicated priority for buses and more vulnerable road users, and support all modes of travel.

## Bus Priority

- Bus open data
- Traffic modelling & optimisation
- Cycling & pedestrian detection



# RADICALLY IMPROVED WALKING & CYCLING ROUTES

The *Transforming Cities* proposals will radically improve permeability and connectivity across the City Region for walkers and cyclists and create friendly, safe environments through demarcated space and new design approaches, such as CYCLOPS

The aim is to make walking and cycling the method of choice primary means of accessing the City Centre, supported by public transport via either Preston Rail Station or Preston Bus Station.

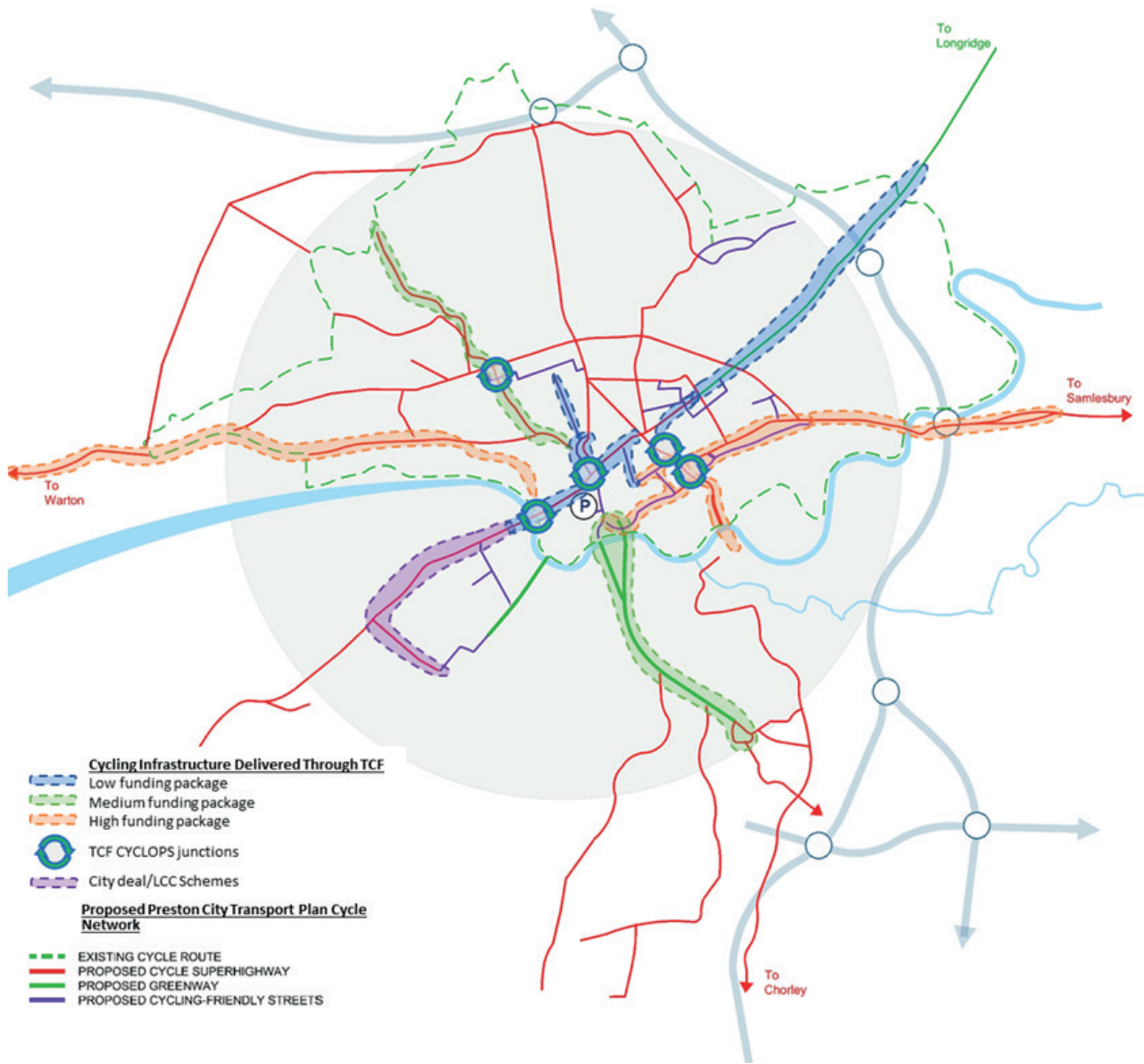
Residents, workers and visitors will be able to walk from public transport hubs to all major destinations in the City Centre through a continuous high-quality network and public realm- with *Transforming Cities* investments complementing other schemes in Preston, and filling in the gaps. This will provide a connected, integrated network of active travel for the first time in its history.



/ BROADGATE JUNCTION BEFORE



/ BROADGATE JUNCTION AFTER



## A SUSTAINABLE, HEALTHY AND LIVEABLE CITY

Investment will deliver a coherent, integrated walking and cycling network; promoting more active, healthy residents, enhancing quality of life.

*Transforming Cities* investments mean significantly-improved access to the City Region and key employment sites by active means, providing high-quality routes linking the Guild Wheel and other existing provision into the City Centre.

Increasing productivity



Enabling activity



Benefitting mental health



Boosting economy



Connecting people







/ TRAM BRIDGE BEFORE



/ NEW RIVER CROSSING AFTER - BY NIGHT

## NEW RIVER CROSSING

The *Transforming Cities* Investment will enable to delivery of a modern, transformative crossing of the Ribble, and to connect sustainable access to/from the South City Region Growth Zone.

This will join the proposed greenway with Avenham Park, creating a step-change in the attractiveness of this crossing and preserving access for the foreseeable future. creating a step-change in the attractiveness of this crossing and preserving access for the foreseeable future.

Total Walking -  
Cycling Benefits  
£ 213 mil.



## CREATING A CITY REGION

Cottam Parkway  
Benefits

£ 127 mil.



6,700

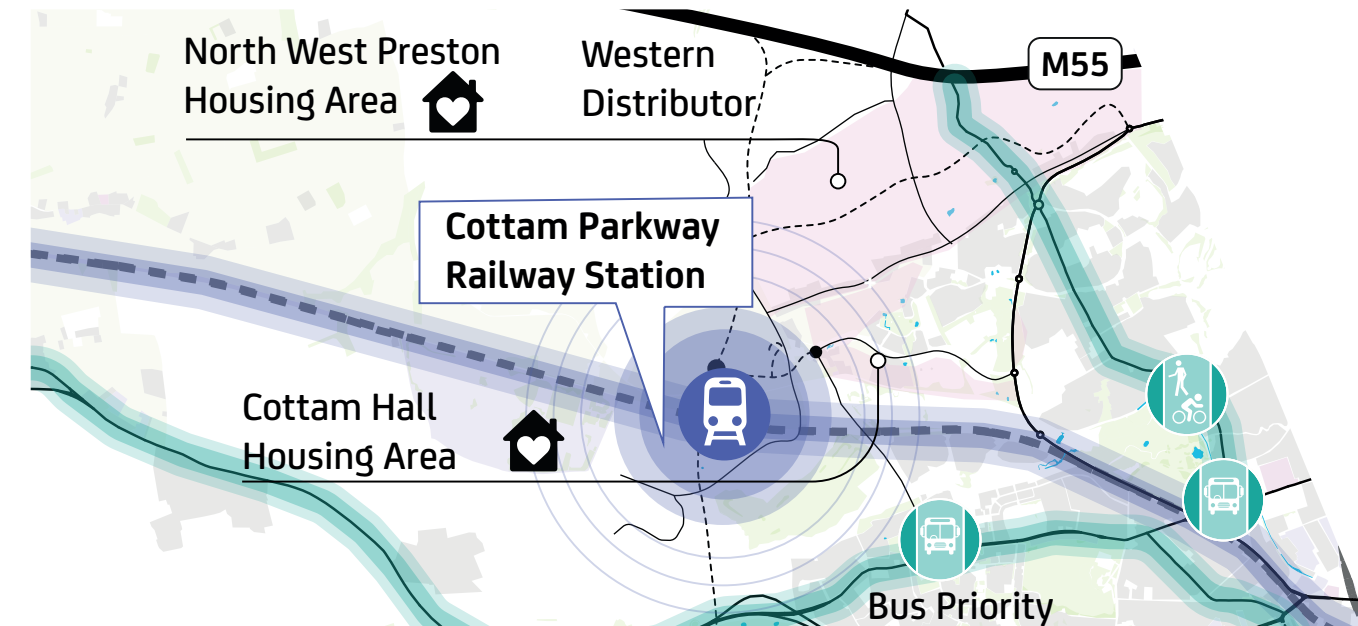
new houses are  
planned in NW Preston

13 sites under  
construction

1,200 already  
completed



Catchment across the  
whole of the Fylde  
Coast



## CONNECTED LOCAL RAIL

Cottam Parkway will offer a sustainable travel option for nearly 7,000 allocated houses being delivered in NW Preston. The scheme will be accessed via the new Preston Western Distributor and East-West Link roads, and will provide rail-based Park and Ride for local and long-distance trips across Preston, Fylde and Blackpool.

The delivery of Cottam Parkway station through *Transforming Cities* investment will maximise opportunities to embed sustainable travel habits of the new resident population, which is critical to maximising the benefits of the scheme, and why it needs to be delivered now.





## A UNIQUE OPPORTUNITY

These costed and deliverable proposals will transform the attractiveness of public transport and active travel across the Preston City Region, unlocking a wide range of transport, health, environmental, and socially inclusive outcomes for our residents.

LCC and its project partners look forward to continue to work with the Department for Transport to confirm the final *Transforming Cities* programme. All project partners and stakeholders will continue to work on developing the schemes in the meantime to ensure the delivery of a transformed City Region through Transforming Cities investment between now and 2023.

