



CITY DEAL
Preston, South Ribble & Lancashire

Consultation Report

New Hall Lane Local Centre Improvement Plan

September 2015

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Executive Summary

The Preston, South Ribble and Lancashire City Deal sets out ambitious plans for highways and transport across Preston and South Ribble to support new development and economic growth across the area.

This report, and the two weeks of consultation on which it is chiefly based, is the latest chapter in Lancashire County Council and Preston City Council's continuing and evolving dialogue with the public, and demonstrates our commitment to engaging with the diverse communities that we are elected and appointed to serve.

The need to improve New Hall Lane Local Centre was identified in the Central Lancashire Highways and Transport Masterplan, published in March 2013. This Local Centre is part of the wider Warton to Sablesbury Enterprise Zone Public Transport Priority Corridor which will see improvements to public transport, cycling and walking over the ten year City Deal period.

The strategic interventions to be considered for the achievement of the Local Centre Improvement Plans are as follows:

- Prioritise pedestrians, cyclists and public transport users over motorists where we can
- Improve connectivity and ease of movement
- Redesign the public realm or introduce new public green space.
- Work with districts to bring the plans forward
- Focus on improving safety
- Improve air quality

- Give over more dedicated road space to buses, cyclists and pedestrians, and develop a sustainable transport networks that will support economic development.

The area that has been allocated for improvements begins at the junction of New Hall Lane and Mosley Street, and finishes just beyond the junction of Acregate Lane.

This consultation also addresses issues that have been raised in the Inner East Preston Neighbourhood plan which has been conducted by Friends of Fishwick and St Matthews (FOFS).

The specific improvements that were part of the consultation for New Hall Lane Local Centre are:

- Widen and improve existing footpaths and pavements to create a more attractive public realm
- Provide new tree planting and lighting along the scheme corridor
- Improved pedestrian crossings throughout the Local Centre
- Provide key junction improvements within the scheme boundary including enhanced pedestrian crossings
- Improve existing bus stops/shelters
- Cycling Improvements (including potential to improve wider network connections, improved junction signs and crossings and new cycle stands and signage)
- Improved parking/loading areas
- Reduce/remove street clutter such as signs, barriers etc. where possible.

1. Introduction

1.1 The aims of this consultation is to seek views on the local centre improvement works on New Hall Lane. The comments will then be used in considering the next steps of detailed design.

1.2 The focus of the New Hall Lane Local Centre Improvement plan will centre on interventions including the following:

- Applying shared space and mixed priority route methodologies
- Prioritising Pedestrians, Cyclists and buses
- Removal of street clutter
- Reallocation of road space to pedestrians
- Removal of unnecessary road markings
- Reduction in Road Space
- Provision of green elements
- Provision of improved lighting
- Satisfaction of pedestrian desire lines
- Reinforcement or creation of space identity
- Improved Parking Provisions
- Innovation use of materials
- Reduce carriageway crossing distances
- Air Quality Management

1.3 The area under consideration will begin at the junction of New Hall Lane and Mosley Street and extend just beyond the junction at Acregate Lane. The study will only consider the A59 New Hall Lane and immediate area.

1.4 New Hall Lane consists of a mix of commercial and residential uses and is a primary transport gateway into Preston City centre. However, currently the route is characterised by dense traffic volumes, high accident rates, poor air quality and little local identity. The economic and social functions of the local centre are secondary to the transport function. Pedestrians are marginalised and there are no provisions for cyclists along the route.

1.5 The improvements proposed for the Local Centre will transform New Hall Lane into a place that supports economic and social regeneration, will give a sense of place to meet the needs of its community and fulfil local transport requirements.

1.6 The improvement of the New Hall Lane Local Centre is an objective within the approved Inner East Preston Neighbourhood Plan.

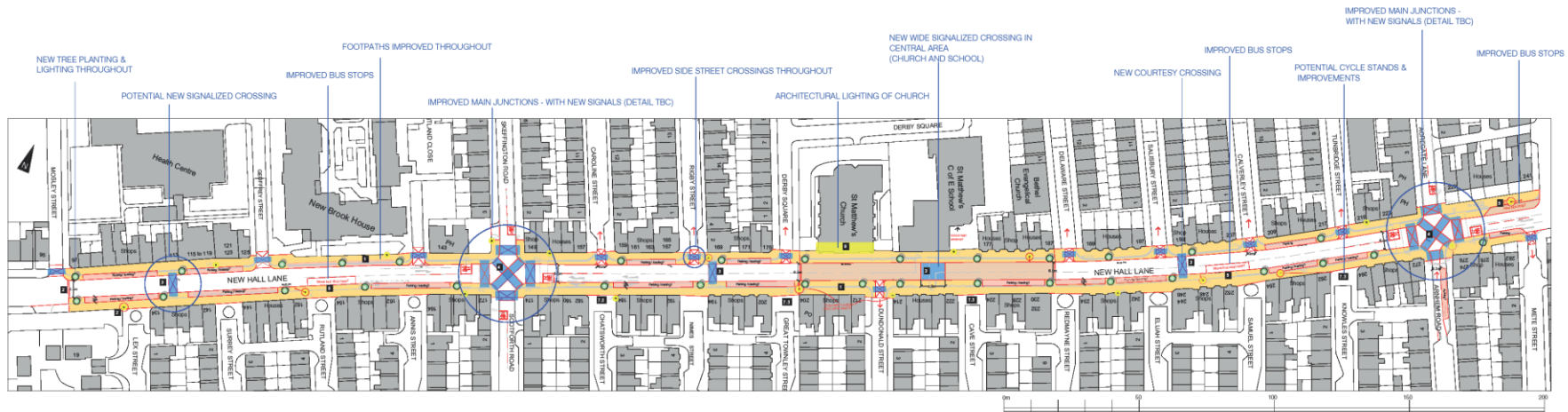
THE VISION



CITY DEAL

Preston, South Ribble & Lancashire

New Hall Lane Local Centre - Proposed Improvements Sketch plan



SKETCH PLAN - KEY IMPROVEMENTS (all subject to further detailed design)

- 1 Footpaths (pavements) widened and improved throughout (detail TBC).
- 2 New tree planting and lighting - to enhance place
- 3 Improved pedestrian crossings throughout
- 4 Key junction improvements - including enhanced crossings
- 5 Improved bus stops / shelters
- 6 Architectural lighting of church.
7. Cycling improvements in summary could include:
 - 7.1. Potential to improve wider network connections
 - 7.2. Improved junction signs and crossings
 - 7.3. New cycle stands and signage
8. Improved parking / loading areas created - details TBC
9. Reduce / remove street clutter such as signs, barriers etc were possible

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2. Engagement and Events

Consultation and Engagement

- 2.1.0 Consultation on the proposed New Hall Lane Local centre improvements was carried out from the 16th March to 30th March 2015. The timing of the consultation was largely dictated by the need to carry out the consultation before the 'purdah' period (6 weeks before) the general election.
- 2.1.1 A series of plans/ visuals and an online survey were the focus of the initial consultation. Full details and links are including in Appendix 1.
- 2.1.2 A series of three public consultation events were held within the area over the consultation period in March. A further consultation was held in May after the general election. The consultation was also published in the local press and on the Preston City Council website through social media as well as ongoing dialogue with local groups and businesses.

Consultation Events

- 2.1.3 The four consultation events took place as follows:
- 16 March 2015 – Bethel Church, Delaware Street
 - 19 and 20 March 2015 – Acregate Lane Club Car Park on the Citizenzone Bus
 - An extra consultation event was held at 'Sahara' Women's Centre on Fishwick Parade on 11 May 2015 (After election Purdah Period)
- 2.1.4 The events were attended by staff from Preston City Council and Lancashire County Council to answer any queries. Poster boards were provided to show the proposed initial ideas. Approximately 60 people attended the events in total.
- 2.1.5 Prompted by the events, press articles and social media, 58 responses were received to the online survey.
- 2.1.6 The New Hall Lane Improvement plans were also made available at Preston Town Hall, the West View Climbing and Leisure Centre and the FOFS website during the consultation period.

Consultation Survey Responses

- 2.2.0 We received 58 responses to the online survey questionnaire. We received a small number of letters and emails which were included within the considerations. 26 (45%) of the responses were positive or supportive of the initial proposals.
- 2.2.1 A formal consultation period ended on 30 March 2015.
- 2.2.2 Having collated all the responses we were able to identify a number of common themes and issues raised in the public response to the consultation.
- 2.2.3 The issues most commented on were as follows. The remainder of this report deals with each issue in turn.

Most Frequently Raised Issues

1. Air Pollution (Air Quality Management Area)
2. Cycling and Cycling Improvements
3. Design/Road width
4. Economy and Employment
5. Existing buildings/shop frontages
6. Local Network Issues and Perceived Increased Congestion
7. Parking/Service Areas – including enforcement
8. Safety and Security
9. Trees and Landscaping
10. Wider Community/Regeneration Issues.

3. Key Findings and Responses

Issue 1: Air Pollution

What the consultation had to say

- 2.3.0 A number of responses were received in relation to concerns over increased air and noise pollution as a result of the road narrowing/increased footpath.
- 2.3.1 Some residents had concerns that by extending the footpaths, and in turn slowing traffic down, there would be a negative effect on the air quality within the area.

"The consequences of the proposals don't seem to have been thought through. Slowing traffic will not improve air quality"

Our Response

- 2.3.2 The scheme is within Air Quality Management Area 4 (AQMA4) which surrounds New Hall Lane. This starts at the properties near to Stanley Street/London Road and ends at those near to Acregate Lane.
- 2.3.3 Preston City Council are preparing a strategy on how to improve air quality within the Air Quality Management Area.
- 2.3.4 Initial evidence suggests that air quality for residents and occupiers along New Hall Lane could be improved by widening foot paths and improving the flow of vehicles.

Further information on this AQMA is available on the Preston City Council website: <http://www.preston.gov.uk/yourservices/environmental-health/pollution--noise-and-other-nuisances/air-quality/>

Issue 2 – Cycling and Cycling Improvements

What the consultation had to say

- 3.2.0 There were a number of respondents who asked what cycling improvements were proposed and how cycling could be improved through the area and into the city centre.
- 3.2.1 Some comments suggested adding a dedicated cycle lane.
-
- "Clear, safe designated cycling lanes are a good idea"*
-
- 3.2.2 Others added that a widened pavement to separate pedestrians and cyclists would be a good idea, whereas others have said that cyclists should not be allowed on the pavement.
- 3.2.3 Some were concerned that by widening the foot paths and narrowing the roads, that cycling would be more dangerous.

"As it is now New Hall Lane is a good road to cycle on because there is good road width. If you narrow the road it will make cycling more dangerous"

Our Response

- 3.2.4 It has been noted that cycling is an important issue to consider and has been reflected within the initial plans.
- 3.2.5 The initial ideas were to improve linkages into the wider designated cycle network and to include links to the north and the Guild Wheel to the south. Other ideas have included advanced cycle markers at improved main junctions in order to improve safety and including cycle racks and facilities at key locations to promote cycling within Preston as a whole.
- 3.2.6 There is already a dedicated cycle route which runs parallel to New Hall Lane along Fishwick Parade immediately to the south. This will be reviewed with the aim of looking for improvements and increased connectivity opportunities to New Hall Lane.
- 3.2.7 Cycling improvements and facilities will be considered in detail at the design stages and will include input from relevant cycle officers and forums.

Issue 3 – Design/Road Width

What the consultation had to say

- 3.3.0 A number of detailed and general comments were received regarding the initial design of the scheme. Some comments received expressed concern at the narrowing of the road and increasing the width of the pavement.
- 3.3.1 Many respondents perceived that by narrowing the width of the road, the traffic would become worse, especially during peak times.

"Narrowing of the road and slowing traffic will have a negative impact"

- 3.3.2 Some comments expressed concern about the ability to allow all types of vehicles through this local centre.
- 3.3.3 Others viewed the design and narrowing of the width of the road as a positive, but expressed concern about affecting traffic and congestion elsewhere.

Our response

- 3.3.4 The plan shown at the consultation stage are initial design ideas. Further detailed work will be required, including understanding parking and loading requirements and the overall effect of the design on the local network.
- 3.3.5 When the detailed design has been prepared, another consultation will be conducted. This is due to be carried out in November 2015.

Issue 4 – Economy and Employment

What the consultation had to say

3.4.0 There was an indication from the responses received that funding (Council Tax) was being wasted on the proposed scheme.

"I think that the money should be used for more important issues"

3.4.1 Some respondents felt that the money should be used on the local shop fronts and other key assets such as schools and NHS services.

3.4.2 Other respondents asked for evidences of the anticipated 20,000 jobs that will be generated by the City Deal.

Our Response

3.4.3 The planned improvement works are part of the Preston, South Ribble and Central Lancashire City Deal. This is not funded by council tax but is a pooled resource which includes a mix of national and local resources identified in the Infrastructure Delivery Fund (IDF), namely:

- Central Government – Long term secured transport funding from the Department for Transport, Highways England funding for new and existing motorway junctions and retention of Homes and Communities Agency proceeds from local land sales
- Lancashire County Council – Capital Grants, New Homes Bonus and Land Receipts
- Preston City and South Ribble Borough Councils – Business Rate Retention and New Homes Bonus
- Private Sector – Developer Contributions.

3.4.4 There is strong evidence to show that the City Deal is successfully delivering in its first year. For example, travel times into the City Centre at peak times has already been reduced by around 10 to 15 minutes (see footnote below).

3.4.5 The Central Lancashire Core Strategy identifies a number of sites allocated for employment over the plan period (2012-2027) that are supported by the City Deal. If fully developed these sites will attract significant inward investment, new employment opportunities and quality commercial floor space.

3.4.6 Shop frontage responses will be addressed within the next heading.

Further information on the success in City Deals first year see:
<http://www.lancashirebusinessview.co.uk/city-deal-has-created-jobs-and-homes-58376/>

Issue 5 – Existing buildings/shop frontages

What the consultation had to say

- 3.5.0 One of the main issues raised through the consultation was regarding the condition of the existing shops, frontages and buildings facing New Hall Lane.
- 3.5.1 Questions were raised regarding what could be done to improve the frontages and the ability to regenerate the area.

"I think a revamp is a good idea, although the shops and houses would still make it look rundown"

"Partially support the plans, though money should be set aside for improving building frontages as they need most attention"

Our Response

- 3.5.2 City Deal funding for this scheme only covers the public realm (i.e. streets and public spaces) – therefore these elements are outside the scope and funding of this project. However the scheme will support social and economic regeneration and make the area more attractive to potential investors.
- 3.5.3 This scheme is within the adopted Inner East Preston Neighbourhood Plan Area which is led by the local forum – Friends of Fishwick and St Matthews (FOFS). One of the objectives of the Neighbourhood Plan is to address the poor image and appearance of New Hall Lane Local Centre.
- 3.5.4 Trees, planting and lighting will enhance the area and the scheme will complement other community-led projects in the area such as the planter art work scheme and the potential for community based investment through the Big Local fund (circa £1 million over 10 years).

Issue 6 – Local Network Issues and Perceived Increased CongestionWhat the consultation had to say

- 3.6.0 One of the main issues that was referred to during the consultation was perceived increased congestion both within the local centre and to and from the Motorway network.
- 3.6.1 Respondents believe that by widening the foot way and therefore making the carriageway narrower, that the traffic will be slower, and this in turn will create more congestion.
- 3.6.2 In addition, respondents have stated that the increased perceived congestion will only create more rat runs – such as on Fishwick Parade.
- 3.6.3 There were concerns on the impact of business if people were deterred by the increased perceived congestion in the area. Another concern was more accidents as a result of more traffic.
- 3.6.4 Some respondents suggested adding Speed Cameras as a way of dealing with the traffic.

*"Traffic is already slow and heavy during peak hours.
As someone who works in the centre of Preston, my
journey in to work will only take longer"*

Our Response

- 3.6.5 The extents of the scheme were identified within the Central Lancashire Highways and Transport Masterplan (CLHTM). The CLHTM considered the strategic need of each proposed scheme in relation to strategic development sites in Preston and South Ribble.
- 3.6.6 Using the recently developed Central Lancashire Traffic Model, an assessment of potential impacts on all routes around the City Deal proposals is being undertaken. The assessment will identify whether measures will be required to deal with any unwanted effects on the highway network.
- 3.6.7 The effects of this scheme is included within the wider Warton to Samlesbury Enterprise Zone public transport corridor which is set to improve not only New Hall Lane, but the wider network of major junctions and pedestrian facilities.

Issue 7 – Parking / servicing areas – including enforcement

What the consultation had to say

- 3.7.0 Parking and existing issues of people parking on footways was a concern which was frequently raised.
- 3.7.1 Some concerns were also expressed regarding the existing parking areas. A number of respondents thought that the existing parking would be removed and wanted some clarification on how these are treated.
- 3.7.2 Another key issue was how the parking would be enforced.

"I agree improved parking is necessary. At the moment people are frequently parked on double yellow lines, making it very dangerous"

"Wide paths will have cars parked all over them"

Our response

- 3.7.3 The initial sketch plan shows improved parking/loading areas highlighted in pink. The intention for these areas to be at road level – i.e. separated from pedestrians.
- 3.7.4 The initial plan highlights existing parking areas to be retained, improved and increased.
- 3.7.5 Exact numbers and location of parking/loading areas will need to be determined after input from local businesses – to build into the detailed design process.

Issue 8 – Safety and Security

What the consultation had to say

- 3.8.0 There were several comments that highlighted the need for improved safety and security of the area.
- 3.8.1 Some comments questioned whether improved CCTV is proposed.
- 3.8.2 Others stated that improved Pedestrian Crossings and street lighting were essential to improve safety in the area.
- 3.8.3 Some comments were concerned that even when New Hall Lane is improved that it will still be vandalised.

"Why not regenerate a nicer area that isn't going to get trashed!"

Our Response

- 3.8.4 We welcome the comments made as part of the consultation which were similarly expressed within the Inner East Preston Neighbourhood Plan consultations.
- 3.8.5 The intention is to provide improved LED lighting and signage throughout the Local Centre – along with the physical public space/street enhancements. The scheme aims to improve safety and security particularly during night time hours.
- 3.8.6 We will be working with local partners to review the CCTV arrangements within the local centre and whether there is scope to rework the existing CCTV provision to provide better coverage.

Issue 9 – Trees and Landscaping

What the Consultation had to say

- 3.9.0 Respondents had concerns over potential new trees that could be added to this local centre. In particular, questions over potential vandalism of the trees, and how they will be managed and maintained in the future.
- 3.9.1 There were also concerns expressed over existing trees in the surrounding streets and the issue of the roots causing damage.

"I think making the area look aesthetically pleasing is good, but feel that the trees etc. will just be damaged and vandalised"

Our Response

- 3.9.2 The intention is to use certain species of trees that do not shed their leaves in a similar way to the existing trees that exist along New Hall Lane.
- 3.9.3 There is also the intention to add a certain size and height of tree that will make it less likely to be damaged.

Issue 10 – Wider Community/ Regeneration Issues

What the consultation had to say

3.10.0 Many comments and concerns were expressed about the wider major issues affecting the area, including:

- Litter/fly tipping
- Vandalism
- Anti-Social Behaviour
- Rats
- Drugs and Prostitution
- Deprivation.

"I think it's a good idea but will need constant monitoring of vandalism and graffiti"

Our Response

3.10.1 These concerns have been noted, however they do fall outside the remit of this scheme. These issues also overlap with those highlighted for action within the adopted Inner East Preston Neighbourhood Plan.

3.10.2 These wider issues are being addressed through the local forum Friends of Fishwick and St Matthews (FOFS) to improve longer term management; community safety and other interlinked community issues.

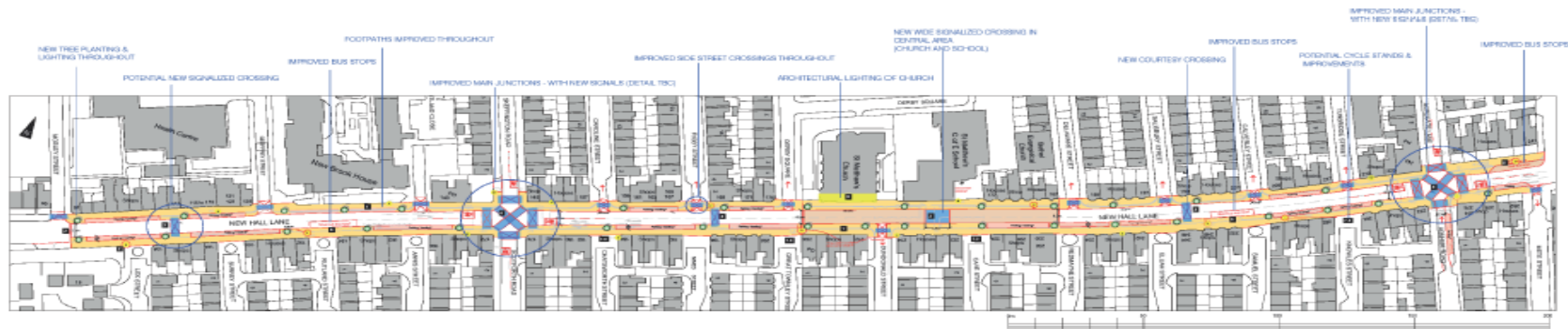
4 Appendices

Appendix 1 Consultation Boards

THE VISION



New Hall Lane Local Centre - Proposed Improvements Sketch plan



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Keeping you updated
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BIG PLANS FOR NEW HALL LANE

Preston City Council and Lancashire County Council are working on plans to improve New Hall Lane as part of the City Deal programme.

The focus for this stage of improvements is essentially for the area between Acragate Lane and Skelington Road and could cost in excess of £1m. Other junctions along New Hall Lane will be considered in the near future.

We have drawn up some draft plans that we want your views on. The plans aim to meet one of the key objectives to improve the environment along New Hall Lane as outlined in the neighbourhood plan, prepared by the Friends of Fishwick and St Matthews. This was something that was consistently raised as an issue during consultation on the plan.

The main ideas for improvements include:

- Widened footpaths to benefit pedestrians and slow down traffic creating a place where people want to stay in for longer
- A high quality tree lined street with other landscaping and improved street lighting
- Safer crossing facilities
- Improved parking for shoppers and residents
- Lowered traffic speeds to improve safety and air quality



Keeping you updated
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WE WANT YOUR VIEWS

Let us know what you think about the plans and if there is anything you would like to see as part of the improvements. Whatever we deliver will need to be in the allocated budget we have for the scheme.

YOU CAN LET US KNOW

by commenting on our website by visiting www.preston.gov.uk

We need your views by Monday 30 March 2015 so please let us know your thoughts. And if you give us your email address you will get all the up-to-date news.

Keeping you updated
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WHAT HAPPENS NEXT?

Once we have had all the feedback at the end of March we will review and see what we may need to change.



Making improvements such as this takes a long time especially in the preparation stages where we need to get approvals, prepare a detailed design and make plans with utility companies.

We intend to start the improvements in early 2016 and the work will take around nine months to complete.

We will keep you updated on progress – make sure you sign up to our City Deal bulletin or follow us on Twitter for the latest news.

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ABOUT CITY DEAL

The Preston, South Ribble and Lancashire City Deal is an ambitious programme of work that builds on the strong economic performance of the area over the last ten years and will help ensure the area continues to grow by improving local transport routes to help deliver new jobs and housing. Over a ten-year period the £434m deal will generate new jobs, improved community centres, new homes, and more importantly grow the local economy.

For more information on City Deal visit www.lancashirelep.co.uk

Over a 10-year period the City Deal will generate:

- More than 20,000 net new private sector jobs
- Nearly £1 billion growth in Gross Value Added;
- 17,420 new homes; and
- £2.3 billion in leveraged commercial investment

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