

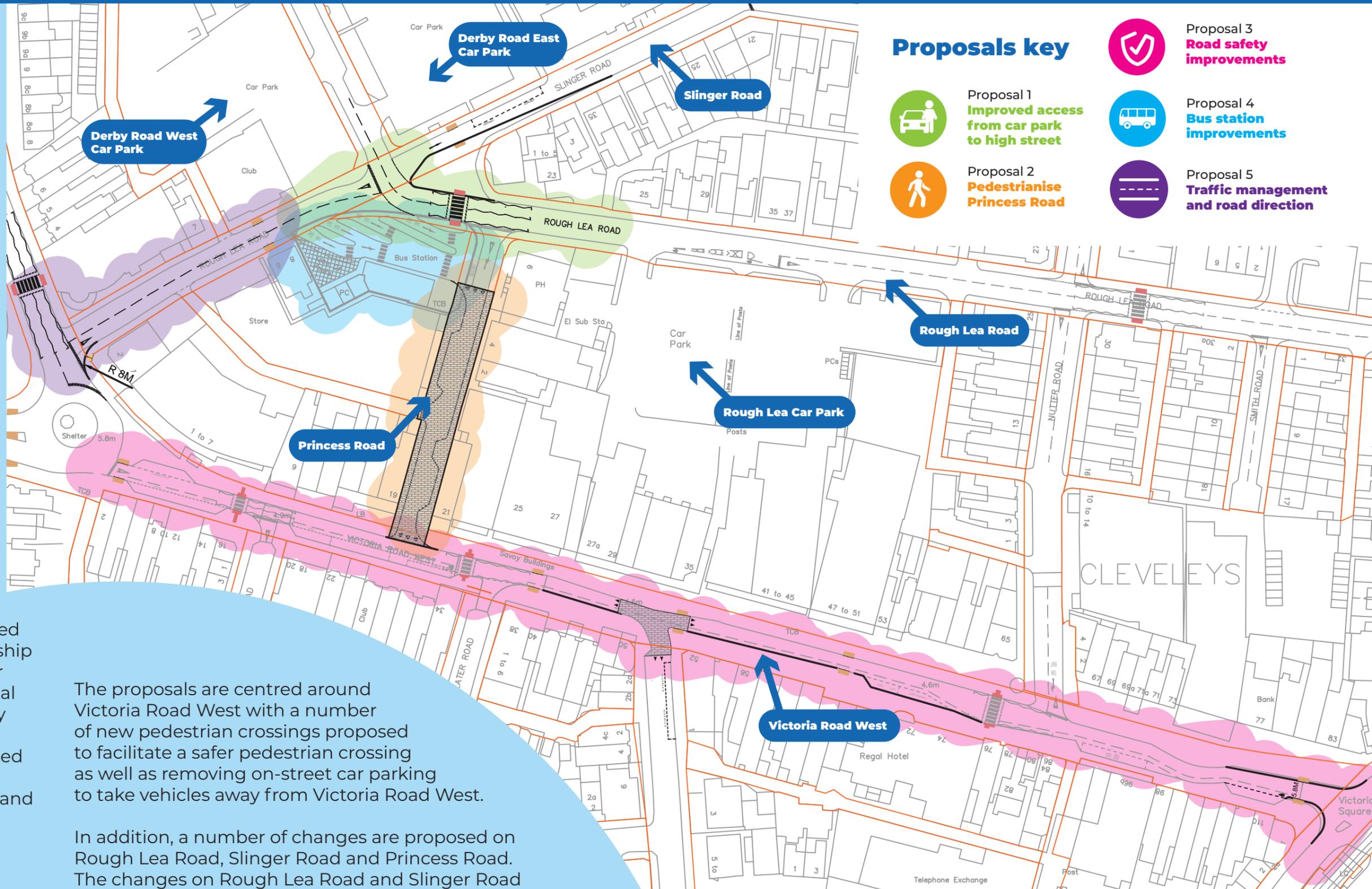
An initial traffic study has been carried out to assess the possible re-design of the centre of Cleveleys to create a more pedestrian friendly environment as well as a parking study to understand the existing demand within the town centre car parks.

The study was commissioned by Wyre Council in partnership with the Cleveleys Together Partnership Group and initial proposals were designed by transport and highways planners before being refined following feedback from Lancashire County Council and the Cleveleys Together Partnership Group.

The overarching aim of the proposals are to discourage vehicles using Victoria Road West as the main route through the town centre as well as improving the pedestrian and cycling environment.

The proposals are centred around Victoria Road West with a number of new pedestrian crossings proposed to facilitate a safer pedestrian crossing as well as removing on-street car parking to take vehicles away from Victoria Road West.

In addition, a number of changes are proposed on Rough Lea Road, Slinger Road and Princess Road. The changes on Rough Lea Road and Slinger Road are to facilitate vehicle traffic that will be rerouting as a result of the proposed changes on Victoria Road West. Pedestrian crossings are also proposed to be delivered on Rough Lea Road to improve the connection from the Derby Road East and Derby Road West car parks to Cleveleys town centre.



Proposals key



Proposal 1
Improved access
from car park
to high street



Proposal 2
Pedestrianise
Princess Road



Proposal 3
Road safety
improvements



Proposal 4
Bus station
improvements



Proposal 5
Traffic management
and road direction

Proposal 1:

Improved access from car park to high street

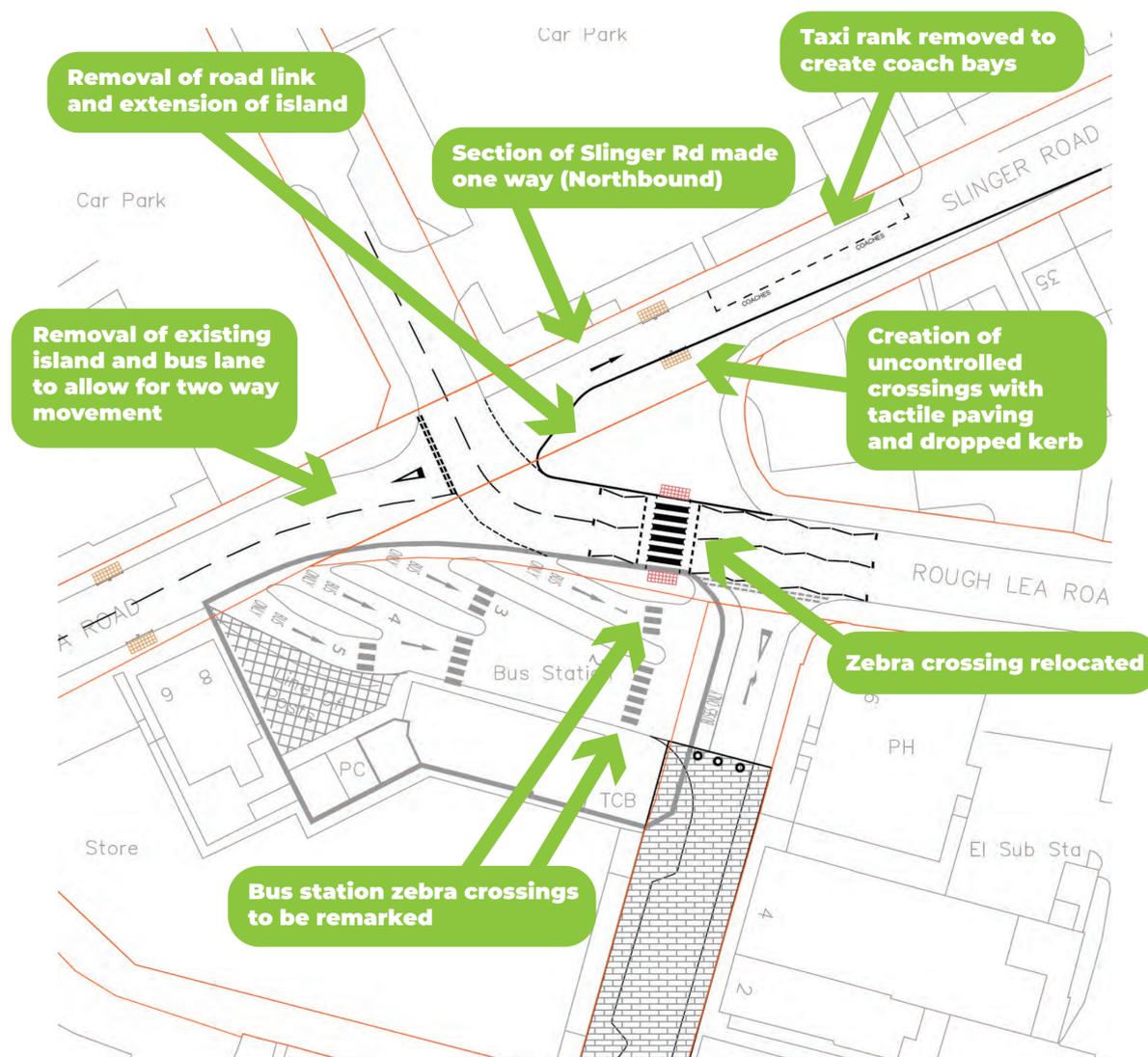


This proposal looks to improve the route you'll walk from the car park to access the high street, improving access to the high street and encouraging higher footfall to the area from the parking areas.

The proposal includes the removal of the existing two-way traffic link connecting Slinger Road and Rough Lea Road. The existing island could be extended removing the existing road link and Slinger Road could become one-way traveling northbound away from Rough Lea Road. In addition, the existing taxi rank on Slinger Road could be removed to provide space for two coach parking bays. Additional space for coach parking could also be provided on Derby Road East Car Park.

The creation of a new pedestrian crossing with tactile paving and a dropped kerb is proposed on Slinger Road outside of Derby Road East Car Park to provide a direct route towards Cleveleys town centre. A stagger could be created between the car park exit and the crossing as a safety measure to avoid pedestrians walking straight out of the car park onto the road.

The existing island on Rough Lea Road and dedicated bus lane could also be removed to allow for two-way movements along Rough Lea Road. In addition, the existing zebra crossing located to the east of Princess Road could be relocated to opposite the bus station, helping to provide a more direct route from Derby Road East Car Park to the town centre. The existing zebra crossing markings at the bus station could also be remarked to provide a clear route towards the high street.



Two alleys could also be developed and improved to be more attractive walk routes between the available parking areas and the main high street.

Alley 1: leading from Rough Lea Car Park to the high street

Alley 2: leading from Aldi to the high street

Proposal 2:

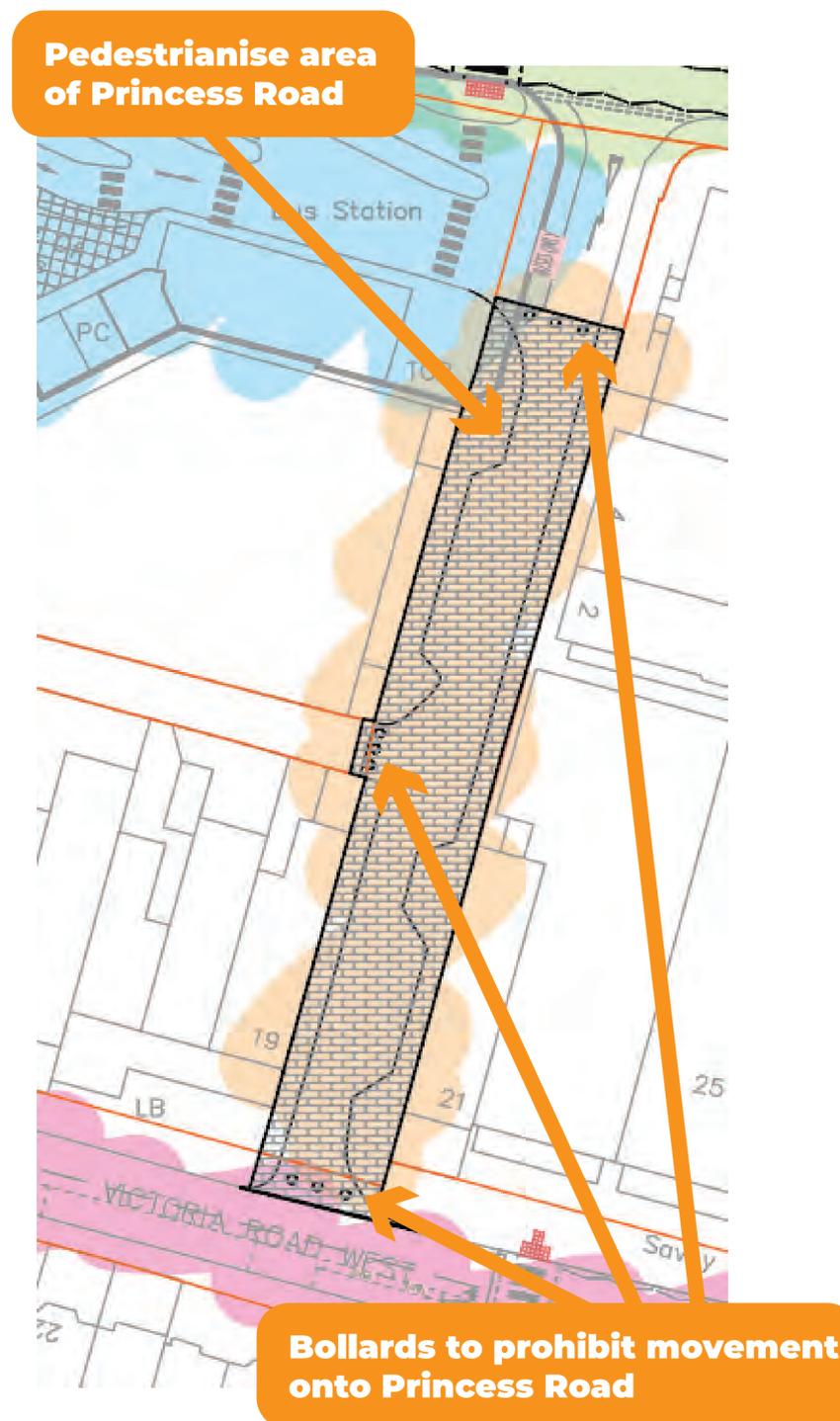
Pedestrianise Princess Road



These proposals look to pedestrianise a section of Princess Road to create a safer pedestrian route to the high street and provide a space for community events.

As part of the proposals, Princess Road would be pedestrianised between the junction with Victoria Road West to the south and Cleveleys Bus Station exit to the north. In addition, bollards are proposed to be provided at the northern and southern end of the pedestrian area as well as at the junction with the access behind the existing B&M store, to restrict vehicles accessing the area to emergency vehicles only.

The area could be developed as a safer, more attractive pedestrian route to the high street and bus station as well as being used for the Wednesday Market, small fairs and community-led events.



Proposal 3:

Road safety improvements



This proposal suggests several changes to Victoria Road West in order to make the area safer for pedestrians.

The addition of gateway street furniture to the east of Victoria Road West is intended to discourage pedestrians crossing Victoria Road West at this location and to direct pedestrians towards the crossing point to the west. This crossing could also be narrowed to reduce the crossing length from 7.1m to 5.8m, creating a safer pedestrian environment.

The loading bay and taxi bays located in front of Hotel Regent could be reconfigured to allow for the widening of the footway within this area.

A raised table could be provided at the Victoria Road West/Bispham Road junction as a traffic calming measure to reduce vehicle speeds along Victoria

Road West. In addition, a pedestrian crossing, with tactile paving, could be provided on the eastern arm of the junction with Bispham Road. A further pedestrian crossing on the eastern arm of the junction with Slater Road could be provided.

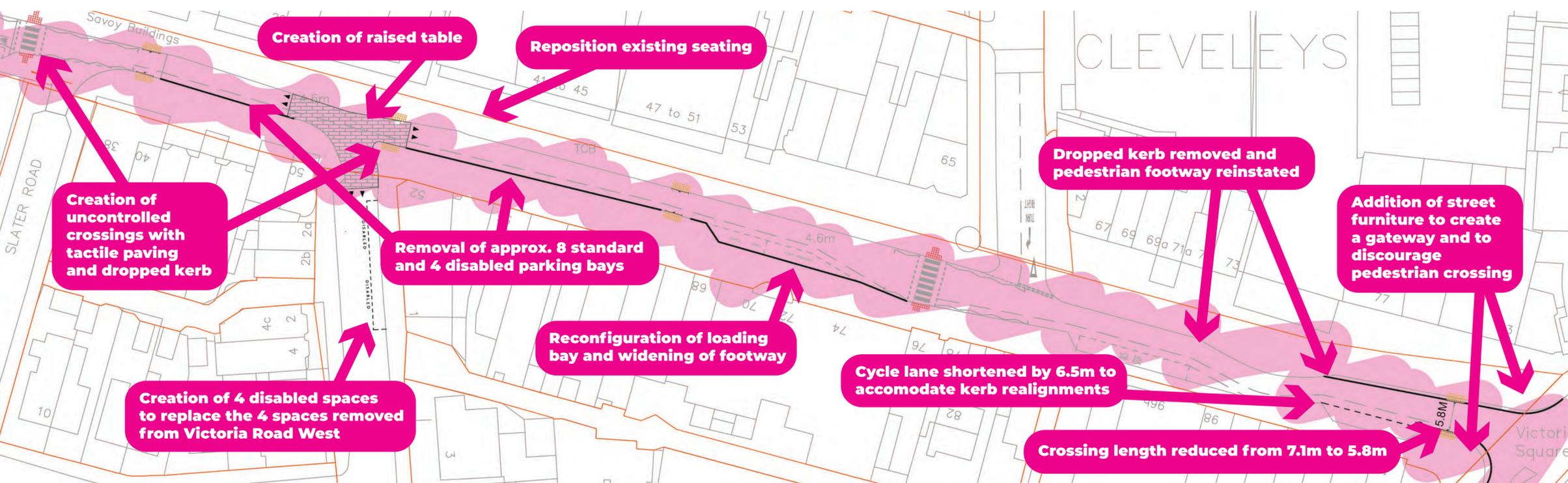
This proposal includes the removal of 8 standard parking bays and 4 disabled bays currently located to the east of the Bispham Road junction in order to widen the footway on Victoria Road West and to reduce the number of vehicles routing along Victoria Road West. The 4 disabled spaces would be re-provided on Bispham Road.

The existing seating currently located in front of Boots and Iceland could be realigned so that the amount of footway available to pedestrians and for stalls is increased.

As a result of the improvements there would be changes to the existing road signs surrounding the high street.

The existing road signs that direct vehicular traffic along Victoria Road West toward the town centre parking would be removed and replaced with signs routing traffic towards Rough Lea Road to access Rough Lea Road car park, Derby Road East car park and Derby Road West car park.

By directing traffic towards Rough Lea Road, vehicles would no longer be routed along Victoria Road West (with the exception of coach parking) and therefore reduces the number of vehicles travelling along Victoria Road West.



Proposal 4:

Bus station improvements



This proposal looks to make improvements to the bus station.

Areas of suggested improvement are:

New digital signage, remotely updated with information for visitors and residents.

Artistic installation to the rear wall of the station, for example a map of the area or a Mythic Coast Mural. This will improve the visual aesthetic of the area and create an interesting focal point.

Increased CCTV coverage to deter antisocial behaviour, helping to protect the new improvements to the bus station and creating a safer environment for the public.

Sample of a previous artistic installation from 2018.

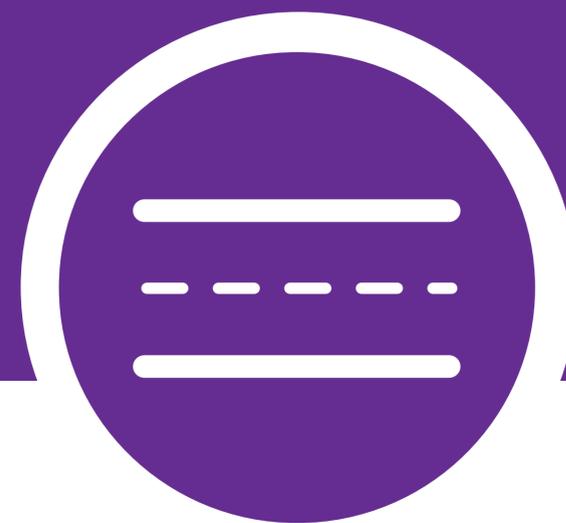


Example of digital screen unit. This unit is in situ on North Promenade, Cleveleys.



Proposal 5:

Traffic management and road direction changes



This proposal aims to improve the traffic flow in the area via a combination of road direction and road infrastructure changes.

Rough Lea Road could be converted into a two-way road to allow buses to access Cleveleys bus station, with North Promenade Road becoming the major arm of the roundabout junction. As part of this proposal the existing traffic island on the northern section of Rough Lea Road could be removed to allow for two-way traffic movement. There are options for the design of the junction and the movement of HGVs which still need to be investigated further.



An aerial image of Victoria Road West, from the beach (c) Balfour Beatty

As part of the proposals the existing pedestrian crossing and refuge island, located on North Promenade could be removed and replaced with a Zebra Crossing.

The changes on Rough Lea Road and Slinger Road are to facilitate vehicle traffic that will be rerouting as a result of the proposed changes on Victoria Road West. Pedestrian crossings are also proposed to be delivered on Rough Lea Road to improve the connection from the Derby Road East and Derby Road West car parks to Cleveleys town centre.