

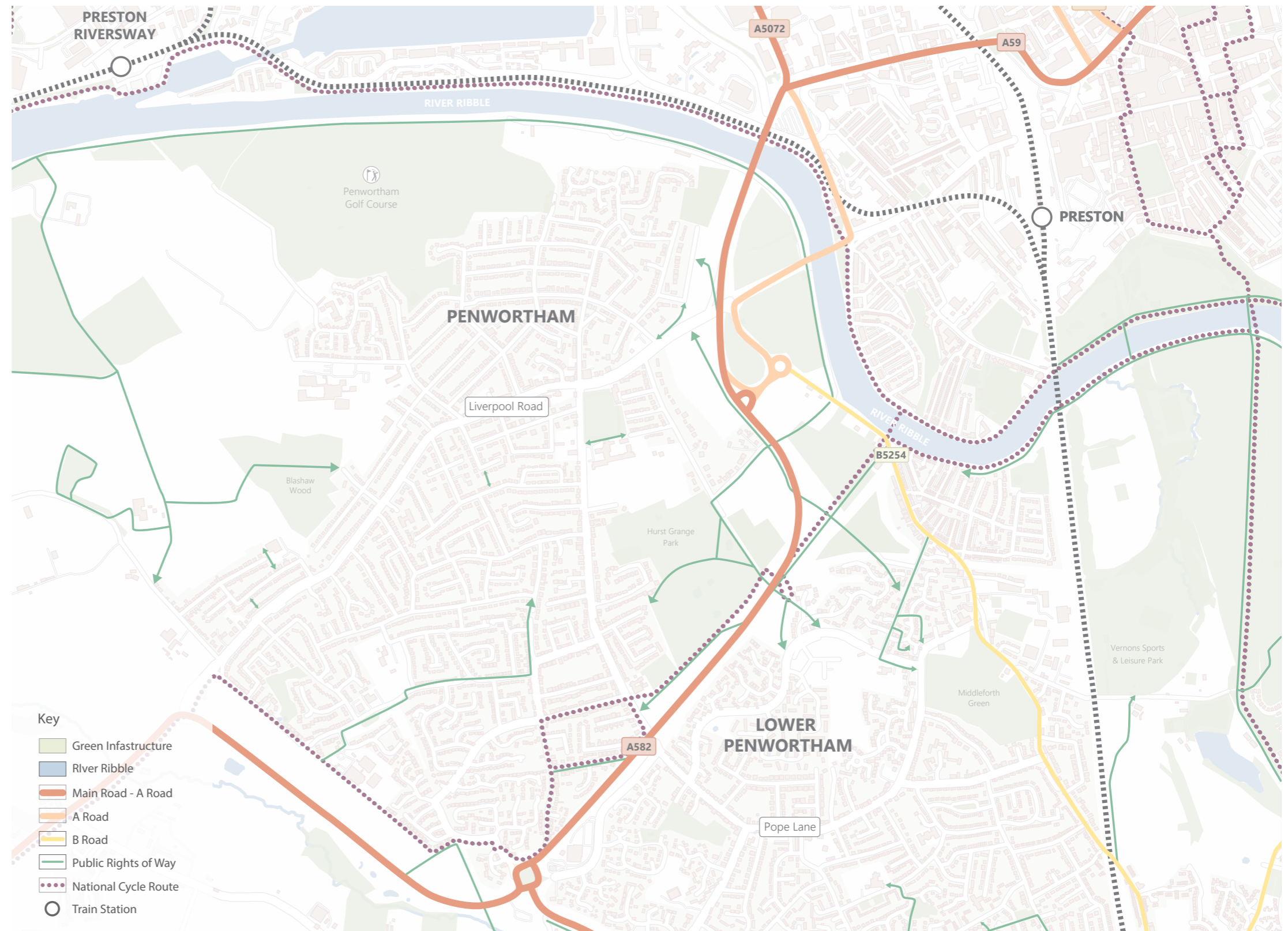
SUSTAINABLE TRANSPORT

Sustainable transport makes positive contributions to a community's sense of wellbeing in addition to contributing to carbon reduction and the associated health benefits.

The masterplan aims to promote sustainable travel by improving the cycleway and footpath network and ensure public transport is easily accessible.

This plan shows the location of existing Public Rights of Ways, cycle ways, train stations and key bus routes. This baseline information will be used in the next stage to identify gaps in the routes which will be defragmented within the masterplan proposals.

We will also identify where future sustainable transport links need to be created, including the introduction of electric vehicle charging points.



CHARACTER LIVERPOOL ROAD

What was once a single track connecting Preston to west Lancashire containing just the Fleece traveller's inn, has grown into a hub of retail, services and food and drink provision for the surrounding community.

Until recently Liverpool Road was a key transitional route for users travelling from Preston and the Fylde Coast to West Lancashire and Sefton. The construction of the new by-pass reduced congestion and the District Centre is now primarily a place only visited by residents of the local area. This change has resulted in infrastructure that is under capacity and not appropriate for its new identity; roads are wider than necessary, it is a safer place for pedestrians and cyclists, and the noise and pollution associated with heavy vehicle traffic has drastically reduced. Wide pavements and areas of public realm allows for informal spillout of shop in the form of seating, gardens, and displays, although some of these areas are utilised as parking provision.

The majority of buildings are either one or two storeys and the vertical to horizontal ratio is high, creating an open character, but one that is dominated by infrastructure. The new junction at Priory Lane reinforces this and you get a sense that the area is designed for vehicles rather than people.

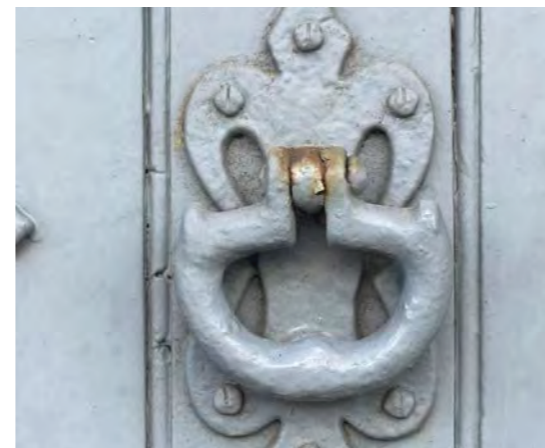
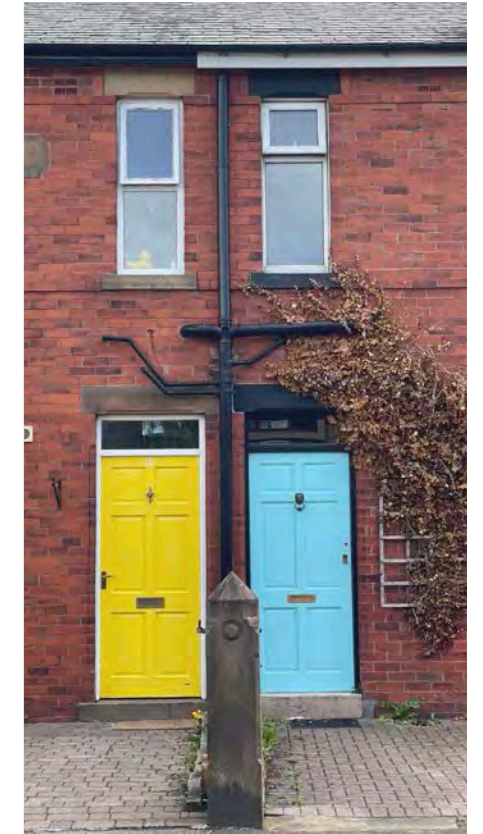
A combination of flat topography and a straight carriageway allows for long vistas along the whole of the shopping area.

ARCHITECTURE

The character of the site is dominated by the historically significant Water Tower and Fleece Inn, but the high value buildings are in the minority.

The majority of buildings are shops, converted post 1920 residential houses, with the occasional purpose built retail units. Much of the building styles and architecture are typical of the local vernacular but with the occasional poor quality building that is out of character.

The purpose build retail units date back to the later periods of the late 20th century, and in contrast, these buildings are not architecturally positive in their style. An example of this is at no. 52 to 58 Liverpool Road, which can be seen in juxtaposition to the neighbouring positive architecture, which is now occupied by Costa Coffee.



CHARACTER LIVERPOOL ROAD

Natural gateways have formed at either end of Liverpool Road; from the north in the form of the Water Tower which creates an impressive feature at the entrance, and from the south at the location of the old Police Station, which is now an attractive Veterinary Clinic.

Another example is at no. 40 Liverpool Road, which is occupied by a Spar convenience store.

Although there are some chain stores along the road, shops are primarily independent and run by community members which creates an entrepreneurial spirit with an almost quaint character.

There have been some more modern alterations recently, where the frontages and signage of the shops and restaurants have been greatly improved and updated. An example of this is at no.10-16 Liverpool Road, where the shops and bars now host spill out seating areas.

PUBLIC REALM

The public realm is functional only. Tarmac paths and forecourts offer robust, low maintenance surfaces but have a negative influence on the character. There is a clear demarcation of different surface treatments separating the Council owned adopted footpaths from the

private.

Street furniture is limited and, like the shop frontages, there doesn't appear to be any coherent coordinated design strategy. Liverpool Road does give the feeling that the shop owners want to make a difference. An increasing amount of shops are utilising the outdoor space to create cafe spill outs and outdoor dining. Accelerated by the pandemic Liverpool Road is at the forefront of the change in South Ribble lifestyle and the new appreciation of shopping, eating and drinking local. This gives the Masterplan something to celebrate and encourage.

GREEN INFRASTRUCTURE

Soft landscaping varies along the road, however there is a general absence of street trees along the length of the road. The "green heart" of the area is around the junction of Queensway. The mature trees and ornamental shrubs within BonBons Cafe and Lime Bar create a different, softer character to the other areas of Liverpool Road and one that should be expanded throughout.



CHARACTER KINGSFOLD

Kingsfold is located on the busy Pope Lane / Cop Lane route that links Higher and Lower Penwortham and benefits for passing trade.

Kingsfold was historically agricultural land but is today a small District Centre arising through the need of local stores associated with the growing population post 1950s. The centre provides the local community with convenience stores, a public library and green amenity space.

Kingsfold is located on the busy Pope Lane / Cop Lane route that links Higher and Lower Penwortham and benefits for passing trade.

The Shampan building has recently been demolished and work is underway for a new retail and take-away development with associated parking.

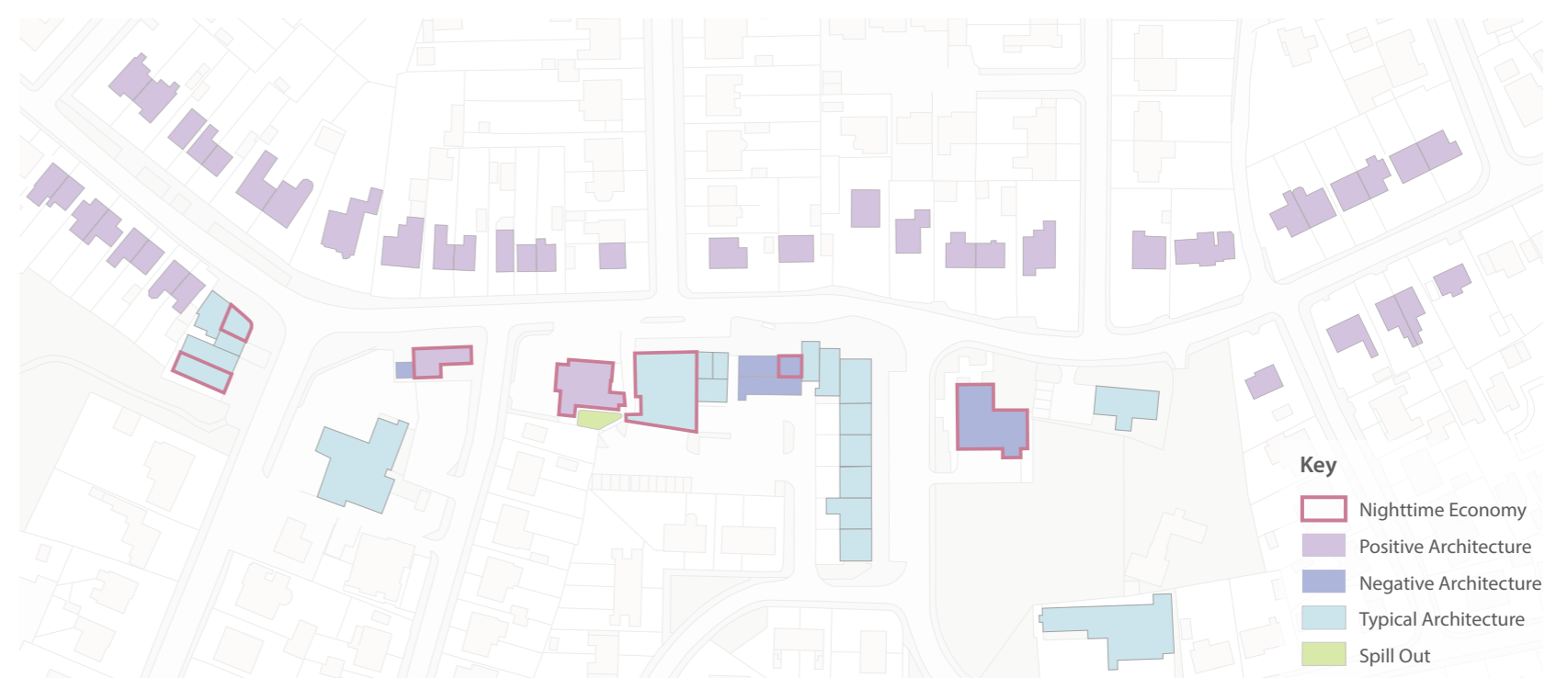
Parking is sufficient for visitor numbers with parking available at the Coop frontage and rear and outside the Hawkesbury Drive shops.

ARCHITECTURE

Kingsfold centre's buildings contain a mix of purpose built retail with 1st floor residential, a historic public house and associated converted cottages, a library and a number of retail units converted from 1960s residential buildings.

The majority of development dates back to the 1960 with the exception of the public house and adjacent cottages, which are now Goodwin's Fish and Chips. The newer buildings in the area do not contain the same architectural merit as the original buildings.

Shop fronts are of mixed colours and styles with no coordination but are not particularly unattractive, well maintained and are held in high regard by the local community.



CHARACTER **KINGSFOLD**

The Hawkesbury Drive greenspace is the area's best feature. Framed by the original farm house, the Library and Kingsfold Methodist Church, the green space provides a break in the architectural fabric and provides a valuable community asset.

PUBLIC REALM

The public realm is functional and has signs of previous planned improvement with small areas of block paving, street furniture and planters. The majority of surfaces are bitmac while street furniture is a mix of black powder coated mild steel, concrete and stainless Steel.

GREEN INFRASTRUCTURE

Street trees located within the public realm contribute to its character and green the areas but, due to inadequate tree pit size, are damaging surrounding surfaces and creating a hazard.

The raised planters are too small and not in sufficient numbers to make a positive impact on the environment.

The library benefits from the adjacent mature trees and greenspace. This typical municipal 1970s building could look unattractive in a different setting but here it contributes to place-making.

The Hawkesbury Drive greenspace is the area's best feature. Framed by the original farm house, the Library and Kingsfold Methodist Church, the green space provides a break in the architectural fabric and provides a valuable community asset. Mature parkland trees line Hawkesbury Drive creating an attractive avenue while forming a gateway into the space.

While this green space adds to the aesthetic quality of the local centre some simple amenity interventions, such as paths and seating, can ensure the space is used more frequently and in all weathers, while additional boundary planting will help mitigate the impact of increased usage from the surrounding residential properties.



CHARACTER MIDDLEFORTH

Middleforth also has excellent connections to Preston town centre, the River Ribble and adjacent green amenity routes

Middleforth Local Centre is located along Leyland Road extending from Penwortham Methodist Church at the north, adjacent to the River Ribble, and Marshalls Brow junction to the south, adjacent to Penwortham Cricket Club

Rather than being a destination for the wider community, Middleforth's primary offer is to provide accessible retail and services to the local community. The elongated core contains a number of local convenience shops, services, and leisure facilities.

Leyland Road is dominated by vehicles, either through the on road parking of the terraced housing or from the heavy through traffic.

Middleforth also has excellent connections to Preston town centre, the River Ribble and adjacent green amenity routes, although bus access to Liverpool Road is not available.

ARCHITECTURE

Shops are mainly converted post 1920 residential houses that provide a holistic character between residential and commercial. The only newer developments along Leyland Road are the petrol station and Barrel & Bean / Motorworx sites. The poorer quality of these buildings have a detrimental affect to the aesthetic quality.

Located centrally, the fire station and St Mary Magdalen's Church, provide community facilities within buildings of historic and architectural merit. This is supplemented by the pocket park at the Hawkhurst Road junction which provides a break to the housing arrangements and creates an attractive focal point along the road.



CHARACTER MIDDLEFORTH

Street furniture consists of street lighting, pedestrian barriers and bollards that are there to control movement rather than offer any amenity.

PUBLIC REALM

The public realm to the north is dominated by on-road parking associated with the adjacent terraced housing. The occasional front garden conversion to off-road parking damages the attractive typical low wall and rail private boundary and can cause a hazard for pedestrians. Centrally and to the south of the Leyland Road on street parking is controlled through double yellow lines and bollards, creating a more open character where footpaths and the distance between building become wider.

Street furniture consists of street lighting, pedestrian barriers and bollards that are there to control movement rather than offer any amenity.

The surface treatment is bitmac with concrete road kerbs, that while function, safe and well maintained, suffers from a patchwork appearance due to years of service repairs.

GREEN INFRASTRUCTURE

Leyland Road greening comes from the hedges and trees within the front gardens of the private houses. The public realm is purely hard surfacing apart from a small area of amenity grass and the planting within the Hawkhurst Road pocket park.

Green amenity routes are directly accessible from Leyland Road including an attractive link to Vernon Carus sports fields. Green links also provide easy access to Middleforth.



HIGHWAYS AND PARKING

Penwortham Town Centre is bisected southwest to northeast by the A59 Liverpool Road which provides a convenient route to/from Preston.

In December 2019 the Penwortham bypass (John Horrocks Way) was constructed along the south eastern side of Penwortham between the A59 Liverpool Road and A582, connecting the existing Broad Oak roundabout. Alongside a number of complimentary town centre and A59 Corridor Improvements it was hoped to encourage through-traffic away from the A59 Liverpool Road and aim to make best use of the highway space made available through a reduction in traffic flows.

From the new bypass signal junction at the western end of Penwortham, the A59 Liverpool Road is approximately 7.3m wide carriageway with residential frontages characterised by driveway car parking and dropped kerb accesses. Advisory cycle lanes (1.5m approx.) run in both directions. There is little or no evidence of on street parking. As you head east however between Blashaw Lane and Medway there tends to be a greater predominance of indiscriminate verge-side and footway parking. From Crookings Lane eastwards, the A59 is a wide single carriageway road approximately 12m in width with a central hatched area to provide refuge for right turning vehicles. Frontages are

predominantly residential or retail with unrestricted on street parking. Parking is indiscriminate in nature with both parking on kerbs as well as within footways. The advisory westbound on-road cycle lane is largely obstructed with short term on street parking and loading.

Further west close to the shops and adjacent to Lawrence Road there is evidence of large numbers of off-road parking both informal and within formalised parking bays. A large free car parking area of 40 spaces on the north side of Liverpool Road is largely underutilised mainly due to the unrestricted opportunities to park outside frontages along the A59.

Heading further east towards Queensway, parking is formalised into bays without waiting restrictions. An additional 0.5m hatched buffer zone to the parking, affords some protection to on road cyclists. Beyond Queensway, on-street parking has been largely removed and parking is mainly off road within private parking areas. The absence of on road car parking allows the advisory cycle lane to remain relatively unhindered by parked cars.

Frontage forecourt parking predominates on the northern side



of Liverpool Road opposite the Fleece, as far as Kew Gardens. To the rear of the Spa convenience store, there is additional customer parking for approximately 20 vehicles.

Prior to the signal junction at Cop Lane / Priory Lane on the north side of the A59 there is a 25m length of short stay parking (30mins). The Fleece Inn opposite also provides approximately 50 free car parking spaces although mainly for customers.

A key finding from our research, and one that needs to be addressed through the proposals, is that the availability of free community parking within the new Tesco car park is not widely know by the users of Liverpool Road.

