

Les Transformation de Southport – The Promenade Concept Designs Public Consultation

What is Les Transformation de Southport?

A project called Les Transformations de Southport is happening in Southport. It is inspired by Prince Louis Napoleon, who liked Lord Street. The project got money from the Town Deal fund to improve public spaces.

The project wants to make it easier to walk and cycle around Southport. It will connect the town centre and the waterfront better. New public spaces will also be made for people to enjoy.

The first part of the project is changing roads near Southport Market. These changes have started and will make the area nicer. This is just the beginning, and more improvements will come later.



Visual of the Marine Lake Events Centre

The next part of the project will connect to the new Marine Lake Events Centre. It will also look at making the Promenade better. The designs are still being planned, and people can help decide what happens next.

Why now and why the Promenade?

The project will improve the area outside the Marine Lake Events Centre. This will help people enjoy the space more and make the space safer. The project will support the MLEC design and make the area better by providing better paths and with the planting of trees.

The Promenade links the MLEC, local people, and transport like trains. The new design will make it easier to walk, cycle, or take the train when making a journey to the MLEC.

Why and why now?

- We want to make it easy to get to the Marine Lake Events Centre.
- We need safe paths and roads to the Marine Lake Events Centre.
- We want better ways to travel between the town centre and the seafront.
- Our plans should match the Marine Lake Events Centre timeline.
- Our plans should fit with local cycling and walking routes.

The improvements will help the community and visitors to access the Marine Lake Events Centre and seafront.

Why are public space improvements, and walking and cycling improvements good?

Making it easy for people to walk and cycle is important for the success of the Marine Lake Events Centre and our seafront. It helps people to stay healthy and reduces traffic and pollution for the benefit of pedestrians.

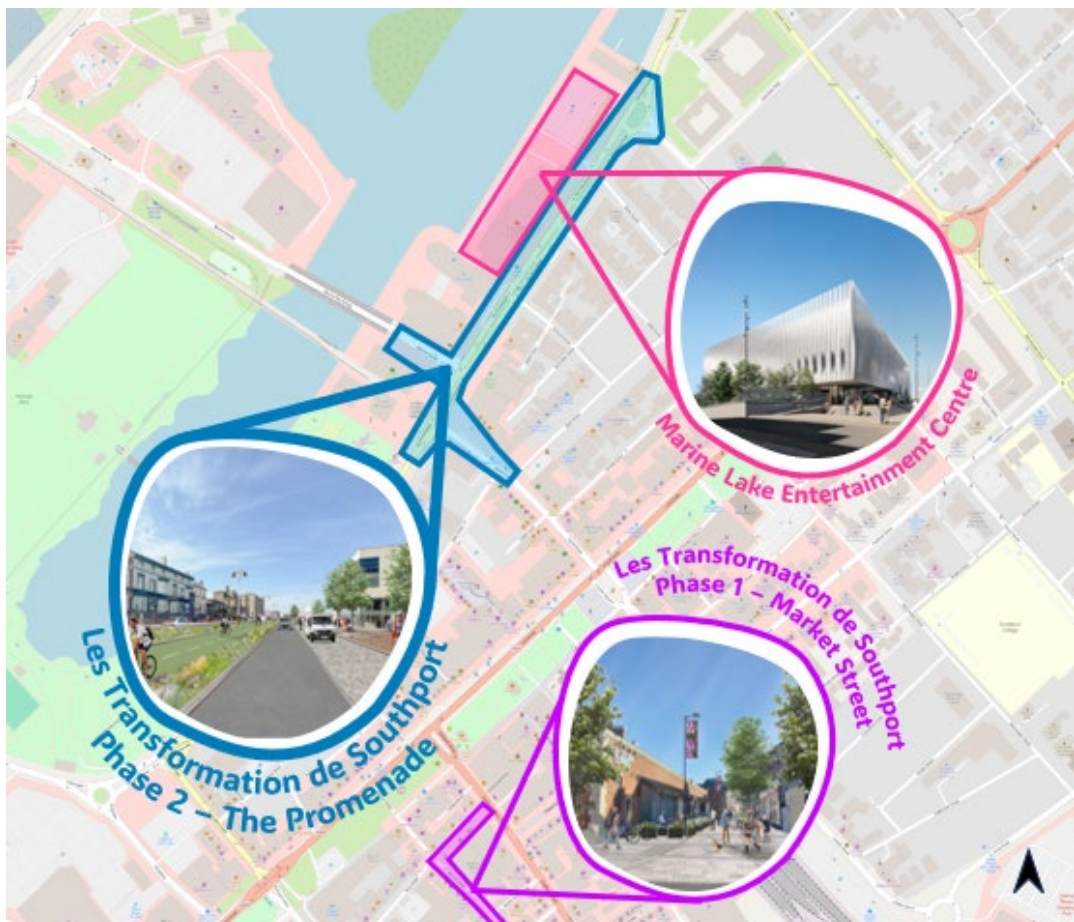
Improving public spaces supports people wanting to visit the town centre. This can lead to more shopping and spending. Better design using greenery can also help with capturing rainwater and make the area more pleasant for everyone. Key facts by expert organisations:

- “Pedestrianisation of high streets leads to higher footfall, and those who arrive by sustainable transport typically spend more overall per month than those who drive.” (Sustrans, 2017)
- “The cost of road traffic to local communities in Great Britain is £31.9 billion per year (£631 per person). This is due to lower spending on local high streets, negative impacts of motorised transport (for example noise and air pollution or collisions), social exclusion, neighbourhood social capital, and health and wellbeing.” (Anciaes et al 2022).
- “For every £1 spent, walking, and cycling infrastructure has an average return on investment of £5.62, and these returns increase over time.” (Anciaes et al 2022).

Where are the projects located?

Below is a map showing where three related projects are in Southport town centre. This shows:

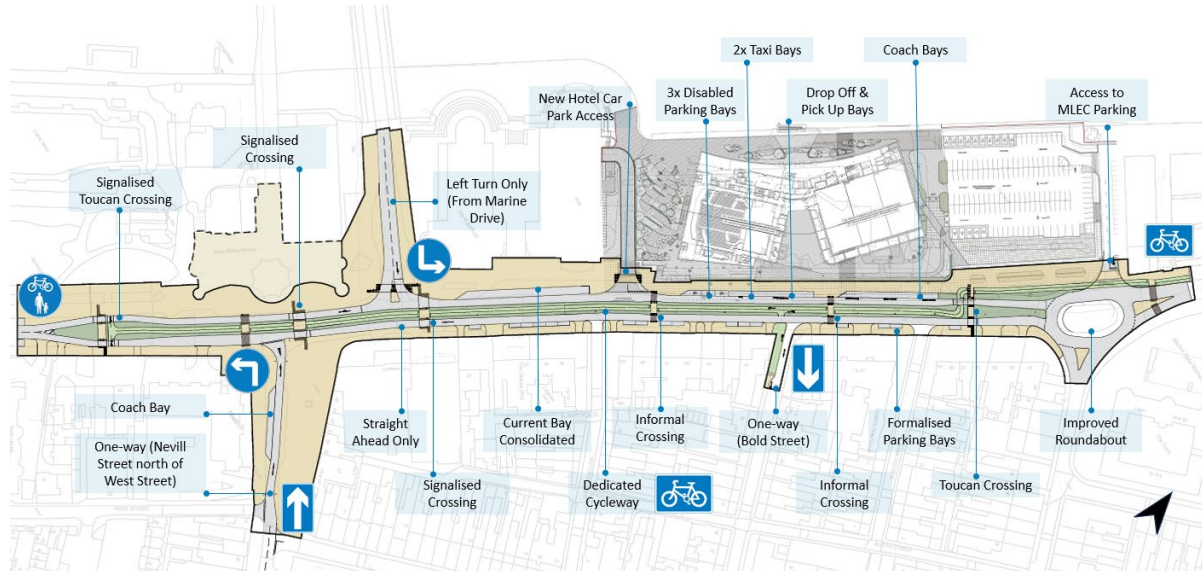
- Part 1 of LTDS on Market Street, King Street, and Eastbank Street.
- Part 2 of LTDS is on Nevill Street, Marine Parade, Bold Street, and The Promenade.
- The Marine Lake Events Centre is on The Promenade in the location where the Southport Theatre used to be.



- Locations of the parts of this project.

What will happen to traffic movements?

This project has been carefully designed to generate less through traffic, creating space for much-needed improvements to public areas and pedestrian facilities.



Map showing the traffic changes to the Promenade

A key element of the plan is to formalise the central reservation on The Promenade, transforming it into a green spine. This new feature will enhance the environment, create a dedicated cycling route, and help prevent traffic from cutting through residential streets in the town centre. Additionally, limited junction movements at the Promenade/Marine Parade intersection will help reduce waiting times for both pedestrians and motorists.

This project will make streets safer and nicer for people to access the seafront. It will improve the safety of traffic driving through busy areas and by creating more space for pedestrians.

The grass verge in the middle of The Promenade will be improved with a cycle path and planting.

The key traffic changes are as follows:

- Nevill Street will only allow cars to go one way north, past West Street.
- The Promenade will change to have a middle section with a green spine. This will stop cars from cutting through the Bath Street area and keep pedestrians and cyclists safe.

- Marine Parade will only let cars turn left onto the Promenade and left into Marine Parade from the Promenade.
- The top part of Bold Street will change to only allow traffic to go southbound from the Promenade.
- Parking on the Promenade will be organised on the south side to provide sixteen parking spaces for cars.
- There will be new spaces for taxis, disabled parking, drop-off areas, and coach bays. This will help people get to the Marine Lake Events Centre by these modes of travel.
- Eight pedestrian crossings will be added for people walking. Some will have traffic lights, and some will not. The crossings will have tactile paving.
- The road will be narrower on the Promenade. This will make it easier for people walking across the road and using the public spaces.

What is happening to the landscape in the design?

The landscape design of the project will make footpaths wider and add more crossings. It will use materials and tactile paving to help people find their way. Sign posts, street lighting improvements and parking facilities will be improved. Similar to Lord Street, greenery such as trees and grasses will be planted along the length of the Promenade to make the street look nicer.

- New paving, signs and direction information will be provided. New trees and grasses will be planted. The new trees and grass will make the area greener and more pleasant.
- Cycle lanes and bike parking will be provided. This is good for health and the environment.
- The traditional lighting columns will stay. They help keep the area's character. There will be new seating areas to sit and rest, such as benches.
- Tactile paving will be provided in some areas near the road crossings. This will help people who are blind or partially sighted.
- The changes are part of a bigger plan for the area, such as the changes at Market Street and the Marine Lake Events Centre. The plan is to make Southport more attractive to visitors for the daytime and evening attractions.
- The changes will help everyone. They will make Southport a better place to live and visit.

Final Plan and Visual Illustrations



Map showing the landscape plans for the Promenade.



Visual showing the Promenade project looking south.



Visual showing the Promenade project looking north including the new 3D visual of the marine Lake Events Centre.

Frequently Asked Questions

How can I drive between the seafront and the town centre?

The new design will encourage drivers to route around the centre of the town rather than through it. Vehicles will be directed to use streets such as Seabank Street, Leicester Street, Park Street, and Marine Drive to access the seafront to the north. Similarly, routes like the Esplanade, Duke Street, and Kingsway will connect the two areas to the south. This design will discourage large numbers of traffic from interfering with the heart of the town centre, particularly outside London Square. This will be achieved by changing Nevill Street from a car-dominated road to one that prioritises people.

Will the changes impact traffic congestion?

The proposed changes have been evaluated using a traffic model, and it has been determined that there will be no significant impact on traffic flow or congestion in the area, even during peak summer traffic conditions.

Why are we introducing a central reservation on the Promenade?

The central reservation ensures several objectives are met. The central reservation creates the street's green corridor. The green planting will link and provide space for cyclists and improved pedestrian crossings. This feature will still make sure to ensure kerb edges of the Promenade retain their functions with the addition of a cycle lane.

How will I access Victoria Street/Bold Street/Bath Street from the Promenade?

Accessing these streets from the northbound carriageway of the Promenade will no longer be possible via a right-hand turn because of the central reservation. Vehicles needing to reach Nevill Street, the Promenade, Seabank Road or Lord Street will need to use alternative routes, including the upgraded Seabank Road/Promenade roundabout. This will allow drivers to access the southbound carriageway of the Promenade and turn left into the Bath Street area. Those who need to access Nevill Street will have to do so from West Street, Bath Street and Lord Street.

Where will I be able to park?

Parking will remain available along the southbound edge of the Promenade's carriageway. Spaces will be formalised to meet current

highway standards and accommodate the complex access requirements along the southbound edge of the Promenade. A total of seventeen formal parking spaces will be available, with additional drop-off and pick-up spaces located outside MLEC. Long-term parking will also be available in nearby council car parks.

What is an informal crossing point?

An informal crossing point includes dropped kerbs, tactile paving, and changes in surface appearance to provide a less formal but safer pedestrian crossing point. While it does not include signals, it relies on the judgment of pedestrians to assess when it is safe to cross. This design provides safer crossing points without frequently interrupting traffic flow with a more formal signalised crossing.

Why is a cycle lane proposed, and why is it down the middle of the road?

The proposed cycle lane is part of Sefton's Local Cycling and Walking Infrastructure Plan, which identifies the Promenade as a key route for connecting residential areas, employment zones, and local amenities. The Promenade is wide enough to accommodate a cycle lane without compromising space for vehicles, pedestrians, and other modes of transport. The central location of the cycle lane ensures a direct and safe route that does not interfere with kerbside activities such as loading, parking and taxi bays.

What about cycle parking provision?

Cycle parking will be integrated into the design as part of the overall scheme.

Where does the funding come from and what are the timescales for this project?

Funding is identified in the agreed transport capital programme for detailed scheme development. Discussions are ongoing with the Liverpool City-Region Combined Authority for the funding to deliver the scheme. It is aimed to have the whole scheme delivered for the opening of the MLEC.

What materials and planting will be used?

Surfacing materials will be consistent with the "Les Transformation de Southport" Phase 1 scheme on Market Street, creating a cohesive and

distinct Southport palette for use across all future projects. Planting will reflect the coastal nature of the area, using coastal grasses and other low-maintenance plant options.

What about benches and seating?

The scheme will include frequent seating to ensure the space is accessible for everyone. These areas will allow people to enjoy the new public space and take breaks if needed during longer walks.

What about accessibility for partially sighted people and those with mobility issues?

The design will include contrasting colours in the pavement to highlight crossings, servicing bays for delivery vehicles, and footways. Tap rails, tactile paving, and other measures will help people who are blind or partially sighted navigate the area. Tactile paving will also help distinguish formal and informal crossings. Benches and dropped kerbs will be provided to accommodate those with mobility impairments.

Will the existing lighting columns be retained?

The existing historic lighting columns will be retained within the central reserve.