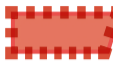



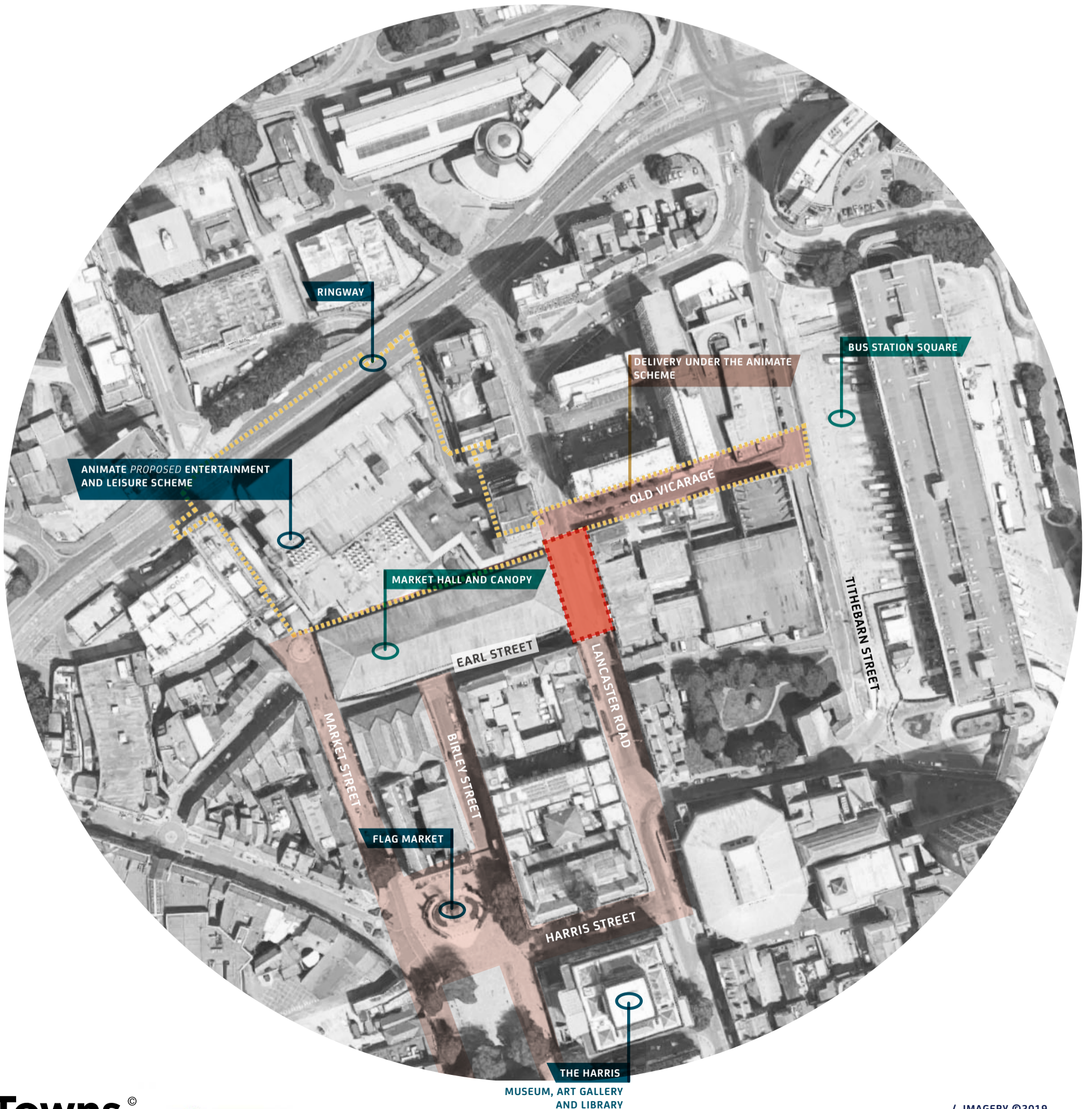
THE ILLUMINATE AND INTEGRATE PROJECT WITHIN THE HARRIS QUARTER

The proposed Harris Quarter Illuminate and Integrate scheme presents an exciting opportunity to further expand streetscene improvements across the city centre, improving the city's cultural, social and economic viability.

The proposed works involve:

- The public realm improvements (highlighted in red) are designed to encourage pedestrian and cycle movement at a section of Lancaster Road adjacent to the Market Hall and help to stimulate regeneration.
- The lighting improvements which we are consulting on span to a wider zone within the Harris Quarter highlighted on the below plan.

-  **Illuminate and Integrate Scheme**
-  **Extent of lighting improvements**
-  **Animate Scheme (Planning Permission granted 2022)**

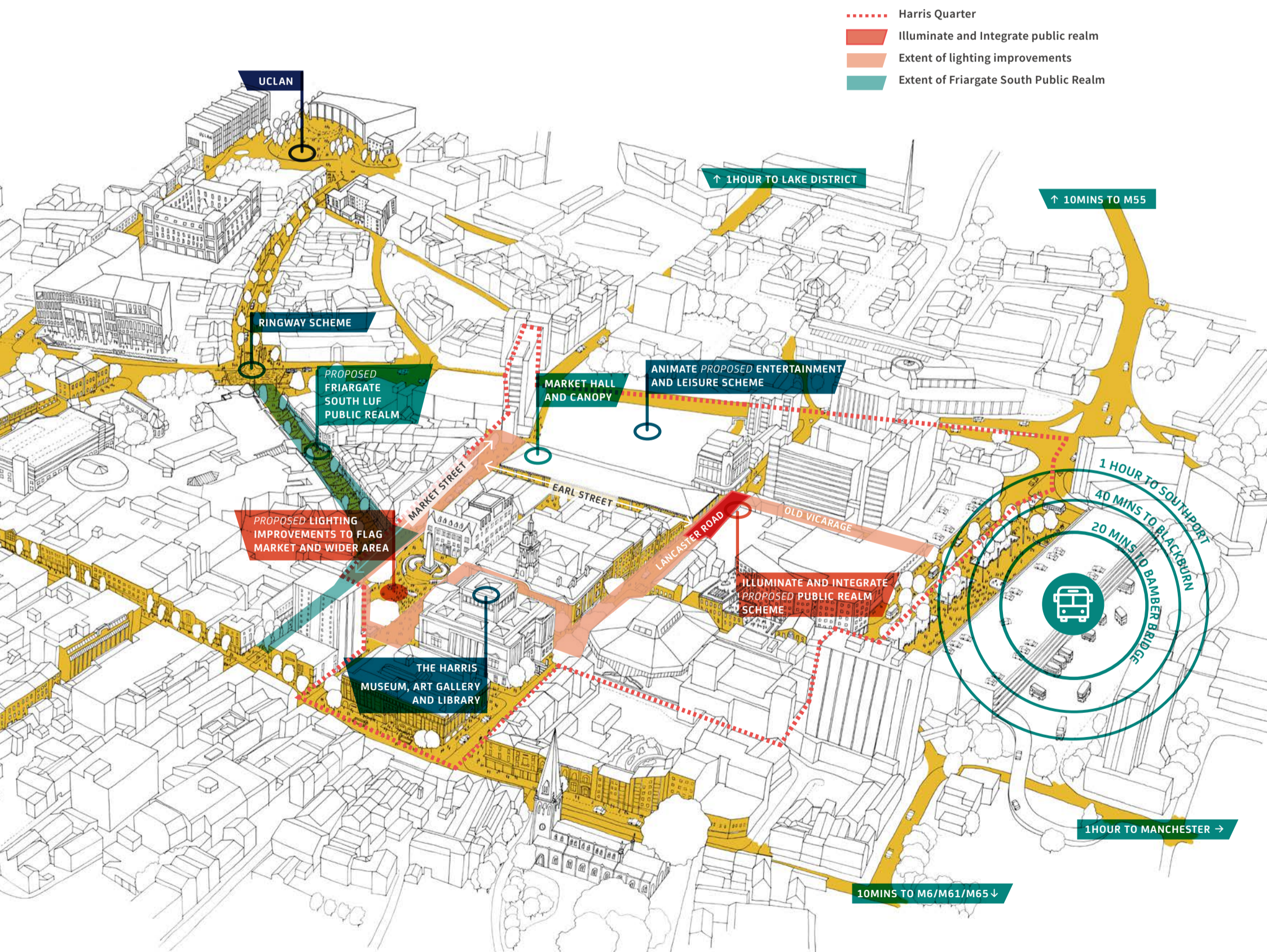


HARRIS QUARTER - A GO TO CULTURAL DESTINATION

Whilst the Harris Quarter is well connected to the rest of the city centre via the existing network of streets, many of these routes are dated having been designed around vehicular movement, limiting the potential for cycle and pedestrian use.

A mixture of tired and dated materials and finishes along with low quality general lighting does little to complement and unify the setting of the fine architecture within the Harris Quarter.

The proposed works are therefore focussed on improving the quality of the public spaces, supporting sustainable travel and creating safer and better linkages between existing spaces and transport hubs. These are aimed at encouraging footfall, dwell time in the day and evening, supporting the Harris Quarter 'as a go to cultural destination in the city'.



THE ILLUMINATE AND INTEGRATE PROJECT

THE PROPOSAL

LANCASTER ROAD - PUBLIC REALM WORKS

Whilst the existing service and taxi provision will be maintained, Lancaster Road between Old Vicarage and Earl Street will permanently close to general vehicles. A pedestrian and cycle friendly space with high quality paving, trees, and other features such as public seating, and expanded circulation space around the market for improving circulation and providing opportunities for active uses such as alfresco dining. This new space will also offer improved linkages to the St John Shopping Centre. Two way cycle provision will be introduced to this part of Lancaster Road and the route will be defined using subtle changes in level and material definition.

HARRIS QUARTER LIGHTING IMPROVEMENTS

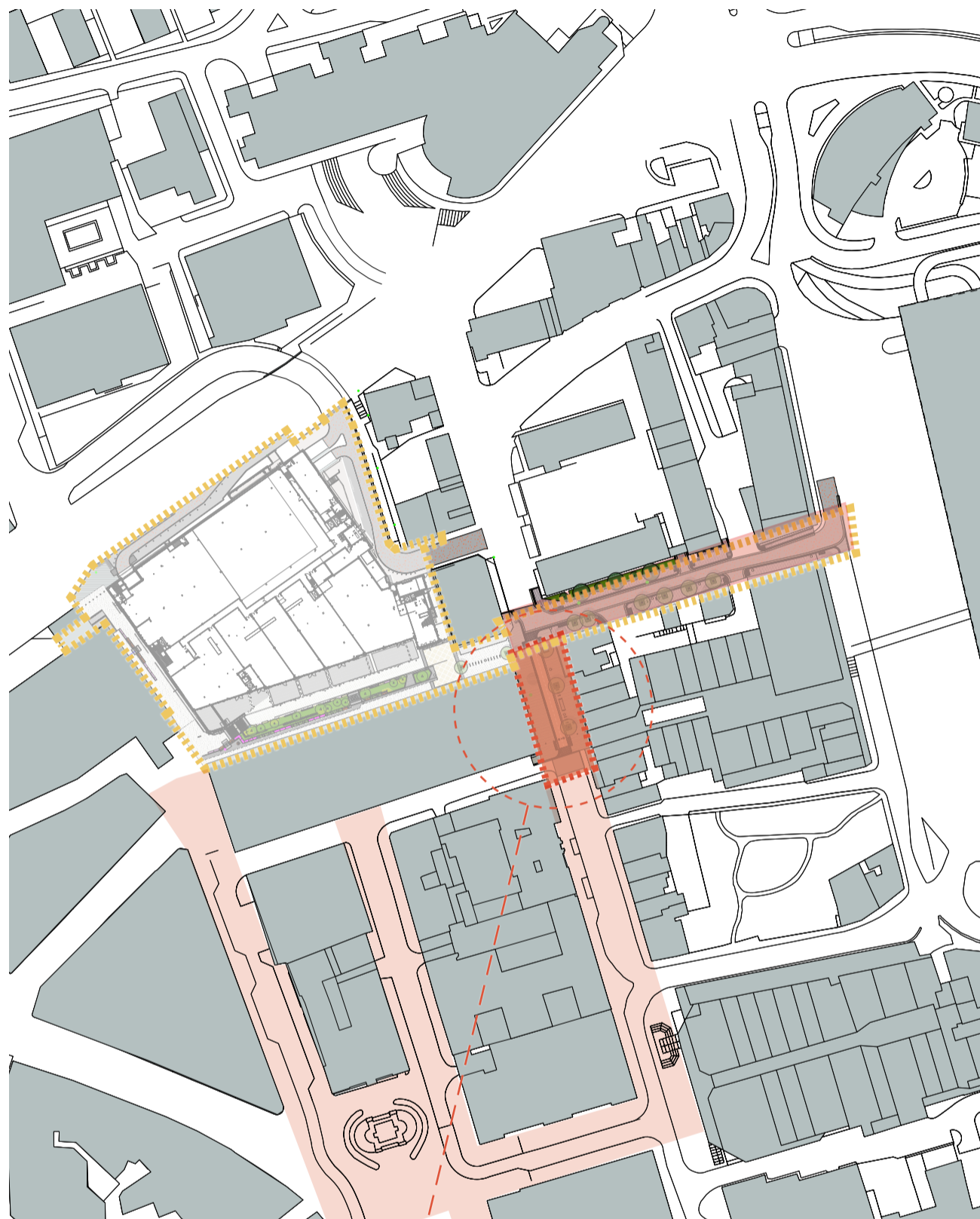
Improved lighting across the Harris Quarter. Whilst the public realm improvements are focussed around Lancaster Road. The lighting improvements include these streets but also extend to include additional streets including, Birley, Earl, Market Streets, Cheapside and Flag Market maximising the benefit to both Preston City Centre and the wider economy.

BENEFITS OF THE PROPOSED MEASURES TO LANCASTER ROAD

The Illuminate and Integrate will have wide ranging benefits for Preston by increasing sustainable travel options and regenerating the public space for all to enjoy. Other cities which have introduced similar cycle and pedestrian friendly measures are already enjoying benefits such as a healthier communities, reduced local air pollution, lower road traffic accident levels and a boost to their economy by increased visitor footfall, dwell time and spending. We hope to make Preston a healthier, safer and greener place for people to live, work and visit.

There are several parts to the scheme and below are some of the benefits for each.

- Removing Traffic from part of Lancaster Road will create a safer environment for pedestrians and cyclists.
- Improved two-way cycle route provision to Lancaster Road which is integrated with the wider city and National Cycle Network (NCN) routes.
- Improved street scene with widened paths and high quality paving, seating and tree planting will create a pleasant environment for people to sit, relax, shop and enjoy.
- Regeneration of the street will encourage more people to use it, and help to generate more potential customers for businesses in the area
- Opportunities for businesses to provide outdoor seating for eating and drinking
- New spaces adjacent to the Market for circulation
- Improved lighting across the Harris Quarter to promote extended hours of use after dark, foster civic pride, encourage dwell.
- Lighting improvements will improve night-time safety.
- The proposals will also complement the Transforming Ringway / Friargate North and the planned LUF Friargate South improvements which are designed to encourage people moving between the university and the Harris Quarter.



-  Illuminate and Integrate Scheme
-  Extent of lighting improvements
-  Animate Scheme (Planning Permission granted 2022)

Detail extract plan illustrating public realm proposals to Lancaster Road

LIGHTING STRATEGY

1 MARKETS

Work with the recently installed lighting scheme to highlight the heritage features

- Repair / replace uplights
- Seasonal / daily control modes
- Balance lighting with adjacent spaces
- Synchronise colour with other heritage lighting schemes in this masterplan

Respond to human / social needs of the space, respond to the 'shades of night'.

2 MARKET LINKS

Replace the inconsistent variety of wall mounted luminaires with a consistent and human scale design approach.

- Small scale columns (complementary those in Flag Market) brings intimacy to the space.
- Columns become a 'follow me' leading people through Market / Birley Street from the Flag Market.
- Provide a new gateway between the Market and the Square
- Aid wayfinding and create the lighting hierarchy
- Create retail lighting guide to allow for appropriate ambience

Benchmark a quality standard to be expressed throughout the masterplan, encourage pedestrian traffic and dwell.

Proposed lighting includes wall mounted heritage style lanterns to Market Street and Cheapside.

3 LANCASTER ROAD/BIRLEY STREET/FLAG MARKET

Lighting to public realm features to create human scale and intimate lighting ambience, adaptable for events use.

- Provide a space for people to dwell.
 - Accent key features / interest points, highlighted using contrasting light.
 - Projectors create public interaction spaces.
 - Restore focus on this important civic space
- Promote extended hours of use after dark, foster civic pride, encourage dwell.

Proposed lighting includes both elegant feature columns and heritage style columns/lanterns.

4 OLD VICARAGE (DELIVERED UNDER THE ANIMATE SCHEME)

New lighting scheme to transform the pedestrian experience in this key access route.

- Create an attractive human scale lighting scene
- Connect with the dwell and lighting 'moments' around the adjacent Animate Scheme
- Highlight the connection to the bus station
- Balance lighting with adjacent spaces

Make a social space, amplify the connection to the bus station.

Some of the lighting improvements will be the subject of a planning application.



HERITAGE AND IDENTITY

Promoting the unique identity of the development and its constituent areas.



PLACEMAKING

Cultivating the appropriate ambience and mood in each individual space and area.



SUSTAINABILITY & SAFETY Illuminating to provide a sense of safety and assurance to the users and the community whilst reducing anti-social behaviour. Minimising energy use and respecting the surrounding ecology.



LEGIBILITY

Providing intuitive wayfinding through the highlighting and enhancement of routes and vistas.



2 MARKET STREET/CHEAPSIDE



3 LANCASTER ROAD/BIRLEY STREET



3 FLAG MARKET - FEATURE COLUMNS



THE ILLUMINATE AND INTEGRATE PROJECT

THE PUBLIC REALM PROPOSALS



BEFORE



PROPOSED