

WIRRAL COUNCIL

CABINET – 12 APRIL 2012

SUBJECT:	NEW BRIGHTON - ENVIRONMENTAL IMPROVEMENT SCHEME
WARD/S AFFECTED:	NEW BRIGHTON
REPORT OF:	DIRECTOR OF REGENERATION, HOUSING & PLANNING
RESPONSIBLE PORTFOLIO HOLDER:	REGENERATION AND PLANNING STRATEGY
KEY DECISION ?	YES

1.0 EXECUTIVE SUMMARY

- 1.1 Following the decision by Council on 1st March 2012 to invest a further £1.2M in environmental improvements in New Brighton [minute 131 refers], this report seeks endorsement for the proposed Outline Design and Scheme Timetable described in the report.
- 1.2 In addition it seeks authority for the Director of Technical Services to proceed with the necessary procurement process to secure a suitable tenderer to carry out the work.

2.0 PROPOSED ENVIRONMENTAL IMPROVEMENT SCHEME

- 2.1 The proposals will build on the successful regeneration of New Brighton following the completion of the Floral Pavilion and Neptune's £60M mixed use development, through the provision of complementary, high quality environmental and public realm improvements along the landward stretch of the promenade from Marine Point to Victoria Parade. This will include the following improvements:
- New footways, road surfaces and car parking provision;
 - Hard & soft landscaping works;
 - New lighting, street furniture;
 - Improved signage, pedestrian flow and crossing points;
 - Junction improvements at Rowson Street, Victoria Parade and Fort Perch Rock car park.
- 2.2 Outside of the new development the public realm and highways infrastructure along the promenade from Marine Point to Victoria Rd is in poor condition and needs improving. The state of the streetscene in the area is such that there is strong evidence that this having a negative impact on the perception of the town amongst would be investors. If not addressed quickly this could have a detrimental impact on the number of visitors to New Brighton and jeopardise the future of existing businesses in the town.

- 2.3 Improvements to the public realm in the manner described will act as a catalyst for the remainder of the development and help stimulate reciprocal private sector investment in leisure and accommodation facilities along this stretch of the promenade. These new amenities will in turn benefit both the indigenous population and help not only sustain visitor numbers but attract additional visitors to the area.

Outline Design

- 2.4. The proposed reconstruction of Marine Promenade between Rowson Street and Victoria Parade will involve:
- The removal and disposal of the existing block paving that forms the road surface from the Rowson Street roundabout to Victoria Parade. The block paving will be replaced with new asphalt surfacing.
 - Along both the seaward and landward footways, sections of the existing paving flags that are damaged and in poor condition will be removed and replaced with a flexible surfacing, paved strips will be installed across the footways to “break up” the overall extensive asphalt effect and to indicate crossing points for pedestrians.
- 2.5 The damaged areas are predominantly between the Floral Pavilion and Rowson Street on the landward side and between Fort Perch Rock car park and Marine Point on the seaward side. Paved sections beyond these points and extending to Victoria Parade are in relatively good condition and will require only selective repairs.
- 2.6 A number of existing brick planters will be removed to allow for improved visibility at pedestrian crossing locations and for potential improvements to highway junctions along with the provision of additional car parking spaces. In the course of the detailed design account will be taken on the planters and a decision will be taken on whether they are removed or enhanced. In the remainder of those planters where the existing vegetation is in poor condition and unsightly, it is proposed to remove this vegetation and either replant the planters with new plants and shrubs or to install in them suitable maritime artefacts from the Council’s store on a prepared foundation.
- 2.7 Subject to future redevelopment proposals for Union Terrace, the Travellers Rest and the vacant site between the Queens Royal Hotel and Union Terrace it is intended to undertake minimal reconstruction works to the existing service road which runs along the frontage of the above properties and the Queens Royal Hotel between Waterloo Road and Rowson Street. The broken flags will be removed from the footway fronting the properties and replaced with flexible surfacing but the existing block paving will remain in the road. However it is proposed to “convert” the small area of service road in front of the night clubs in Union Terrace and the Travellers Rest pub into an area of pavement to provide a pedestrian area for the many people leaving the clubs late at night by removing the paving blocks and resurfacing the road to the

same level as the surrounding footways. The remaining section of the service road in front of the Queens Royal Hotel will be for taxi use only.

- 2.8 The junction of Marine Promenade and the entrance to Fort Perch Rock car park will also be realigned to improve access and egress for both pedestrians and motorists visiting New Brighton and the Floral Pavilion.
- 2.9 The Rowson Street roundabout junction is to be resurfaced together with a section of Rowson Street towards Virginia Road and Kings Parade along the Marine Point frontage to the new puffin crossing outside Morrisons. Depending on the location of underground utilities apparatus at this junction it may also be possible to construct a left turn lane from Marine Promenade into Rowson Street to improve vehicle movements and to reduce congestion.
- 2.10 The works will also include the cleaning of the existing block paving and kerbing around the perimeter of the roundabout and rationalisation of the traffic signs and road markings.
- 2.11 At the easterly end of the promenade it is also proposed to reopen the junction of Victoria Parade and Marine Promenade by introducing a one way traffic system around the existing "Town Square" plinth. Traffic will turn right from Marine Promenade into Victoria Parade and then proceed onto Victoria Road. For traffic accessing Marine Promenade from Victoria Parade, vehicles will turn left from the one way system in Virginia Road and join Marine Promenade adjacent to Victoria Gardens.
- 2.12 The existing street lighting columns are to remain but the triple headed lanterns are to be replaced with new single lanterns. The columns will be repainted black as part of the scheme.
- 2.13 All the existing traffic sign poles will be replaced with new and a number of the street benches will be replaced but the remainder that are in good condition will be repainted.
- 2.14 A plan showing the proposed Outline Design is appended to this report.
- 2.15 It is proposed to undertake additional works beyond the limits of the approved scheme in terms of further surfacing works to Kings Parade from the puffin crossing outside Morrisons to the junction with Atherton Street and also surfacing repairs to a section of Tower Promenade between Tollemache Street and Egerton Street. This work will be funded from the Council's Capital and Revenue Highway Maintenance Budgets and will amount to approximately £100,000. This will be added to the existing scheme budget making the contract sum £1.3 million.

Scheme Timetable

- 2.16 The proposed timetable for the scheme is as follows:

- Cabinet endorsement of Outline Design: April 2012

- Stakeholder engagement and public consultation/ exhibition: April to June 2012
- Finalise design and go out to tender: June 2012
- Tender period: July 2012
- Evaluate tenders: August 2012
- Contract Award: Cabinet early September 2012
- Construction: October 2012 to January 2013

4.0 RELEVANT RISKS

- 4.1 Returned tenders might result in projected costs being greater than the available budget, in which case Members will be informed and options for either increasing the available budget or revising the extent of the proposals to meet the budget will be reported.

5.0 OTHER OPTIONS CONSIDERED

- 5.1 No other options have been considered.

6.0 CONSULTATION

- 6.1 Council Officers will consult closely with all relevant stakeholders during the design and implementation process including local Members, community groups, local businesses, and the general public. This will include a public display of any final designs, prior to implementation.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 7.1 There are none specifically arising from this report.

8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 8.1 The cost of the proposed scheme is £1.2million to be funded from the Council's Capital Programme for 2012/13.
- 8.2 A multi disciplinary team drawn from Officers from the Regeneration, Housing and Planning Department and the Department of Technical Services will be responsible for managing the project. The design and implementation of the scheme and the procurement of the contract will be carried out by existing staff as part of their normal duties and the fees for this work funded from the approved costs.

9.0 LEGAL IMPLICATIONS

- 9.1 There will be a number of Traffic Regulation Orders required as part of the proposals which will be prepared, advertised and implemented in the normal manner, to meet the timescales for the scheme.

10.0 EQUALITIES IMPLICATIONS

- 10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

- (a) Yes and an impact review is attached – <http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

11.0 CARBON REDUCTION IMPLICATIONS

11.1 There are no direct carbon reduction implications arising from this report.

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

12.1 There are no immediate planning implications arising from this report. There are positive community safety implications as a result of the proposals through improved pavement surfaces.

13.0 RECOMMENDATIONS

13.1 Cabinet is requested to:

- (1) Endorse the Outline Design and timetable for the proposed scheme described in this report;
- (2) Authorise the Director of Technical Services to proceed with the necessary procurement process to secure a suitable tenderer to carry out the work.

14.0 REASONS FOR RECOMMENDATIONS

14.1 To allow for the design of the scheme and the necessary consultation exercise to be completed during the spring and summer months prior to commencement on site in September 2012.

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APPENDICES

Plan showing proposed Outline Design.

REFERENCE MATERIAL

Background papers and information used in the preparation of this report are held by the Regeneration Team within the Department of Regeneration, Housing and Planning and the Department of Technical Services.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet	21 st February 2012