

NEWQUAY TOWN CENTRE

DEVELOPMENT FRAMEWORK

TOPIC PAPER

NAVIGATING NEWQUAY: TRAFFIC, PARKING AND PEDESTRIANISATION

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Strategic Context

There is a clear ambition in Newquay and Cornwall to improve sustainability and reduce the transport and movement impacts on the natural and built environment. Embracing a fresh, innovative approach will enable Newquay to lead the way and be a successful seaside place to live, work and visit.

When it comes to transformation in the town centre, bold, ambitious and strategic changes to the movement network are required to unlock opportunities to deliver change and improvement. It is critical that we **rethink vehicular movement** in Newquay so that the town centre can work better for pedestrians, creating a more welcoming, resilient, and sustainable centre. This shift is only feasible if supported by sustainable and active travel alternatives, and behaviour change initiatives.

Principles for improving strategic connectivity in Newquay include:



Regional - Intercept day visitors at a Park & Ride (or Park & Rail), with an express service into the town centre.

Improve routing, signage, and junctions on key strategic routes to effectively intercept cars.



Local - Intercept visitors and locals at interceptor car parking on the periphery of the town centre. Integrate these car parks with safe and clear walking routes into town, as well as local bus routes.

Prioritise local access, walking, cycling and buses along key routes.



Town Centre - Only encourage essential travel (town centre residents, businesses, taxis, blue badge holders, emergency services etc.) to travel by car into the town centre.

Prioritise walking, cycling and public realm in the town centre. Create a pedestrianised core area around Central Square and Bank Street.

Reduce the impact of busses in the town centre. Enable land train / hopper bus access throughout the town centre to improve accessibility.

Re-purpose existing car parks for local, short stay use, or integrate into regeneration proposals in the long term. Manage on-street parking to reduce impact and protect local access.

Coordinate and manage deliveries.



Station - Create a high quality multi-modal interchange at Newquay Station, where regional, local, and hopper buses intercept with rail, micro-mobility hire, cycle hire, taxis and visitor information.



Airport - Strengthen the A3059 as the airport route through junction and signage improvements, and improve bus service to the airport.



Growth and opportunity - Integrate bus, cycle and walking routes with areas of employment and residential growth, to link the town centre with the widest range of opportunities.



Sustainable strategic movement strategy

Town Centre Movement

Within the town centre, there are a number of movement-related outcomes that can radically improve the centre as a place for people:

- **Strategic Connectivity:** Fully operational Park & Ride, supported by bus/rail infrastructure. Enhanced links between the town centre, airport and growth/development areas.
- **A Flexible Town Centre:** Removal of non-essential vehicle access, prioritising pedestrians and cyclists, and a bespoke public realm and green infrastructure to achieve a high-quality town centre.
- **Town Centre Car Parking, Deliveries and Servicing:** Interceptor car parks to reduce visitor parking and car movement in the town centre, releasing some town centre car parks as public spaces. Controlled zones to ensure local resident and business parking is protected.
- **21st Century Public Transport System:** Delivery of a multi-modal transport hub alongside high-quality on-street bus stops and stands. Micro-mobility / cycle hire, hopper bus and taxis.
- **Pedestrian and Cyclist Quiet-ways:** Provision of pedestrian and cyclist routes that are high quality, safe and legible.
- **Junction Improvements:** Provision of junctions that are safe, legible and give priority to pedestrians and cyclists.
- **Wayfinding / Wayfaring:** Provision of a consistent, easy-to-read and long-lasting wayfinding and signage system.

Flexible town centre



Town centre parking



Electric hopper bus



Pedestrian quiet-ways



Safer junctions



Wayfinding and signage



KEY

 Town Centre

21ST CENTURY TRANSPORT SYSTEM

 Train station multi-modal interchange

 Potential to re-route buses to enable pedestrianisation of central core

 Local hopper bus route

REIMAGINED TOWN CENTRE

 Pedestrianised core

 Strict control of access and rat running to potentially extend pedestrianised area

 Delivery consolidation and management

TOWN CENTRE CAR PARKING

 Temporary or permanent repurposing of Fore Street Car Park

 Opportunity for redevelopment in the long term

 Leverage under-utilised car parks as interceptor car parks

 Integrate local transport with Park & Ride

STREETS FOR PEOPLE

 Improve quiet pedestrian and cyclist routes

 Reduce impact of vehicles in the town centre

 Junction redesign to improve pedestrian and cyclist accessibility

 Cliff Road gateway

 Traffic management on Tower Rd

 Orbital route: Improve traffic flow and bus accessibility and reliability

 Strategic and commuter link: for large volumes of movement, with improved junctions and bus priority measures

The Way Forward

Encouraging Behaviour Change

Behaviour change is critical to shifting the dial towards sustainable movement. Creating a town centre where sustainable mobility is the norm requires a commitment to promoting behaviour around walking, cycling and car use.

This should include understanding priorities, ambitions and necessities of different groups and the barriers they may face,

Tailored measures could include 'walking bus' schemes, school travel plans, award apps, bus travel promotion, car free day, air quality campaigns and more. Car clubs, electric charging facilities and demand responsive bus schemes could also help support a switch in travel behaviour.

Next Steps

Enabling a real step change in the way people get around is a complex task, requiring multiple actors and interventions that all work towards a shared vision.

Navigating Newquay is this vision. It is ambitious and strategic, predicated on outcomes rather than the detail of delivery.

Now, Newquay Town Council and the Newquay Town Team must collaborate with Cornwall Council to secure funding and resources to conduct a series of studies to better define how to deliver this vision.

These studies will include significant engagement with residents and businesses, to ensure proposals continue to reflect their needs and ambitions.

The key next steps for achieving Navigating Newquay are as follows:

- **Town Centre Car Parking Study:** Identify opportunities to improve the car park situation in the short, medium and long term including routing, ticketing, and vehicle access.
- **Sustainable Strategic Connectivity Study:** Identify opportunities to improve the strategic road hierarchy to better manage strategic and local movement and improve access for buses, deliveries and servicing, walking and cycling.
- **On-Street Parking and Deliveries Study:** Recommend how to better manage on-street parking, waiting and loading including locations for car clubs, EV charging and cycle hangers.
- **21st Century Bus System:** Identify opportunities to improve and future proof bus routes and services in the town centre.
- **Heart of the Town Centre Study:** Public realm and traffic management study to understand opportunities for placemaking and reduce impacts of vehicles on key roads in the centre.

Example supporting Interventions

Car free days



Cycle infrastructure



School & play streets



Accessible beach mats



Public seating



Cargo-e-bikes



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