



Station Road artist impression

# Station Road and College Road new travel corridor

Working in partnership with:



Department  
for Transport



City of  
**Stoke-on-Trent**



INDUSTRIAL  
STRATEGY  
TRANSFORMING CITIES FUND



Procure  
Partnerships  
FRAMEWORK

The re-development of Station Road and College Road is set to provide a safe and attractive travel corridor connecting Stoke-on-Trent rail station, Hanley city centre and the City Centre Bus Station.



Station Road artist impression



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We aim to encourage more sustainable travel by rail, bus, cycling, and walking. It will improve bus access, reduce traffic congestion, and improve safety at junctions.

The works involve footpath resurfacing, new cycle lanes on both sides of the carriageway for the majority of the route, and full depth carriageway construction along the stretch, which will promote active travel, fix the potholes, and address the ongoing carriageway maintenance issues on College Road.

There'll be dedicated space for cyclists and pedestrians in a pleasant and healthier environment along this route that stretches just over a mile and includes Station Road, College Road, Cleveland Road, Regent Road and Lower Bethesda Street.

An attractive environment will provide a better experience for residents, commuters, visitors and students as they travel to and around the city as well as boost business and the local economy.

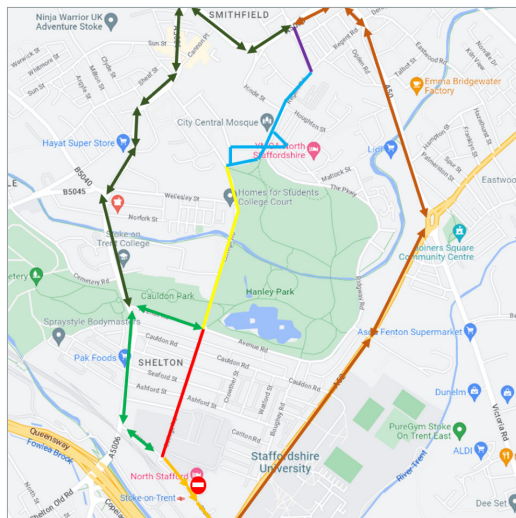
## The Transforming Cities programme will:

- Improve access for buses, pedestrians and cyclists
- Connect the station with the city centre
- Promote Active Travel
- Create safe and healthy travel routes
- Provide an attractive gateway and environment
- Connect new developments such as Goods Yard.
- Benefit the local economy.

## What are we doing?

- Widening pavements and increasing pedestrian priority
- New parallel crossings to improve pedestrian and cycle movements along College Road
- Segregated cycle routes along College Road north of Avenue Road
- Shared carriageway south of Avenue Road with speeds and vehicle traffic reduced
- New bus stops and 'floating' bus stops where space allows cycle by-pass
- New tree planting and rain gardens along Regent Road
- New zebra crossing on Regent Road providing better access to the mosque
- Residents' parking and one-way proposals on the Parkway as previous consultations.

### College Road diversion route



College Road diversion route

#### College Road:

##### Full closures:

- Phase 1
- Phase 2
- Phase 3
- Phase 4

##### Diversion Route:

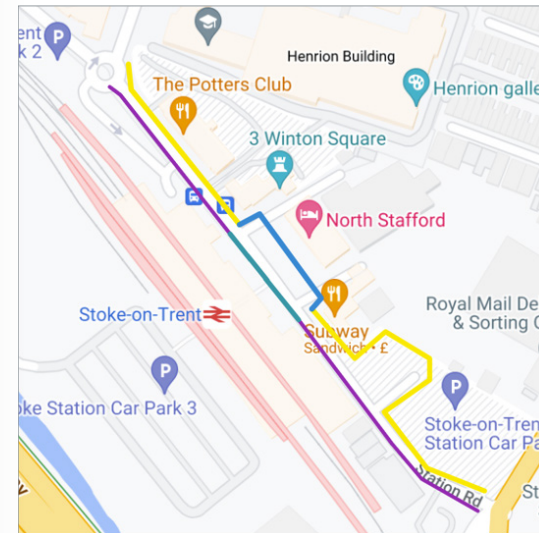
- Phase 1 - 3
- Phase 4

#### Station Road:

- Phase 1 & 2  
One Way System
- Phase 3  
Bus gate enforced outside Winton Square  
(2 way traffic at each end)
- Diversion

## College Road timescales:

- Mobilisation and enabling works – Autumn 2023
- Phase 1 Autumn 2023 / Winter 2023
- Phase 2 Winter 2023 / Spring 2024
- Phase 3 Spring 2024 / Summer 2024
- Phase 4 Summer 2024 / Winter 2024.



Station Road phase of work

## Station Road timescales

The Station Road scheme is currently going through the planning process with detailed design in advanced stages. It is expected to be presented at the planning committee in November 2023. Subject to planning approval, the scheme mobilisation is expected to be in December 2023 with construction in 2024.

## Enabling works in Avenue Road:

MONDAY 25 SEPTEMBER – FRIDAY 30 SEPTEMBER 2023

### Key Measures:

- Remove the splitter island at the Avenue Road / Stoke Road junction
- Temporary removal of three speed humps on Avenue Road between College Road and Stoke Road
- Suspend parking on the Cauldon Park side
- Tree assessment to advise the council on any trimming requirements to allow for smooth passage of buses.

### Phase 1: Lower Bethesda Street and Potteries Way

OCTOBER 2023 – DECEMBER 2023

### Key Measures:

- Multiple phases to maintain access to the police and fire station
- Emergency services to be kept up to date with construction programme and access points
- Works on Potteries Way will be undertaken through lane closures, using the existing traffic signals
- Local diversion will be via Hinde Street, Regent Road, and Lichfield Street in both directions
- Main diversion route (*Same as Phases 2 and 3*): Avenue Road / Stoke Road / Snowhill / Broad Street and Potteries Way.

### Phase 2: Avenue Road to Cleveland Road

WINTER 2023 / SPRING 2024

### Key Measures:

- Access to Stoke on Trent College will be via Cauldon Place
- Access to the student accommodation at College Court will be via Wellesley Street
- Access to the council depot in Hanley Park to be confirmed
- The public right of way will be temporarily closed from the canal at Victoria Bridge – diversion through Hanley Park
- Diversion route: Avenue Road / Stoke Road / Snowhill / Broad Street and Potteries Way.



College Road artist impression

### Phase 3: Cleveland Road / Regent Road to Lower Bethesda Street

SPRING 2024 / SUMMER 2024

### Key Measures:

- Construction splits into multiple phases to maintain access from Hinde Street for holiday coaches.
- Access to businesses, religious establishments and residents to be maintained.
- Works also included on:
  - » Shirley Road
  - » Victoria Avenue
  - » Harding Street.
- Local traffic will be diverted via College Road, Broad Street, Potteries Way, Lower Bethesda Street, Jasper Street and Burnswick Place; or via College Road, Broad Street, the A50 Potteries Way and the A50 Lichfield Street.
- Main diversion route (*same as Phase 2*):
  - » Avenue Road
  - » Stoke Road
  - » Snowhill
  - » Broad Street
  - » Potteries Way.



Cleveland Road/Regent Road artist impression

## Phase 4: Station Road to Avenue Road

SUMMER 2024 / WINTER 2024

### Key Measures:

- Access to frontages will be maintained
- Existing one-ways will be suspended to allow two-way traffic in the following streets:
  - » Queen Anne Street
  - » Ashford Street
  - » Seaford Street (West)
  - » Beresford Street (West)
  - » Cauldon Road.
- Works to be split into multiple areas/phases to carry out utility diversions and maintain access.



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## Station Road

An attractive new public realm will enhance the stunning Grade II\* Listed station building and Winton Square and will be a welcoming space for travellers.

To make best use of this space, it has been proposed that the Josiah Wedgwood statue is moved to a more prominent location, just outside of the station entrance. This is subject to Historic England and planning approval.

Station Road will benefit from priority access for buses and taxis, reducing traffic flow, with new bus stops and shelters. There'll be improved parking, drop-off and pick-up facilities for station users.

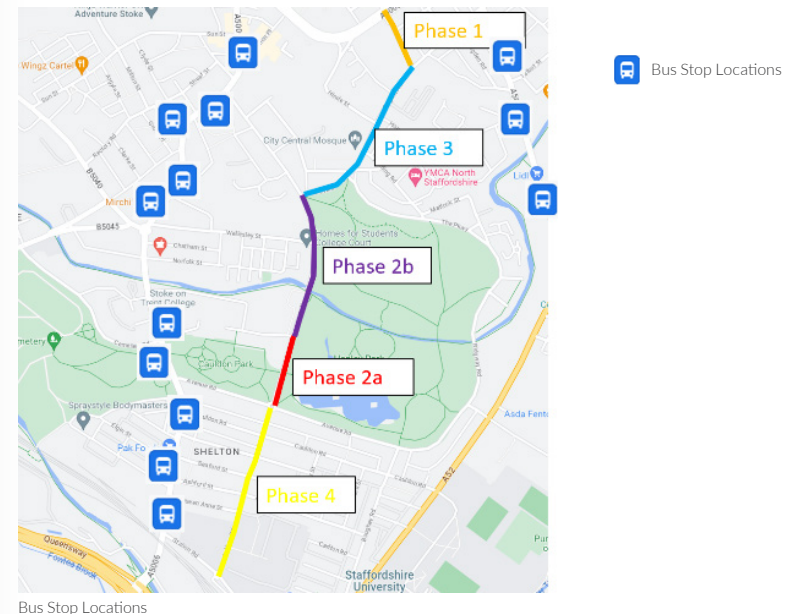
## How will this affect our community?

- **Road closures:**  
Advance warning signage will be installed before work starts.
- **Footpath closure:**  
An alternative path will be created and appropriately signed.
- **Diversion routes:**  
A signed approved route will be displayed.
- **Additional journey times:**  
Please plan ahead. Where possible we will open the closure to allow passing traffic.
- **Access restrictions:**  
We will install "businesses open as usual" signs for businesses, and create temporary access for residents when required.
- **Some noise:**  
There will inevitably be some noise as construction works take place. However, this will be managed by the contractor and restricted to working hours between 7.30am and 5.30pm Monday to Friday. Vehicles will be turned off when not in use.
- **Traffic Management remaining on site:**  
As there is no safe route through the works until each phase is completed, traffic management arrangements will remain on site.
- **Bus Stop redirected:**  
Temporary bus stops will be moved along the designated diversion route.
- **Bin collection:**  
We will create a designated bin collection spot when we are working in each phase. If you need assistance moving your bin, please email [stoketcf@gallifordtry.co.uk](mailto:stoketcf@gallifordtry.co.uk), and our team will be happy to help.

## Bus Stop Closures

Bus stops along **Phases 1, 2 and 3** will be closed between beginning of October 2023 to mid-July 2024 and passengers will be directed to the nearest bus stop on *Potteries Way, Broad Street, Snow Hill or Stoke Road*.

Bus Stops along **Phase 4** will be closed between mid-July 2024 to end-October 2024 and passengers will be directed to *Stoke Road* or *Station Road*.



\*Please note this work is weather dependent, and the dates may be subject to change. The images shown are artist impressions for representation purposes only, and are subject to planning.

# Station Road and College Road new travel corridor



College Road artist impression

For more information about our works, or if you like to be added to our email distribution list for future updates, please contact: [stoketcf@gallifordtry.co.uk](mailto:stoketcf@gallifordtry.co.uk).



#keepstokemoving