

## WHAT IS TODAY'S CONSULTATION ABOUT?

We are here to talk about the Tower Road Streetscape Proposals which covers the public highway between the 'C' Bridge and the junction with Rendell Street.

Tower Road is one of three key north south routes across East Float. It connects Seacombe, Wallasey and neighbourhoods to the north of the Docks with Birkenhead Town Centre, Woodside and Hamilton Square, and serves local businesses and the Irish Ferry Terminal.

The existing streetscape - the pavements, carriageways and pedestrian refuges that make up the street - were constructed in the 1990's and are now dated.

As new development is beginning to be delivered, it is now considered an appropriate time to look at how Tower Road may be improved to suit the needs of existing and new businesses and users.

Initial proposals have been drafted and funding has been secured, from the DfT National Productivity Investment Fund, through the joint working of the Peel Wirral Waters Team and Wirral Council.

Proposals are being presented as part of this consultation event. We would like to hear your thoughts and views on ideas to date and how Tower Road and Four Bridges may be improved.



Inner Wirral and Wirral Waters: East and West Float Masterplans, Strategic Cycling Network and Tower Road.

## WHY ARE CHANGES NEEDED?

Tower Road has changed in response to changes in the Docklands and the growth of Inner Wirral. Tower Road started life as a street within the Dock Estate and later became part of the Inner Wirral highway network.

More recently, in the 1990's Tower Road was reconstructed as a wide road with the aim of getting vehicles and pedestrians across East Float and into/out of the Irish Ferry Terminal.

This is in most part due to the long standing absence of any buildings and activities fronting onto Tower Road, as historically the sites either side have been vacant or used for temporary operational port activities.

As such, to date - pedestrians, cars and freight vehicles have been 'passing through' on their way to somewhere else.

Looking to the future, Tower Road and Four Bridges is a focus for major investment, job creation and training as part of the Wirral Waters proposals.



Aerial View of Tower Road in the 1950's showing the "Four Bridges"

To create an attractive and accessible setting to attract workers, students and visitors - changes are needed to address barriers to investment and activity. Key barriers to be addressed are:



1

### Fast vehicle speeds and driver behaviour.

The wide carriageways and double lanes for cars encourage speeding. The traffic lights encourage drivers to race to 'catch the green'.



2

### The lack of crossing points for the increasing number of students, workers and visitors.

Tower Road has not been designed for large numbers of pedestrians crossing the street. The number of people walking and cycling is only going to increase.



3

### The lack of provision for pedestrians and cyclists.

Pavements are narrow and interrupted by redundant entrances into vacant and derelict sites. Cyclists share narrow pavements with pedestrians or wide carriageways with other vehicles.



4

### The way the street looks underused and uninviting.

The street surfaces are a mix up of paving types and furniture constructed at different points in time. The street looks dated and is not well placed to attract investors and businesses.



5

### The lack of access points into new developments and on street parking for deliveries and short stay.

The layout of new buildings on the dockside has been agreed. New access points are needed that give priority to pedestrians and cyclists.

# TOWER ROAD STREETScape PROJECT: TOWER ROAD - LOOKING TO THE FUTURE

Artists Impression of Four Bridges and Northbank in 2023 with Tower Road as a high quality, safe, attractive street.



The Tower Road Streetscape Project is being progressed to create a high quality, safe, attractive street to attract new businesses, workers, students and visitors and ensure that existing businesses are provided for.

## Looking to the future...

**Tower Road and Four Bridges is a focus for major investment, job creation and training as part of the Wirral Waters proposals.**

Delivery has started with new buildings and occupiers including the Wirral Met College (Construction Training) and the Contact Company (offices).

Over the next 5 years, projects to be completed at Four Bridges including Egerton Village, No 1 Tower Road South, Maritime Knowledge Hub and the StreetCar Project - extending the existing tram connection (running from Woodside to Egerton Bridge) to Tower Road.

## Aims

**The aims of the Tower Road Streetscape Project are to:**

- Deliver a distinctive streetscape that demonstrates a change in direction to strengthen the confidence of potential investors and occupiers.
- Provide for the increasing numbers of pedestrians and cyclists crossing Tower Road.
- Support growth, new jobs and learning by creating a safe, attractive street that encourages investment, occupancy, activity and 'dwell time'.
- Improve health and well being by encouraging walking, cycling and the use of high quality public transport services, and providing green streets with safe places to meet and dwell.
- Ensure that the needs of existing businesses are provided for.
- Create an inclusive street that provides for all ranges of mobility.
- Make it easier for people to find their way around and increase the sense of safety and security.
- Reduce speeding and 'chasing the green light'.
- Deliver a flexible street that is able to adapt and respond to the future scale of development and activity set out in the Wirral Waters Masterplan.
- Deliver a resilient and cost effective street that can respond to future changes and stages of growth.

# TOWER ROAD STREETScape PROJECT: HOW HAVE PROPOSALS BEEN DEVELOPED

Proposals have been developed by Wirral Council and the Wirral Waters Team working in partnership.

This has included looking at other 'precedent projects' where streetscape works have helped to create a stronger sense of identity and greater priority to for people walking and cycling, using public transport and joining in activities and events in the street.

Site visits - to see how other projects have been designed and how well they are working - have informed the proposals.



Precedent Project: Poynton, Cheshire East.



Precedent Project: Hope Street, Liverpool



Precedent Project: Roath Basin, Cardiff Bay Waterfront

The starting point was looking at how to balance the needs of people passing along Tower Road 'en route' to other places with the emerging need for much greater priority for people walking and cycling to Four Bridges, crossing Tower Road and meeting and using the new meeting places.

The proposed approach narrows the carriageways to a single lane either way. This slows traffic and still allows all sizes of vehicles to pass along Tower Road.

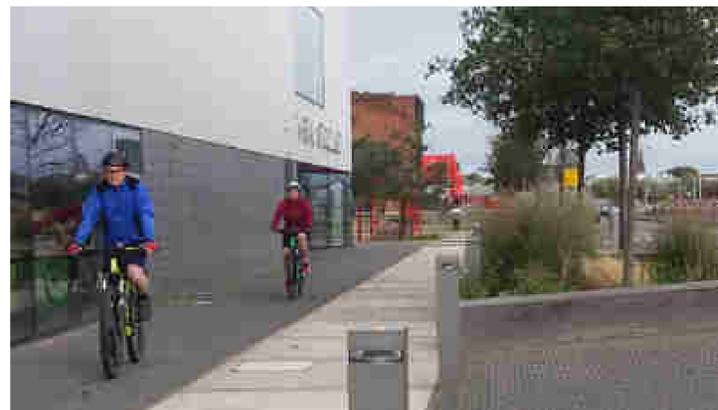
The proposals provide wider pavements to allow more space for people to walk and cycle. The wider pavements and carriageway are separated by kerb lines. This provides a navigation aid for blind and partially sighted pedestrians, and a clear delineation to keep motor vehicles in the carriageway.

For cyclists, the approach is two fold. Cyclists choosing to pass through Tower Road at speed will share the carriageway with other vehicles. Cyclists choosing to pass through Tower Road at slower, walking pace speeds will be able to share the wider pavements with pedestrians.

The proposed pavement materials and planting will match the completed Wirral Met College paving and planting.



A 'Cross Section' through Tower Road showing wider pavements.



Cyclists passing through at slower speeds or visiting Four Bridges are able to use the wider pavements.



Cyclists passing through at speed most often use the carriageway.



Proposed Materials and Planting to match the completed Wirral Met College project.

# TOWER ROAD STREETScape PROJECT: STREETScape PROPOSALS

## Key Design Principles are:

1. Wider pavements giving more space and priority to pedestrians and cyclists.

2. Reduced carriageway widths to ensure cars, buses, delivery vans, HGV's and other vehicles are able to continue to use Tower Road.

3. A choice of well defined pedestrian crossing points that are aligned with the surrounding pedestrian routes connecting into Tower Road.

4. Priority junctions that reduce the incentive to speed.

5. Well placed, accessible bus and StreetCar stops with shelters.

6. New buildings with main entrances onto the street and active ground floors that encourage street activity.



Aerial View of Tower Road from the East

7. On street parking and servicing to allow businesses to work and encourage footfall.

8. Street Trees and groundcover planting creating sheltered walkways and places to dwell.

9. Distinctive street lighting, signs and waymarkers that help people to navigate and find their way around.

10. Clearly defined vehicle access points across pavements, with priority for pedestrians and cyclists.

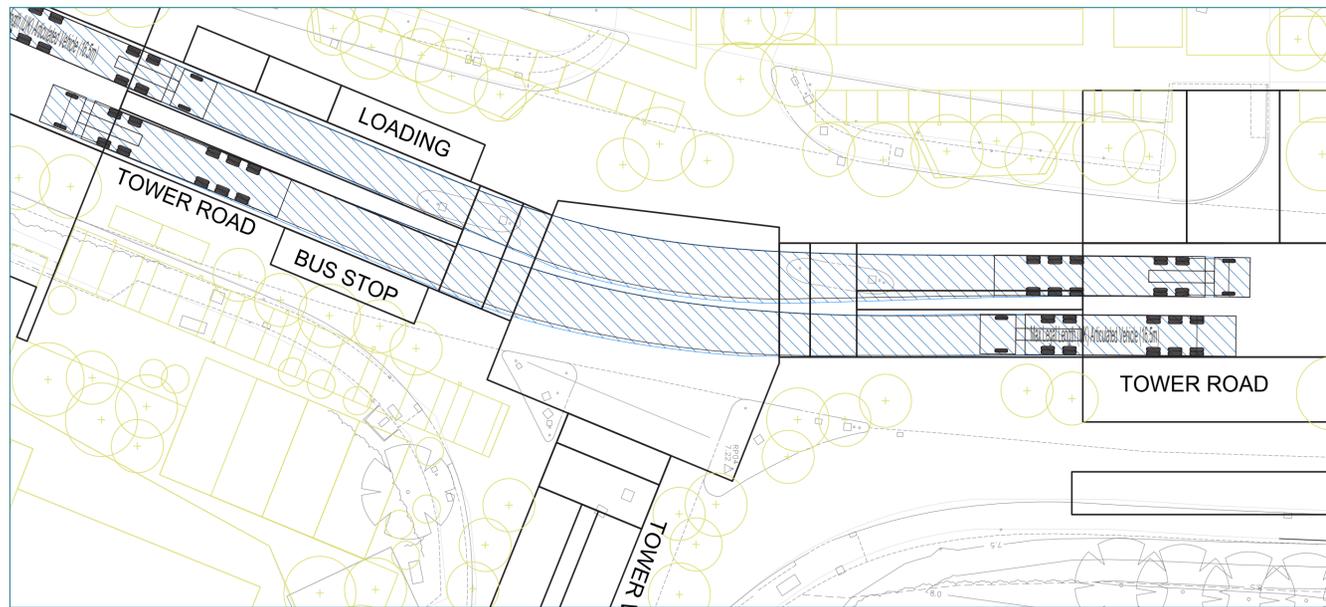
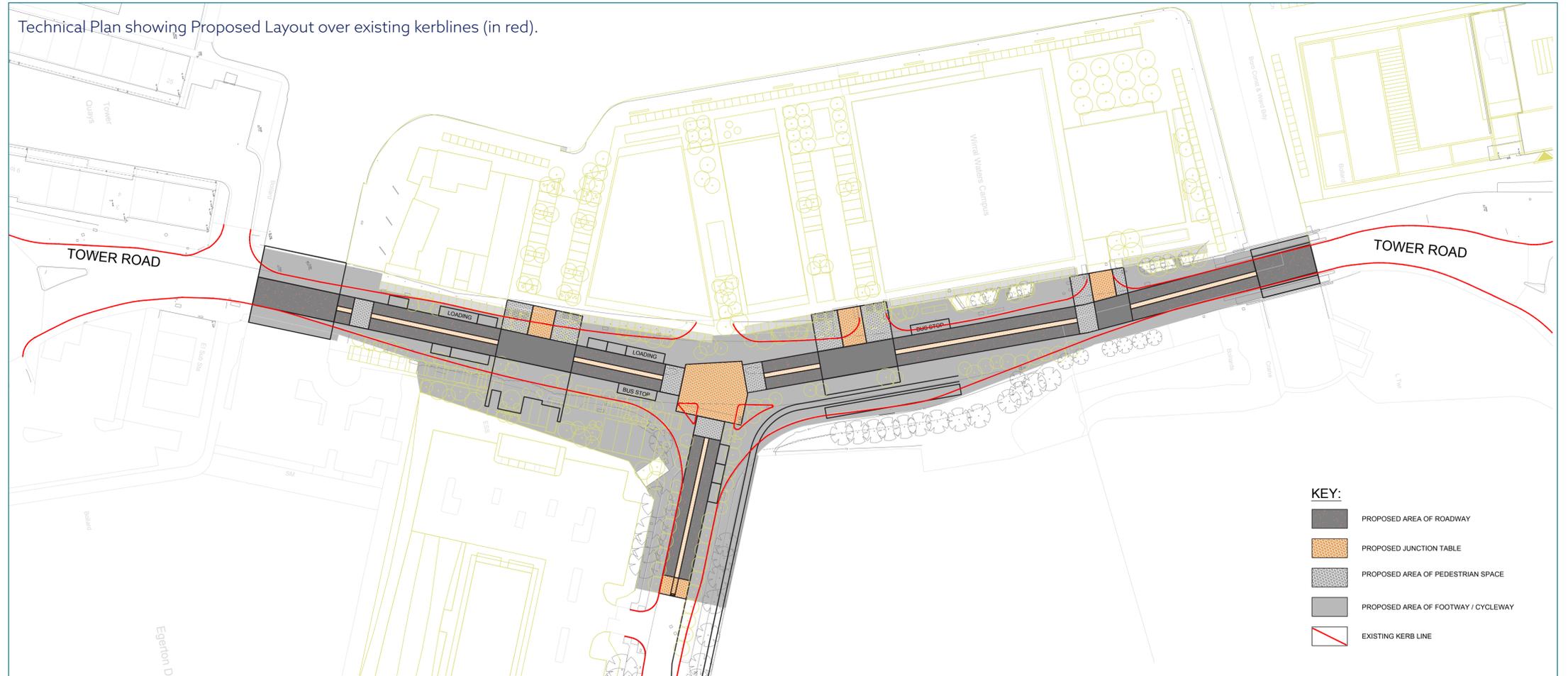
# TOWER ROAD STREETScape PROJECT: HOW ARE THE PROPOSALS BEING TAKEN FORWARD

Wirral Council has been working with the Wirral Waters Highways Consultants, looking at how people, cyclists and vehicles move along Tower Road.

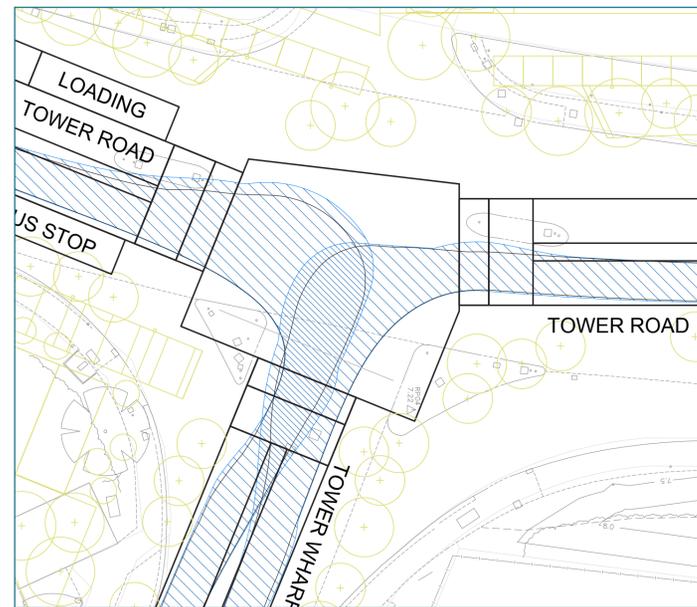
The proposals to narrow carriageways have been tested using 'swept path tracking' to make sure all vehicles are able to travel along Tower Road.

## The next steps include:

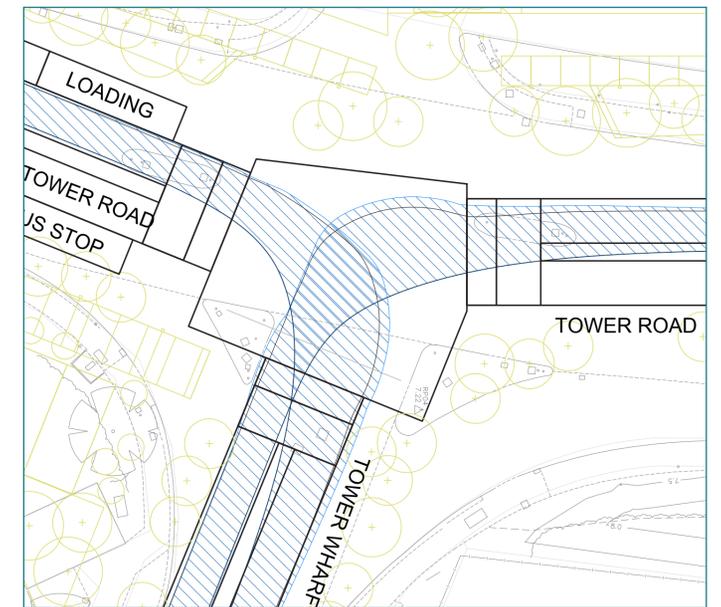
- appointing Independent Safety Audit Consultants. This is where independent transport consultants will review the draft proposals and report on any aspects of the proposals they feel need further work.
- using a 'transport model' to further test how the proposals effect the number of vehicles moving through Tower Road in a given time. The model will identify if any changes to the proposals are needed.



The Proposals have been tested to ensure all vehicles are able to move along Tower Road.



The Proposals have been tested to ensure all vehicles are able to move through the new Tower Wharf junction.



# TOWER ROAD STREETScape PROJECT: KEY VIEWS

We have shown how the proposals may look from key viewpoints.

Street View from Tower Wharf looking West



Street View from 'D' Bridge looking North



Street View from 'C' Bridge looking South



## YOUR FEEDBACK IS IMPORTANT

We are here to listen to your views and talk through the proposals with you. Please complete a comments sheet and leave it in the box. Alternatively, please feel free to email comments (by Friday 7th December) to:

[feedback@towerroadstreetscapeproject](mailto:feedback@towerroadstreetscapeproject)

All comments received, and changes and responses will be set out in a Consultation Statement.

## NEXT STEPS

Following this consultation event, the Project Team will be reviewing comments and views and developing the design proposals further.

A further consultation event will be held in the spring of 2019.

Works are due to start on site in Autumn 2019 and be complete by Summer 2020.