

# TOWER ROAD STREETScape PROJECT: PUBLIC CONSULTATION ON DRAFT PROPOSALS

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



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

## Tower Road and Four Bridges

**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.

Wirral Council and Peel have secured funding to make significant streetscape improvements to Tower Road between 'C' Bridge and Rendell Street.

## 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: THE PROPOSALS

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 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.



Technical Plan showing Proposed Layout over existing kerblines (in red).

## YOUR FEEDBACK IS IMPORTANT

We are hear 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.



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