

Report Title: New Zebra Crossing, Liverpool Road, Birkdale

Date of meeting:	5 January 2025		
Report to:	Licensing and Regulatory Committee		
Report of:	Assistant Director Highways & Public Protection		
Portfolio:	Housing & Highways		
Wards affected:	Birkdale		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	No		

Summary: The purpose of the crossing is to provide a controlled pedestrian crossing to serve an increase in pedestrian movements between Aldi and Tesco Express from the residential communities of Birkdale, east and west of Liverpool Road, as well as a demand to access the smaller businesses (food outlets) on the junction of Clifford Road from the west side of Liverpool Road.

Licensing and Regulatory Committee have powers to consider the outcome of consultation and the resultant proposals in respect of the making of traffic regulation orders, details of improvements to highways and cycle routes and can approve the scheme as proposed or with minor amendments but otherwise must refer the scheme to the Cabinet Member.

Recommendation(s):

It is recommended that the Assistant Director (Highways and Public Protection) be authorised to implement the following modifications to the Highway;

- (1) The introduction of a new zebra crossing on Liverpool Road in Birkdale.

1. The Rationale and Evidence for the Recommendations

- 1.1 Following the opening of Aldi in 2018, pedestrian movements across Liverpool Road, between Aldi and Tesco Express have increased, resulting in a request for a controlled crossing point.
- 1.2 Crossing assessments have been carried out using a PV^2 formula, which assesses the level of conflict between pedestrian (P) and vehicles (V) at a given location. Advice from the Department for Transport suggests that signalised pedestrian crossing facilities should only be provided at locations where the PV^2 exceeds 1×10^8 , which is the case in all the Pedestrian Crossings previously provided within Sefton.

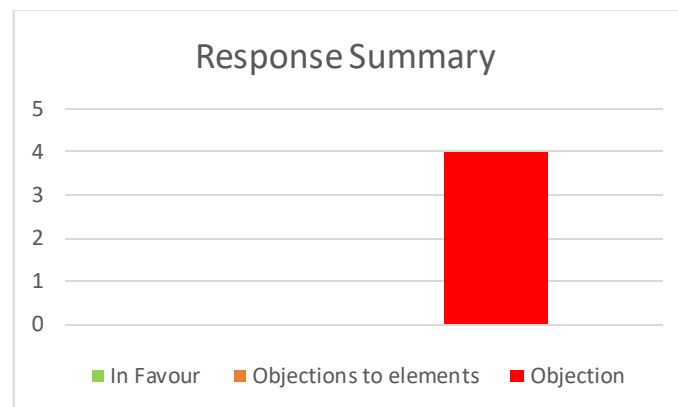
PV² Crossing Criteria Summary	
Threshold for a controlled crossing criteria	PV^2 exceeds 1×10^8
Threshold for a zebra crossing criteria	PV^2 is between 0.5×10^8 and 1×10^8
Assessed Liverpool Road PV²	0.64×10^8
PV² Recommendation	Zebra Crossing

- 1.3 For this location the assessed PV^2 recommended a zebra crossing. This proposal was included the 2024/25 Pedestrian Crossing Programme reported to Cabinet Member for approval in July 2024.
- 1.4 An assessment was undertaken of the crossing points in the area. These are set out in Appendix A
- 1.5 Two locations for the crossing were considered. These are shown in Appendix B. The first was just south of the Aldi entrance (Location A) with the second location approx. 40m to south adjacent to the Tesco entrance (Location B). Location A is the location for the PV^2 assessment.
- 1.6 Each of the locations gave better access to either Aldi or Tesco Express depending on which side of Liverpool Road the direction of travel was from. Both locations were near to shared residential vehicle accesses as well the car park entrances for the respective supermarkets.
- 1.7 The relative locations were appraised as follows and the conclusion reached that location B provided the best solution.

Location	Comment
Location A	<p>There was already in part a 'no waiting restriction' on the carriageway associated with the Aldi entrance, however the location of the shared residential access meant that any proposed location would need to be closer to Nos 180 and Nos 182. This would mean zig-zag markings across the frontage of No180 and No182.</p> <p>It is worth noting at this point that this section of road has regular footway parking.</p> <p>Therefore, to protect the crossing and visibility splays, it is expected that some sort of footway protection would be required to prevent the on-footway parking in front of these properties.</p> <p>It is also worth noting that No180 (property closest to Aldi) has no provision for off-road parking.</p>
Location B	<p>There aren't any parking restrictions either side of the road at this location. The Liverpool Road frontage to Tesco is used as an unofficial overspill from the Tesco car park with space for 3-5 vehicles during periods of heavy demand and for quick trips to the ATM for example. There is a shared residential access on the frontage of Clover Court – it is noted that there is also a redundant vehicle access associated with Clover Court. The two residential properties either side of Clover Court (No 194a and No188) have the advantage of having their driveways adjacent to the Clover Court frontage therefore limiting the impact on on-street parking that a crossing could have.</p>
Conclusion	<p>The issue of enforcement of the on-footway parking with Location A, meaning an increased potential for the crossing to be obstructed by parked vehicles, together with no provision for off-road parking for No 180 means the preferred location for the crossing is Location B.</p> <p>Whilst Location B will remove provision for on-street parking, the residential properties on the west side of Liverpool Road, Nos 194,194a, Clover Court and No 188 all have off road parking. Whilst it is recognised that Liverpool Road frontage of Tesco is used as an official overspill when the car park is full the number of spaces lost is only relatively minor in comparison to the car park.</p>

- 1.8 The scheme was developed further in location B, located adjacent to the footway access into the Tesco store. The width of the crossing shall be 5m which corresponds to the appropriate standard for an assessed pedestrian flow of 201 over a max 4-hour period. A Layout Plan is shown in Appendix D.

- 1.9 It should be noted that the zigzags on the north side have been adjusted to finish across the vehicle access of No 188 allowing on-street parking outside this property. Likewise the zig-zags on the south side were adjusted to allow on-street parking in front of No194 as well as leaving much of the frontage outside of the smaller businesses (food outlets) on the junction of Clifford Road.
- 1.10 A letter was sent to residents and businesses of Liverpool Road on the 22nd November with a return date for objections of 13th December.
- 1.11 18 letters were delivered to residents and businesses with an additional letter delivered to Tesco and Aldi. Overall total 20 letters. The extents of the residential letter drop are shown on the plan below shaded in green.
- 1.12 In total 4 responses were received via e-mail by the deadline date. Representing a return of 20%. Of the 4 responses received three further replies were received following replies by the Council. All those that responded were within the letter drop area.
- 1.13 Of the 4 responses, all objected to the scheme with various issues / concerns raised.



- 1.14 Of the 4 initial responses received, all had an e-mail response from the Council answering their queries. Of the four responses from the Council we received a further two replies from those residents, with a second reply received from a single resident following an additional e-mail response from the Council.
- 1.15 The main concerns that were raised are summarised in the table below together with a comment from the Council.

Summary of issues raised for Objection	Council Comment
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Summary of issues raised for Objection	Council Comment
No pedestrian accidents at this location	The use of accidents stats can be one of the factors that is used when consider a crossing location but is not the sole factor. Therefore, just because there may not necessarily have been any accidents doesn't mean a site wouldn't be considered for a crossing.
Uncontrolled crossing at the Clifford Road junction could be used instead	<p>The crossing is not on the pedestrian desire line between the stores and would mean pedestrians walking back on themselves.</p> <p>Siting a crossing may be difficult due to the locations of the St Johns Road left turn and the position of the vehicle access opposite</p>
Existing Zebra crossing at Shaftesbury Rd junction is close enough	The crossing is not on the pedestrian desire line between the stores and would mean pedestrians would need to divert approx. 300m to use this crossing.
Loss of on-street parking will affect businesses (takeaway / restaurant / food outlets) at the Clifford Rd junction	No parking surveys have been undertaken, however there is the potential for these spaces to be used by customers of these businesses. However, it is also noted that these businesses have availability for off-road parking in front of their premises. In addition, there will still be limited parking on Clifford Road. The proposed zebra crossing will remove the 5 on-street spaces. None of the businesses provided any comment to the proposal.
On-street parking is needed as an overflow for Tesco, without which will lead in further congestion and safety issues.	No parking surveys have been undertaken; however, it is more likely that the on-street frontage of Tesco is used for people using the ATM or as an alternative to the Tesco car park (which has 22 spaces). The proposed zebra crossing will remove the 5 on-street spaces. Tesco have not provided any comment to the proposal.
Loss of on-street parking outside of driveway to No188	The zig-zag markings are expected to extend only over the existing driveway which represents approx. 1/3 rd of the property frontage. The remaining frontage will remain clear of any parking

Summary of issues raised for Objection	Council Comment
	restrictions.
Loss of on-street parking in front of Clover Court for Clover Court residents and visitors	<p>There is currently availability for 2 on-street parking spaces in front of Clover Court with availability for a further 5 on-street parking on the Tesco side of the road opposite Clover Court. The proposed zebra crossing would remove these on-street parking spaces. Clover Court have a designated 1 space per flat at the rear of the property. No Clover Court residents highlighted this as an issue.</p> <p>Although it is noted that the Liverpool Road resident who did raise it was copied to an objection sent by a Clover Court resident suggesting some dialogue between responders.</p>
Flashing Beacons in properties	The belisha beacons can be installed with hoods which directs any flashing lights away from adjacent properties.
Loss of ease of use of own vehicle accesses due to queuing traffic at zebra	The zebra crossing will create stops in the traffic allowing residents to make certain manoeuvres whilst traffic is stationary. The occasions that residents will need to wait for stationary traffic to clear to make other manoeuvres will depend on the frequency of use of both the zebra and the vehicle access.
Safety risks for an already hazardous entrance due to parked vehicles restricting access.	The zig-zag markings will enable the carriageway to be clear of parked vehicles around their vehicle entrance improving visibility.
Better location nearer Aldi	Location A was not taken further

2. Financial Implications

(A) Revenue Costs

None

(B) Capital Costs

The construction, and any ancillary costs, will be funded from the allocation within the approved Transport Capital Programme for 2024-25. The City

Region Sustainable Transport Settlement, administered by the Liverpool City Region Combined Authority, provided funding for pedestrian crossing improvements.

3. Legal Implications

There are no legal implications.

4. Corporate Risk Implications

There are no corporate risk implications.

5 Staffing HR Implications

The management of the implementation will be overseen by staff in the Highways and Public Protection Department. Their time will be charged to the capital scheme.

6 Conclusion

Although a number of objections and concerns has been raised, the request for a crossing to accommodate increased pedestrian trips, partly resulting from the new supermarket, and appraised in accordance with the approved criteria, is considered worthy of implementation. Funding has been identified within the approved Transport Capital Programme to fund the implementation, programmed for early 2025.

Alternative Options Considered and Rejected

The report has considered an alternative location. This is appraised in 1.7.

Equality Implications:
An Equality Impact Assessment has been completed. The assessment has identified the benefits to vulnerable people of a zebra crossing.
Impact on Children and Young People:
The new crossing will improve safer access to local schools and facilities for children and young people.

Climate Emergency Implications:

The recommendations within this report will have a Neutral impact.

The construction process will have negative impact in that new materials will be used and there will be a net carbon increase. Having a safer crossing point may encourage some people to walk who may otherwise have driven resulting in a net reduction in carbon.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Executive Director of Corporate Resources and Customer Services (FD7895/24) and the Chief Legal and Democratic Officer (LD5995/24) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

The details of the consultation have been set out in section 1:10 – 1:15 of the report.

Implementation Date for the Decision :

Following the expiry of the “call-in” period for the L&R committee decision

Contact Officer:	Andrew Dunsmore
Telephone Number:	07866176195
Email Address:	Andrew.Dunsmore@Sefton.gov.uk

Appendices:

Appendix A – Location of Crossing Points in the area

Appendix B – Options for Potential Crossing Points

Appendix C – Consultation Letters

Appendix D – Consultation Plan

Appendix E – Extent of Consultation




Appendix F – Consultation Responses

Background Papers:

None

Appendix A - Location of Crossing Points in the area



-  There is an uncontrolled crossing on Liverpool Road, approx. 60m south of the Tesco vehicle entrance on the Liverpool Road / Clifford Road junction.
-  There is a zebra crossing on Liverpool Road, approx. 160m south of the Tesco vehicle entrance on the Liverpool Road / Shaftesbury Road junction.
-  There is an uncontrolled crossing on Liverpool Road, approx. 720m north of the Tesco vehicle entrance on the Liverpool Road / Crescent Road junction.

Appendix B – Options for Potential Crossing Points



Appendix C - Copy of the residents Letter

Sefton Council 

Transportation, Planning and
Highway Development
Magdalen House
Trinity Road
Bootle
L20 3NJ

To the owner / occupier

Date: November 2024

Dear Sir / Madam

I am writing to you regarding a proposed highway scheme to introduce a zebra crossing on Liverpool Road, outside the Tesco Express and in-between the vehicle entrances of Clover Court and No 188 Liverpool Road. The final location is still subject to a check on what utilities are within the existing footway.

As part of the Council's annual pedestrian crossing review this location was identified as benefiting for a controlled crossing and it met the criteria for a zebra crossing.

The works will involve the installation of a zebra crossing including tactile paving and zig-zag markings.

For your information I have included a plan on the reverse of this letter showing how the proposed crossing will look.

The intention will be to take the scheme to the Council's Licensing and Regulatory Committee meeting in January 2025 for approval, with a view to being installed before the end of March 2025.

If you have any objections to this proposal, may I ask you to submit this to the Council by **Friday 13th December**.

Any objections received will be reported to the Licensing and Regulatory Committee meeting for consideration.

Objections can be sent to the Council in writing to the address below.

Transportation, Planning and Highway Development
2nd Floor Magdalen House
Trinity Road
Bootle,
L20 3NJ

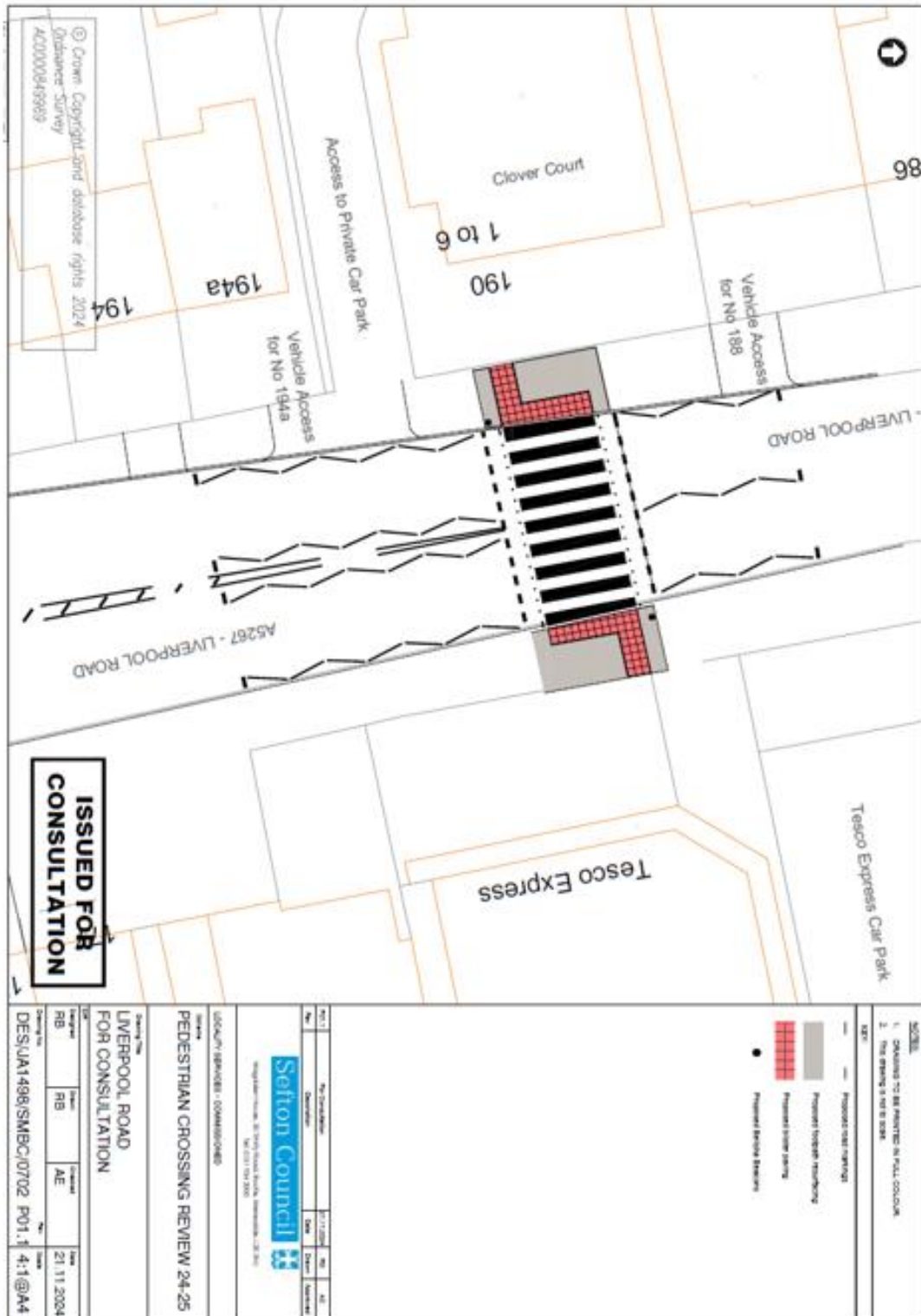
Or via e-mail to Transport.Planning@sefton.gov.uk

Kind Regards,

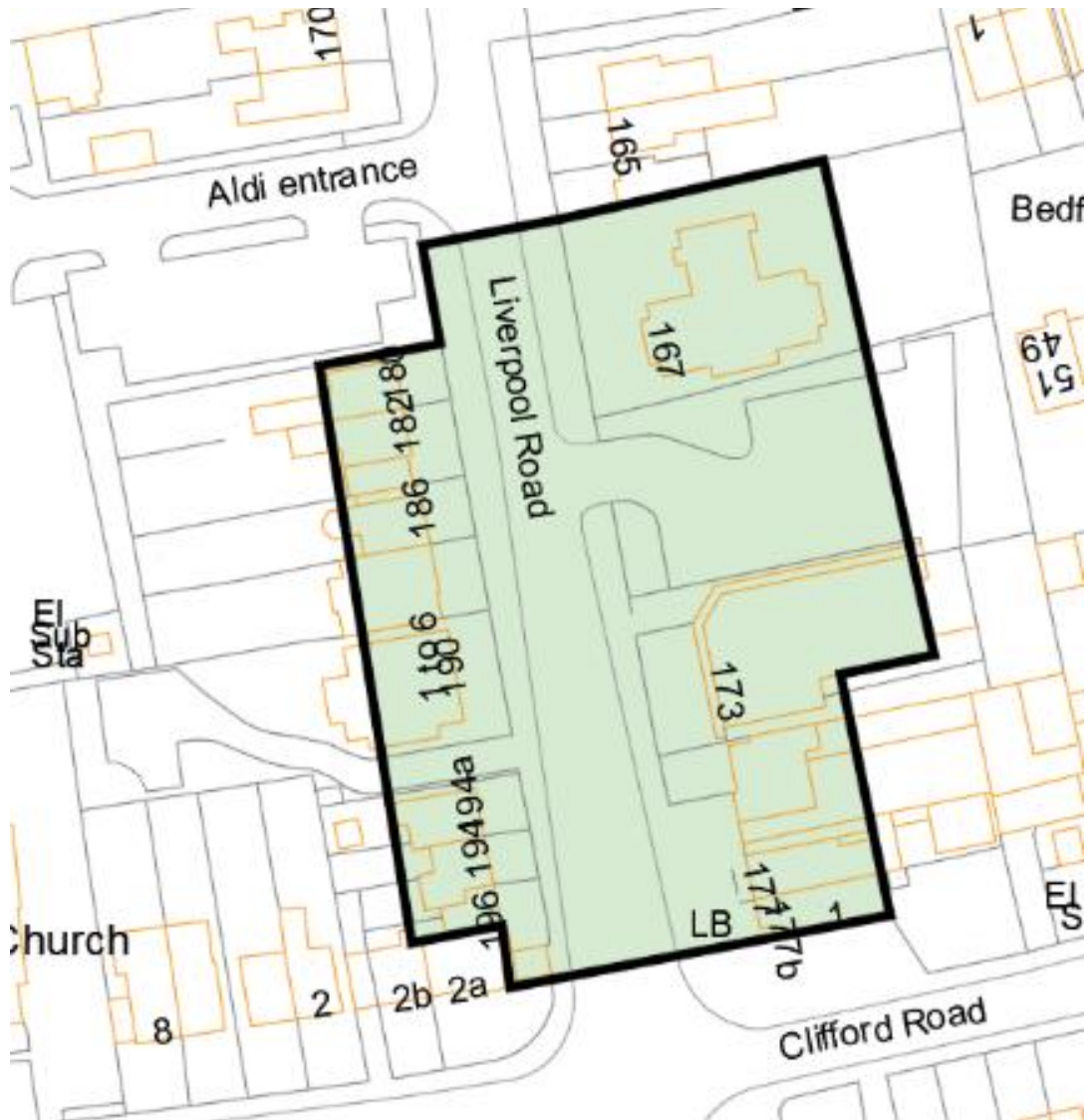
Andrew Dunsmore
Transport Manager

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Appendix D – Plan used in Consultation



Appendix E – Extent of Consultation



Appendix F – Consultation Responses

Ref	In Favour of the scheme	Objection to the scheme	In Favour of the scheme but objection to elements	Summary of comment received	Sefton Council Response / Action
1		✓		<p>The resident had three queries they required to make an informed objection.</p> <ol style="list-style-type: none"> 1. When will the check on what utilities are within the existing footway be made i.e. when will we, as residents, be made privy to the final location? 2. Why did the council's annual pedestrian crossing review identify this location as benefiting from a controlled crossing and what is the criteria for a zebra crossing? 3. When will we be made privy to a "to scale" drawing? 	<p>The Council responded by e-mail. In summary</p> <ol style="list-style-type: none"> 1. Utility checks are ongoing, however if a minor adjustment to the location was needed the crossing would still be located between the vehicle entrance to Clover Court and No188 vehicle entrance. It would not move beyond this. 2. We received a request to consider a pedestrian crossing between from Local Ward Cllrs. The PV² assessment meant it was only a zebra crossing. 3. Dimensions were provided to the resident in lieu of a scale drawing.
1a		✓		<p>The resident made a formal objection with the following points summarised.</p> <ol style="list-style-type: none"> 1) No pedestrian accidents at this location 2) There is a zebra crossing and uncontrolled crossing nearby making this proposed location unnecessary. 3) Loss of on-street parking for local businesses 4) Concern for local residents. 5) loss of on-street parking outside own driveway 6) Loss of On-street parking in front of Clover Court 7) Loss of ease at being able to use own driveways due to queuing traffic. 8) Flashing beacons seen from properties 	<p>If the zebra crossing is given approval the Council will respond to the resident to the issues raised.</p>
2		✓		<p>Zebra crossing will increase the difficulty in getting in</p>	<p>The Council responded by e-mail. In summary</p>

Ref	In Favour of the scheme	Objection to the scheme	In Favour of the scheme but objection to elements	Summary of comment received	Sefton Council Response / Action
				and out of the parking at the rear of our property	The zig-zag markings will enable the carriageway to be clear of parked vehicles around their vehicle entrance improving visibility.
3		✓		Objected to the scheme due to safety risks for an already hazardous entrance due to parked vehicles restricting access. Better location nearer Aldi	The Council responded by e-mail. In summary The zig-zag markings will enable the carriageway to be clear of parked vehicles around their vehicle entrance improving visibility.
4		✓		Made the following comments. 1) There is an uncontrolled and zebra crossing nearby that could be used. 2) The loss of on-street parking for Tesco will have a detrimental impact for motorist using the small car park. 3) No pedestrian accidents 4) Better location nearer Aldi 5) Flashing beacons inside property	The Council responded by e-mail. In summary 1) Explained about pedestrian desire lines and both locations are not on the desire line between the stores, 2) The number of on-street parking spaces that would be lost is relatively small. 3) Explained that just because there may not necessarily have been any accidents doesn't mean a site wouldn't be considered. 4) The site closer to Aldi identified a number of issues for the crossing to be located with the area in front of Clover Court / Tesco offering a preferred location. 5) Explained about hoods and provided a stock image as an example.
4a				Queries, how many on-street spaces will be lost and whether the existing uncontrolled crossing at Clifford Rd could be used as an alternative location for the zebra.	The Council responded by e-mail. Explained that the location at the Clifford Rd junction is not on the pedestrian desire line between the stores. Advised that 5 on-street spaces will be lost outside Tesco.
4b				Outlined that the Tesco car park was 'chaotic' and the	If the zebra crossing is given approval the Council will respond

Ref	In Favour of the scheme	Objection to the scheme	In Favour of the scheme but objection to elements	Summary of comment received	Sefton Council Response / Action
				proposed zebra will cause congestion in the future	to the resident to the issues raised.

