

new places for learning

4.65 Creating opportunities for training, skills development and encouraging innovation, enterprise, and self confidence leading to self employment, and access to new jobs is a fundamental part of the vision for Wirral Waters. This is a recognition of the need to enable the most disadvantaged communities of Inner Wirral to share in new opportunities, and of demonstrating the availability of skilled people and training networks to attract new employers.

4.66 Wirral College has well established, successful faculties at Europa Boulevard and Egerton Dock and Morpeth Dock. The students bring a real sense of animation and vitality to the docks, and are less sensitive to environmental quality of the wider setting than others. As such, they are well placed to act as 'pioneers' in bringing less animated parts of the docks 'back to life', and encouraging others to feel safer and visit the docks.

4.67 The regional universities are absent from Inner Wirral as they have been unable to find appropriate locations that meet their requirements and the lifestyle expectations of their potential students.

4.68 Wirral Waters is a real opportunity to expand the presence of Wirral College and other skills and training agencies, immediately adjacent to those deprived communities that are more difficult to engage and reach. Given their proximity to the existing college facilities, Marina View and Four Bridges are best placed to integrate new students facilities with the existing, established locations.

4.69 The proposed scale and world class quality of East Float, and the diversity of growth industries, creative media and live work opportunities it will attract, is well placed to compete with other locations within the City Region and attract a university presence. The wide choice of homes and lifestyles will also strengthen the Wirral's ability to retain talent that may otherwise have left following graduation.

4.70 Bidston Dock brings the opportunity to expand the role of Bidston Moss as a place for visiting school groups to gain a closer understanding of the local environment and economy. The proposed energy and waste infrastructure facilities at West Float and Poulton Road also provide opportunities for interpretation and education.

4.71 The vision is to create new places for learning including:

- Colleges
- University
- School visits
- Skills and Training Centre



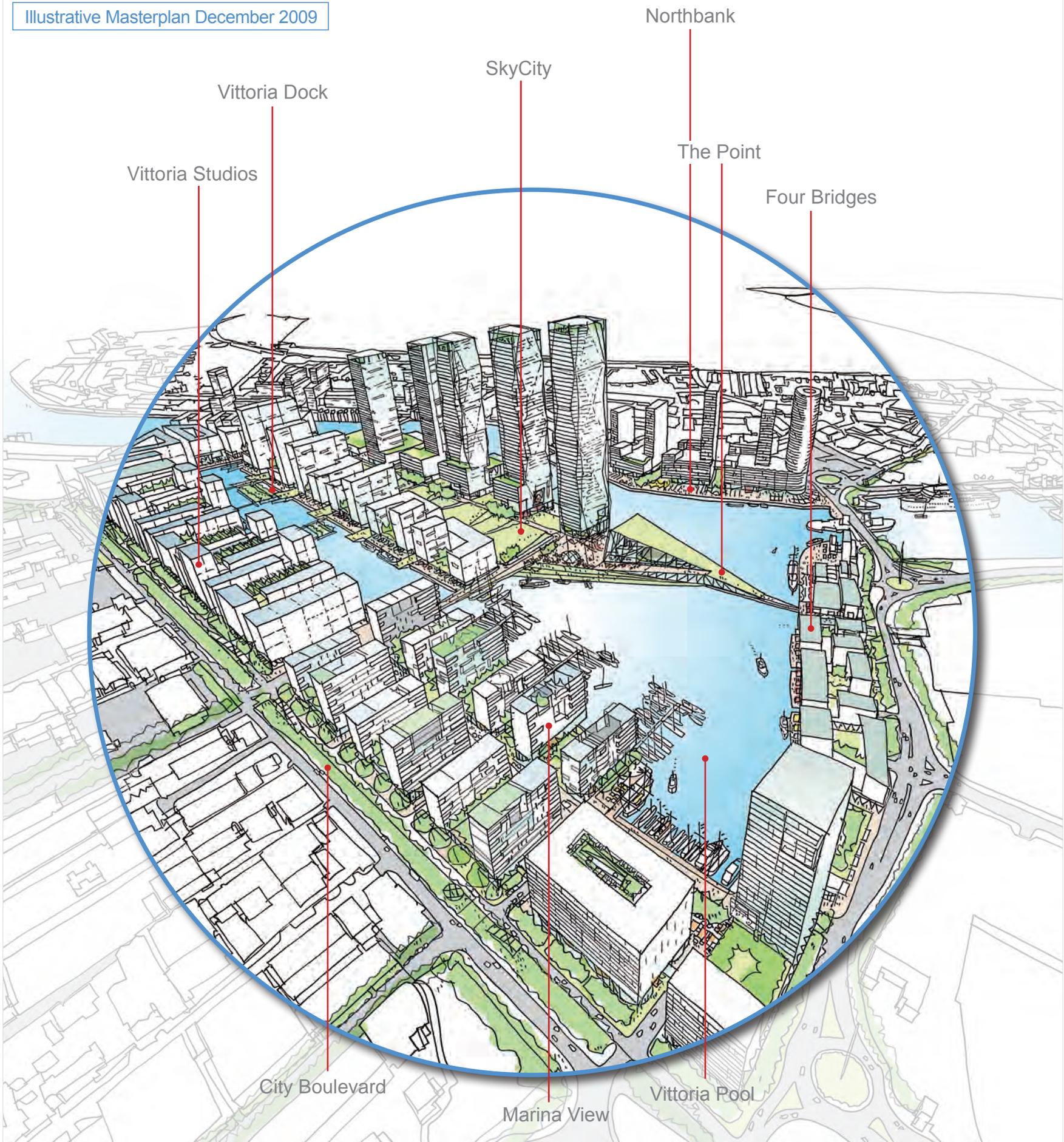
East Float

Looking to the future

- 4.72 The East Float Neighbourhood Framework sets out overarching structuring principles to position East Float and the associated Partnership neighbourhoods with Hamilton Square, Birkenhead Town Centre and Birkenhead Park.
- 4.73 Together with the wider consideration of how Wirral Waters may bring new ways of living, working, meeting, playing, visiting and learning, the Frameworks provide the structuring principles for considering the roles, identities, uses and relationships of each neighbourhood and quarter in more detail as 'pen portraits'.
- 4.74 Using precedents as benchmarks, the pen portraits give a flavour of the roles, uses, identities and built form typologies across each neighbourhood and quarter. They illustrate how the diversity of places for living, working, meeting, playing, visiting and learning forming this vision for Wirral Waters is balanced, inclusive and capable of attracting a wide range of audiences.
- 4.75 The East Float quarters and associated Partnership neighbourhoods are set out across the following pages as:

1. SkyCity
2. The Point and Vittoria Pool
3. Marina View and Four Bridges
4. Vittoria Studios and Vittoria Dock
5. Northbank and the Float
6. Woodside and Scotts Quay
7. Hamilton Park and Conway Park



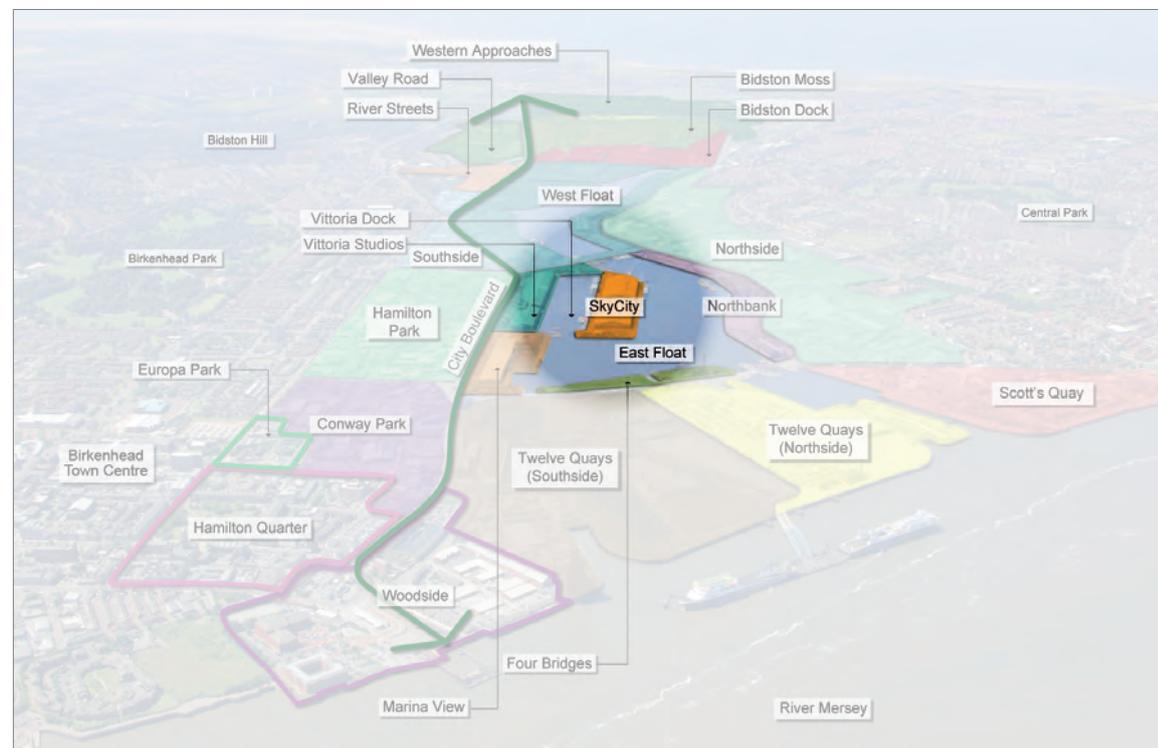


EAST FLOAT CATALYST NEIGHBOURHOOD: QUARTER

SkyCity Pen portrait

Today

- 4.76 SkyCity is centred upon the existing Vittoria Wharf which forms a narrow peninsula stretching out from Duke Street into the centre of East Float. It forms a natural centre piece, enclosed by the Float to the north and Vittoria Dock to the south.
- 4.77 Due to the scale and expanse of the open waters, the peninsula appears as a stand alone element set on the visual 'plinth' of the East Float waterbody. As such, the peninsula has no particular associations with the identities of the northern banks of the River Birket or the Laird Town Plan to the south.



What could this place be?

- 4.78 An international city waterfront destination creating a world class cultural, commercial, leisure and residential quarter capable of attracting new residents and European and international employers. The visual 'spine' of East Float with a tall building cluster and SkyCity Park centred along Vittoria Wharf, formed by 50+ storey towers, establishing an internationally recognisable cityscape and profile from the River Mersey. Fine dining, boutique shops and hotels at the lower levels with a focus of bars and restaurants towards the Point and Vittoria Dock.



living



Young Professionals



Older People



working



Commercial Destination



Hospitality & Services



meeting



City Civic Hub



visiting



Bars & Restaurants



City Park



Boutique Shopping & Dining

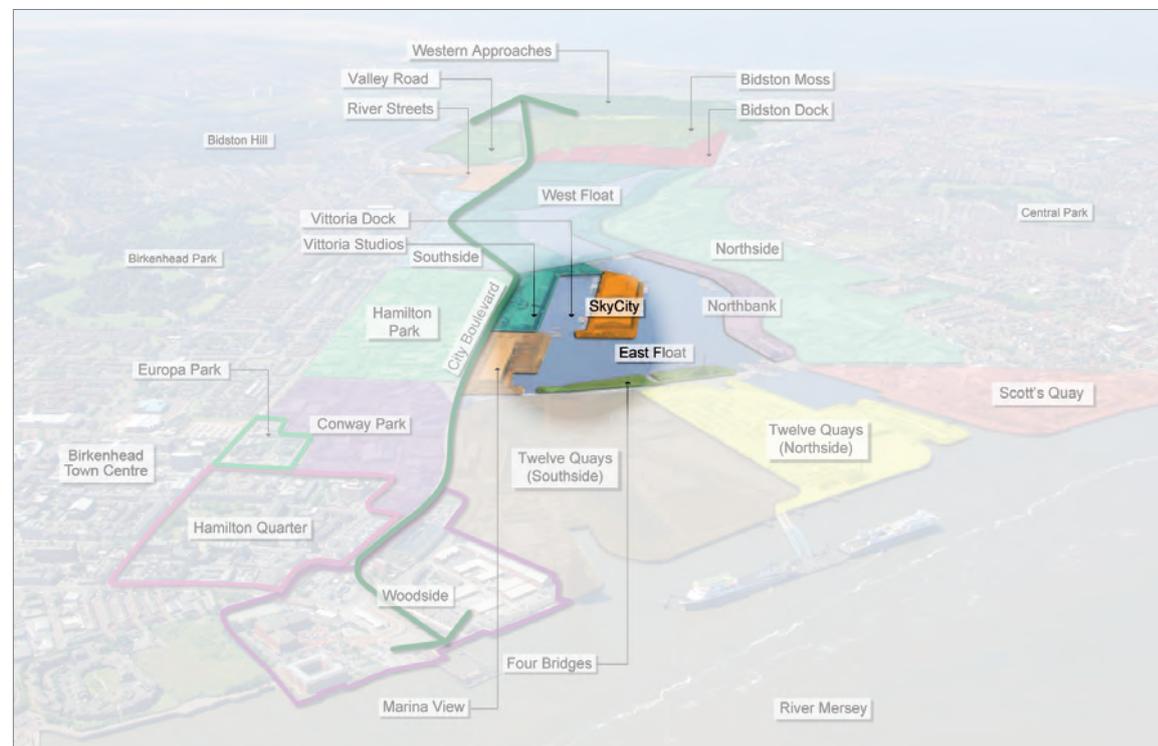


EAST FLOAT CATALYST NEIGHBOURHOOD: QUARTER

The Point and Vittoria Pool Pen portrait

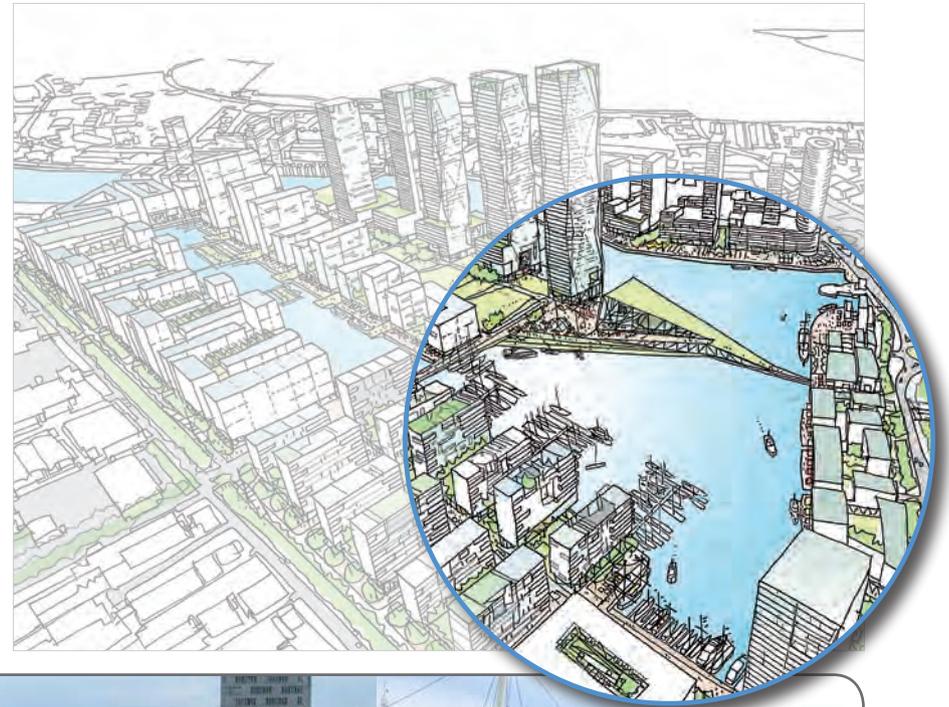
Today

- 4.79 The Point is located at the eastern extents of SkyCity. The alignment of SkyCity, the enclosure of the River Birket valley and the views of the Liverpool skyline orientate views to the east.
- 4.80 This creates a natural relationship with Vittoria Pool, a more enclosed, tranquil waterspace offset from the main commercial shipping channel linking Alfred Dock to West Float.
- 4.81 The sense of enclosure is created by the 'Pool' being enclosed by Four Bridges to the east, Marina View to the south and the gates of Vittoria Dock and extents of SkyCity to the west. This enclosure creates a natural 'pool' and focal point.



What could this place be?

- 4.82 The Point is a world class destination. It will be the cultural centre piece for East Float, including a new cultural destination within a striking landmark building and city square at the promontory of SkyCity. The main arrival, meeting and vantage point for SkyCity and Vittoria Pool. The Point will be a cultural hub, with pedestrian connections reaching across from SkyCity to Four Bridges.
- 4.83 Vittoria Pool is the setting for the marina and focus for watersports and activities, with the connection from SkyCity buffering leisure and watersport activities from commercial shipping. Jetties and floating pontoons provide access to secure moorings for leisure and residential yachts and powered cruisers providing a stunning backdrop for festivals and events, and a contrast to 'floating homes' at Northbank.



living



First Time Buyers



Young Professionals



playing



Marina



Watersports



visiting



Marina & Watersports



Cultural Hub



Waterfront Events & Festivals

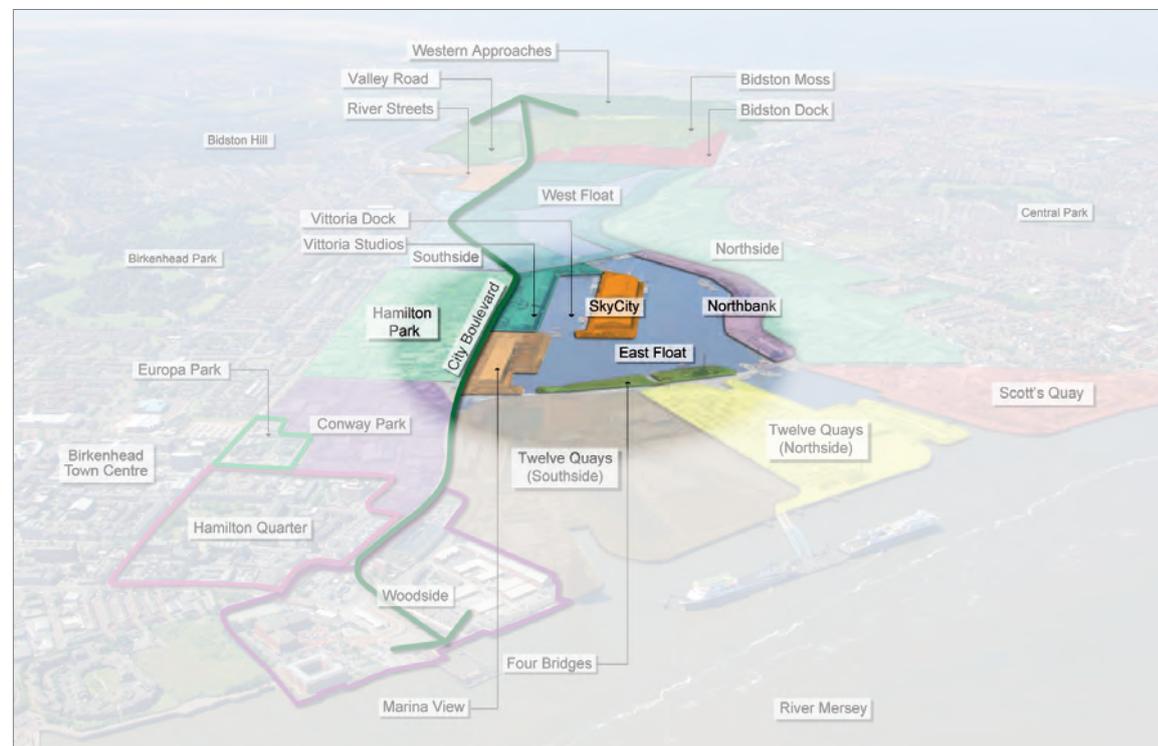


EAST FLOAT CATALYST NEIGHBOURHOOD: QUARTER

Marina View and Four Bridges Pen portrait

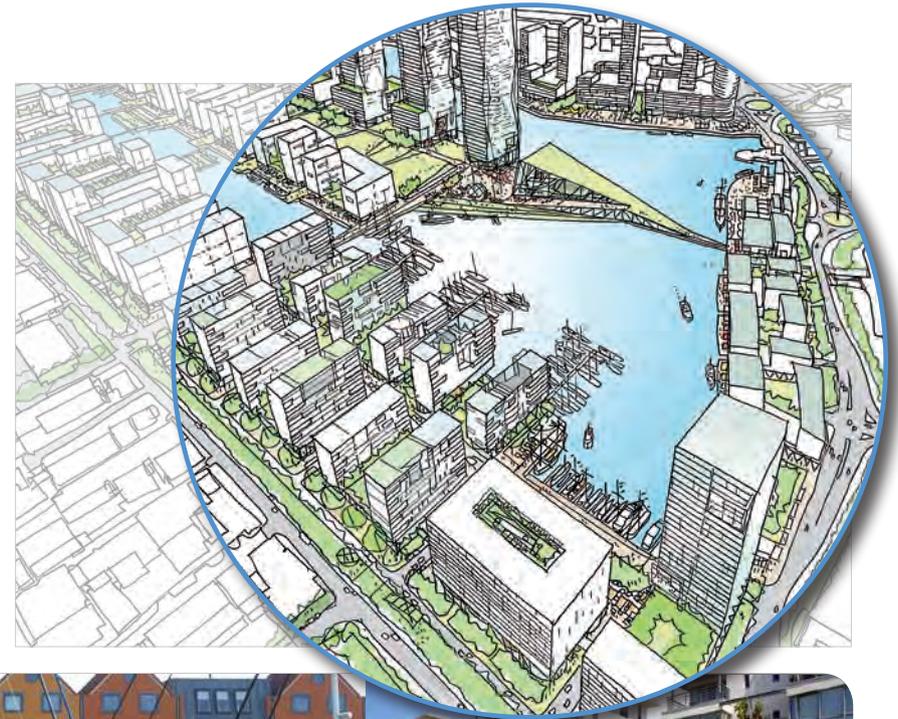
Today

- 4.84 Marina View forms the southeastern extents of East Float, closest to the Woodside and Conway Park 'Partnership' Neighbourhoods and Birkenhead Town Centre and Hamilton Square beyond.
- 4.85 As such, Marina View is a key gateway site from key approaches from the east and south.
- 4.86 Four Bridges forms the eastern extents of East Float. As the main frontage onto Tower Road, a strategic connection into Birkenhead and Woodside, it is one of the most prominent locations at present.
- 4.87 This prominence is emphasised by the drama of the Hydraulic Tower, the passage across the Bascule Bridge and the dramatic reveal and framed views of the open water.
- 4.88 Four Bridges and Marina View benefit from the animation and activity of the students and visitors attending the Wirral College campus immediately across Tower Road to the east.



What could this place be?

4.89 Marina View and Four Bridges are mixed use quarters, new educational and civic hubs with waterside residential and live/work uses. They provide a transition into the existing Wirral College campus and Conway Park. Marina View provides access to secure moorings within Vittoria Pool, and associated marina landside activities. Jetties and floating pontoons provide access to secure moorings for yachts and powered cruisers and a stunning backdrop for festivals and events.



living



First Time Buyers



Young Professionals



meeting



Business District (central)



City Civic Hub



playing



Marina



Watersports



visiting



Marina & Watersports



Bars & Restaurants



learning



College



University

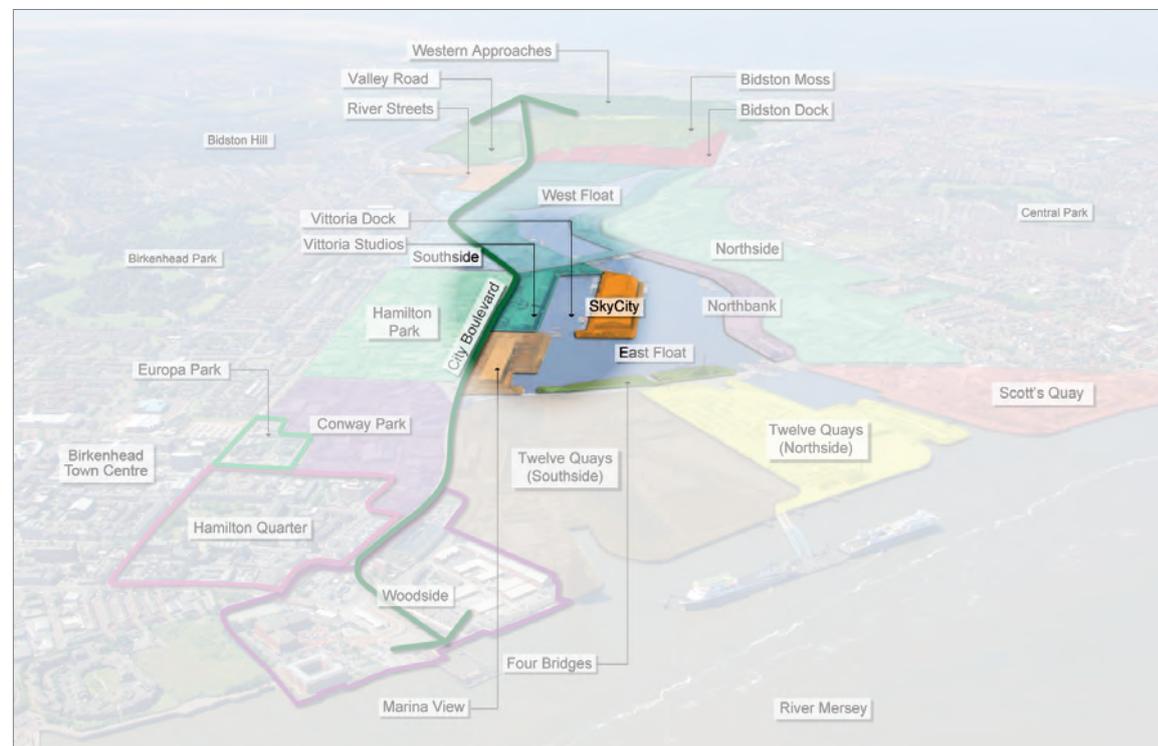


EAST FLOAT CATALYST NEIGHBOURHOOD: QUARTER

Vittoria Studios and Vittoria Dock Pen portrait

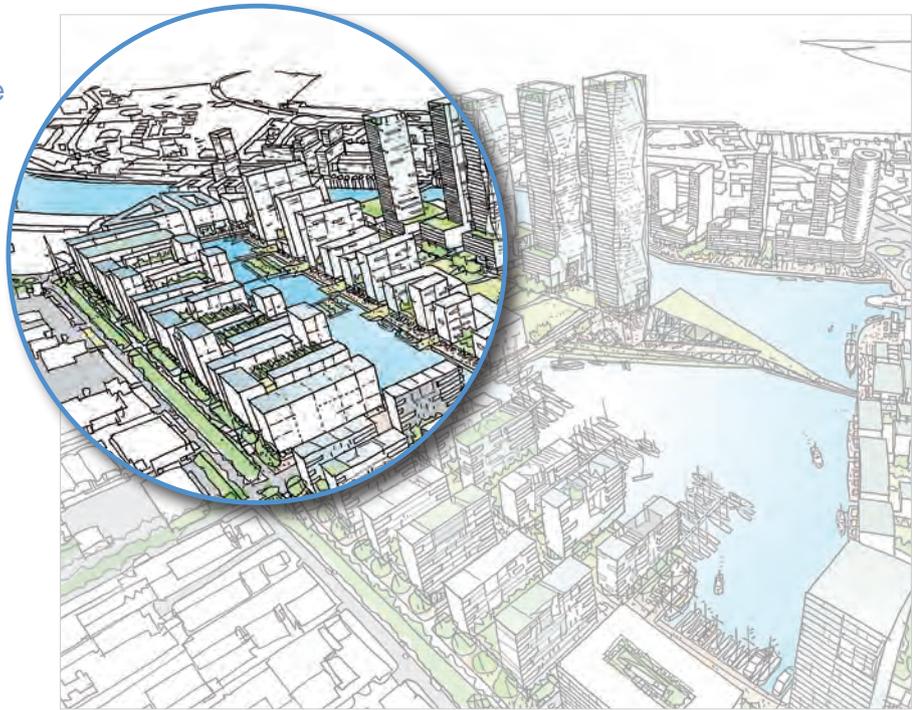
Today

- 4.90 Vittoria Wharf and Vittoria Dock are probably the least well known parts of East Float. They are hidden behind the dock wall that runs along the southern edge of East Float. The wall creates a physical disconnect, separating the dockside and dock from the gridiron of the Laird Town Plan to the south.
- 4.91 To the immediate south of the proposed Vittoria Studios, the streets are dominated by industrial and storage businesses. The gridiron is the most dominant feature, bringing a sense of rigour and order. Vittoria Studios and Vittoria Dock close the northern streets of the gridiron.
- 4.92 The structure of the Laird Town gridiron is reflected in the geometry of Vittoria Dock. It holds the southern extents of SkyCity, separating it from the Laird Town Plan.



What could this place be?

- 4.93 Vittoria Studios is a diverse, more relaxed mixed use place with a creative industries, media and arts focus. Flexible living/work spaces, enclosed studios, galleries and exhibition spaces, provide a transition into Hamilton Park to the south.
- 4.94 The Studios are flexible and able to respond to the changing needs of those who live, work, create and visit this quarter. This approach brings opportunities to start with more creative industries and events, leading to more residential uses as the quarter becomes more developed.
- 4.95 Vittoria Dock is a focus for animation with waterside festivals and events, connecting SkyCity in the north to Vittoria Studios in the south. Jetties and pavilions set within the Dock and boardwalks around the perimeter, provide an enclosed, more intimate experience to contrast with the more open Vittoria Pool and Float.



living



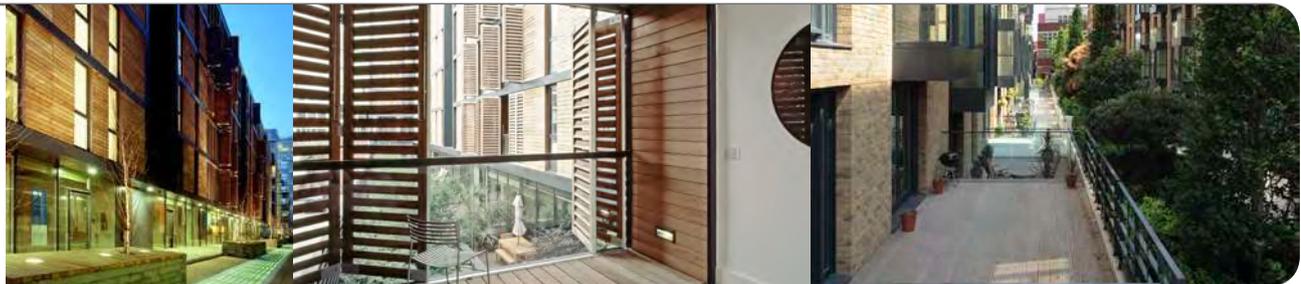
Young Professionals



First Time Buyers



Older People



working



Homeworking



Creative Studios



Hospitality & Services



meeting



Local community hub



visiting



Studios & Galleries



Waterfront Events & Festivals

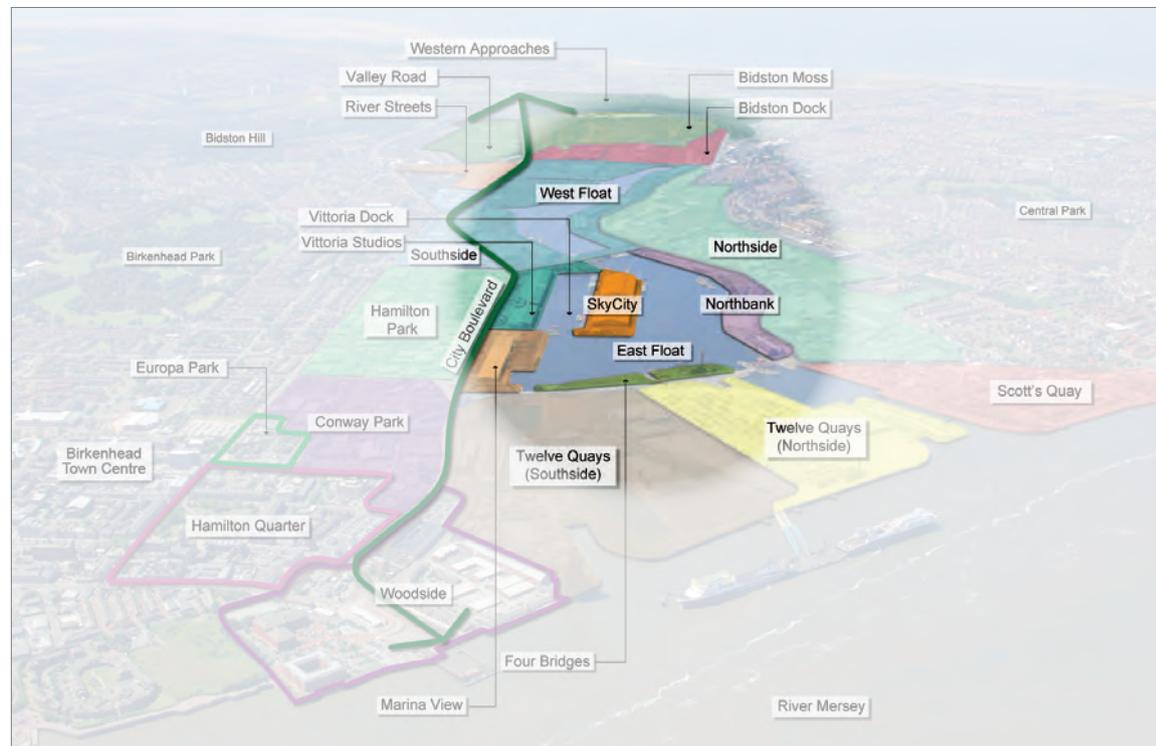


EAST FLOAT CATALYST NEIGHBOURHOOD: QUARTER

Northbank and the Float Pen portrait

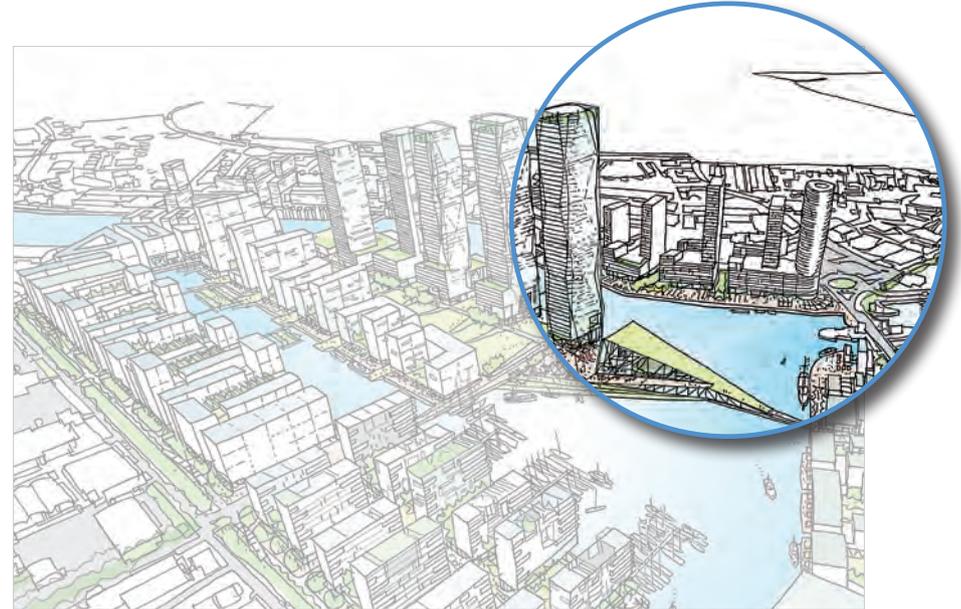
Today

- 4.96 Northbank defines the northern extents of East Float and the transition into the long established industrial and employment estates to the north. The industrial setting to the north is to remain as the focus for more industrial businesses, strengthened by an expanded role in supporting marine and maritime activities within West Float.
- 4.97 The dock road enclosing Northbank is part of the strategic highway network connecting the M53 to the Twelve Quays Roll On/Roll Off ferry Terminal. As such, it presents a challenging urban environment that requires a robust and significant response.
- 4.98 The scale of the Float, and the twist and turns of the dock wall alignment, creates a south facing dock edge with fantastic views across the open water of East Float and beyond.
- 4.99 The dockside wharves are all cleared and vacant. The exception is the two Grain Warehouses, historic landmark buildings. They have recently been converted to residential apartments attracting a diversity of residents, including families. They remain isolated, with no shops or services, within the wider vacant sites and industrial setting.



What could this place be?

- 4.100 Set apart from the hustle and bustle of SkyCity and the Point, Northbank is a more family orientated residential-led quarter, with local community uses, offering a bespoke, more tranquil living environment. A quarter offering city living with 'space to breathe', 'off the beaten track', with access to the waters edge and a short walk away from other quarters and world class destinations.
- 4.101 The Float retains commercial shipping access into West Float and allows new waterside, residential communities to interact with a newly formed lush wetland landscape margins.



living



Families



Older People



Young Professionals



First Time Buyers



working



Creative Studio



Homeworking



meeting



Local Community Hub



playing



Watersports



Running and Walking



visiting



Bars & Restaurants

