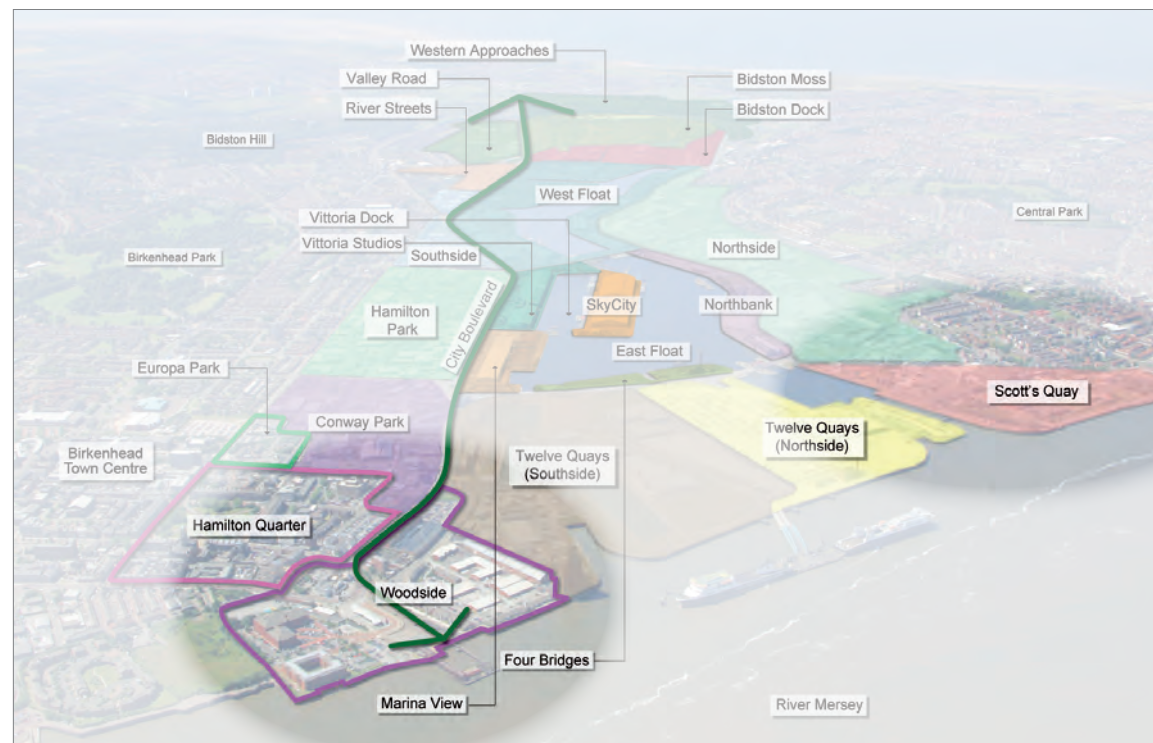


# EAST FLOAT PARTNERSHIP NEIGHBOURHOOD

## Woodside and Scotts Quay Pen portrait

### Today

- 4.102 These riverfront sites are characterised by their fragmented land ownership and occupation. This has led to difficulties in progressing ideas for individual sites that are often 'locked away' from appropriate access connections. They remain in industrial/storage/distribution uses, in some of the most prominent locations from the River Mersey approaches and Ferry Landing Stages.
- 4.103 The Woodside Neighbourhood is subject to a Wirral MBC Masterplan proposing residential, commercial and leisure uses clustered around a new waterfront square linking to the Woodside Ferry Landing Stage.





## What could this place be?

- 4.104 New riverfront destinations and meeting points where the riverfront promenades meet with new city waterfront. The riverfront locations are idea for creating new commercial, leisure and residential destinations with stunning river views. They may act as visual waymarkers, creating a sense of approach and arrival to encourage those approaching on the Ferries to disembark and explore.
- 4.105 The more open and exposed aspect offers a different experience to the more enclosed waterspaces of East Float and the docks. A choice of riverside, dockside and more 'inland' streets and squares will be able to connect the Ferry Landing Stages and river promenades to East Float.



Hamburg Riverfront

### living



Young Professionals



First Time Buyers



Older People



### working



Homeworking



Business Hub (Local)



### playing



Running and Walking



Cycling



### visiting



Bars & Restaurants



Waterfront Events & Festivals



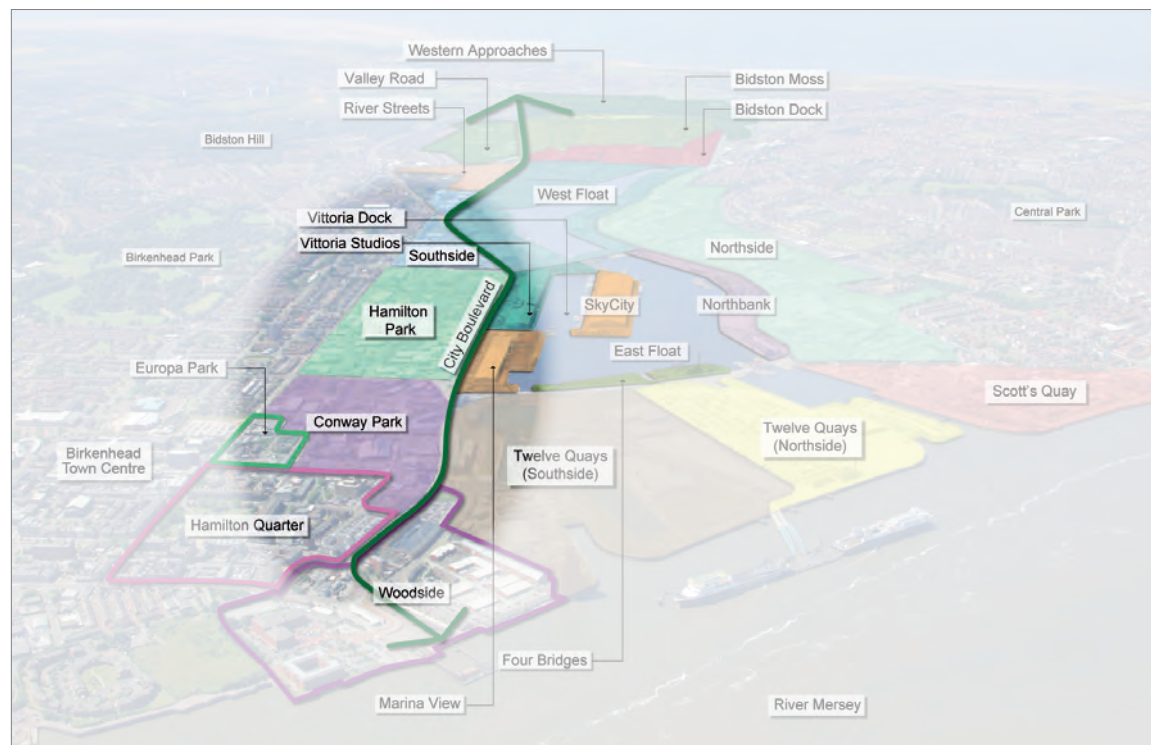


# EAST FLOAT PARTNERSHIP NEIGHBOURHOOD

## Hamilton Park and Conway Park | Pen portrait

### Today

- 4.106 The locality is characterised by low density, piecemeal and fragmented land uses, vacant, underused and derelict industrial buildings and sites, and low levels of movement and activity, particularly in the evening and throughout the night.
- 4.107 These areas provide an employment base of small workshops and industrial units. They are an important component of the local economy.
- 4.108 A key aspect is the absence of any significant activities or draws to attract people into and through the neighbourhood. The street pattern and scale were set out to accommodate a higher density, larger scale building form and pattern than has not actually been developed. The ability of the resulting fragmented and small scale building pattern to enclose and animate the streets, and frame views and vistas is limited. There is also a need to define a clear hierarchy of streets and north-south connections.





## What could this place be?

- 4.109 Hamilton Park and Conway Park are an important transition connecting between East Float and Birkenhead Park and Birkenhead Town Centre. Positioned between Vittoria Studios and the established residential streets surrounding Birkenhead Park, they are well placed to deliver innovative higher density family housing and live-work developments, to complement the tall building proposals within East Float.
- 4.110 Conway Park is well placed to accommodate further educational facilities, including students housing and supporting services. This will assist in connecting Europa Boulevard and Hamilton Square in the south to East Float and Wirral College, focusing upon Conway Curves. Encouraging a wider diversity of uses and activity throughout the day and evening will encourage pedestrians and cyclists arriving at the rail stations.



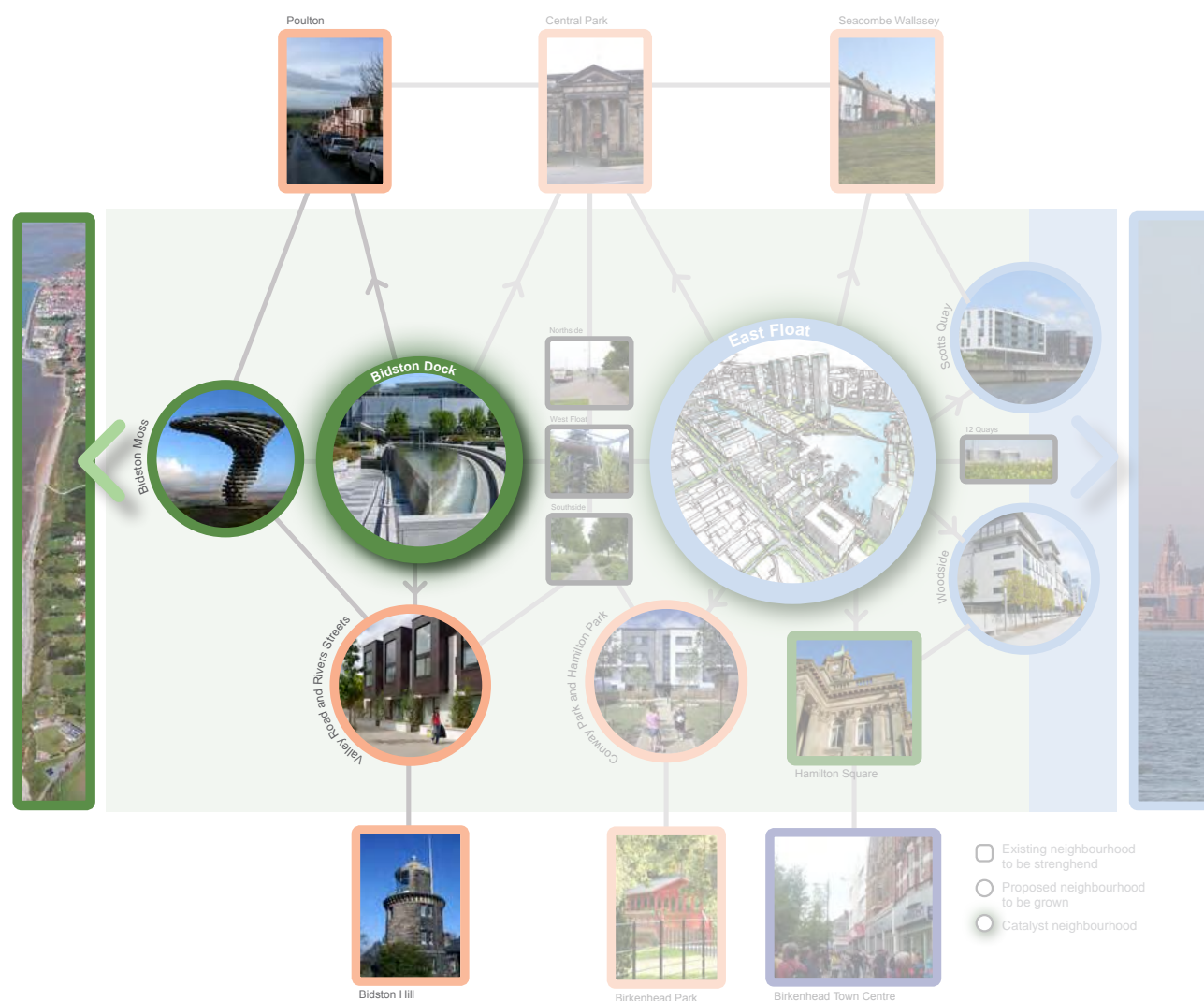
<p><b>Living</b></p> <ul style="list-style-type: none"> <li> First Time Buyers</li> <li> Families</li> <li> Young Professionals</li> </ul>			
<p><b>Working</b></p> <ul style="list-style-type: none"> <li> Homeworking</li> <li> Light Industry / Workshops</li> <li> Creative Studio</li> </ul>			
<p><b>Meeting</b></p> <ul style="list-style-type: none"> <li> City Civic Hub</li> <li> Local Community Hub</li> </ul>			
<p><b>Learning</b></p> <ul style="list-style-type: none"> <li> College</li> </ul>			



# Bidston Dock

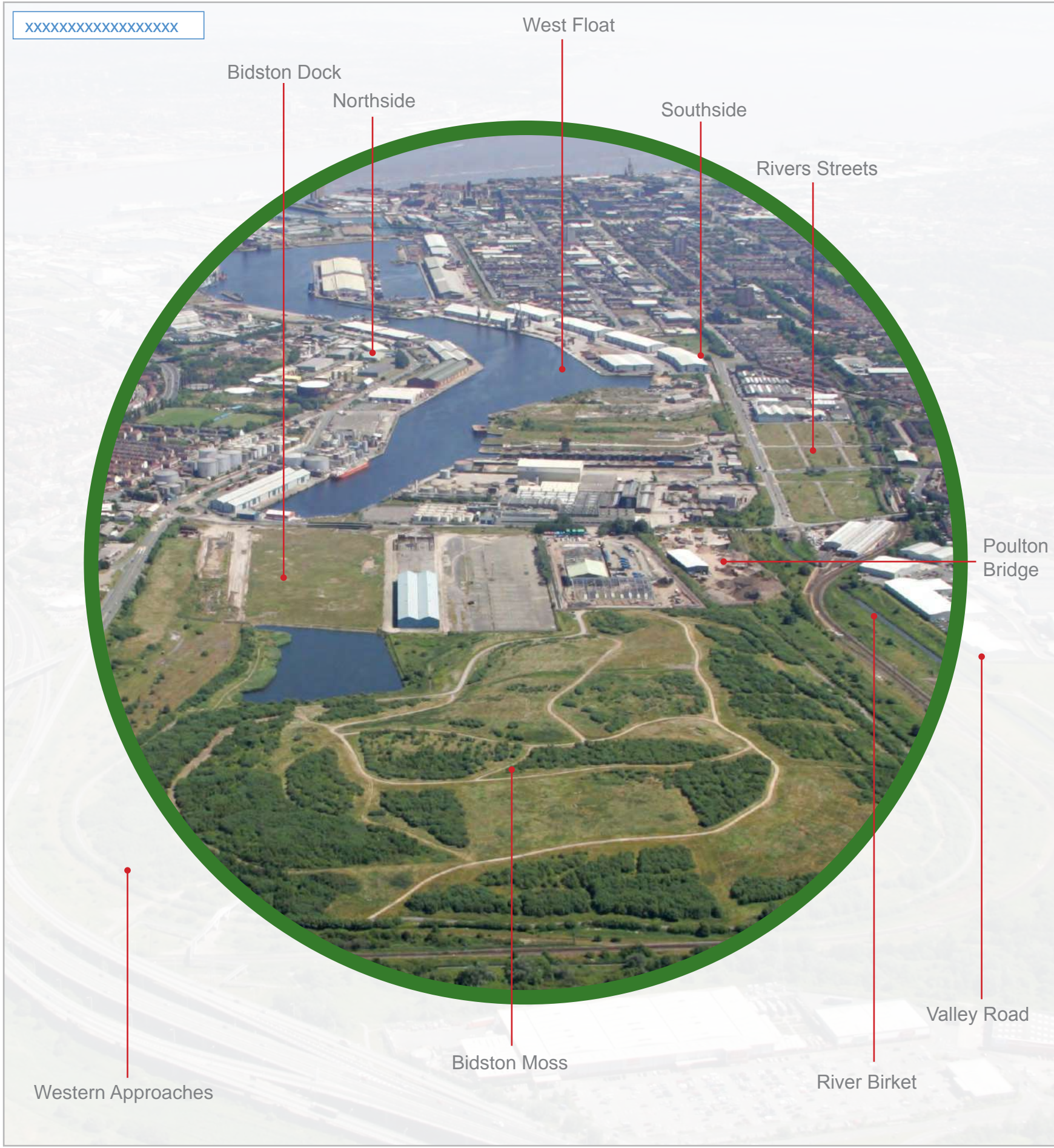
## Looking to the Future

- 4.111 The Bidston Dock Neighbourhood Framework sets out overarching structuring principles to position Bidston Dock and the associated Partnership neighbourhoods with the wider residential neighbourhoods.
- 4.112 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'.
- 4.113 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.
- 4.114 Bidston Dock and the associated Partnership neighbourhoods are set out across the following pages as:
1. Bidston Dock
  2. Bidston Moss and Western Approaches
  3. Rivers Streets and Poulton Bridge
  4. Valley Road
  5. West Float and 12 Quays
  6. Northside: Southside





xxxxxxxxxxxxxxxxxxxx



Bidston Dock

Northside

West Float

Southside

Rivers Streets

Poulton Bridge

Valley Road

River Birket

Bidston Moss

Western Approaches

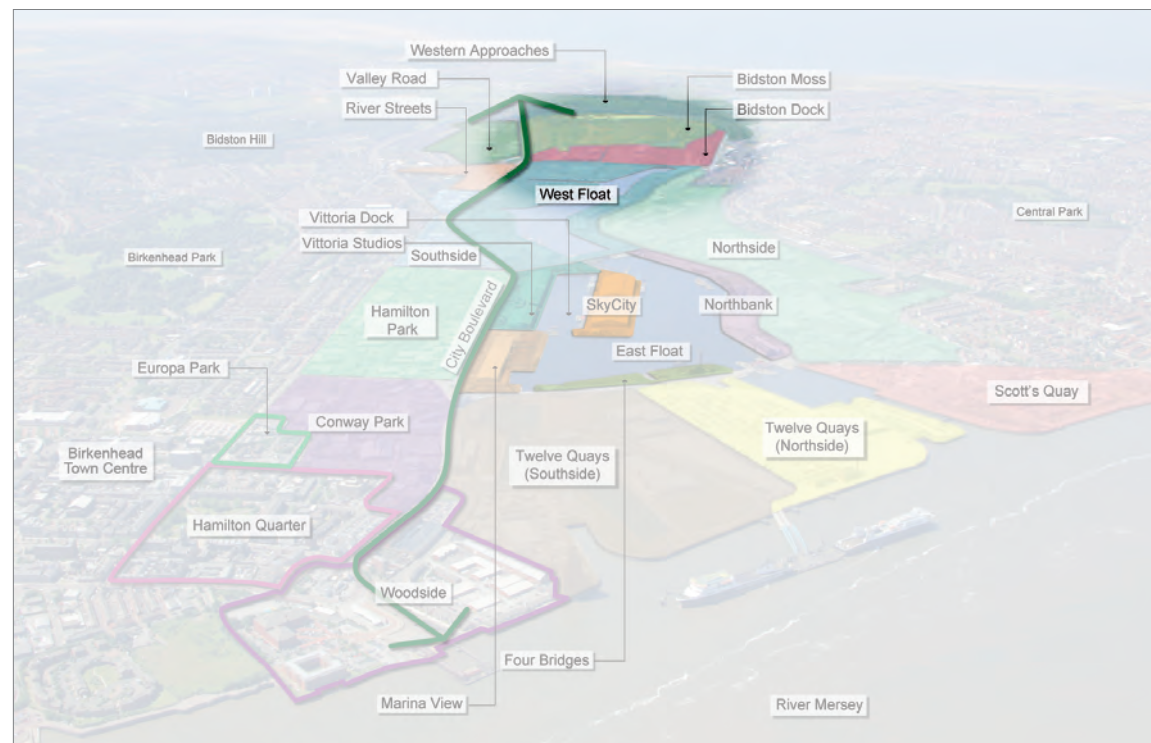


# BIDSTON CATALYST NEIGHBOURHOOD

## Bidston Dock Pen portrait

### Today

- 4.115 The cleared Bidston Dock occupies a strategic location between Birkenhead Docks, Bidston Moss and the wider lower lying landscape of the Wirral peninsula. The sites occupy prominent frontages along Poulton Bridge Road and are clearly visible from the M53 viaducts. They are contained to the east by marine and operational port uses within West Float, to the south by two land parcels supporting industrial uses, and to the north by strategic highway connections directly to the adjacent (M53 Junction 1).
- 4.116 Bidston Dock is a cleared brownfield site with direct access to the M53 Junction 1 and public transport connections. The extent of vacant land has a negative visual impact and restricts accessibility to Bidston Moss from the east.





## What could this place be?

- 4.117 A new leisure and retail destination focusing upon sports and leisure linked to Bidston Moss, family entertainment, and food and shopping to complement existing retail offers in adjacent district, town and city centre locations. The close proximity to the Bidston Waste Resource Recovery Centre and Bidston Moss presents opportunities for educational interpretation, with an emphasis on innovative environmental technologies.
- 4.118 This key destination is well placed for public transport stations and new connections along City Boulevard, offering the potential for new residential proposals connecting with the Valley Road and Rivers Streets Partnership Neighbourhoods.



<p><b>living</b></p> <ul style="list-style-type: none"> <li> First Time Buyers</li> <li> Families</li> </ul>			
<p><b>working</b></p> <ul style="list-style-type: none"> <li> Business Hub (Local)</li> <li> Hospitality &amp; Services</li> </ul>			
<p><b>meeting</b></p> <ul style="list-style-type: none"> <li> Local Community Hub</li> </ul>			
<p><b>playing</b></p> <ul style="list-style-type: none"> <li> Cycling</li> <li> Adrenaline and Destination Sports</li> </ul>			
<p><b>visiting</b></p> <ul style="list-style-type: none"> <li> Regional Park &amp; Destination</li> <li> Boutique Shopping &amp; Dining</li> </ul>			

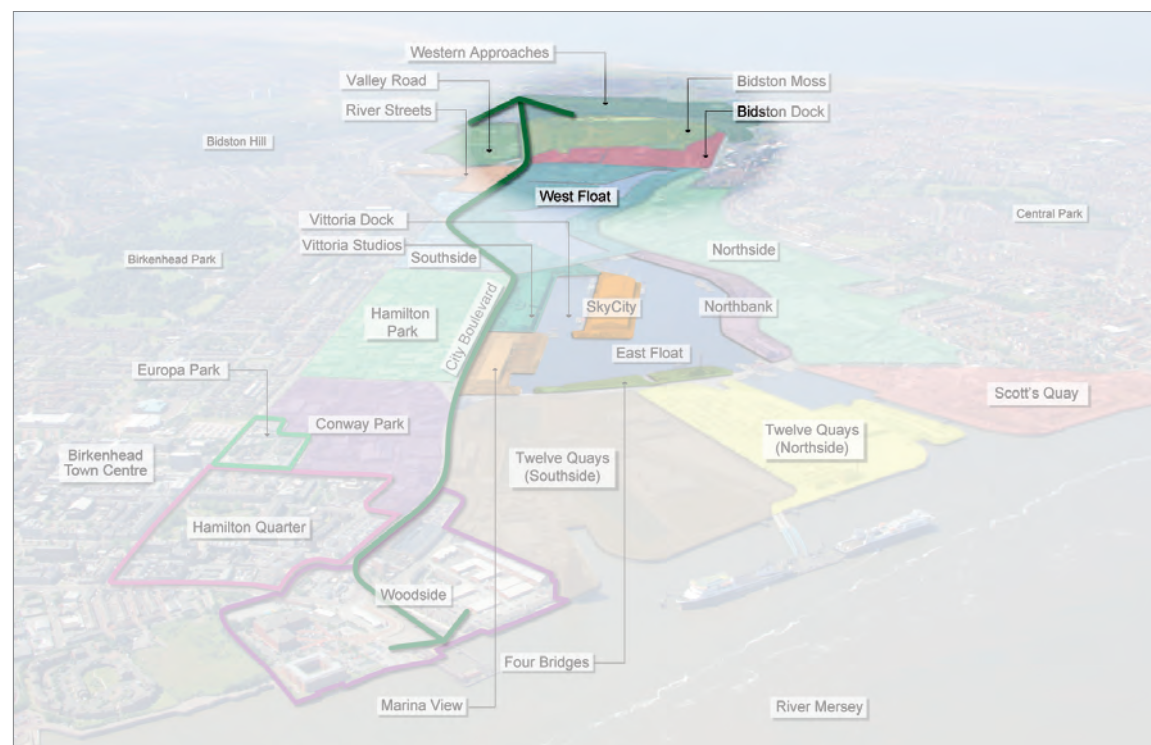


# BIDSTON CATALYST NEIGHBOURHOOD

## Bidston Moss and Western Approaches Pen portrait

### Today

- 4.119 Bidston Moss Community Woodland is a valuable environmental asset. It provides a visual, ecological and recreational resource connecting the wider Wirral Peninsula in north Birkenhead and Inner Wirral. The Woodland is well established and the site is crossed by footpaths and cycleways. A large pond is used for fishing.
- 4.120 The Moss is isolated from surrounding residential communities by the M53 viaducts and Merseyrail lines to the north and south, and other land parcels and uses to the east and west. As a consequence, access points and connections onto the Moss are unclear and are largely concealed from the public highway and adjoining sites. This poor access currently limits use of the Moss and may contribute to the levels of vandalism and anti-social behaviour experienced in the more contained, screened and underused parts.
- 4.121 The M53 viaducts and Merseyrail lines create physical, visual and perceptual barriers between Bidston Moss and the wider landscape, recreational facilities and residential neighbourhoods of Wallasey to the north. The visual impact of the viaducts is poor and in particular the prominent hard standing areas under the viaducts are both visually unattractive and help to accentuate concerns over the safety and security of pedestrians and cyclists.





## What could this place be?

- 4.122 The Moss could be further enhanced as a focal point for outdoor activities, strengthened and complemented by the new leisure and retail project at Bidston Moss. Improved access, management and security are important, together with an informed management plan to balance new uses with existing assets. Connections to the River Birket landscape corridor will connect west Wirral to Bidston Moss and Wirral Waters. Strengthening the existing use of the Moss as an educational resource is vital.
- 4.123 The Moss is a prominent site for those approaching from the west. It is well placed to create a dramatic and memorable gateway to Wirral Waters and Birkenhead through landmark artworks and lighting.



Singing Ringing Tree Panopticon, Burnley

### meeting



Local  
Community  
Hub



### playing



Watersports



Cycling



Running and  
Walking



Adrenaline and  
Destination  
Sports



### visiting



Regional Park  
& Destination



### learning



School Visits



University



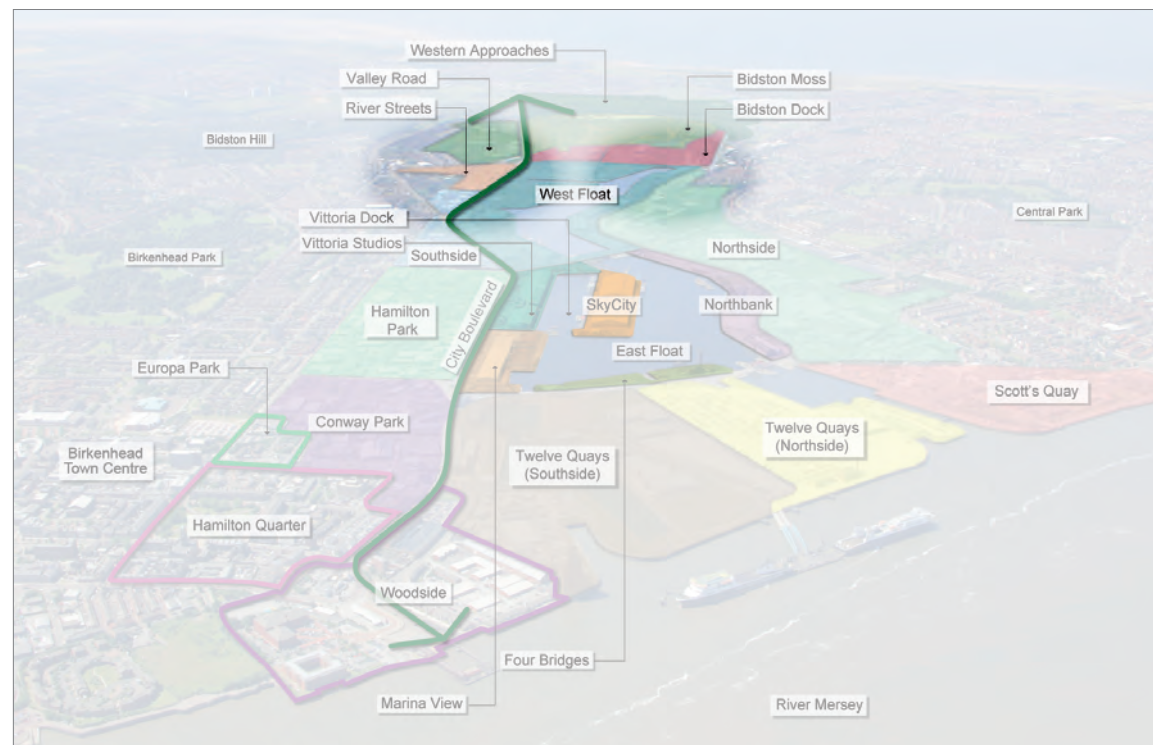


# BIDSTON PARTNERSHIP NEIGHBOURHOOD

## Rivers Streets and Poulton Bridge Pen portrait

### Today

- 4.124 The cleared River Streets sites are contained to the north and east by the industrial and marine activities of West Float and, to the south, by the Merseyrail cutting and a fragmented residential neighbourhood identified as a priority area for HMRI intervention. As such, these sites are isolated within a poor quality and predominantly industrial environment. The sites adjoin the Birkenhead North Station (with frequent connections to West Kirby, New Brighton, Hamilton Square and Liverpool city centre), and are well connected to the strategic highway network with direct access to the M53 Junction 1. As such, they form an important arrival point, shaping first impressions, for those arriving from the west. They contribute to reinforcing perceptions of Birkenhead and Inner Wirral as a neighbourhood/city district in need of structural regeneration.
- 4.125 Poulton Bridge is one of three historic north south connections across the Docks. This route is also dominated by industrial and storage uses, vacant sites and security fencing. These sites occupy prominent frontages between Bidston Dock and Rivers Streets, City Boulevard and north Birkenhead.





## What could this place be?

- 4.126 The public transport connections and immediate proximity to Birkenhead North rail station provide an ideal location for a live-work quarter set within a robust landscape framework.
- 4.127 The residential focus will be around the existing Birkenhead North rail station and proposed Park and Ride, including a local retail, food and drink offer. The commercial and employment uses are well placed to create a transition into the more maritime and industrial neighbourhoods of West Float and Southside. Creating flexible, well managed workshops is vital to accommodate those businesses looking to relocate in Inner Wirral. Poulton Bridge may be expanded as an innovation park for waste recovery and energy generation.
- 4.128 The frontages onto City Boulevard and Poulton Bridge are prominent opportunities to create a transition from the urban environment into the River Birket landscape corridor and Bidston Moss.



### living



First Time Buyers



Families



Young Professionals



### working



Homeworking



Light Industry / Workshops



Business Hub (Local)



### playing



Cycling

