

ST WERBURGH'S QUARTER

MASTERPLAN

A PLACE FOR INDEPENDENTS

A PLACE FOR CREATIVES

Revision

Comment

P08 // Updated due to further comments from Wirral MBC

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Prepared by

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The Councils approach to Neighbourhood Frameworks and Masterplans

Local Plan Spatial Strategy

The Council's emerging Local Plan sets out the overall spatial strategy for the Borough which is to focus on the regeneration of Birkenhead and the wider regeneration programme for the 'Left Bank' of the River Mersey, stretching from New Brighton to Bromborough. The Local Plan identifies 11 Regeneration Areas and 19 Masterplan Areas. The Council has been working on a series of documents to support these designations and to assist the delivery of the regeneration strategy for the Borough. All of the documents can be found on the Council's web pages at <https://www.wirral.gov.uk/planning-and-building/local-plans-and-planning-policy/local-planning-evidence-and-research-reports-3>

Birkenhead 2040 Framework

The Birkenhead 2040 Framework is a 20 year strategy that defines the vision and ambition for the transformational regeneration of Birkenhead. The document has been adopted by the Council as its Interim Regeneration Strategy for Birkenhead and provides a comprehensive regeneration framework for Birkenhead as a low carbon, sustainable waterfront garden 'city'. Eight of the Regeneration Areas lie within the Birkenhead 2040 area. The three remaining are designated at Liscard, New Brighton and New Ferry. Each of the Regeneration Areas has a specific policy approach included within Part 4 of the Local Plan.

Neighbourhood Frameworks

Neighbourhood Frameworks are primarily regeneration strategy documents. They provide further information on each Regeneration Area, building upon Birkenhead 2040. Neighbourhood Frameworks will also help to inform the development of Masterplans and site specific proposals.

Masterplans

Local Plan Policy WS 6.3 - Masterplan Areas requires proposals within defined Masterplan Areas to be in general conformity with a Masterplan which has been endorsed by the Council.

The policy identifies 19 Masterplan Areas where Masterplans are required to guide site specific proposals.

Policies WS6.2, RA1, RA2, RA3, RA4, RA5, RA6, RA7, RA9, RA10, RA11, WP4.2 and WP6.3 of the Wirral Local Plan set out requirements for development within a series of Masterplan Areas to conform with Masterplans which have been endorsed by the Council. With the exception of the Masterplan for West Kirby Concourse, all Masterplan areas fall within Regeneration Areas.

Purpose of the Document:

The St Werburgh's Masterplan relates to Policy RA5 (D) in the Council's emerging Local Plan and covers the Masterplan area MPA-RA5.2 St Werburgh's Quarter. RA5 (D) of the emerging Local Plan states that Development proposals within the Masterplan Area shown on the Policies Map must be in conformity with a Masterplan and Design Code which has been endorsed by the Council and provide, as appropriate, for:

1. An appropriate gateway design for Birkenhead to reflect its relationship to the waterfront, and to include one or more landmark buildings of appropriate scale and height that create a sense of place and focal points of interest, having regard to: strategic views in context with the waterfront skyline including planned development within the Birkenhead Waterfront (RA 3), Wirral Waters (RA 6) and Scott's Quay (RA 2) Regeneration Areas and the Hind Street Urban Garden Village Masterplan Area (MPA-RA5.1) and; the need to preserve or enhance the setting of heritage assets including the designated Conservation Areas at Clifton Park (CON-SA3.6), Hamilton Square (CON-SA2.1) and Birkenhead Park (CON-SA3.2);
2. Appropriate arrangements for a new highway network to accommodate changes arising from the removal of the Borough Road (A5227) and Queensway Tunnel flyovers and to provide appropriate vehicular access to the site;
3. High quality, safe and convenient pedestrian and cycling links to the Birkenhead Commercial District and Mixed Use Quarter (MPA-RA4.1); the Hind Street Urban Garden Village (MPA-RA5.1); Birkenhead Priory, the Mersey waterfront; and Rock Retail Park
4. Provides proportionate and appropriate contributions towards primary school provision.

The document contains advice and guidance on how the area can be developed comprehensively, in a phased and coordinated way and how the necessary infrastructure can be provided on a phased basis (See policy WS 6.3 of the emerging Local Plan). It is the Council's intention to revise the document following feedback from consultation and endorse it to support the policies in the emerging Local Plan.



Southern Edge of St Werburgh's Quarter formed by Borough Road and Queensway Tunnel Flyover approach.

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1.0 Introducing St Werburgh's

1.1 Introduction

St Werburgh's is a special place in Birkenhead. It forms a key node point in movement in and around the town. It is a place where the Laird Grid of Argyle Street and Conway Street meet the earlier planned streets of Grange Road and Borough Road. It is a place where major infrastructure combine together with road tunnel and flyovers, bus station and underground railway station all passing through this area. The natural topography reinforces this with Borough Road a former tributary to the river Mersey forming a low point and clear subdivision to the land to the south of the site. There are a number of buildings of historic value in the site area including the listed St Werburgh's church, that serve to provide a link to the once booming town's past.

The area has suffered years of gradual decline, and today is comprised of many vacant sites, and unloved, or underutilised buildings. However, the planned development of the new Birkenhead Market on the site of the former House of Fraser building, and the adjacent new council office buildings within the commercial quarter, combined with the proposals of the new Local Plan will provide a catalyst for the wider regeneration of the area as a mixed use gateway. St Werburgh's is also a place which will benefit from the major regeneration proposals which will surround it in particular, the Hind Street Urban Garden Village, Dock Branch Park, and the new Commercial Quarter, to which it will be closely connected.

The new Dock Branch Park, Hamilton Square and the Woodside River front will be a short stroll or cycle ride away and Argyle Street is already becoming a focal point for creative businesses spear headed by Future Yard. All these projects together with planned major residential development elsewhere in the town centre provide the potential for transformational change in this area of the town.

This is a unique place in Birkenhead where former high quality retail heart of the town meets the historic civic active street grain of Argyle Street. It's a place that provides strong links on towards Hamilton Square, Conway Street and Birkenhead Park, and acts as a point of gateway to the town. It's a place where many might consider it to be the heart of Birkenhead, and one that today is suffering but holds so much potential for transformation.



Clifton Crescent c.1965



View of Central Hotel



View of Edward VIII Memorial Clock Tower



1836 Map



View of Grange Road



View from Grange Road of Historical Asset



View of St Werburgh's Church



1836 Map overlay over current street map



View from Argyle Street



View from Argyle Street

St Werburgh's is a key arrival place in Birkenhead where many interact today through the network of highways and flyovers, but one that is poorly representative of the potential of the place.

This place has held a strong place for generations as a place of entertainment with the Argyle Theatre and the Ritz to name just two of the venues within this small area of the town.

The Argyle theatre opened in 1868 and had seating for 800 people which would be comparable to the Floral Pavilion in New Brighton as the Borough's largest venue today. It was a venue played by all of the greats of music hall and variety such as Charlie Chaplin, Stan Laurel, and more latterly Morecambe and Wise and was seen as one of the best venues to play in the UK during the early 1900's. The building survived the Blitz of the second World War, but later fell into disrepair and eventual demolition in the 1980's.

With the new market building proposed within St Werburgh's masterplan area, this brings with it a link to the past of the wider site. The original Birkenhead Market was located to the area adjacent to the Queensway Tunnel, and served Haymarket Square planned to be reinstated within the Hind Street Urban Village Masterplan. The market and independent traders on Argyle street are a stark contrast when comparing to the delapidated civic buildings. However today the buildings along Argyle street lend themselves to creative and independent use.

Today there is no evidence of the entertainment past in St Werburghs, but the adjacent Future Yard presents a green shoot of the past re expressing this entertainment thread in the culture of Birkenhead. With the new market building proposed to the former House of Fraser site, this offers an exciting opportunity to link to the creative independent reuse of buildings along Argyle Street and draw this into the heart of the town to create a unique expression of the town and its community.



Images of Future Yard



View from Argyle Street present day



Argyle Theatre c.1930



Grange Road c.1950



1.2 Masterplan Boundary & Context

The boundary of the masterplan is shown in opposite (figure 1.1) within the wider town centre regeneration context.

The St Werburgh's masterplan lies at the centre of four masterplan areas which are proposed in the Emerging Local Plan which will together transform the town centre and adjoining area.

The St Werburgh's Quarter Masterplan Area (MPA RA5.2) is as shown on the Submission Draft Local Plan Policies Map - with the exception that the alignment to Argyle Street has been adjusted to include the flyovers. This overlaps with the Hind Street Urban Garden Village but assists in the understanding of the master-planning of the area.

The Town Centre lies to the West of the boundary with its new Commercial and Mixed use Quarter Masterplan Area (MPA-RA4.1). Detailed proposals within this area are set out in the Birkenhead Commercial and Mixed use Quarter Masterplan Area (MPA-RA4.1).

Immediately to the north of the proposed St Werburgh's Quarter is the proposed Dock Branch Park Masterplan Area (See Submission Draft Local Plan Policy RA4, (MPA-RA4.3)). This masterplan area will contain a new worldclass linear park providing active travel links to Wirral Waters to the North.

The Hind Street Urban Garden Village masterplan area lies immediately to the south of St Werburgh's (see Submission draft Local plan Policy RA5 (MPA5.1)).

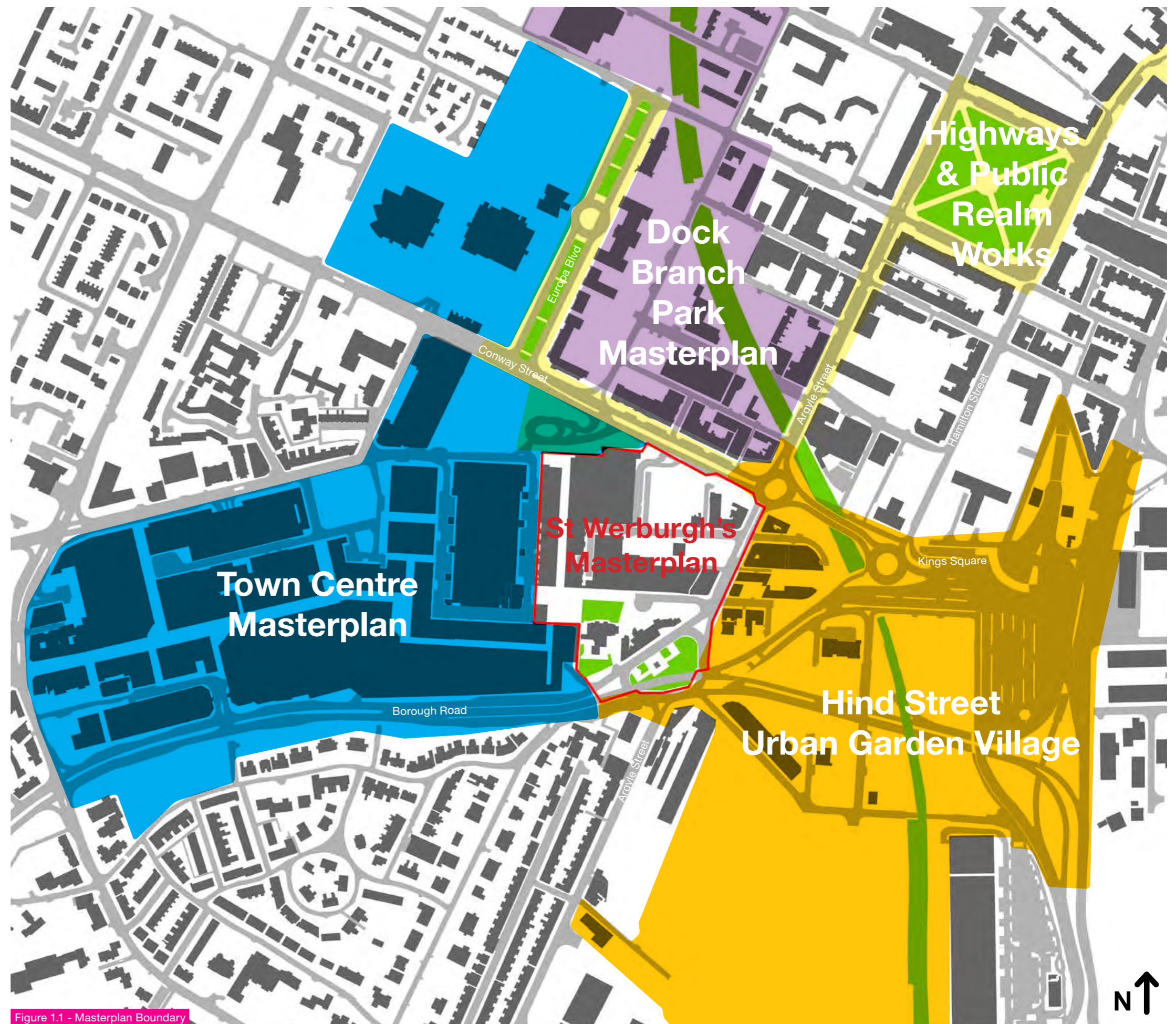


Figure 1.1 - Masterplan Boundary

1.3 Planning Status

The Masterplan has been prepared with the intention that the document will be endorsed as planning guidance following the adoption of the Wirral Local Plan

The masterplan has been prepared in accordance with Policy RA5 (D) and other relevant policies of the Wirral Local Plan Submission Draft (May 2022) (see section 9.3)

The masterplan has also been prepared in accordance with the emerging Birkenhead Design Guide and Public Realm Strategy.



Figure 1.2

RA5-Hind Street and St Werburgh's

- Regeneration Area Boundary
- - - - Borough Road/ Tunnel Flyovers to be demolished
- Queensway Gateway (WS6.2)
- Hind Street Urban Garden Village masterplan area (MPA-RA5.1)
- St. Werburgh's Quarter masterplan area (MPA-RA5.2)
- 1 Central Birkenhead Merseyrail Station
- 2 Green Lane Merseyrail Station
- | | | | | Dock Branch (Southern Section)

For illustration purposes only



S2

2.0 Vision and Masterplan

2.1 Vision

The Vision for St Werburgh's is to create a unique place in Birkenhead:

- A new creative mixed use regeneration area at a key arrival point from Birkenhead Central station flowing from/ extension of Argyle Street
- A unique place that is both gateway to the retail core of the town and a place where independent businesses and creative industries combine supported by new residential units.
- The fulcrum point in Birkenhead's historic grid layout between Laird and the organic grid responding to the topography of the adjacent hills.
- A place with strong wider visual connections to Birkenhead & the surrounding areas, providing vistas to and from Liverpool
- A place that celebrates the heritage and history of Birkenhead while balancing them with the opportunity for new landmark developments to act as a catalyst for change
- A place that sets out the importance of Birkenhead Priory to the town and improves the ability for pedestrians and cyclists to connect from the retail core to the waterfront
- Make Birkenhead a destination in its own right, reinstating it as the capital of the Wirral, and a unique place to live, work, shop and enjoy leisure time
- Capitalise on the pivotal place on active travel networks. A place that is seen as the centre of Birkenhead

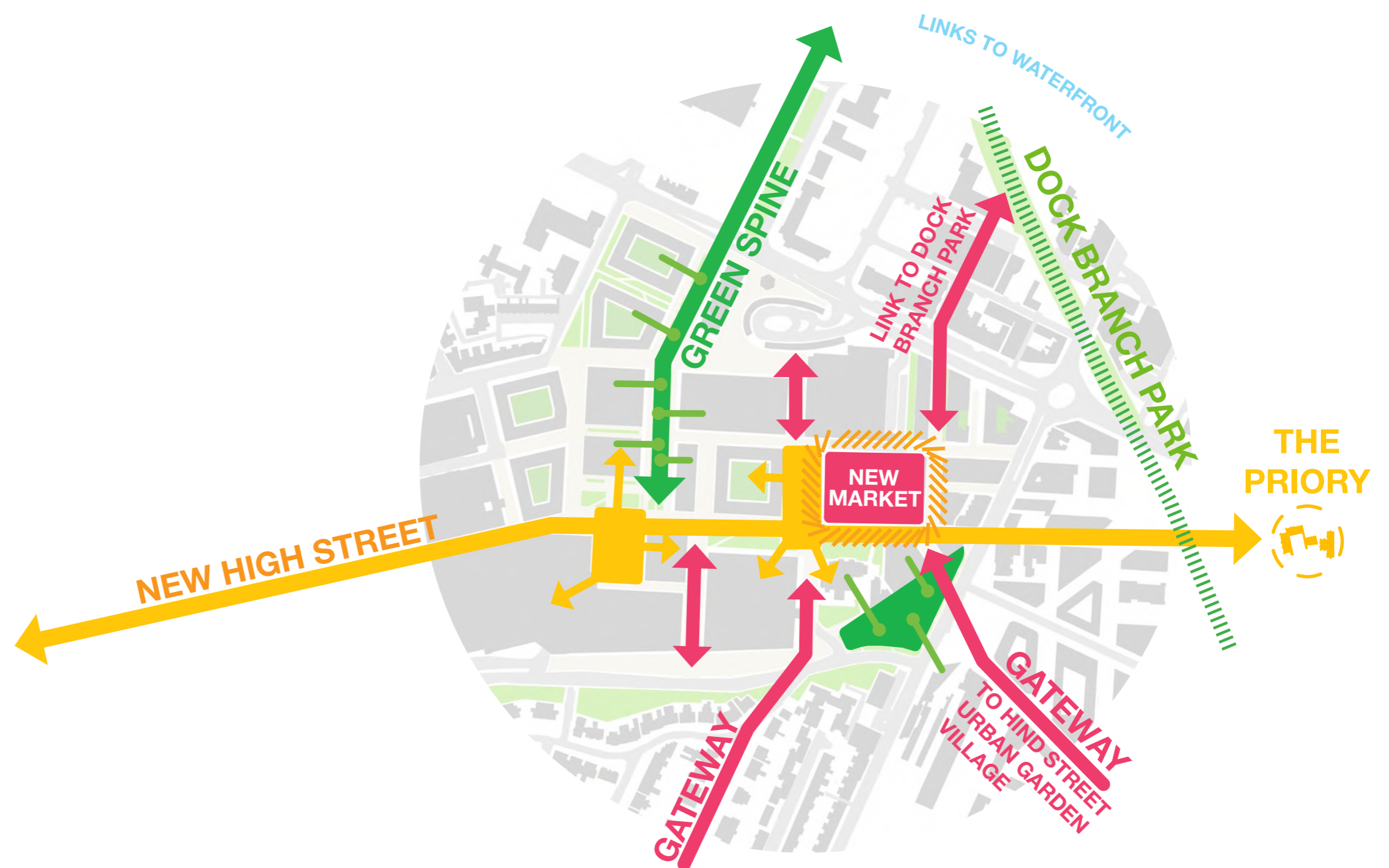


Figure 2.1 - Vision Diagram

2.2 Objectives

The main objective of this document is to provide a framework that will facilitate the regeneration of St Werburgh's as a vibrant new mixed use quarter of Birkenhead Town Centre.

The principle objectives are to:

- Identify key development sites and future land uses
- Improve connections to adjoining areas in particular the Central Business District and Town Centre, Hind Street Urban Garden Village, Argyle Street, Hamilton Square, Dock Branch Park and the Priory and Waterfront
- To ensure that the proposed market building is fully integrated as a key focal point for the new mixed use area and is accessible from the retail core and new neighbourhoods
- Set out a design code to inform landuse, street hierarchy, character, and building heights
- Highlight the importance of the demolition of the flyover's leading towards the Queensway Tunnel to the reconnecting of the areas to the south and east.
- Establish view corridors to key assets in the local area and wider views to Liverpool
- Inform how the adjacent town centre can help facilitate the transformation of St Werburgh's

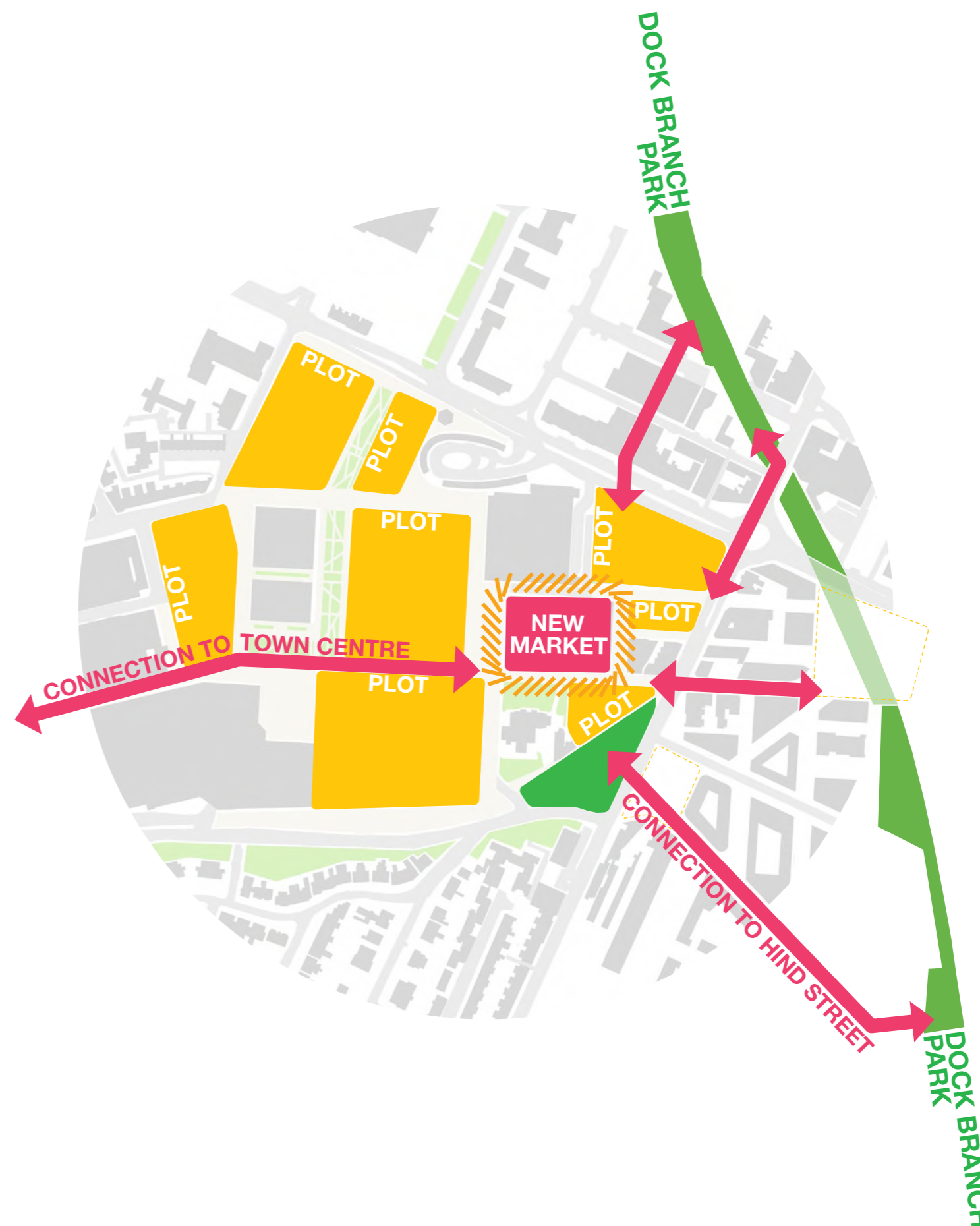


Figure 2.2 - Objective Diagram

3.0 Spatial Context Opportunities and Constraints

3.1 Spatial Context

St Werburgh Masterplan is one of a number of Masterplans being prepared to support the Local plan. Each will create new residential and mixed use neighbourhoods to repopulate Birkenhead and deliver the housing growth set out in the local plan.

‘Repopulating Birkenhead’

St Werburgh Masterplan is one of a number of Masterplans being prepared to support the Local plan. Each will create new residential and mixed use neighbourhoods to repopulate Birkenhead and deliver the housing growth set out in the local plan. One of the key principles of the Birkenhead 2040 Framework is to connect the centre of the town to the Waterfront and to existing and new mixed use neighbourhoods created in part through the restructuring of the Town Centre

A new refocussed retail and commercial core

In order to address the declining fortunes of the Birkenhead Town Centre the Submission Draft Local Plan (Policy WS11.2) identifies Birkenhead Town Centre as the primary focus for retail, office, leisure services, art, culture and tourist development, community facilities and other main town centre uses of Borough wide significance. Policy WS11.1 also defines the Primary Shopping area (PSA SA2.1) as the area where retail should be concentrated. The boundary as drawn doesn’t currently include the St Werburgh’s masterplan area. This masterplan document demonstrates that the St Werburgh’s area should be a key focus for town centre related uses and as such it is suggested that the town centre and Primary Shopping Area boundaries in the Local Plan are extended to cover St Werburgh’s. This is illustrated in figure 3.1.

Place Making

The St Werburgh’s Quarter will benefit from a context of a number of major place making proposals which provide new residents with access to high quality public infrastructure spaces and public realm. As

shown in Figure 3.1 and described below.

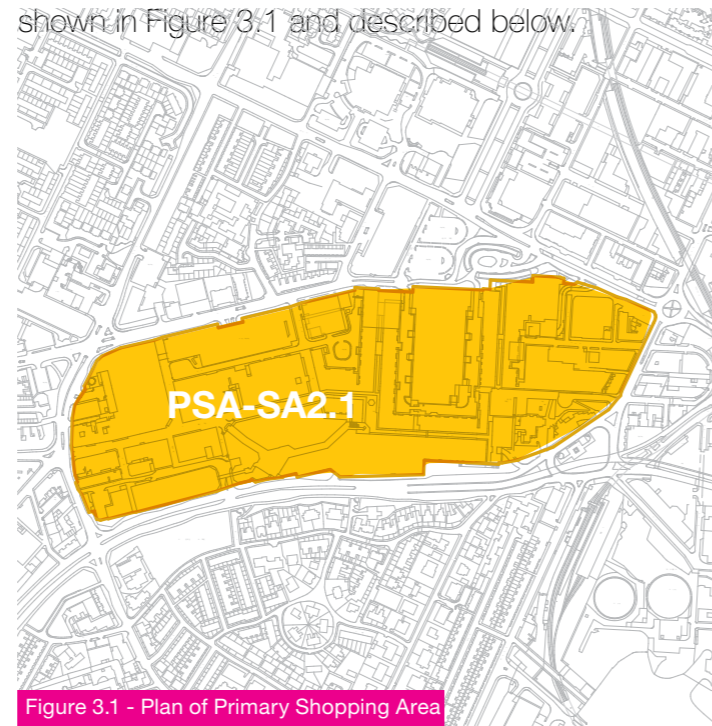


Figure 3.1 - Plan of Primary Shopping Area

Key

- Consolidation of Primary Shopping Area
- Town Centre Boundary

Dock Branch Park (1)

A new world class Dock Branch Park built along the path of the former dockland railway cutting will transform the centre of Birkenhead and provide an attractive open space and recreation resource for the new residents of St Werburgh’s.

Birkenhead Market (2)

The St Werburgh’s Quarter will be the location of the new Birkenhead Market which will become a key focus for new mixed use and residential neighbourhoods with the potential for over 4000 new homes.

Public Realm proposals

Argyle Street, through Hamilton Square and leading towards Woodside Ferry Terminal and the waterfront are to benefit from both public realm, and highways adaptations to improve walking and cycling and align to a wider highways movement strategy for vehicles. These works also include proposals for Conway Street and Europa Boulevard.

Removal of Flyovers and Hind Street Urban Garden Village (4)

The removal of the flyovers is a key piece in the Birkenhead 2040 framework noted as being a catalyst project in the regeneration of the town. They represent a visual blight and a severance of the town from surrounding areas with the greatest impact being on St Werburgh’s and the immediate areas surrounding.

Education

St Werburgh’s will be within the catchment of a new primary school. This is to be provided as part of the Hind Street Urban Garden Village Development.

Leisure and Health (5)

New residents of St Werburgh’s will have the benefit of existing nearby leisure facilities at the Vue Cinema and Europa Pools, but there is potential to relocate these facilities into the town centre and St Werburgh’s Quarter itself as discussed in section 4.

Accessibility and Movement

St Werburgh’s is extremely accessible by public transport and road. There are three Merseyrail stations and the town centre bus station within easy walking distance. In particular, the proposals to remove the flyovers and to enhance accessibility to the Birkenhead Central Railway Station will provide new residents and workers with the ability to travel to Liverpool City Centre within 10 to 15 minutes and

to Chester in 30 minutes. Birkenhead bus station is also easily accessible and close by. The proposed new Mass Transit system will provide improved connectivity around the town including the Wirral Waters Regeneration Area.

The St Werburgh’s Quarter is also located in a gateway location close to the **Queensway tunnel (6)** portal providing easy access for vehicles travelling to Liverpool and south towards Chester along the A41.

There are proposals to remove the existing flyovers which serve the Queensway tunnel to facilitate the development of the Hind Street Urban Garden Village which will improve movement and connectivity between the large residential neighbourhoods to the south of Borough Road with St Werburgh’s the Town Centre and the Waterfront.

Key

- Birkenhead regeneration site boundary
- Dock Branch Park site boundary
- St Werburgh’s masterplan boundary
- Potential demolition



River Mersey

Hamilton Square

Hamilton Station

5

3

St Werburgh's Masterplan

2

Priors Spire

6

Borough Road

Central Station

Hind Street Urban Garden Village Site (Proposed)

Dock Branch Park (Proposed)

4

1

Figure 3.2 - Aerial View of Site & Context

3.2 Constraints

Environmental

The St Werburghs area has been influenced by both natural historic topography of Borough Road and the historic water course, and the dramatic Laird Grid application across the townscape. The result is an area that is unique in its context. The Laird grid is clever in its orientation, it provides plots with no northerly aspects, whilst the crank to Grange Road aligns almost with a perfect East - West axis providing plots with a northerly aspect which will need responding to within the developed masterplan and architecture to provide good daylighting to plots and buildings.




The prevailing wind direction to the area is from the North West, and as the plot sits at a lower point is provided with some wind shading from the wider area, however with the adjacency to the River Mersey and the docks the funnelling of the estuary also provides the potential for a Northerly wind aspect compounding the orientation of Grange Road.

The high level tunnel road network has a significant negative impact on the identity of the area, and also provides both noise and air quality concerns to any use within the immediate area. The planned removal of the flyovers will provide significant benefit to this, but could also benefit further from any ability to redirect traffic away from the tunnel over time other than perhaps public transport.

Movement & Accessibility

Dominant vehicle and service routes within the redline boundary segregate the site from the surrounding areas and limit pedestrian permeability. Of Particular note is the severance caused by the flyovers to Borough Road and the gyratory. House of Fraser store blocks any permeability to the north and views to historic assets on Conway Street, and future routes to Dock Branch Park. The service nature of the Conway Street multi storey

Key

-  Sun Path
-  Prevailing Wind
-  Highway Related Noise

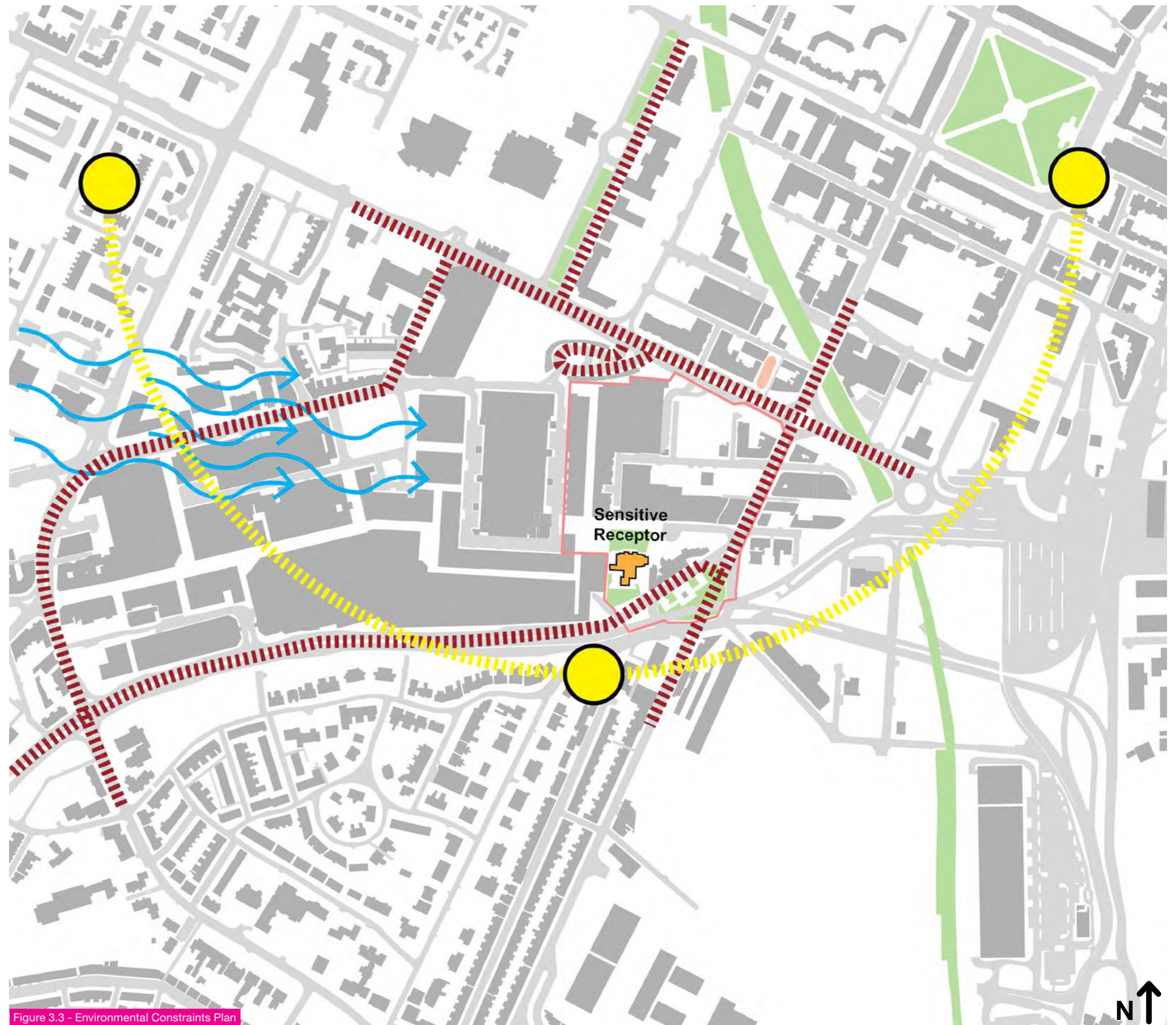


Figure 3.3 - Environmental Constraints Plan

3.3 Other Constraints

car park provides an important constraint with major utilities within its ground floor. It focuses transport movements into the area, albeit only accepts traffic travelling west today. This MSCP (Multi storey car park) could also provide benefit to a new mix of town centre uses if this could be utilised as a central parking area in a consolidated area.

Heritage

Strong historic connection to the west and the retail core, but disconnected by introverted retail pedestrian routes from the surrounding streets. The Listed heritage buildings that front Grange Road and Argyle Street offer character and identity to the area, but are in need of renovation, and offer potential for residential or creative industries above ground floor.

The war memorial monument to the Crescent and potentially the adjacent Victorian basement WC's are under utilised and offer the potential to create a part of a unique gateway with new public realm if combined with Central Station. The Central Hotel and Crescent buildings provide a poor front door to the town centre and reconfigured road networks present an opportunity to open views from Central Station and the reconfigured road network.

Sensitivity around St. Werburgh's Church as a listed active building and ongoing use within an emerging active context. Some buildings that adjoin Central Hotel may be opportunities to readdress its identity. Walled church yard to Grange Road offers an opportunity to integrate within wider regeneration. Conway Street MSCP and ground floor utilities create a constraint to the reuse of this plot. Opportunity to maximise the use of this asset.

Key

- → Service Routes
- → Pedestrianised Routes
- 🚗 Car Parking
- 🏡 Listed Buildings
- 🔴 Site Boundary
- ✗ Market acting as a boundary

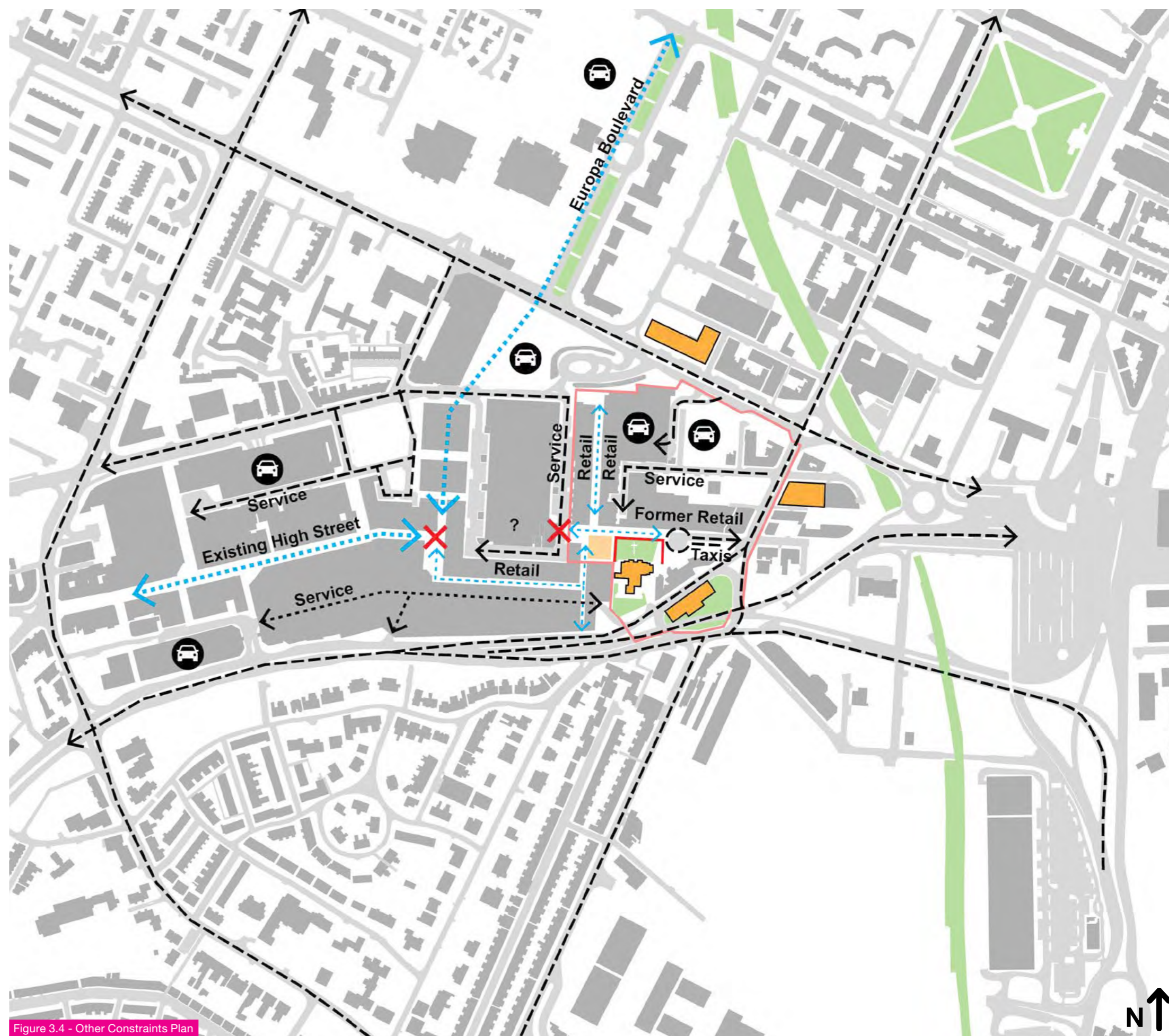


Figure 3.4 - Other Constraints Plan

4.0 St Werburgh's Masterplan

4.1 Key Opportunities

Figure 4.1 sets out the key opportunities to create a vibrant new mixed use St Werburgh's quarter at the heart of a new Birkenhead Town Centre.

- ① The proposed development of the new Birkenhead Market on part of the former House of Fraser Site offers the opportunity to re-establish one of the principal footfall anchors to the town centre, and a gateway activity in the Borough.
- ② There is a strong heritage character within the St Werburghs area, and to some immediate surrounding streets. Part of this masterplan is exploring ways in which to highlight and enhance these assets to create a distinct part of Birkenhead building on its past glories and new emerging creative identity with the adjacent Future Yard.
- ③ Re-knit the townscape through infill of gap sites, particularly Argyle Theatre site, and former Ritz site to Conway Street.
- ④ Consolidate surface car parking and dispersed servicing into one location focused around the MSCP to Conway Street.
- ⑤ Creation of a major new piece of public realm to the New gateway at south/east corner of the site following demolition of fly-over for those arriving at Birkenhead Central station and from the new Hind Street area.
- ⑥ Breaking the barrier of the U shaped Precinct (under council control) to create permeability across to the West and the heart of the Birkenhead Retail core, and re use of the current Market and interfacing with the new council office buildings.

Key

- Potential Sites
- Listed Buildings
- Key Buildings
- Site Boundary

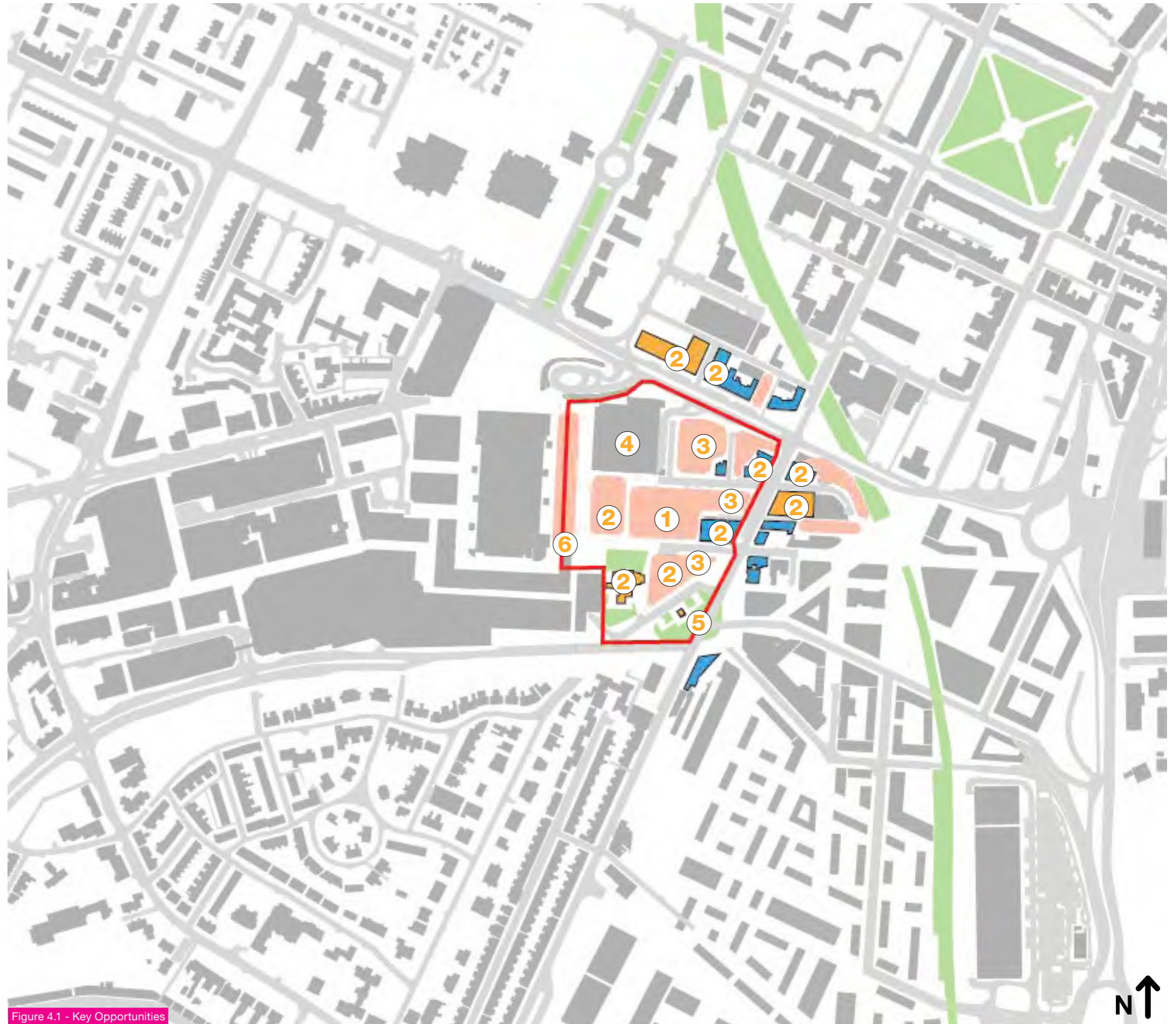


Figure 4.1 - Key Opportunities

4.2 Initial thoughts on a strategy

The redline boundary for the study has a series of key interfaces:

- To the North the Dock Branch Park,
- The West the Commercial District focused around the new council office buildings and Town Centre,
- The South the residential areas of Hind Street and Clifton Crescent, and the
- East the Queens Way Tunnel, Haymarket and the Priory.

Each of these present different opportunities some of which are simple extrapolation of connections and wider opportunities already identified, whilst others have more significant interventions required we believe to fully integrate the St Werburgh's Masterplan into the wider context and mitigate any risks of the masterplan not delivering the sustainable transformation potential held within this area. Key to this we feel is permeability and creating places that reinforce its unique identity.

The key area of interface where change is required we believe is; to the north with a new permeability to Conway Street and capturing views to the Conway Building, and to the west to the Pyramids precincts and current Market Hall. These later areas are in the main outside of the core of the masterplan boundary, but without proper integration will neither link major new developments such as the proposed market or the forthcoming new council offices as part of the Growth Company plans.

This diagram illustrates what we feel is the potential held within the area with regards key linkages, points of interface and connection, and approach to servicing and movement. The following page explores a 'bigger' picture vision on how this can integrate with the wider town centre core.

These development opportunities are explored in more detail on the following pages.

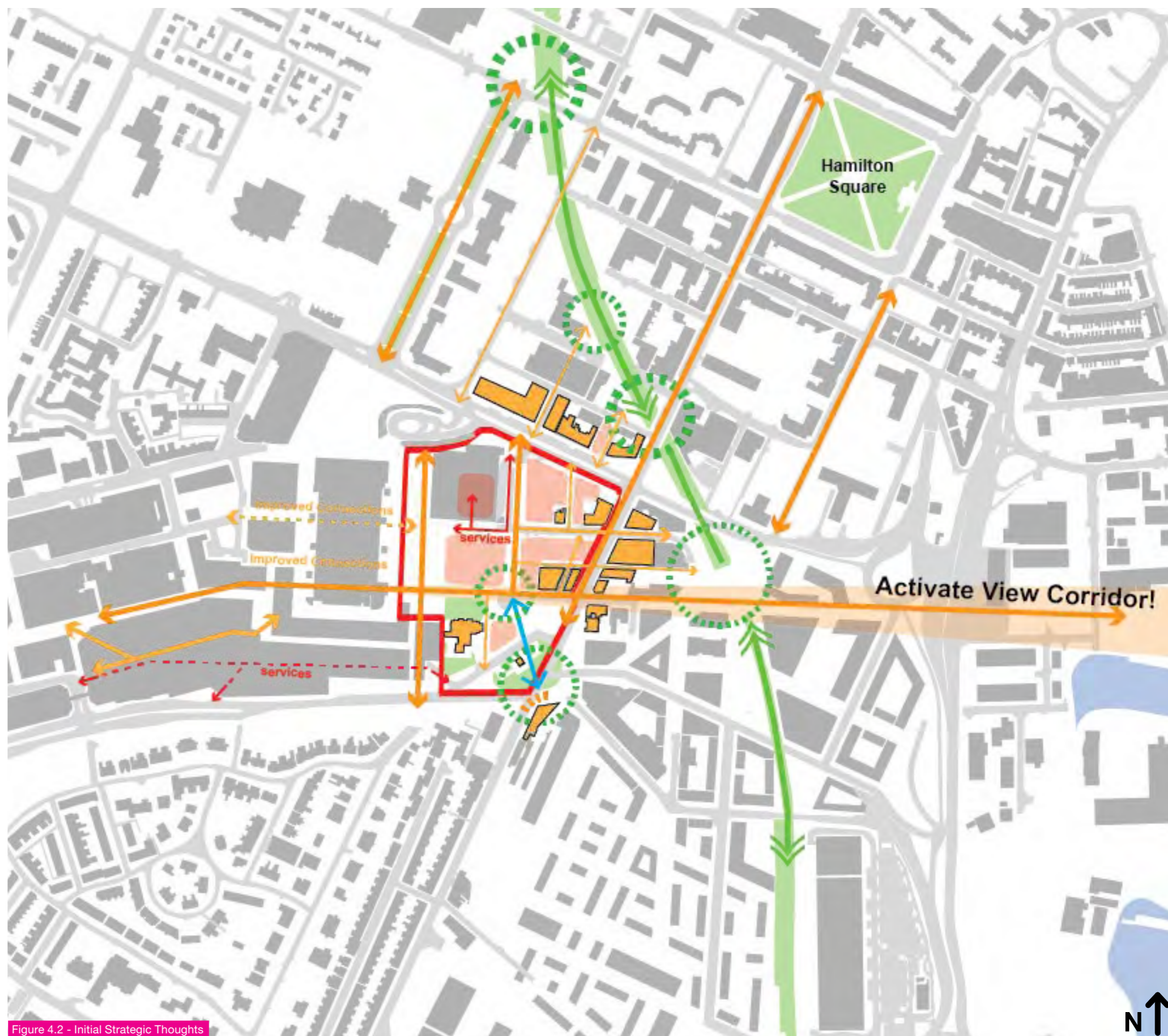


Figure 4.2 - Initial Strategic Thoughts

4.3 Masterplan

The Big Picture - Key development principles

This diagram illustrates what we feel is the 'big picture' opportunity and is intended to illustrate the areas of change and intervention required to provide the St Werburghs Masterplan area with the greatest integration to the wider context and the success of the uses within:

- Reconnect key east / west pedestrian routes, re-establishing the former Grange Road and the town's historic urban grain and improving legibility and permeability and capitalising on the view to the Priory and potential for future movement to the waterfront.
- Create new visibility and permeability from Central Station to the heart of the site and potential location to the site for the new market building
- Improve views of Priory Spire from Grange Road, through to Liverpool Cathedral from the High Street and Hamilton Square down Argyle Street to strengthen way finding and sense of place.
- Make a strong connection to Borough Road and create new enhanced visibility to the town centre from a key arterial route. As well as an opportunity to link Hind Street to Central Station
- Consolidate retail core to west of town centre, but ensure the key public transport movement generators are still connected and that the market retains its place to act as a point of gateway into the retail core.
- Introduce new north / south pedestrian connections through to Dock Branch Park and Clifton Park.
- Create a strong new connection to the council's new proposed office buildings as part of the Growth Company and drive a permeable footfall through the St Werburghs Masterplan area.
- Setting context for new market and a new residential development

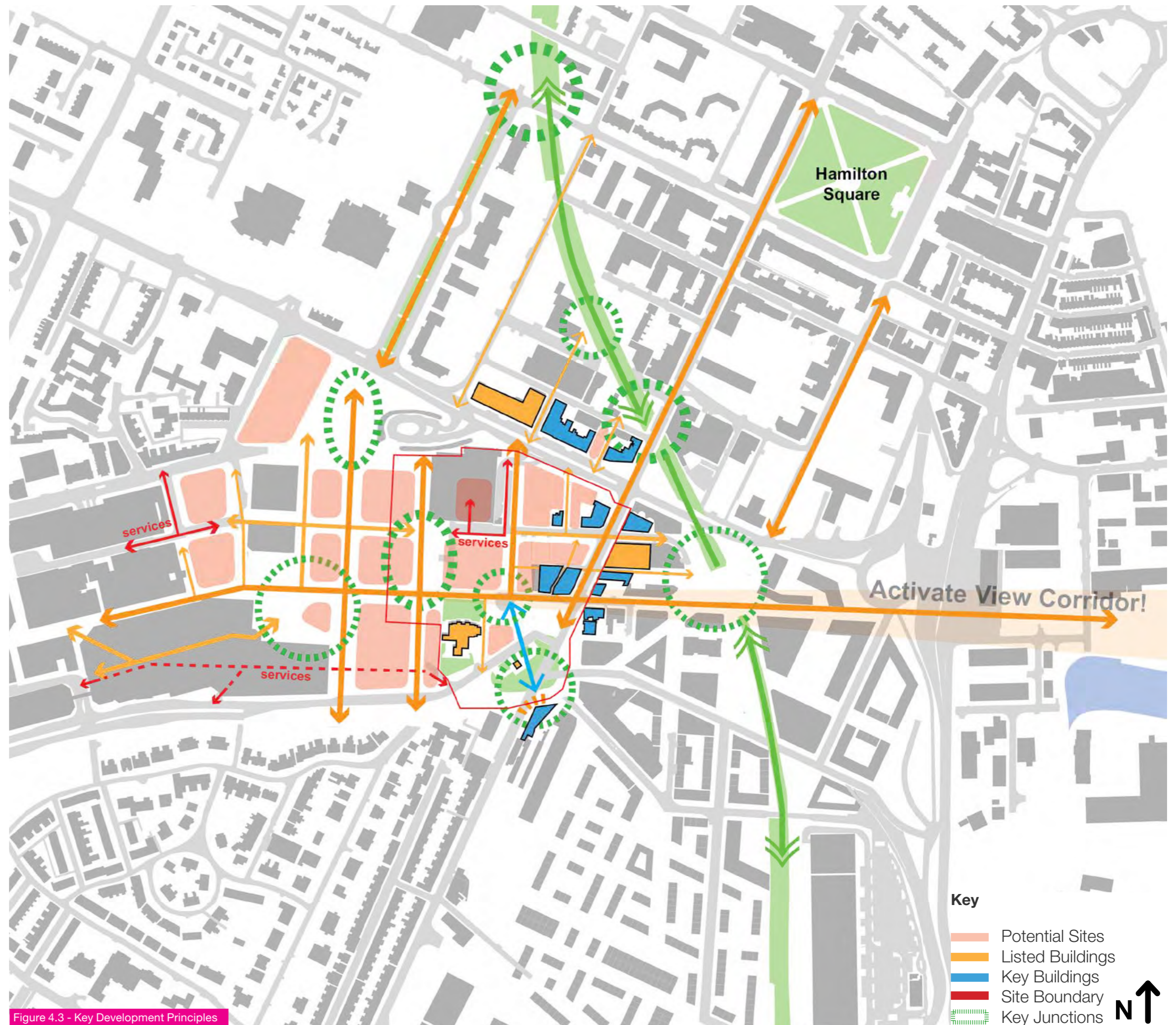


Figure 4.3 - Key Development Principles

4.4 Masterplan

The design principles brought together form the concept that informs the masterplan design. The essence of which is to increase the permeability of the town centre, drive a densification, reconnect historic routes, namely Grange Road, Oliver Road and Cloughton Road. Along with creating new North/South routes connecting and opening up Borough Road and Conway Road, and create a series of unique streets and spaces that drive activity and diversity in the town.

Figure 4.4 opposite sets out the masterplan for the St Werburghs' Quarter within a wider commercial district and town centre context, and clearly demonstrates this new permeability. St Werburgh's Masterplan is a key piece in the reconnection of a wider townscape, and this plan is seen as both a distinct character area in its own right but also an enabling development to a wider regeneration of the town.

The pages that follow describe the strategies that form the masterplan and describe how the masterplan is designed and how it functions.

The summary of approximate unit numbers and areas achieved in the St Werburghs red line and extended boundary (*overlapped areas count in extended boundary) are as follows:

	St Werburghs Redline	Extended Boundary
Residential Units	c.170	c.800
Retail / Commercial	2335 m ²	7564 m ²
Hotel	6978 m ²	6978 m ²
Leisure Centre	N/A	7956 m ²
Cinema	N/A	11404 m ²

Key

- Masterplan Sites
- Proposed Public Squares
- Proposed Green Space
- St Werburgh's red line
- Extended Boundary



Figure 4.4 - Masterplan

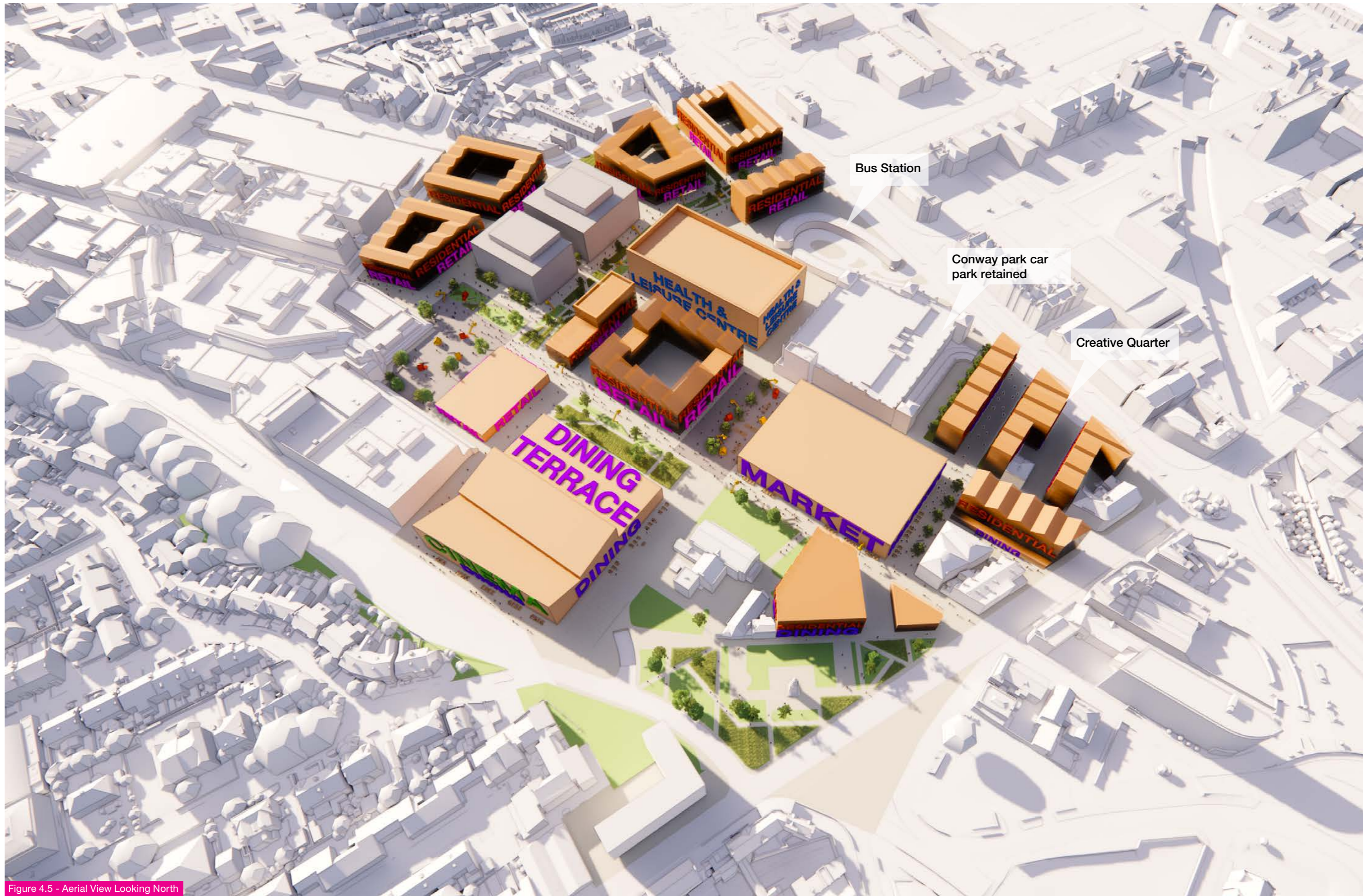


Figure 4.5 - Aerial View Looking North



Figure 4.6 - Aerial View Looking Towards Conway Street

4.5 Approach to Street Character Hierarchy

The street hierarchy proposed is inline with the approach set out within the National Model Design Code for Town Centres and the Birkenhead Design Guide

The variety in streets and spaces planned is core to the formation of clear hierarchy, legible user orientation and memorable welcoming spaces.

There are two primary streets within the masterplan that create the core streets of the new town centre (Grange Road and Catherine Street). These are to be pedestrian and cycle routes/spaces with the ability for service and refuse vehicles to access the buildings within the heart of the masterplan. Grange Road is the key high street that connects East to West and restitches both sides of town together along a single high street. The new green boulevard (Catherine Street) creates the North/South link that connects through to Europa Boulevard and Conway Park station. These two spine roads (Grange rd. & Catherine St.) provide a new permeability throughout the town centre.

The secondary routes start to create additional permeability throughout the town centre opening up and reconnecting Oliver Street and Claughton Road. Along with opening up Borough Road and Conway Street.

Tertiary or Local Streets serves the smaller streets and linking spaces and are intended to be pedestrian only spaces with vehicle access by exception.

Key

- █ Primary Routes
- █ Secondary Routes
- █ Tertiary Routes

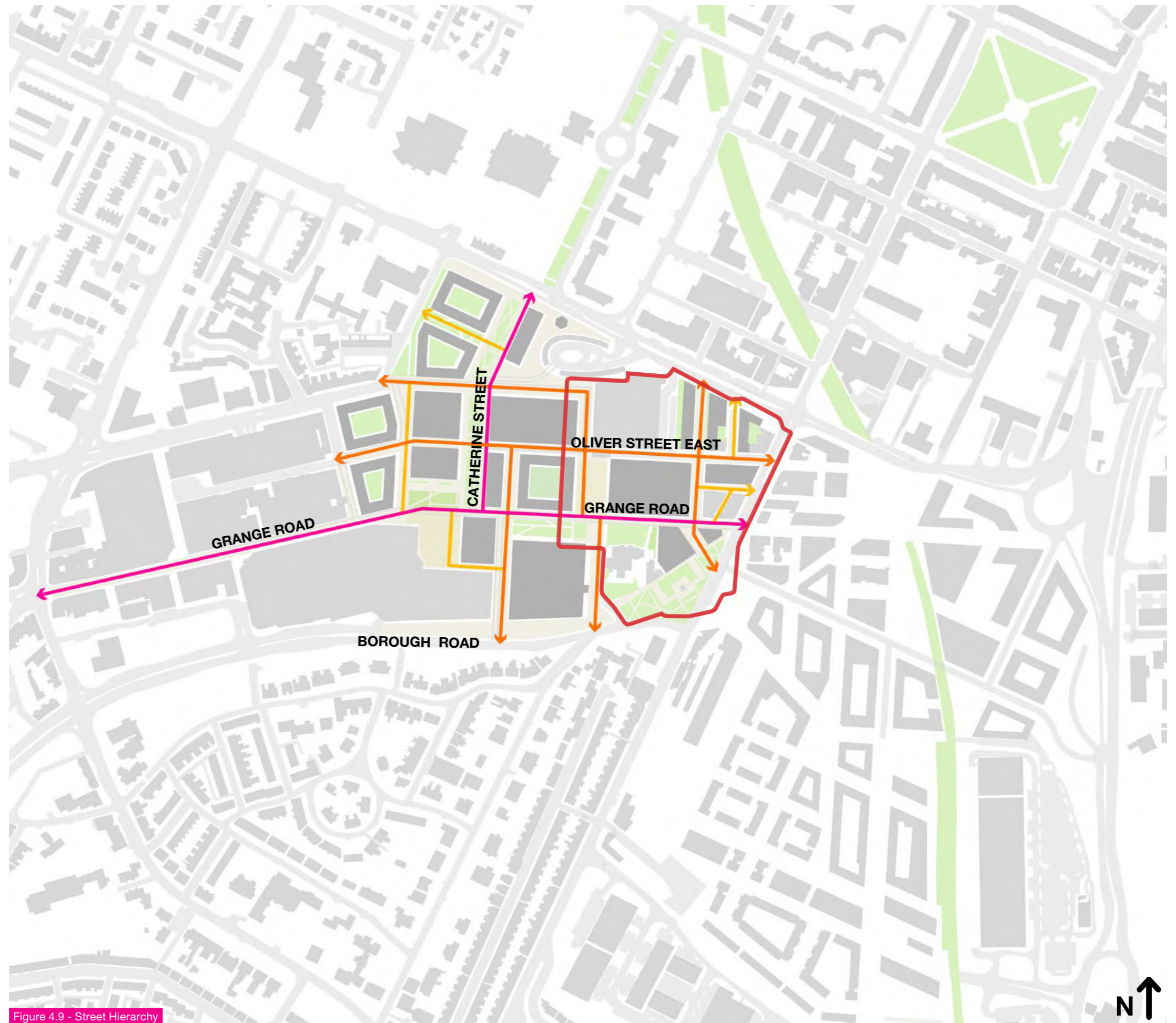


Figure 4.9 - Street Hierarchy

4.6 Active Frontages

Active frontages are a core part of creating a vibrant town centre, and in particular to St Werburgh's somewhere that feels creative and independent in nature.

The magenta lines in the image opposite represent where active frontages are required and where the MSCP and side aspect to the carpark promote service elevations and a logical place to consolidate servicing requirements for the town centre and the Market.

The base to buildings should provide active frontage in the form of windows, doors and shop / bar / cafe / restaurant frontages. Entrances should be emphasised and boundaries should not be demarked with walls / fencing to create a sense of a cohesive town centre.

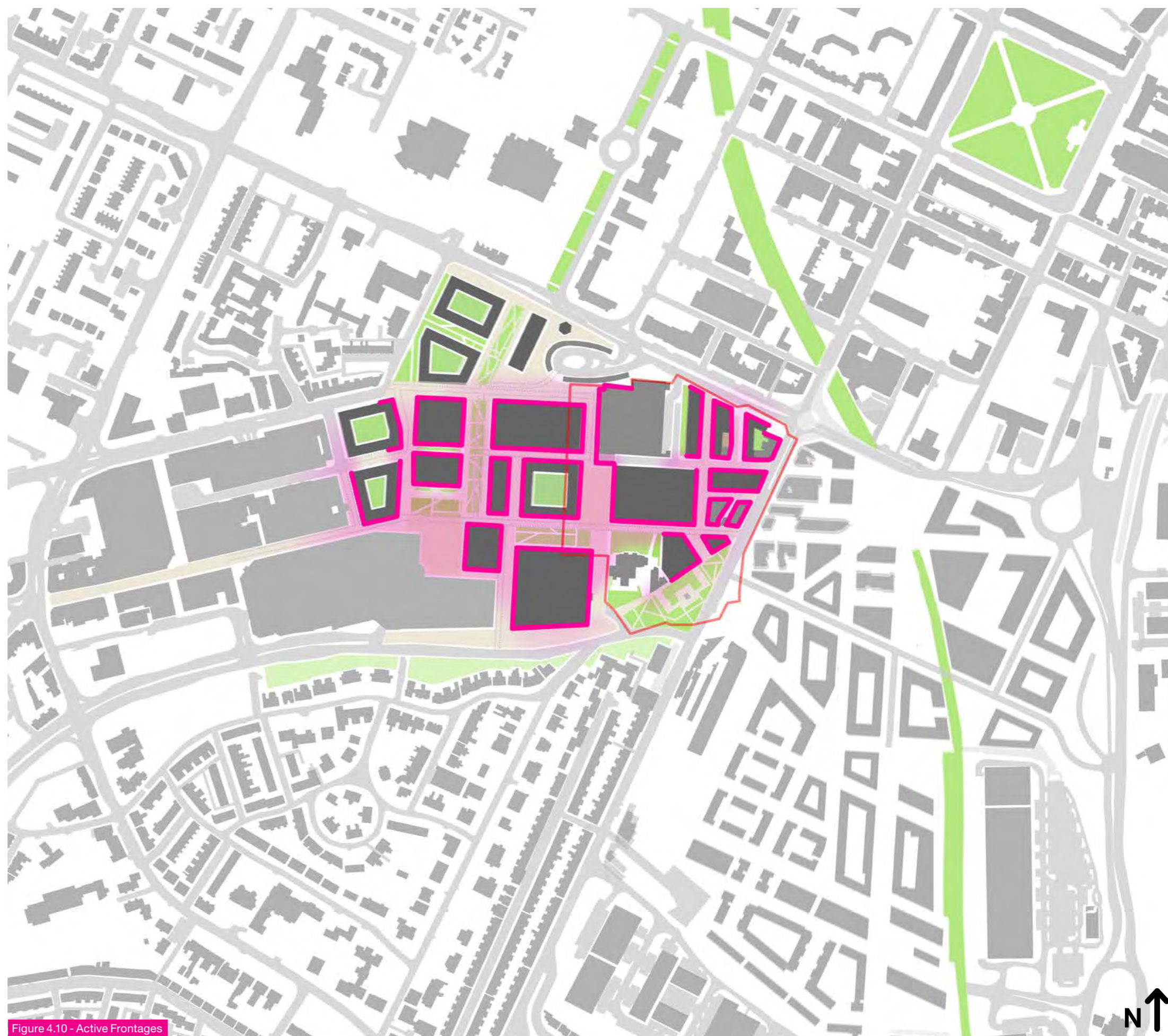


Figure 4.10 - Active Frontages

Key

- Active Frontages
- Active Streets

4.7 Spaces and Interfaces

Two new or enhanced key public spaces are proposed within the masterplan area

Central Square

The space outside of Central Station is the setting for the King Edward VII memorial. Today it is in essence a large gyratory and complicated road network. However, the intention within the masterplan is to retake this space back for public use (once the flyovers have been removed). This allows for a much smaller junction outside of Central Station and allows for the removal of the gyratory. This gives a generous space back in front of the memorial and allows for a large public space. This will form the gateway into the town centre from both the East of Birkenhead and visitors from Central Station.

St Werburghs Square

This space has been reworked and elongated to sit comfortably between the new retail podium and the new market building. This gives the square more purpose being linked directly to the new market building, whilst still respecting the heritage of the original square. This square will be created through the demolition of Princess pavement and will provide the main approach/ public space for the new market.

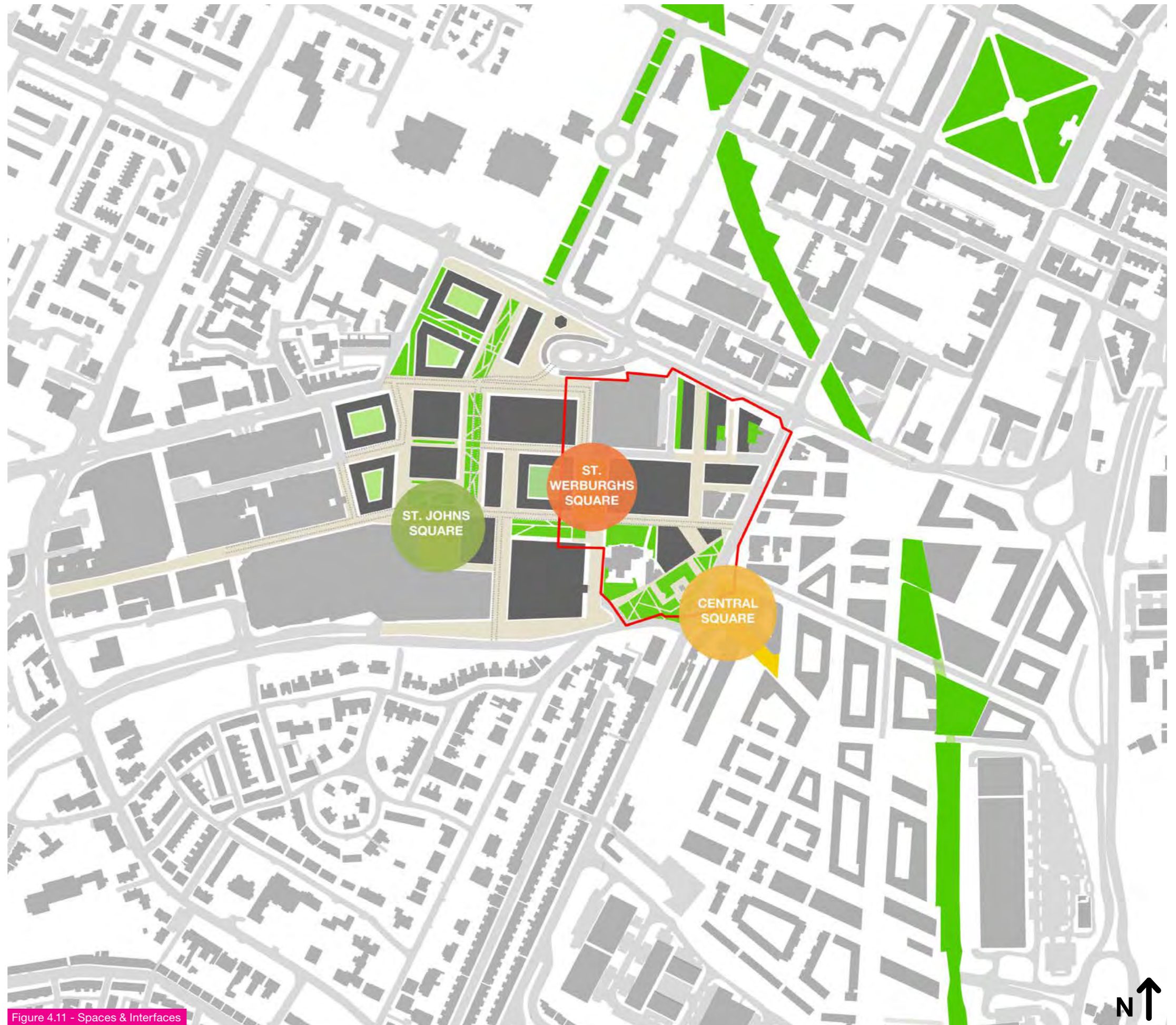


Figure 4.11 - Spaces & Interfaces

4.8 Landscape Masterplan

The landscape and public realm proposals are reflective of early discussions with the architectural design teams to create a unique and distinct sense of place within this new, re-imagined town centre for Birkenhead.

The landscape and public realm masterplan sets out a layered approach that supports the interconnected grid structure of streets and spaces, linking various landscape features and amenities, such as the Central Spine, Green Boulevards and smaller bespoke lanes, hard surfaced plazas and 'natural' biodiverse rich gardens and historic greens.

At its heart, the 'Central Spine' street is the primary connecting element to the masterplan and is closely linked to a grid structure of civic open spaces, play space, the market place, public greenspace and smaller streets that connect to adjacent neighbourhoods.

A collection of greenspaces have been created, where people can meet, rest and come together in the town centre. The aim is that buildings at the ground floor will seamlessly integrate with the outdoor realm, promoting cafe and restaurants to spill onto the newly paved streets.

Semi-mature trees, colourful planting displays and new seating will line the pedestrian routes and draw people into the town centre.

The historic greenspaces will also provide new destinations and visual gateways for the town centre with anyone passing by on their route to their place of living or work.

This section further elaborates on the landscape and public realm masterplan, describing the components and attributes that will make this a transformational project for Birkenhead Town Centre.

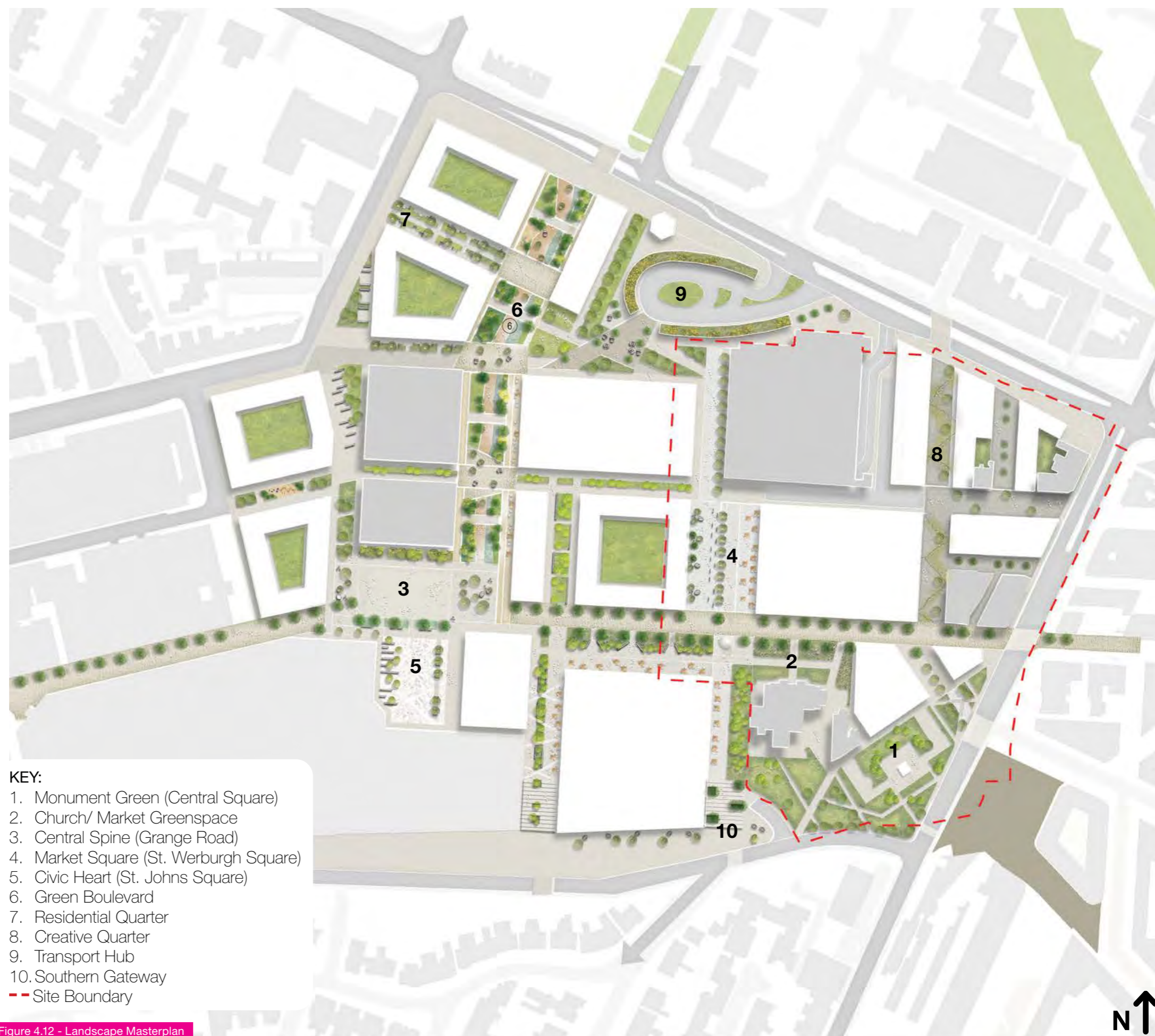


Figure 4.12 - Landscape Masterplan

4.9 Movement Strategy

The 'Central Spine' route is conceived as a multi-functional link flowing through the heart of the masterplan with a unifying image. This route will incorporate a high quality over-arching 'design language'. A grid of secondary streets, green boulevards and an array of urban spaces and green space will connect to this central route by reinstating Grange road.

The aim will be to create a connected and welcoming pedestrian and cycle route that encourages a healthy flow of people and activity by enhancing the external spaces to create more generous areas of public space for social activities (e.g. kiosks, live screens, communal spaces, gardens etc.).

New tree planting and a green infrastructure of bio-diverse rich planting will give rise to a greener neighbourhood with strong sustainable principles.

The new quarter will be served well by public transport including Birkenhead bus station (with future mass transit services), access to Birkenhead Merseyrail central Station will also be improved as part of delivery of the adjoining Hind Street Masterplan which will involve the removal of the Queensway Tunnel flyovers. The taxi rank has also been relocated outside of the new market on Grange road

As shown on the adjacent diagram, the site has five types of route in terms of priority, which are:

1. Central Spine
2. Boulevards (Green Spine)
3. Secondary and Neighbourhood Routes
4. Creative Quarter Streets
5. Gateway arrival points

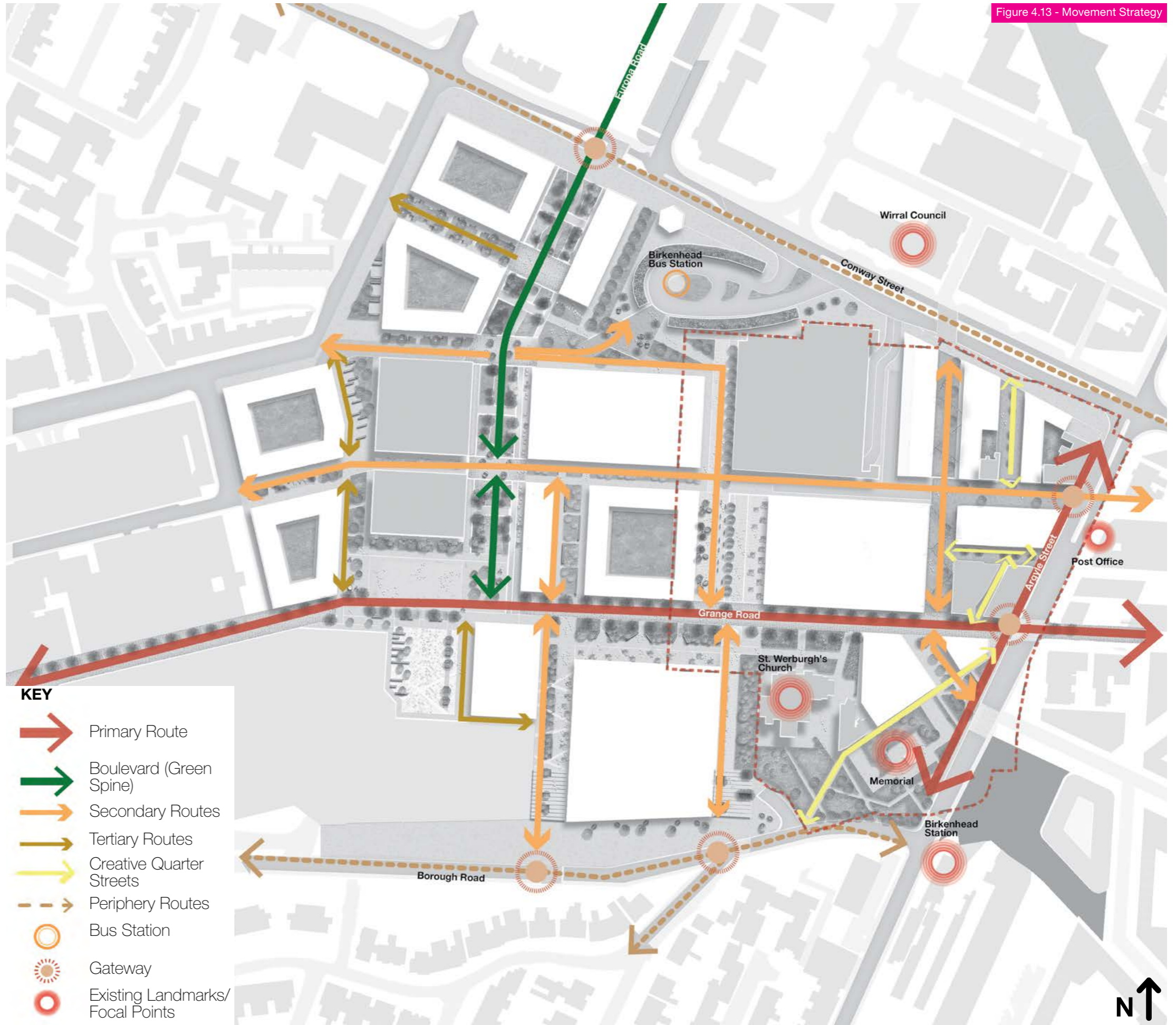
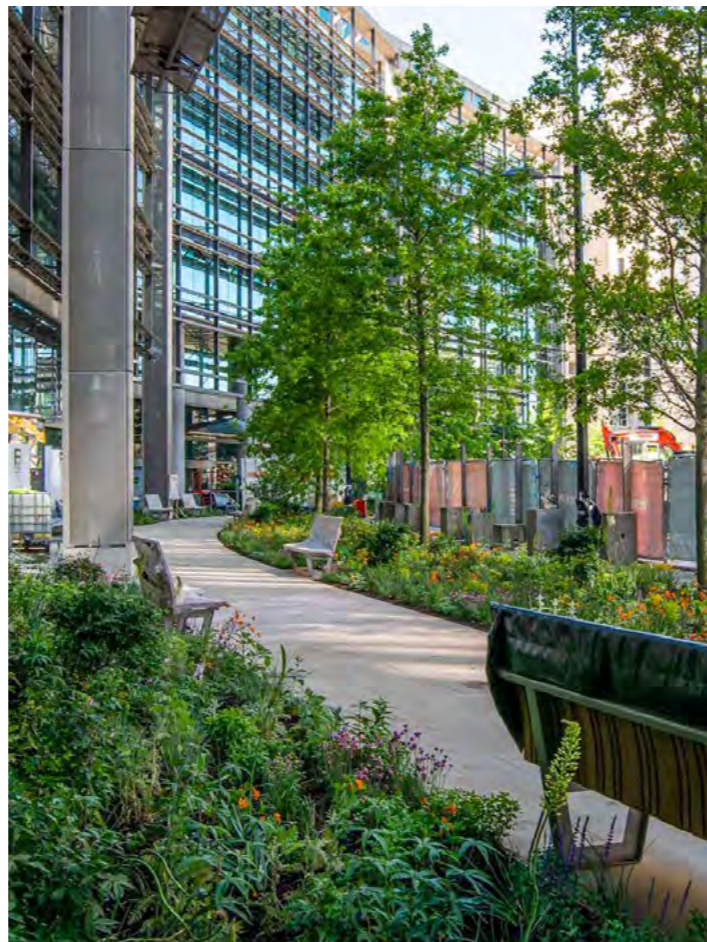


Figure 4.13 - Movement Strategy



Opportunity for cafes to spill out onto the street



Natural SUDs to line the Boulevard



Secondary routes connecting through the centre



Bespoke routes through the Creative Quarter



Wide generous promenade along the main retail street



Green space integrated alongside the Boulevard routes



Secondary streets flanked by street trees



Occupying the street within the Creative Quarter

5.0 Land Use, Design Principles and Design Code

5.1 Land Uses Ground Floor

It is intended that St Werburgh's is a place that mixes uses from the creative Argyle Street area and uses within the new Birkenhead Market. A place where entrepreneurs and creative's cluster, mixed with new food and beverage offers creating a family friendly night time economy.

The primary focus of the ground floor is to provide active commercial frontages to the town centre, that comes in the form of retail uses, leisure uses and F&B uses. There are no residential uses within the primary shopping areas to the west of the town centre, this avoids any pepper potting of the retail frontages.

It is intended that the Auction House is brought back to life and an active frontage is created to the new Market aspect. An opportunity has been identified to create a unique alley (refer to movement plan) way to the rear of the George and Dragon and the Auction House which could serve as a controlled outdoor dining space with night time lighting adding to the feeling of intimacy this space could create.

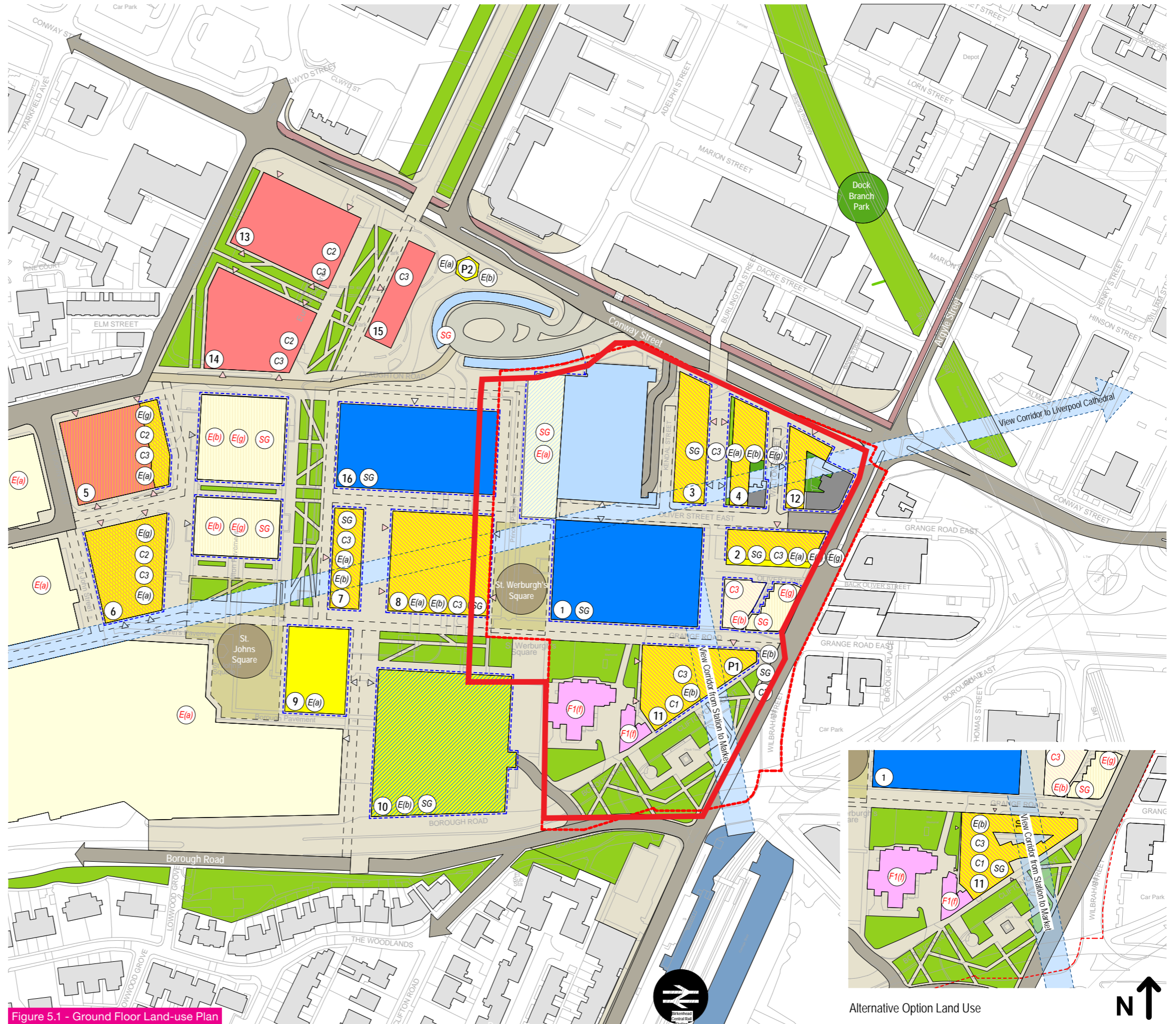


Figure 5.1 - Ground Floor Land-use Plan

- | | | |
|--|---|--------------------|
| Dwellings
C Use Class | Commercial,
Business (Existing)
E Use Class | Residential Access |
| Dwellings (Above)
C Use Class | Commercial
(Above EX.)
E Use Class | Servicing Access |
| Commercial,
Business & Service
E Use Class | Local Community &
Learning (Existing)
F Use Class | Active Front |
| Commercial &
Business (Above)
E Use Class | Sui Generis
(Existing)
SG Use Class | Site Boundary |
| Sui Generis
SG Use Class | Sui Generis
(Above EX.)
SG Use Class | View Corridor |
| Sui Generis (Above)
SG Use Class | 1 Plot Number | |
| Dwellings (Existing)
C Use Class | C3 Use Classification | |
| Dwellings
(Above EX.)
C Use Class | F1 Existing Buildings
Use Classification | |

Alternative Option Land Use



5.2 Land Uses Upper Floor

The upper floor uses are primarily residential, but with opportunities for new commercial and hotel uses identified.

The residential offer is proposed to provide a new population to the town centre, driving footfall and spending, but also to provide a mix of accommodation type. It is felt there is the potential to create homes for young professionals, affordable housing as well as retirement products all benefiting from the new found ground floor amenities and providing active frontages and vibrancy to the town.

A high quality hotel is proposed to the location of the former Central Hotel. This is a landmark location in the town, and with the stations, bus networks, car parking and new ground floor F&B (Food & Beverage) orientated amenities which will provide an additional place of footfall generation and income to the town.

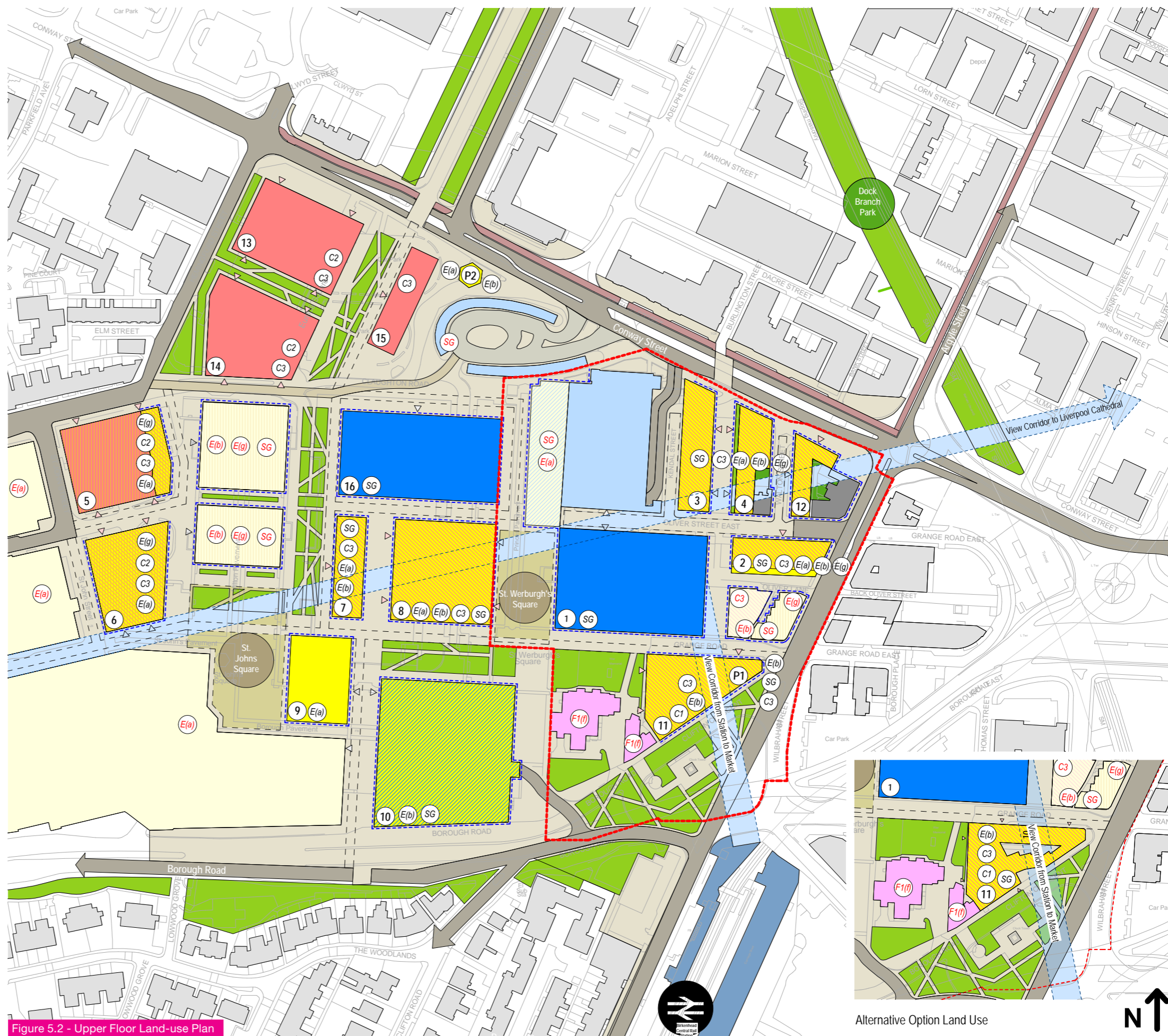
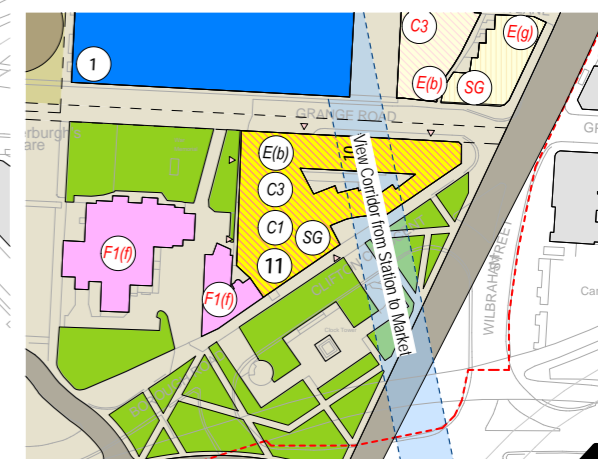


Figure 5.2 - Upper Floor Land-use Plan

- | | | |
|--|---|--------------------|
| Dwellings
C Use Class | Commercial,
Business (Existing)
E Use Class | Residential Access |
| Dwellings (Above)
C Use Class | Commercial
(Above EX.)
E Use Class | Servicing Access |
| Commercial,
Business & Service
E Use Class | Local Community &
Learning (Existing)
F Use Class | Active Front |
| Commercial &
Business (Above)
E Use Class | Sui Generis
(Existing)
SG Use Class | Site Boundary |
| Sui Generis
SG Use Class | Sui Generis
(Above EX.)
SG Use Class | View Corridor |
| Sui Generis (Above)
SG Use Class | 1 Plot Number | |
| Dwellings (Existing)
C Use Class | C3 Use Classification | |
| Dwellings
(Above EX.)
C Use Class | F1(i) Existing Buildings
Use Classification | |



Alternative Option Land Use



5.3 Proposed Building Heights

Through providing a mixed use St Werburgh's Quarter, there is the opportunity to increase the general scale of this part of the town centre. View corridors have been identified to link the St Werburgh's and wider townscape together. These create views to Birkenhead Priory, Liverpool Cathedral, Birkenhead Town Hall, and vent shafts that make up the unique aspects of the town. There is also a view corridor that was part of the former World Heritage Site for Liverpool, this is not directly impacting the St Werburgh's site, however establishes the importance of a view across the townscape of Birkenhead in a Merseyside context.

The majority of the buildings proposed are identified to be between 5 -7 stories in height. The tall building guide states that a tall building in the Wirral Peninsula stands between 8-10 storeys, making the scale of this proposal mid rise. This represents a shift in height but in line with the context of the town and building scale advice such as from Historic England Tall Building Note 4.

Within the view corridor analysis and townscape analysis it has been identified that the location of the Central Hotel offers the potential to create a new landmark tall building / structure to draw people to this important urban space in the town.

- 1/2 Stories
- 3 Stories
- 4 Stories
- 5 Stories
- 6 Stories
- 7 Stories
- 8 Stories
- 9 Stories
- Building Line Deviation +3.0m
- Building Line Deviation +2.5m
- Building Line Deviation +1.5m
- Informing Building Line
- View Corridor
- Site Boundary
- Opportunity for tall building (subject to compliance with tall building policy)

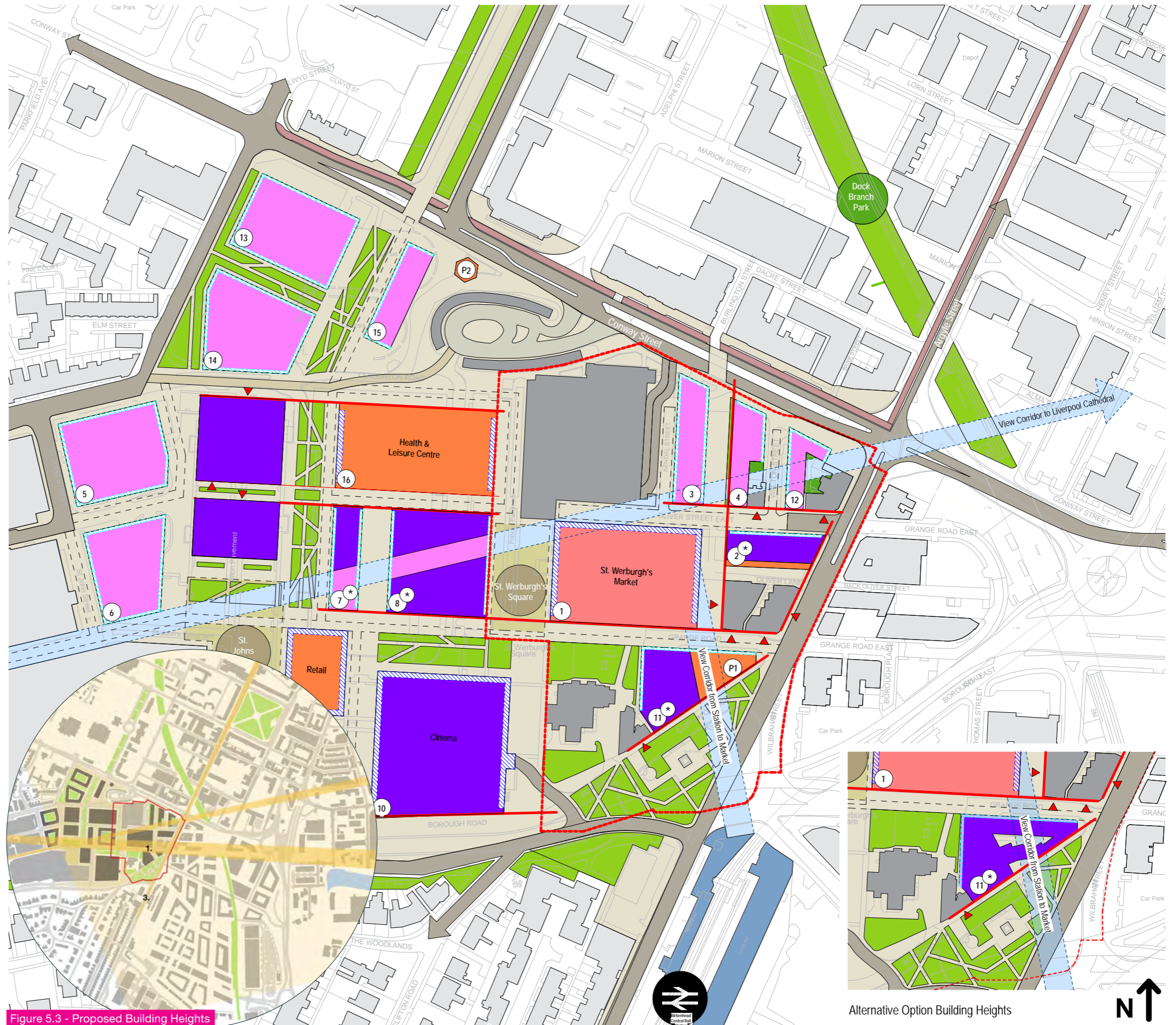


Figure 5.3 - Proposed Building Heights

Alternative Option Building Heights



5.4 Opportunity for a Tall Building

There is an opportunity for a landmark tall building on the end of Grange Road, that will front onto the new Central Square and form a key arrival space to the town centre.

This would sit on the existing Central Hotel site and would be a landmark building for Central Station. This would form a marker at the important nodal point along Argyle Street, Hind Street, Grange Road and Borough Road. This building should be of the highest quality in order to align with the emerging Local Plan Policy WS 6.2 Gateway Areas and WS 7.5 Tall Buildings.

This building would not block the view of the Priory from Grange Road, nor would it block the existing view of Liverpool Cathedral from Grange Road.

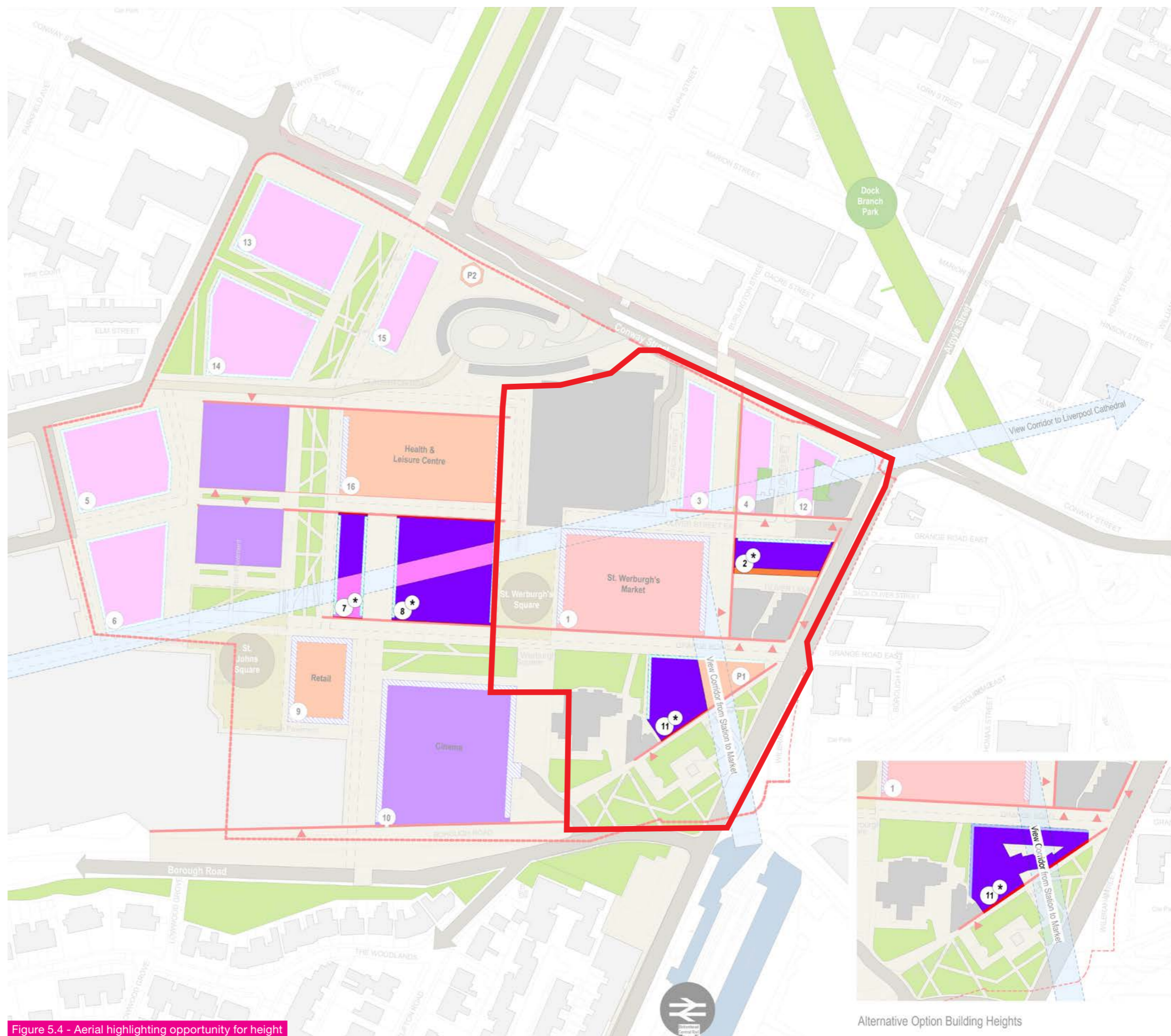
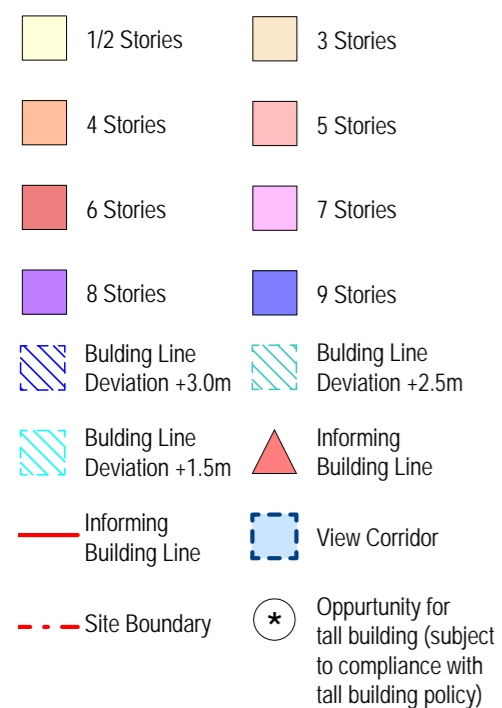


Figure 5.4 - Aerial highlighting opportunity for height

Alternative Option Building Heights

5.5 Open Spaces & Public Green Spaces

New public realm is an important part of the proposed masterplan approach to create a comprehensive town centre and placemaking.

Both Hard and soft spaces are proposed to be created within the St Werburghs area. The spaces created are:

1. Central Square; A new landmark gateway arrival space to the town. Reclaiming highways and infrastructure dominated space into pedestrian and cycle friendly open green space. This is intended to take advantage of the southerly aspect, and the links to the new F&B orientated spaces to be created surrounding.

2. St Werburgh's Square; A new central Market square that serves to bridge the interface from town centre retail and independent market and F&B uses. This is intended to create a space that can host visiting markets and town centre events as scale.

3. New Streets; Creation of new north to south linking streets that are pedestrian priority spaces.

The greening of the town centre is an important aspect of the masterplan. Whilst there are some key hard spaces highlighted opposite in yellow, the rest of the town centre has started to introduce greenery. This has two key benefits, firstly planting acts as a cooling mechanism and will provide for a more temperate town centre. It also acts to remove some pollutants from the air and provides a better quality of air overall. Secondly planting has been found to support psychological well being and reduces stress.

The three hard spaces have been described in more detail in section 4.8 Spaces and Interfaces.



Figure 5.5 - Landscape plan highlighting soft and hard landscapes

5.6 Opportunity for St Werburghs Church

Within the masterplan a future opportunity for St Werburghs church has been identified to extend its community focused function and become an even more active part of the town centre. Today the church is set behind a wall and heavy planting as shown in the images opposite. There is an informal route that allows daytime public to move through the space from Borough Road to Grange Road.

Within the new masterplan Grange Road has been given much higher prominence and therefore the church has the opportunity to open up to the new street and act as a heritage asset along the high street. Examples of where this has been successful are illustrated opposite with Cathedral Gardens in Manchester. This scheme removed the walls from the Cathedral and made the space public. This gave the Cathedral a prominent position within the space and as a result the Cathedral is more engaging and better connected with the public.

St Werburghs church could benefit in a similar way if the walls along Grange Road were removed and the church gardens could be reconfigured in a positive way to re-engage with the public.



5.7 Character Areas - St. Werburghs Quarter

The corner of Conway Street and Argyle Street form a unique opportunity to create something that is different from the look and feel of the main town centre. The streets and building uses are aimed towards a more creative, dynamic, small scale, unique creative and entrepreneurial use. This could be in the form of a successful market stall holder who is looking to expand into a larger premises. It could be a one off artisan shop, art studio or workshop space. It could also be a new bar, cafe, restaurant or an establishment similar to Future Yard that is across the street.

The character of the area would be similar to the Northern Quarter in Manchester or the Rope Walks in Liverpool.

Plot 1

Building Uses:

- Ground floor uses should be commercial or a food and beverage use.
- Upper floor use should be residential

Building Heights:

- Building heights should be between 6-7 stories

Land Ownership:

- WMBC
- ARCH Initiatives Co
- Subhash Chander Chhabara
- SDKA LTD
- NHS Commissioning Board of Quarry House, Leeds
- ARCH Initiatives Co
- Tower Wharf LTD
- Marcus Machine and Tools LTD

Heritage Assets:

- Fireman's Arms public house
- The buildings fronting Argyle Street are not of any specific heritage value, but should be considered retaining as part of any development. A unified facade as ground floor should be considered to provide a higher quality public realm

Plot 2

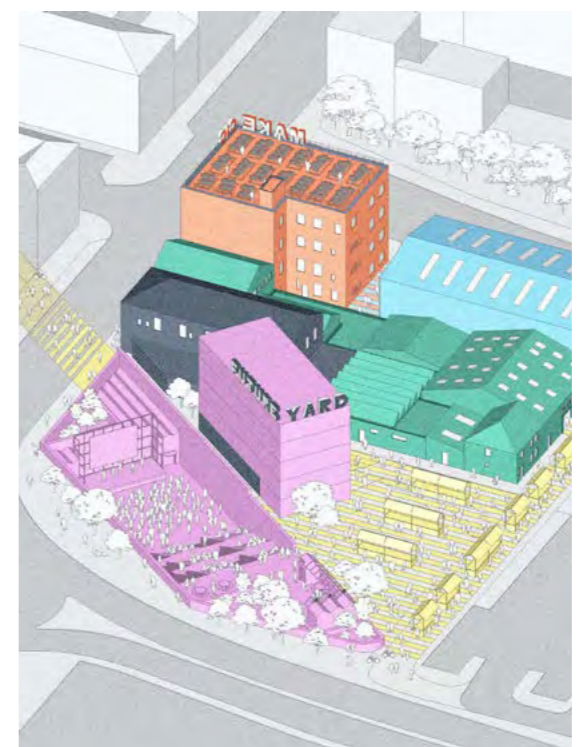
Building Uses:

- Market hall with supporting public realm

Building Heights:

- Building heights should be between 4-5 stories

Land Ownership:



- WMBC
- Heritage Assets:**
- A shared gable to the eastern side facing Argyle Street. The building runs to the rear of the site, and is visually made up of two parts.
 - St Werburgh's church is located to the south of the site.

- Plot 3**
- Building Uses:**
- Ground floor uses should be commercial or a food and beverage use.
 - Upper floor use should be residential
- Building Heights:**
- Building heights should be between 6-7 stories
- Land Ownership:**
- WMBC

- Plot 4**
- Building Uses:**
- Ground floor uses should be commercial or a food and beverage use.
 - Upper floor use should be residential
- Building Heights:**
- Building heights should be between 5-6 stories
 - A taller landmark building would be considered if the building was of high quality and appropriate to the context and gateway location of the site, into the Town Centre.
- Land Ownership:**
- WMBC
 - Mohammed Saad
 - BW SIPP Trustees LTD
- Heritage Assets:**
- King Edward VII Memorial Clock Tower
 - St Werburgh's church is located next door to the plot

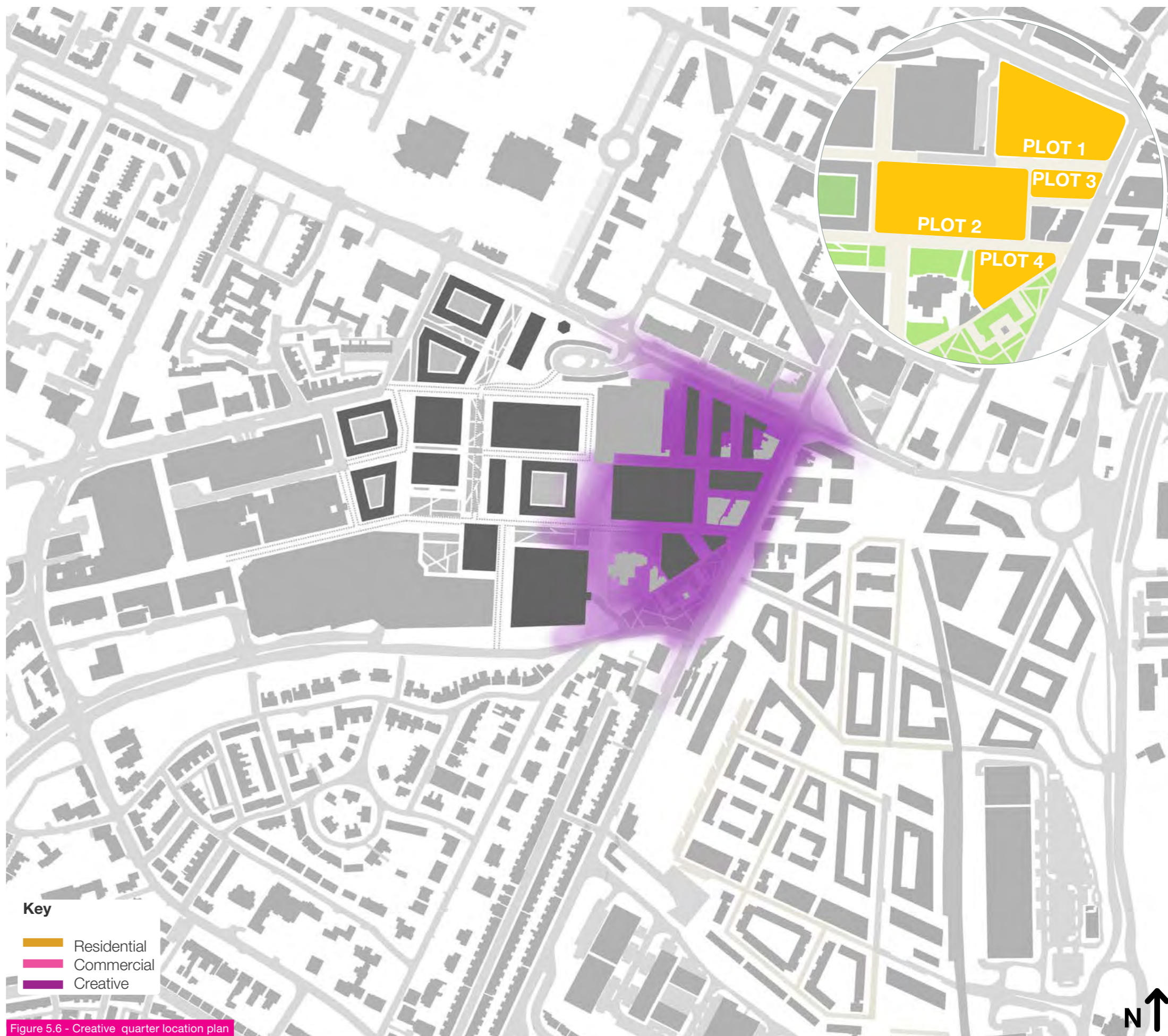
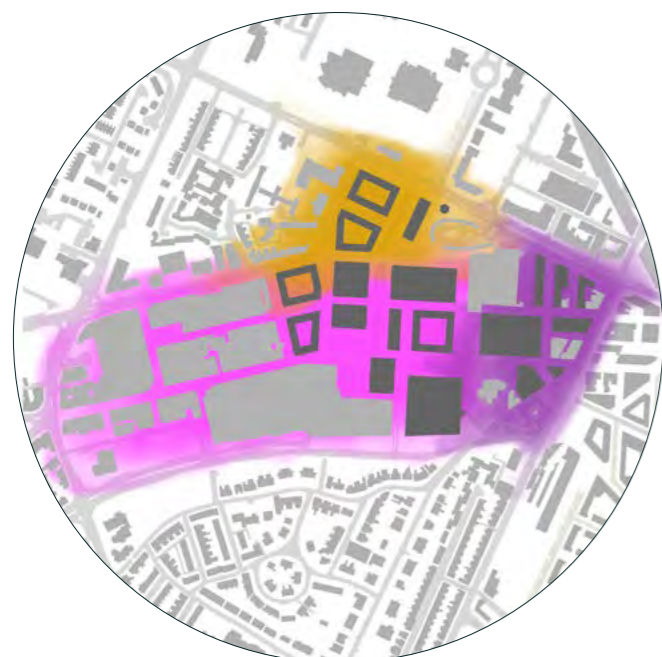


Figure 5.6 - Creative quarter location plan



5.10 Public Realm Character areas

The landscape masterplan creates an opportunity to re-establish the lost permeability of the urban grid, and make the town centre more cohesive, legible and loved by everyone who uses it.

The design aims to create a town centre neighbourhood that is attractive and inviting from the outside, with lots of character when within. Its image will be enhanced through an improved network of footpaths, interspersed with a series of meeting points and urban greenspaces and new civic areas within the masterplan.

The urban context creates a distinct landscape setting with strong vistas to key landmarks, sloping and terraced landscapes that address changes in level and attractive bespoke streets that support the distinctive character areas.

The legacy of the urban grid provides the opportunity to integrate different street typologies, from 'green boulevards' where surface rainwater can be re-directed towards raingardens and swales to bespoke characterful lanes to active urban street destinations.



Key landscape components associated with the Birkenhead Town Centre Landscape Masterplan include: Creating a sustainable and green setting identity through surfaces and furniture integrate power sources for events create an attractive civic destination

The landscape and public realm strategy introduces a natural setting and plays an important role in bringing the landscape into the buildings with form, colour and texture of varying plants, and trees enhancing borrowed views and creating a memorable place.

The open spaces will be designed around comfort and well-being, people will be able to relax, shop and work outdoors, maximising opportunity for chance encounters, sparking personal interactions and encouraging people to mingle. These encounters can help to shape the identity and sense of community in and around the town centre.

The proposals seek to create a more animated place with active uses at ground floor with a fluency between inside and outside. The open space reinforces the spatial structure and grid of the masterplan and supports the meaningfulness of meeting and gathering space.

KEY

- Monument Green (Central Square)
- Church/ Market Greenspace
- Central Spine (Grange Road)
- Market Square (St. Werburgh Square)
- Civic Heart (St. Johns Square)
- Green Boulevard
- Residential Zone
- Creative Zone
- Transport Hub
- Southern Gateway
- Bus Station
- Gateway
- Existing Landmarks/ Focal Points
- Masterplan Boundary

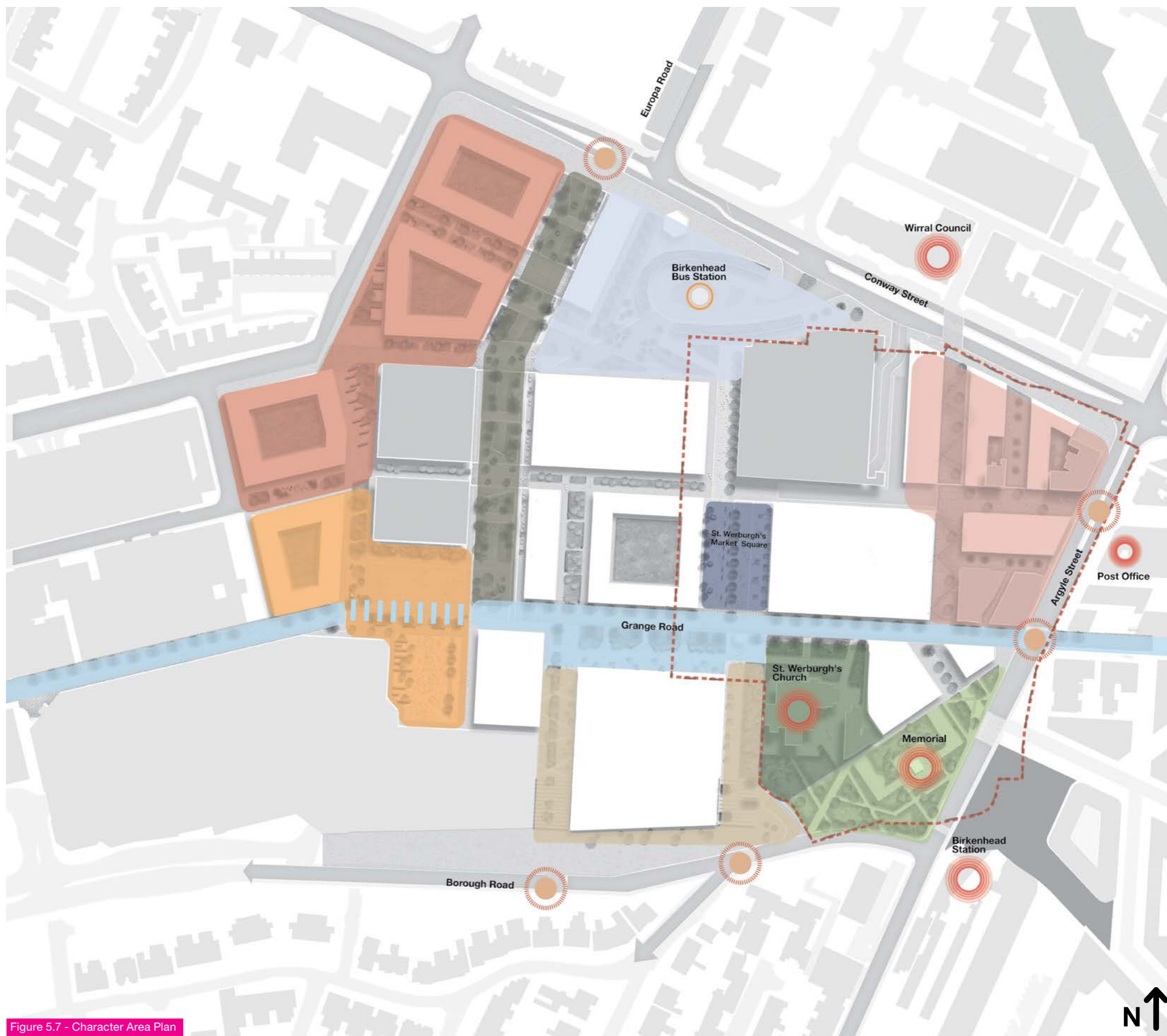


Figure 5.7 - Character Area Plan

5.11 Market Square (St. Werburgh Square)

The new market will be given greater prominence through an enhanced high street that restitches Grange Road from East to West. The Market will act as an anchor building on the end of Grange Road and will become a Gateway Building into the new Town Centre from the East. As such this being should be of a high quality appropriate to this function and location (in-line with the Local Plan, Policy WS 6.2 Gateway Areas).

There will be a new market street created to the East of the market that will give provide permeability North/South of the Town Centre linking the new market to Conway Street and further North to Dock Branch Park. This street will provide a spill out space for the Market, providing more stall space, additional areas for events, such as Christmas markets and other annual events.

To the West of the market there will be a new public square created. This will be an extension to St. Werburghs Square and will give this space a better purpose and function. Subject to acquisition and demolition of Princess Pavements The square will act as the outdoor setting for the market providing a food and beverage offer to the Town Centre. There will be a transition space between the square and the new market that could offer a blending between internal and external space.

The creation of a high quality public realm will encourage greater social interaction and enhance the heritage of the area (particularly around St. Werburghs Church). A bespoke high quality environment and destination can be established in the town centre that supports economic renewal and celebrates public life by promoting craft, culture and history, along with the functions and uses of the market traders.

Creativity and imagination should be infused into the space with inventive lighting solutions, informative surface artwork and other integrated public realm interventions that reflect historic features, curiosities of the area and cultural richness.

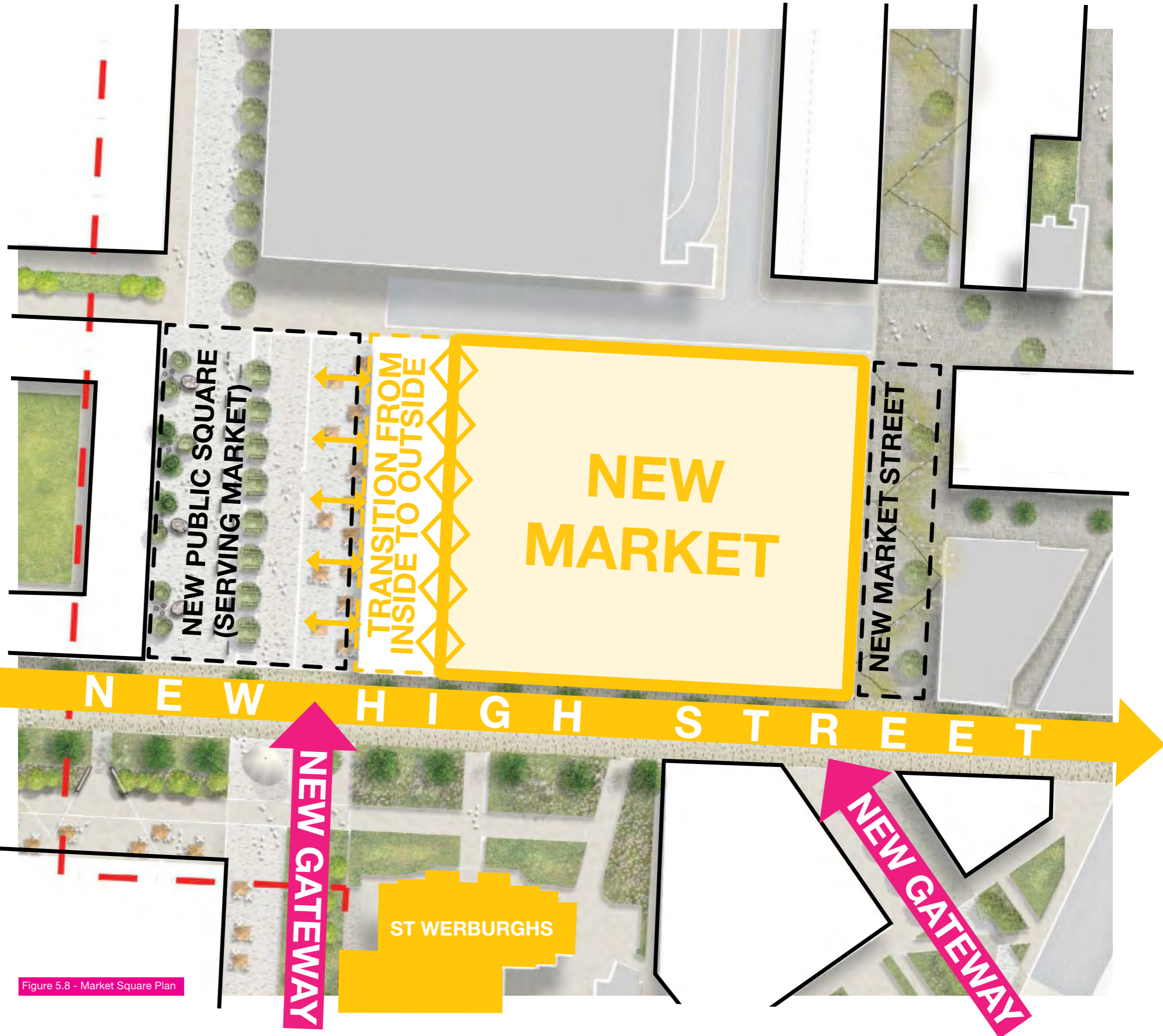


Figure 5.8 - Market Square Plan



Cutting Room Square, Manchester



Victoria Street, London



Cutting Room Square, Manchester

5.12 Linking into a wider context

The connection into the wider context and the permeability of the Town Centre will be key to its success. The masterplan provides numerous new connections both East/West and North/South. This is illustrated clearly on the diagram opposite:

Hind Street Urban Garden Village

Connecting the Town Centre with the proposed new Hind Street Village will increase the critical mass of people within walking distance of the Town Centre. Creating a high quality public realm that is both a safe and accessible route is key to the success of both developments.

Central Train Station

A new pedestrian link from the Town Centre to Central Station will provide a greater and safer emphasis towards public transport. This new connection allows for greater accessibility to the Town Centre by train and will therefore vastly improve the sustainable modes of travel into the Town Centre and local area.

Birkenhead Bus Station

Providing greater permeability between the Town Centre and the bus station will improve the public transport links within the Town and create a more sustainable and accessible town centre.

The new Town Centre high street

The key driver for the redevelopment of the Town Centre is to remove barriers to East/West movement and reconnect the Grange Road. This historic route will form the new high street for the Town Centre, providing a direct link and sight-line to the waterfront and Birkenhead Priory.

Borough Road and Clifton Crescent

Opening up Borough Road and connecting into Clifton Crescent will give greater accessibility to the Town Centre from a community of people that currently has poor connectivity to the Town Centre.

Europa Boulevard and Conway Park Train Station

The connection to the Europa Boulevard, Conway Road and Conway Park Station is a key North/South route that will enhance the public transport routes within the Town Centre. Along with connecting to a new and existing community of people that are North of the Town Centre.

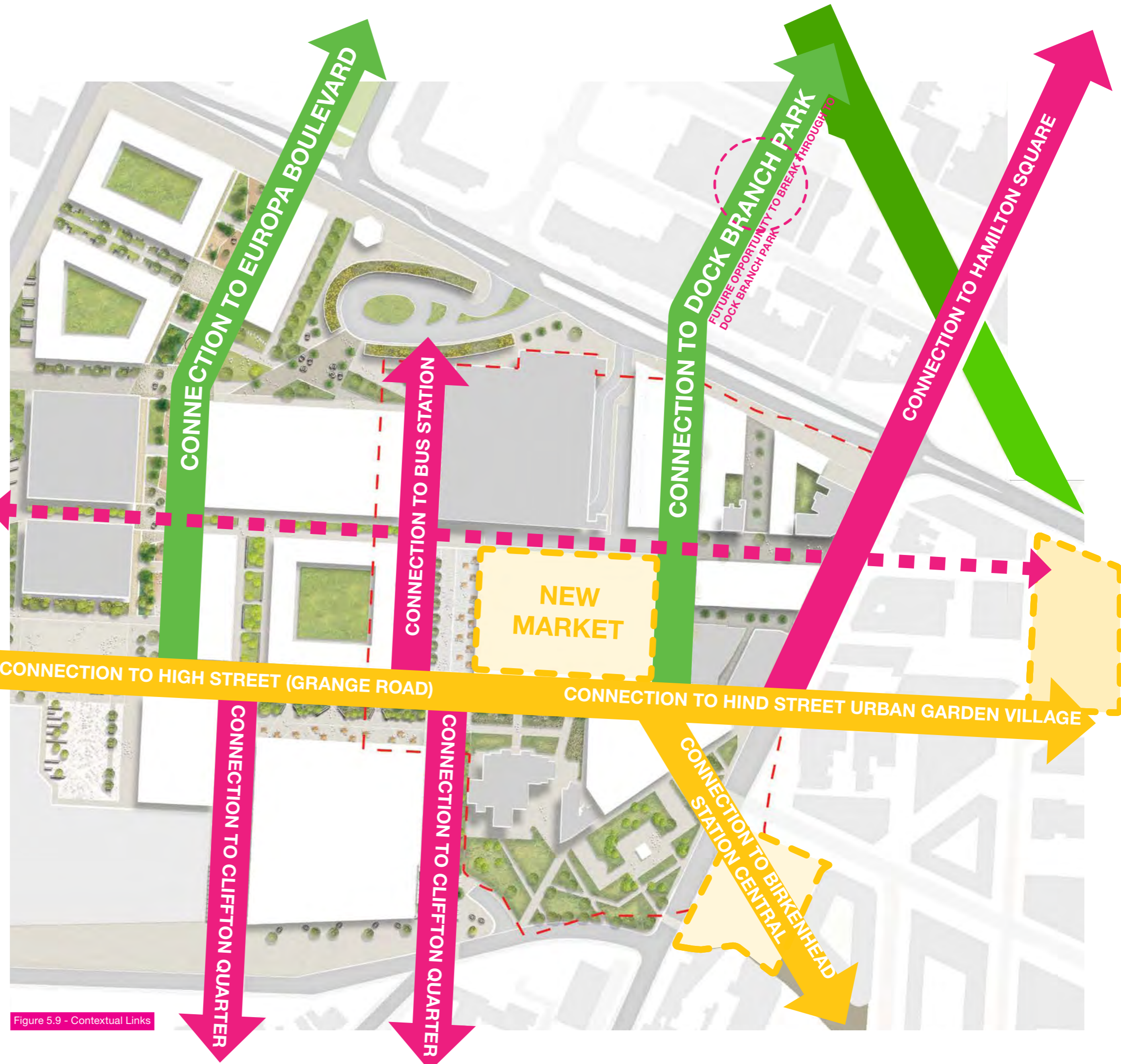
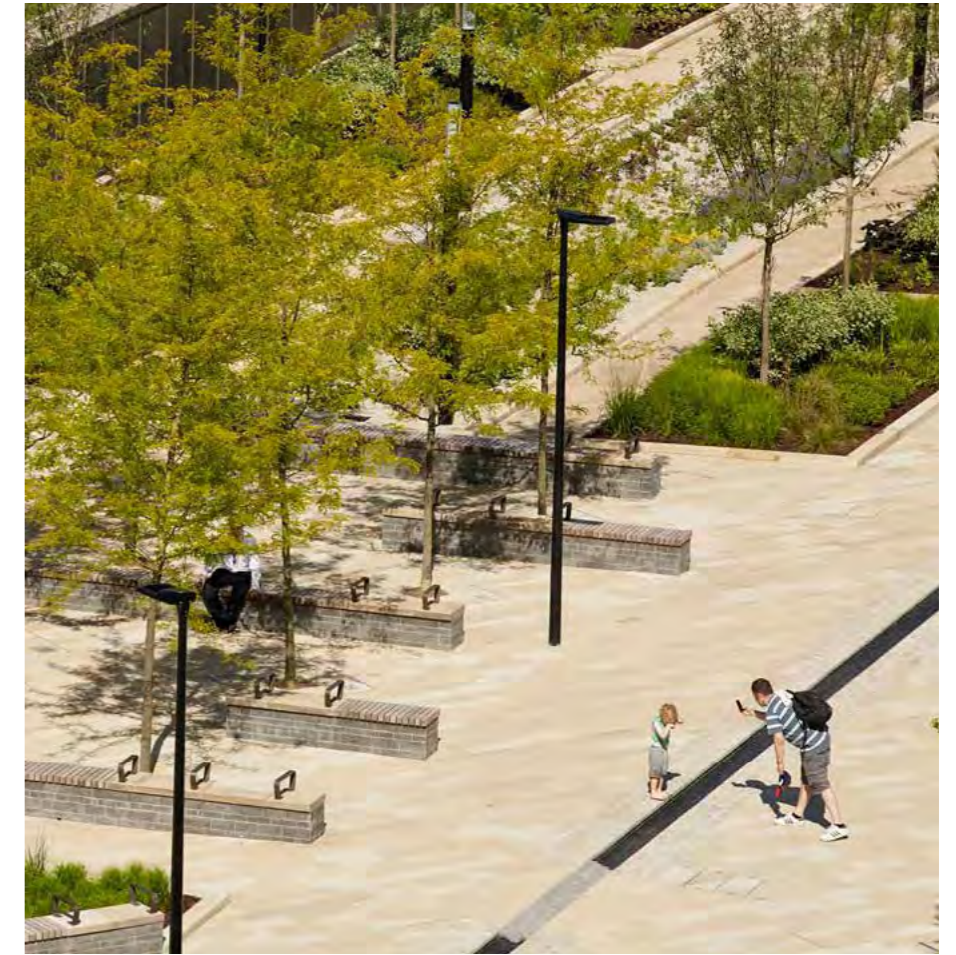


Figure 5.9 - Contextual Links



6.0 Development Site Areas & Site Specific Guidelines

6.1 Parameter Masterplan Building Uses

PLOTS	USE CLASSIFICATION	KEY
PLOT 1	Ground & Upper Levels - Market Sui Generis SG	Dwellings C Use Class
PLOTS: 2, 3, 4, 12	Ground Level - Creative Workspace, Independent Retail, Food & Beverage, Sui Generis (public house, wine bar, or drinking establishment without / with expanded food provision)	Dwellings (Above) C Use Class
	Upper Level - Residential	Commercial, Business & Service E Use Class
PLOTS: 5 & 6	Ground Level - Retail / Shops	Commercial & Business (Above) E Use Class
	Upper Level - Residential, Residential institution, Offices	Sui Generis SG Use Class
PLOTS: 7 & 8	Ground Level - Retail / Shops Food & Beverage, Sui Generis (public house, wine bar, or drinking establishment without / with expanded food provision)	Sui Generis (Above) SG Use Class
	Upper Level - Residential	Dwellings (Existing) C Use Class
PLOT 9	Ground & Upper Levels - Retail / Shops	Dwellings (Above EX.) C Use Class
PLOT 10	Ground Level - Food & Beverage, Sui Generis (public house, wine bar, or drinking establishment), Leisure Activities)	Commercial, Business (Existing) E Use Class
	Upper Level - Food & Beverage, Sui Generis (Cinema)	Commercial (Above EX.) E Use Class
PLOT 11	Ground Level - Food & Beverage, Sui Generis (public house, wine bar, or drinking establishment)	Local Community & Learning (Existing) F Use Class
	Upper Level - Hotel or Residential	Sui Generis (Existing) SG Use Class
PLOTS: 13 & 14	Ground & Upper Levels - Residential, Residential institution	Sui Generis (Above EX.) SG Use Class
	Upper Level - Residential	Plot Number
PLOT 15	Ground & Upper Levels - Residential	Use Classification
	Upper Level - Residential	Existing Buildings Use Classification
PLOT 16	Ground & Upper Levels - Sui Genris (Health and Leisure Centre)	Residential Access
	Upper Level - Residential	Servicing Access
PLOT P1	Ground Level - Food & Beverage, Sui Genris (public house, wine bar, or drinking establishment)	Active Front
	Upper Level - Residential	Site Boundary
PLOT P2	Ground & Upper Levels - Retail / Shops, Food & Beverage	View Corridor
	Upper Level - Residential	

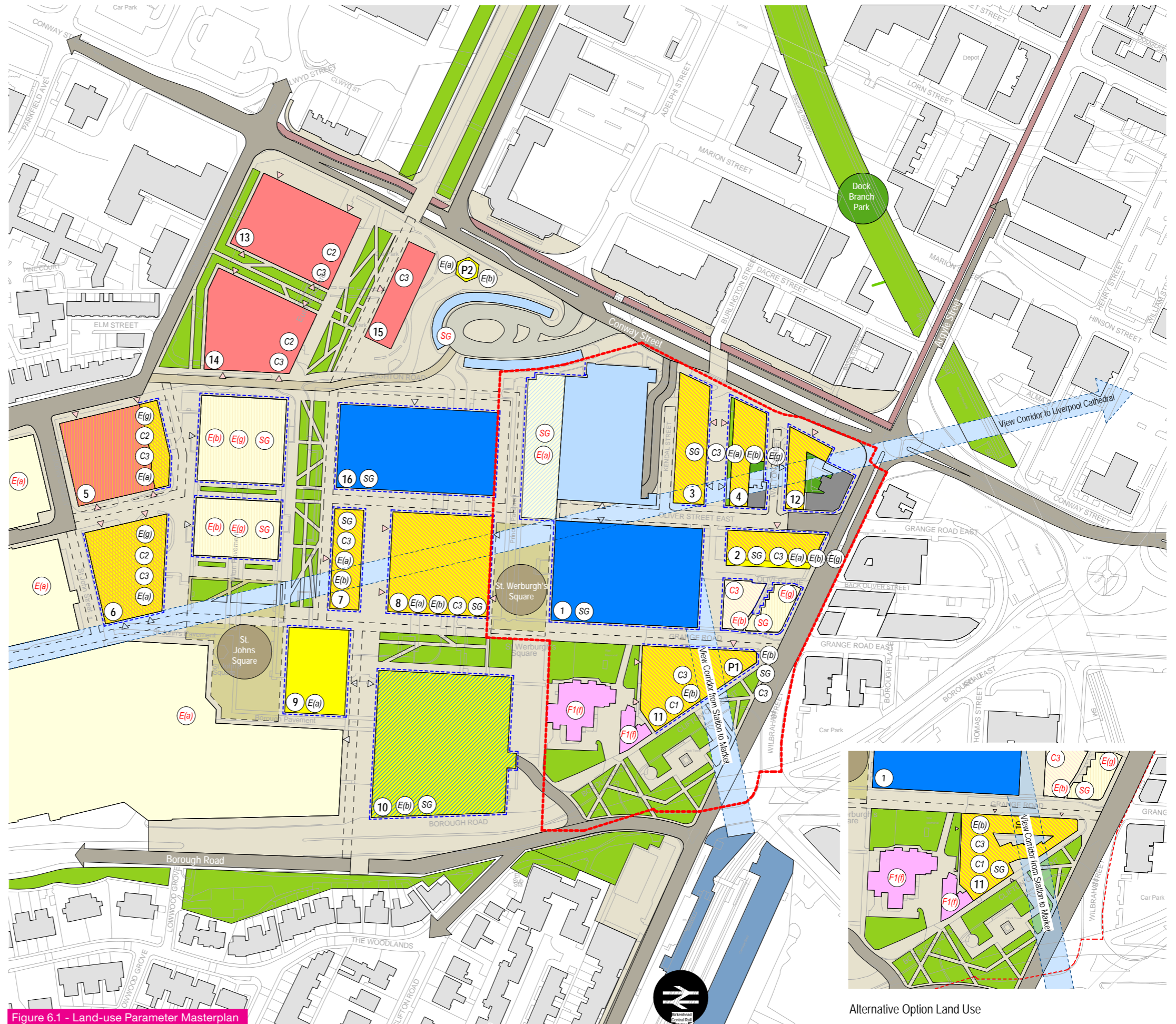


Figure 6.1 - Land-use Parameter Masterplan

Alternative Option Land Use

6.3 Development Parameters

Plot 01 // New Market Location

Use: Market Hall

Density: This plot is intended to provide a single commercial / community use

Grain: A comprehensive building footprint to align to wider urban grain and opportunity to connect to the North

Building Line: Grange Road provides two key buildings to respond to the Auction House and George and Dragon pub, both of which follow a similar building line. Any new building must create a clear design response to this frontage. Visibility will be key to the corner identified. Compliance to this frontage would be desirable from the masterplan.

Back Oliver Street presents a different aspect without any buildings to respond to with vacant carpark sites. Building alignment here should allow variance and projections, and as a public facing building it will be important to consider visibility and identity from this street and new frontage to Conway Street.

Response to neighbouring buildings: Building alignment is noted above to properties to the east and a new street is proposed here to facilitate new permeability. Buildings immediately to the west of the plot have not been addressed by this alignment advice. The low level precinct buildings are not viewed as a long term part of the town's future and serve as holding critical value as a new piece of public open space. The interim / meanwhile interface must be successfully addressed to ensure an active frontage is created, and security issues aren't introduced opening public into a service space.

Heights: As a single use building for a market, it is anticipated that the building will provide some scale to the street c.4-5 storeys, but still respond to the adjacent heritage buildings of the Auction House and George and Dragon. Some level of variance would be expected and would be consistent with the streetscape.

Roofscape: This building would be expected to provide a clear visual identity as a major public building. The

roofscape will be a part of this and should add character to the building.

Active Frontages: Ground floor uses to create interest and activity to south, east and west facades. Northerly facade to provide passive surveillance to the street to avoid anti social use of service space.

Base of the building and Thresholds: The building should provide a clear relationship to the street to indicate an active frontage. Entrances should be clearly expressed as a public building.

Key Masterplan Development Principals:

- The new market is a landmark building establishing the quality of the wider regeneration of the town centre. It should act as an anchor to the high street and provide visibility to the wider surrounding roads with key importance from Grange Road, Central Station and Borough Road.
- A new north to south permeability through the introduction of a pedestrianised street providing connection from Grange Road to Conway Street, with a new vista created to the Conway Building and the junction to Burlington Street. This should be supported by an active frontage to the new market building for this full extent.
- The market building should provide cognisance of the listed St Werburghs Church opposite and its community functions. There should be a sensitivity to the informal route provided through the grounds, and the weddings, funerals and christenings that are provided.
- In response to this, the building should provide activation initially to; South and East facades, and future proofing to allow the provision to open up to the West, and larger market square proposal within the St Werburghs Masterplan.
- Future proofing proposals to the new market west façade will be important to understand.
- Grange Road is proposed to be pedestrianised up to Argyle Street, relocating the existing Taxi rank, but maintaining infrequent vehicle access for servicing etc. This provides an opportunity to connect people with the Priory and re-establish the importance of the sightlines possible from Grange Road.

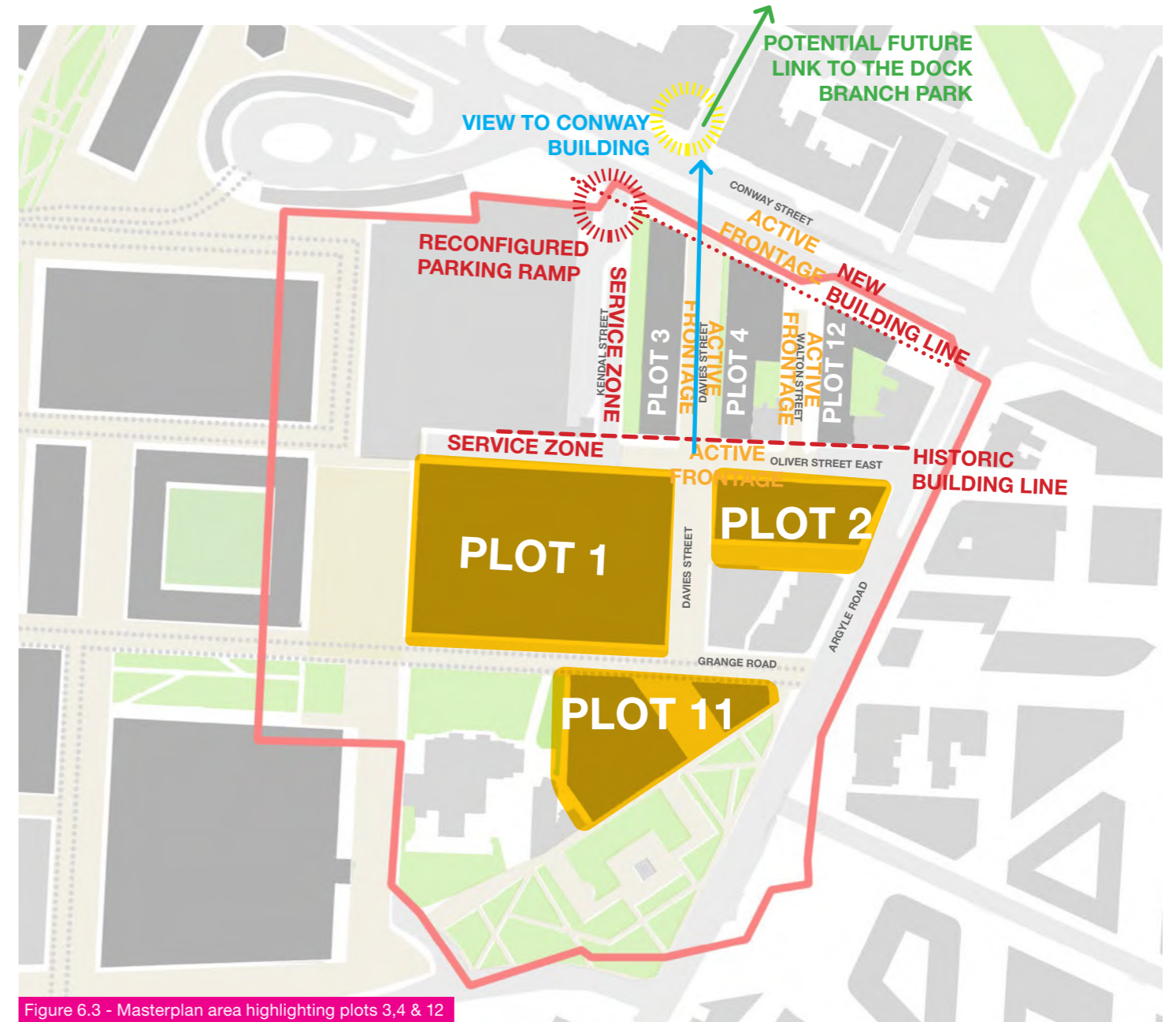


Figure 6.3 - Masterplan area highlighting plots 3, 4 & 12

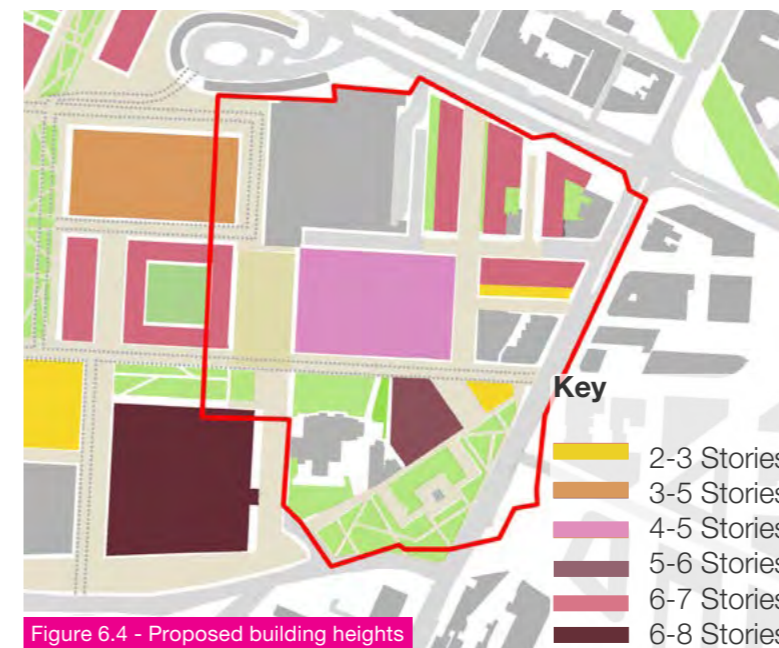


Figure 6.4 - Proposed building heights



Figure 6.5 - Aerial view of masterplan



Plot 03, 04 and 12 // New mixed use streets

Use: Commercial ground floors comprising; restaurants, cafe bars, small start up business space, independent retail and leisure, with residential over.

Density: Residential Density would be expected to exceed a minimum of 60 dph in line with emerging Local Plan Policy WS 3.2 - Housing Density but may achieve significantly beyond these densities.

Grain: Reintroduce a lost historic street Davies Street leading from Oliver Street East to Conway Street. Buildings should follow the historic street pattern of Kendal, Davies and Walton Street with building providing full perimeter building plots approaches.

Building Line: The Firemans Arms and building to the corner of Argyle Street provide a reference to an earlier historic street pattern. New buildings to Oliver Street East should respect this alignment. Buildings fronting onto Conway Street should pull forwards to the historic building alignment long since lost. This is to tighten the width of Conway Street and create an active frontage that can 'talk' to the businesses on the opposite side of the road to create a two sided street.

Response to neighbouring buildings: There are three individual plots identified within Plot 1.

Plot 3 has to respond to the Conway Street MSCP and service nature of the ground floor. Carparking ramp modifications are required to facilitate this new connection and to this plot.

Plot 4 sits adjacent to the Firemans Arms. It is a characterful Public House and is to be celebrated within the streetscape. It would be expected that the building may form a party wall or with minimal offset to Oliver Street East, whilst to Walton Street an offset will be provided to allow for the external space to the Pub.

Plot 12 is identifying the long-term redevelopment opportunity of an interface with the historic buildings lining Argyle Street, and offering the potential to pull the frontage out to meet Conway Street as noted above.

Heights: Existing buildings in the areas are in general between 3 - 4 storeys. A scale of 6 - 7 stories has been identified for this area to allow critical mass of development and establishment of community. It is anticipated that this is largely 6 stories, but will require modulation above and below this to respond to the existing building appropriately.

Roofscape: The use of a varied roofscape will be an important part of this area, both in terms of character, but also helping to modulate between the existing context and new scale of buildings.

Active Frontages: Ground floor uses to all facades are required other than to Kendal Street where it is expected that a consolidation of service space would be located with upper level residential providing passive surveillance.

Base of the building and Thresholds: The building should provide a clear relationship to the street to indicate an active frontage. Residential entrances should be clearly identified in locations separate to Commercial use.

Key Masterplan Development Principals:

- This is an area of key importance linking from Argyle Street north of Conway Street, and the new market use. Lighting and street scape will be key to achieve an active intimate feel that can capture the creative identity intended.
- A new north to south route is proposed reintroducing Davies Street, and a finer grain to the area. This finer grain of street scape is again intended to reinforce the identity and character of the area.
- There are a small number of heritage building in this area to celebrate, alongside the link to the Conway building to the opposite side of Conway Street.
- Reconfigured carparking ramp and relocated bus stop to Conway Street to facilitate connections proposed.
- A new pedestrian connection across Conway Street to align with Davies Street to create stronger north - south movement and the future potential link to the Dock Branch Park

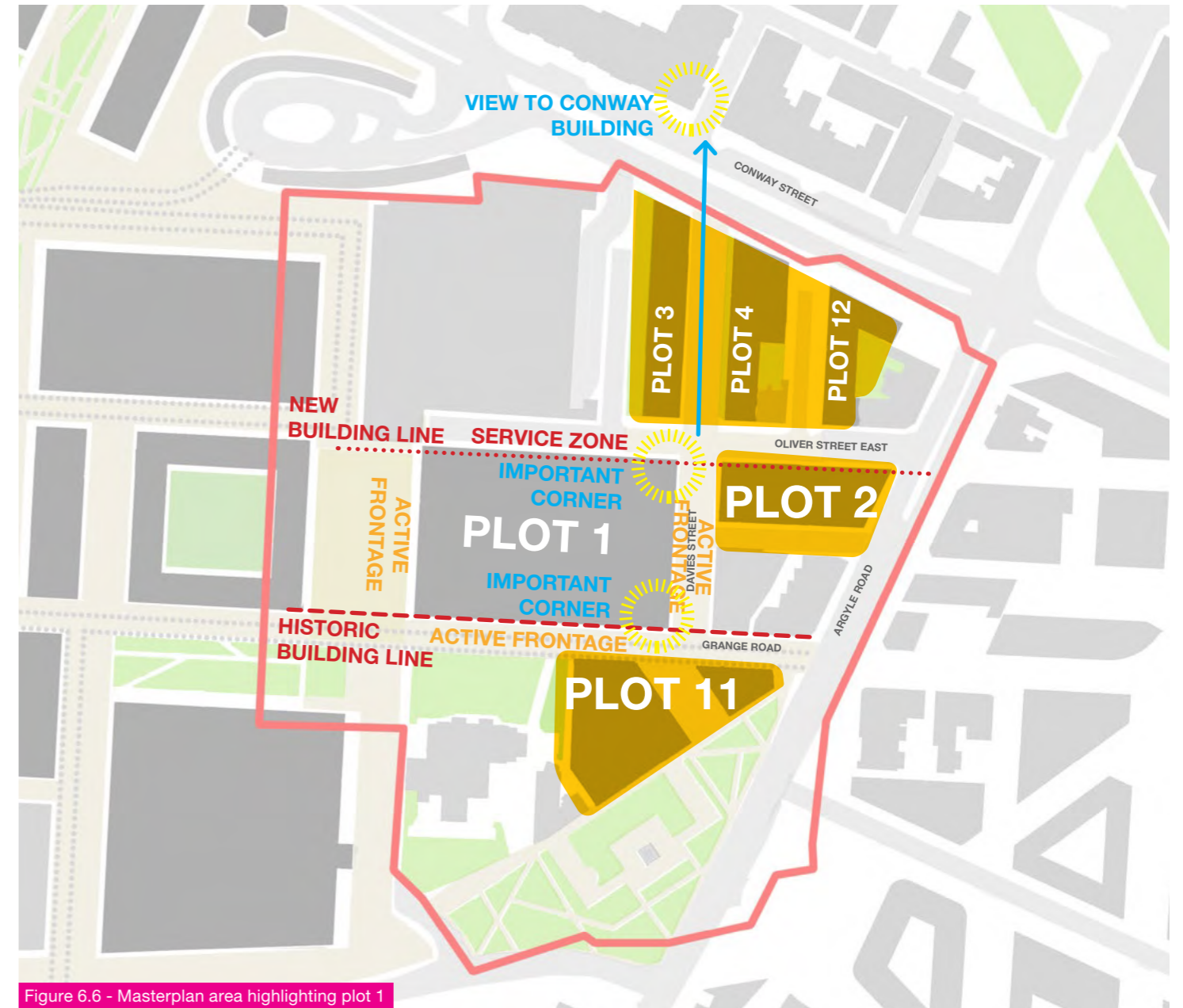


Figure 6.6 - Masterplan area highlighting plot 1

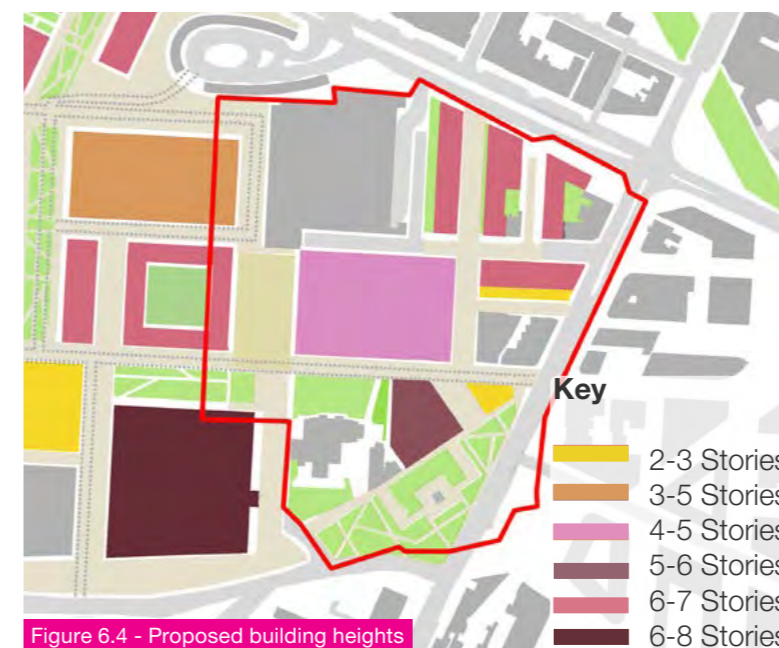


Figure 6.4 - Proposed building heights



Figure 6.5 - Aerial view of masterplan



Plot 02 and existing buildings to Argyle / Grange Road // New mixed use streets

Use: Commercial ground floors comprising; restaurants, cafe bars, small start up business space, independent retail and leisure / entertainment, with predominantly residential over, but with the potential for workspace / creative industries space in particular to units above the former Auction House.

Density: Residential Density would be expected to exceed a minimum of 60 dph in line with emerging Local Plan Policy WS 3.2 - Housing Density but may achieve significantly beyond these densities.

Grain: Reintroduce the building frontage to Argyle Street and Oliver Street East lost from the Argyle Theatre demolition. This plot with the adjacent George and Dragon / Auction House presents the finest of urban grains / street widths. This mews character offers the potential to add real character to this area, but will inform some upper level uses.

Building Line: The George and Dragon and buildings to the corner of Argyle Street and Oliver Street East provide a consistent historic building line. There is some exception to this with a small run of terraces adjacent to the George and Dragon which does create some modulation and informs a tighter opening to Oliver Lane and the mews / alley proposed to be opened between the Auction House and George and Dragon.

Building alignment to the reinstated Davies Street is intended to align to the existing Auction House gable, but re-clad / improvements to this exposed elevation will require consideration to ensure alignment is achieved comprehensively.

The new building alignment to Oliver Street East does have a relationship to the Listed Post Office building opposite on Argyle Street, but this alignment is more flexible to suit street and Architectural requirements.

Response to neighbouring buildings: Responses to the adjacent buildings are noted above in the alignment. There are no adjoining buildings to the plot other than a substation which will need to be considered holistically with the plots redevelopment. It is not intended that this remains and will need to be absorbed into a building

plot with others than may be required to suit the uses. windows to the rear of Back Oliver Street need to be considered in development proposals.

Heights: Existing buildings in the areas are in general between 3 - 4 storeys. A scale of 6 - 7 stories has been identified for this area to allow critical mass of development and establishment of community. It is anticipated that this is largely 6 stories, but will require modulation above and below this to respond to the existing building appropriately.

With Plot 02 there is an opportunity for increased scale subject to planning and design.

Roofscape: The use of a varied roofscape will be an important part of this area, both in terms of character, but also helping to modulate between the existing context and new scale of buildings.

Active Frontages: Ground floor uses to all facades are required, servicing should be carefully handled with the facade treatment to disguise impact on the streetscape. It would be intended that Oliver Lane would hold some function for this on a managed basis, but also hold the opportunity for use external F&B seating.

Base of the building and Thresholds: The building should provide a clear relationship to the street to indicate an active frontage. Residential entrances should be clearly identified in locations separate to Commercial use.

Key Masterplan Development Principals:

- This is the site of the former Argyle Theatre and holds the potential for the ground floor uses to celebrate this in some way, potentially through a small performance venue, or through the architecture
- This is the area with the tightest urban grain in the masterplan with mews streets and alley ways. This is intended to be the most intimate of public spaces, with characterful lighting and planting to suit.
- The heritage buildings are to be used as a design tool for approaching elevational approaches and architectural design responses. There is clear hierarchy in the facades and materials used are different to the wider context.

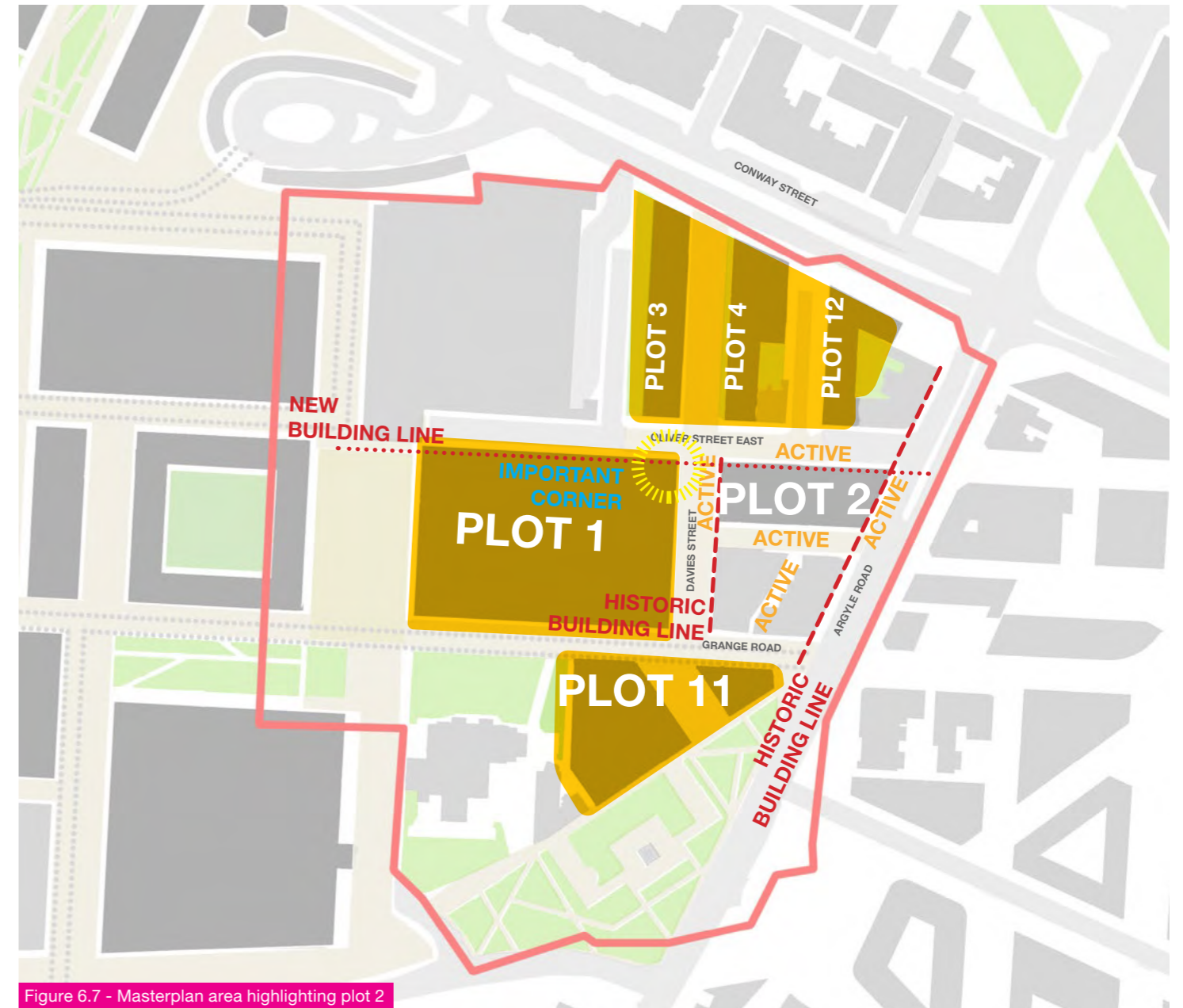


Figure 6.7 - Masterplan area highlighting plot 2

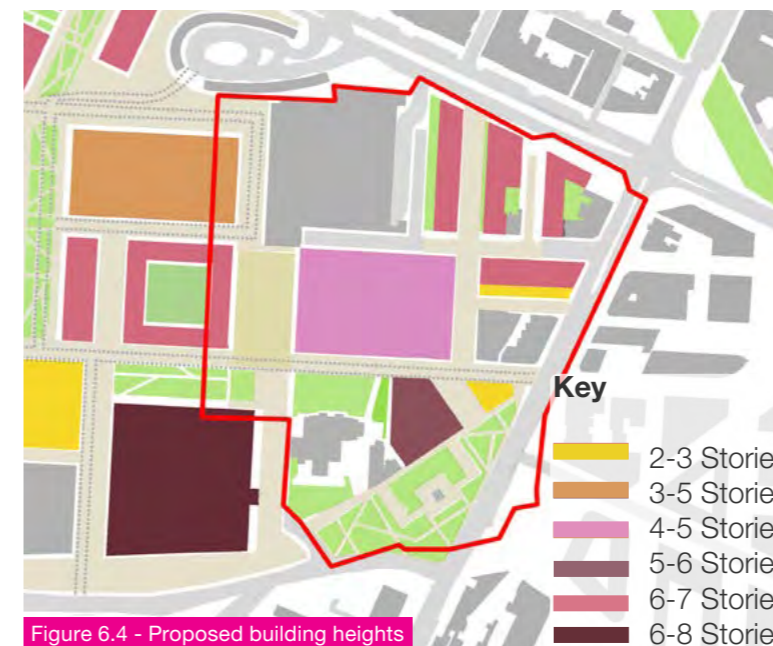


Figure 6.4 - Proposed building heights



Figure 6.5 - Aerial view of masterplan



Plot 11 & P1 // Central Hotel and Crescent

Use: Commercial ground floors comprising; restaurants, cafe bars and leisure / entertainment, with hotel over. This could also be residential, but with a strong preference for a high quality hotel offer.

Density: Residential Density would be expected to exceed a minimum of 60 dph in line with emerging Local Plan Policy WS 3.2 - Housing Density but may achieve significantly beyond these densities.

Grain: The masterplan is proposing a new break into the Crescent frontage to allow a sightline from Central Station to the new Market Building. This creates two new plots with a new pedestrianised street between. It is intended that this is a similar grain to Grange Road to inform the importance of the route and vista to Central Station.

Building Line: An existing building alignment is established by the buildings to St Werburgh’s Church. This is intended to inform a new alignment and a strong relationship to the new public space to the south. The existing Crescent also forms a building alignment to offer potential design links back to the heritage of the site

Response to neighbouring buildings: Plot 11 sits adjacent to the St Werburgh’s Church ancillary buildings to the Crescent Frontage. These buildings are single and two storey. It is intended that any new build would be responsive to this context, but not limited by their height. Building plot 11 is intended to either abut or create a small interface distance to create a comprehensive facade. Building plot P1 is a new standalone pavilion building. The key requirement driving this approach is the new visibility of the Market building identified.

Heights: As noted above the scale of the buildings needs to respond to the local context. Plot 11 is noted as providing a location for a new building of 6 - 8 stories, although as noted earlier in the report this is a location that is felt to be capable of hosting a landmark tall building for the town centre and reinforce the anchor location. Plot P1 is intended to be lower in scale and offer the potential for views over it to the new Market building behind when being approached from Argyle

Street. Alternative approaches could be considered here which maintain the view corridor.

Roofscape: The buildings in this location are not intended to have strong roofscapes. The lower pavilion building to plot P1 could offer some potential, but plot 11 should look to use building form and addressing of the context to provide animation rather than roofscape alone. Consideration of wider townscape will be important.

Active Frontages: Ground floor uses are proposed to all facades with the exception of the boundary to St Werburgh’s Church.

Base of the building and Thresholds: The building should provide a clear relationship to the street to indicate an active frontage. Entrances should be clearly expressed, and make use of new public spaces and streets created.

Key Masterplan Development Principals:

- A new route is proposed from the Crescent to Grange Road, the new Market Hall and Central Station. The new route is also intended to provide long views to Conway Street and the Conway Street Building.
- The taxi rank and small surface carpark to Grange Road is proposed to be relocated. Carparking consolidated to the Conway Street MSCP, and Taxi Rank to the new public space and Central Station interface.
- Plot 4A offers the potential for a landmark tall building creating wider views into the area and reinforcing the importance of this place in Birkenhead
- Interaction with a new public space around the monument offers a clear potential for gateway transformation and public use of this south facing space. Following the removal of the flyovers
- The Monument is intended to be surrounded by a new green landscaped space attractive for parks and SUD’s features as one of the lowest points in this area.
- Two subterranean Victorian WC’s are located adjacent to the monument these are intended to be converted into bar / cafe spaces and offer a unique interest point to this public space.

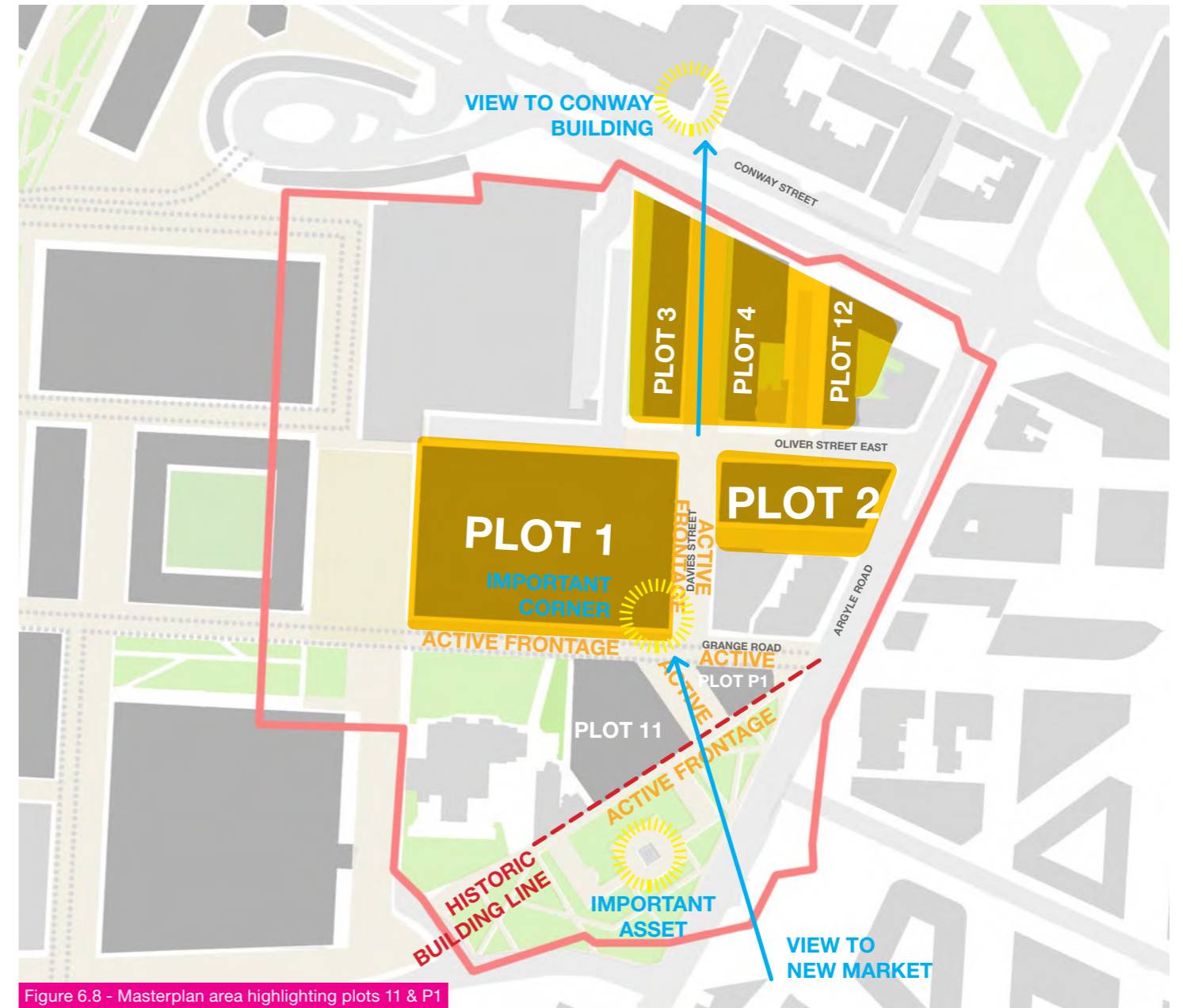


Figure 6.8 - Masterplan area highlighting plots 11 & P1

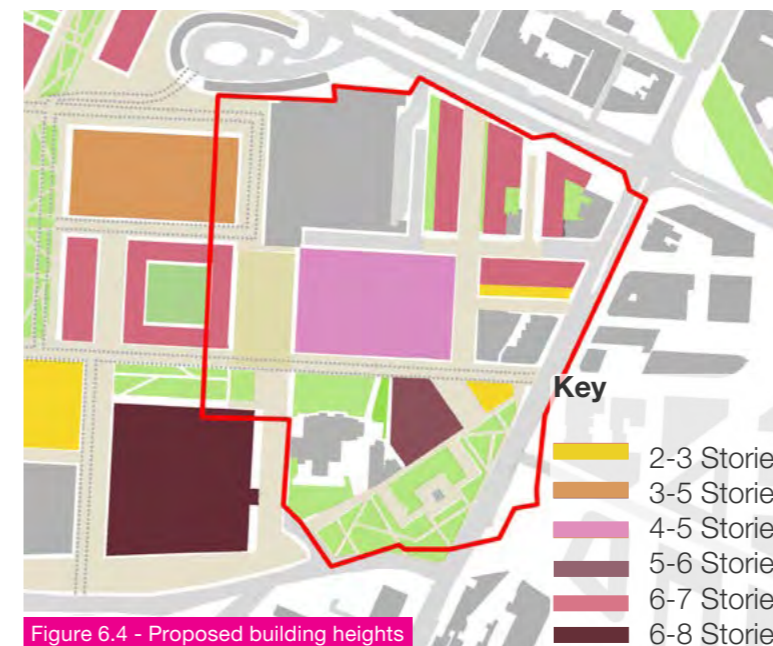


Figure 6.4 - Proposed building heights



Figure 6.5 - Aerial view of masterplan

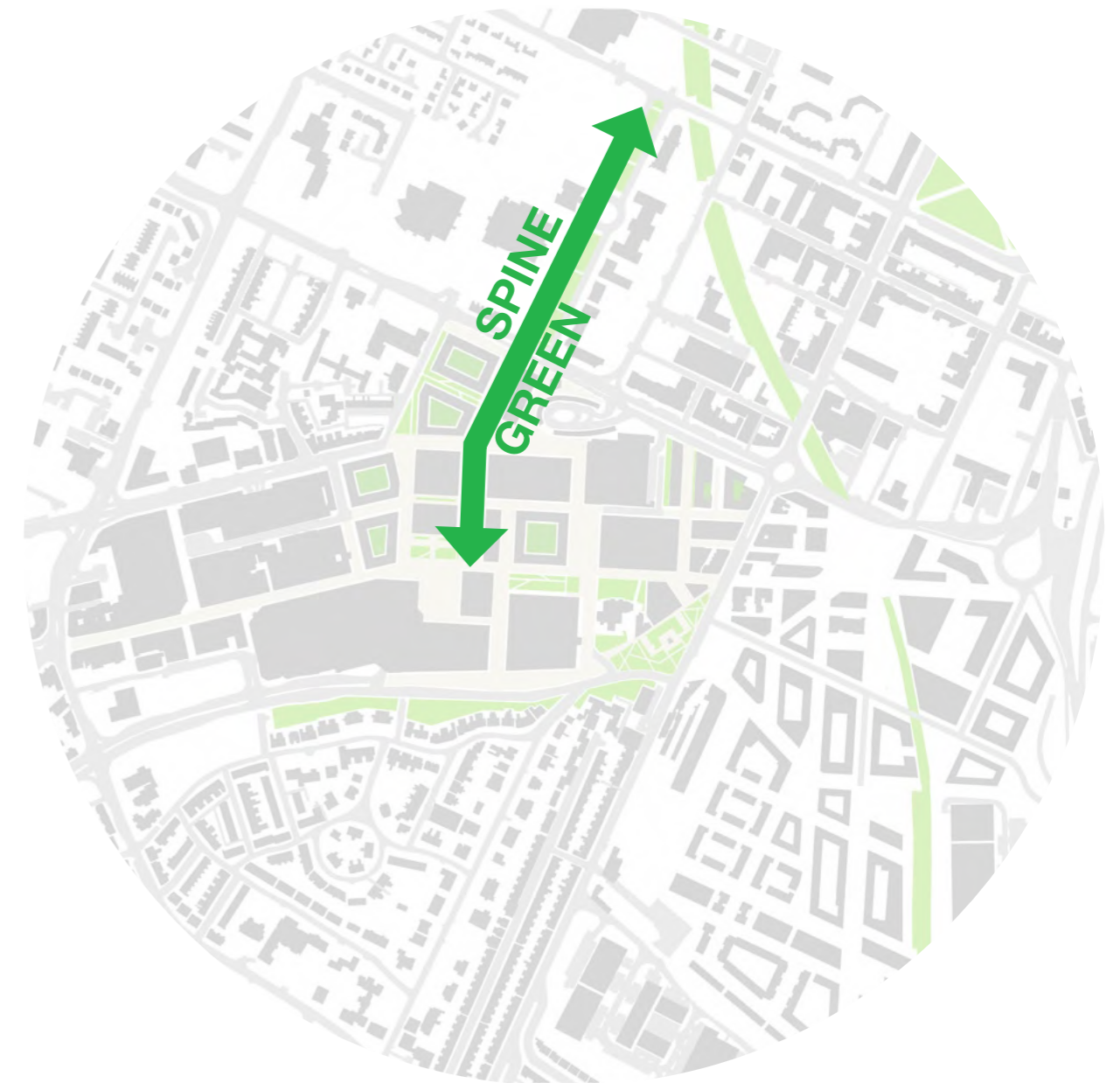


6.4 Urban Design Principles

Reconnecting Grange Road

The key move within the masterplan is to reconnect Grange Road. Historic maps show that Grange Road was once a key route through the town centre, connecting Charing Cross with Haymarket Square.

Reconnecting Grange Road reintroduces the high street back into the town centre.

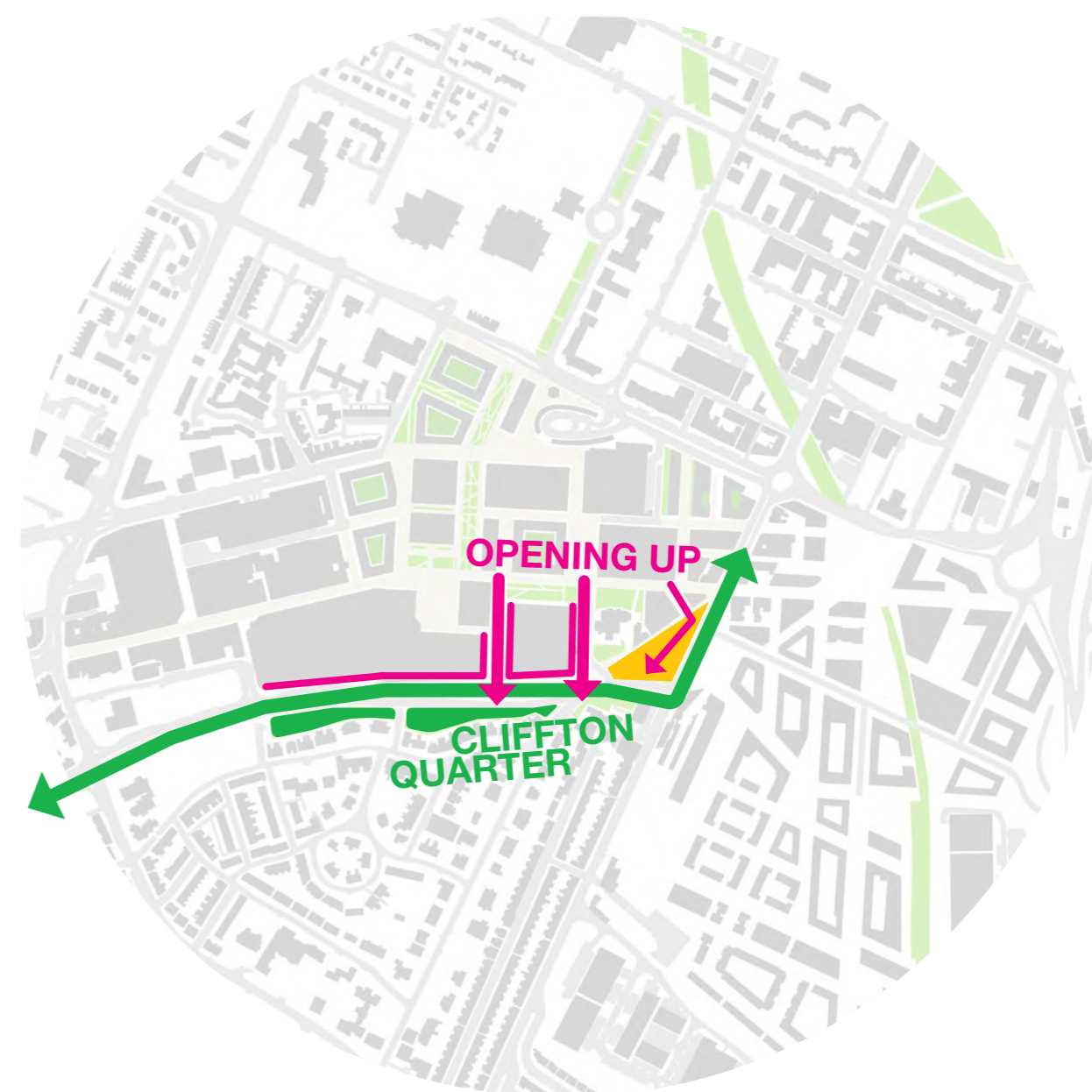
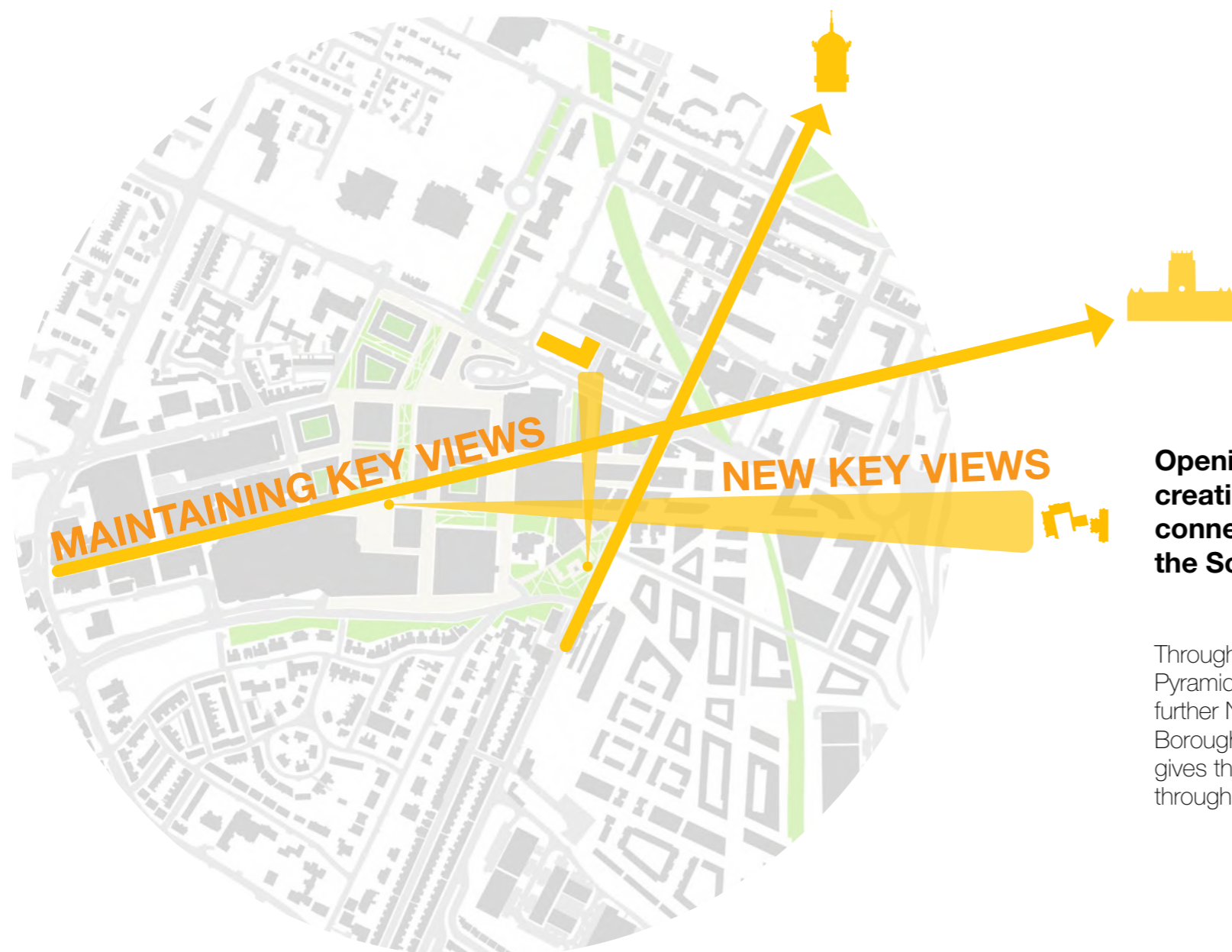


Introduce a new North/South Green Spine

The introduction of a new green spine through the centre of the town provides a green North/South corridor that connects the town centre to Conway Street and the soon to be reconfigured Europa Boulevard and Conway Park Station.

Capitalising on key views and vistas

Through opening up streets, carefully sculpting buildings and reintroducing historic street patterns the masterplan will both protect existing view corridors, but will also provide new ones.

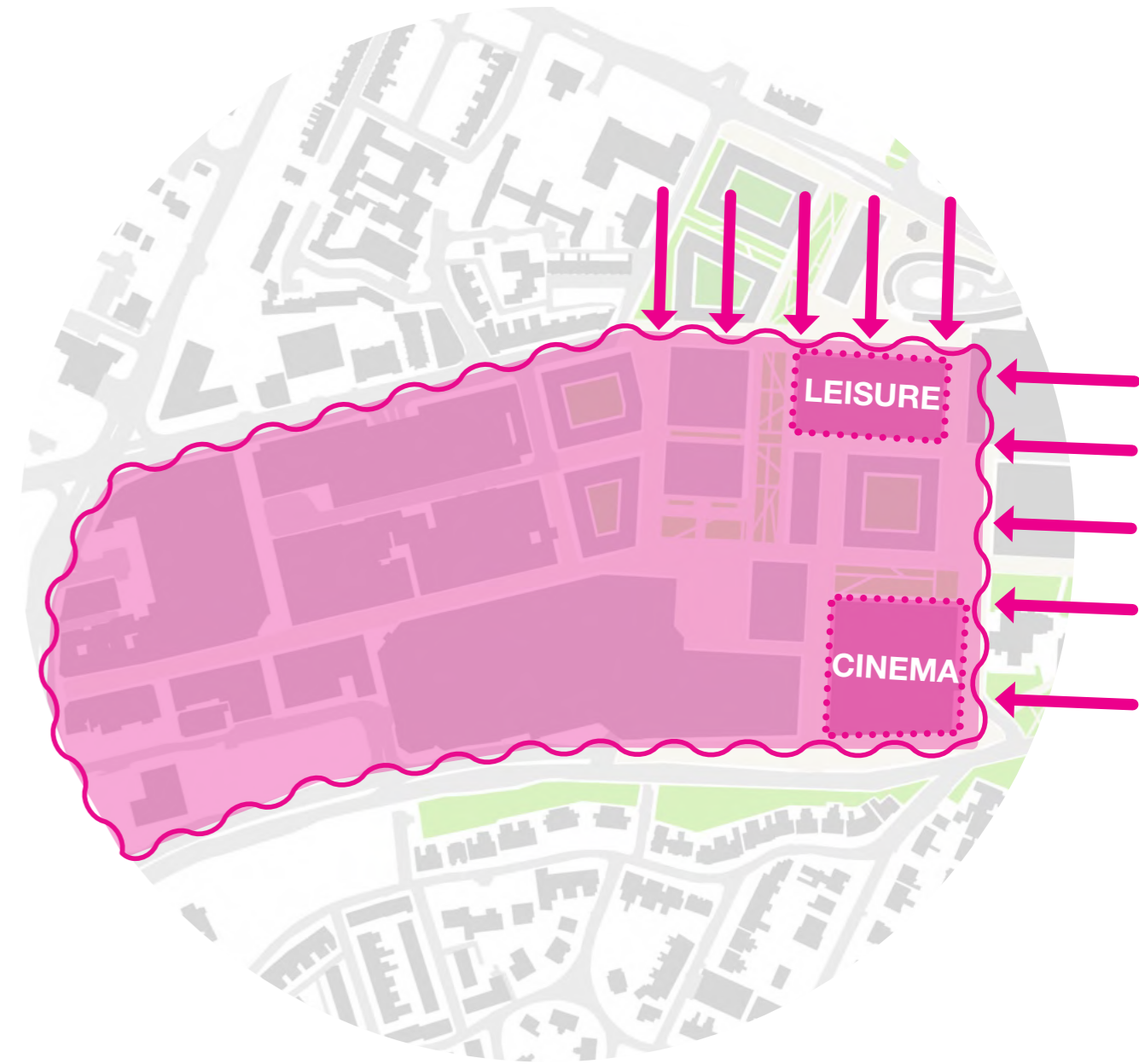


Opening up Borough Road and creating a new active frontage & connecting to the Clifton Quarter to the South

Through the considered removal of parts of the Pyramid shopping centre we are able to create further North/South permeability and open up Borough Road to the town centre. This also gives the potential to provide wider connections through to the Clifton Quarter.

Celebrating heritage with a new fine urban grain, creating North / South permeability

Through the increased permeability that is created by new North/South routes, the heritage assets within the town centre can benefit from greater clarity. These buildings and monuments are enhanced and celebrated within their new settings. Along with being more visible through the creation of new routes and longer vistas and view corridors.

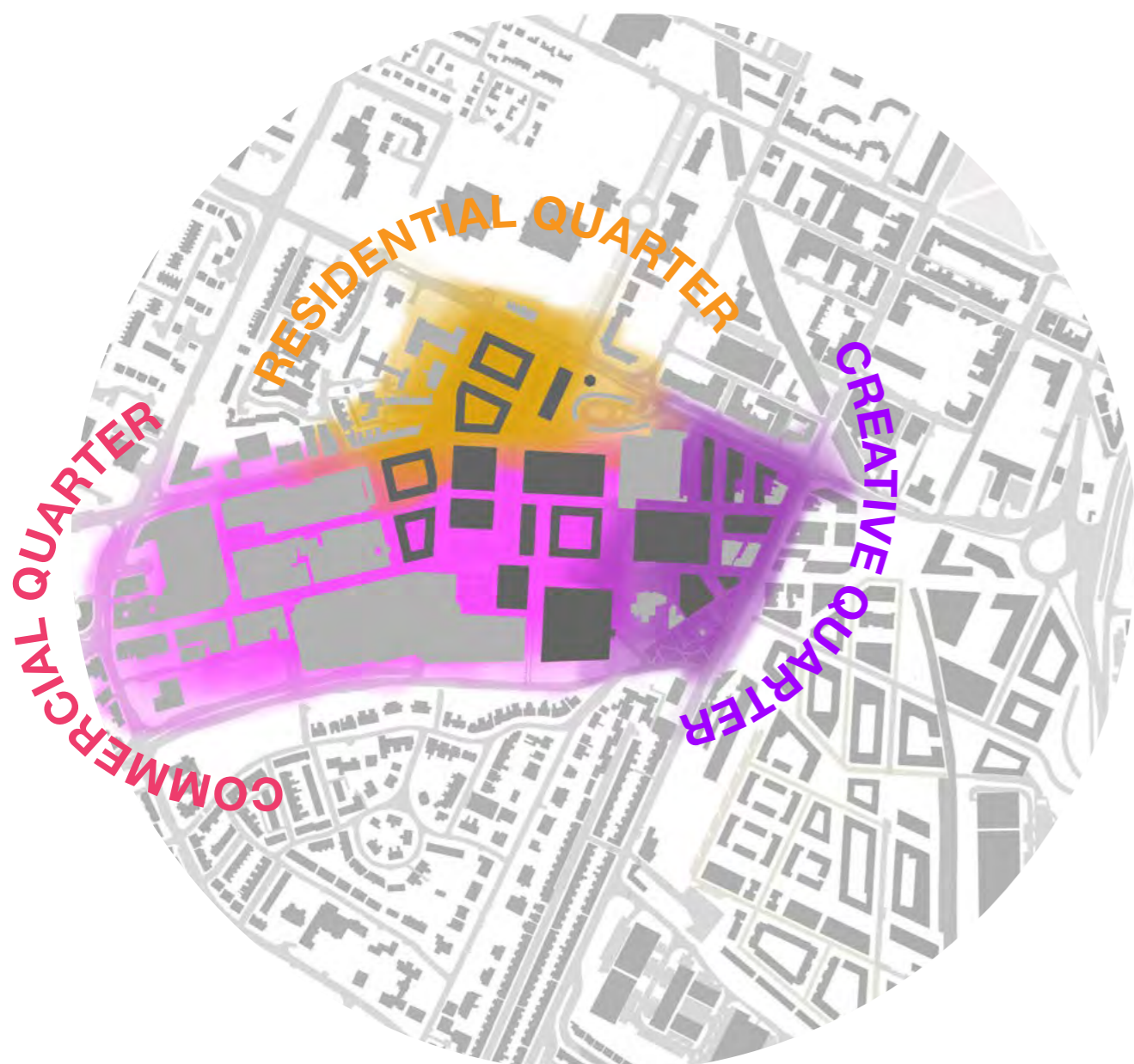


Consolidating retail and introducing new town centre uses (leisure, health and well-being at the heart)

The masterplan aims to consolidate the retail core of the town centre, whilst also introducing new uses such as leisure, health and well-being and F&B. This consolidated core will re-provide all the retail needs of the town centre.

Creating distinct character areas

The consolidation of the retail core provides the opportunity to create new distinct character areas with the town centre. Within the masterplan there are three distinct character areas that have been created. These are described in detail in the following pages.

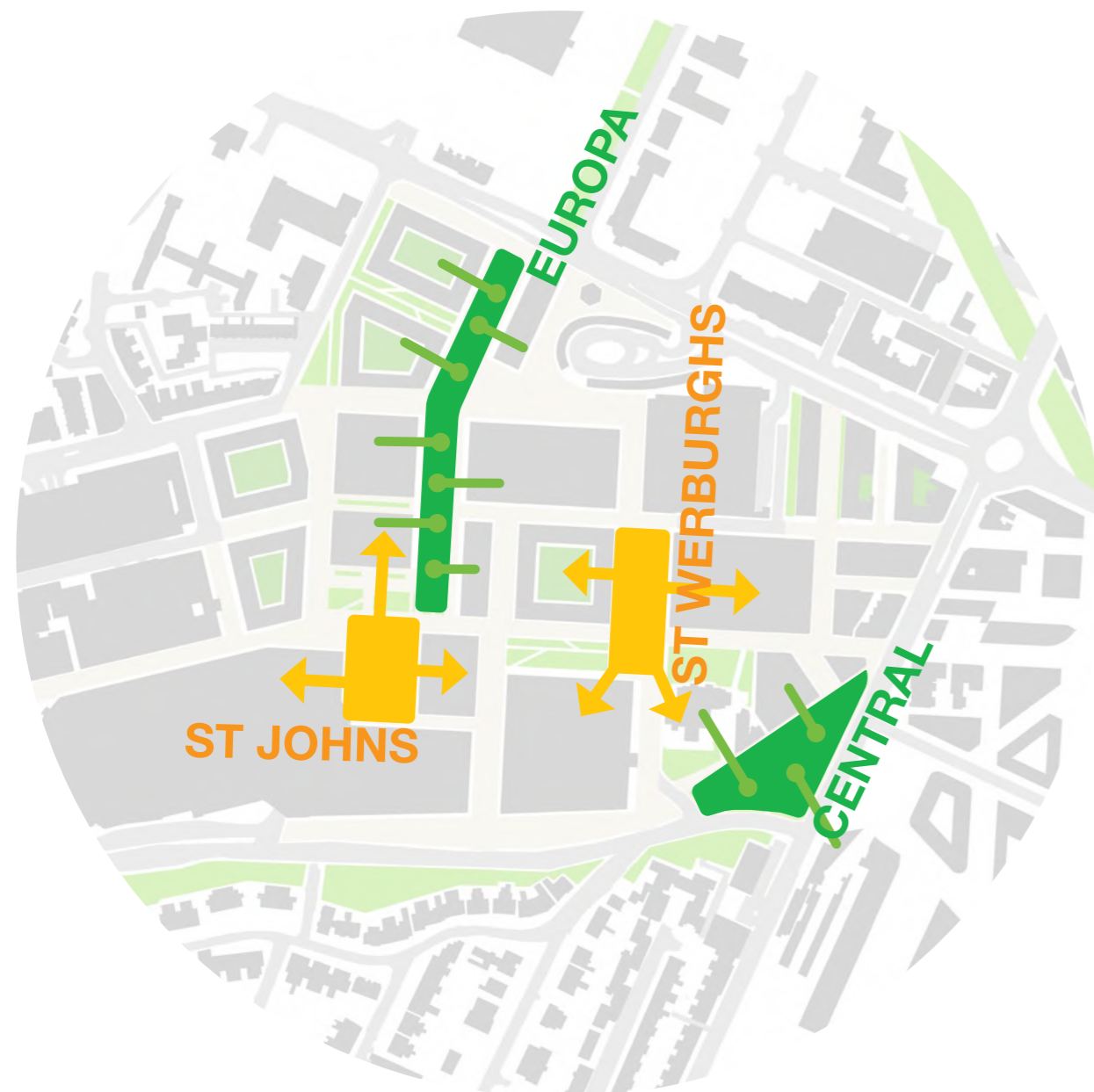


Improving utilisation of the MSCP and redesigning the ramp to reduce impact on the surrounding land

Through resetting out of the MSCP ramp, the plots along Conway street can be opened up and an active frontage can be provided on the highly visible corner plots. The service yard can be better utilised by sharing its use with the key surrounding buildings.

Creating new public spaces with clear identity and purpose

The enhancement of the key public spaces within the town centre and bringing a clear purpose to those spaces is a key driver within the masterplan. Along with creating new public spaces that provide gateways into the town and that can act as nodal points for the streets, increasing permeability and legibility of the town centre as a whole.

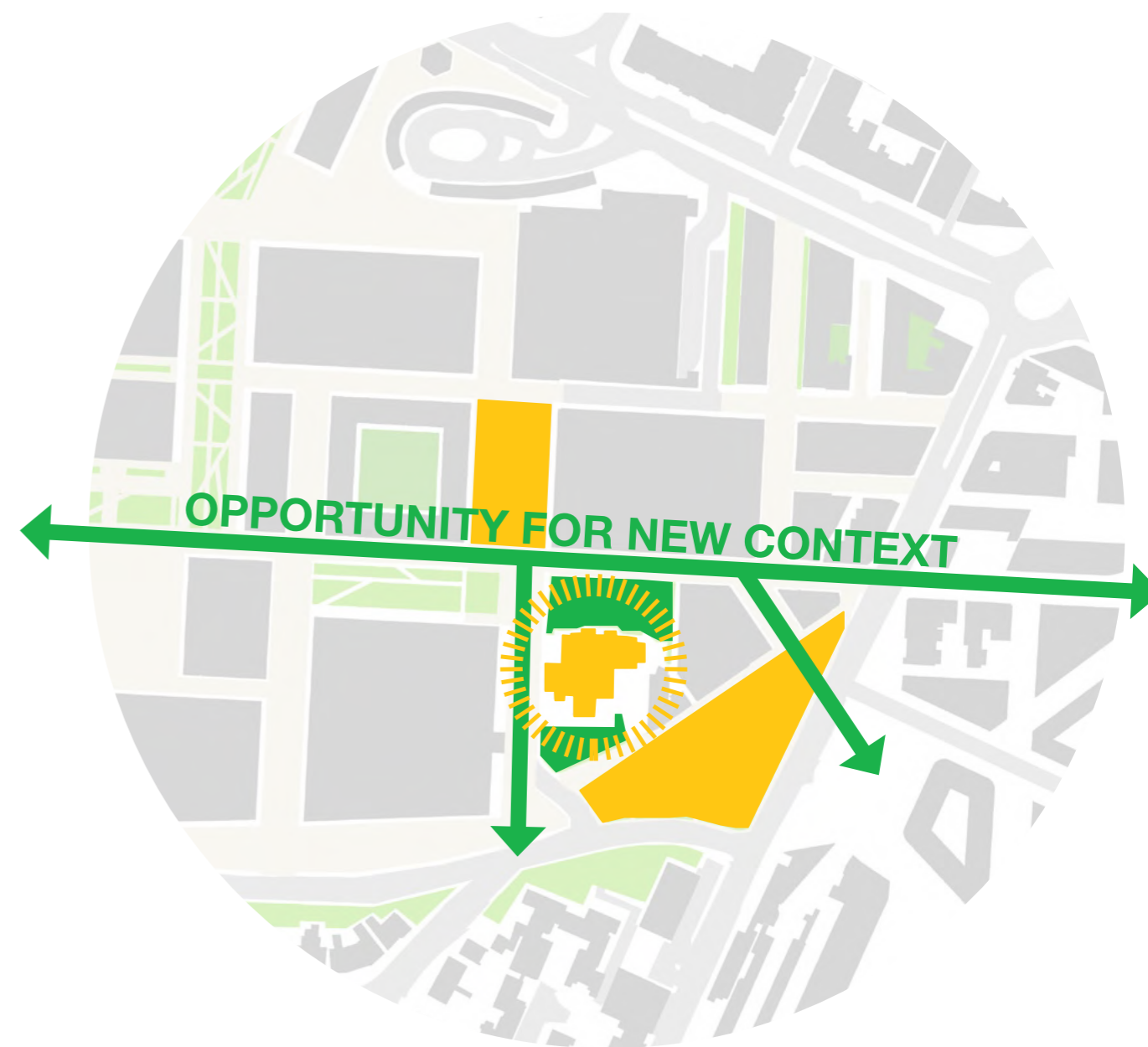
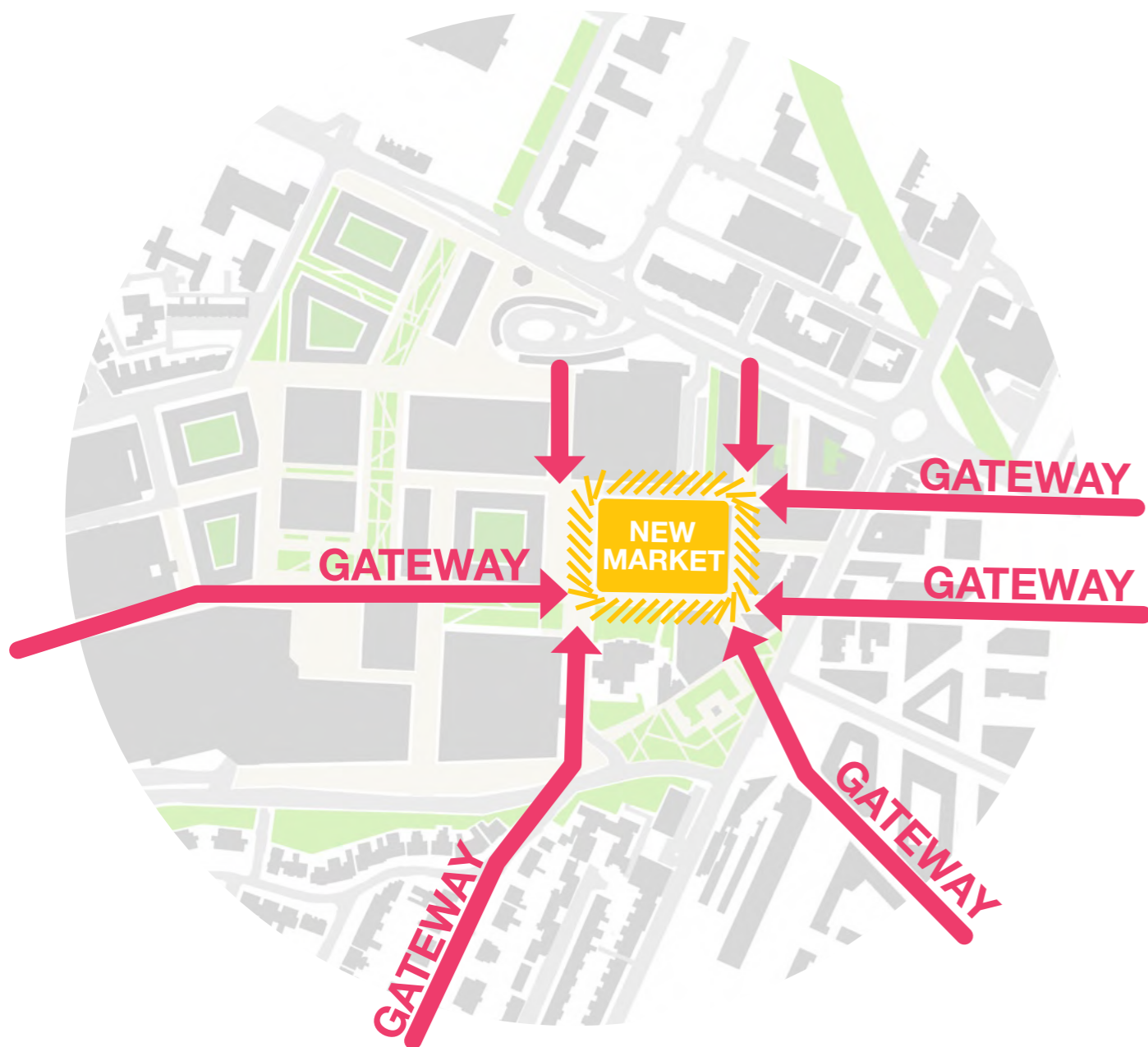


Introducing a mix of high density uses into the town centre with an increased scale

Bringing town centre living into Birkenhead is key to providing the critical mass of people required to have a dynamic and active town centre. It provides a base level of engagement within the town that gives the town the buzz it requires to attract people from slightly further away. Creating this critical mass is key to the success of the new masterplan.

A new landmark visible market at a gateway location in the town

The new market building will be the first new building within the masterplan and as such sets the level of quality for the rest of the scheme. The building is placed on the new high street and will act as a gateway, landmark building into the town centre.



Creating a new context to St. Werburghs church

Within the masterplan there is the opportunity for St Werburghs church to become an active part of the town centre. The new setting that has been created around the church provides the perfect conditions for a public facing church that actively engages with both the town and the people.

6.5 Public Realm Design Principles

1. Animated outdoor spaces

Reference to a range of town centre based activities



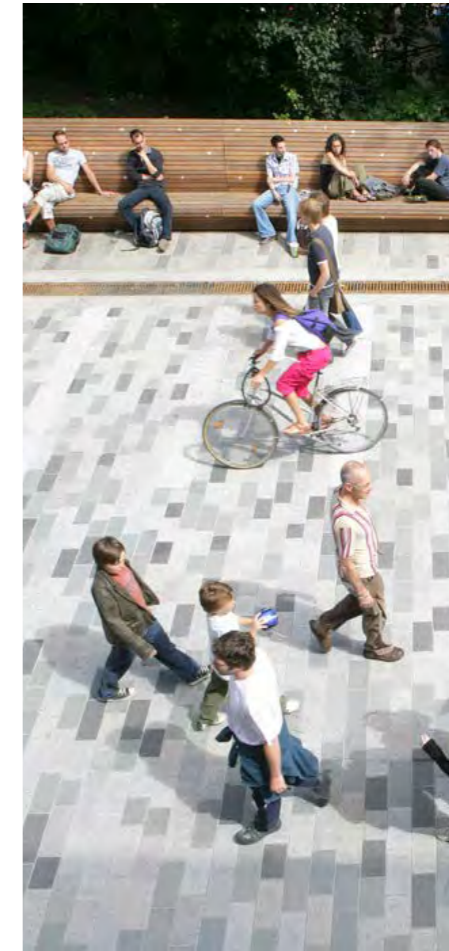
2. Safer spaces with lighting

Spaces that work well in the day and at night



3. Enhance and improve movement

Create clear walking and cycling routes within the town centre and masterplan



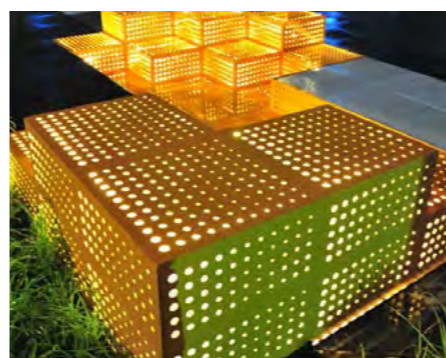
4. Sustainable greenspace

Create sustainable gardens and spaces that have a sense of ownership



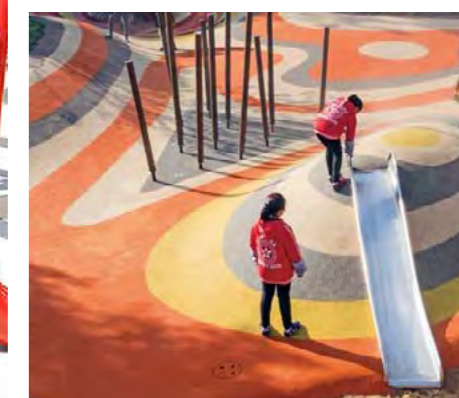
5. Art and visual distinctiveness

Create a bold visual and welcoming identity



6. Providing passive and active uses

Informal and formal play for all ages



7.0 Infrastructure

7.1 Car Parking Provision

The approach to parking is to consolidate the areas allocated within the town centre to three principal locations.

A detailed parking study is required to determine the exact parking numbers to be provided. However, it is intended that each carpark will serve both the town centre uses and the new mixed of uses being introduced.

A key move for the Conway Street MSCP is to address the car ramp which takes a significant frontage to Conway Street. It is intended that this is realigned also impacting a bus stop to allow a straight car ramp to be delivered and allow the new North to South permeability proposed from Grange Road to Conway St.

In particular within the Conway Street area of the St Werburgh's masterplan, the MSCP will serve as both general town centre parking and for use within the residential setting to minimise the need for car access into the town centre and promote a sustainable approach to living at its core making use of both sustainable transport provision and access to high quality footpaths and cycleways.

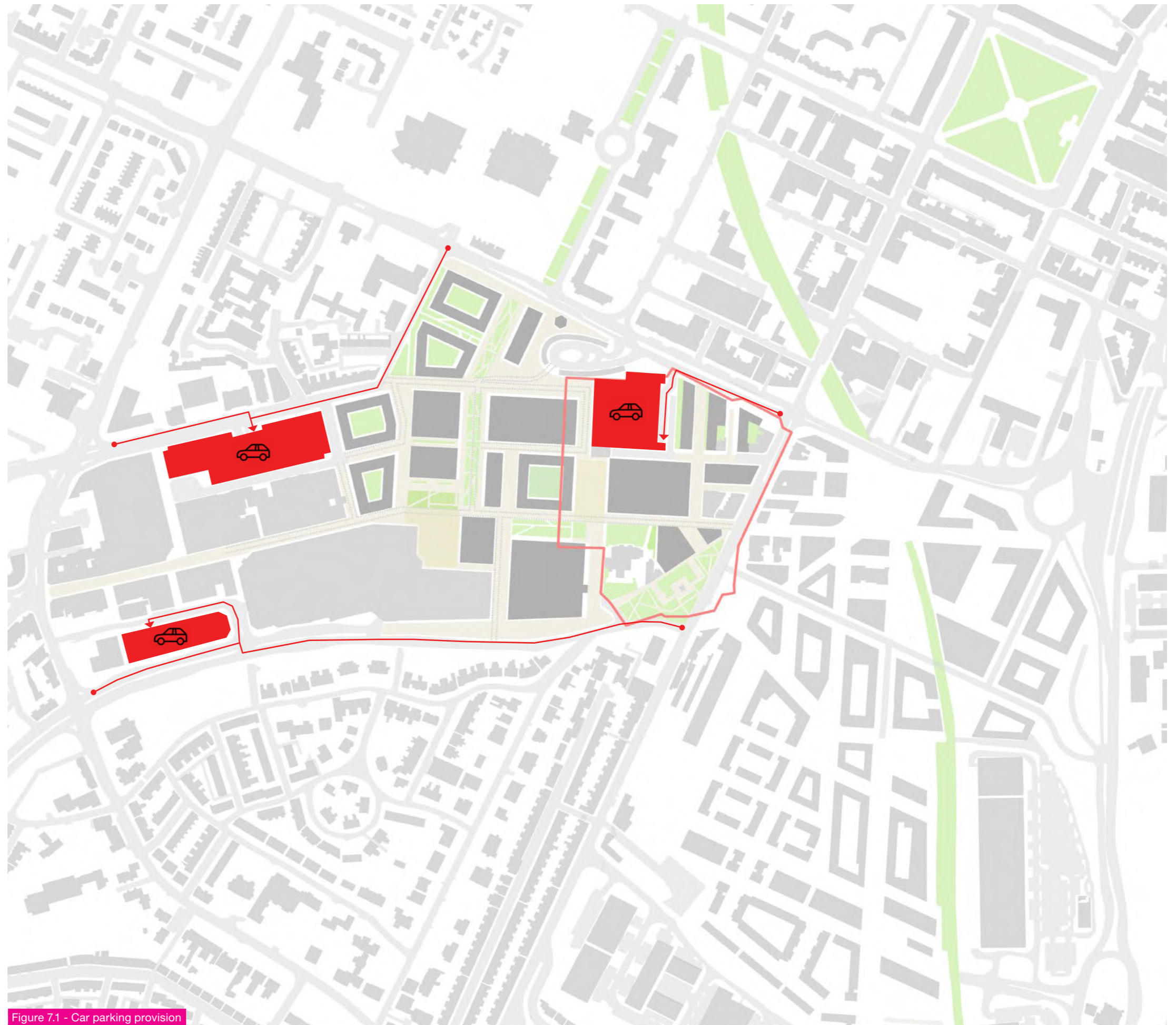


Figure 7.1 - Car parking provision

7.2 Servicing & Subterranean Bins

The approach to servicing St Werbughs and the interface with the town centre has been simplified to provide greater emphasis on active frontages. By removing a heavily serviced central core around the existing market hall, the town centre can open up and become more public facing.

The new market will be serviced from the rear and combines its service route with the enhanced service yard at the base of the Conway Street MSCP. These will both be accessed from Oliver Street, via Argyle Street.

The pyramids shopping centre existing subterranean servicing route that is accessed off Borough Road is intended to be altered but retained to allow new permeability to Borough Road from the town retail core.

The residential buildings above new ground floor uses can be served by a simple route for a bin lorry that is indicatively illustrated in the diagram opposite.

Developers should consult with the Council's waste team at an early stage. This is to determine its policy towards domestic and commercial waste, including the appropriateness for installation of street based underground refuse systems for residential development.

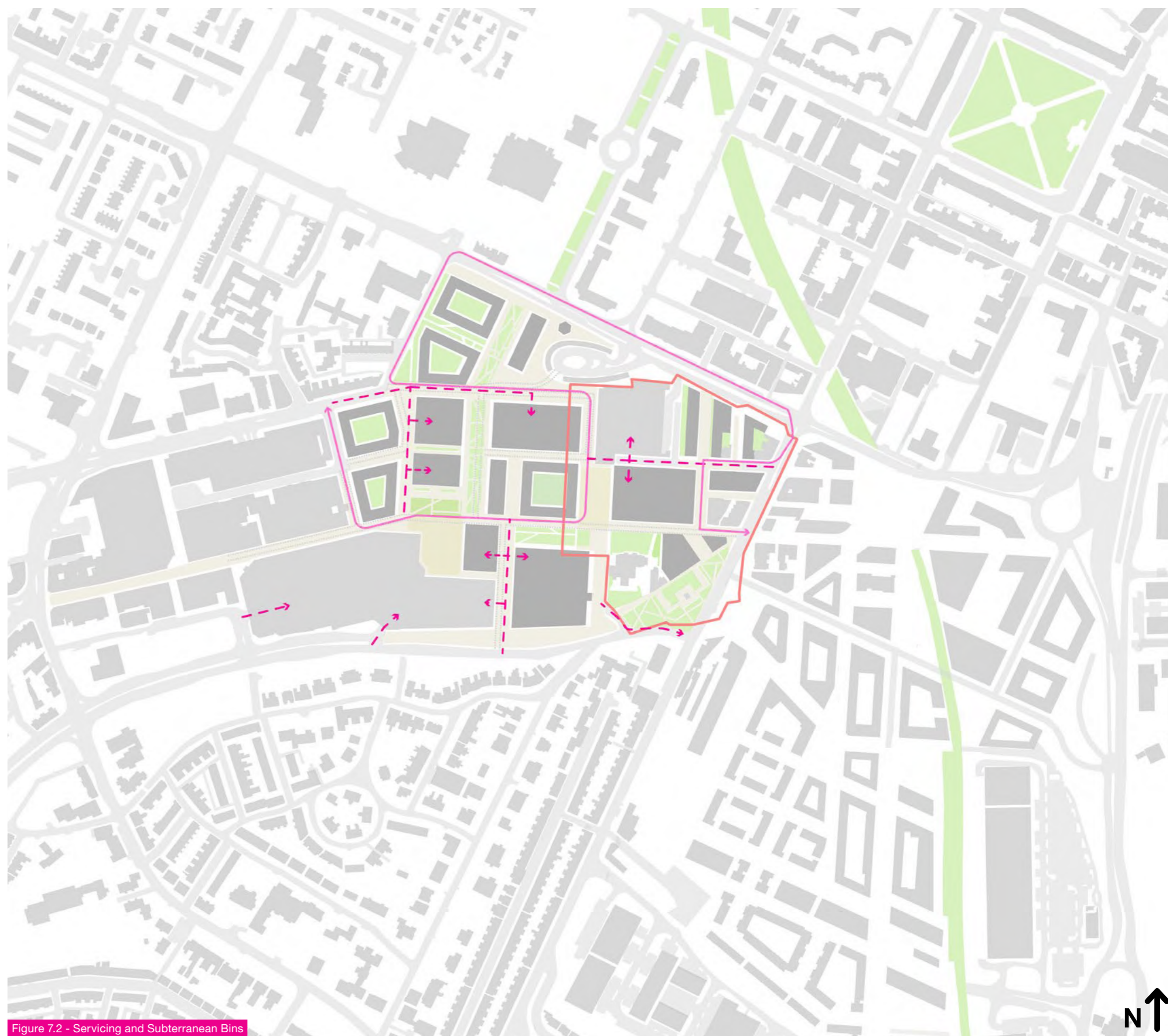


Figure 7.2 - Servicing and Subterranean Bins

Key

- ■ ■ Servicing Route
- Bin Lorry Routes

7.3 Heat Network

As part of the 2040 Framework a district Heat Network is being investigated with the intention that this will provide low carbon heating to properties within the town. The layout opposite is for illustrative purposes only to show a network of pipes connecting across the town delivering low cost green heating to homes and businesses.

The intention would be that any development that is brought forwards within the St Werburgh's Masterplan area will form part of this network, or be designed to allow future connection as the District Heat Network is delivered.

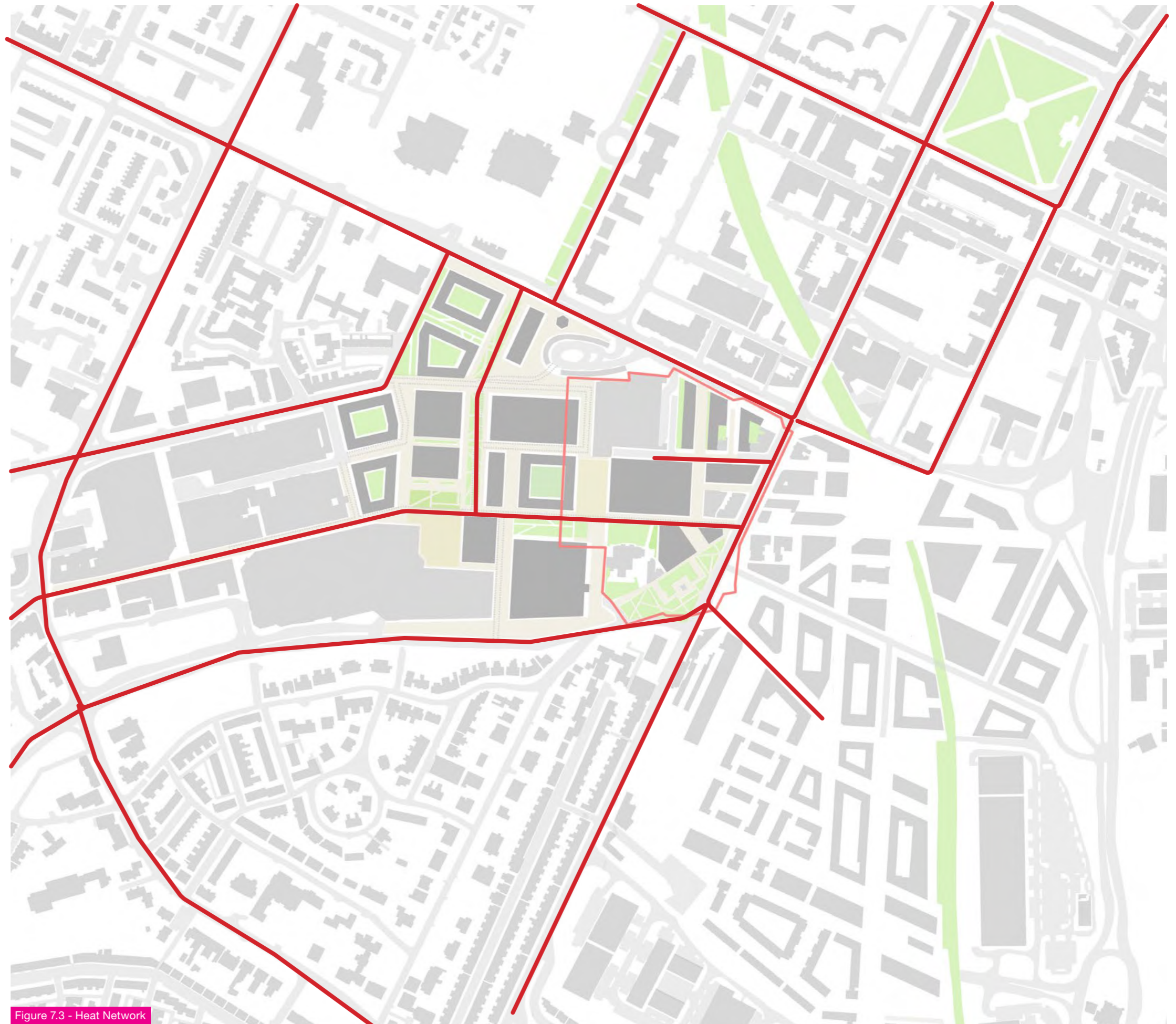


Figure 7.3 - Heat Network

7.4 Mass Transit & Public Transport

Wirral MBC are developing plans for a rapid transit public transport system. These plans are still in development, but it is the intention that these will serve to connect from New Brighton, through Liscard, Wirral Waters, Birkenhead Town Centre and through to Cammel Lairds. The routes shown are for illustrative purposes only and will come forwards as a detailed consultation in due course.

Stops are proposed to interface with the Bus Interchange, as well as to both Conway Park and Birkenhead Central Station. These will provide key footfall generators and will help facilitate an reduced level of parking provision for the town centre to align with the aspirations to create a low carbon town centre.



Figure 7.4 - Mass Transit & Public Transport

7.5 Flyover Removal

The removal of the Borough Road (A5227) and Queensway Tunnel flyovers is essential to connect the Town Centre with Birkenhead Central Station (see figure 7.5), the Hind Street Urban Garden Village development and connections through Borough Road to Clifton Crescent. This is one of the catalyst projects of the Birkenhead 2040 Framework and is a key enabling project to remove the visual blight and the disconnect it has informed. The flyovers are proposed to be removed as part of the highway infrastructure works associated with the development of the adjoining Hind Street Urban Garden Village Development (Policy RA5 (C) of the Submission Draft Local Plan.

Borough Road currently virtually no active frontage to the length of the Pyramids shopping Centre and precincts. St Werburgh's Church, the Central Hotel and Crescent are all adversely impact by the dominance of this highways infrastructure.

The removal of the flyovers and the reconfiguration of Borough Road, and the gyratory to St Werburgh's will provide a new opportunity to create a more active frontage to Borough Road and the town centre. This is of critical importance to the success of the town's regeneration and the role that St Werburgh's can play at the arrival space for the town centre.

The removal of the flyovers provides the opportunity to create a new public square in front of Birkenhead Central Station and the King Edward VII memorial clock tower. This space will provide the setting for a new gateway into the Town Centre from East Birkenhead.

Refer to the phasing section for further information on the sequence of these spaces.

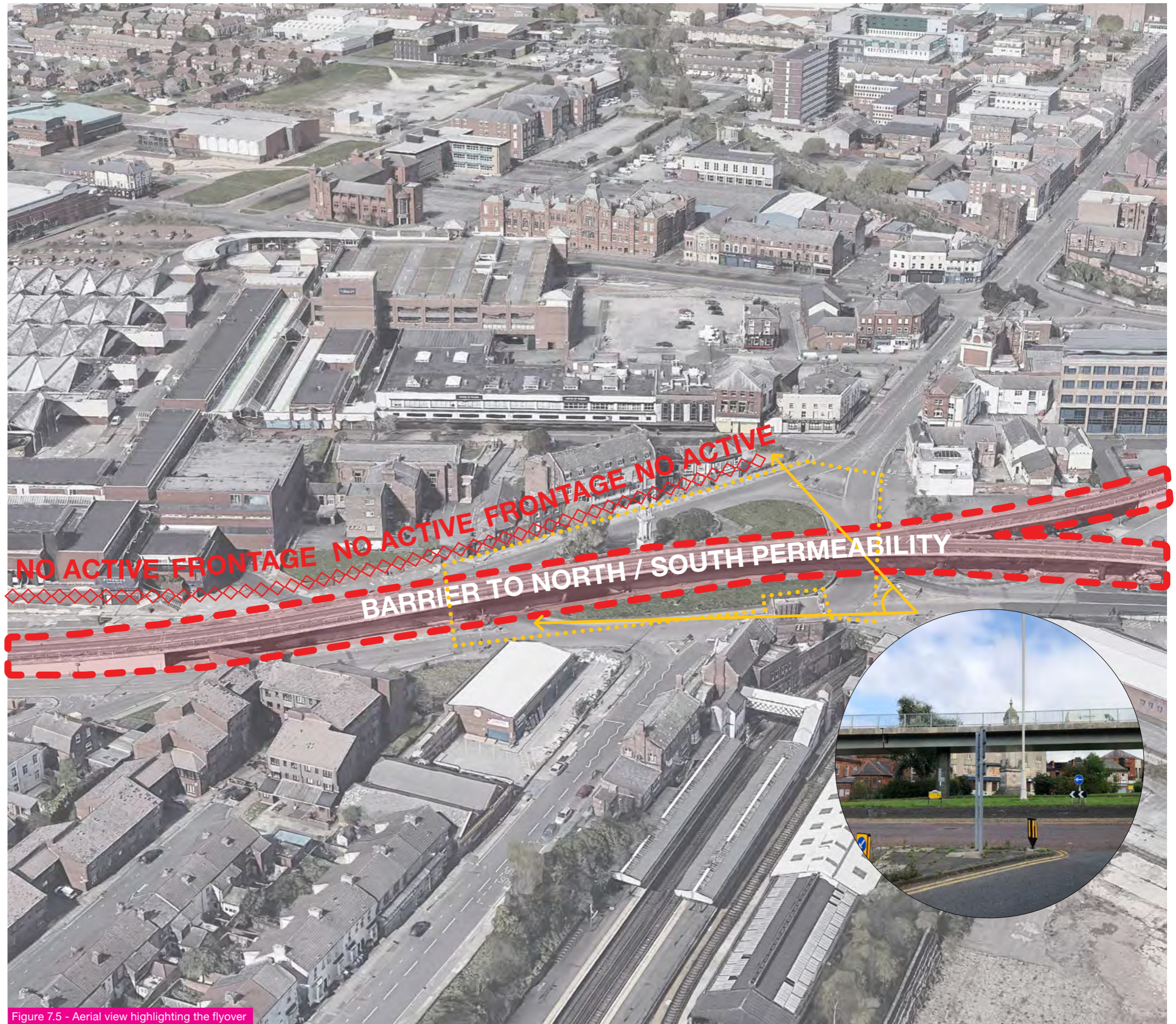


Figure 7.5 - Aerial view highlighting the flyover

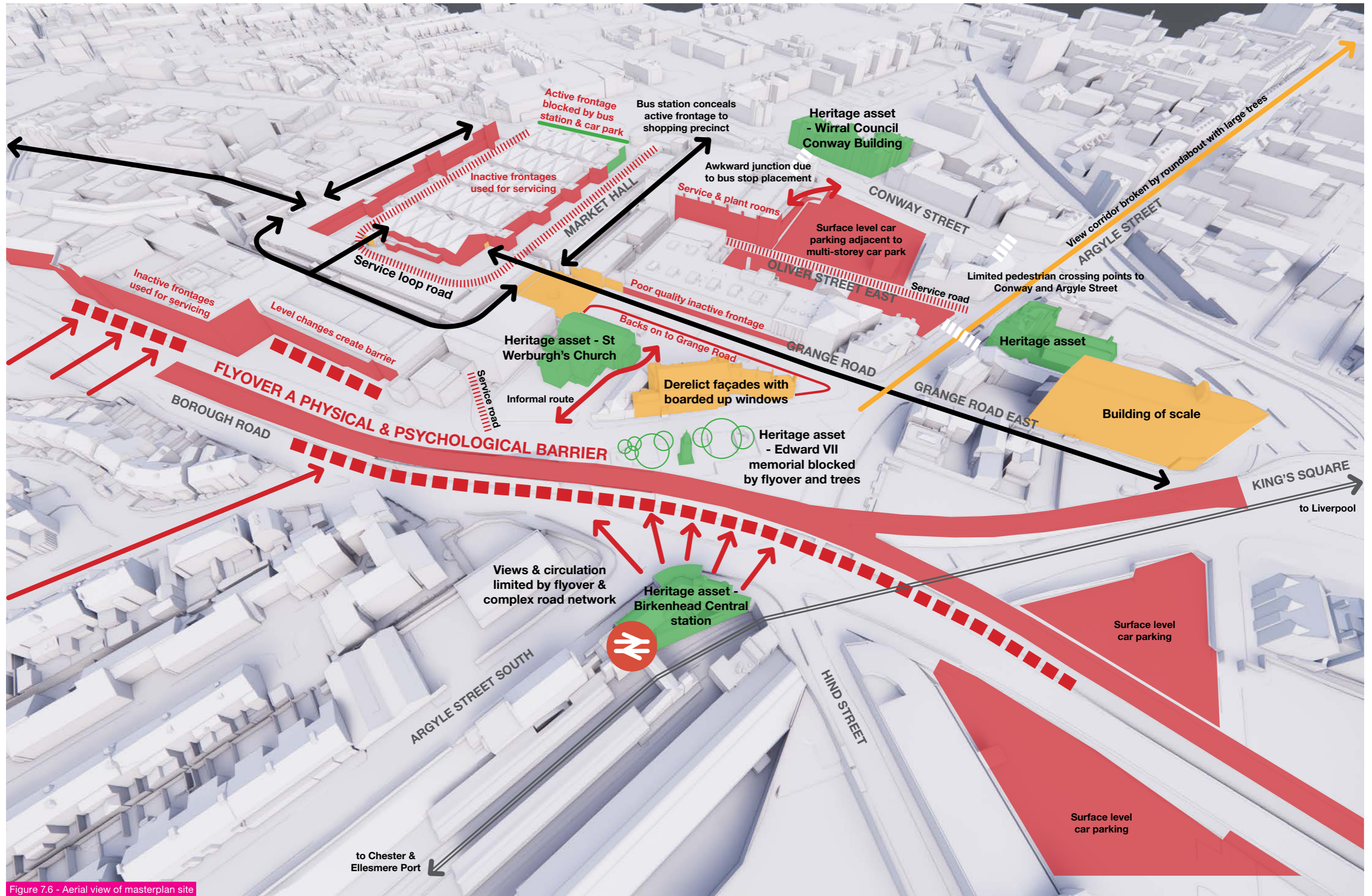


Figure 7.6 - Aerial view of masterplan site

8.0 Phasing

8.1 Phasing

In order to provide the new vision for the town centre a series of buildings, roads and infrastructure will require demolition. These are illustrated in red and light red in the image opposite. The Central Hotel and Crescent buildings are highlighted as orange, due to the fact that there is a masterplan option in which this is retained.

The sequence of demolition of the buildings are described in more detail in the following pages.

The St Werburghs masterplan considers a wider context to bring forwards a scalable and deliverable plan where businesses in the town can be relocated to enable the creation of new character areas whilst facilitating the proposed transformation. The phasing illustrated is not intended to be a proposal, rather an illustration of how the town may be reconfigured whilst maintaining an active town centre throughout the regeneration.

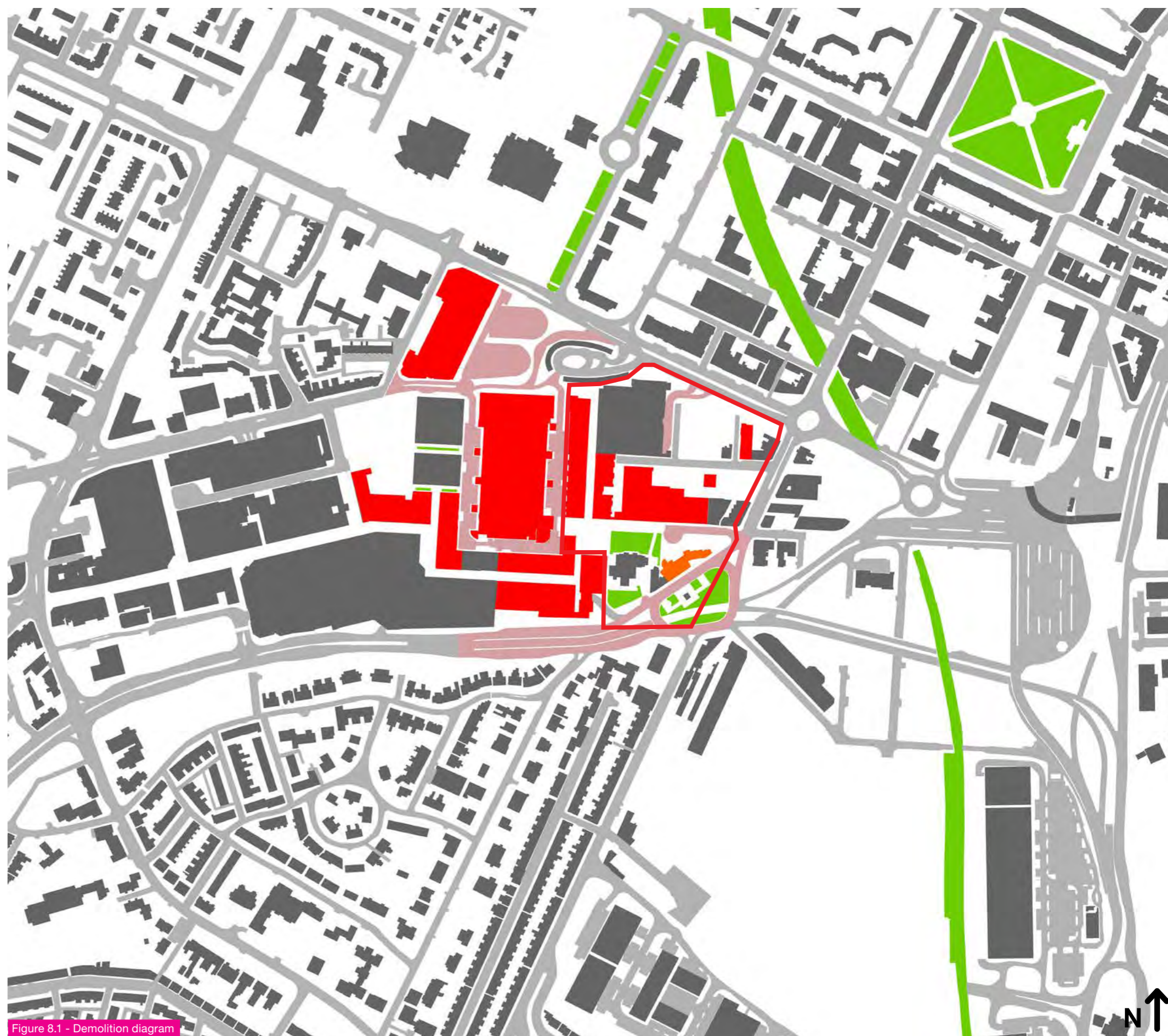


Figure 8.1 - Demolition diagram

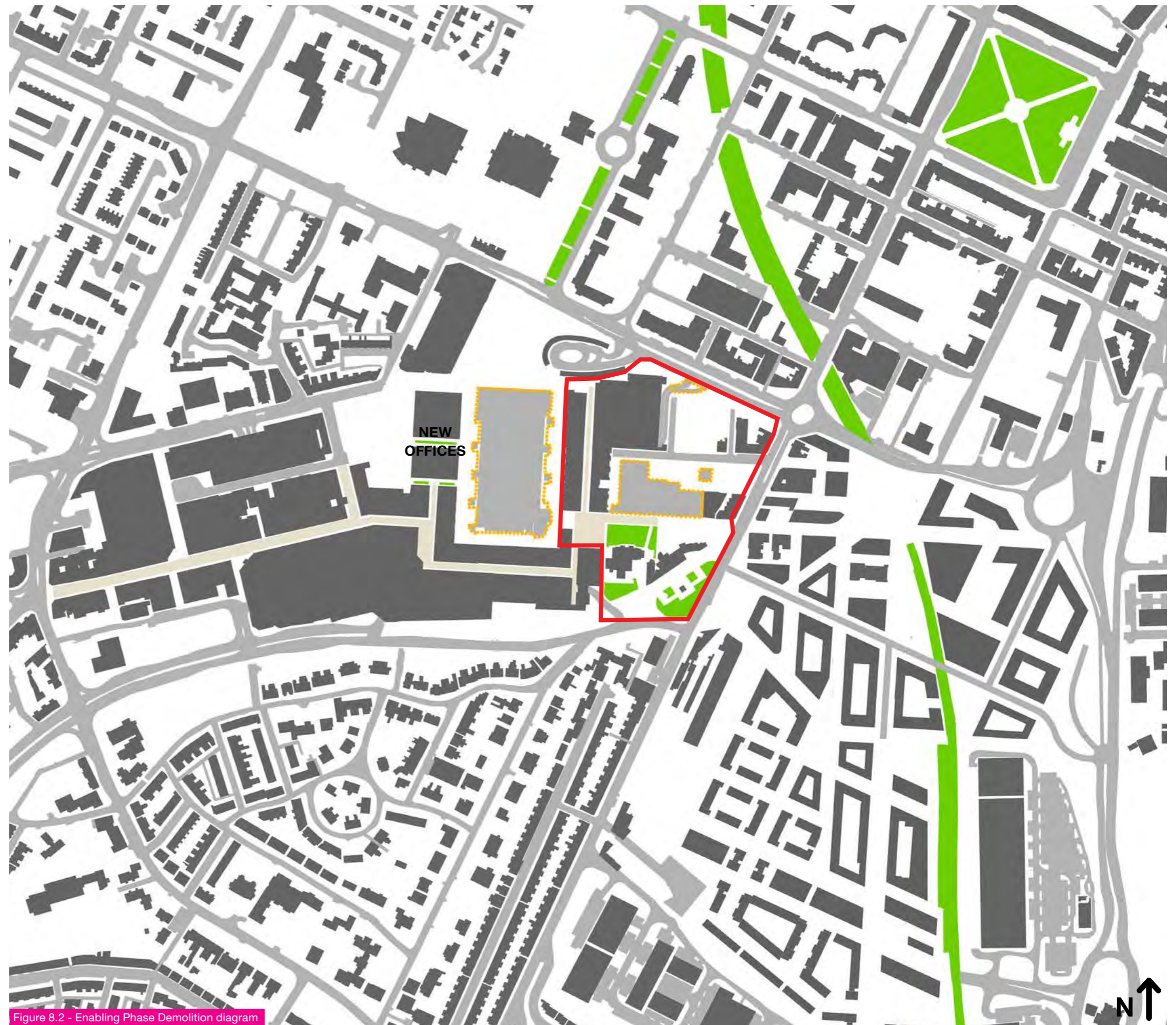
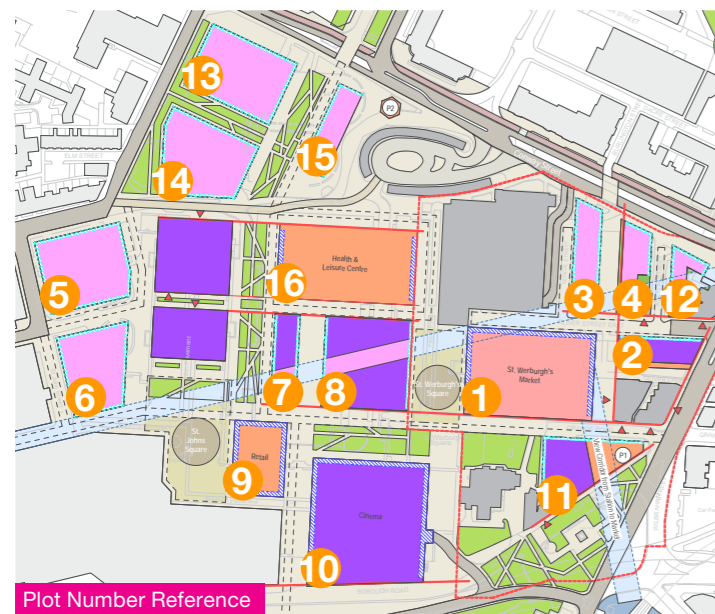
Key

- Potential to retain (in some options)
- Building demolition
- Road / Infrastructure demolition

8.2 Enabling Phase

The Enabling Phase of the masterplan would involve the following:

- The demolition of the House of Fraser store in order to open up the plot for the new market and residential development.
- The demolition of the existing market building in order to open the plot for new uses.
- The demolition of the MSCP ramp base in order to open up the plots along Conway Street. With access being rerouted.



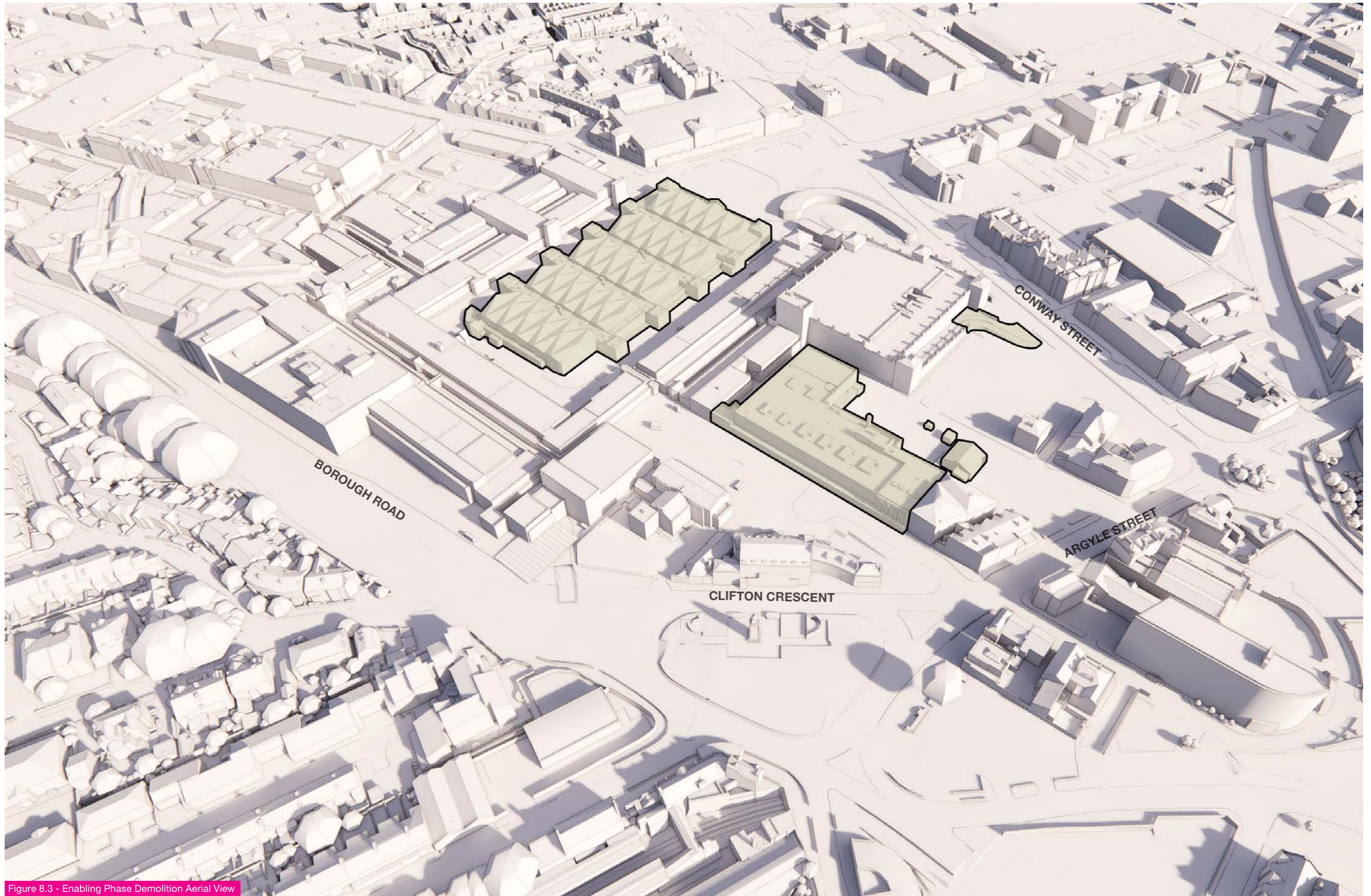
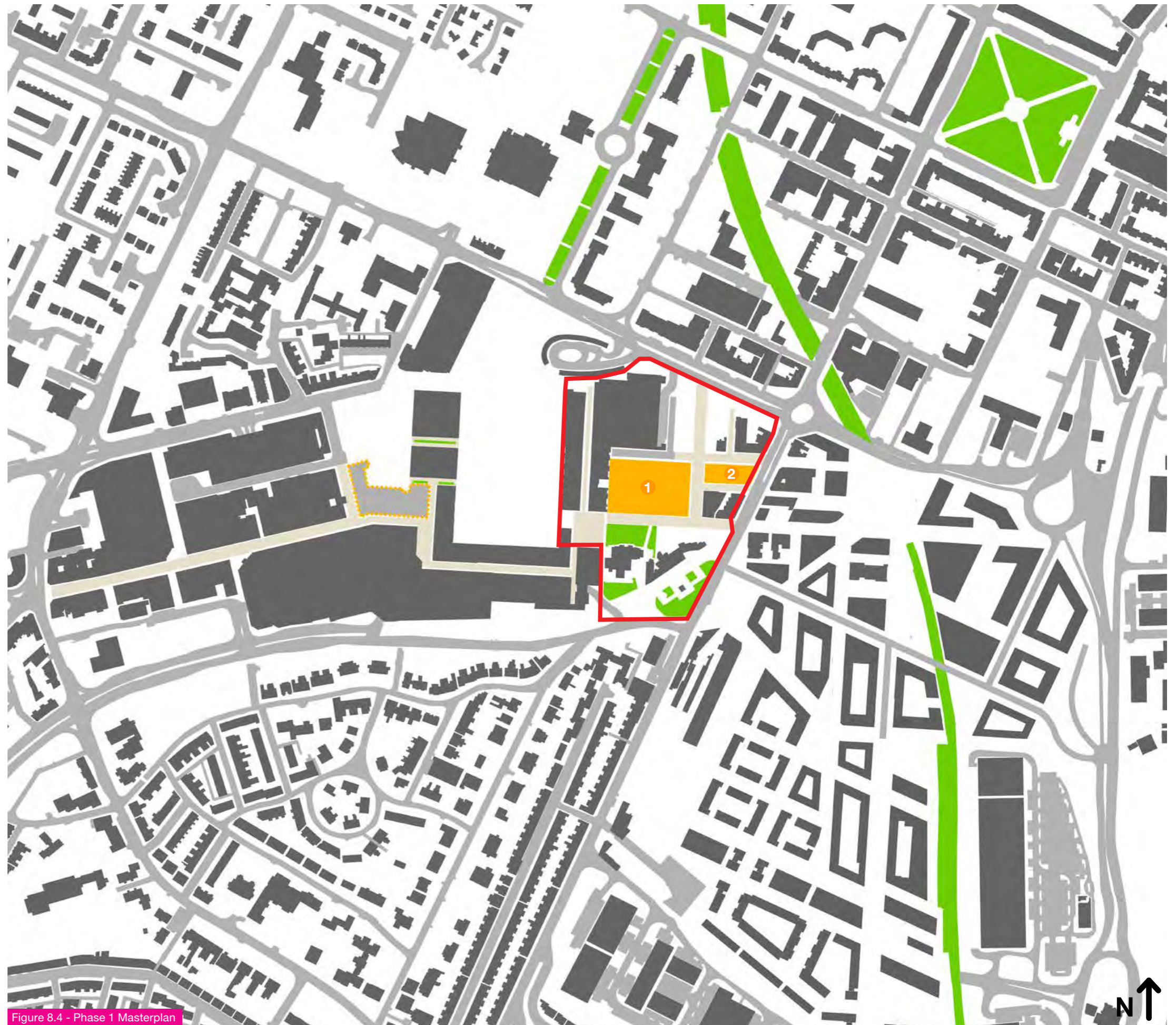
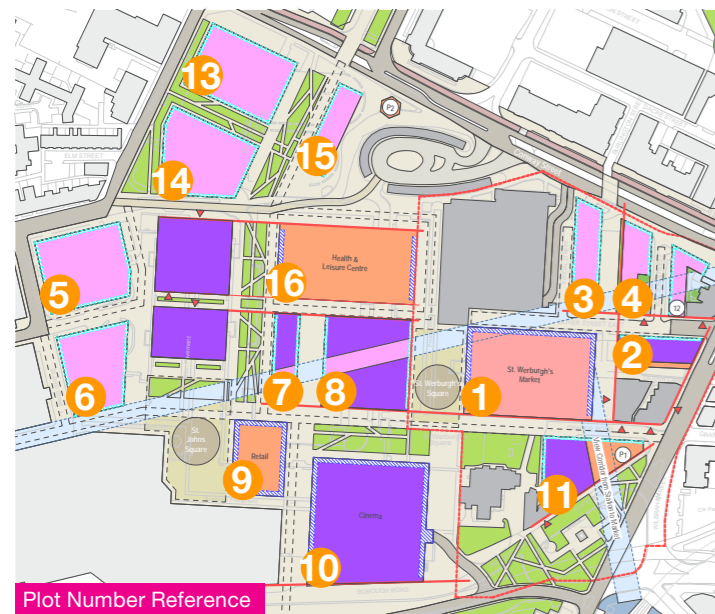


Figure 8.3 - Enabling Phase Demolition Aerial View

8.3 Phase 1

Phase 1 of the masterplan would involve the following:

- The building of the new market on the House of Fraser site (1)
- The building of a new residential block, fronting onto Argyle Street (2)
- The building of the public landscape spaces that are the start of Grange Road and new roads connecting to Conway Street
- The demolition of parts of the Pyramid shopping centre to open up the plot to the West of the new office blocks. Subject to an agreement with the owner and relocation of existing businesses.



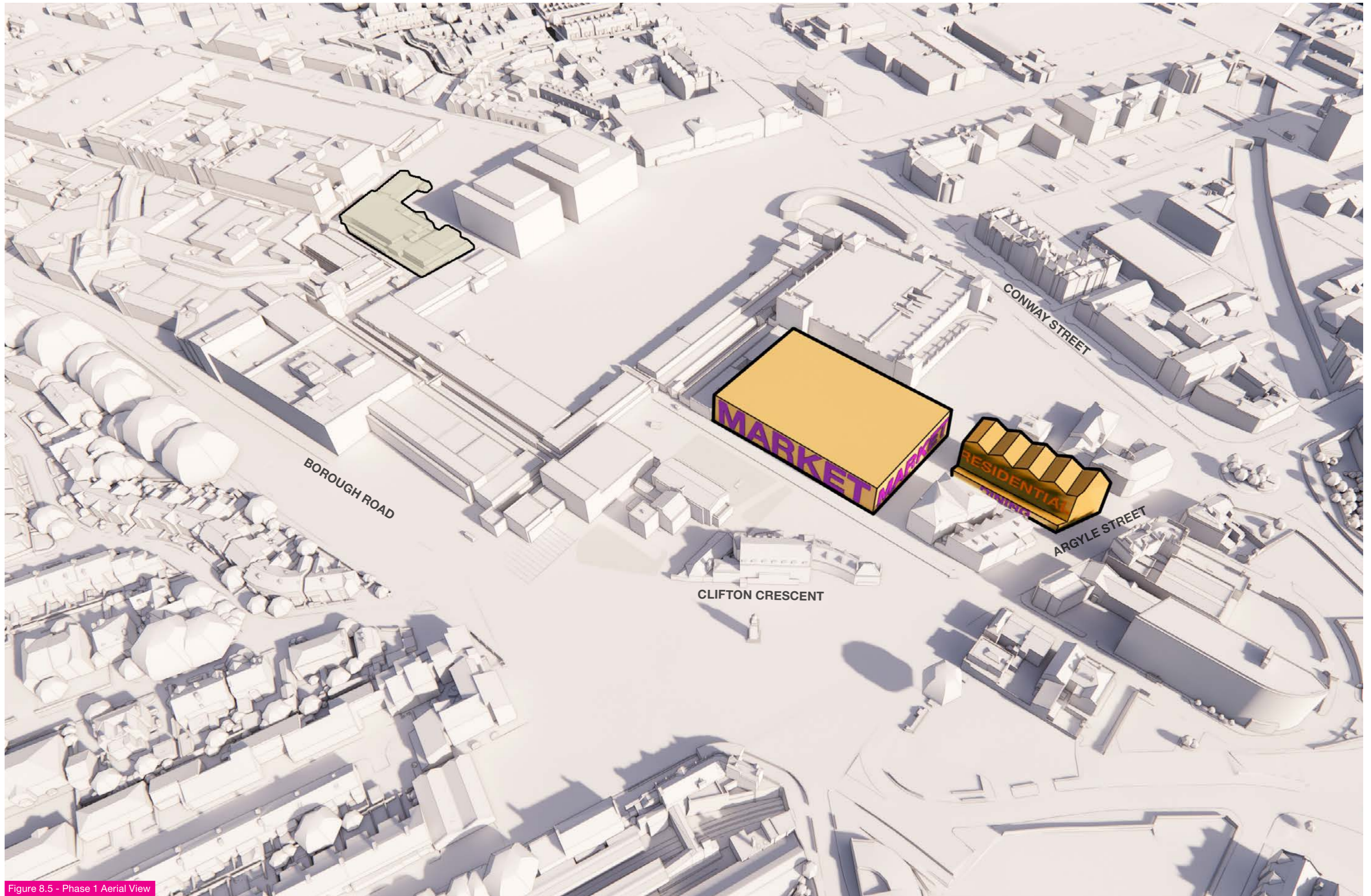


Figure 8.5 - Phase 1 Aerial View

8.4 Phase 2

Phase 2 of the masterplan would involve the following:

- The building of the new residential blocks along Conway Street (3 & 4)
- The building of the new residential blocks to the west of the new office buildings (5 & 6)
- The demolition of more of the Pyramid shopping centre will open up the plots in the centre of the masterplan.
- The demolition of the Central Hotel will open up the plot in front of the King Edward VII memorial clock tower.
- The demolition of the Church of God building along Walton Street will open up the corner plot of Conway and Argyle Street.

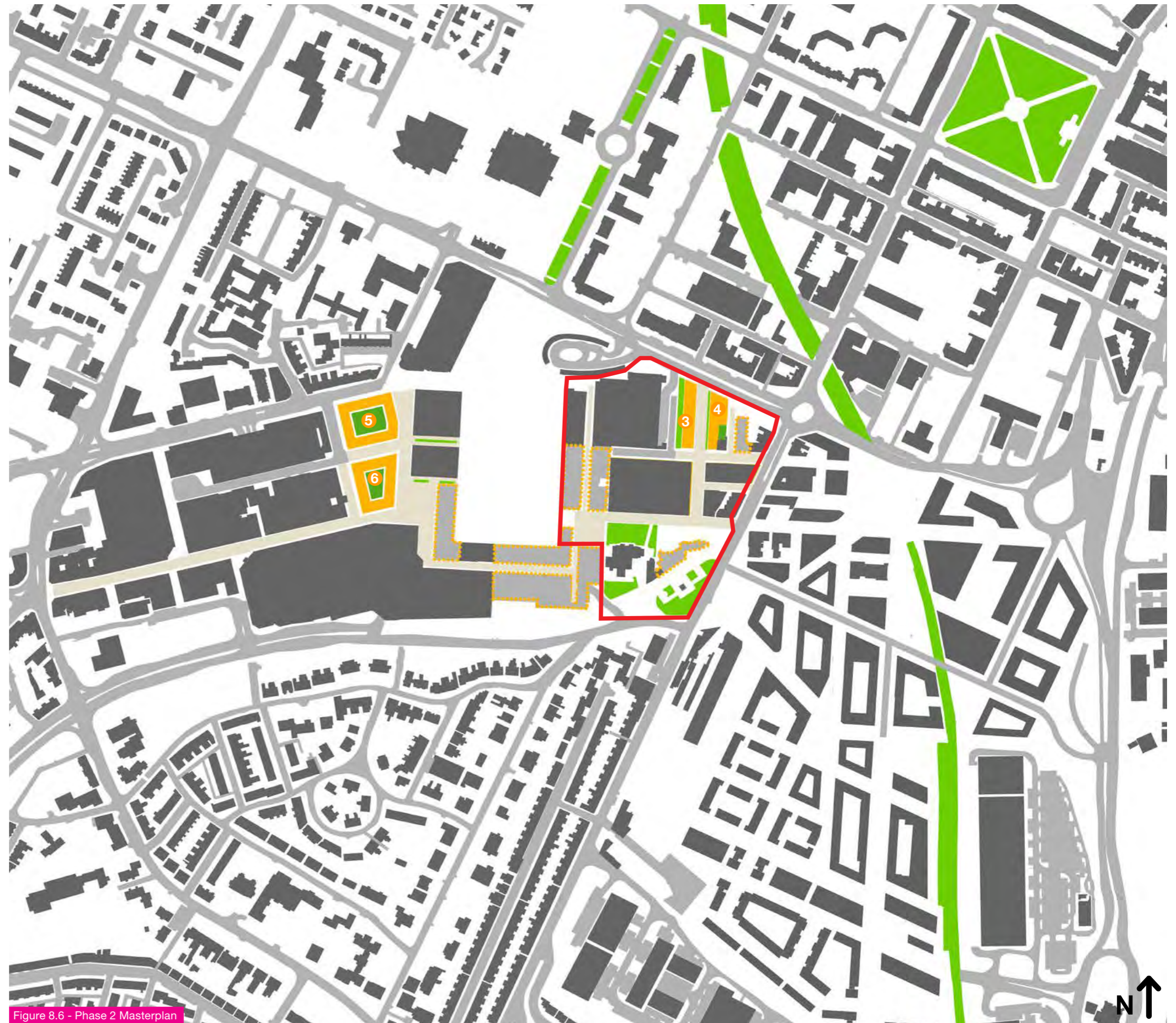
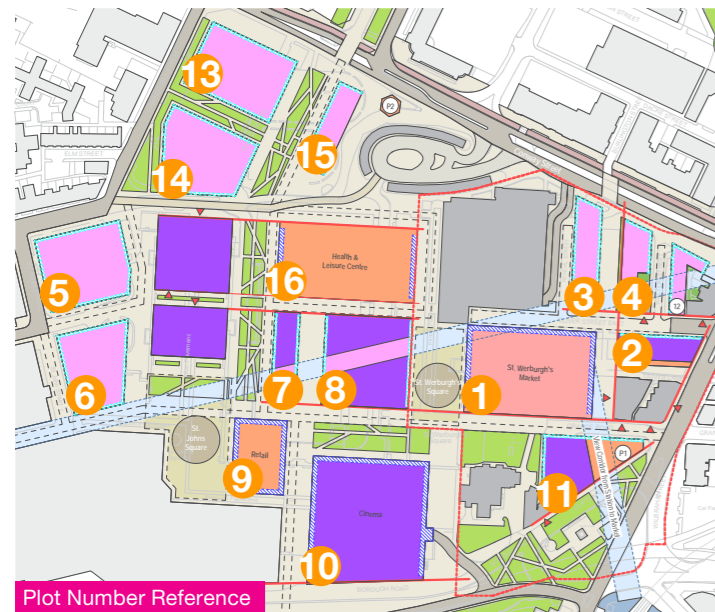


Figure 8.6 - Phase 2 Masterplan

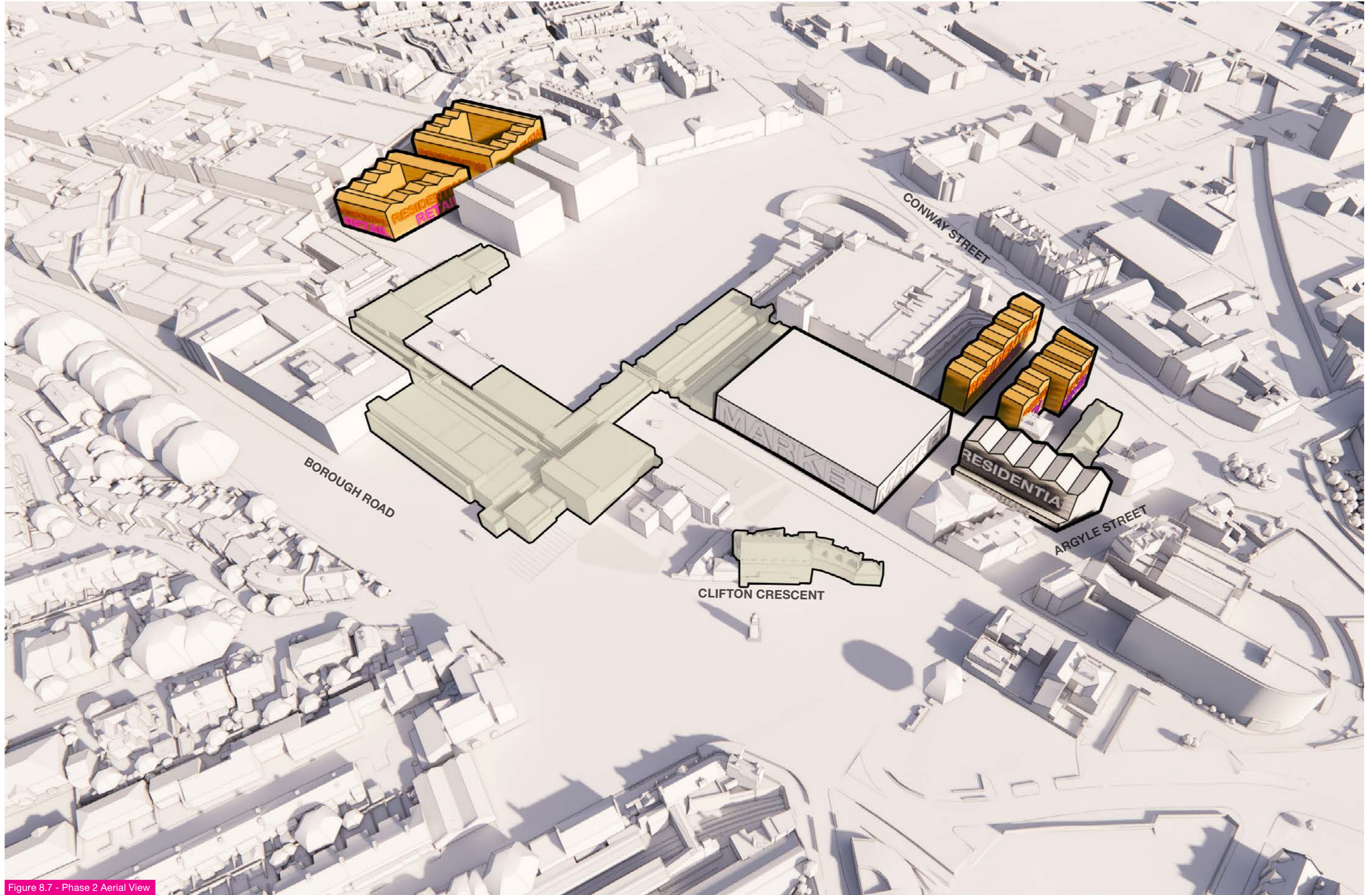
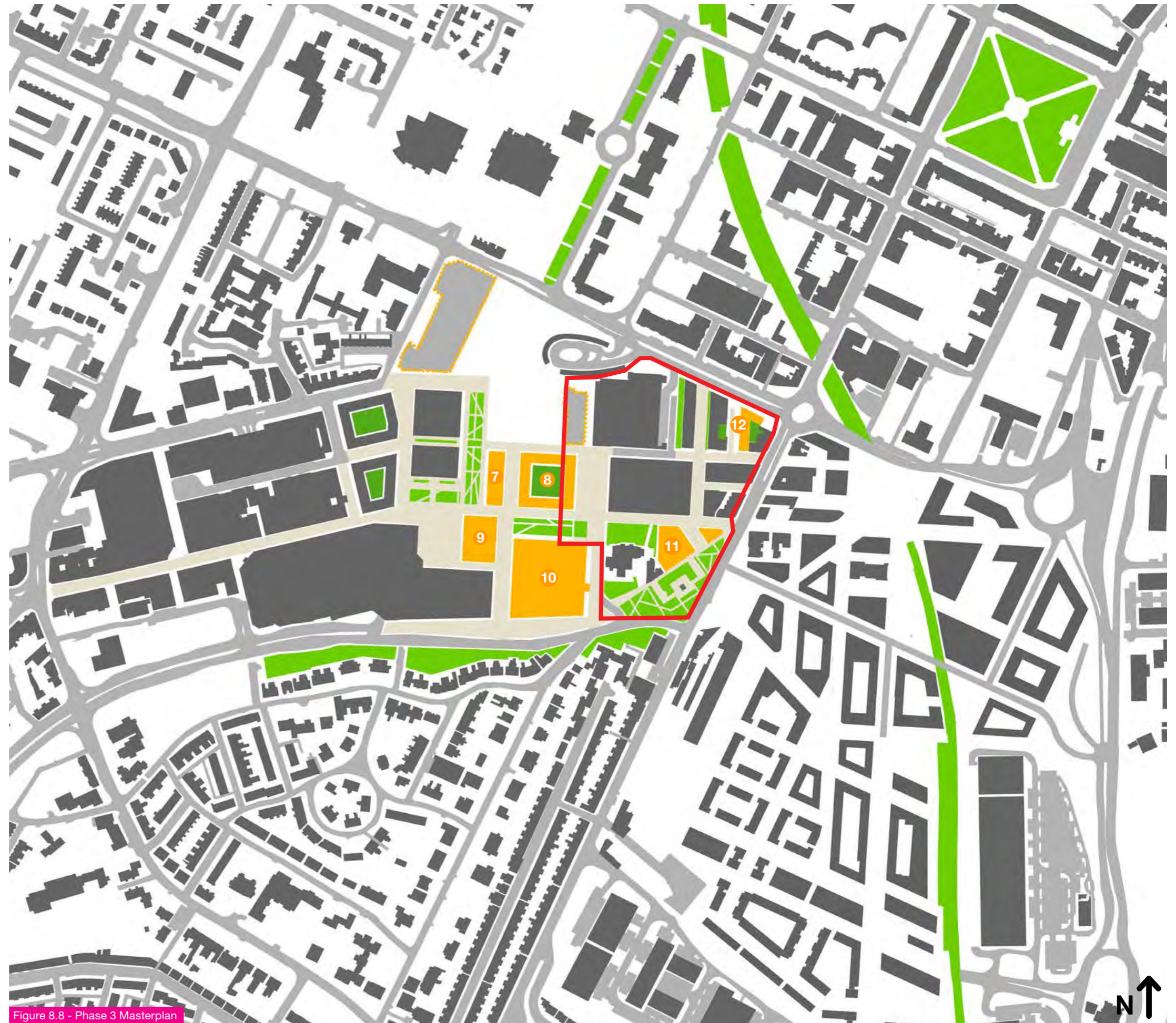
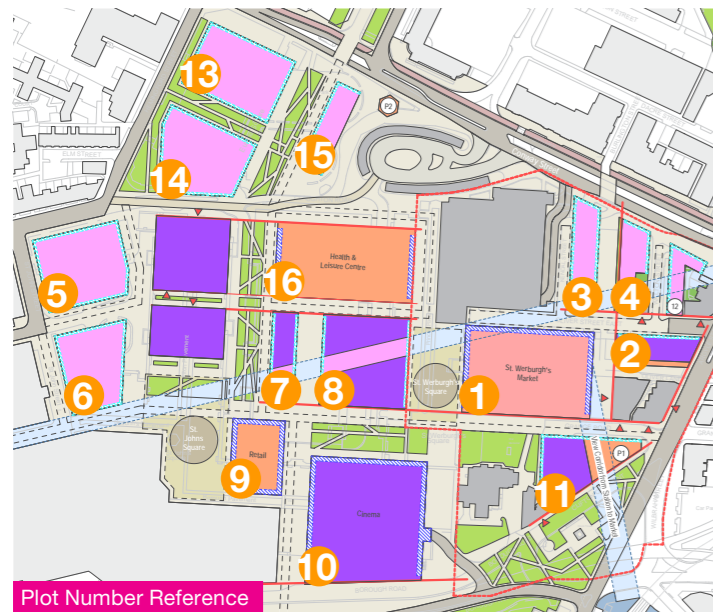


Figure 8.7 - Phase 2 Aerial View

8.5 Phase 3

Phase 3 of the masterplan would involve the following:

- The building of the new residential blocks in the centre of the masterplan (7 & 8)
- The extension and re-cladding of the retail units to the East of St Johns Square (9)
- The building of the Cinema along Borough Road (10)
- The building of the new residential block on the Central Hotel site (11)
- The building of the new residential block on the corner of Conway Street (12)
- The demolition of the final piece of the Pyramid shopping centre to open up the plot for the Leisure Centre
- The demolition of the Mecca Bingo building to open up the plot for the new residential buildings



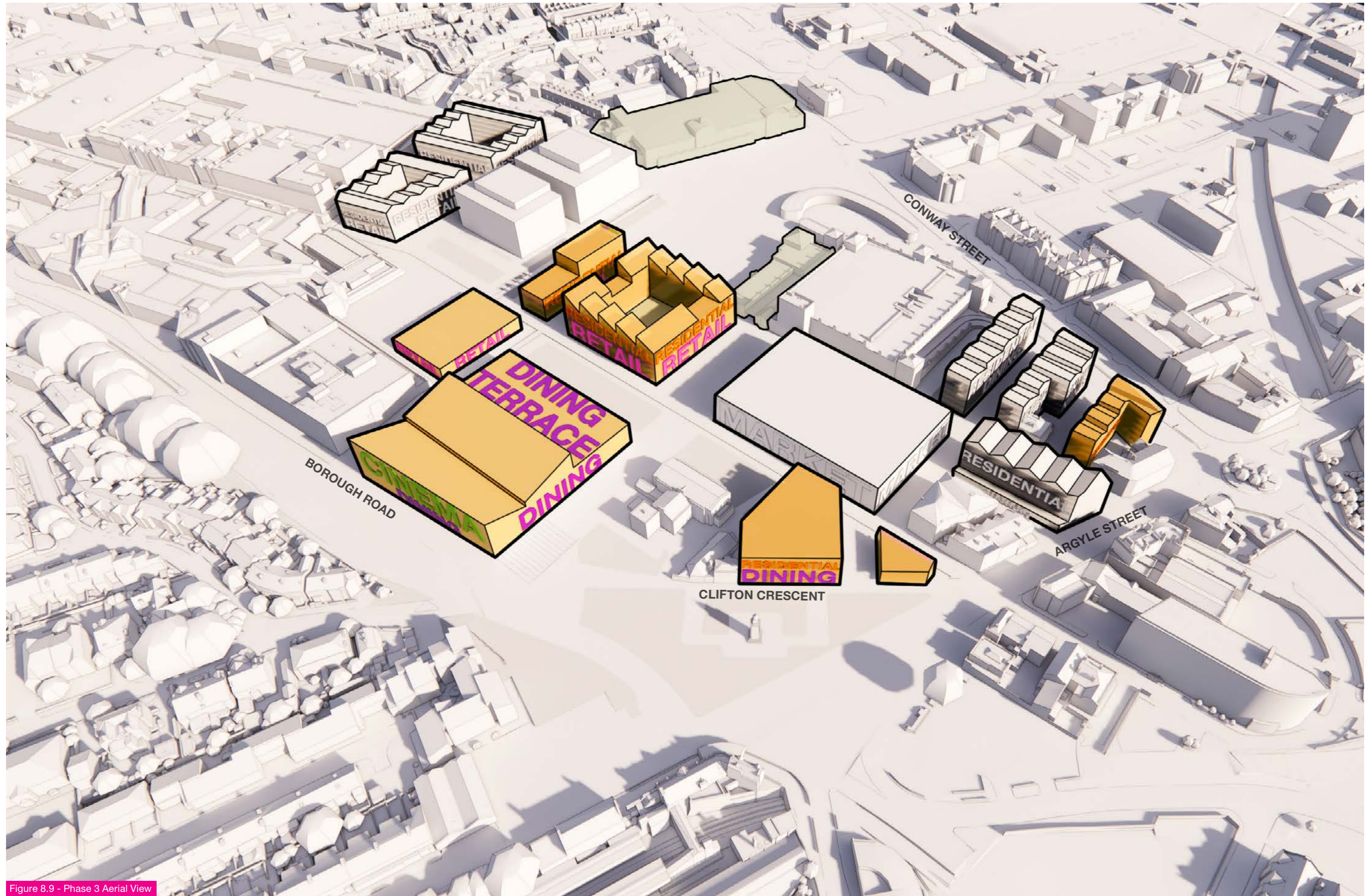
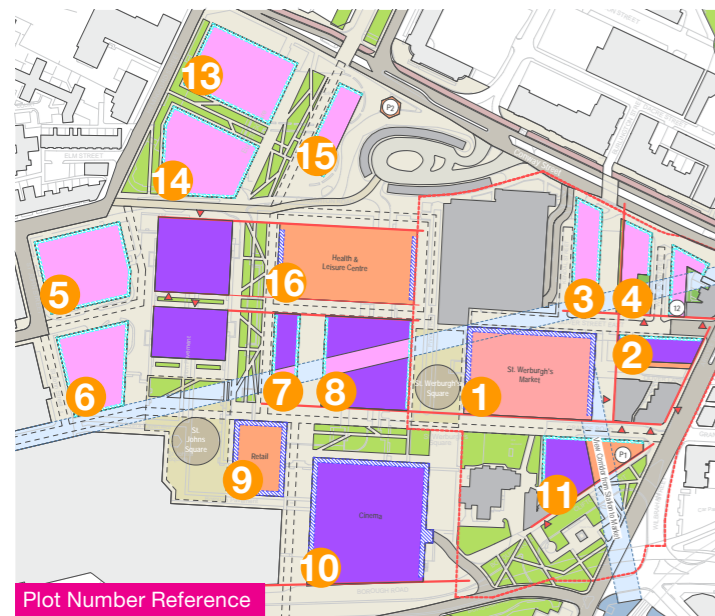


Figure 8.9 - Phase 3 Aerial View

8.6 Phase 4

Phase 4 of the masterplan would involve the following:

- The building of the new residential blocks along Conway Street (13, 14 & 15)
- The building of the Leisure Centre in the centre of the town (16)



Plot Number Reference

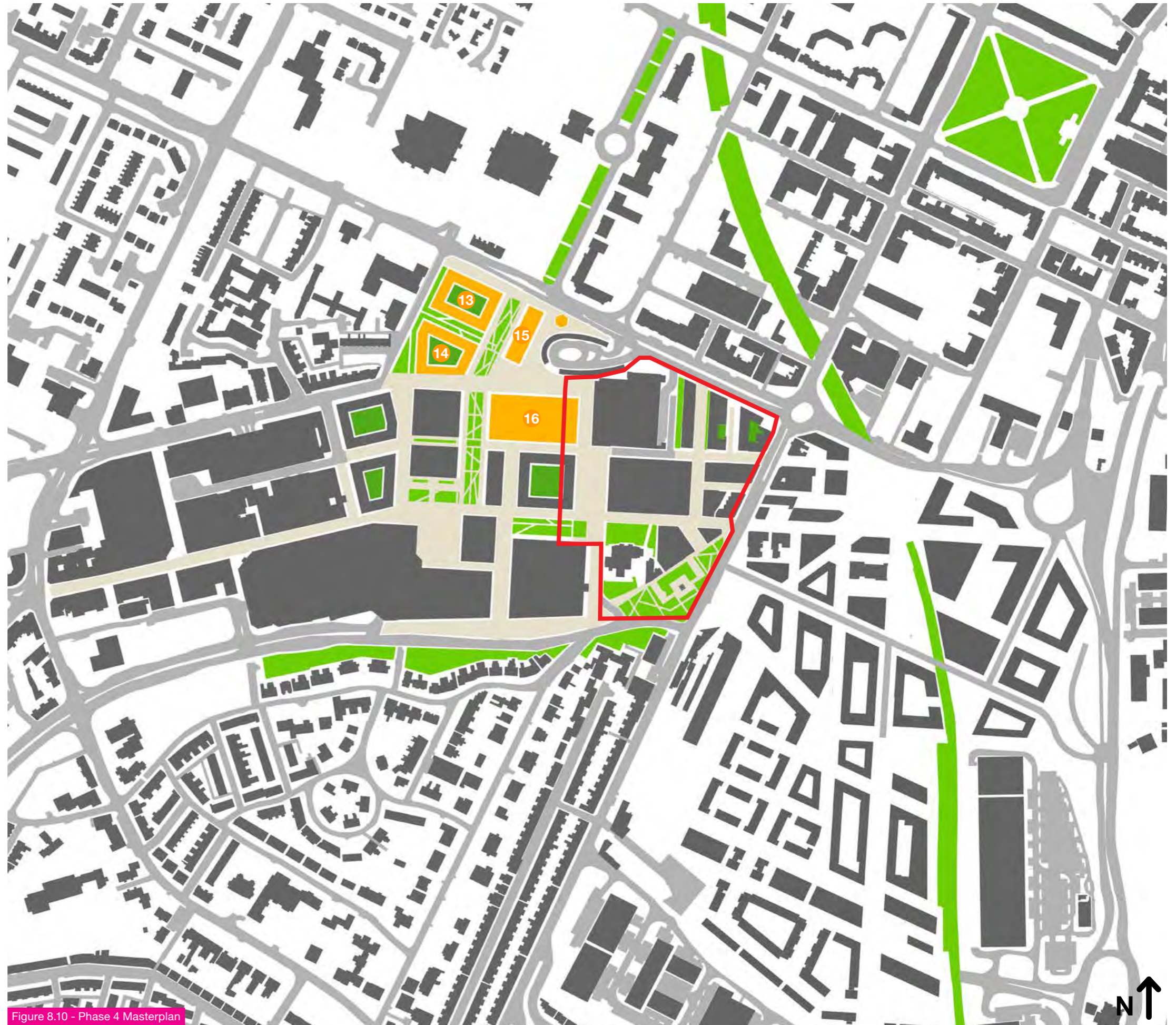


Figure 8.10 - Phase 4 Masterplan

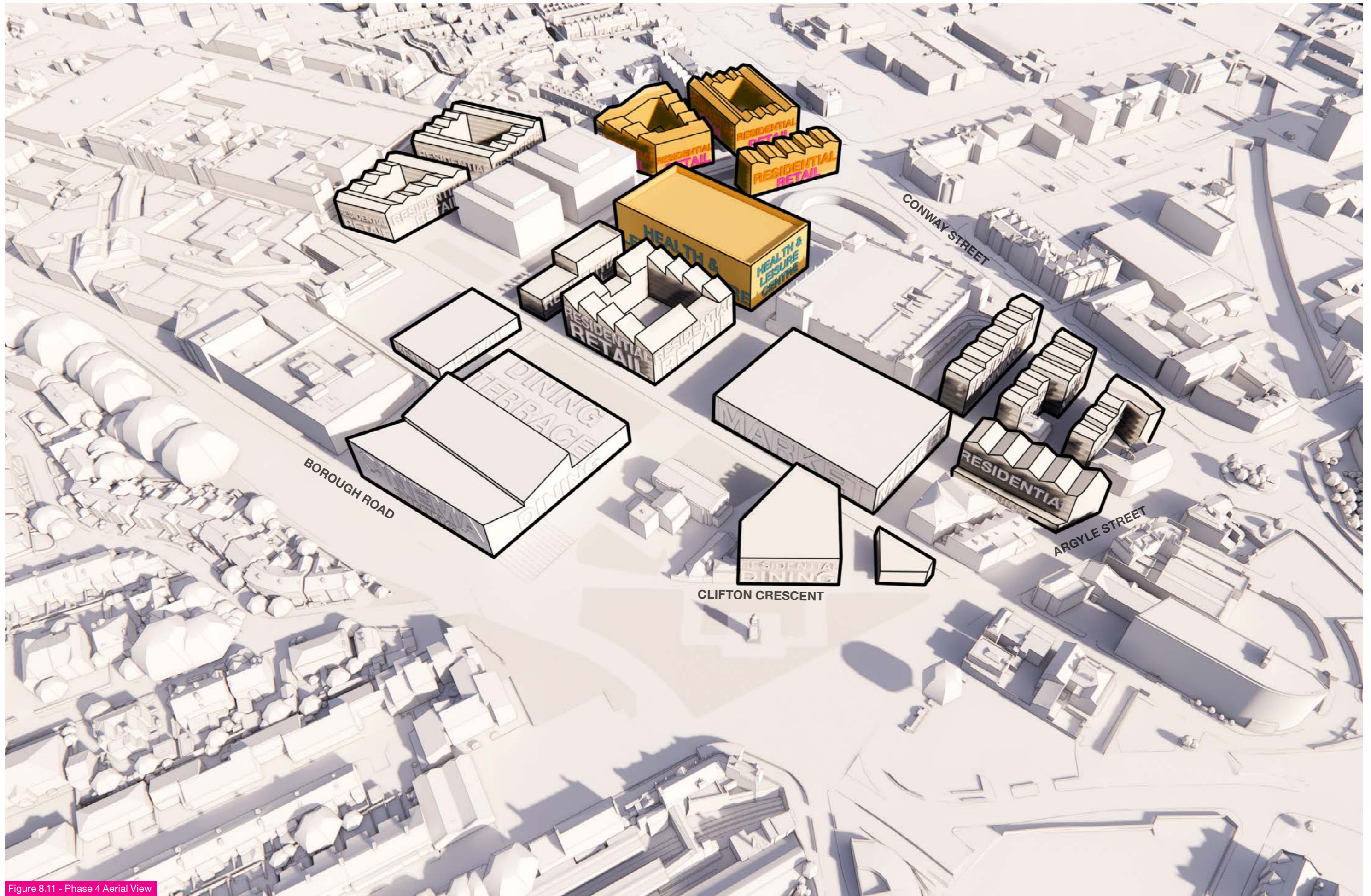


Figure 8.11 - Phase 4 Aerial View

S3

9.0 Background

9.1 History of Birkenhead

The historic map opposite shows the site in its context approximately 110 years ago. This is the point in time in which both the site and surrounding areas were historically at their most intense in land use. The north of the site has the clarity of the Birkenhead 'Laird Grid' with clear street hierarchy and spaces provided for civic or gatherings, whilst the site is seen to have a more organic tighter, but still ordered network of streets and squares with a hub of businesses and homes, mixed with a strong identity of churches of which St Werburghs remains.

Grange Road has historically been at the heart of the retail core of Birkenhead. This can be seen clearly within historic photographs of the area with thriving businesses and an active street bustling with traffic and people. It linked from Charing Cross, to Haymarket Square at the time two major points of coalescence in the urban grain and topography, and a focus for gathering.

Charing Cross like its name suggests is a point of several different movements coming together. It marked the start of the traditional high street and the point where more residential streets commenced.

Haymarket was a place founded on the interface with the former location of Birkenhead Market to the North, and connections to the Birkenhead Town railway station (or earlier called Grange Lane Station - the earlier name of Grange Road) of the time. It served as a point at which the more civic and commercial business of the laird grid commenced.

Grange Road is at odds with the Laird grid, but it may well be part of the redevelopment of the town centre by James Laird, but following an earlier natural feature of the town a river course which took the alignment of the now Borough Road. The crank in the alignment can be seen to follow the earlier topography and flow towards both the station and the priory, but also feeding into Argyle Street.





RANGE WARD

ARMLE WARD

CLIFTON WARD

CLOVER'S GRAVING DOCKS

Birkenhead Iron Works

Gas Works

Abattoir

Glue Works

Trannere Tannery

MERSEY RAILWAY

MERSEY RIVER

GENERAL POST OFFICE

MARKET HALL

Woolwich Station

GRAVING DOCK

GRAVING DOCK

GRAVING DOCK

Pharos

F.I.R.

Wood Quay Hotel

Boiling Green

Trannere Ferry Ste

Trannere Ferry Ste

Trannere Ferry Ste

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Trannere Ferry Ste

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9.2 Historic Development

1836

The earliest maps found by the team illustrate an early evolution of the Laird Grid with James Gillespie beginning works on Hamilton Square in 1824. The road of Grange Road with its cranking plan can be seen connecting with Argyle Street and Hamilton Street and meeting the former complex of the priory. The overlay opposite illustrates its relationship to the current plan, and how the previous water course that ran into the land took the alignment of the current Borough Road.

1874 – 1876

The historic core of Birkenhead was already in place with Hamilton Square dominating the built form with the Town Hall at its centre.

The market was located off Market Street to the south of Hamilton Square with a large market square positioned to the north of the market building. The Theatre Royal building had been constructed on Argyle Street to the south of Hamilton Square.

The urban grain was well established in the street pattern we see today, with this masterplan study's area already well developed including St Werburgh's Church and Clifton Crescent. The Birkenhead Railway line runs north to south through the town interrupting the urban grid.

Grange Road and Oliver Street provided continuous east-west routes through what is now considered Birkenhead town centre from Hay Market to Charring Cross.

1899

The overall density of the town centre increased, reinforcing a strong grid pattern at this stage of its development.

Significant development to the west of the St Werburgh's masterplan area can be seen, further defining Grange Road and Oliver Street, with a number of secondary north-south routes providing permeability.

To the south, Central Station can now be seen, along with an increased density of housing to Clifton Park.

1925 to 1938

There was limited change to the urban grain of the area during the early twentieth century.

1952 to 1963

The wider map of the town centre post war reveals the result of the heavy bomb damage suffered by Birkenhead in the Second World War. The St Werburgh's area appears to have remained largely unaffected.

1976 to 1982

This map represents largely how the town centre appears today, although Europa Boulevard did not yet exist.

The 129-year old market was engulfed by fire in 1969 and again in 1974, and subsequently moved to its present-day position. This can be seen along with the development of the Grange Shopping Centre.

The historic east-west routes of Grange Road and Oliver Street were interrupted by this retail development and associated protracted service runs that prioritised vehicular movement.

North-south pedestrian routes were also blocked through the introduction of large scale department store buildings, cutting off the town centre from Clifton Park to the south in particular.



1836 Map



1836 Map overlay over current street map



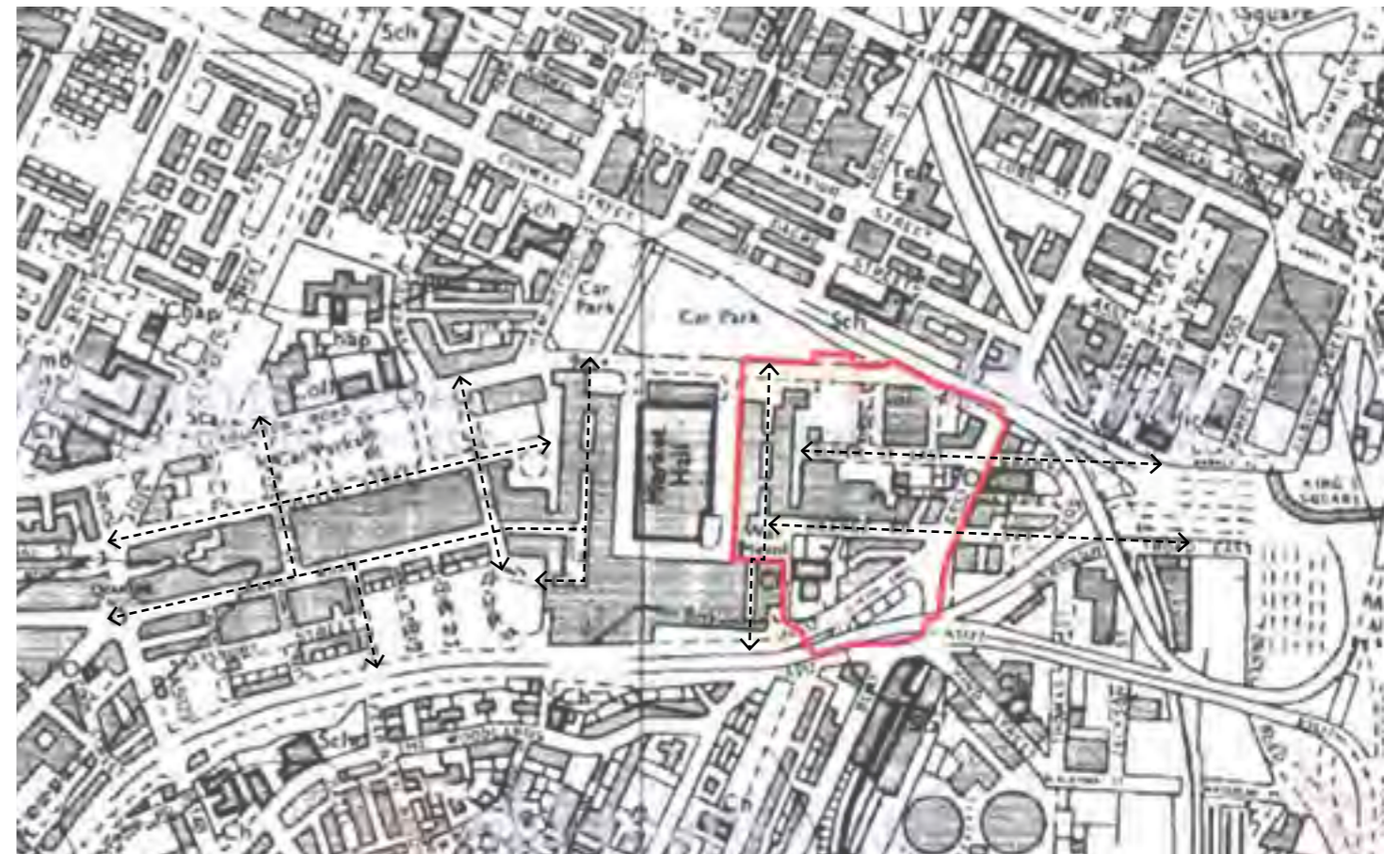
1872 to 1875



1897 to 1898



1952 to 1963



1976 to 1882



King Edward VII memorial, Clifton Crescent



Grange Road 1950's



Grange Road to Priory Spire



Conway Street and Argyle Street Junction



Conway Street and Argyle Street 1900s.



Argyle Theatre and Grange Road



Argyle Theatre

9.3 Policy Context

The Wirral Local Plan 2021 -2037 Submission Draft Policy RA5 sets out the emerging main planning context for the preparation of this Masterplan Document. The document must be read as a whole but the following policies are particularly relevant:

Policy RA5: Hind Street and St Werburgh's Regeneration Area

This policy states:

- A. Within the Hind Street and St Werburgh's Regeneration Area shown on the Policies Map a new exemplar low carbon urban garden village will be developed at Hind Street, to the north of Green Lane and Appin Road; and a new gateway residential mixed use quarter will be developed at St Werburgh's, to the north of Borough Road and Borough Road East.
- B. The Regeneration Area will provide for approximately 1,640 new dwellings. The following sites are allocated for residential use within the Regeneration Area to support the delivery of the development and regeneration strategy as set out in Policy WS 1:

Of this a figure of 240 units is identified for 'other developable areas' which will need to be delivered within the St Werburgh's Masterplan Area

Applications within the Hind Street and St Werburgh's Regeneration Area will be permitted subject to meeting the following requirements and other relevant policies of the Local Plan. Development proposals should contribute proportionately and appropriately to:

1. The provision of a comprehensive network of high quality public realm, including Dock Branch Park (Southern section) shown on the Policies Map (OS-SA2.7);
2. Incorporate distinctive and climate resilient landscaping, sustainable drainage and public

realm to reflect the area's coastal environment; and

3. Primary school place provision.

St Werburgh's Masterplan Area (MPA-RA5.2)

D. Development proposals within the Masterplan Area shown on the Policies Map must be in conformity with a Masterplan and Design Code which has been endorsed by the Council and provide, as appropriate, for:

1. An appropriate gateway design for Birkenhead to reflect its relationship to the waterfront, and to include one or more landmark buildings of appropriate scale and height that create a sense of place and focal points of interest, having regard to: strategic views in context with the waterfront skyline including planned development within the Birkenhead Waterfront (RA 3), Wirral Waters (RA 6) and Scott's Quay (RA 2) Regeneration Areas and the Hind Street Urban Garden Village Masterplan Area (MPA-RA5.1) and; the need to preserve or enhance the setting of heritage assets including the designated Conservation Areas at Clifton Park (CON-SA3.6), Hamilton Square (CON-SA2.1) and Birkenhead Park (CON-SA3.2);
2. Appropriate arrangements for a new highway network to accommodate changes arising from the removal of the Borough Road (A5227) and Queensway Tunnel flyovers and to provide appropriate vehicular access to the site;
3. High quality, safe and convenient pedestrian and cycling links to the Birkenhead Commercial District and Mixed Use Quarter(MPA-RA4.1); the Hind Street Urban Garden Village (MPA-RA5.1); Birkenhead Priory, the Mersey waterfront; and Rock Retail Park
4. Provides proportionate and appropriate contributions towards primary school provision

Birkenhead Commercial Core – Settlement Area 2.

Priority 2 for the Birkenhead Commercial Core is to Re-configure and re-establish Central Birkenhead as the main retail, office and service centre for the Borough, including services for leisure, entertainment, culture, health and education and other uses of Borough-wide significance that attract large numbers of people, through land allocations and a masterplan approach for the Commercial District Mixed Use Quarter and Dock Branch Park.

Policy WS11.2: Hierarchy of Retail Centres, identifies Birkenhead Town Centre (TC-SA2.1) as a Sub Regional centre and the Borough's main comparison shopping destination and the primary focus for retail, office, leisure, service, arts, culture and tourist development, community facilities and other main town centre uses of Borough wide significance.

The primary shopping area within the town centre as shown on the Submission Draft Local Plan Policies Map has been reduced significantly (from that shown on the UDP 2000 Proposals Map) to focus on the Grange Road/ Borough Road Area and to facilitate mixed use development in former parts of the town centre.

Whilst the Draft Local Plan must be read as a whole the following policies are also particularly relevant and have been addressed in this masterplan:

Policy WS6.1 Place Making Principles
 Policy WS6.2 Gateway Areas
 WS7.1 Principles of Design
 WS 7.3 Agent of Change
 WS7.4 Car parking; and
 WS7.5 Tall Buildings
 Policy RA4: Central Birkenhead Regeneration Area: C-Birkenhead Commercial District Mixed Use Quarter Masterplan Area (MAP-RA4.1)
 E-Dock Branch park (Northern Section) masterplan Area (MPA-RA4.3)

Birkenhead Design Guide

This Masterplan has been prepared having regard to relevant proposals of the emerging BDG for Birkenhead which is expected to be published for consultation in late 2022.

ST WERBURGH'S

A PLACE FOR

INDEPENDANTS

A PLACE FOR

CREATIVES

ST WERBURGH'S CENTRAL QUARTER

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