



# NEW BRIGHTON

MARINE PROMENADE MASTERPLAN

**BDP.**

 **WIRRAL**

# PREFACE

This document has been prepared on behalf of Wirral Council by BDP acting as Masterplanners, Planner and Landscape Architects supported by Aspinall Verdi as Viability Consultants, Warrington Martin as Cost Consultants, Colliers Destination Consulting as theatre and Lido consultants, and Curtins as Transport Consultants. This Masterplan provides the vision, framework and future development context to a focused area around Marine Promenade. It is supported by a design code which details the design requirements for any subsequent Outline or Detailed Planning Applications to be brought forwards. The Masterplan is set within a wider Neighbourhood Regeneration Framework for New Brighton which is separate to this detailed study, however has been developed in the understanding of the wider context of the town and the potential for the town.

## 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>

## Wirral 2040 Framework

The Wirral 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 Wirral and provides a comprehensive regeneration framework for Wirral as a low carbon, sustainable waterfront garden 'city'. Eight of the Regeneration Areas lie within the Wirral 2040 Framework 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 the Wirral 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.

# THE TEAM

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Revision	Comment	Prepared by	Checked by	Date
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**INTRODUCING MARINE  
PROMENADE,  
NEW BRIGHTON**

## SITE OVERVIEW

This is a place that is outward facing with its location on the Wirral Peninsula, exposed to the elements, and one that is focused today on leisure. It's a special place with both unique views to the Liverpool skyline, but also out into the Irish sea having a feeling of being on the edge with expansive views.

## 1.1 - EXECUTIVE SUMMARY

The Marine Promenade Masterplan is looking to establish **a new context for the future of New Brighton**, illustrating a **Framework for sustainable inclusive growth for an urban seaside town** in a key **landmark location** for Wirral.

With the exception of the Floral Pavilion, the sites within the masterplan are in private ownership, and this report is intended to help shape their future by looking at the area as a whole and the benefits for all in a scalable approach that can evolve over time.

The Masterplan seeks to build on the enduring appeal of the location, **diversifying uses to drive 365 vitality**, capitalising on the **expansive views**, capturing the **windswept and interesting** experience, a ground floor that retains people on the street with **restaurants and cafés**, responding to the **health and well** being appeal, bringing new people with **homes and hotels**, responding to the influence of the **eclectic mix of architecture**, building on the enduring appeal as **a tourist destination**, and promoting the **strong community** passionate about their home.

**The Marine Promenade** was once **the beating heart of New Brighton**, just as any promenade is to a seaside resort. In its hey-day **New Brighton** was a town striving for national significance, with **the tallest tower** in the country, **largest lido**, and **longest promenade**. Only the promenade remains, with a societal shift in how people spend their holidays impacting the general nature of the town and the Marine Promenade at the focus for those former users.

**Today Marine Promenade is not reaching its past glories...** a new theatre has been built and leisure spot at Marine Point, but tired frontages, poor quality public realm and car-dominated streets remain **it has so much potential to be a showcase and landmark** for a new era, and new, New Brighton.

There are already green shoots of renewed passion for this special place, **Marine Point** with its leisure and hotel offer, and **Victoria Road Quarter** with its independent retail and F&B offer **present a new context** to Marine Promenade and shows the potential of this place to **add diversity in its use and appeal to a wider audience from national to local**.

Marine Promenade is a landmark location, it is a place with amazing assets focusing attention and activity here with; **a theatre and events venue, a Grade II\* Listed Fort and Lighthouse, and one of only a few Marine Lakes in the country**. The Masterplan will look to create a context for future improvements to these facilities, and their landscape setting. It will look to establish **a context for wider regeneration** through changing the use of streets, dominance of car parking, greening streets, connectivity to the wider town, and adding passive surveillance to the streets throughout the day.

**This is a well connected place**, with a train station and bus routes. The Masterplan explores the potential integration of a new mass transit system and land train enhancing connections to the wider area, Birkenhead and on to Liverpool. Formalising cycle routes to Marine Promenade is a key ambition to improve help people find their way around and reduce conflicts that exist today, and create a space that feels like the heart of the Wirral Circular Trail.

The potential of this place is as **a landmark mixed use hub driving new sustainable vibrance** and activity 24/7 365 days a year, a place for the local community to be proud of, and bringing a new community into its heart.





HOTEL  
LIDO FACILITIES

LIVING  
LIVING  
LIVING  
& B

Artistic impression of the Marine Promenade

## 1.2 - INTRODUCTION

### Overview of the area;

New Brighton is a special place located on the north eastern tip of the Wirral Peninsula on the mouth of the River Mersey and the gateway to Liverpool. It has a unique character and history that are loved by the people who live and those that travel to use the physical and environmental amenities on offer.

Before urbanisation North Wirral was a remote place with a notorious reputation for smuggling and wrecking. The first major construction was the Perch Rock battery and lighthouse, which was built to guard the Port of Liverpool and was completed in 1829.

The New Brighton that we know today was conceived by the retired Liverpool merchant James Atherton who bought 170 acres of sandhills and heathland at Rock Point, recognising the opportunities offered by extensive views and miles of beaches. His aim was to develop a desirable residential resort for the gentry in a similar fashion to the elegant regency resort of Brighton, hence 'New Brighton.' The first villas and a hotel were developed and a steam ferry connecting the resort to Liverpool.

New Brighton became a bustling seaside resort with amenities to rival many in the UK, but the popularity of the town began to decline after the Second World War. By the 1990s many of its key historic features (such as the tower, ballroom, outdoor bathing pools and pier) had been lost and whilst still popular as a day visitor destination for local people, overall visitor numbers dropped substantially.

In a bid to attract private investment into the resort, public funds through the Merseyside Development Corporation were spent on smartening up the streetscape and the public realm in the early 1990s. In 2011 £80 million of private investment in the Marine Point leisure and retail facility, coupled with the rebuilding of the Floral Pavilion Theatre and Conference Centre, led to a resurgence and a renewed enthusiasm to capitalise upon its visitor offer and unique place on the peninsula.

More recently Rockpoint Leisure has invested in both buildings and public artwork focused around Victoria Road - the 'Victoria Quarter' as it is known, which has continued a more community led regeneration approach bringing new life to the traditional high street of the town, and a feeling of creative inwards investment. New Brighton has a remarkable history as a seaside resort, being at one time en par with Blackpool, but this may not be immediately evident to the casual observer today. The tower barely stood for 20 years, the pier was lost in the 1970s, the bathing pools in the 1990s. Also gone is much of the associated infrastructure associated with a seaside resort - the theatres,



Figure 1.1 - View from Richmond Street



Figure 1.2 - Aerial view of New Brighton c.1930



Figure 1.3 - View from Marine Promenade



Figure 1.4 - The Palace c.1918



Figure 1.5 - Masterplan Aerial

the pleasure gardens, the hotels. This doesn't mean that New Brighton doesn't still have attraction as a seaside town, it is just that the starting point for the masterplan is not a resort in need of reinvention, but a special town by the sea that still has underlying potential. Perhaps New Brighton today is closer to James Atherton's original intention – a desirable residential community by sea, which just happens to provide a draw for visitors.

**Who prepared the brief why?**

The brief has been prepared by Wirral Council to look to the future of New Brighton.

## 1.3 - MASTERPLAN BOUNDARY

The Marine Promenade Masterplan Boundary is illustrated opposite. This is defined in policy RA10 of the emerging Local Plan (MPA-RA10.1). It sits within the context of the wider New Brighton Regeneration area.

Proposals that are submitted within the Masterplan area will need to conform to the principles within the document

The Masterplan has been considered against both the immediate and wider context. Further to this we have also identified an 'Area of Influence' which directly interfaces or can influence the sites. Within these masterplan areas a number of key sites have been identified to be investigated. These have been identified as places that have either being subject to previous development interest from land owners, or through urban design analysis identifying where sites hold greater potential than current land use to benefit the wider town:

There are 3 sites within the Marine Promenade Masterplan Area:

- MP1** - The Floral Pavilion
- MP2** - New Palace Adventure Land
- MP3** - Riverside Bowl
- MP4** - Queens Hotel (+ Union Terrace)

Alongside this we have also considered areas of influence on the Masterplan, this includes:

- MP5** - Marine Lake
- VQ1** - Former Co-op site

- MPA-RA10.1** - Marine Promenade Masterplan Area
- TC-SA1.5** - Victoria Road Local Plan

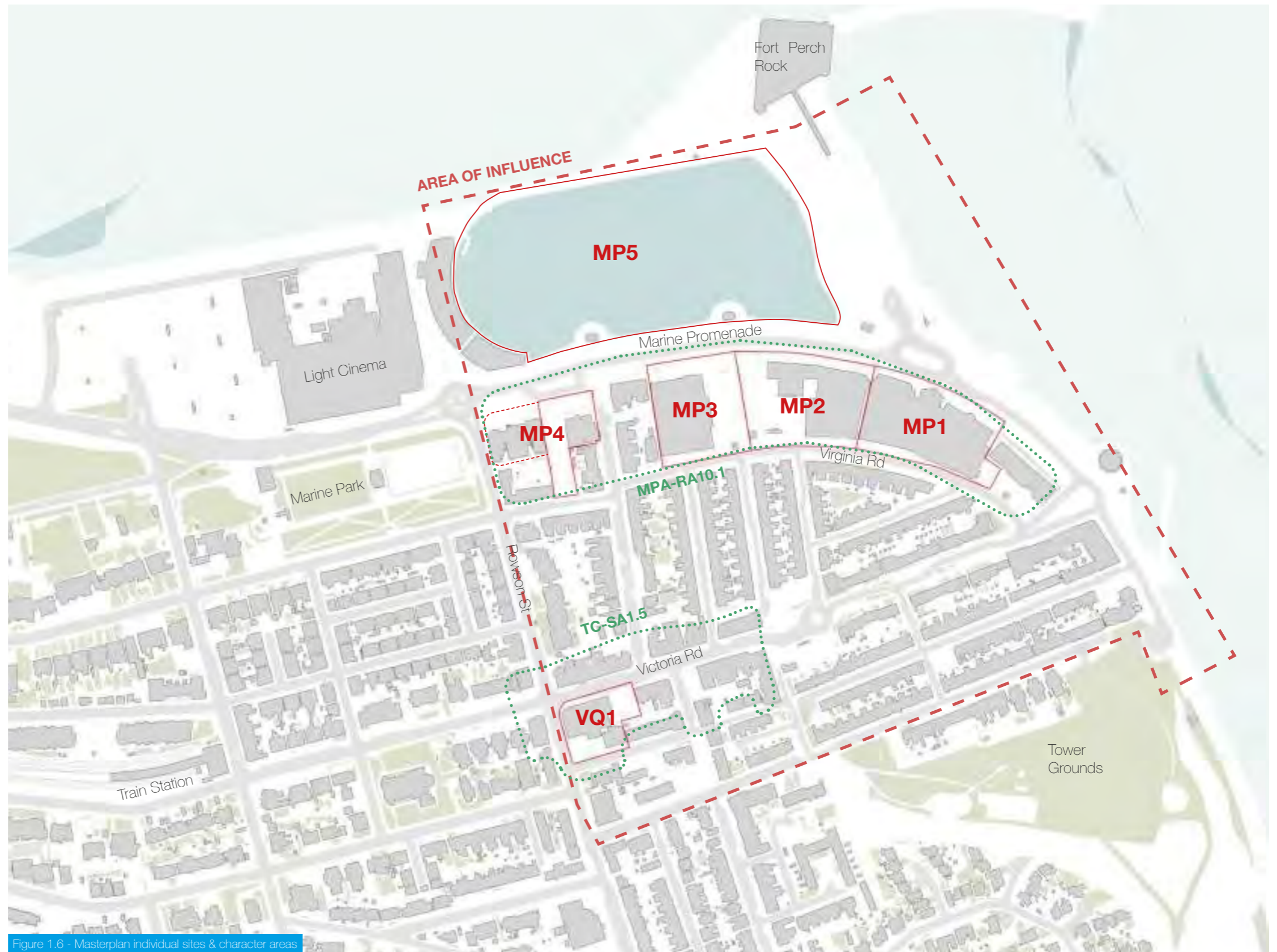


Figure 1.6 - Masterplan individual sites & character areas

## 1.4 - PLANNING CONTEXT

Figure 1.7 - New Brighton regeneration area



### Policy RA 10 - New Brighton Regeneration Area

Within the New Brighton Regeneration Area shown on the Policies Map the focus of regeneration will see new mixed-use development on the Marine Promenade area comprising leisure, residential and hotel uses. The Regeneration Area will provide for approximately 315 new dwellings.

Applications within New Brighton Regeneration Area will be permitted subject to meeting the following requirements and other relevant policies of the Local Plan. Development proposals should:

1. Incorporate distinctive and climate resilient landscaping and public realm to reflect the area's distinctive coastal environment; and

2. Incorporate safe walking and cycling routes, and enhance connectivity to local amenities, including waterfront promenades; and
3. Protect and maximise strategic views of the waterfront and the settings of heritage assets including Fort Perch Rock; and
4. Contribute proportionately and appropriately to the provision of the public realm and active travel improvements.

### Marine Promenade Masterplan Area (MPA-RA10.1)

This document is intended to provide detail to support the delivery of the Marine Promenade Masterplan area and the associated design codes to enable clear guidance supporting holistic and comprehensive development. 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. The delivery of a high quality, attractive and vibrant mixed use quarter of appropriate scale, height and massing which reflects the strategic seaside location and character of adjoining areas; and
2. A mix of cultural, hotel, leisure and residential uses which support the regeneration of neighbouring areas and facilities including the Floral Pavilion Theatre and the Local Centres at Victoria Road (TC-SA1.5) and Seabank Road (TC-SA1.4); and
3. One or more landmark buildings; and
4. East west pedestrian and cyclist links between Marine Promenade and Wellington Road/ Virginia Road; and
5. Active frontages onto Marine Promenade and Virginia Road.

### Victoria Road Local Centre (TC-SA1.5)

Mixed town centre/residential use within the Victoria Quarter shown on the Policies Map, which retains active ground retail

frontages and make a positive contribution to the vitality and viability of the Victoria Road Local Centre (TC-SA1.5), will be supported.

### Fort Perch Rock & Lighthouse

Proposals for the repair and enhancement of Fort Perch Rock and the lighthouse in a manner that protects their special historic interest and positively contributes to their character and setting will be supported.

### Implementation

The Council will:

- Prepare a Neighbourhood Framework for the area and the Marine Promenade masterplan (see Figure 1.7);
- Work with partners to support the regeneration of New Brighton;
- Be prepared to use its powers of Compulsory Purchase where necessary and appropriate to assemble development sites. Such circumstances might be where existing land use or multiple ownerships compromise the assembly of a larger site and agreement has not been reached with the land owner(s);
- Develop and deliver local highway improvements including proposals for recreational vehicle parking where funding is available;
- Where appropriate, secure developer contributions to support infrastructure delivery and work with partners to develop funding bids to secure wider benefits to the New Brighton Regeneration Area; and
- Work with the Liverpool City Region Combined Authority, in consultation with local stakeholders, to support the delivery of a high-quality cycle route to connect the New Brighton Regeneration Area with the wider 'Left bank'.

Given the coastal location, the use of appropriate materials to withstand the exposed local climate conditions should be considered within this regeneration area when proposals are being conceived and proposals should take full account of the risk of flooding along the coastline.

## 1.5 - PUBLIC CONSULTATION

### NEW BRIGHTON MASTERPLAN PUBLIC CONSULTATION REPORT (OCT/NOV 2020)

Two phases of public consultation have been undertaken to date, both focused on the wider Neighbourhood Regeneration Framework, but includes the Masterplan areas identified within the Local Plan.

Both have engaged around the ideas for New Brighton and the delivery of both new homes, public amenities and spaces to enhance the town and its ongoing regeneration.

#### Key Findings

- Most of the consultees described New Brighton using positive language (79%) and the word most associated with the town was 'potential', followed by terms such as 'vibrant', 'exciting' and 'up & coming'.

- Most consultees felt that New Brighton's Promenade and Coast was the most special and distinctive thing about the town (33%).

- 42% of consultees thought that "New Brighton is a great place to live, where residents can access all the benefits of being by the coast"; only 3% felt that it is "a major destination for events and happenings".

- The town's namesake, Brighton in Sussex was deemed to be the town that best sets an example for New Brighton (26%), with Llandudno in Wales highlighted as being next best (10%).

- When asked to prioritise what is most needed in New Brighton, leisure attractions were at the top of the list. Workspace was deemed least necessary.

- A lido (outdoor pool facility) was by far the most suggested idea for a land use/attraction/building in New Brighton with 60% of respondents suggesting this. The next most popular ideas were for a gym/spa/leisure centre and a pier (both 7%).

- The open space or street that the highest proportion of people (20%) thought could be improved was Tower Grounds, whilst the area or building that could most benefit from improvement was Marine Promenade (Lacy's to the Floral Pavilion) at 30%. This was closely followed by Fort Perch Rock (29%).

- Most people (61%) either strongly disagree or disagree with having some tall buildings in New Brighton. Only 12% agreed.

#### Travel & Transport

- Walking infrastructure was ranked as most important when travelling to and around New Brighton, followed by free car parking.

- 47% of people agreed that there is enough car parking in New Brighton. 29% disagreed.

- Most people (55%) agreed that enhancing the train station and its surroundings would improve the travel experience. 17% disagreed.

- Most people (67%) agreed that more room for pedestrians and cyclists would improve their travel experience to New Brighton. 12% disagreed.

- When asked to comment on how cyclists and pedestrians travelled together on the waterfront, the largest proportion of people (41%) felt better separation of the cycle and pedestrian lanes was needed, along with better enforcement of lane use and speed (24%).

- 41% of people agreed with the statement that better bus waiting facilities would enhance travel experience to New Brighton.

- In regard to general traffic and transport comments, 53% of the respondents mentioned parking. Specific issues were the need for dedicated parking for residents, and the need for better parking provision for the Victoria Quarter.

- Outside of parking issues 16% of respondents identified a need for more frequent and direct public transport that had a wider reach, both within Wirral and beyond.

- Also popular (15%) was the idea of a hop-on, hop-off mode of transport along the waterfront, perhaps extending to Seacombe Ferry. There were various suggestions of what form this may take, including tram, land train and electric bus.

#### The Lido

- The majority of respondents, 90%, either strongly agreed or agreed that a lido was generally a good idea for the masterplan.

- That it should provide a facility for local people's health and well-being was deemed the most important aspect of a lido by 20% of people.

- In addition to the lido itself, most respondents felt that the development should also include a sun terrace and/or space for outdoor events and activities (26%) and a café, bar, or restaurant (24%).

- 11% of the comments made using the 'lido' pins on the mapping tool mentioned the need for it to be an all season 'winter-proof' facility.

- The most popular suggested site for a lido was the area around the original Derby Pool (now site of the Derby Pool public house), followed by The Dips.

#### New Brighton's Assets

New Brighton's top three assets were identified by respondents as

- Marine Promenade including its buildings and Marine Lake.

- The Dips.

- Tower Grounds.

#### New Brighton's Issues

The top issues presenting New Brighton were considered to be

- The derelict buildings and wasteland comprising Union Terrace, Lacy's and the Queen's Royal Hotel sites.

- Litter afflicting the area around the Marine Lake and Marine Point.

#### New Brighton's Opportunities

The most often highlighted opportunities for New Brighton by respondents were

- To convert Fort Perch Rock into an attraction.

- Utilise The Dips as an outdoor events arena.

- Improve/expand the skate park at Tower Grounds.



Figure 1.8 - New Brighton aerial view



## NEW BRIGHTON NEIGHBOURHOOD FRAMEWORK CONSULTATION REPORT (OCT/NOV 2022)

### Key Findings

- 402 people responded to this consultation. The online questionnaire was responded to by 358 people and there were 44 paper copies returned.
- The most popular option for improving the area around the sailing club for use as a 'outdoor village' was to provide toilets and changing rooms (26.7%). The least popular option was the provision of camper-van parking (10.1%).
- The most popular option for enhancing The Dips in New Brighton was to use it as a space for events and festivals (25.7%). The least popular option was the provision of an outdoor gym (13.9%).
- The most popular option to fully realise the potential of the promenade was to open the views out to sea (20.3%). The least popular option was the provision of an outdoor exercise equipment (10.2%).
- When asked what would make respondents 'jump in' to a new lido, the most common response was 'the facilities' (23.0%). Family membership was the least popular response (10.7%).
- The most popular thing that people would like to see in a shared space near Union Terrace was free shuttle buses (23.1%). The least popular option was the provision of disabled parking spaces on the promenade (10.3%).
- When asked what they would like to see along Marine Promenade, respondent's most popular option was to have leisure activities, like a big climbing wall (23.0%). The provision of new homes with sea views was the least popular option (3.8%).
- Respondents were asked to indicate their level of agreement with the suggestion to build new, tall building in New Brighton. When aggregated, the prevalent sentiment was disagreement with this suggestion (44.0%). 29.0% of respondents were 'not sure' and 27.1% were in agreement.
- When asked to explain their response to the suggestion of new, tall buildings, the most prevalent comments (40.5%) were expressing concern about tall buildings and how they would obstruct views and detract from the feeling of space and open seaside.
- Respondents were asked how the Victoria Quarter of New Brighton could be made even better, and the most popular option was to encourage more independent shops (24.4%) and 'new homes' (2.5%) was the least popular option.

- The most prevalent additional ideas, that respondents shared in free-text comments, about how to improve New Brighton were to:

- o Encourage independent businesses (7.9%)
- o Retain and create green spaces (7.3%)
- o Improve transport links (7.1%)

### Virtual Reality Events – Game Play Data

At the Engagement Event at the Floral Pavilion Theatre on 14 and 15 October, the New Brighton Virtual Reality Experience included a version of the survey. Due to the questions being linked to a virtual 3D model experience they were slightly different to the questionnaire questions, so these results have been presented separately.

- The most popular option for improving the area around the sailing club for use as a 'outdoor village' was to provide toilets and changing rooms (19.5%). The least popular option was the provision of camper-van parking (12.5%).

- The most popular option for enhancing The Dips in New Brighton was to use it as a space for events and festivals (22.9%). The least popular option was the provision of an outdoor gym (17.4%).

- The most popular option to fully realise the potential of the promenade was to open the views out to sea (18.3%). The least popular option was more space to walk and play (8.1%).

- When asked what would make participants 'jump in' to a new lido, the most common response was 'the facilities' (26.4%).

- The most popular thing that people would like to see in a shared space near Union Terrace was free shuttle buses (29.2%). 6.3% of people said that they would always use their car.

- When asked what they would like to see along Marine Promenade, participant's most popular option was to have leisure activities, like a big climbing wall (22.6%). More clothes shops was the least popular option (9.5%).

- Participants were asked to indicate their level of agreement with the ideas shown within the virtual reality experience. The prevalent sentiment was agreement with (71.8%). 17.7% of participants were 'not sure' and 10.5% were in agreement.

It should be noted that, unlike on the online and paper surveys, this question made no reference to new, tall buildings. Therefore, these results cannot be compared directly to the online and paper survey results, which differ considerably.

- Participants were asked how the Victoria Quarter of New Brighton could be made even better, and the most popular option was to encourage more independent shops (21.8%) and the least popular option was to build new homes (7.6%).

- 79.8% of participants stated that they enjoyed the virtual reality experience and would do it again.

### Virtual Reality Events – Resident and Stakeholder Feedback

Some attendees from the Engagement Events in addition to the VR Experience survey provided verbal feedback. The most prevalent themes were:

- People would like more events, including at the Floral Pavilion and outdoor events at the dips.

- Participants enjoyed the Virtual Reality Experience.

- Parking is still needed.

- Transport links needed to be improved.

- People would like a lido.

### Stakeholder Event Feedback

Nine businesspeople attended a business drop in on 9 November 2022, and their main thoughts and ideas were as follows: Thoughts: some participants thought that the online survey was not relevant for businesses; more information is needed on heat networks; there were concerns that delaying business development could have a negative impact; there were concerns about empty units and derelict land at Marine Point; some businesses would like development in Liscard; and there are also concerns about more building on the promenade and the dips.

Ideas: A bus for Victoria Road; the need to join up neighbourhoods; to ensure the business directory is up to date; the need to include students; a new map in the station; create a plan for redeveloping the lighthouse for when there is funding available; make the Floral Pavilion more affordable for businesses to hire rooms; a land train; and also affordable youth activities are needed.

## 1.6 - CURRENT USES & OPPORTUNITIES

### Current Uses

The Marine Promenade Masterplan area has a clear land use focused on the leisure sector. The uses comprise primarily of the following:

- Marine Promenade; Family focused 'big box' leisure; bowling, arcades and amusements, and takeaway food
- Floral Pavilion offering; theatre, conferencing and events
- Union Terrace; Pub / Restaurants / takeaway food

To the north Marine Point provides further leisure uses with cinema, chain dining, supermarkets and budget hotel. The Marine Lake provides a visual amenity but does not provide any current water-sports uses. The Fort Perch Rock has recently reopened offering a mix of museum, escape room and cafe. The Lighthouse is unoccupied.

To the south / rear of the site are primarily terraced family housing streets connecting to Victoria Road which provides the historic town high street function.

To the west is a characterful mix of unique residential properties as part of the Wellington Road Conservation Area, and a traditional Victorian park Marine Park which offers tennis courts, gardens and bowling green.

To the east a modern apartment building is located adjacent to the Floral Pavilion before connecting to the end of Victoria Road high street and some small remnants of commercial uses to the location of the former Pier connection.

### Key

- Transport
- Retail
- Retail Back of House
- Commercial
- Residential
- Civic
- Education
- Leisure
- Religious
- Medical
- Industrial
- Service

0 10 20 50 100 200m



Figure 1.9 - New Brighton Building Uses



Figure 1.10 - New Brighton 3D Context

### Strengths

- Amazing frontage opening out onto a unique point on the Peninsula for residents and visitors alike.
- Expansive views to Liverpool, the Mersey, Liverpool Ports, and the Irish Sea.
- Context of the Marine Lake, Fort Perch Rock and Lighthouse add further unique assets.
- Floral Pavilion provides a major anchor to the frontage and is located to the 'corner' of the peninsula.
- The junction of the Marine Promenade and Rowson Street present a feeling of being the start of the core of the town.
- The adjacency to the Marine Point development presents an established anchor to connect with
- Adjacency to the Wellington Road Conservation Area presents a unique character and identity that talks of the historic past of the town

### Weaknesses

- By its nature the Marine Promenade is single sided with commercial uses, and as such relies on active frontages working hard to bring life to the street scene. This is compromised by large inactive frontages and historic setbacks.
- The frontage to the promenade is northerly facing and as such has compromised ability to allow cafe street dining.
- The promenade is an exposed setting and as such has both the benefits and negatives of being exposed to the elements. There are little opportunities on the Marine Promenade frontage to gain relief from the prevailing wind direction of funnelling effect of the estuary mouth.
- The level of parking to the promenade provides convenience at the cost of experience for pedestrians and cyclists. The Fort Perch Rock car park compounds this issue with the visual setting being dominated by parking and highways.
- There is a lack of diversity of uses on the promenade and as a result outside of trading hours feels at odds with the sense of place.
- Virginia Road is compromised by the servicing demands of the Floral and Leisure uses to the promenade.

- The Marine Promenade is an area susceptible to tidal flooding and needs considering against future proposal to take account of climate change.

### Opportunities

- Create a more active Marine Promenade frontage that is more diverse in its use and inclusive of all.
- Reduce the dominance of vehicles to Marine Promenade and create a high quality pedestrian and cycling environment.
- Create spaces along the Promenade that allow enhanced solar aspect and places to shelter to improve dwell times and active ground floor uses.
- Introduce landmark buildings / structures to create a legible experience and focus attention on this important space in the town and wider peninsula.
- Enhance the setting of the Fort Perch Rock and Marine Lake
- Enhance the use of the Marine Lake
- Change the character of Virginia Road into an active street not dominated by servicing
- Landmark the entrance into the town through the Union Terrace frontage

### Threats

- Convenience of parking prevents a change in the character of the Marine Promenade frontage
- Floral Pavilion parking needs considering with flexible approach that does not compromise function of the facility or the nature of the promenade and Fort Perch Rock on a permanent basis
- Public funding will be required to help facilitate the change to the public realm without which comprehensive change may not be possible.

2.0

**VISION & OBJECTIVES**

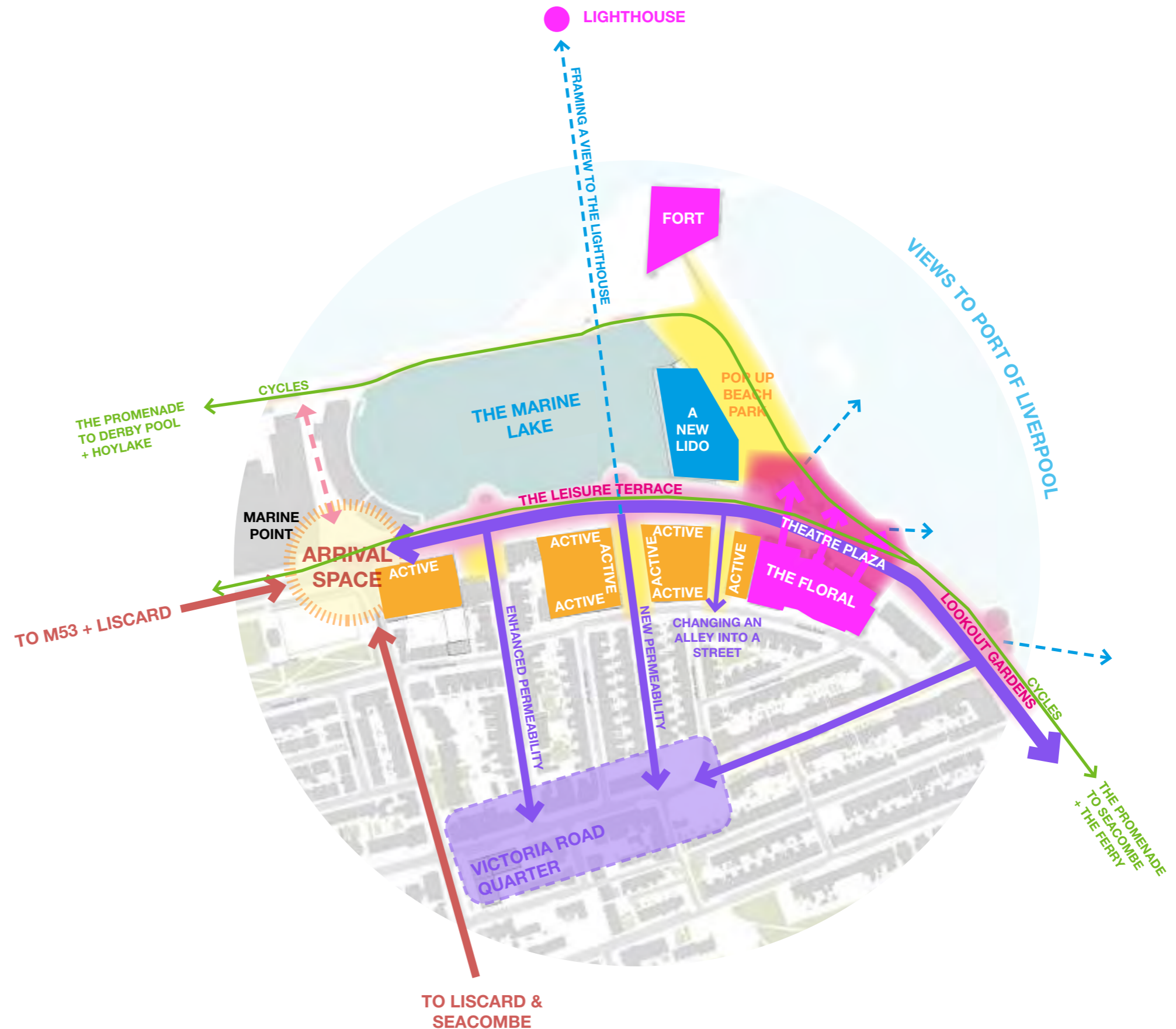
## SECTION OVERVIEW

This section of the document aims to explain the key vision and objectives for the masterplan. It will also explore key design principles which will be a theme across the whole document.

## 2.1 - VISION

The Vision for New Brighton Marine Promenade is to enhance the sense of focus this space has for the town and create a place where residents and visitors alike can take advantage of this unique place on the peninsula. The Marine Promenade Masterplan seeks to:

- Create a place that is vibrant and connected to the views, the history and the environment, somewhere with a fitting sense of arrival.
- Create a place that is diverse in its uses at ground and upper floor levels, with activity throughout the day.
- Reduce the dominance of the highways, vehicles and parking on the front, and create a place that is for people and cycling first.
- Create a space that is attractive for street dining, for people to enjoy the unique setting, with an emphasis on experiencing a unique marine environment and a sense of fun.
- Create a place that retains the leisure tourism uses today, but balances them with more cafes, bars and restaurants, independent retail linking to the Victoria Qtr, new town centre living, and even places for creative workspace.
- Enhance the setting of the Fort Perch Rock with an improved use of the car park allowing for seasonal use for events and popup public realm.
- Create the opportunity for a new floating Lido for the Wirral to be established in the Marine Lake, and focus attention on this special place.
- Open connections back to the Victoria Quarter and create spaces that can shelter from the wind, whilst also reducing the dominance of service uses on Virginia Road today through creating new active floor uses.
- Activate the waters edge to the estuary and the Marine Lake, and where possible improve accessibility of the sea defences to allow improved connection to the waters edge.
- Improve the sense of connection and cohesion to Marine point to the Marine Promenade and the Victoria Qtr.
- A place that celebrates its exposure on this unique point on the peninsula and exemplifies sustainable, low carbon development.
- Addition of new residential developments to increase the vibrancy of New Brighton, creating a diversifying the town centres uses.



The Main Objectives of this document is to provide a Framework that will facilitate the continued regeneration of New Brighton's Marine Promenade as a vibrant mixed use frontage worthy of this amazing unique place on the Wirral Peninsula:

The principle objectives are to:

- Identify key development sites and future land uses.
- Diversify land use and support the delivery of new homes in a sustainable and exciting location in the Borough
- Create a clear strategy for the change from vehicle dominated frontage to one that can maximise space for people, active travel and spaces to dwell.
- Improve the connections to the Victoria Qtr, and the Marine Point Development.
- Improve the setting of the Fort Perch Rock and the lighthouse.
- Improve the setting of the Floral Pavilion and attraction to a wider group of users, plus allow for improved community use.
- Improve the back street issues of Virginia Road, and the alley way to the side of the Floral Pavilion.
- Set a design code to inform land use, street hierarchy, character, and building heights.
- Create a strategy that can help improve the access for the RNLI to the slip to the Mersey along the Marine Promenade at peak times.
- Establish view corridors for consideration of subsequent planning applications that may come forwards in-line with the design code and masterplan.
- Inform how the wider town regeneration can help facilitate the change to the core of the town.
- Promote low carbon sustainable development that is linked to the nature of the marine environment.



## 2.3 - URBAN DESIGN PRINCIPLES



### **A new sense of arrival**

A key move within the masterplan is to establish a sense of arrival to the Marine Promenade - this begins at the Marine Point roundabout, and extends to connect the Floral Pavilion to the Fort Perch Rock.

This stretch of the promenade has visibility to the skyline of Liverpool, and the arrival at the Wellington Road Conservation Area / Marine Point and the Marine Lake.

### **Enhanced permeability and framing of views**

Opening up the Marine Promenade frontage allows for improved connection and circuits of movement to the relative protection on windy days of the Victoria Road Qtr. Creating stronger new links allows the framing of views to key landmarks in New Brighton which today feel lost in the horizontal expanse of the seascape.





**Enhanced public spaces**

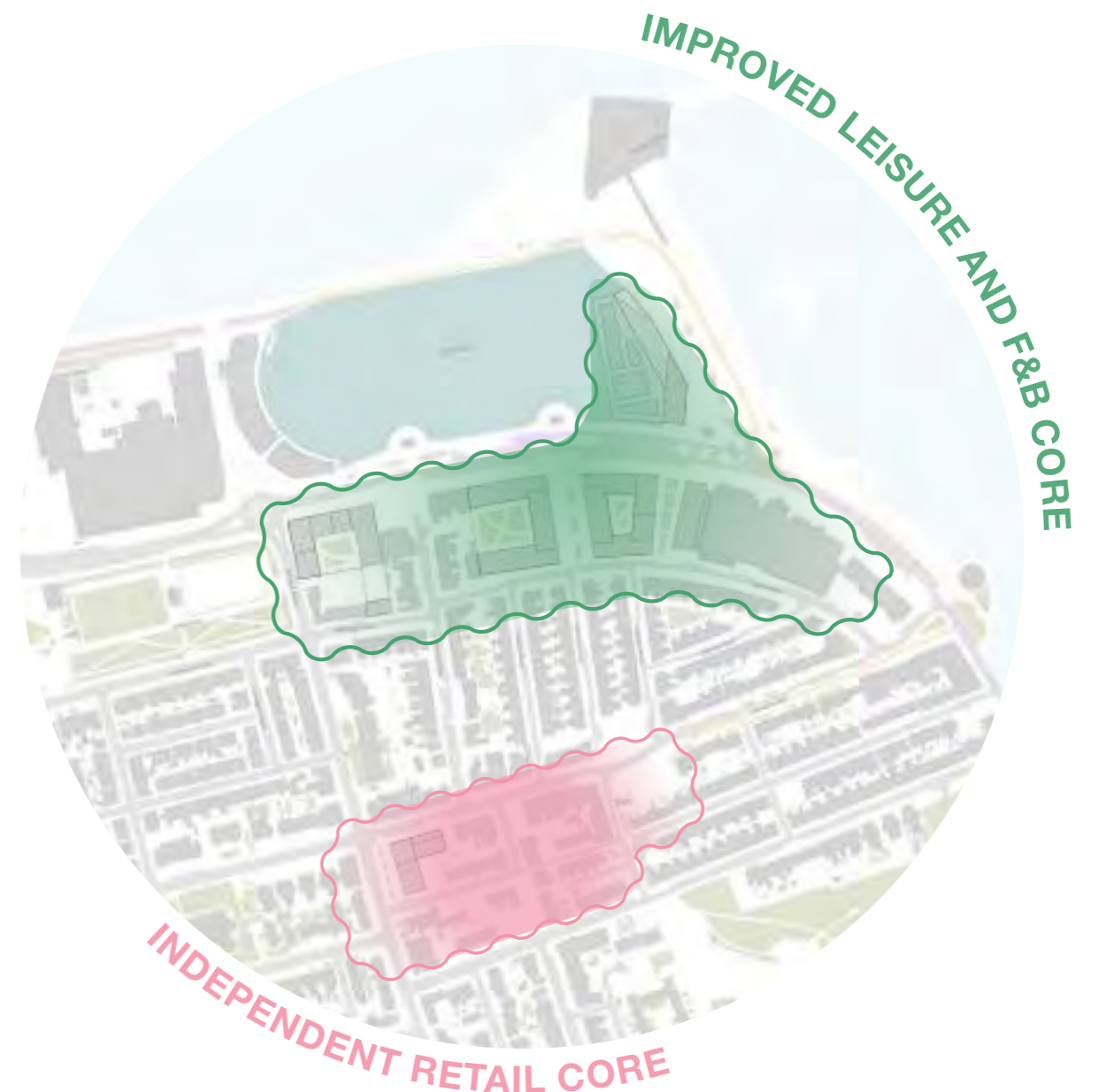
Changing the character of the promenade into an amazing space for people to spend their leisure time in a high quality public landscape is at the heart of the proposed masterplan. A space that encourages a wide range of uses, from seating to play and events, enjoying the views to the Marine Lake, Fort Perch Rock and lighthouse and the wider setting.

As part of the opening up of the frontage, this also allows for new public spaces to be created with a mix of new squares and streets proposed. These are intended to allow some sense of protection from the environment and improved access to the path of the sun.

**Activating the Street Scene**

Creating a diverse mix of uses at street and upper levels will create a street scene that feels active and vibrant not impacted by seasonal trade. Uses should open to the views on offer but provide protection from the marine environment.

The Marine Lake is a key asset and enhancing its utilisation through a proposal for landmark leisure development with a new Lido for the Wirral set on / adjacent to this is proposed to enhance the sense of connection from promenade to the Fort Perch Rock and Lighthouse.



## 2.3 - URBAN DESIGN PRINCIPLES

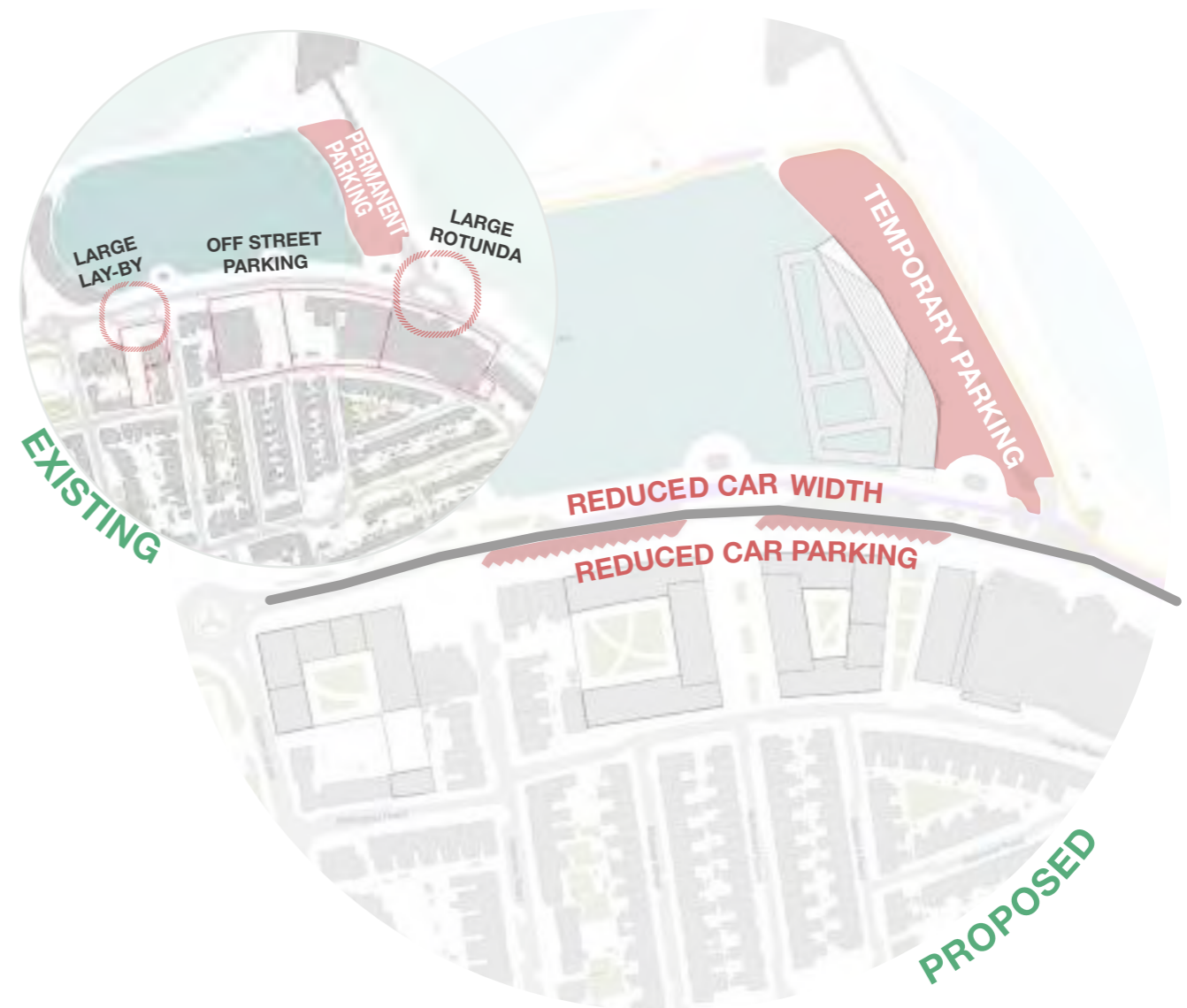


### **Cycle Route;**

A new improved connecting cycle route promoting active travel across the Wirral Peninsula is currently being proposed. This would connect New Brighton to the Seacombe Ferry terminal which links the Wirral to Liverpool city centre. The new bike lane would continue across Kings Parade and end at Wallasey Beach, connecting existing homes and new potential developments in the dips area to the Marine Promenade. This new cycle route should help to reduce reliance on vehicles for short journeys across New Brighton.

### **Car Dominance;**

Currently Marine Promenade is dominated by vehicles, with a large permanent car park at fort perch rock and a large rotunda which is inefficient. Either side of the road there is off street parking which is dominating the landscaping. The proposal looks to reduce the width of the road, reduce the amount of off street parking and make the Perch Rock car park temporary, by only being in-use at peak times.



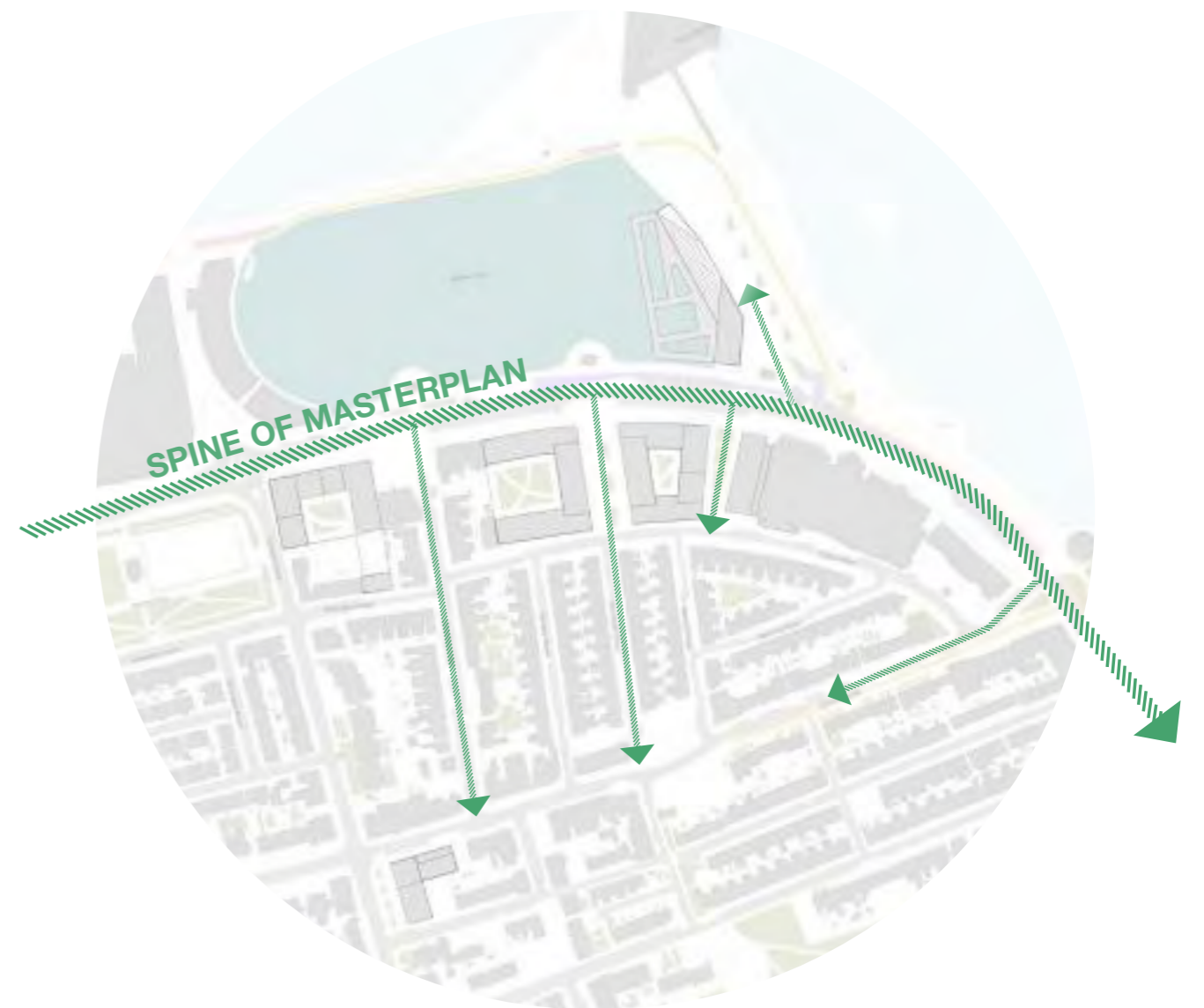


**Permeability;**

Creating spaces between buildings along Marine Promenade will open up walking routes to the Victoria Quarter. These improved links will increase footfall between these two core character areas of New Brighton.

**Marine Promenade Spine;**

The Marine Promenade is will become a linear park, which includes smaller pocket parks. Other green routes, parks and squares will connect to the spine of the masterplan where the Promenade will become the height of activity for New Brighton. By including active travel routes and reducing car presence will help to define the Promenade.



3.0

CONTEXT,  
OPPORTUNITIES &  
CONSTRAINTS

## SECTION OVERVIEW

This section of the document aims to contextualise New Brighton by;

- Discussing the town's current conditions.
- Highlighting key constraints and opportunities.
- Highlighting key environmental considerations.
- Discussing the need/ market conditions of new potential uses.
- Drawing attention to new gateways for the town.

## 3.1 - SPATIAL & URBAN DESIGN CONTEXT

New Brighton is identified as a regeneration priority area under Policy RA10 in the Council's Local Plan. The Marine Promenade Masterplan is being prepared to illustrate a mixed use approach to neighbourhoods that deliver housing growth set out within the Local Plan.

The policy Map is illustrated opposite identifying the Masterplan boundary, Residential Density Zone, Urban Tourism Zone, and Housing Allocations.

### Place making

New Brighton benefits from its identity as a tourist destination for leisure experiences, beaches, nature and the elements, and occasional large scale events. However it is also an attractive place to live and work which the Masterplan will look to help support alongside the destination identity.

### Sustainable Housing growth

The Local Plan sets out an approach to housing growth on the Borough which is focused on the 'left bank' and areas which are well connected to public amenities and transport as a sustainable approach to growth. The Local Plan RA10 sets out the delivery of 315 dwellings up to 2037 which this Masterplan will look to illustrate this potential.

### Tourism

As a historically tourism and leisure focused seaside town New Brighton is also identified as an asset within the Local Plan Policy WS4.4.

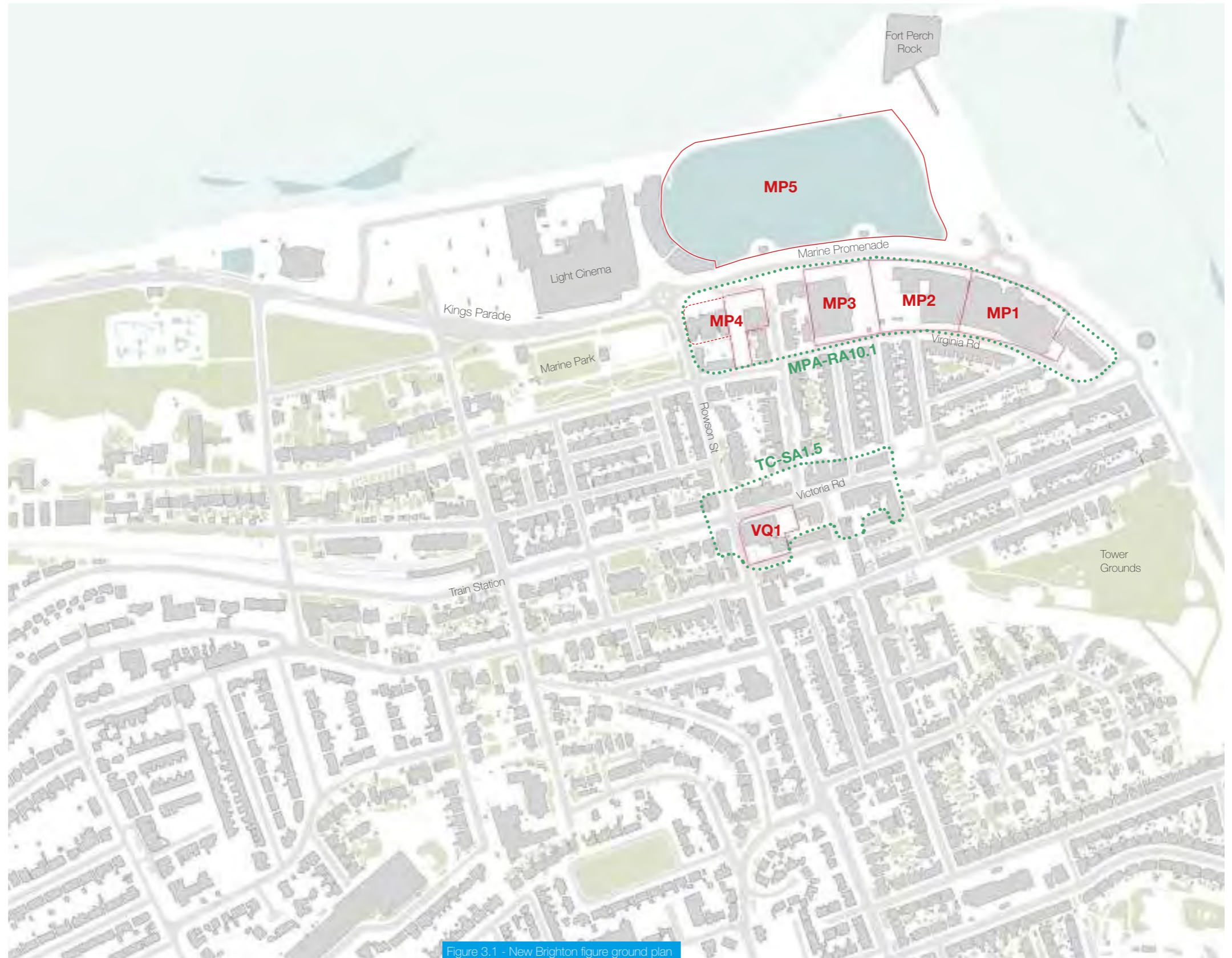


Figure 3.1 - New Brighton figure ground plan



Figure 3.2 - View of VQ1 former co-op site



Figure 3.4 - View of MP2 New Palace Adventureland



Figure 3.7 - View of MP4 Queens Hotel



Figure 3.3 - Key view of lighthouse from Richmond St.



Figure 3.5 - View of Victoria road



Figure 3.6 - View from Virginia road



Figure 3.8 - View of MP1 Floral Pavilion

## 3.2 - HISTORY

### HISTORICAL URBAN GRAIN

The Marine Promenade, alongside the Marine Lake and Marine Point development can all be seen to be built on reclaimed land. The earliest map available from the Cheshire Tithe Maps in 1841 shows the area largely in the ownership of James Atherton or William Rowson with most land noted as being uncultivated sand hills.

#### 1874

Victoria road has always been a prominent street for New Brighton. At the end of Victoria Road the pier was located which would've been the height of activity during this time. The majority of the land has been left vacant either to farming or just open fields. The shore line has been left untouched due to fears of flooding presumably.

#### 1898

Towards the end of the century the town has increased its density massively and now includes a train station linking to Liverpool. New Brighton tower has been constructed along with the Palace which is developed along the shoreline. At this part in time New Brighton was becoming a tourist hotspot with many leisure activities. Interestingly Fort Perch Rock has been excluded from these early maps due to its function, but the pathway leading to the fort is visible in this map. A back to back high density terrace has been introduced similar to what is found in neighbouring Birkenhead and Liverpool.

#### 1925

By 1925 the reclaiming of land has started and the Marine Promenade has been constructed. The Promenade is acting as a sea defence in this period to protect "The Palace", hotels and the newly constructed theatre. Nearly all of the open land has now been developed on as new residents populate the seaside retreat due to it being an attractive place to live. The developments have started to sprawl west of Rowson street creating a typical suburban typology. In this period trams have been introduced which run along key roads such as Victoria road, Virginia Road and Rowson Street.

#### 1935

In the next decade more land has been reclaimed forming the Marine Lake and the lido. The grain has increased in density and is similar to what is seen today. The palace has been demolished and shall be rebuilt later in the decade.



It would be expected that most sites to the Marine Promenade regeneration area have had a number of phases of development on them evolving from the earlier sand-hill use.



Figure 3.9 - Heritage & Landmark diagram

## KEY VIEWS / HERITAGE / LANDMARKS

Today whilst much of New Brighton's heritage has been lost, the town still boasts multiple heritage assets, including the Grade II\* listed Fort Perch Rock and Lighthouse and Wellington Road Conservation Area.

### Listed Buildings

There are a number of listed buildings and structures within New Brighton. Key consideration for the Masterplan area has been the adjacency to the Wellington Road Conservation area and the impact on views in and out of this, and the Grade II\* Fort Perch Rock and Lighthouse, and Grade II Marine Promenade shelters.

### Landmarks

The Marine Promenade Masterplan area has two key considerations in terms of landmark context;

The Marine Lake is a key outlook out from the promenade and outlook to the estuary mouth. The core setting to this is the Fort Perch Rock, lighthouse and Marine Point development. The car park to the Fort Perch Rock is a dominant aspect.

Inbound the Floral Pavilion is a major part of the shoreline identity, with views into Wellington Road Conservation area including Marine Park, and the Shrine Church of Ss Peter & Paul and St. Philomena dome on the skyline beyond.

The Listed buildings / structures of the Fort Perch Rock, Lighthouse and Wellington Road Conservation Area are key considerations for any development within the Marine Promenade Masterplan Area. Key Views have been identified to investigate analysis points.

### Key

- Landmark
- Conservation Area
- Grade II Listed
- Grade II\* Listed
- Key Views
- Key Nodes

0 10 20 50 100 200m



### 3.3 - FLOOD RISK & MICRO CLIMATE

#### Flood Risk

The plan opposite illustrates the Environment Agency Flood Maps indicating a number of sites being compromised by tidal flooding, predominantly focused on sites reclaimed from the sea / river illustrating the natural topography. Wirral Council have also commissioned more detailed Level 2 Strategic Flood Risk Assessment which in principal concur with this information.

The Masterplan sites are impacted on the mapping as flood zones, however this is localised to the footpaths to the promenade area. These include Flood Zones 2 - medium probability, 3A - high probability and 3B - functional flood plain.

#### Micro-climate

The Marine Promenade is an open environment with little to screen or shelter from the prevailing north westerly wind. The estuary mouth also serves to provide some effect of funnelling wind towards the Marine Promenade Masterplan area as 'the corner' of the peninsula. With the sand beaches and wind this can impact the built environment longevity and materiality will be a key consideration.

The solar orientation of the promenade delivers northerly aspects to much of the frontage, and serves to provide overshadowing to the public realm. Detailed consideration of this will be required.

Consideration of the flood risk impacting the sites needs to have early consideration against development proposals including floor levels, exit strategies, and flood defence strategies for land use. Dialogue with the EA and LLFA will be required from the outset.

The wind and solar aspect will need to be addressed within any plans to maximise quality of external and internal spaces.

#### Key

- 2 Flood Zone
- 3B Flood Zone
- 3A Flood Zone
- Prevailing Wind

0 10 20 50 100 200m

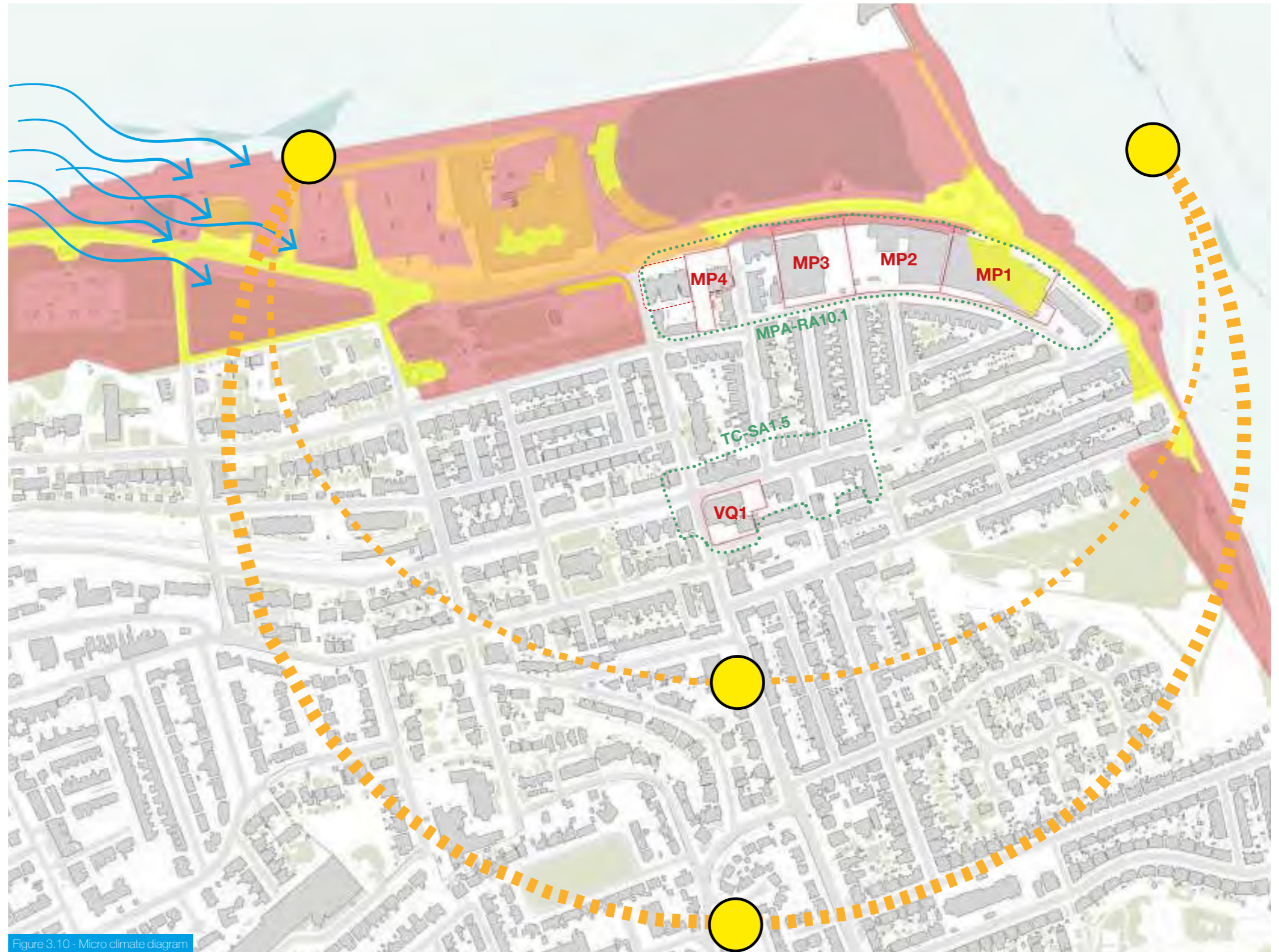


Figure 3.10 - Micro climate diagram

As part of the assessment of the Masterplan area a market assessment has been undertaken to understand the potential demand for a Hotel, Residential and a new Lido.

### RESIDENTIAL

The housing stock in New Brighton is characterised by an abundance of apartments and flats with many people living in the private rented sector. Car ownership is lower than average and 24% of people have an illness or disability which limits them in some way. In general, there are higher levels of deprivation than national averages. Whilst there is clearly a mix of people living within New Brighton, all of the indicators above highlight that New Brighton is characterised by an ageing, less affluent population.

Despite these negative statistics, we would point out that this is a historic position that does not take account of the council's large-scale regeneration of Wallasey and Birkenhead, collectively known as the 'Left Bank' Programme. This is an increasingly positive growth story and the draft Local Plan, funding awards of over £100M and the start on site of pioneer schemes are giving confidence that change is coming; This trend has seen both the volume of enquiries and completions significantly increase. Even before development has started, there has been strong value growth in the urban east of the Borough, as evidenced by reports commissioned by Rightmove in 2021 and Atlas Ceramics in 2023.

Wallasey (New Brighton) is no outsider to the surge in demand which has been seen across the last year and local agents have reported strong confidence in the market from buyers. This trend has seen both the volume of enquiries and completions significantly increase, with the number of sales agreed hitting record levels for three months in a row across 2020. However, due to the uncertainty of the economy over the last couple of years the sales volume rate has fluctuated but the values continue to increase. The prices in Wirral have been increasing on an average rate of 3.4%. If they continue to increase at this rate, the average house price will be £255,872 in 2025/6.

Given the strengths of the area, the offering of coastal living with excellent commuter links to major northern cities, it is clear that New Brighton (and Wirral) offers qualities many are now looking for. These characteristics have seen the borough's two main towns within the area rank in the top ten British property hotspots March 2021, with Wallasey recording the highest increase in house prices (15.6%) and Birkenhead not far behind (12.4%).

### LIDO

#### Options

There is no template for what a lido (outside swimming pool) is or could be. The best option for New Brighton is likely to be driven by a combination of the characteristics of an appropriate site and vision of stakeholders. The following provides a summary of the key characteristics of different types of lidos:

#### Local Facility

- 25m pool, open May to September.

- Paddling Pool or Splash Pad.

- Café.

- Gym.

- Relatively small lawn area.

- Indicative budget £2 million.

#### Sub-Regional Facility

- 25m lane pool, heated all year round.

- Fun pool with slides, open May to September.

- Paddling Pool or Splash Pad.

- Beach volleyball court.

- Larger gym.

- Café.

- Relatively large lawn area.

- Indicative budget: £4 million.

#### Regional Facility

- A 50m pool for lane swimming, heated and open all year.

- Fun pool, perhaps c.40 m square. Perhaps with waves. Open seasonally.

- Large area of grass with infrastructure for outdoor concerts and other events.

- A substantial food and beverage offer, preferably organised so that it is accessible both from within and without the pay area.

- Sand play area.

- More than one beach volleyball courts.

- Indicative budget: £10 million.

#### National Facility

- As Regional. Also:

- Thalasso-therapy spa.

- Hotel.

- Indicative budget: £40 million.

#### Location

An expansive site would have the advantage that the complex would be able to accommodate large crowds on hot days during the holidays. That could make a big difference to the financial performance. It could also provide a pay barrier that would enable ticketed events such as live music and outdoor cinema. It would require a large area to be fenced, and could have an impact on open space provision.

The pool would, have to be designed so that it is as sheltered as possible from the prevailing wind and takes most advantage of sun.

#### Funding and Delivery

Evidence suggests that there are no commercial companies that routinely develop and operate lidos. Brighton shows that it is not impossible for it to be delivered by the private sector, although it is an exceptional circumstance and the situation there is more conducive than in New Brighton.

Evidence elsewhere suggests that a pool could potentially be delivered as part of a wider residential scheme, however, this is likely to be a 'Local Facility'. The ongoing operational costs can be a challenge and a new build lido would require a significant level of capital investment. There are a number of individual trusts operating lidos around the country, however, these are largely restored historic lidos rather than new build.

### HOTEL

Demand for hotels in the local competitive area is strong, performing well in terms of occupancy albeit with a degree of price sensitivity surrounding the average daily rate achieved. That said, the market benefits from particularly strong weekend leisure demand which helps to drive rate, supported by corporate demand during the midweek period.

As a result of Covid-19, the market experienced a large decrease in both occupancies and income levels during 2019/20 and the first half of 2021. However, the local market started to demonstrate signs of strong recovery during the second half of 2021, which continued into 2022, showing occupancy for the 12-month period ahead of 2018/19 pre-pandemic levels, and with the income per room achieved being the highest over the 5-year period analysed since 2017/18.

In light of the local hotel market characteristics, location and site specific factors, 'it is considered that there is a strong opportunity to develop upper-tier economy/midscale hotels with an extended stay component at one or more sites.

A number of sites have been explored and the Marine Promenade Masterplan is the key area of focus for their delivery. An opportunity for an upscale boutique hotel offer within the Fort Perch Rock with a lower room count was also identified as an opportunity.

National or International hotel branded offers in the order of 90 beds would be considered appropriate within the context.

## 3.5 - KEY ARRIVAL SPACES

There are a number of points in New Brighton that could be described as providing a sense of arrival in the town from the dips to Kings Parade, the border of Marine Park and Rowson Street, Victoria Road, and Marine Promenade and the Marine Lake with its setting of the Fort Perch Rock and Lighthouse. The latter is perhaps the most synonymous with New Brighton's identity with its unique outlook to the Mersey estuary and the anchor of the leisure attractions including the Floral Pavilion and more recently the Marine Point development.

In the Council's Local Plan it requires all development proposals within the masterplan area to deliver high quality, attractive and vibrant mixed use buildings of appropriate scale, height and massing which reflects the strategic seaside location and character of adjoining areas. It notes that this could include one or more landmark buildings, but also within the main policy RA10 for distinctive and climate resilient landscaping and public realm to reflect the areas distinctive coastal environment.

3 key landmark areas have been identified.  
 Gateway 1; the arrival space from Kings Parade a place that feels like you are now within the active commercial heart of the town  
 Gateway 2; What feels like the heart of the traditional high street  
 Gateway 3; The leisure terrace and sense of heritage of the town with multiple anchors

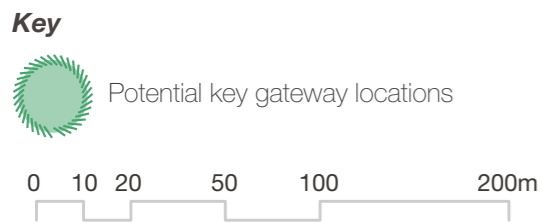


Figure 3.11 - Key gateway locations

**Tall building policy**

The Local Plan defines a tall building in the context of Wirral as anything over 8 stories. With use identified as a means of landmarking locations, enhancing land use adjacent to public transport hubs, but with care required to heritage settings. The Left Bank is identified as a potential location for the use of tall buildings as either singular or clusters of buildings.

**Policy WS 7.5** states that tall buildings must adhere to the following principles, any proposal which does not address these will be refused;

Design must be exceptional and of the highest quality, grounded in context. It should:

- i. Add to local distinctiveness, identity and place-making; acknowledge and respect the heritage context; and activate the street-scape; and
- ii. Make positive contributions to public space and the environment at ground floor level. Provide high quality private and communal space and public realm including the use of outdoor space.

The design must be inclusive in design enabling use and occupation by all generations and demonstrate positive consideration of:

- i. Scale;
- ii. Form and massing;
- iii. Proportion and silhouette;
- iv. Detailed surface design;
- v. Facing materials;
- vi. Relationship to other structures;
- vii. Impact on street scape, near and approach views;
- viii. Impact on cityscape, local and distant views; and
- ix. Impact on the skyline.

Townscape and impact assessments will be required with proposals that identify the impact of the structure and assess harm against any public benefit. They should demonstrate how the structures will enhance navigation, way-finding and landmarking where appropriate, and facilitate permeability of the townscape.

Micro-climate assessments will be required which demonstrate that the proposal either as stand-alone or as part of a cumulative series of buildings, will not damage local environmental conditions. These are to include wind modelling, shadow/light issues, noise, air quality, privacy and amenity.

Fully detailed proposals demonstrating the quality of finish, servicing, ventilation, structure, car parking and other logistical matters should be provided rather than dealt with as part of Reserved Matters applications.

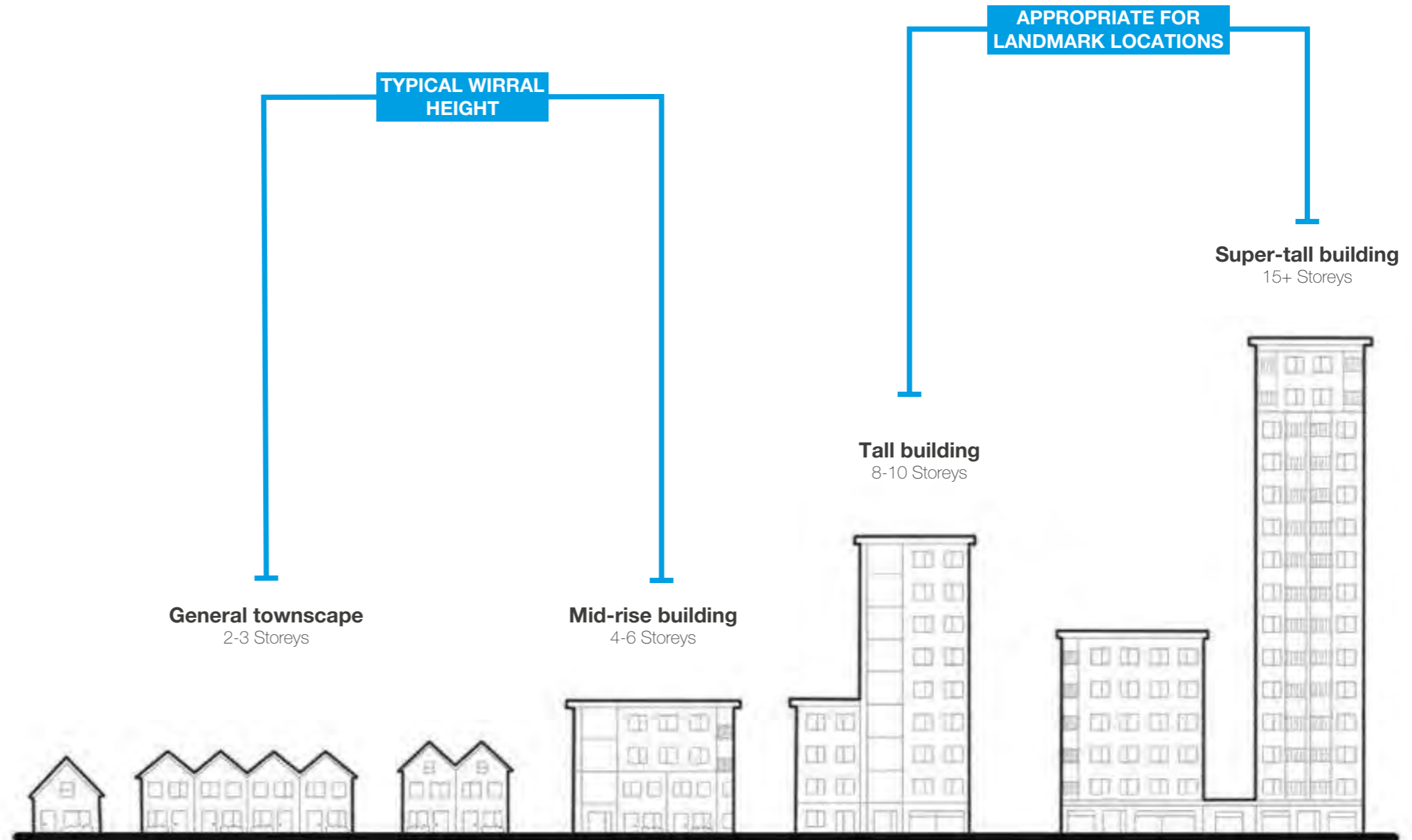
**Impact Assessment**

The potential location of tall buildings has been developed in order to respond to the location of landmarks in both immediate and distant context.

With the use of tall or taller buildings within the context of New Brighton a series of view points have been identified against which proposals should be assessed. It is intended that the Wirral 3D Model is utilised for this purpose and any proposals developed should be considered against this context.

A full Townscape Visual Impact Assessment should be considered as part of any proposal in line with industry guidance and the Local Plan.

Statement of Common Ground between the Council and Historic England here - [https://www.wirral.gov.uk/sites/default/files/2023-03/WBC009%20Statement%20of%20Common%20Ground%20between%20WBC%20and%20Historic%20England\\_1.pdf](https://www.wirral.gov.uk/sites/default/files/2023-03/WBC009%20Statement%20of%20Common%20Ground%20between%20WBC%20and%20Historic%20England_1.pdf)



4.0

MASTERPLAN  
PROPOSALS

## SECTION OVERVIEW

This section of the document sets out;

- Masterplan with parameter plan
- Design Code

## 4.1 - PARAMETER PLANS - GROUND FLOOR USES

### GROUND FLOOR USES

It is intended that the Marine Promenade Masterplan area is a place that feels active and vibrant.

The promenade should feel engaging with ground floors focused on commercial activity - cafés, restaurants and bars, tourism or independent focused retail, and with larger leisure uses contained within the plots with smaller frontages to not create inactive façades. The landscape should be designed to allow space for street dining, which should continue to the side streets where protection from the elements and capturing of the sun can be found. Residential entrances should be located here with the potential for high quality residential amenity spaces to be provided at ground floor levels to provide an element of active frontage.

The potential for two hotels have been identified within the masterplan, one to Union Terrace, and the other adjacent to the Floral Pavilion, both responding to the landmark locations identified earlier within the document. The ground floor of these uses would be seen as food and beverage or other active uses.

Virginia Road should allow for residential uses or potentially small unit creative workspace. This is intended to bring life to a service street today, and respond to the character of the terraced streets that feed off this space.

Virginia Road will continue to serve a service role in the masterplan with the Floral Pavilion and new development plots being accessed from this route.

Two options are illustrated to the Union Terrace frontage, one comprehensive redevelopment, and the other smaller scale infill development. Both are focused on delivery of active ground floor uses, with the larger option promoted as providing the potential to engage more positively with Marine Point.

Provision of parking in this location would be considered against the sustainable location with excellent cycle and footpaths connecting to train stations, Mersey Ferry and to bus routes. As such a low car ownership model would be supported with parking integrated within plots in podium structures hidden from street view.



Figure 4.1 - Marine Promenade Masterplan Building Uses



Figure 4.2 - Marine Promenade Visual

## 4.2 - PARAMETER PLANS - UPPER FLOOR USES

### UPPER FLOOR USES

Predominant uses at upper floor levels would be residential with the potential for hotel use, and or landmark visitor facilities - such as roof top bars / upper level restaurants with a view.

The residential offer is intended to provide a new mix of homes for the town, with high quality purpose built apartments compliant with the Local Plan Design and Affordability Standards, and capitalising on the view and amazing location. Driving enhanced density is considered positive bringing people into a sustainable location, and driving active frontages below.

Hotel use on upper levels offers significant potential to drive enhanced footfall into the town's local economy and provide sustainable active frontages throughout the seasons. Parking could also be delivered on upper levels as long as it is not evident to the street scene and does not remove active ground floor frontages.

Façades should be designed to provide active frontages in response to this with balconies maximising on quality private external amenity, but responsive to the micro-climate.

PLOTS	USE CLASSIFICATION	KEY
MP1	Ground & Upper Level - Theatre, Cafe, Music Venue, Arts Centre	Dwellings C Use Class Dwellings (Above) C Use Class
	Sui Generis, SG	
MP2	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision), Sui Generis (Leisure), Hotel (C1)	Commercial, Business & Service E Use Class Commercial, Business & Service (Above) E Use Class
	Upper Level - Residential (C3), Hotel	
MP3	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision), Sui Generis (Leisure)	Sui Generis (Above) SG Use Class Local Community & Learning F Use Class
	Upper Level - Residential (C3)	
MP4	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision)	Decked Parking / Residential Amenity Plot Number Use Classification
	Upper Level - Residential (C3), Hotel	
MP5	Ground Level - Outdoor Swimming Pool, Sui Generis (Spa), Food & Beverage	Landscaped Zone Servicing Access Residential Access
	Upper Level - Residential (C3)	
VQ1	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision)	Active Front Site Boundaries
	Upper Level - Residential (C3)	
	E(b), SG, C3	



Figure 4.3 - Marine Promenade Masterplan Building Uses



Figure 4.4 - Visual of the Marine Promenade Masterplan

## 4.2 - PARAMETER PLANS - BUILDING HEIGHTS

### BUILDING HEIGHTS

Given the context of the site and the importance of this frontage there is the potential to increase the general scale and density of development.

The majority of buildings have been identified to be within 4 - 6 stories, but in-line with the Local Plan there are a number of sites identified for what would be considered a tall building in the context of New Brighton.

The context of the Wellington Road Conservation Area and the setting of the Grade II\* Listed Fort Perch Rock and Lighthouse must be considered in any detailed applications being brought forwards. Heritage Impact Assessments may be required within this setting, to be agreed with the Council's planning service.

View corridors have been identified on the plan which should be considered for any Planning Applications. Townscape Visual Impact Assessments for any buildings of scale would be required to support planning applications utilising these views points as a starting point. Detailed view points will need to be agreed with the Wirral Planning team.



Figure 4.5 - Marine Promenade Masterplan Building Heights

#### Maximum Building Heights

 1/2 Stories	 6 Stories
 3 Stories	 8 Stories
 4 Stories	 10 Stories
 5 Stories	 15 Stories
 Opportunity for tall building	 20 Stories

#### Horizontal Deviation

 Building Line Subject to Deviation +3.0m
 Building Line Subject to Deviation +2.5m
 Building Line Subject to Deviation +1.5m
 Site Boundaries
 Building Informing Line



Figure 4.6 - Visual of Victoria Road

5.0

**SITE SPECIFIC  
PROPOSALS**

## SECTION OVERVIEW

This section will set out a detailed analysis of each site identified within the Masterplan area, and design code / parameters associated with the Masterplan:

- MP2: New Palace Adventure Land

- MP3: Riverside Bowl

- MP4: Union Terrace

Two sites outside of this Masterplan are included within this section as areas of influence. The guidance provided is to be treated as Frameworks for development rather than detailed masterplan and design code information:

- VQ1: Victoria Quarter former Co-Op supermarket site

- MP5: Marine Lake / surface car park

## 5.11 - MP2/3\_HISTORY



Figure 5.1 -The Palace c.1900



Figure 5.2 -WWII Ammunitions factory c.1940

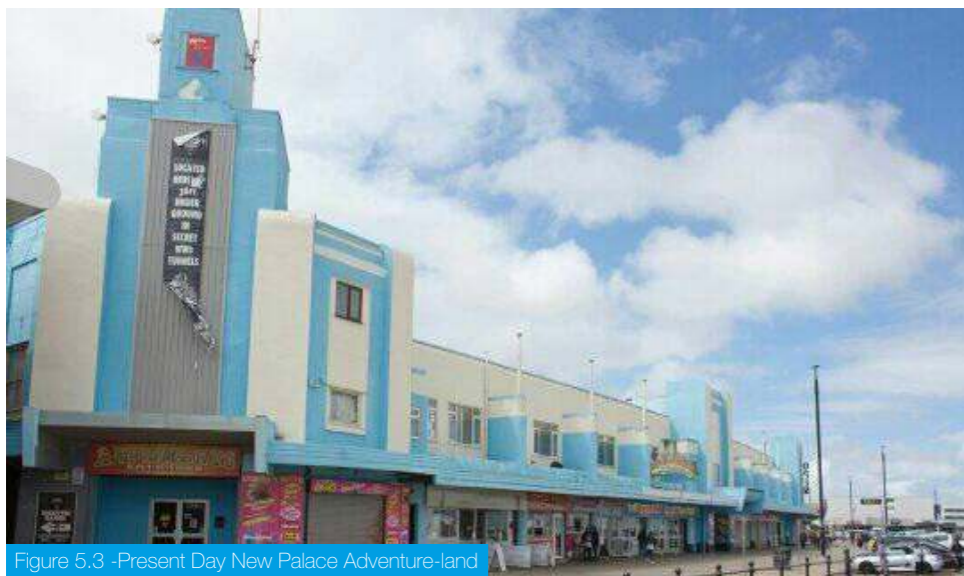


Figure 5.3 -Present Day New Palace Adventure-land

### Late 19th Century

The evolution of the promenade can be seen dramatically changing from 1875 through to 1898 maps; a dense frontage of terraces appears on the maps, and the first incarnation of a promenade introduced, noted as 'Lower Terrace'. The Palace Theatre opens in 1881 and can be seen as a large mass on the plan dominating the town in scale, and the Tower opens in 1896 transforming the offer of the town.

### 1926

The formal promenade is introduced that can be seen in part still today. The Grade II Listed shelters appear on the wall of the promenade on their characteristic bulbous protrusions. The Victoria Pavilion is set broadly on the site of the Floral Pavilion within Victoria Gardens and provided an open air theatre.

### 1937

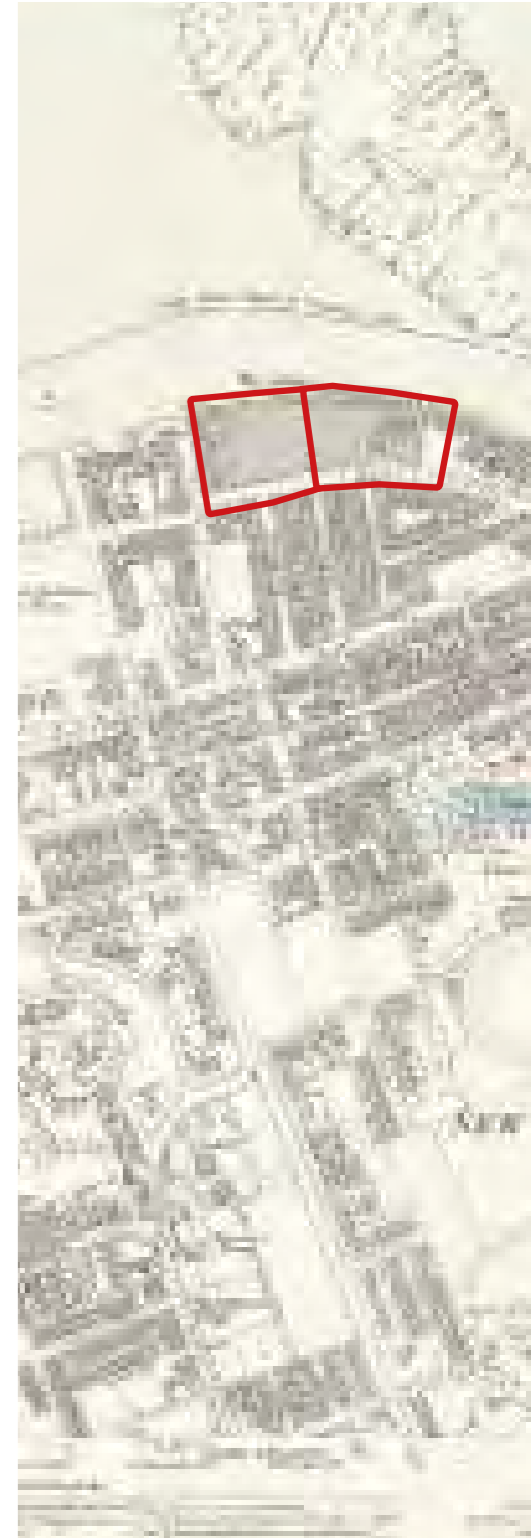
The Palace Theatre was demolished in 1933 to allow construction of a new Palace Amusement Park which opened in 1939. This is understood to include the facade visible today as part of the Adventure Land site, but with large elements of covered hall space of a similar style. The Marine Lake, and New Brighton Bathing Pool can be seen on the plans adding further animation to the promenade.

### 1955

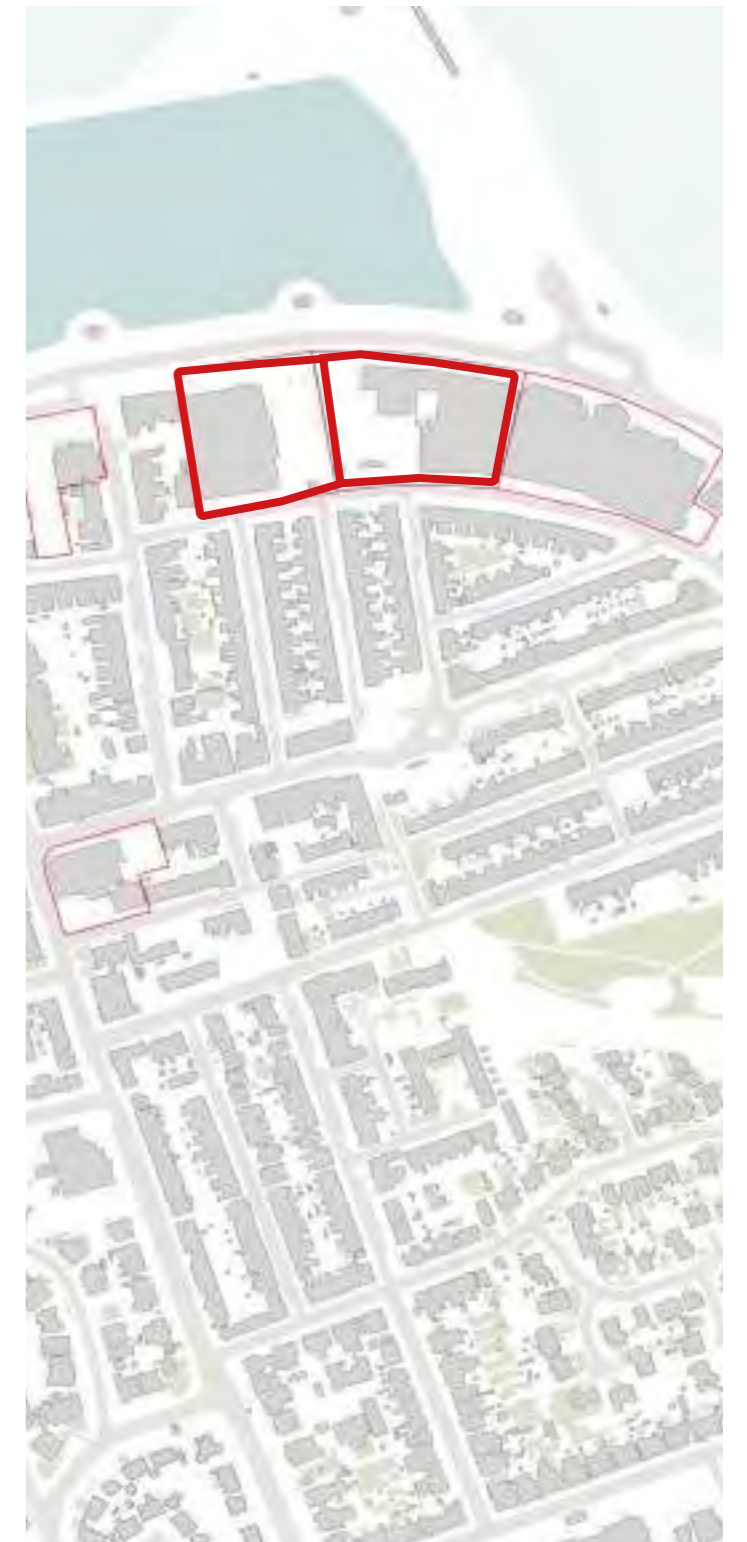
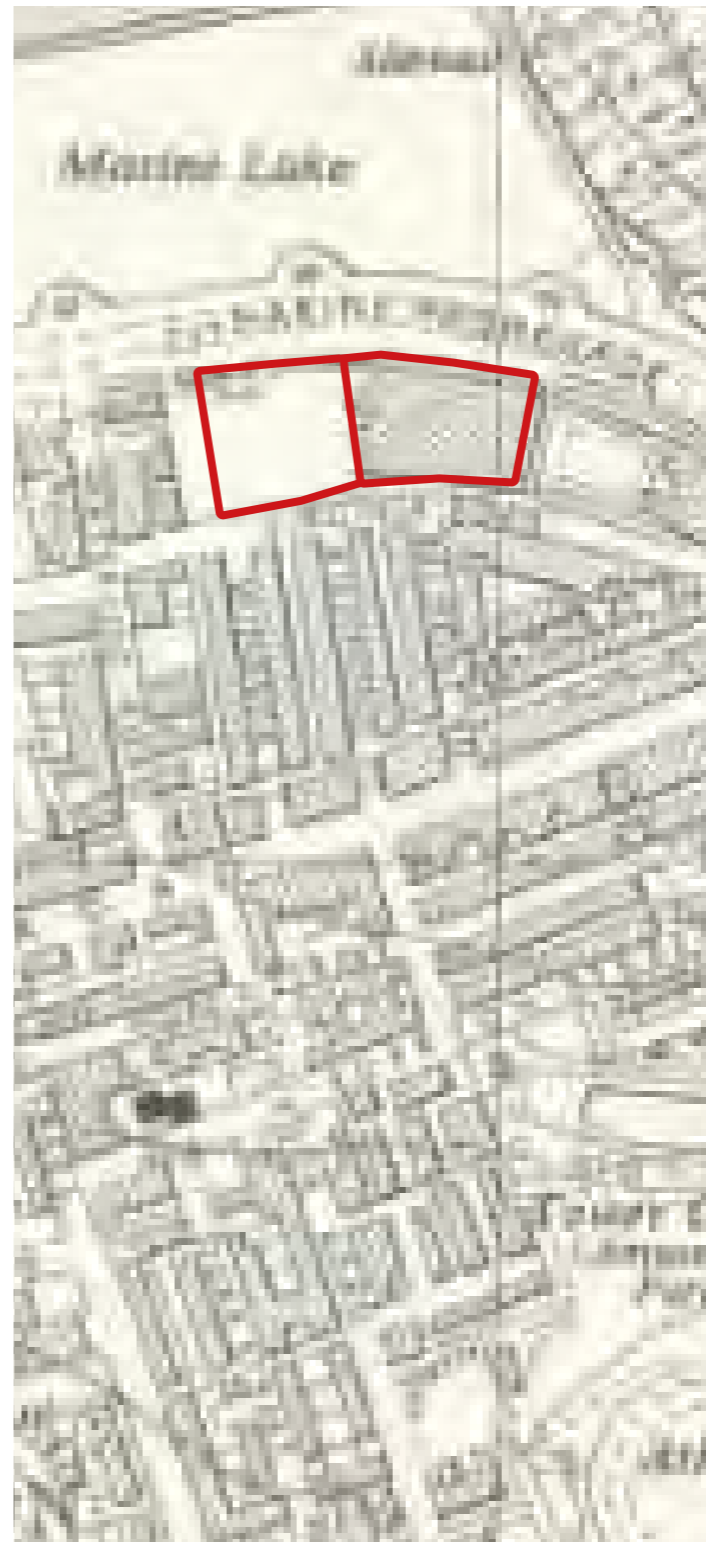
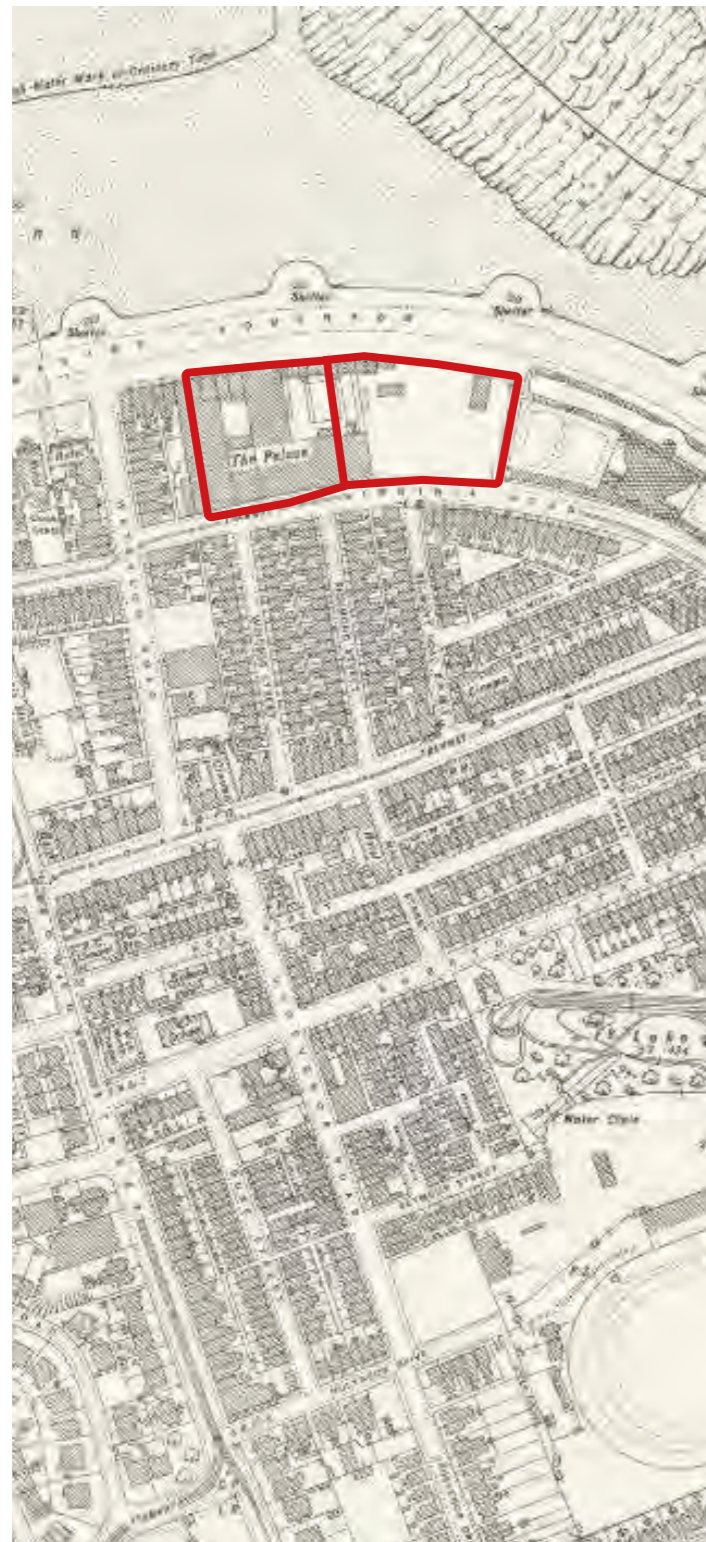
Adventure Land as can be seen on plan broadly as it is today with its Art-Deco styled facade and large footprint to the rear. The former Palace site is now vacant.

### Current day

Adventure Land has been severely truncated with the loss of the original covered hall, and much of the facade has lost its Art Deco style detailing lost. A covered building is still in part provided behind the Art Deco facade, with external amusements provided. The former Palace site is now occupied by Leisure Bowl and surface parking. The building is a large commercial portal frame shed with little detail or character in its facade.



1875 1899



1909 1926

1937

1955

2023

## 5.12 - MP2\_SITE PARAMETERS

The following diagrams illustrate a series of principles that have been investigated to inform the masterplan approach.

### Existing

The promenade is defined by the Floral Pavilion roof-line which responds to the Adventure Land building frontage. This broadly follows the alignment of the other heritage terrace to Waterloo Road. Leisure Bowl sets back from this frontage and presents a building not in keeping with its context.

Virginia Road runs to the rear of the site with around a 3m level change. There are a number of residential gables and windows that open onto this street which will form a constraint.

An alleyway is located to the side gable of the Floral Pavilion providing access from the promenade to Virginia Road, but has no activation providing natural surveillance and has a feeling of being an anti social space.

The Adventure Land Building frontage has been previously reviewed by Historic England for listing, but was deemed to not be of sufficient merit. This includes a review of a jack vault brick arched basement area below the building believed to have had some use during WWII as part of the war effort.

### Building Line

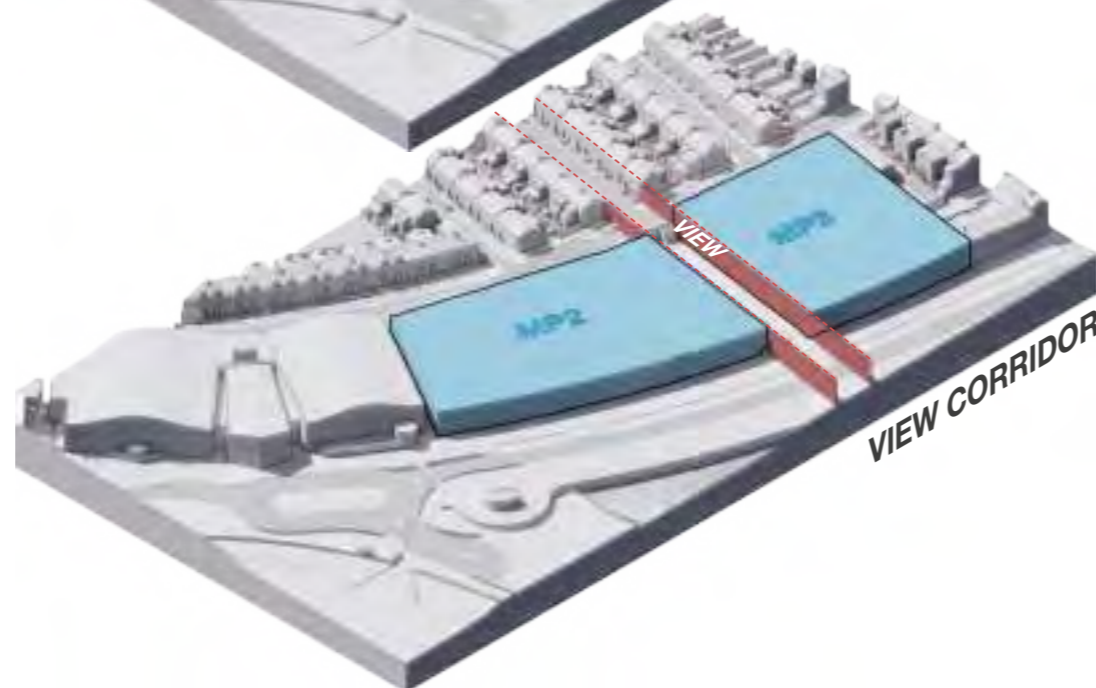
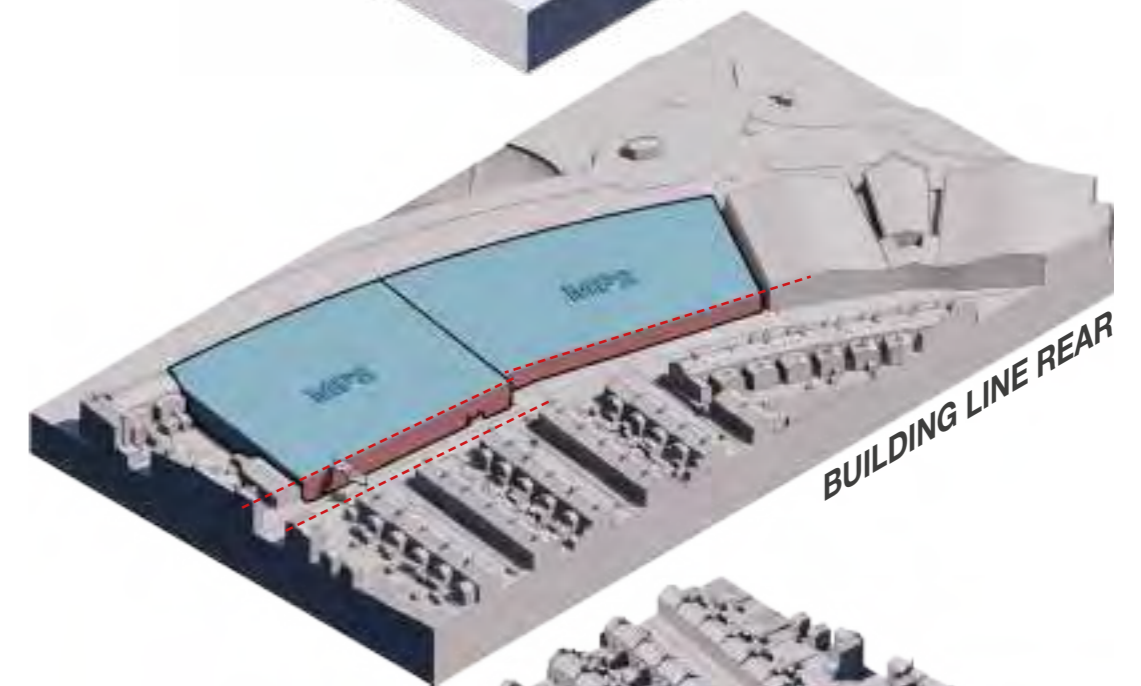
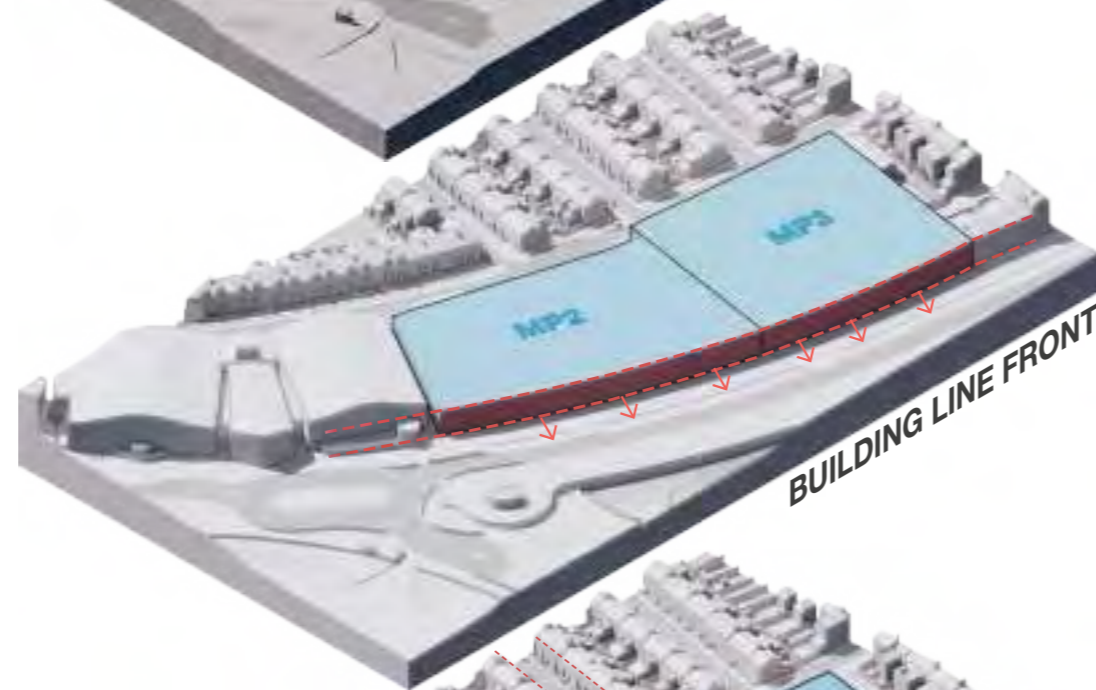
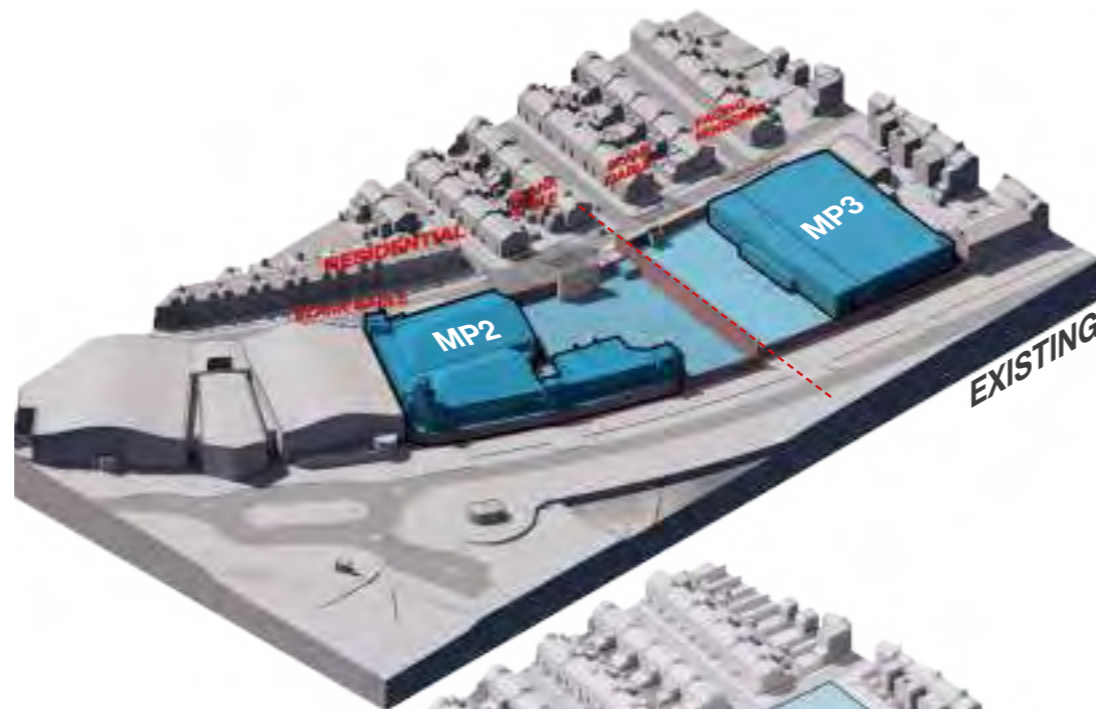
As noted above the existing street scene to the promenade has a strong building line, albeit compromised by buildings not directly responding to this, or providing the required active frontages. Re-establishing the alignment of this frontage in-line with earlier historic plans is felt to be of key importance to allow both legibility of the edge at this corner location, but also to provide an opportunity for a coherent ground floor active frontage.

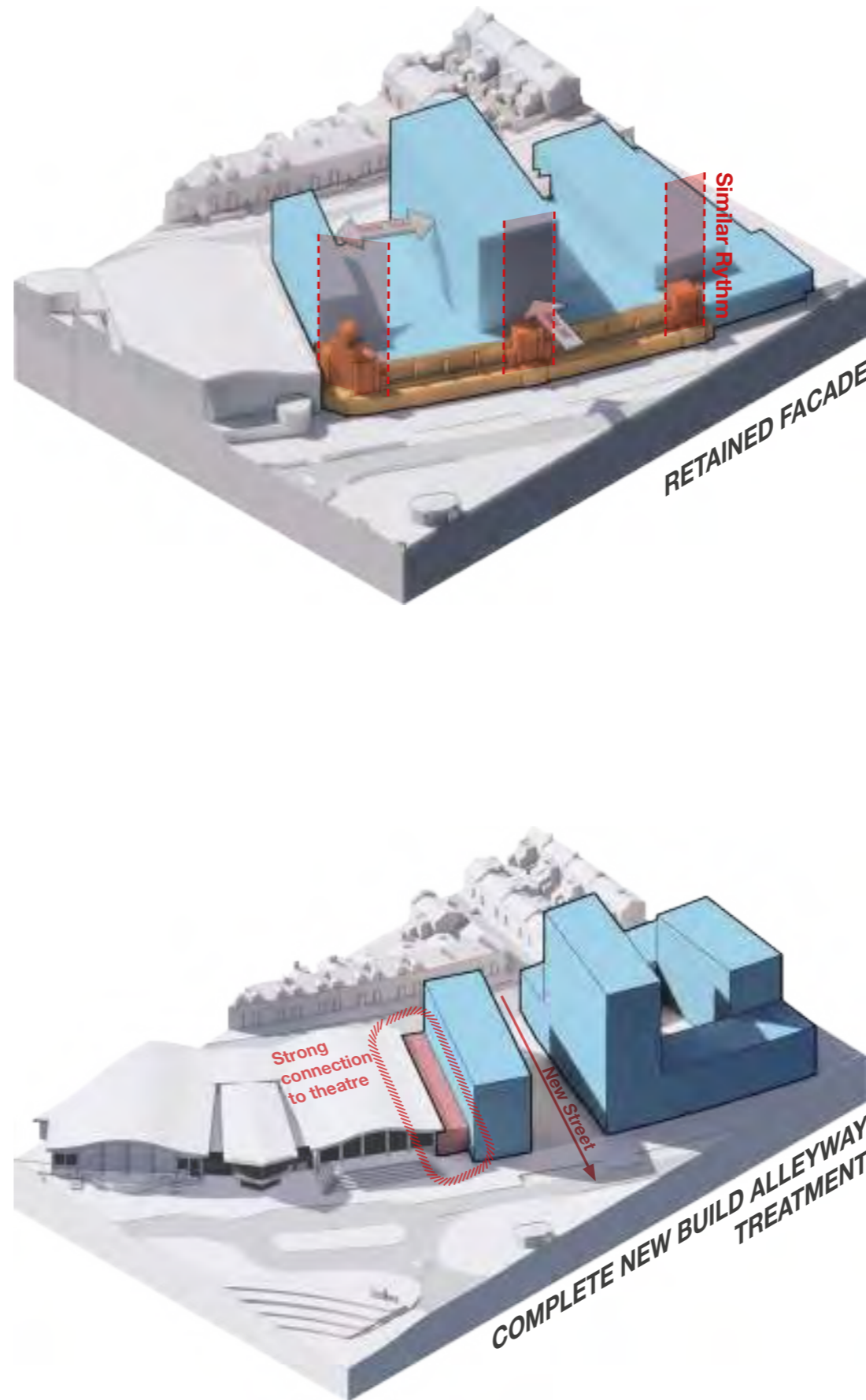
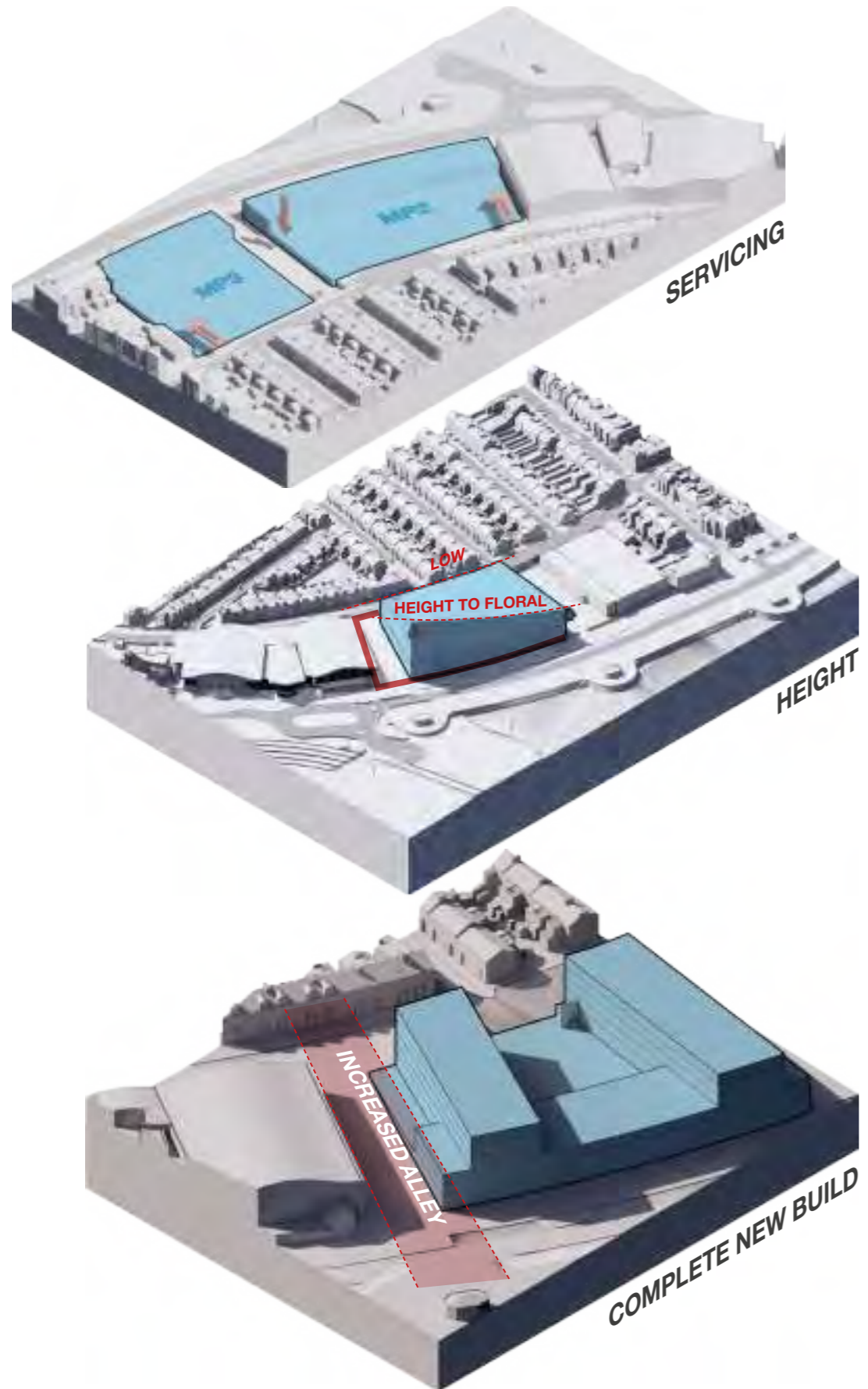
Virginia Road building line is established by both the Floral Pavilion and the existing residential gable to Waterloo Road. However creating appropriate building interface distances here to suit the residential environment is important and a minimum of 15m would be set, which may vary to suit street ratios. National Model Design Code should be referenced here for any scheme development.

With the alleyway we have set out two approaches. The first is to increase the width of the alley way to allow active frontages to be created to a redevelopment of the Adventure Land site, or retention of the facade, and the second is to remove the alleyway and re-provide a new pedestrian street allowing a building development on the gable of the Floral Pavilion allowing double sided street activation.

### View Corridor and public space

A new view corridor has been identified which frames a view to the lighthouse on the alignment of Richmond Street. This provides an opportunity to bring new pedestrian connections from the Victoria Qtr to the Promenade, and a new public space that can allow protection from the elements and improved solar orientation.





### **Servicing**

Virginia Road will continue to play an important role in servicing most notably for the Floral Pavilion, and as such vehicle access for both deliveries and parking will be focused to this space. It is anticipated that any development will be low car ownership and as such the character of the road can be transformed to create an active and residential / creative workspace focus - with an additional benefit of providing access to the promenade from the residential streets.

Any parking proposals should be integrated into the development plots, with active frontages maintained. With the level changes on site from promenade to Virginia Road there is an opportunity to utilise this to naturally screen parking, with leisure / residential over and a roof top garden space for residents.

### **Height**

From a review of the context, and the role of New Brighton on the left bank with its 'corner of the Wirral' location there is an opportunity for a landmark tall building to this location. The diagram illustrates the urban design context of drawing scale towards the corner of the site and the location adjacent to the Floral Pavilion and the gateway to the Fort Perch Rock. However given the form of the Floral Pavilion it is felt that scale needs to be pulled back from this edge to respond to the character of the adjacent building and its strong roof form / overhangs.

### **Retention / New Build**

Three Strategies are illustrated that have been investigated as part of developing the masterplan approach.

The first explores the retention of the existing facade. Vertical rhythm of the Adventure Land facade are highlighted as key influences on the new build opportunity to the low rise sheds to the rear of the site. This option is limited in its ability to activate the frontage to the existing openings, and the alley way issues cannot be addressed.

The Second explores a new build options that allows greater flexibility to the relationship to the Floral Pavilion and pulls away to create a new street, this is compromised as a single sided street and the potential for limited overlooking and activity.

The Third explores a new build adjoining the Floral Pavilion and the benefits this could bring to both its function if this were a hotel with direct access, and also a new two sided street that also serves to allow the scale and mass of a new landmark building to be pulled away from the context of the Floral Pavilion roof form. This presents a comprehensive redevelopment approach that the other scenarios do not allow.

## 5.13 - MP2\_COMPREHENSIVE NEW BUILD APPROACH

### Development Parameters

#### Plot MP2 // New Palace / Adventureland

**Ground Floor Use:** Promenade and new side streets: Restaurant, Bars and Cafés - including hotel or residential amenity space, tourism, independent retail, leisure. Blank frontages are to be minimised for any large scale leisure use to avoid impacting on the creation of an active street scene. Residential entrances should be located on the new side streets or from Virginia road to maximise commercial frontage, but also in response to the flood risk identified.

**Virginia Road:** New duplex, residential or commercial units are to provide and active front to the street.

Parking provision / servicing space should be located to the rear / underneath a courtyard amenity space, to minimise blank frontages.

**Upper floor use:** Residential use above with potential hotel use identified to the edge of the floral pavilion. Direct access to the Floral should be explored.

Some elements of larger leisure use could be provided at first floor level subject to elevational approaches providing acceptable street activation or screening of their location.

There would be an ambition for some element of the upper level of the building to provide public access; roof top terrace bar / restaurant, etc.

**Density:** Residential Density would be expected to significantly exceed a minimum of 80dph in-line with the emerging local plan policy WS 3.2 - Housing Density.

**Grain:** The Marine Promenade frontage has historically been impermeable, but there is significant opportunity to integrate the Victorian Qtr and the promenade as one experience through breaking this barrier and picking up on the terraced street urban grain. A key aspect is establishing view corridor to the Lighthouse from Richmond Street, and the removal of the small alleyway to the gable of the Floral Pavilion.

**Response to the neighbouring buildings:** The Floral Pavilion has a strong roof form and overhangs. The intention is to use the recessive "shadow gap" building to an interface piece and allow a new building to adjoin this creating a new relationship. The roof-line is the dominant form of the building and allows the potential for the new building to respond to this alignment, whilst the recessive form will need to take the building relationship to the Floral Pavilion.

The leisure bowl opens to the side of the development plot as is its surface car park. The new development should pull back from the boundary and form a new landscape route from Richmond St to the Promenade. Buildings should pull back a minimum of 7.5m to create both a meaningful landscape space, but also allow for future development of Leisure Bowl to suit the

owners requirements.

To the rear opening to Virginia Road building should respond to the scale of the context, windows and access requirements. Building alignment should respond to the Floral Pavilion, but allow for potential for active frontages to be introduced here as well over time if required.

**Heights:** Existing buildings in the area range from 4-5 storeys to the promenade and in general 2-3 storeys to Virginia Road. Increased scale of development is proposed to the promenade to drive active frontages and now 24/7 footfall alongside much needed homes. Building scale would be intended to be varied and add interest to the skyline identity with some elements at 4-5 stories to the rear and 5-6 to the promenade. Elements of taller buildings at 7-8 stories are proposed subject to providing a high quality addition to the area, and the potential for super tall elements at 10 or perhaps up to 15 stories in exceptional circumstances.

**Roof-scape:** As part of the identity of the former site and of the wider New Brighton it is important that the frontage presents a varied skyline profile. Floor form is not stipulated, but the identity of the form should be considered against the context and what this may benefit to New Brighton and the identity of Wirral from distant views.

**Active Frontages:** The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development.

**Base of the building and Thresholds:** The buildings should provide a clear relationship to the street with strong active frontages. Residential entrances should be located away from commercial frontages to the promenade, but where possible provide active ground floor functions themselves with amenity spaces and active lobbies.

Hotels should provide active ground floor functions with entrance lobbies, amenity spaces and restaurants opening to the street. The main entrance should open to the Promenade, with space to Virginia Road allowed for service access.

**Key Masterplan Development Principles:**

- This site is allocated to provide new homes as part of the Draft Local Plan.
- Active ground floor uses diversifying the current leisure/ takeaway F&B (food & beverage) offer.
- A mix of new homes, high quality upper mid tier hotel and new leisure spaces to the ground floor with frontages minimised to allow the maximum commercial frontage.
- Delivering new pedestrian streets breaking the Marine Promenade frontage allows for both new routes to the Victoria Qtr, but also spaces providing some element of shelter from the elements and capturing of the sun path
- Public realm space to be designed to allow external dining space to be created with clear demise lines associated to units.

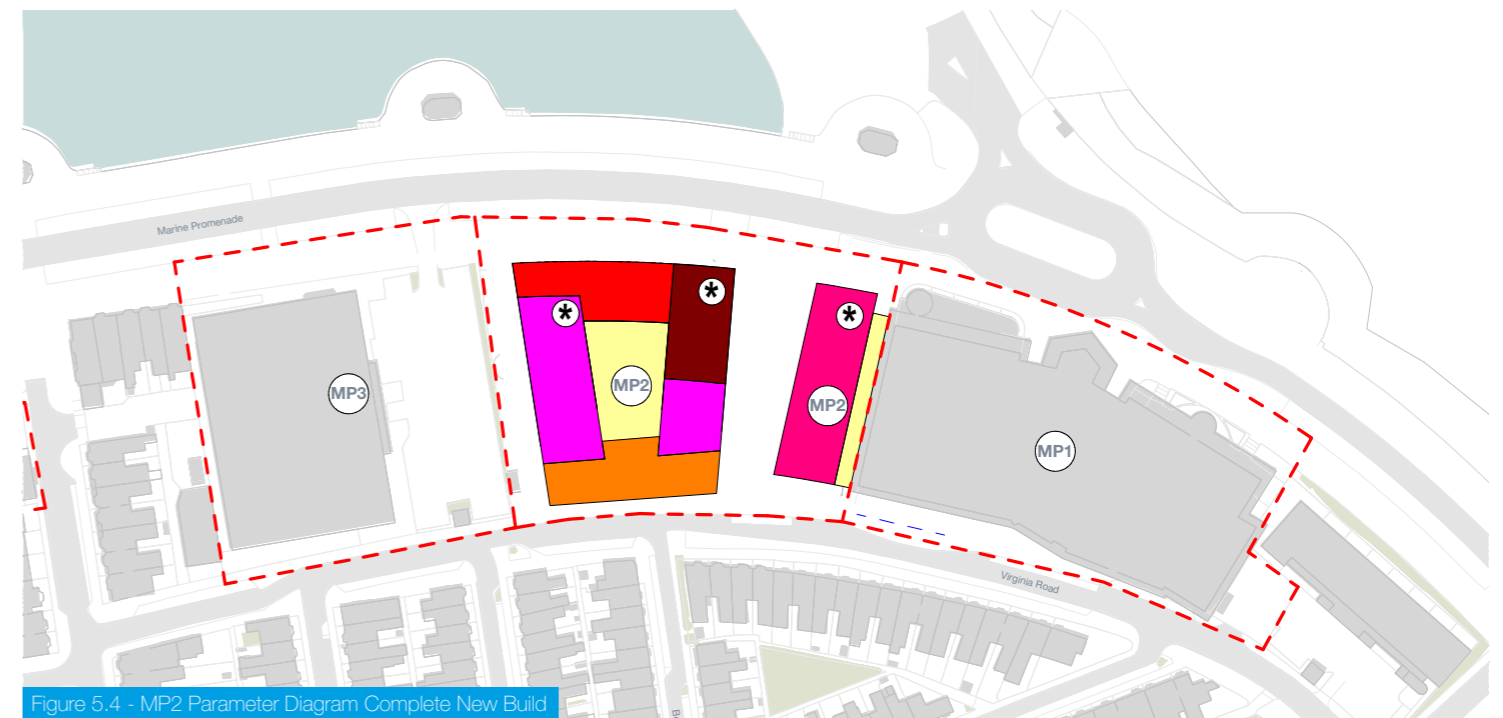
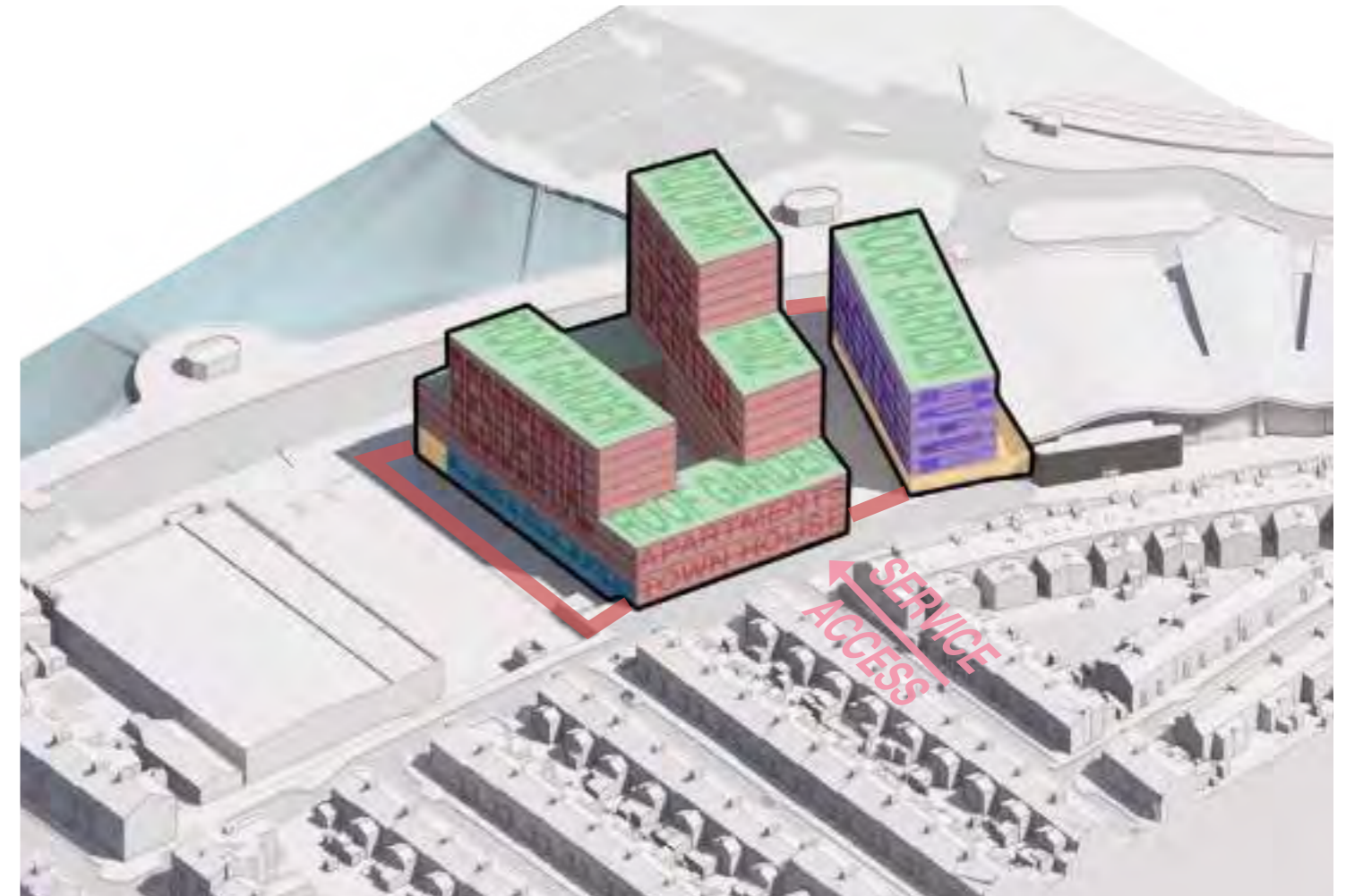


Figure 5.4 - MP2 Parameter Diagram Complete New Build



*Potential Quantum Range of New Homes*

Assuming that apartments are split;  
1 Bed 30%, 2 Bed 40% and 3 Bed 20%

MP2 Apartment Split	Approximate number of apartments	
Full development maximum height 10 storeys	225	
Full development maximum height 15 storeys	245	
Hotel developed maximum height 10 storeys	185	
Hotel developed maximum height 15 storeys	205	Range; 185 - 245



## 5.14 - MP2\_RETAINED FACADE APPROACH

### Development Parameters

#### Plot MP2 // New Palace / Adventure Land

**Ground Floor Use:** Promenade and new side streets: Restaurant, Bars and Cafés - including Hotel or residential amenity space, tourism / independent retail, leisure. Blank frontages are to be minimised for any large scale leisure use to avoid impacting on the creation of an active street scene. Residential entrances should be located to the new side streets or from Virginia Road to maximise commercial frontage, but also in response to the flood risk identified. The Hotel use is identified to the location of the new pedestrian street to allow visibility and potential for separation for leasing purposes. Virginia Road: New duplex residential or commercial units are to provide an active frontage to the street. Parking provision / servicing space should be located to the minimise blank frontages.

**Upper Floor Use:** Residential use over ground floor active uses, with potential hotel use identified to the boundary to Leisure Bowl. Some elements of larger leisure use could be provided at first floor levels subject to elevational approaches providing acceptable street activation or screening of their location. There would be an ambition for some element of the upper level of the building to provide public access; roof top terrace, bar / restaurant, etc.

**Density:** Residential Density would be expected to significantly exceed a minimum of 60dph in-line with the emerging Local Plan Policy WS 3.2 - Housing Density Grain: With the retention of the Adventure Land facade, the Marine Promenade frontage would retain its largely impermeable frontage. A key aspect is establishing a view corridor to the Lighthouse from Richmond Street, and the provision of a new pedestrian street to Leisure Bowl boundary.

The alleyway to the Floral Pavilion is retained, but new buildings should look to explore increasing the interface distance to allow the creation of a better lit and passively supervised environment.

**Response to neighbouring buildings:** The New Palace / Adventure Land frontage has a strong identity on the promenade and with the proposed retention will form a key requirement for any new buildings to respond appropriately to its scale and vertical articulation. The Floral Pavilion has a strong roof form and overhangs. The intention is to open the space to the blank gable and create a larger public space that can be landscaped and with improved public realm / lighting. The gable of the Floral Pavilion could offer opportunity for public art, or greening to create an attractive and unique environment in the street scene. The Leisure Bowl opens to the side of the development plot as is its surface car park. The new development should pull back from the boundary and form a new landscape route from Richmond to the Promenade. Buildings should pull back a minimum of 7.5m to create both a meaningful landscape space but also allow for future development of Leisure Bowl to suit

the owners requirements. To the rear opening to Virginia Road building should respond to the scale of the context, windows and access requirements. Building alignment should respond to the Floral Pavilion, but allow for potential for active frontages to be introduced here as well over time if required.

**Heights:** Existing buildings in the area range from 4 - 5 storeys to the Promenade and in general 2 - 3 storeys to Virginia Road. The existing facade ranges from 4 to 6 stories in height. Increased scale of development is proposed to the promenade to drive active frontages and new 24/7 footfall alongside much needed homes. Building scale would be intended to be varied and add interest to the skyline identity with some elements at 4 - 5 stories to the rear and 5 - 6 to the promenade providing a setback buffer to any larger elements as illustrated on the diagrams. Taller buildings at 7 - 8 stories are proposed subject to providing a high quality addition to the area.

**Roof-scape:** The existing building frontage has a strong visual profile and any new buildings should be in keeping with the 3 part identity. Roof form is not stipulated, but the identity of the form should be considered against the context and what this may benefit to New Brighton and the identity of Wirral from distant views.

**Active Frontages:** The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development.

**Base of the building and Thresholds:** The buildings should provide a clear relationship to the street with strong active frontages. Residential entrances should be located away from commercial frontages to the promenade, but where possible provide active ground floor functions themselves with amenity spaces and active lobbies. Hotels should provide active ground floor functions with entrance lobbies, amenity spaces and restaurants opening to the street. The main entrance should open to the Promenade, with space to Virginia Road allowed for service access.

#### Key Masterplan Development Principles:

- This site is allocated to provide new homes as part of the Draft Local Plan.
- Active ground floor uses diversifying the current leisure / takeaway F&B offer
- A mix of new homes, high quality upper mid tier hotel, and new leisure spaces to the ground floor with frontages minimised to allow the maximum commercial frontage.
- Delivering new pedestrian streets breaking the Marine Promenade frontage allows for both new routes to the Victoria Qtr, but also spaces providing some element of shelter from the elements and capturing of the sun path.
- Public realm space to be designed to allow external dining space to be created with clear demise lines associated to units.

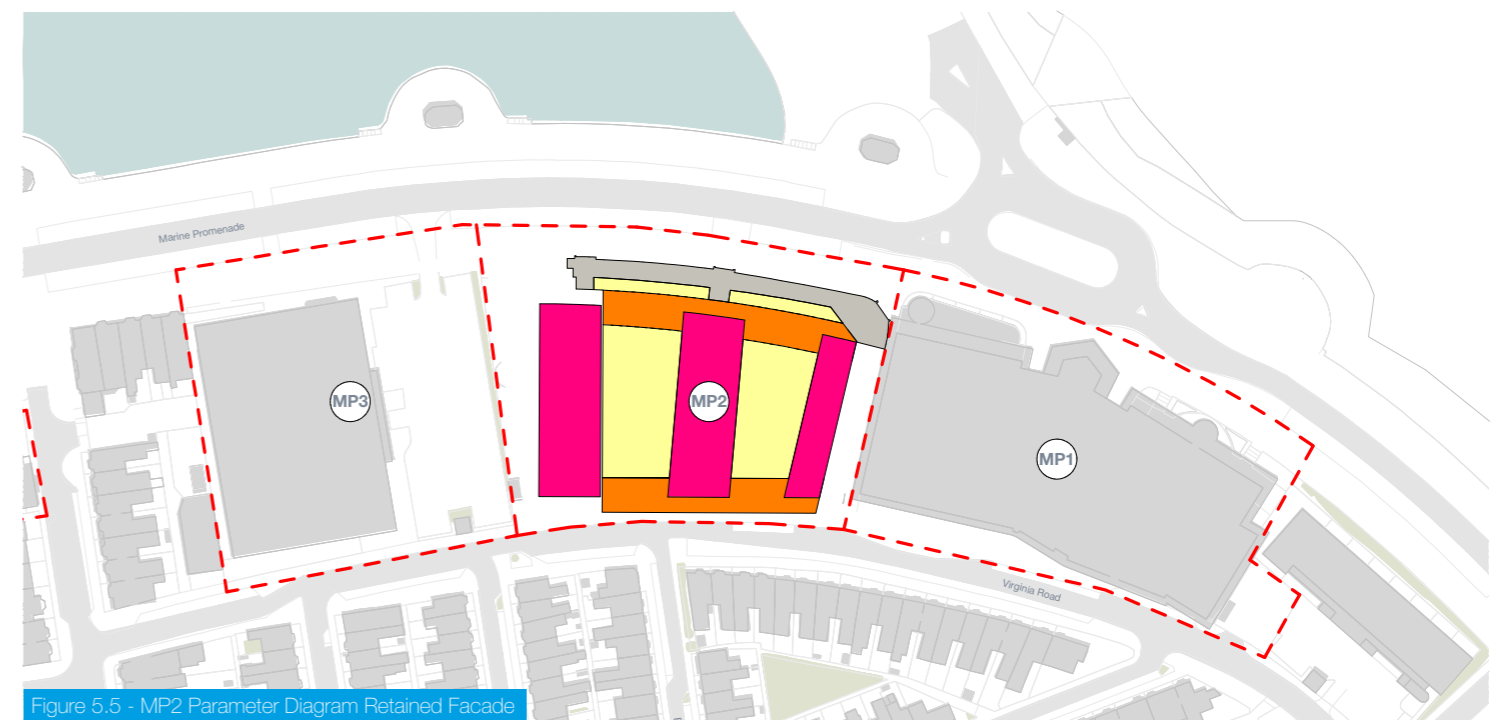


Figure 5.5 - MP2 Parameter Diagram Retained Facade



**Potential Quantum Range of New Homes**

Assuming that apartments are split;  
1 Bed 30%, 2 Bed 40% and 3 Bed 20%

MP2 Retained Apartment Split	Approximate number of apartments	
Full development maximum height 8 storeys	165	
Hotel developed maximum height 8 storeys	110	Range; 110 - 165



## 5.15 - MP3\_COMPREHENSIVE NEW BUILD APPROACH

### Development Parameters

#### Plot MP3 // Leisure Bowl

It is understood that the current business is not intending any redevelopment works and its use is in-line with the Draft Local Plan and Masterplan context. As such these parameters are intended to provide a future context illustrating the potential this site may hold to a comprehensive redevelopment of this key frontage in New Brighton whilst retaining those functions on offer today.

**Ground Floor Use:** Promenade and new side street: Restaurant, Bars and Cafés - including residential amenity space, tourism / independent retail, leisure. Blank frontages are to be minimised for any large scale leisure use to avoid impacting on the creation of an active street scene. Residential entrances should be located to the new side streets or from Virginia Road to maximise commercial frontage, but also in response to the flood risk identified. Virginia Road: New duplex residential or commercial units are to provide an active frontage to the street. Parking provision / servicing space should be located to Virginia Road to minimise blank frontages.

**Upper Floor Use:** Residential use over ground floor active uses. Some elements of larger leisure use could be provided at first floor levels subject to elevational approaches providing acceptable street activation or screening of their location.

**Density:** Residential Density would be expected to significantly exceed a minimum of 60dph in-line with the emerging Local Plan Policy WS 3.2 -

**Housing Density Grain:** The adjacent terraced property to the Promenade establishes a historic building alignment. New development should align to this frontage. A key aspect is establishing a view corridor to the Lighthouse from Richmond Street, and the provision of a new pedestrian street shared from the Leisure Bowl and adjacent Adventure Land site.

**Response to neighbouring buildings:** The New Palace / Adventure Land frontage has a series of potential options as illustrated earlier. The design response to this site will be driven by the option selected, but common across all options is the intention to maintain the existing building relationship to the street. A new pedestrian street is proposed as part of the masterplan to link to Richmond Street view corridor and potential desire line to the Victoria Qtr. The new development should pull back from the boundary and form a new landscape route from Richmond to the Promenade. Buildings should pull back a minimum of 7.5m to create both a meaningful landscape space.

To the rear opening to Virginia Road building should respond to the scale of the context, windows and access requirements. Building alignment should respond to the corner property to Waterloo Road.

**Heights:** Existing buildings in the area range from 4 - 5 storeys to the Promenade and in general 2 - 3 storeys to Virginia Road. The existing facade ranges from 4 to 6 stories in height. Increased scale of development is proposed to the promenade to drive active frontages and new 24/7 footfall alongside much needed homes. Building scale would be intended to be varied and add interest to the skyline identity with some elements at 4 - 5 stories to the rear and 5 - 6 to the promenade providing a setback buffer to any larger elements as illustrated on the diagrams. Taller buildings at 7 - 8 stories are proposed subject to providing a high quality addition to the area.

**Roof-scape:** The existing building frontage lacks the unique building identity visible in other parts of New Brighton - this should look to respond to this identity and deliver unique buildings that break down the singular scale of the current building. Roof form is not stipulated, but the identity of the form should be considered against the context and what this may benefit to New Brighton and the identity of Wirral from distant views. Active Frontages: The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development.

**Base of the building and Thresholds:** The buildings should provide a clear relationship to the street with strong active frontages. Residential entrances should be located away from commercial frontages to the promenade, but where possible provide active ground floor functions themselves with amenity spaces and active lobbies.

#### Key Masterplan Development Principles:

- This site is designated as an Urban Tourism Area within the Draft Local Plan.
- Active ground floor uses diversifying the current leisure / takeaway F&B offer- A mix of new homes, high quality upper mid tier hotel, and new leisure spaces to the ground floor with frontages minimised to allow the maximum commercial frontage.
- Delivering new pedestrian streets breaking the Marine Promenade frontage allows for both new routes to the Victoria Qtr, but also spaces providing some element of shelter from the elements and capturing of the sun path.
- Public realm space to be designed to allow external dining space to be created with clear demise lines associated to units.

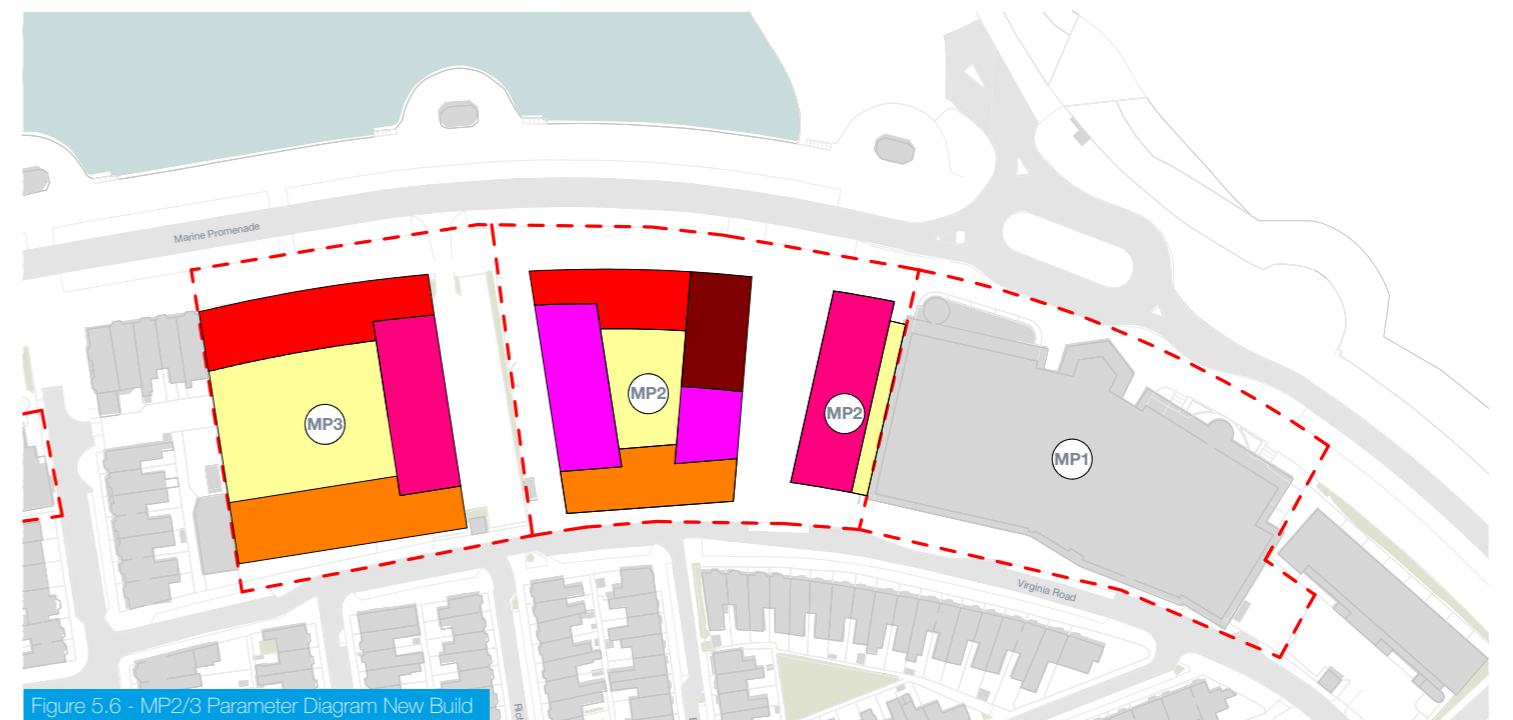


Figure 5.6 - MP2/3 Parameter Diagram New Build



**Potential Quantum Range of New Homes**

Assuming that apartments are split;  
1 Bed 30%, 2 Bed 40% and 3 Bed 20%

MP2 & MP3 Apartment Split	Approximate number of apartments	
Full development maximum height 10 storeys	330	
Full development maximum height 15 storeys	350	
Hotel developed maximum height 10 storeys	280	
Hotel developed maximum height 15 storeys	300	Range; 280 - 350



# 5.16 - MP2/3\_KEY VIEWS ASSESSMENT

A number of key views have been identified as part of the Masterplan process which developing proposals should be assessed against. The following pages set out the views identified and the considerations for the planning process of development sites that follow.

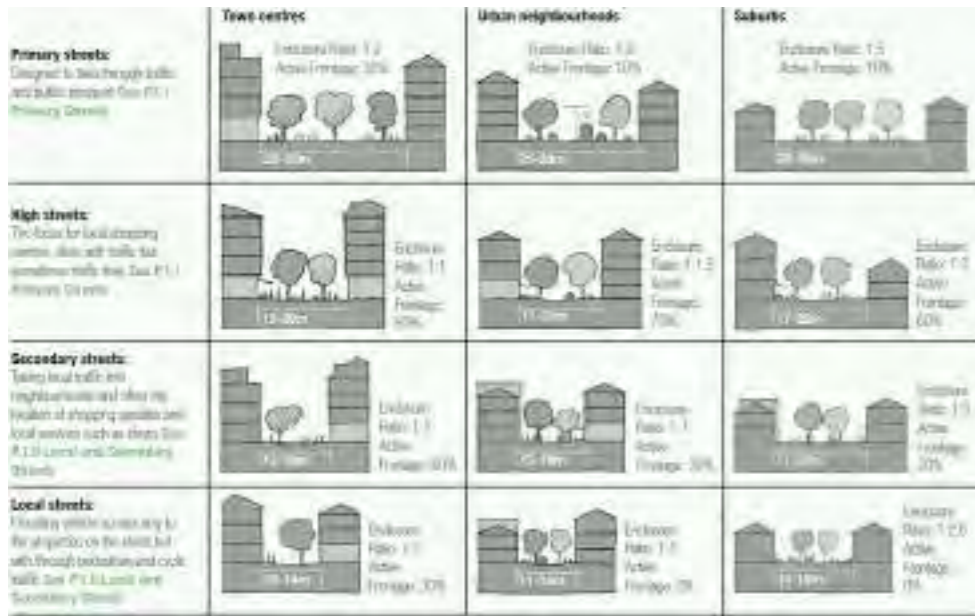


Figure 5.7 - National Design Code Street Ratio



Figure 5.8 - Virginia Road Section



Figure 5.9 - Key View Location Plan

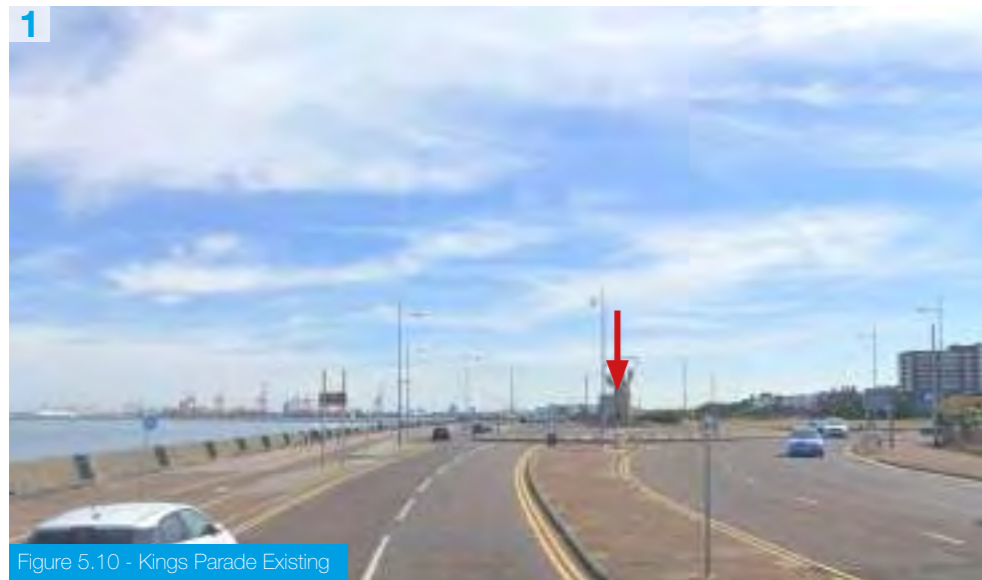


Figure 5.10 - Kings Parade Existing



Figure 5.11 - Kings Parade Proposed



Figure 5.12 - Marine Promenade Existing



Figure 5.13 - Marine Promenade Proposed



Figure 5.14 - Virginia Road Existing



Figure 5.15 - Virginia Road Proposed

### 1. Kings Parade

Location: Approach from Kings Drive to the Pierrott Statue roundabout  
Purpose: Skyline viewpoint

Key Masterplan Principles:

- Opportunity to landmark the Marine Promenade frontage from distant views
- Provide a vertical emphasis to create distinct 'tall' point to the skyline profile. Development should create distinct difference from the natural topography
- New development within the foreground should ensure that clarity is created to the Marine Promenade node to the Floral Pavilion

### 2. Marine Promenade

Location: Marine Promenade outside the Queens Hotel and to the end of Waterloo Road  
Purpose: Close content viewpoint

Key Masterplan Principles:

- Reform the historic building street frontage line
- Provide a massing and form that is responsive to the existing heritage terraces
- Create a legible massing approach that raises towards the Adventure Land site acknowledging the importance of this location
- Create a clear design quality responsive to the setting of the Grade II\* Listed Fort Perch Rock and Lighthouse

### 3. Virginia Road

Location: Virginia Road to the end of Richmond Street  
Purpose: Close context viewpoint

Key Masterplan Principles:

- Provide an active street frontage response to the existing terraced houses with front doors
- Be considerate of the scale of the street and privacy of residents with detailed overlooking window analysis.
- Massing should step away from the street
- Create a visual legible new pedestrian link to the promenade
- Minimise the impact of parking / servicing access to this facade
- Improve the quality of the street scene from a servicing street to an active street scene

## 5.16 - MP2/3\_KEY VIEWS ASSESSMENT

### 4. Windsor Street

Location: Windsor Street off Victoria Road

Purpose: Wider context viewpoint

Key Masterplan Principles:

- Provide an active frontage to the viewpoint from Victoria Road with active 'front doors' to create the feeling of a residential street setting
- Provide a massing that is sympathetic to the terraced housing street scene, but with an increase in scale to provide direction and an emphasis that this is 'the front' and a critical mass of development

### 5. Richmond Street

Location: Richmond Street off Victoria Road

Purpose: Wider context viewpoint

Key Masterplan Principles:

- Frame a view of the Lighthouse and maintain views to the sea
- Create a scale of development that creates a clear sense of direction and supports a new local desire line to the waterfront from the Victoria Qtr
- Create an approach to scale to the street which clearly steps from a context of the terraced street scape to increased mass providing direction
- Create an approach to massing that provides direction leading the view towards the Floral Pavilion and setting of the Fort Perch Rock

### 6. Richmond Street

Location: Richmond Street off Virginia Road

Purpose: Close context viewpoint

Key Masterplan Principles:

- Frame a view of the Lighthouse and maintain views to the sea
- Create a scale of development that creates a clear sense of direction and supports a new local desire line to the waterfront from the Victoria Qtr
- Create an approach to scale to the street which clearly steps from a context of the terraced street ;scape to increased mass providing direction
- Create an approach to massing that provides direction leading the view towards the Floral Pavilion and setting of the Fort Perch Rock
- Mediate between residential own front doors to commercial use



Figure 5.16 - Windsor Street Existing



Figure 5.17 - Windsor Street Proposed



Figure 5.18 - Richmond Street Existing



Figure 5.19 - Richmond Street Proposed



Figure 5.20 - Richmond Street Existing



Figure 5.21 - Richmond Street Proposed



Figure 5.22 - Belmont Road Existing



Figure 5.23 - Belmont Road Proposed



Figure 5.24 - Perch Rock Car Park Existing



Figure 5.25 - Perch Rock Car Park Proposed



Figure 5.26 - Marine Promenade Existing



Figure 5.27 - Marine Promenade Proposed

**7. Belmont Street**

Location: Belmont Street off Victoria Road

Purpose: Wider context viewpoint

Key Masterplan Principles:

- Provide an active frontage to the viewpoint from Victoria Road with active 'front doors' to create the feeling of a residential street setting
- Provide a massing visually stepping down to the scale of the terraced street scene, but with a clear building scale to the promenade that drives interest and direction to visitors.

**8. Fort Perch Rock**

Location: Fort Perch Rock

Purpose: Close context viewpoint

Key Masterplan Principles:

- Create a clear design response providing legible importance of this frontage in the town.
- Create a design response that is cognisant of the setting of the Grade II\* Listed Fort Perch Rock and Lighthouse
- Create a sympathetic development approach that is responsive to the Floral Pavilion and its strong roof form.
- Create a building form that has a sense of vertical emphasis and unique identity which creates an active street scene
- Create a massing approach which has an element of new datum to the street, but with secondary elements which visually step down away from the frontage

**9. Marine Promenade**

Location: Marine Promenade to the junction of Victoria Parade

Purpose: Wider context viewpoint

Key Masterplan Principles:

- A small element of visibility providing an element of direction to the frontage
- Create a design response that is cognisant of the setting of the Grade II\* Listed Fort Perch Rock and Lighthouse



## 5.21 - MP4\_HISTORY

### Mid - Late 19th Century

The frontage of Union Terrace can be seen on some of the earliest plans of New Brighton opening directly onto the beach front. The Cheshire Tithe Map of 1841 illustrates the frontage of the now demolished travellers, Master Mariner and Portofino as one of few buildings to the seafront in this period, albeit the Portofino is almost certainly a later phase of rebuilding and not part of this original frontage based on the historic mapping available. By 1875 this is quickly evolving with pier and Rock Gardens alongside an establishing Victoria Road. The Queens Hotel is now evident as is Waterloo Road. Wellington Road is becoming established with its villa dwellings.

### 1926

By the 1920's the town has evolved significantly with promenade established and the waterfront removed from the front door of Union Terrace and a new building line pushed out into the former beach front. Marine Park became established in the 1890's, and is now visibly contained on the southern edges joining with the core of the town. The Portofino building becomes apparent in the early 1900's replacing an earlier terraced building form. The tram was introduced in the early 1900's and can be seen running to the rear of the site to Wellington Road and running along Virginia Road creating a loop. By the 1920's the service had been stopped and by the early 1930s had been closed.

### 1937

The Marine Lake is established and a new outdoor pool is visible to where Marine Point and its car park is today. The union Terrace frontage is more removed from the beach front it once served. Its setting is now the end of the Marine Lake which arches away and a new public garden space is created. Marine Park also looks to have evolved which with the other facilities creates a focus of external leisure space around Union Terrace.

### 1955

Very little change is evident in the 1950's other than another building appearing in the courtyard space to the rear of Union Terrace. It is worth noting that it is evident that the open site to Wellington Road leading to the Grand would appear to have not been a development site in its history, presumably due to providing access to the building for vehicles / deliveries.

### Current Day

A number of changes have occurred over recent years, the Grand was lost to a fire in 1996, and the Travellers Rest / Lacy's Bar demolished in 2023 due to structural issues identified whilst Wetherspoons were undertaking construction works. As a result the Union Terrace is now a compromised frontage with two out of five properties lost, and the Master Mariner badly altered in its facade leaving little of the heritage of what might have been. The Grand remains as a period property albeit not listed, and the Portofino provides some architectural interest, but not consistent with the original Union Terrace frontage.



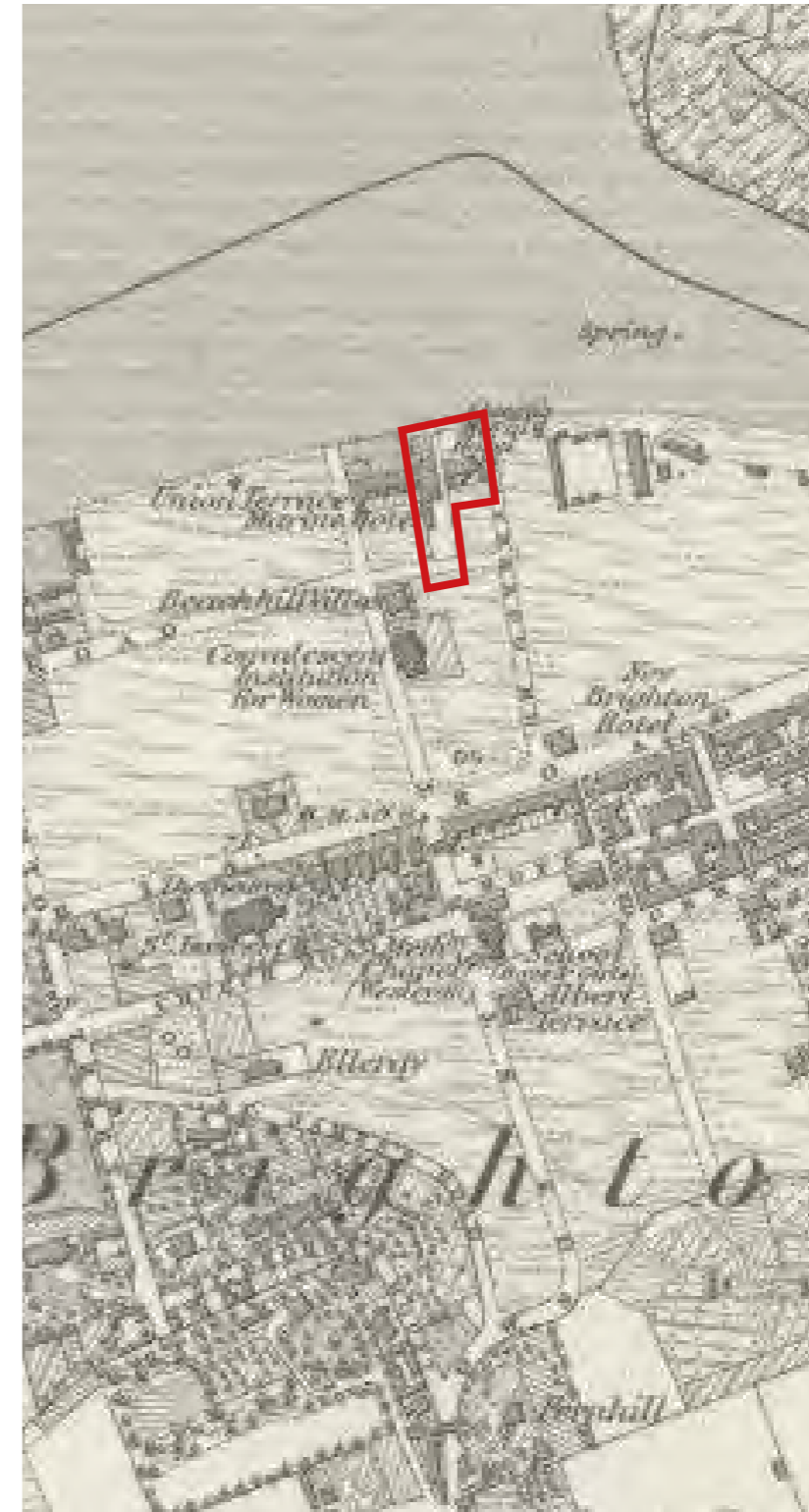
Figure 5.28 - Queens Hotel & Grand Hotel



Figure 5.29 - Grand Hotel pre demolition



Figure 5.30 - Grand Hotel post demolition



# 1875



# 1926



26



1937



1955



2023

## 5.22 - MP4\_SITE PARAMETERS

The following diagrams illustrate a series of principles that have been investigated to inform the masterplan approach. Two distinct options are presented, one infill focused on the former grand site, albeit now also applied to the Travellers Rest and Lacy's Bar, and the other a comprehensive redevelopment opportunity:

### PARTIAL REDEVELOPMENT

#### Existing

Union Terrace presents a clear building frontage to Marine Promenade and the historic mapping shows that this is somewhere that has been established as part of the earliest development of 1830's James Atherton's 'New Brighton'.

The buildings range from two - three / four stories in height and are all de-marked with a clear set back zone to the street which is today used as external dining / beer gardens. The historic mapping shows this has been established for a long period of time, but not something that was originally intended. Each building today has a unique character from each other.

A vacant site is presented to Wellington Road which at first glance could be assumed to be a cleared site, but historic mapping illustrates this has been a consistently vacant plot since the inception of New Brighton. The terraced dwellings to the west are contemporary and not part of the historic fabric of the area. Whilst Wellington Road has a residential quality with own front doors opening to street, it also serves as vehicle access to Virginia Road and most notably to the Floral Pavilion.

To the rear of the Union Terrace is a central courtyard type space subdivided into private gardens and a communal parking area, also serving as access for deliveries to Union Terrace.

#### Building Line

Union Terrace has a clear building line for the principle façades, with variance of bay windows and balconies. This is an important consideration and should form the key consideration on any infill building approach.

To Wellington Road there are two building lines, the contemporary terrace housing, and the Victorian dwellings fronting onto Waterloo Road gable wall - both offer potential alignment benefits.

#### Servicing / Vehicle Access

With the existing use of Wellington Road providing service and vehicle access it would be proposed that the Grand access strategy is retained from the previous site use.

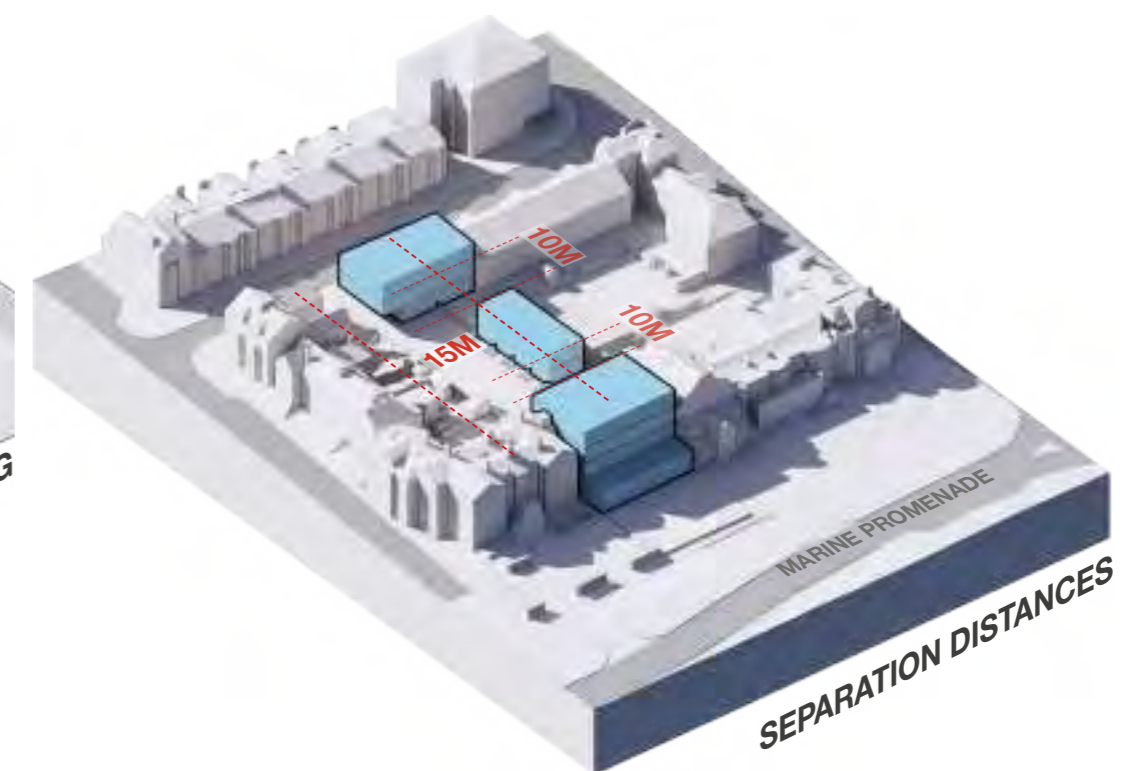
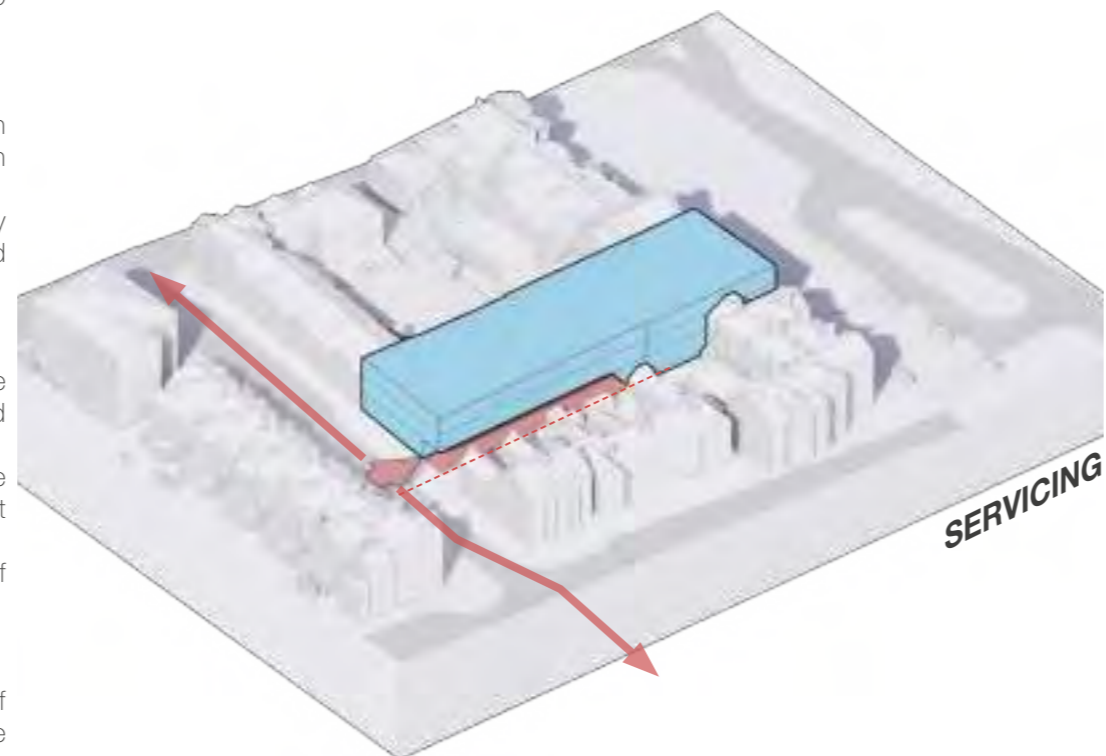
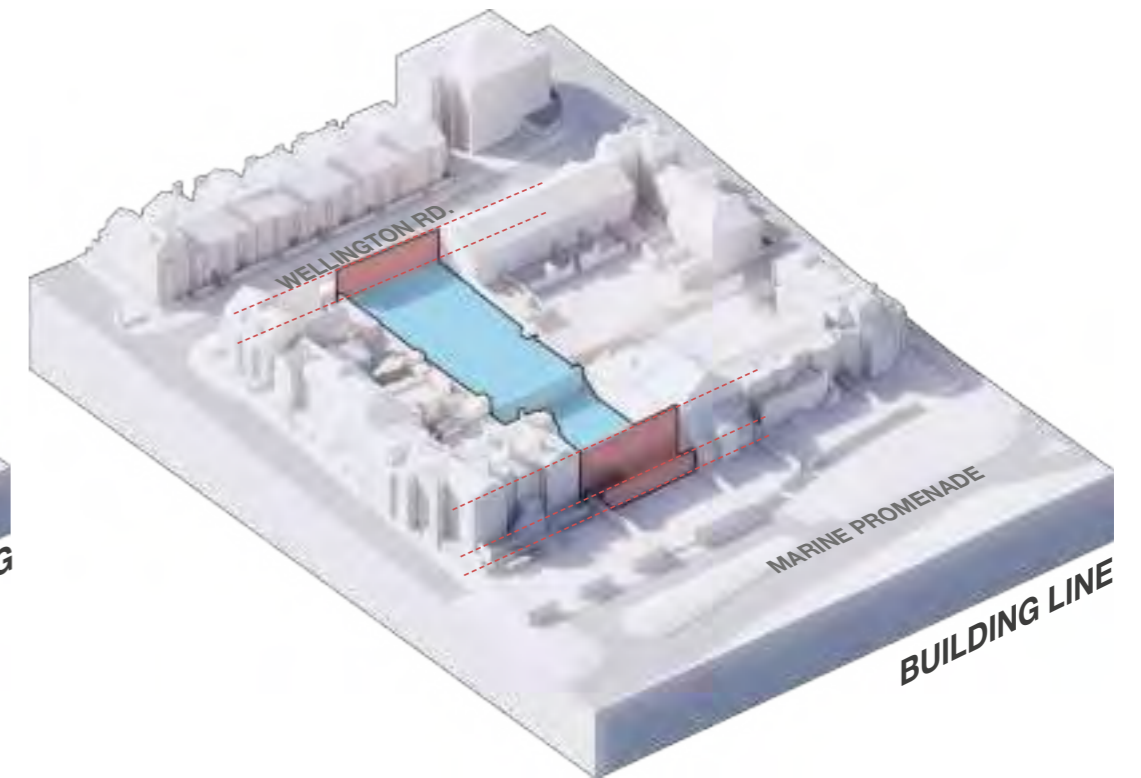
With front doors to the contemporary terraces any service / vehicle access would be proposed to be aligned to the East of the site adjacent to the gable walls to the Victorian properties to Waterloo Road.

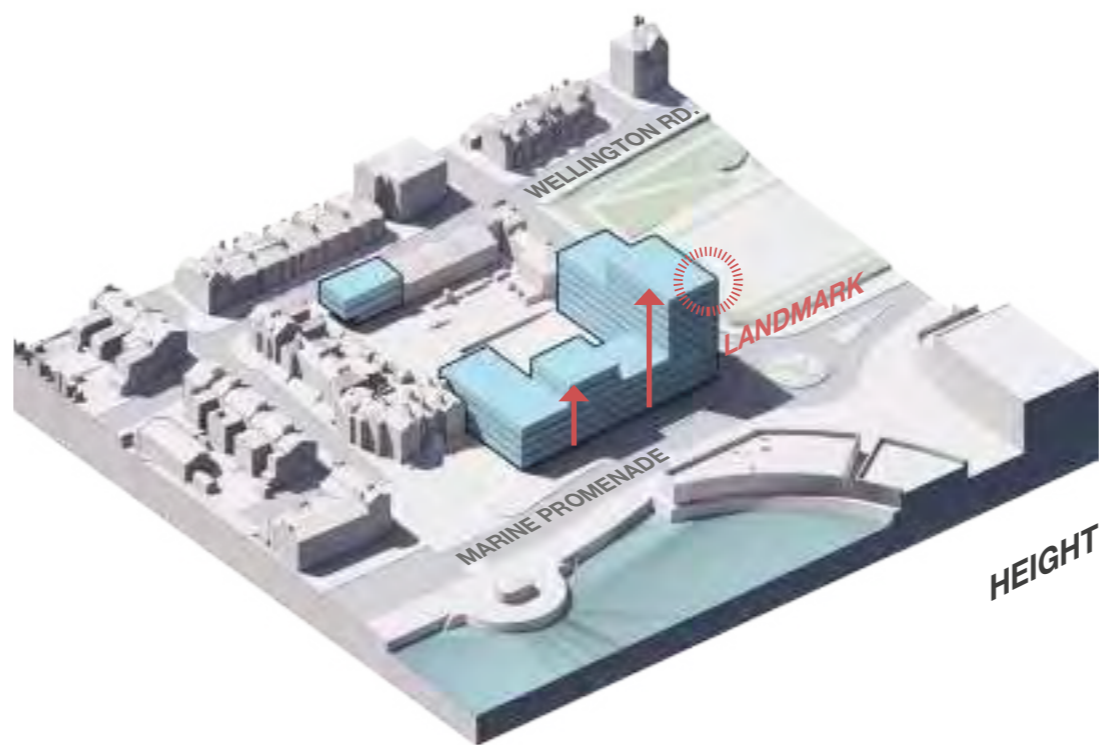
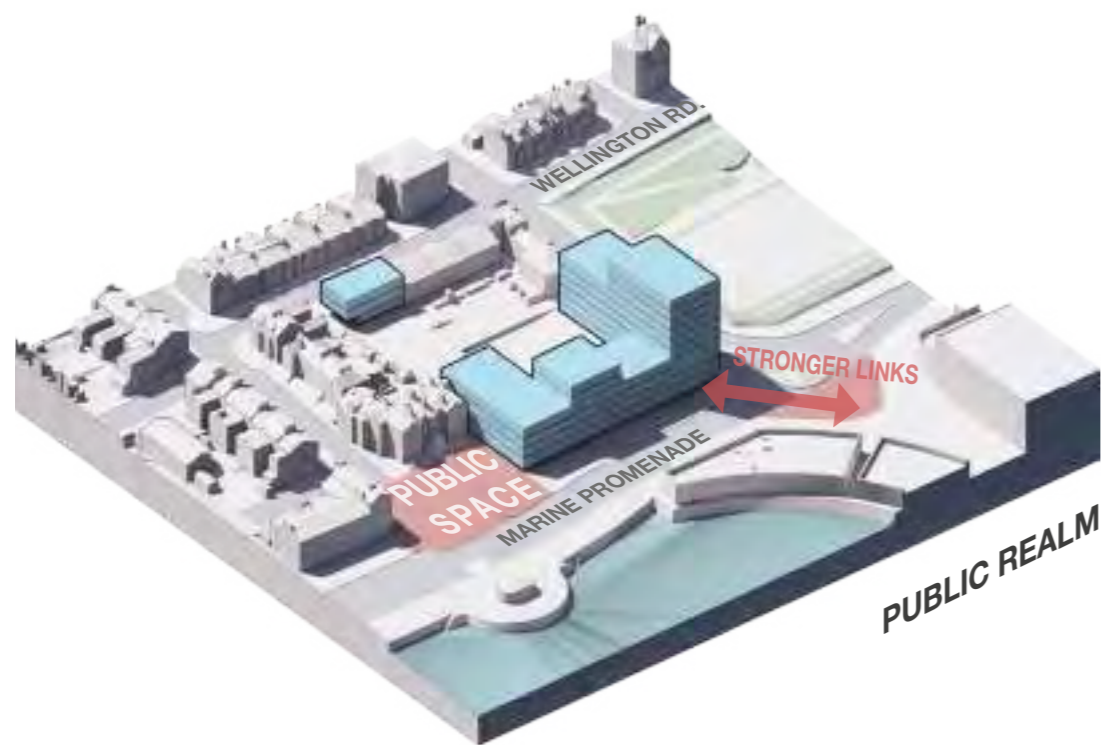
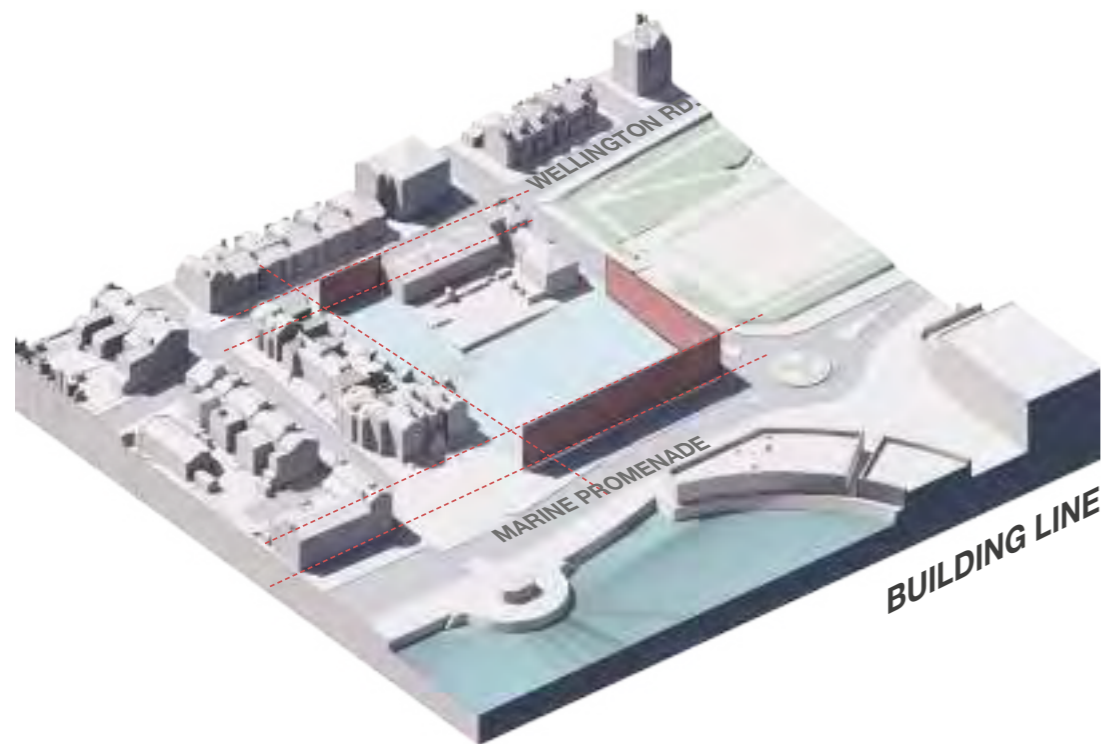
The Marine Promenade frontage should not be used for uses outside of pedestrian / landscaping uses.

#### Separation Distances / Building Scale

There are a number of considerations to protect the visual amenity of existing dwellings. The diagram illustrates a minimum 15m interface distance to the outrigger gables of the properties to Waterloo Road. This is increased to the active frontages of the main building form and a window to window interface of circa 18m would be proposed as a minimum. New dwellings could reduce this interface with a minimum of 10m from window to gable.

The height of new buildings should be in keeping with the existing context and character of the Union Terrace and Wellington Road Frontage.





## COMPLETE REDEVELOPMENT

### Existing

Given the level of loss of the existing frontage this option presents a proposal that illustrates a comprehensive redevelopment of the Union Terrace with the exception of the Queens Hotel which is felt to retain much of its original character and identity with context to the other Victoria Buildings to Waterloo Road, and terrace opposite running towards Leisure Bowl on Marine Promenade. An important context to this option is the existing Marine Point development and the exploration of benefits of creating a closer street scene that can present a more active frontage and this gateway location.

### Building Line

A new building line is proposed to Union Terrace, with an increased frontage set out by the early 1900's by the adjacent terraces to Marine Promenade. The Queens Hotel informs the boundary and extent of the increased frontage.

To Rowson Street this would look to re-establish the lost frontage of the Travellers Rest Public House. The same constraint applies to the Wellington Road vacant plot frontage as per the infill scenario.

### Servicing

With this increased comprehensive development approach all servicing would be proposed to be provided from Rowson Street and the existing approach to the Union Terrace. Any access from Wellington Road in this scenario would be proposed to be minimised to the needs of those properties to be provided in that location.

### Public Realm

As part of creating stronger links to Marine Point through the new frontage alignment, and the retention of the Queens Hotel there is the benefit of creation of a new public space contained on three sides; two with heritage character and the third a new building together framing views to the Marine Lake and the listed shelter. The scale of this space is explored later within the document, but would be intended to be a space that feels protected from the elements and a space that can be a focus for external dining with strong links to the Victoria Qtr. With the approach to realigning the frontage it also brings into question the roundabout and the ability to move from Rowson Street to Marine Point easily as a pedestrian. It is felt there is potential here to alter this junction and create benefit to both pedestrian experience and reduce the amount of land used for the current highway arrangement offering potential for new public realm for the town.

### Height

The character of the existing Union Terrace whilst relatively consistent in its scale was varied in the architecture with unique identity of buildings and variance in their roof profile and form. There is an opportunity with this approach to create a landmark building statement to the end of Rowson Street and the view from Kings Parade as a gateway to the town centre and the promenade frontage.

## 5.23 - MP4\_FORMER GRAND HOTEL APPROACH

### Development Parameters

#### Plot MP4 // Former Grand Hotel

##### Ground Floor Use: Promenade:

Restaurant, Bars and Cafés. Residential entrances should be minimised in order to maximise commercial frontage, but also in response to the flood risk identified provided with alternative means of access / egress from inside the plot. Setback zone should be used for external dining space within a high quality landscape setting. Waterloo Road should be for residential use only, whilst allowing for parking provision / servicing access to within the site.

Within the site has been identified for potential Mews style housing use with access from Wellington Road.

##### Upper Floor Use :

Residential use over ground floor active uses, with the use of external terraces and balconies.

##### Density:

Residential Density should be in accordance with Draft Local Plan Policy WS 3.2 Housing Density providing a minimum of 60dph. Grain: This is an infill development approach to be in keeping with the immediate context responding to building alignment, active frontage locations and access arrangements.

##### Response to neighbouring buildings:

The Marine Promenade has two key buildings to provide a contextual response to; The Queens Hotel and Portofino. The Queens presents a rendered Victorian facade with an Italianate villa style with strong vertical emphasis through two corner bays and pitched roof form. There is the classic column order to the facade with a base, middle and upper hierarchy, with window scale and detail reducing as the building floors increase. There is a clear entrance formed to the middle bay reinforced through a pair of windows and central door opening. Portofino is starkly different building in its character, but with banded buff detailing against a red brick base providing a relationship to the Queens and a similar sense of symmetry and order.

The building also has a vertical emphasis to the facade through the narrow building form and singular pitched roof gable to the street. It would be assumed later additions have been added to ground and first floor which provide a heavy base to the building, but these contrast to the windows second floor which appear smaller, and finished with a single round port-light window to the roof form. The design response should acknowledge the alignment of the façades and provide a building which has a sense of verticality through proportion and scale, introduce a level of symmetry and order to the facade approach.

At lower level there is the potential for the building to push out of the building line or through upper level balconies. The new building should provide a distinct character to the frontage. Wellington Road is a domestic residential street in character with

a range of Victorian terraces and more contemporary housing. The street scene should look to reinforce this and provide clear active residential ground floors with buildings built to the back of pavement. Entrances may require to be inset into the building footprint to provide compliance with Draft Local Plan accessibility requirements.

##### Heights:

This is an existing built frontage is a mix of two - four stories, with each building providing variance to this. The former Grand Hotel was a four / five storey building with set back plant space. As such a new building would be expected to be unique in its scale but broadly within this context, and any scale over four / five stories would be set back and limited to six stories with exceptional design.

##### Roof-scape:

The frontage presents a series of buildings with varying roof-scape. In general they are pitched as was the original Grand Hotel, but later extended with a flat roof. Given the unique character of the frontage the approach should look to introduce its own approach maintaining the vertical quality and symmetry of the facade approach to the existing buildings.

##### Active Frontages:

The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development. Base of the building and Thresholds: The buildings should provide a clear relationship to the street with strong active frontages. The set back private amenity space should be designed to allow public access to an external dining area.

##### Key Masterplan Development Principles:

- The Former Grand Hotel is allocated to provide new homes as part of the Draft Local Plan.
- Infill development approach delivering a high quality addition to the Union Terrace frontage.
- Respectful of the character of the existing buildings and the building frontage alignment.
- Active ground floor uses providing cafe bar / restaurant use
- Consideration of the setting of the Wellington Road Conservation Area.

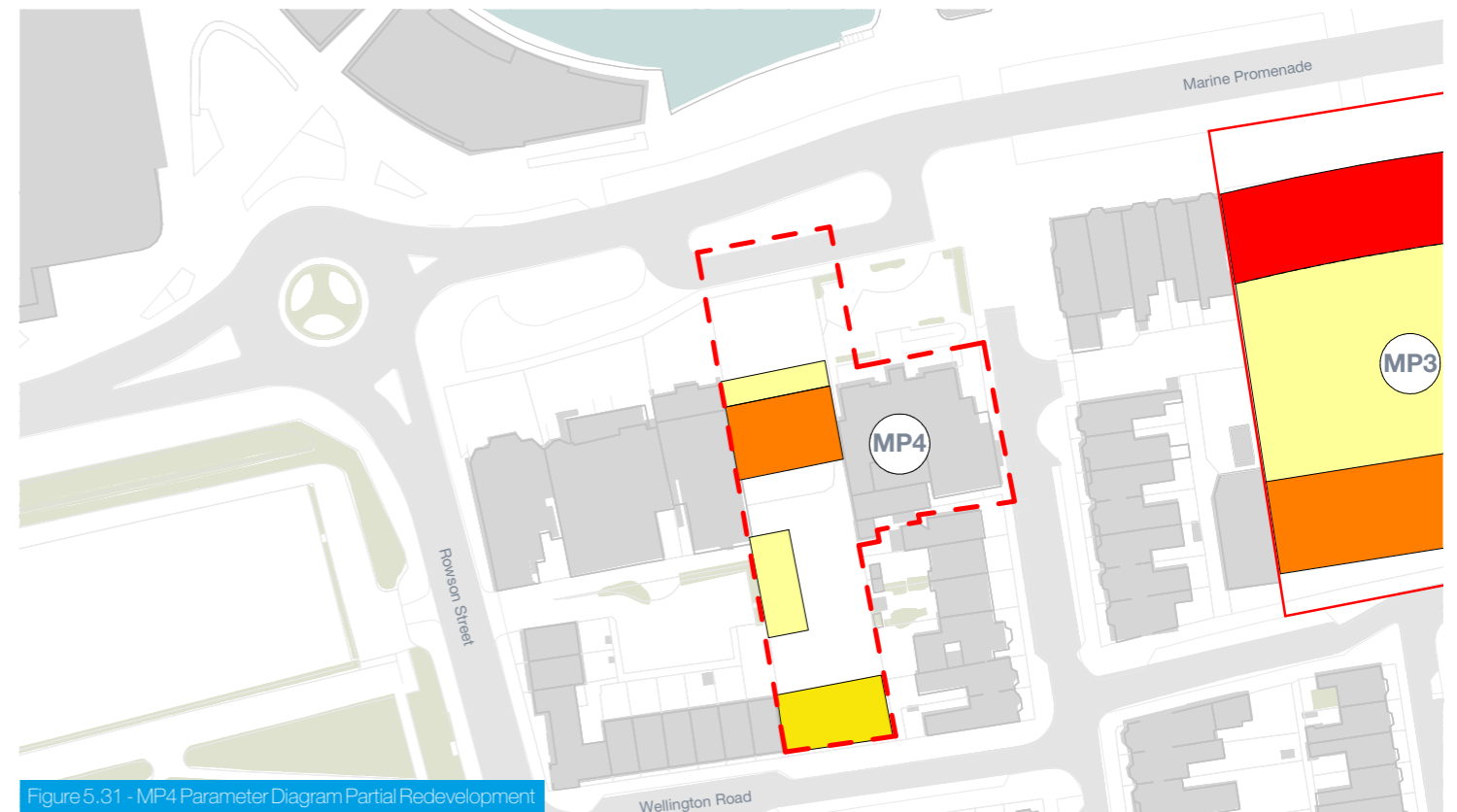


Figure 5.31 - MP4 Parameter Diagram Partial Redevelopment



**Potential Quantum Range of New Homes**

Assuming that apartments are split;  
1 Bed 30%, 2 Bed 40% and 3 Bed 20%

MP4 in-fill option apartment Split	Approximate number of apartments	
Transformation of the Queens Hotel	13	
New contextual development	20	Range; 20 - 33

## 5.24 - MP4\_COMPREHENSIVE NEW BUILD APPROACH

### Development Parameters

#### Plot MP4 // Former Grand Hotel extended to Portofino, Master Mariner and Lacy's / Travellers Rest

**Ground Floor Use:** Promenade and Rowson Street: Restaurant, Bars and Cafés, Leisure use, and Retail. Residential entrances should be minimised in order to maximise commercial frontage, but also in response to the flood risk identified provided with alternative means of access / egress from inside the plot / the new public space to the Queens Hotel / Rowson Street - subject to levels required by the EA / LLFA. Units opening to the new public space proposed should be food and beverage orientated to allow for street activation with external dining space within the public realm.

Waterloo Road should be for residential use only, whilst allowing for access into the site. This should not form part of the access for general servicing of Union Terrace.

**Upper Floor Use:** Residential use over ground floor active uses, with the use of external terraces and balconies.

An opportunity for a hotel has been identified to the Rowson Street / Kings Parade junction, but with the flexibility to also provide residential use. If a hotel is provided, this may also be in the form of short term holiday let apartment style provision given the location and proximity to the promenade in order to drive enhanced footfall and economic benefits this would bring.

**Density:** Residential Density should be in accordance with Draft Local Plan Policy WS 3.2 Housing Density providing a minimum of 60dph. In this comprehensive development strategy we would expect that this is exceeded. Grain: The principal being proposed is to amend the existing block grain to extend the frontage out towards Marine Promenade and the adjacent terrace building line. A new public square is proposed the scale of which is described later in the document which is intended to form both a relief to the promenade frontage and a signpost towards the Victoria Qtr.

**Response to neighbouring buildings:** A key design response on this option is to remove the Portofino and Master Mariner buildings to allow for comprehensive re-development and regeneration. It is key that this level of change is supported by strong justification which should include but not be limited to; environmental, economic, socio-economic, architectural quality, townscape regeneration benefit analysis, landmarking and place-making.

Whilst this area is not within the Wellington Road Conservation Area, as a significant development to its edge it will have an impact on the setting of the Conservation Area, and as such will require a Heritage Impact Assessment and Townscape and Visual Impact Assessment (TVIA) associated. A number of views have been identified to be considered but the detailed application will require bespoke viewpoints which may look to agree additional / amended views to be considered.

In this scenario, the Queens Hotel presents a rendered Victorian facade with an Italianate villa like quality with strong vertical emphasis through two corner bays and pitched roof form. There is the classic column order to the facade with a base, middle and upper language, with window scale and detail reducing as the building floors increase. There is a clear entrance formed to the middle bay reinforced through a pair of windows and central door opening. The design response of new buildings should acknowledge previous qualities of the terrace with a series of unique frontages providing a sense of verticality through proportion and scale, and a level of symmetry and order to the facade approach. Rowson Street has a series of two - three storey residential dwellings which continue to Wellington Road.

These are contemporary in design and have a less defined building line. It would be intended that new development would follow the historic building alignment of the Travellers Rest Public House now demolished. A shared access point is to be provided alongside the residential properties as per the existing allow vehicle access and deliveries. Wellington Road is a domestic residential street in character with a range of Victorian terraces and more contemporary housing. The street scene should look to reinforce this and provide clear active residential ground floors with buildings built to the back of pavement. Entrances may require to be inset into the building footprint to provide compliance with Draft Local Plan accessibility requirements.

**Heights:** With the redevelopment approach there is a need to both mediate to the retained Queens building and local context, but also an opportunity to contribute to the town's gateway arrival point with the junction of Rowson Street and Kings Parade. A range of scales have been explored through key view analysis and it is proposed that buildings would range from four potentially up to ten stories to the corner location - subject to detail design and exceptional design quality. The scale of building to the corner allows for a hotel use to be introduced with efficient design parameters and with excellent visibility, adjacency to Marine Points leisure offer and the Victoria Qtr with views opening to Marine Park.

**Roof-scape:** It is important that the buildings like the existing terrace are considered as a series of vertical proportioned buildings, each with their own roof-scape identity. This should not appear as a single building, in form, character or roof-scape

**Active Frontages:** The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development. With the extended footprint it is expected that there can be a number of rooftop terraces explored through the design process with the potential hotel use offering the ability to provide a degree of public access through rooftop bar / upper level restaurant space provision.



**Base of the building and Thresholds:** The buildings should provide a clear relationship to the street with strong active frontages. Façades should be designed to for opening out onto the street and respective landscaping designed for commercial use as part of the demise of any cafe / restaurant.

#### Key Masterplan Development Principles:

- The former Grand Hotel site is allocated to provide new homes as part of the Draft Local Plan. The development should include homes as part of a mixed use development.
- Respectful of the character of the existing buildings and present a new Union Terrace with its own distinct identity as a series of vertical buildings with unique roof-scape.
- Active ground floor uses providing cafe bar / restaurant use
- Consideration of the setting of the Wellington Road Conservation Area.
- Robust business case to prove the lack of viability of retention of the existing buildings, balanced against the public benefits / socio economic regeneration comprehensive redevelopment can bring.

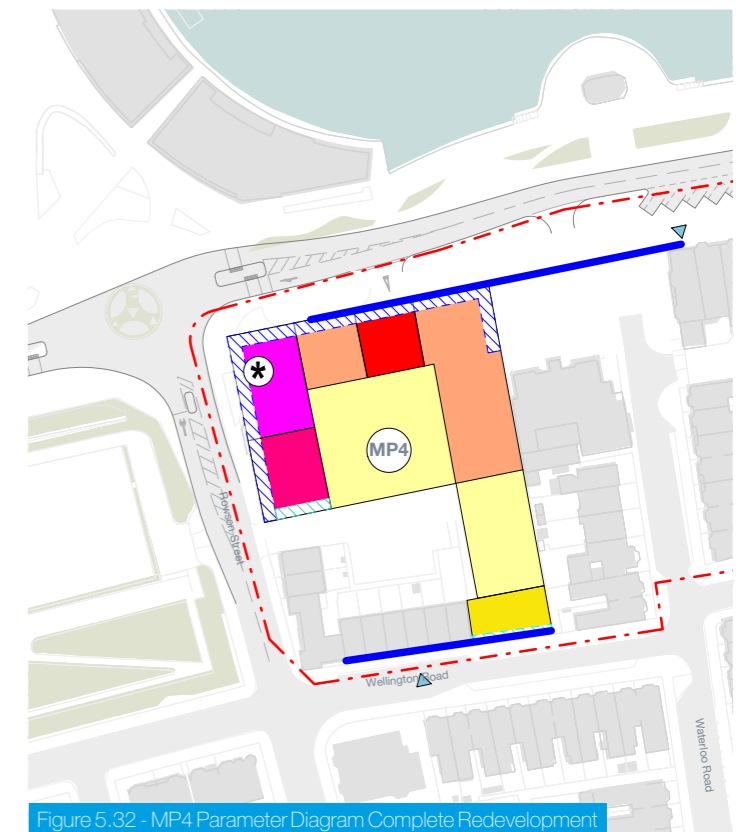


Figure 5.32 - MP4 Parameter Diagram Complete Redevelopment



**Potential Quantum Range of New Homes**

Assuming that apartments are split;  
1 Bed 30%, 2 Bed 40% and 3 Bed 20%

MP4 comprehensive opt apartment split	Approximate number of apartments	
Full development maximum height 10 storeys	145	
Hotel developed maximum height 10 storeys	90	Range; 90 - 145

## 5.25 - MP4\_URBAN DESIGN PRECEDENTS



The following diagrams highlight the sizing of nearby squares to show that a successful square can be created within similar space parameters as shown;

### **Concert Square, Liverpool;**

Concert Square is a large gathering of bars and night clubs in the city of Liverpool. During the day bars are open to people wishing to drink / eat outside. The size of the square is not too dissimilar to what is being proposed in the MP4 site, with both squares being approximately 50m by 25m. This size of square gives ample room and could be activated throughout the day and night. What makes concert square successful is its tightness and enclosure along all 4 sides, the MP4 square is open to the street to allow views over the Marine Lake and out to sea.





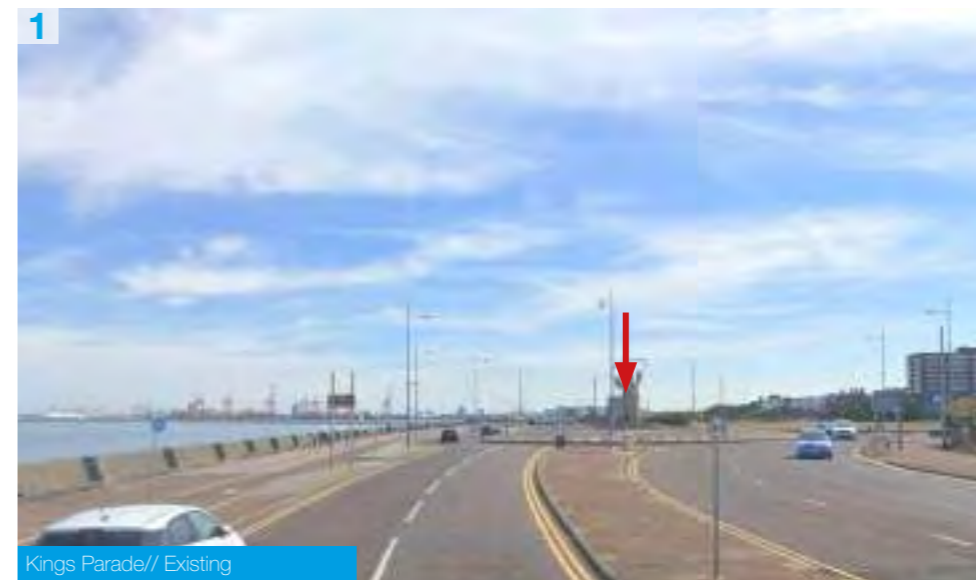
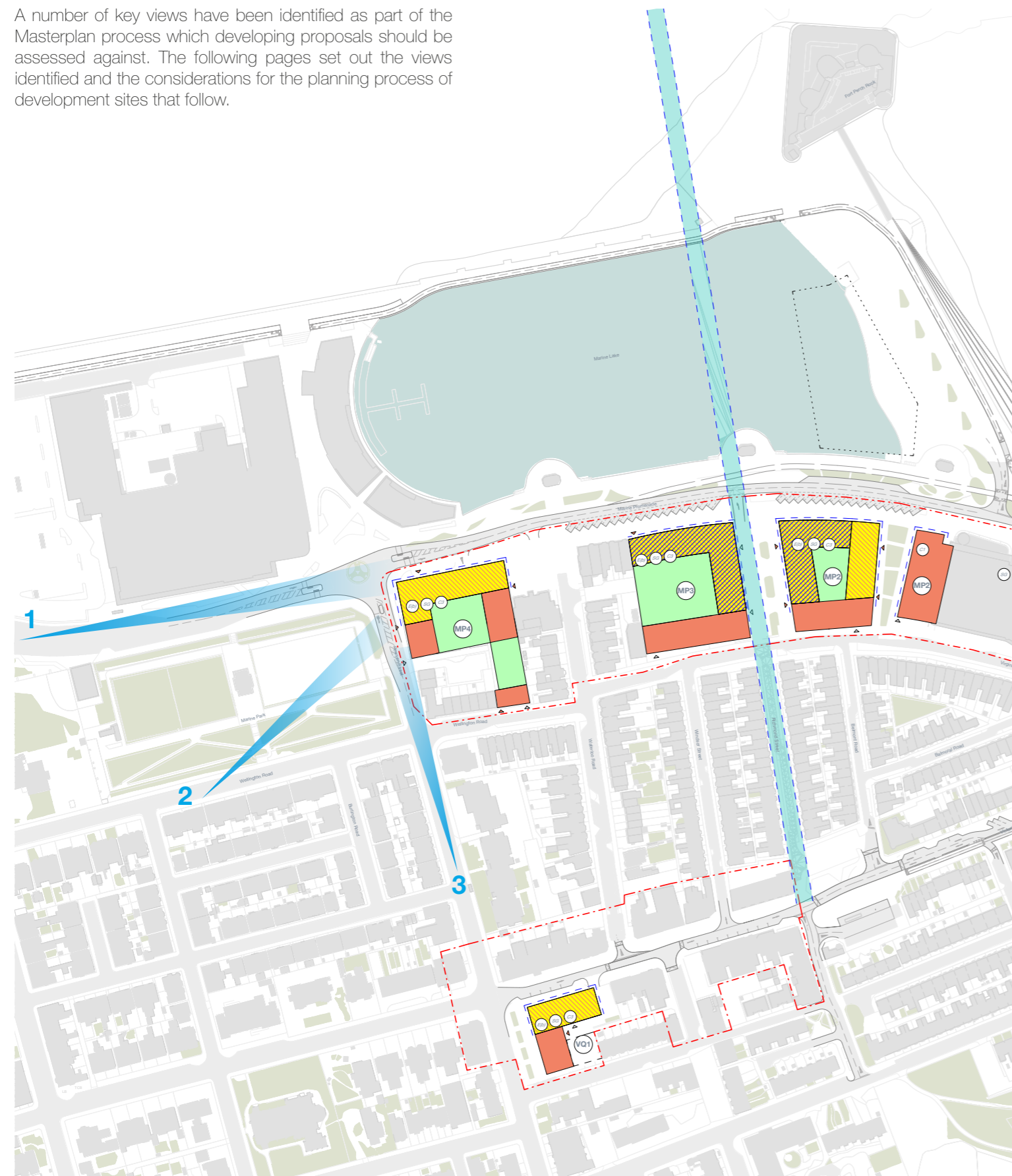
**Cutting Rooms Square, Manchester;**

Cutting rooms square consists of restaurants, cafés and bar's and is located in the Ancoats district of Manchester. The square does not operate during the night as frequently as concert square. The scale is larger than what is being proposed as shown above, but if the open part of MP4's square wanted to spill out further it would have the ability to do so. Thus giving the MP4 square a similar capacity to cutting room square. Outside chairs and tables are not permanent in cutting room square being seen only during the summer months.



## 5.26 - MP4\_KEY VIEWS ASSESSMENT

A number of key views have been identified as part of the Masterplan process which developing proposals should be assessed against. The following pages set out the views identified and the considerations for the planning process of development sites that follow.

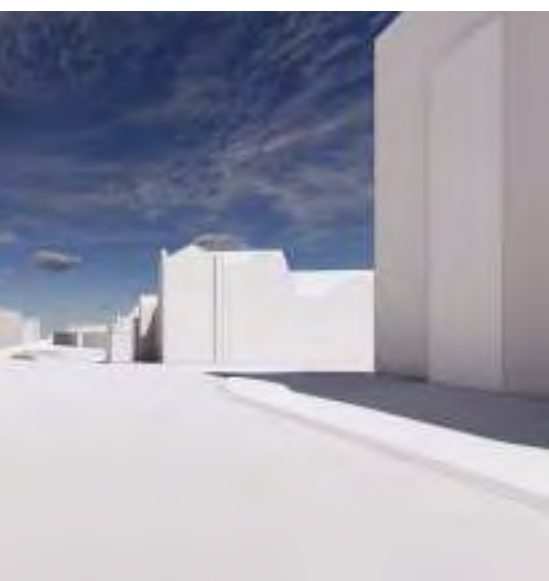




Kings Parade // Full Development



Wellington Road // Full Development



Rowson Street // Full Development

**1. Kings Parade (Infill development - to The Grand site only)**

Location: Approach from Kings Drive to the Pierrott Statue roundabout  
Purpose: Skyline viewpoint

Key Masterplan Principles:

- With an infill development approach to the Grand, there should be little opportunity for any skyline identity from this viewpoint
- Subject to the redevelopment of the now demolished former Lacy's Bar and Travellers Rest public House, there is some opportunity to increase scale to this corner location, but this would be limited to immediate context views and the scale of the adjacent buildings. It would not be expected to be of a scale that would climb over the adjacent Marine Point.

**2. Wellington Road (Infill development - to The Grand site only)**

Location: Wellington Road adjacent to Marine Park  
Purpose: Close content viewpoint and impact on the Wellington Road Conservation Area setting

Key Masterplan Principles:

- With an infill development to the Grand, there should be limited visibility from this viewpoint in order to be in keeping with the immediate scale of the adjacent buildings.
- Subject to the redevelopment of the now demolished former Lacy's Bar and Travellers Rest public House, there is some opportunity to increase scale to this corner location, but this would be limited to immediate context views and the scale of the adjacent buildings. It would not be expected to be of a scale that would climb over the adjacent Marine Point. With new build development to this location it would be subject to a Heritage Impact Assessment on the setting of the Wellington Road Conservation Area.

**3. Rowson Street (Infill development - to The Grand site only)**

Location: Rowson Street looking towards Marine Point.  
Purpose: Close context viewpoint

Key Masterplan Principles:

- With an infill development to the Grand, there should be limited visibility from this viewpoint in order to be in keeping with the immediate scale of the adjacent buildings.
- Subject to the redevelopment of the now demolished former Lacy's Bar and Travellers Rest public House, there is some opportunity to increase scale to this corner location, but this would be limited to immediate context views and the scale of the adjacent buildings. It would not be expected to be of a scale that would climb over the adjacent Marine Point. With new build development to this location it would be subject to a Heritage Impact Assessment on the setting of the Wellington Road Conservation Area.

**1. Kings Parade (Comprehensive development)**

Location: Approach from Kings Drive to the Pierrott Statue roundabout  
Purpose: Skyline viewpoint

Key Masterplan Principles:

- Opportunity to landmark the Marine Promenade frontage from distant views, and in particular the arrival space of the junction with Rowson Street and Marine Park into the town.
- Provide a vertical emphasis to create distinct 'tall' point to the skyline profile. Development should create distinct difference from the natural topography.
- Whilst this is an important location in the towns layout, it is important that this is considered in composite with other development to the Marine Promenade, and whilst this offers an opportunity for new scale and landmarking this should be read as secondary to the development potential around the Floral Pavilion and its corner location.

**2. Wellington Road (Comprehensive Development)**

Location: Wellington Road adjacent to Marine Park  
Purpose: Close content viewpoint and impact on the Wellington Road Conservation Area setting

Key Masterplan Principles:

- Reform the historic building street frontage line lost with the demolition of the Travellers Rest.
- Provide a massing that allows a landmarking of this important junction as the gateway to the core of the town.
- Create a legible massing approach that raises towards the promenade, but retains a legibility of a series of vertical proportioned buildings
- Provide a clear Heritage Impact Assessment on the setting of the Wellington Road Conservation Area.

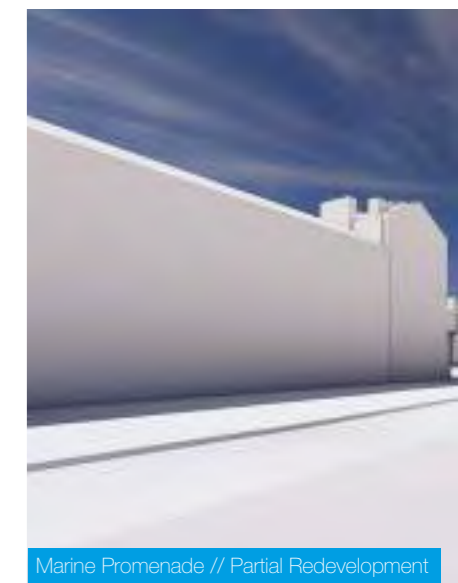
**3. Rowson Street (Comprehensive Development)**

Location: Rowson Street looking towards Marine Point.  
Purpose: Close context viewpoint

Key Masterplan Principles:

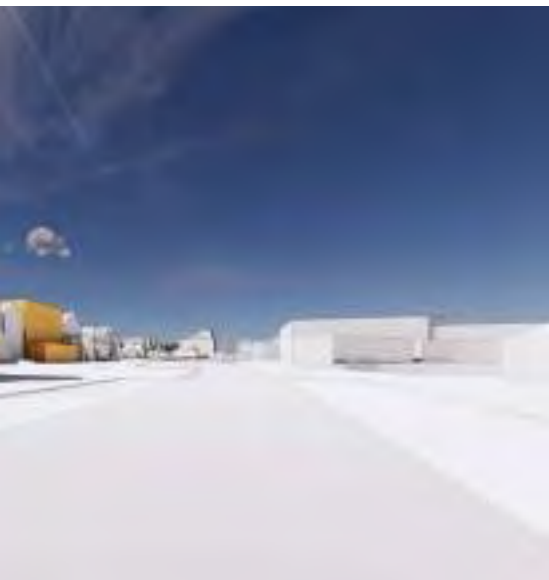
- Provide a legible corner to Rowson Street and Marine Promenade / Kings Parade Junction.
- Create a clear stepping up in scale from the adjacent residential to the corner location.
- Improve the quality of the street scene with active ground floors with commercial ground floor space, and upper level animation with balconies, and new public realm connecting Marine Point.

# 5.26 - MP4\_KEY VIEWS ASSESSMENT

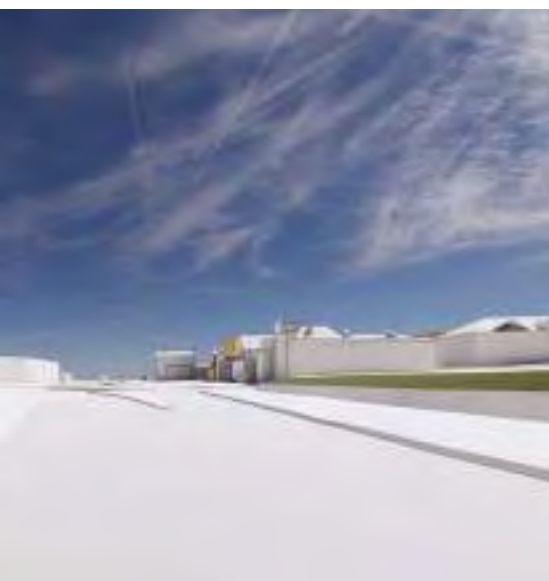




Wellington Road // Full Redevelopment



Marine Promenade // Full Redevelopment



Marine Promenade // Full Redevelopment

**4. Wellington Road (Infill development - to The Grand site only)**

Location: Wellington Road to the rear of Union Terrace

Purpose: Close context viewpoint

Key Masterplan Principles:

- Create new residential homes with 'own front doors' to activate the street.
- Access for vehicles to maintain servicing route to the Grand site. This should be incorporated into the building design such as with a gatehouse to minimise the impact on the street scene.

**5. Marine Promenade (Infill development - to The Grand site only)**

Location: Marine Promenade outside of existing terraced buildings.

Purpose: Close content viewpoint to illustrate the impact on the existing Union Terrace street character.

Key Masterplan Principles:

- Replace the lost Grand Hotel to restore the Union Terrace building frontage.- Provide a massing in keeping with the terrace, allowing some small increase in scale.
- Provide a clear Heritage Impact Assessment
- Subject to the redevelopment of the now demolished former Lacy's Bar and Travellers Rest public House, there is some opportunity to increase scale to this corner location, but this would be limited to immediate context views and the scale of the adjacent buildings. It would not be expected to be of a scale that would climb over the adjacent Marine Point. With new build development to this location it would be subject to a Heritage Impact Assessment on the setting of the Wellington Road Conservation Area.

**6. Kings Drive (Infill development - to The Grand site only)**

Location: Kings Drive approach adjacent to Marine Park and Marine Point

Purpose: Close context viewpoint, and understanding the impact on the sense of arrival to a key town junction.

Key Masterplan Principles:

- Provide an infill development to a vacant development site in keeping with Union Terrace
- Re-establish Union Terrace as a unique arrival space of quality.
- Provide a massing in keeping with the terrace, allowing some small increase in scale.
- Subject to the redevelopment of the now demolished former Lacy's Bar and Travellers Rest public House, there is some opportunity to increase scale to this corner location, but this would be limited to immediate context views and the scale of the adjacent buildings. It would not be expected to be of a scale that would climb over the adjacent Marine Point. With new build development to this location it would be subject to a Heritage Impact Assessment on the setting of the Wellington Road Conservation Area.

**4. Wellington Road (Comprehensive development)**

Location: Wellington Road to the rear of Union Terrace

Purpose: Close context viewpoint

Key Masterplan Principles:

- Create new residential homes with 'own front doors' to activate the street.
- Access for vehicles to the rear of the site should be for residents only
- The building should sit to the rear of pavement and establish a clear relationship to the street and adjacent Victorian terraced building to Waterloo Road.

**5. Marine Promenade (Comprehensive development)**

Location: Marine Promenade outside of existing terraced buildings.

Purpose: Close content viewpoint to illustrate the impact on the existing Union Terrace street character.

Key Masterplan Principles:

- Creation of a new public square to Waterloo Road / Marine Promenade framing the Queens Hotel as a historic building.
- Renovation of the Queens as a heritage asset.
- Provide a massing that visibly steps up from the Queens Hotel to the junction of Rowson Street / Marine Promenade and Kings Parade.
- Ground floor frontages that promote commercial and street activity with a strong food and beverage street scene
- Presentation of a series of buildings with distinct character and roof-scape.
- Enhance the relationship to Marine Point and the landscape setting between.
- Upper level activity with windows and balconies / roof top terraces.
- Provide a clear Heritage Impact Assessment of the impact of the level of change proposed with a clear economic and regeneration impact assessment justifications.

**6. Kings Drive (Comprehensive development)**

Location: Kings Drive approach adjacent to Marine Park and Marine Point

Purpose: Close context viewpoint, and understanding the impact on the sense of arrival to a key town junction.

Key Masterplan Principles:

- Provide a landmark development which announces the entrance to the core of the town.
- Enhance the relationship to Marine Point and the landscape setting between.
- Re-establish Union Terrace as a unique new arrival space of exceptional design quality, and unique identity to New Brighton.
- Provide a clear Heritage Impact Assessment of the impact of the level of change proposed with a clear economic and regeneration impact assessment justifications.

5.5

**SITE SPECIFIC  
OPPORTUNITIES**

## SECTION OVERVIEW

The following pages provide a regeneration ambition for the Marine Lake and the Marine Promenade, alongside the former Co-op Supermarket site to Rowson St / Victoria Road junction.

The information provided on these pages is intended as a framework to guide future opportunities rather than to meet Local Plan requirements.

## 5.51 - MP5\_HISTORY

The Marine Lake is part of New Brighton's identity with its characteristic shelter protrusions into the water, wall walk to the estuary, and expansive views towards the Fort Perch Rock, Lighthouse, estuary and sea, and more recently the Marine Point development. Marine Lakes are a relatively rare component of the British seaside resort towns, but with four within the North West of the UK, two on the Wirral with New Brighton clearly being more focused on a leisure tourism market whilst West Kirby is geared towards larger water sports use, one in Southport and the other in Rhyl. The earliest plans clearly show the extent that land has been reclaimed at New Brighton for the promenade and the Marine Lake.

### 1926

During the 1920's the wall and Marine Promenade is established and the characteristic shelter protrusions can be seen clearly on the plan.

### 1937

During the 1930's a thin wall is extended to contain the Marine Lake with both sand and rock head now no longer visible. This also serves to connect the Fort Perch Rock to the Marine Promenade for the first time in its history. There are a number of slipways noted on the plans indicating that this was a wall of some height to the beach none of which are visible today from shore protection work and car parking introduced.

During this time the Art Deco New Brighton Open Air Pool is opened in 1934 together creating a strong outdoor leisure offer for the town and it's tourists. Historic photographs show people using the Marine Lake as a boating lake with rowing and small motor boats as an attraction, whilst the open air pool can be seen packed with people from Miss New Brighton competitions to diving boards and general leisure - it is reported that in the first two months of opening over 1 million people entered through its turnstiles accommodating 2000 swimmers and over 10,000 spectators.

### 1990's

In the 1990's the Open Air Pool suffered from tidal storm damage and was as a result demolished due to cost of repair and its role in the future of the town. The Merseyside Development Corporation played an important part in what it called a 'faded resort' and undertook a wide range of projects in the town to improve the visual quality of the place including shop front improvements, consolidation of sites to create new development sites, and infilling the end of the Marine Lake to create a car park. Today Marine Point is an established development and has proven to be a success at brining new business to the town and a wider offer. The curved end to the Marine Lake is now privatised for the use of a dining terrace with views down the lake, but the single storey building has little quality or activation of the scale of the lake in reality. The use of the Marine Lake has dwindled and is now occasionally used by swimmers or people crabbing from the walls. The Marine Lake wall has had some recent work undertaken, but the width of the walkway does not easily allow for shared use by pedestrians and cycles and as a result there is a congestion issue with cycles being forced into the road along Marine Promenade which is dominated by cars. The Fort Perch Rock car park is an established use on the Marine Promenade and plays an important part in serving customers of the Floral Pavilion, but has a negative impact on the setting of the Grade II\* Listed buildings and puts vehicles in a space that could be better used by people.

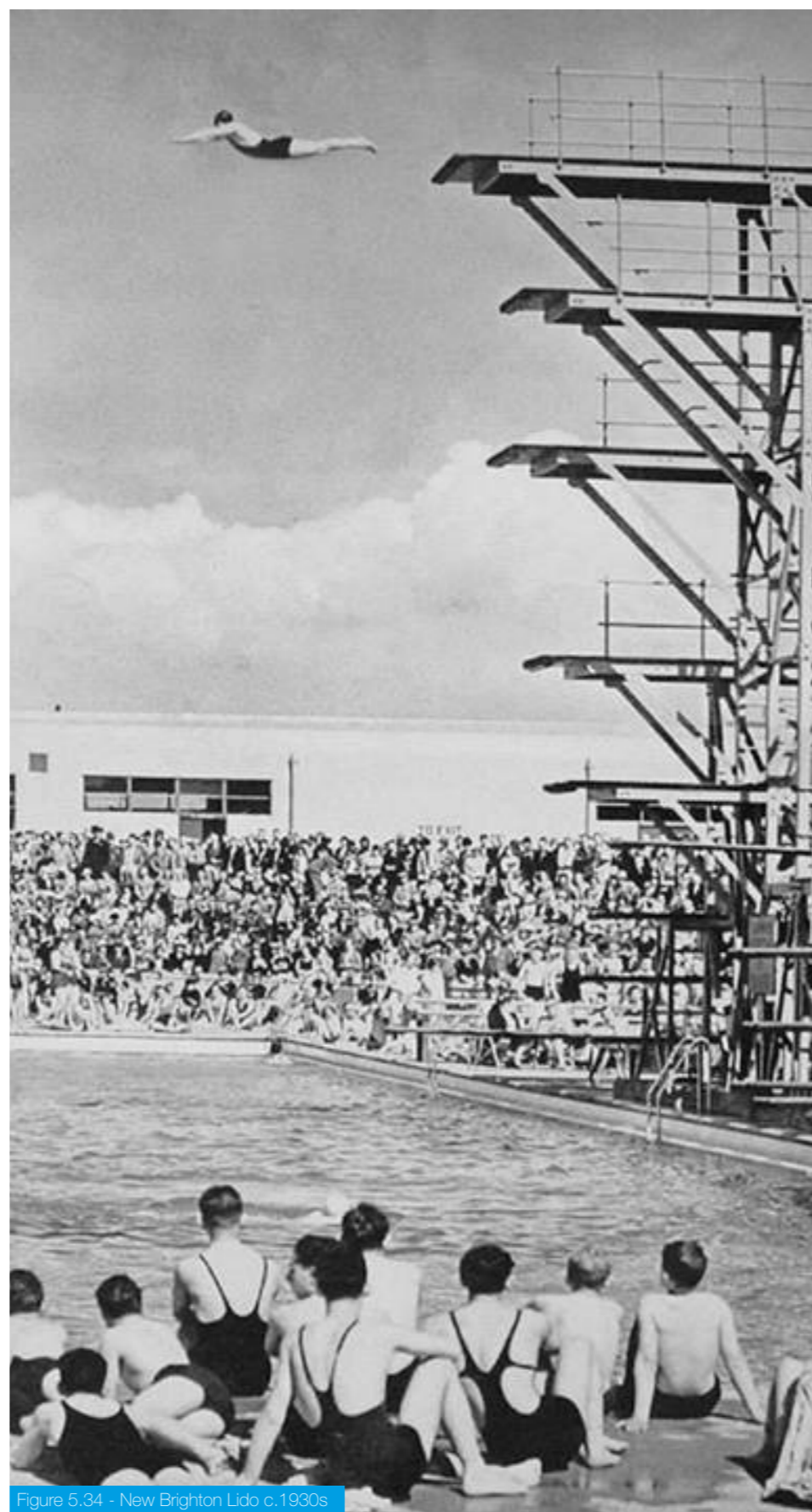


Figure 5.34 - New Brighton Lido c.1930s

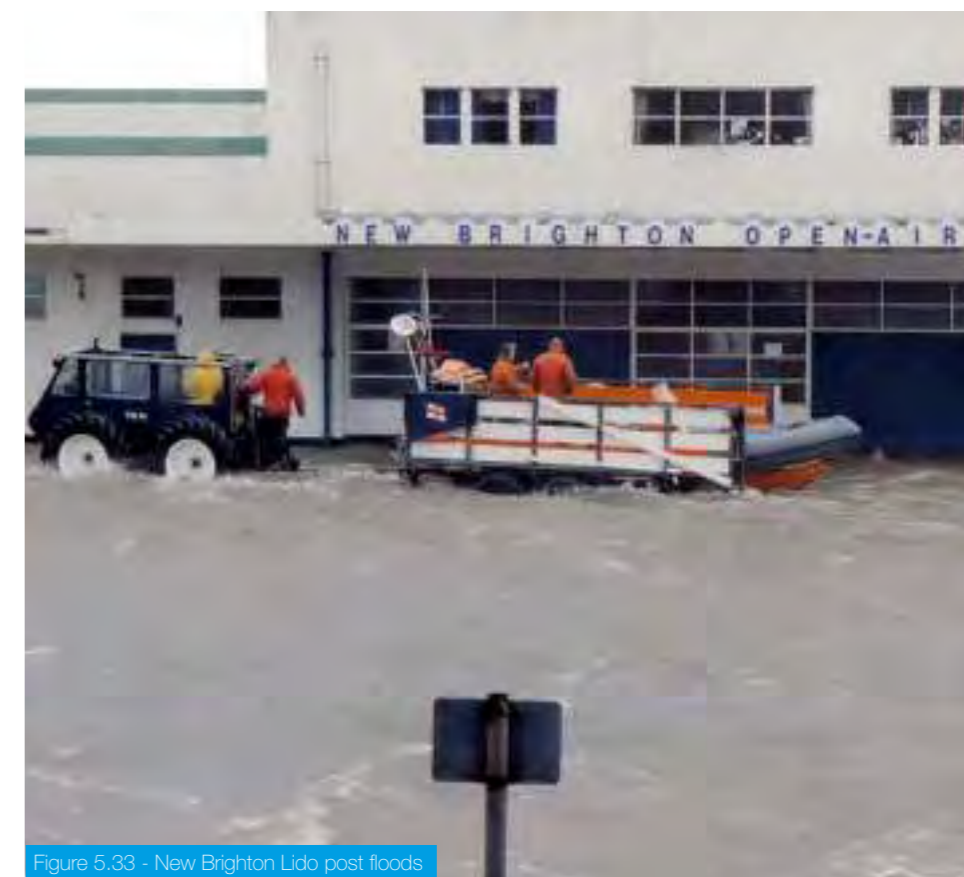


Figure 5.33 - New Brighton Lido post floods



Figure 5.36 - Aerial view of New Brighton Lido



**1926**



**1937**



**2023**

## 5.52 - MP5\_A NEW LEISURE ATTRACTION

The Masterplan has identified an opportunity for a new lido in New Brighton and the Marine Lake is considered to have the best potential as a location. The following section highlights precedents of lidos elsewhere in Europe and the potential operating models available,

### **The Harbour Bath, Aarhus, Denmark**

The harbour bath was completed in 2018 and was the 2nd of BIG's adventure into the modern lido with the first being located in Copenhagen. This pool is designed for up to 650 swimmers and includes a 50m long pool, a children's pool, a diving pool and two saunas. This lido is said to be the largest seawater structure of its kind. The structure is an artificial floating island along the seafront of the port city. This lido isn't heated so is only open during the summer months making it redundant during the majority of the year.

### **Allas Sea Pool, Helsinki, Finland**

Allas Sea Pool is a floating lido that is operational all year round. Completed in 2016, the sea pool includes 3 different types of pools, one for lapped swimming, a child's pool and a sea water pool. The lapped and child's pool are heated allowing the facilities to stay open all year round. Adjacent to the pools there is a large sauna and changing facility with a walk able roof allowing spectators. There is also a cafe & restaurant attached which helps the complex to stay afloat during the cooler seasons. The pools themselves float within the Baltic Sea making it rise and fall with the tides.

The illustrations opposite provide a comparison of the scale of these facilities against the New Brighton Marine Lake, and whilst this is the smaller of Wirral's Marine Lakes puts the scale of the lake in context.



Figure 5.37 - Allas Sea Pool in Winter



Figure 5.38 - Aarhus Harbour Bath



Figure 5.39 - Aarhus Harbour Bath



Figure 5.40 - Allas Sea Pool aerial



**Allas Sea Pool, in a New Brighton context**

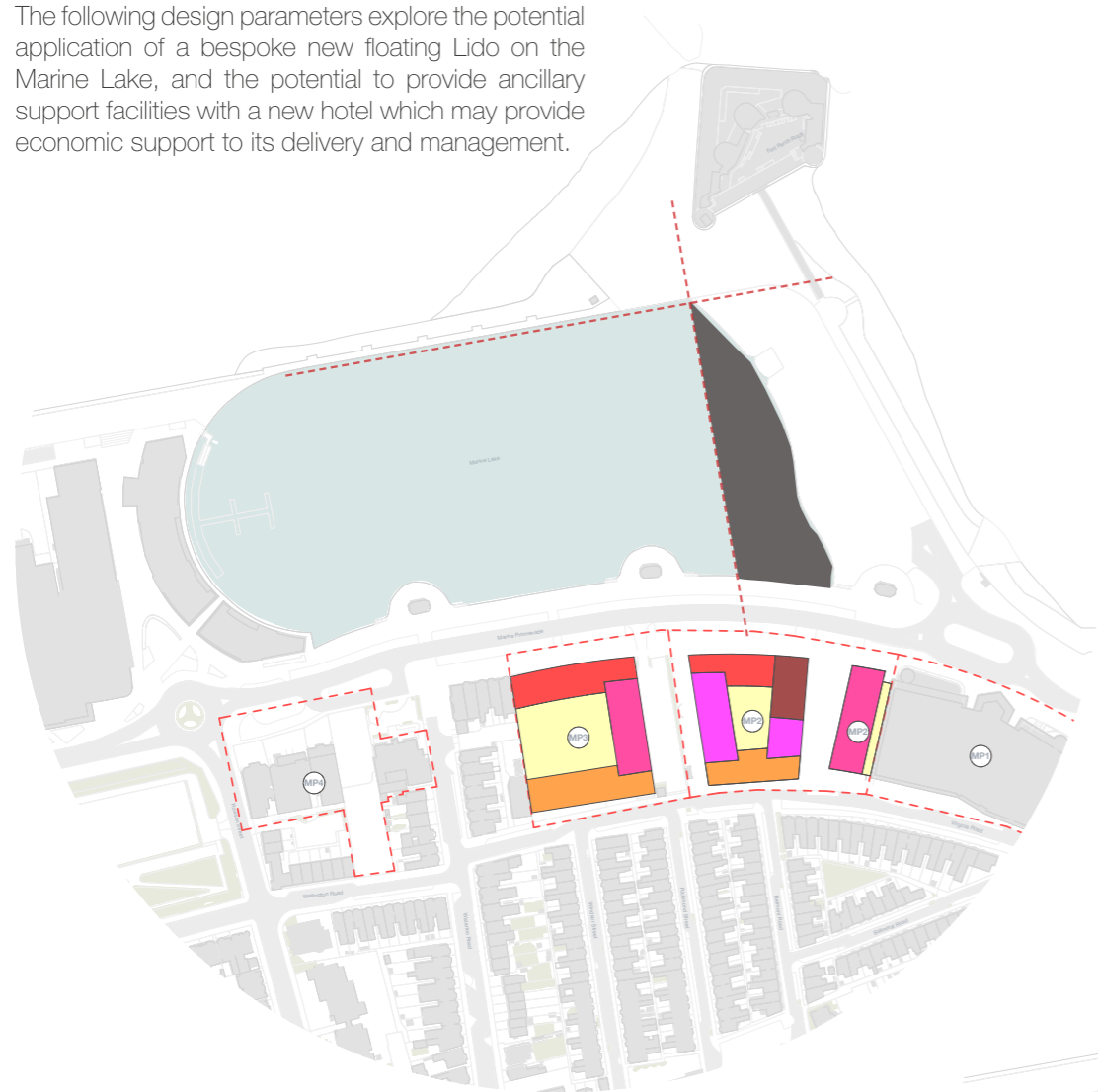
Putting the Allas Sea Pool in context shows how vast the size of the Marine Lake is. The whole development is 80m long with the largest pool being 25m by 18m. The facilities adjacent to the pool consist of restaurants, changing rooms and a sauna. The size of this complex is 65m by 14m which fits comfortably on the car park for Fort Perch Rock.

**Aarhus Harbour Baths, in a New Brighton context**

The Harbour Baths consists of 4 pools with the longest being 50m, which is the length of an Olympic size swimming pool. The nearest Olympic length pool to New Brighton is found in Wavertree, Liverpool, and there is no existing provision in Wirral. Figure 5.42 highlights that the Marine Lake could physically accommodate a pool of this size whilst retaining the rest of the Lake for open waters swimming.

## 5.53 - MP5\_SITE PRINCIPLES

The following design parameters explore the potential application of a bespoke new floating Lido on the Marine Lake, and the potential to provide ancillary support facilities with a new hotel which may provide economic support to its delivery and management.



### Location

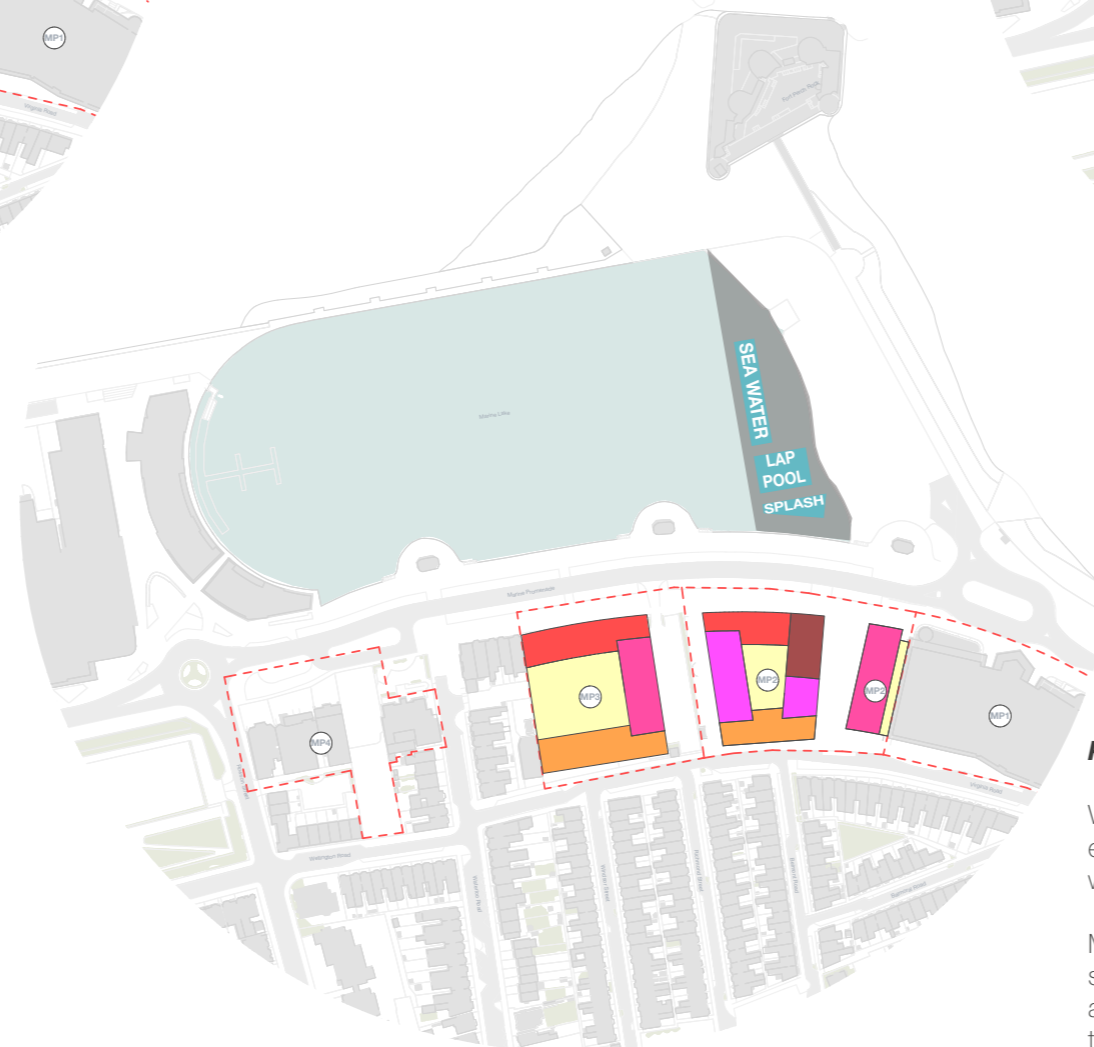
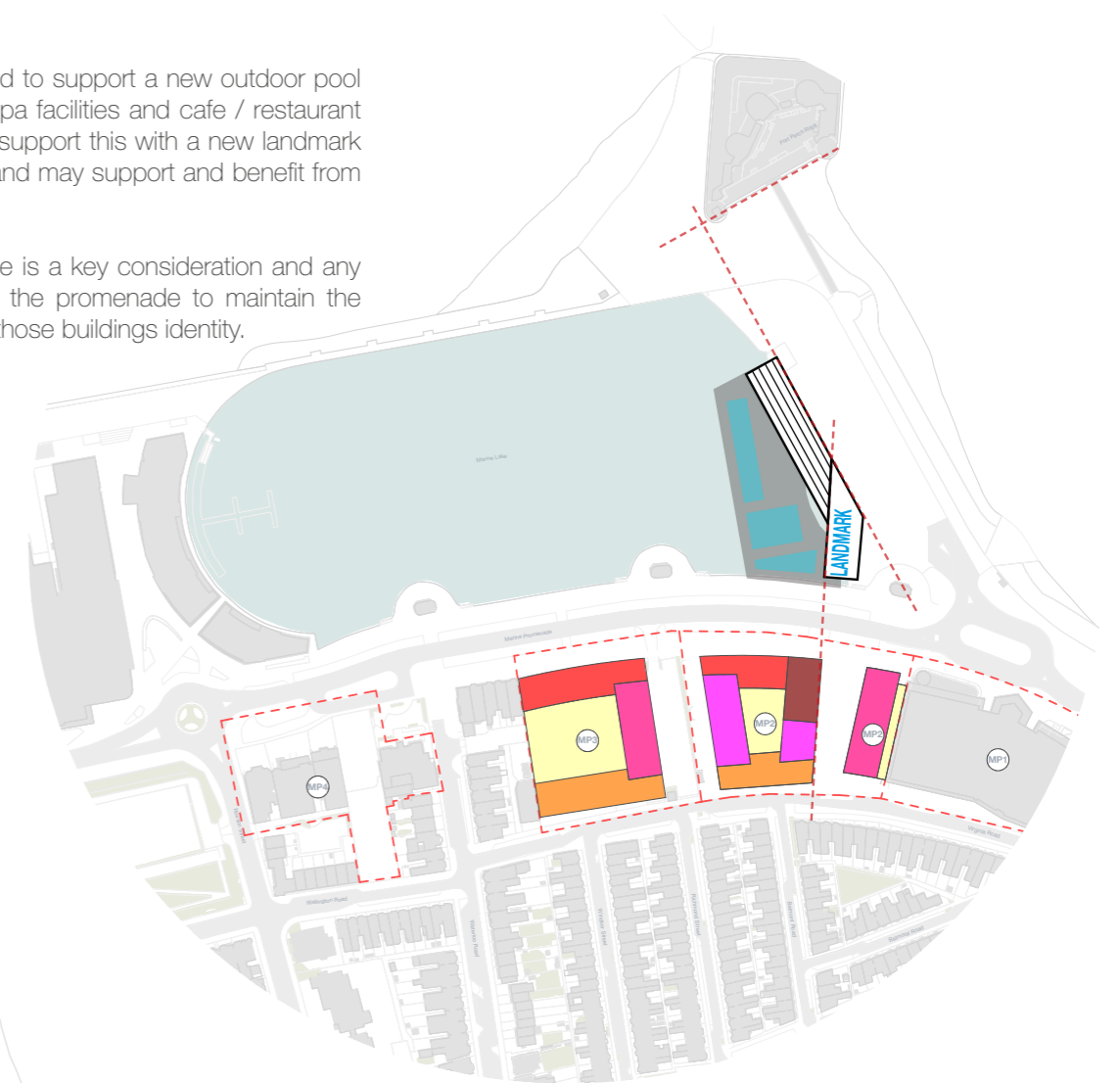
The Fort Perch Rock is a special location for both the setting of the Grade II\* Listed buildings but also the expansive 'corner view' and relationship to the promenade. It is also a place that is open to the path of the sun throughout the day, capitalising on the evening sun to this area.

A relationship to the external wall of the Marine Lake is identified looking to establish a potential 90 degree alignment from this as a maximum extent of any pool development. As illustrated on the previous pages this still leaves a significant body of water, and the potential for future leisure use, perhaps for longer open water swims, or even reintroduction of rented small boats as part of a leisure attraction to this space.

### Support facilities / building

There are a number of facilities that would be needed to support a new outdoor pool offer from the simple changing, to wellness and spa facilities and cafe / restaurant experiences. Alongside this there is a potential to support this with a new landmark hotel offer in a place that would be totally unique and may support and benefit from the pool complex being discussed.

The setting of the Fort Perch Rock and Lighthouse is a key consideration and any scale would be intended to be location towards the promenade to maintain the distinct sense of disconnection that characterises those buildings identity.



### Pools

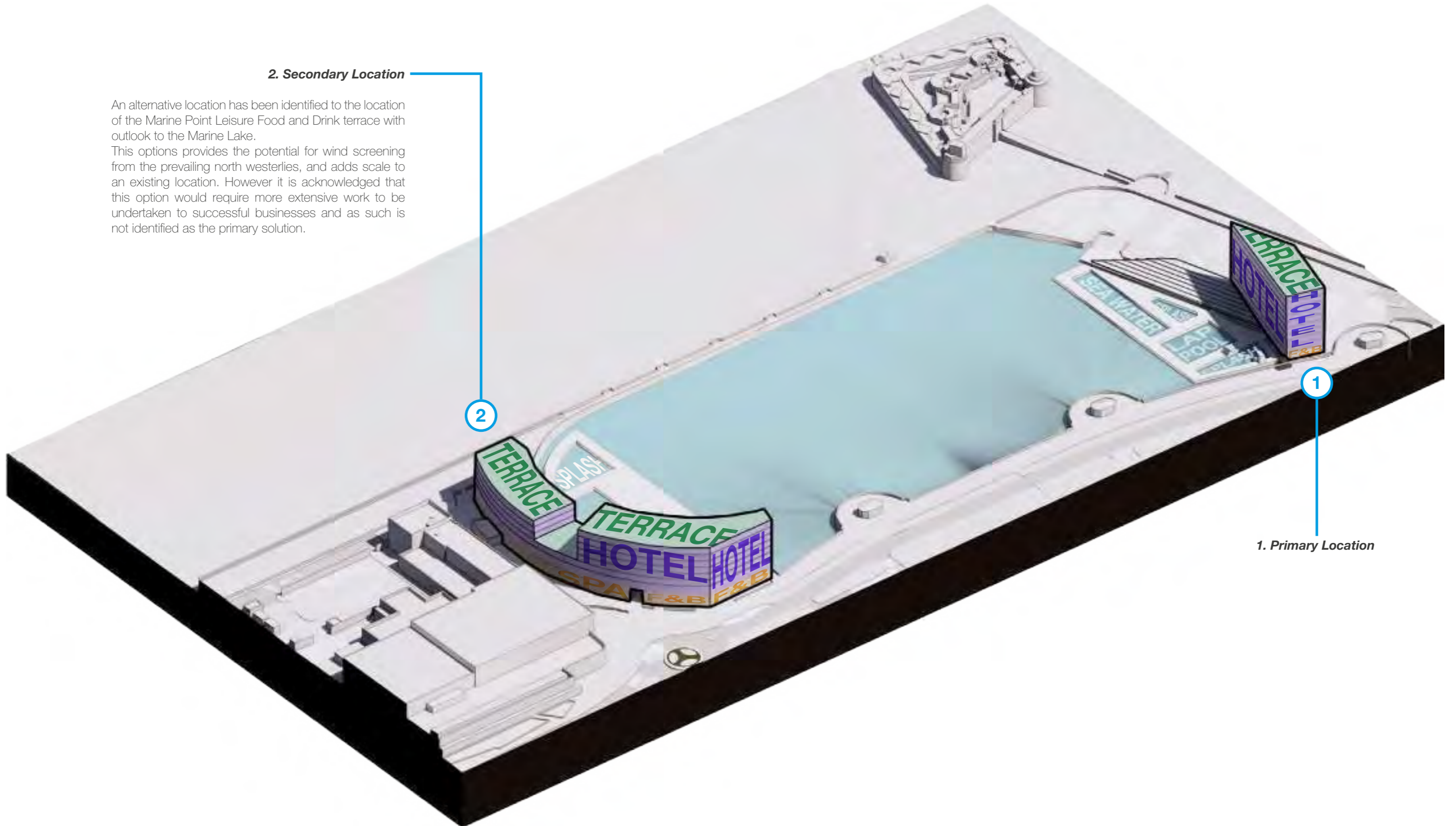
Within this zone the Pools incorporated within the Scandinavian examples illustrated have been used to provide a sense of scale within this zone.

Marine Lakes such as Weston Super Mare also incorporate sand beaches which could also be a component of this zone to allow improved engagement with the water than is possible on the beaches outside the walls.

## 2. Secondary Location

An alternative location has been identified to the location of the Marine Point Leisure Food and Drink terrace with outlook to the Marine Lake.

This options provides the potential for wind screening from the prevailing north westerlies, and adds scale to an existing location. However it is acknowledged that this option would require more extensive work to be undertaken to successful businesses and as such is not identified as the primary solution.



1. Primary Location

## 5.61 - VQ1\_HISTORY

The earliest street pattern evident on the Cheshire Tithe Map from 1841 indicated Rowson Street, Victoria Road and Virginia Road. The cross roads has and continues to be an important focal point in the town. Today it marks the traditional high street. A place that is undergoing a transformation with public art, independent retail and food and beverage uses.

The character of Victoria Road is one that alongside the early establishment of the street pattern, was also established with a strong terraced frontage - much of which remains today.

The site identified is focused around the former Co-op Supermarket building which sits at odds to the street scene, low and surrounded by space rather than set within the tight urban grain of the area.

### 1875

Only the southern side of Victoria Road is established with the northern side to have very little development, other than the forming of Waterloo Road as a link to the waterfront.

The site has a run of terraced properties evident to Victoria Road, but with little to Hope Street.

### 1911

Rapid development can be seen on this plan with the town plan established and Victoria Road now clearly defined with terraced properties to both sides of the street. The rear of the site is now developed with a small chapel and a police station.

### 1926 - 1937

Very little would appear to change during this period to the context of the corner site.

The site continues to indicate the terraced properties into the 1970's and it would be assumed was cleared as part of the MDC work in the 1990's to create the development site for the current building.

### Current

The building is no longer in use by the Co-op as a supermarket, and has since been painted and covered in large scale street art. The context of the building remains unchanged with a small surface car park to the east, and more surface parking to the south to Rowson Street set around a single storey building.

Whilst the street art has improved its role on the corner junction, it still does not present a key junction point and is not in keeping with the character or density of the street beyond.



1875



1911



1926



1937



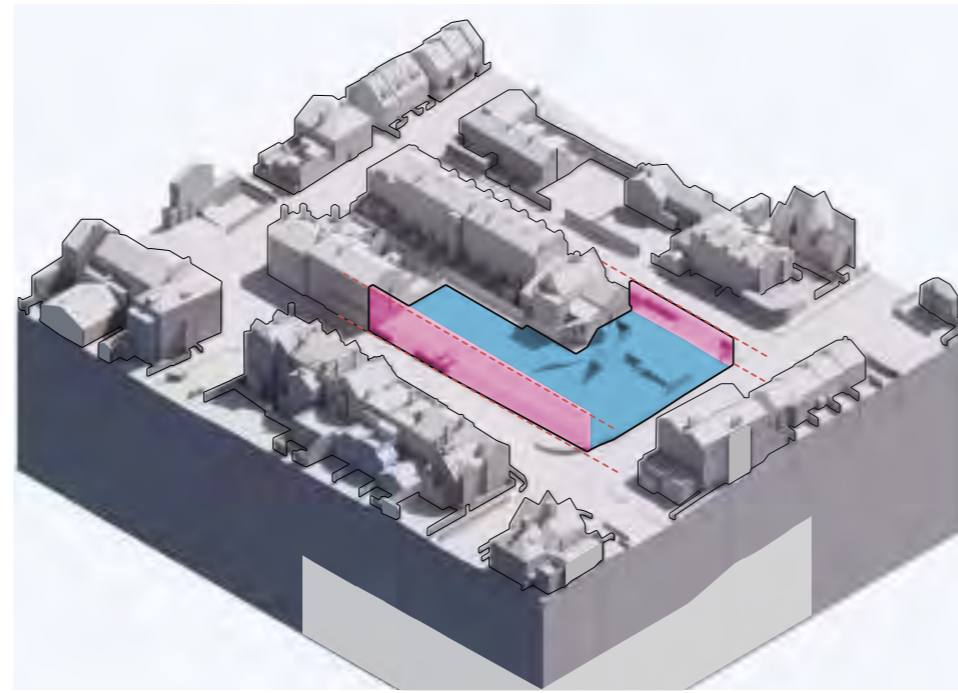
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## 5.62 - VQ1\_SITE PRINCIPLES



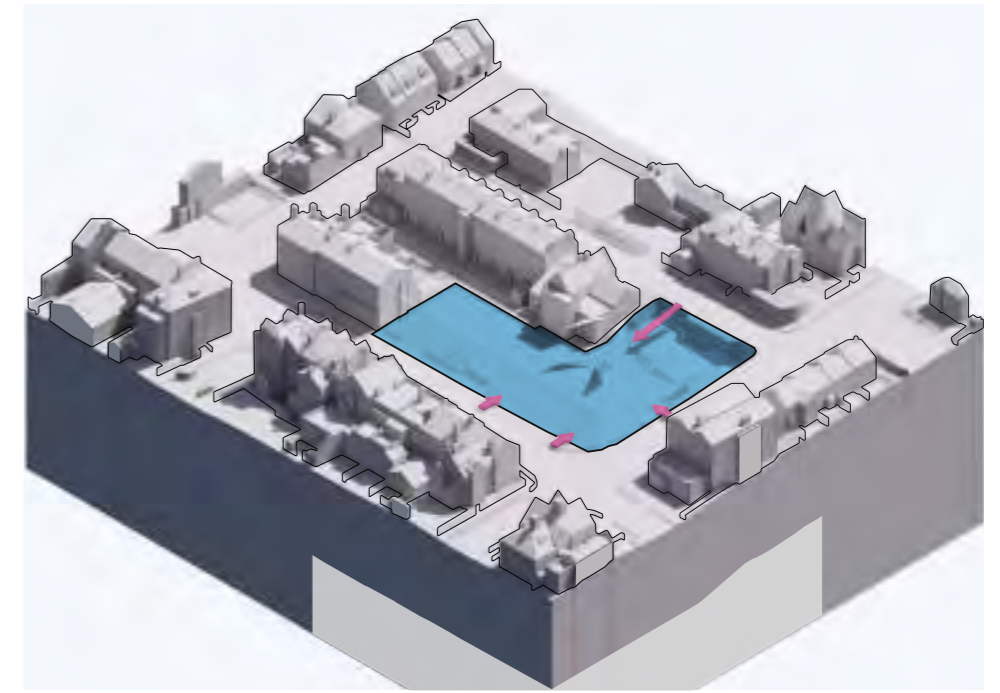
### Existing site

The boundary of the site is highlighted in red. In its current state the building's scale does not suit the surrounding area of Victoria Road.



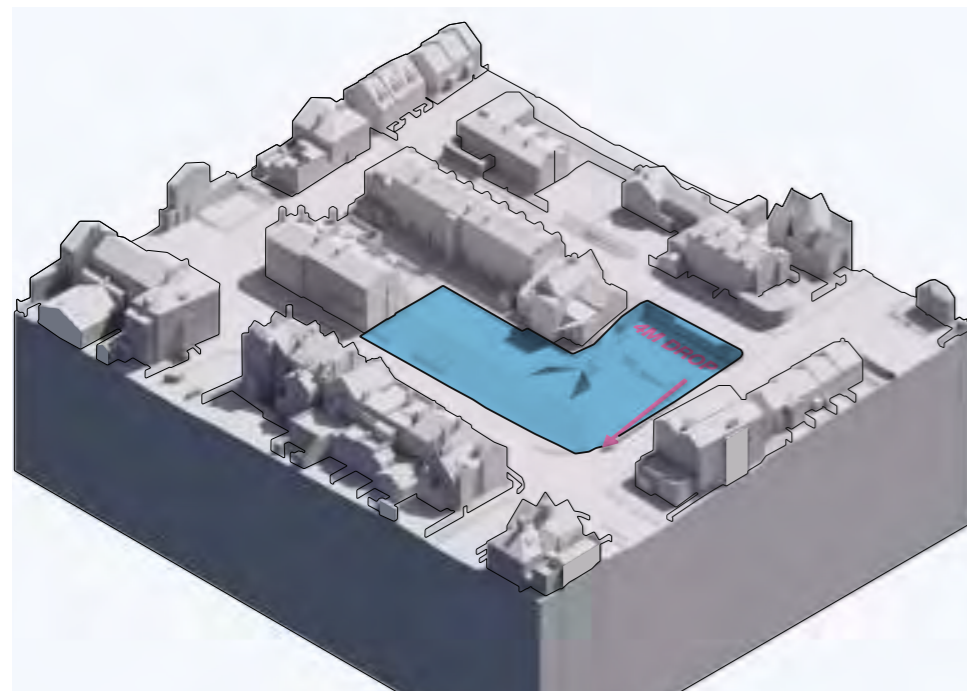
### Building Alignment

Strong building lines can be found on Victoria Road and Hope Street. It is recommended that proposed schemes address this constraint.



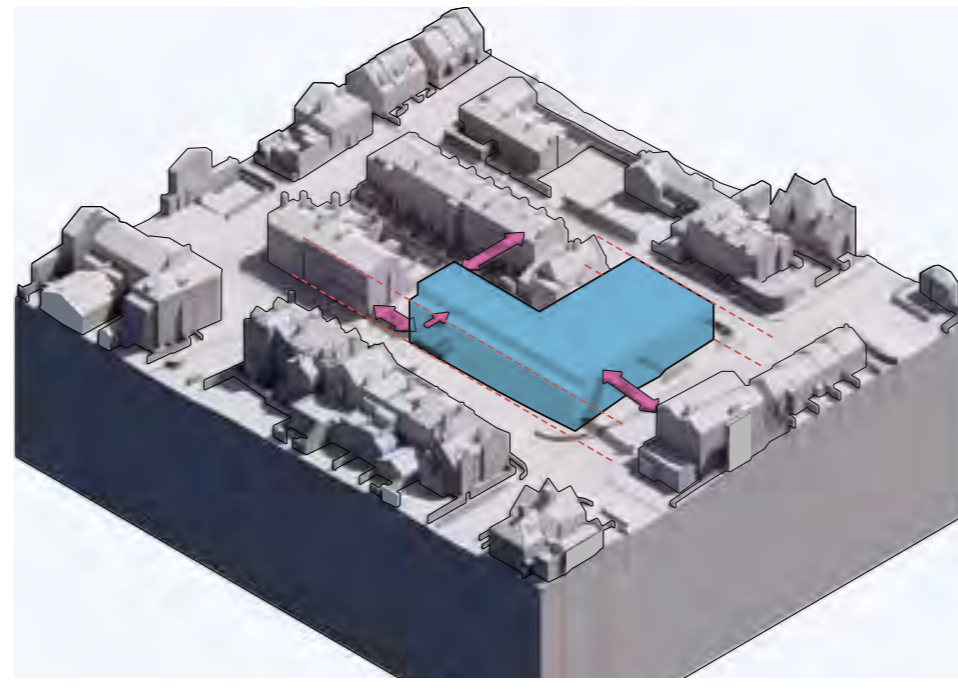
### Access

The established commercial street and key roads adjacent to the site create the need for a double fronted scheme. Aspirations to reduce traffic to Victoria Road leave Hope Street as the preferred location for service and vehicle access to the site, which is the current arrangement.



### Topography

Approx. 4m level change across site. Proposed schemes must respond to this challenge in order to appropriately respond to the site context.



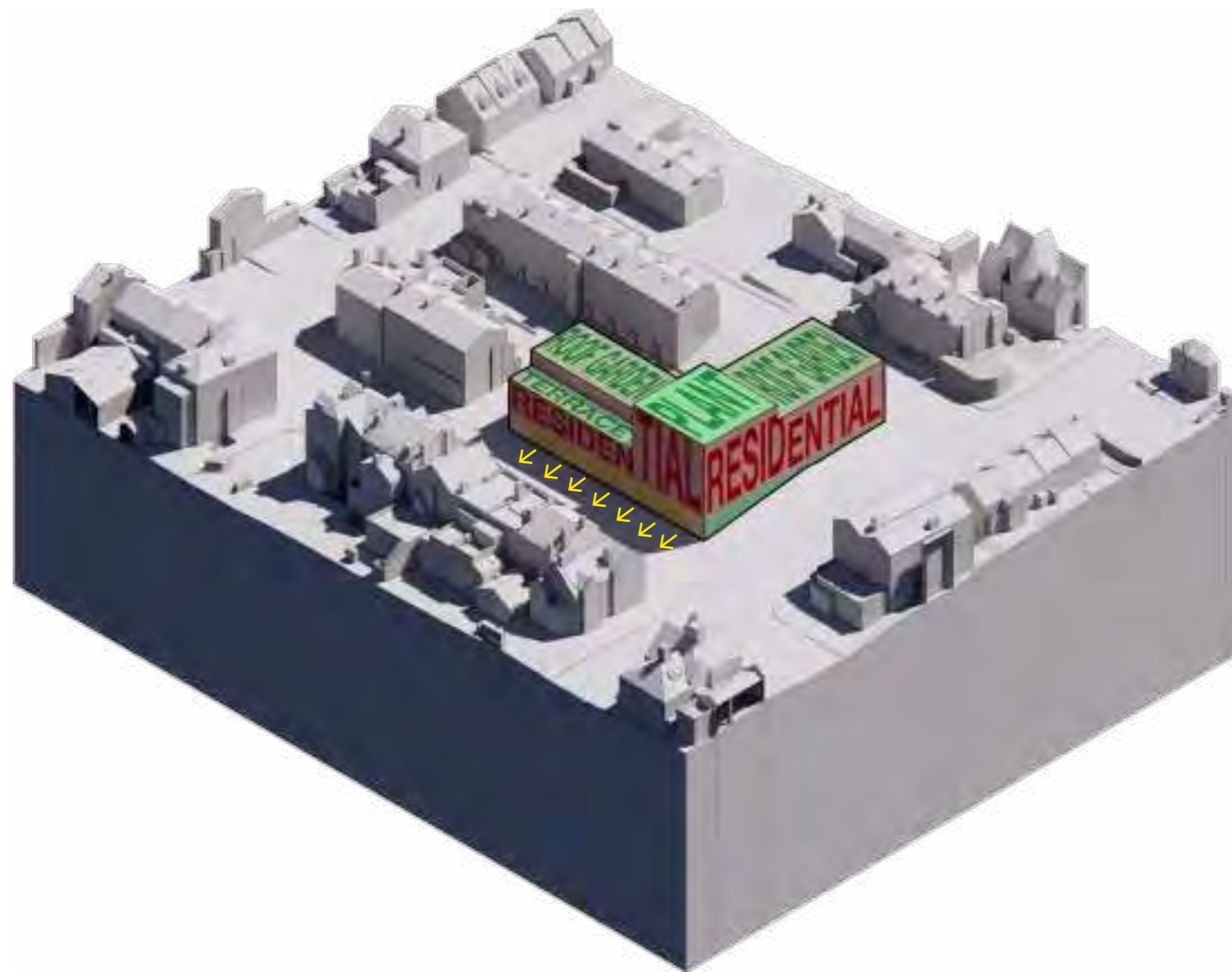
### Separation Distances & Setbacks

Building setback aligns to existing context eaves height. Highlighted setbacks allow increased height of a proposed scheme to respect the existing building while maximising site potential. Key separation distances have been highlighted.



### Scale and Massing

The corner of Rowson Street and Victoria Road is very prominent so to highlight its important increased height could be given. This would be visible from the train station drawing people into Victoria road.



**Uses**

The ground floor of the block should have an active commercial front to Victoria Road, as this is currently a lively independent street. Residential spaces can then be introduced above increasing the day to day use of the site. All amenity space shall be facing Rowson Street where it can be hidden due to the topography of the site. The roof should be utilised for residential amenity and terrace space. The highest point of this development should include a plant roof which utilises photovoltaic panels. As this option has 59 dwellings there is a requirement to create a local area for play (LAP), this has been provided along Rowson Street.



**Public space**

By pulling back the building from the street a public square can be introduced opening up Rowson Street to Victoria Road. As this site is the gateway for the new Victorian Quarter.



**Public space**

Creating a green space which steps with its topography will help to activate this public square. The tree line can help defend against the road with the ultimate goal of creating a square which takes over the road.

5.63 - VQ1\_PRECEDENTS



**Precedent Ideas**

The materiality of any new build should match the context of Victoria road, which is mostly brick buildings that have been painted. A mural could be relevant on the building if done appropriately on a gable for example.

The precedents show a ground floor which has an active use and is treated differently to what is above. Set backs have introduced so that the building is not dominant on the street.



6.0

**LANDSCAPING AND  
INFRASTRUCTURE**

## **SECTION OVERVIEW**

This section shall discuss the infrastructure and parking provisions needed for the masterplan.

## 6.1 - LANDSCAPE MASTERPLAN

Marine Promenade is a very special place on the Wirral; The Marine Lake and shelters, setting of the Fort Perch Rock and Lighthouse, cycleways, long promenading walks, views towards Liverpool and the Estuary, the Floral Pavilion Theatre, and a range of leisure uses.

However, today it has a lot of hard landscaping and is disconnected from the beach, dominated by cars where conflict between pedestrians, vehicles and cyclists is common. Parking spaces provide supreme convenience, but at the expense of public realm and the legibility for pedestrians and disconnected cycling routes. Paving lacks quality detracting the promotion for commercial which is doing little to attract a thriving street scene.

The success of the Masterplan is undoubtedly linked to the quality of landscape setting. The Council is developing a number of strategies relating to parking, active travel and electric vehicles, which will shape future infrastructure proposals in this area. The Masterplan has identified a number of potential landscape interventions along Marine Promenade. It should be noted that these ideas are aspirational and will need to be subject to further consideration and review as part of the emerging strategies highlighted above. These ideas include:

- Improving Movement and Legibility; creating high quality spaces for all
- The Leisure Terrace; Creating a street scene that encourages dwell times and takes advantage of the amazing outlook
- Theatre Plaza; A place where the Floral Pavilion can be felt on the street, a place where the beach feels like a part of the Marine Promenade.
- Pop-Up Beach Park and Marine Lake Beach; A new place in the town that allows visitors to engage with the water in the Marine Lake no matter what the tide is doing, and a flexible space for events and public artwork that New Brighton is becoming known for with a place for parking but that is managed appropriately to not impact a special place in the town.

- Look-Out Gardens; Creating legibility of pedestrian and cycling routes with a view to the skyline of Liverpool  
Further to this Victoria Road is a clear requirement to be considered comprehensively as part of the Masterplan to ensure both work together rather than as competing elements of the town.

The landscape and public realm masterplan is setting a vision for 'a new' Marine Promenade as the central spine with a series of events hung from it. This is a focal point of the New Brighton promenade experience, a place to be, and to be seen.

Our vision for Marine Promenade is a place that is active and vibrant, where people are encouraged to dwell and take in the

views and experiences that are on offer, somewhere that has street dining, public art and unique maritime green spaces that provide shelter and year round vibrancy. A place where health and well-being, creativity and heritage can all be seen and felt.

We see the relationship to the car being rebalanced - not removed, but spaces that can be agile and adaptive provided for new public realm and clear legible cycle and footpaths that design out conflict and encourage more users to the area.

The Promenade is the longest in the UK and whilst it connects a long way, it lacks connections to the town it serves and the masterplan is looking to drive through new permeability, bring more use into the heart of the town and bring that activity to the promenade as a self sustaining environment.



Figure 6.1 - Current view of New Palace Adventureland

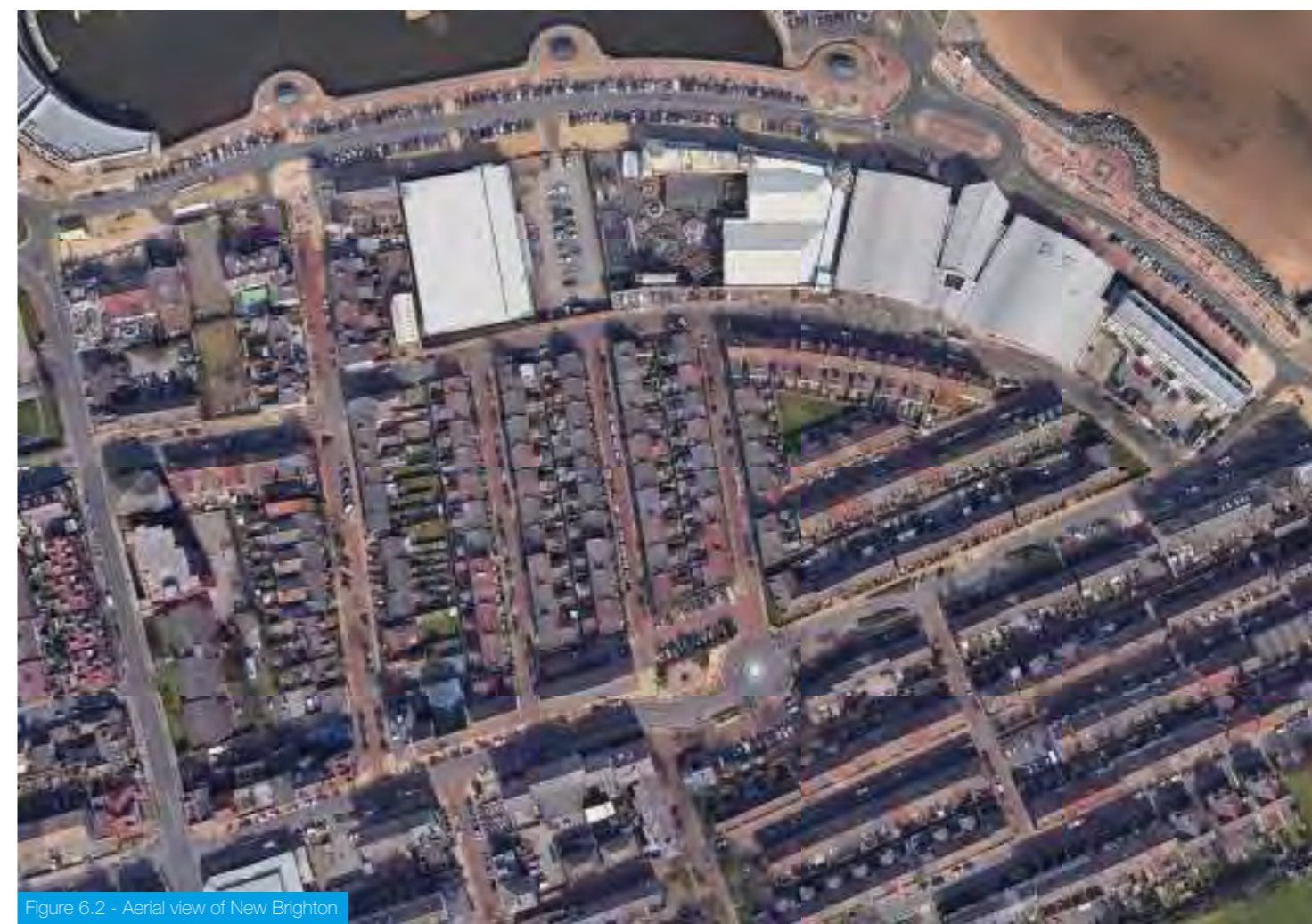


Figure 6.2 - Aerial view of New Brighton



Figure 6.3 - View of car dominated hard landscape



Figure 6.4 - View of off street parking dominating the landscape



Figure 6.5 - Fort Perch Rock car park in operation

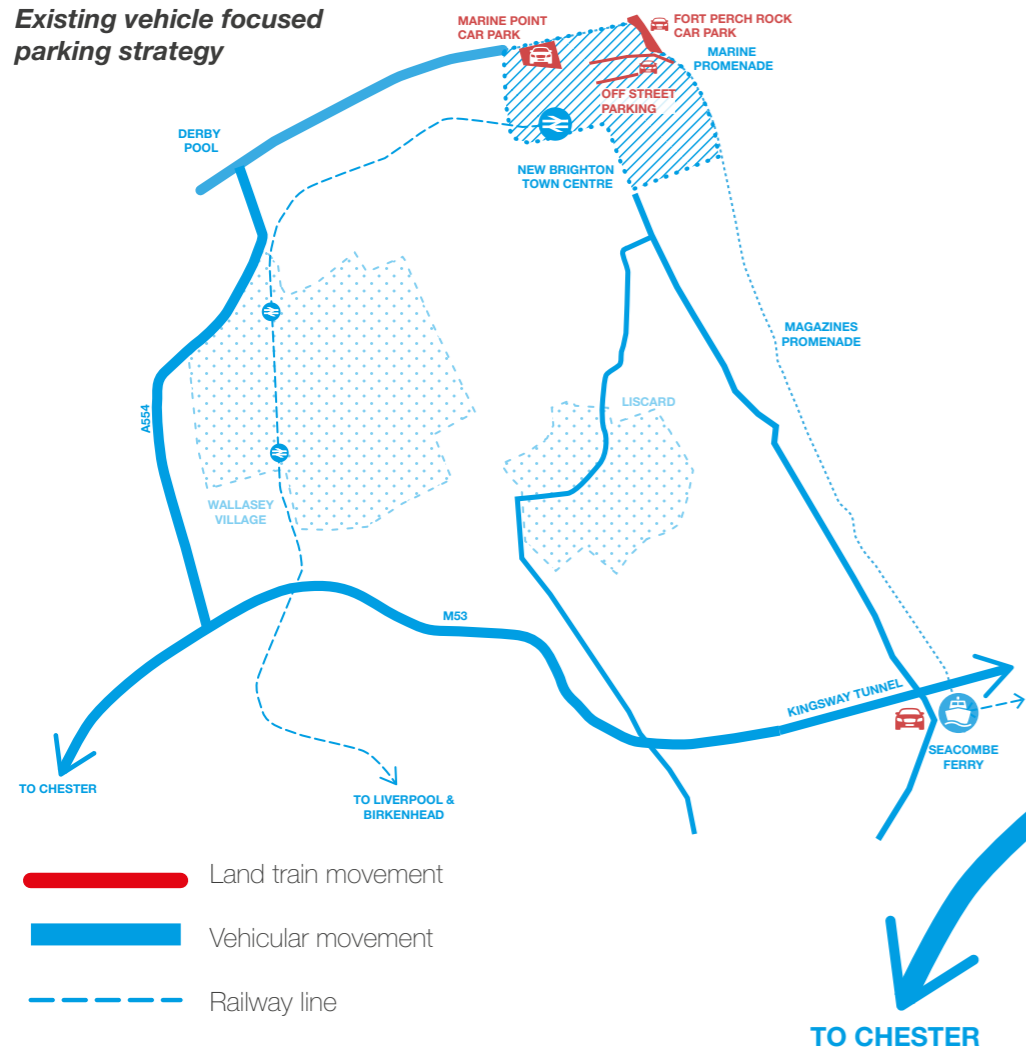
Figure 6.6 - Marine Promenade Proposed Landscape Masterplan

## 6.2 - POTENTIAL PARKING STRATEGY

The existing parking strategy within New Brighton is to park as close to the heart of the town and the leisure as is possible, with parking often provided outside of businesses front doors. There are four primary parking locations in the town, Marine Point, Marine Promenade, Fort Perch Rock and Kings Parade, plus traditional high street parking to Victoria Road or two small public car parks within the centre. These parking spaces will include extra provision for electric vehicles (EV's) and disabled parking.

A potential strategy to change the balance of the town key public spaces of Marine Promenade; to more landscape and pedestrian focused, Fort Perch Rock; to managed event space, and Victoria Road as improved street dining and landscaping, is to look to improve active travel access- with; improved connections from the station, potential for tourism focused 'park and ride' offer pulling vehicles off the road before they get to the main event, and to integrate Mass Transit to further reduce the need to drive.

### Existing vehicle focused parking strategy



### Proposed alternative public transport focused parking strategy

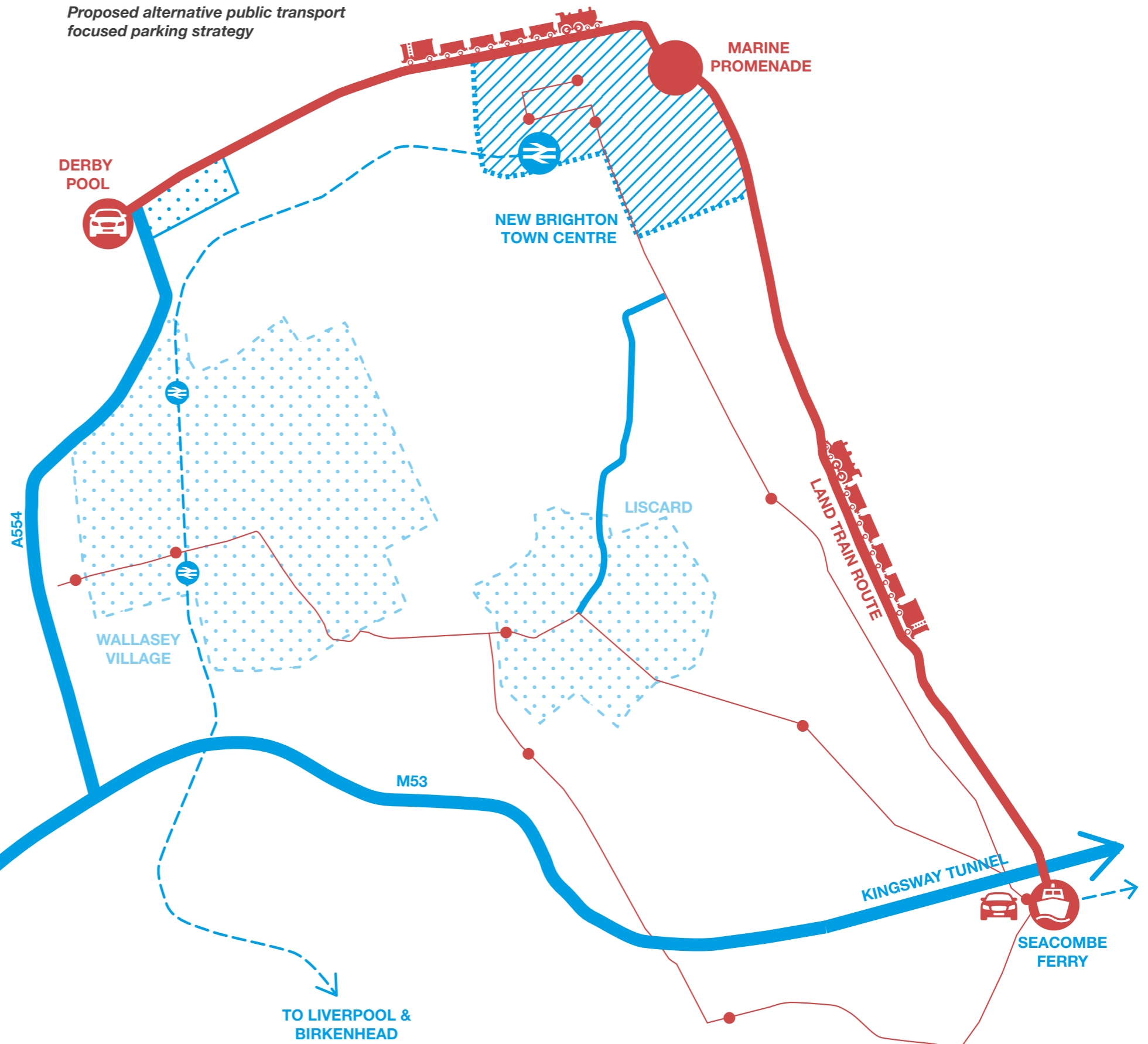


Figure 6.9 - Current view of Magazines Parade



Figure 6.10 - View of the dips potential parking location



Figure 6.11 - Seacombe Ferry Terminal



Figure 6.12 - Current view of Kings Parade

## 6.3 - POTENTIAL ACTIVE TRAVEL ROUTES

Further to the potential strategies to reduce the space for vehicles in the key pedestrian spaces in the town, is also to support this with enhanced cycle and footpaths to increase the sense of connection and the real choice to walk or cycle to New Brighton.

The Wirral Circular is a key route, and aligned to this is the LCWIP provision from Birkenhead to Liscard Village. Today New Brighton is a broken link in this diagram and could provide an enhanced reason to travel to New Brighton and take advantage of this unique place to improve health and well-being of all who enjoy it as an external brand identity.

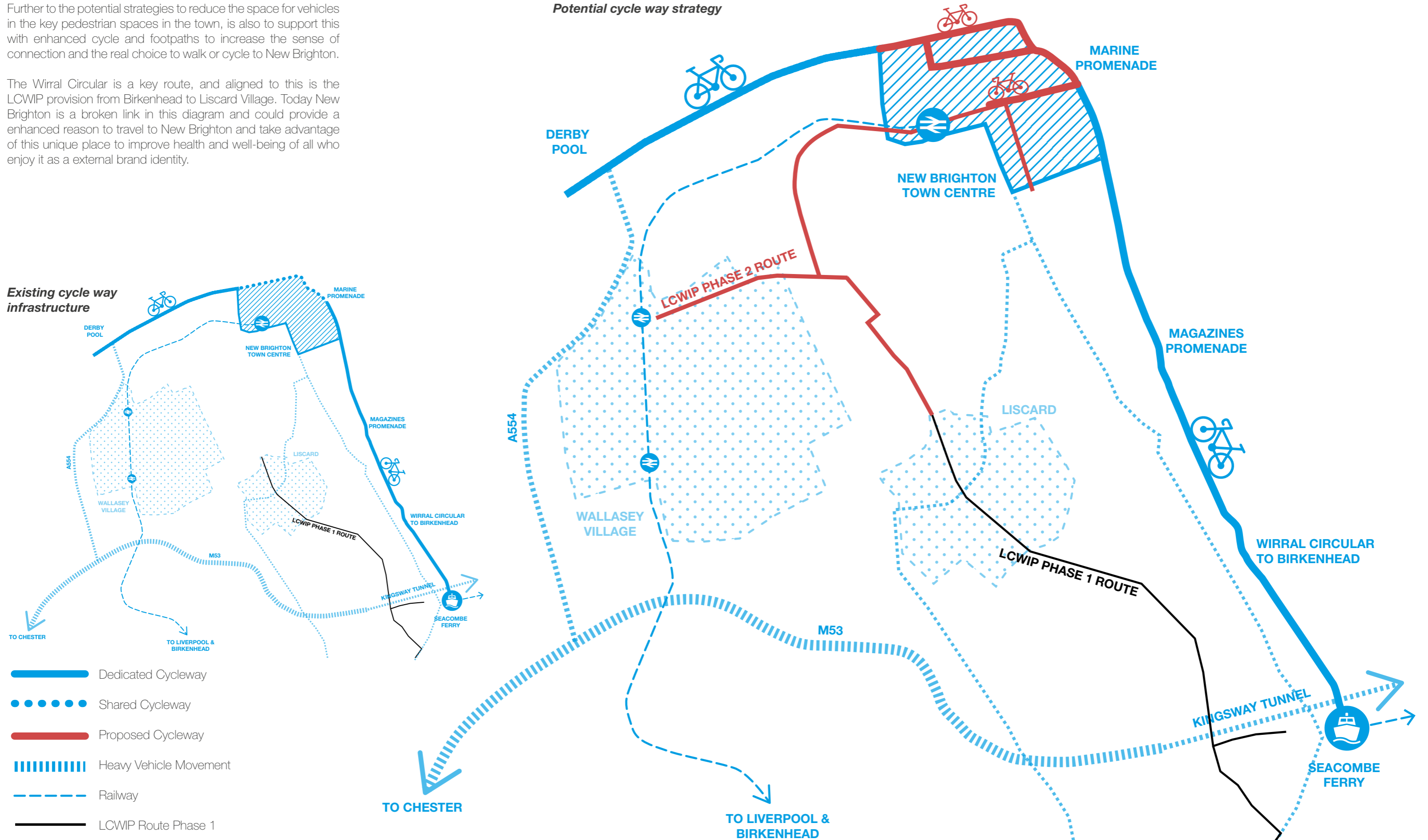




Figure 6.13 - Current view of Kings Parade



Figure 6.15 - View of Magazine Promenade



Figure 6.17 - Example of successful cycleway in London



Figure 6.14 - Current view of Marine Promenade



Figure 6.16 - View of Marine Promenade



Figure 6.18 - Example of successful cycleway in Copenhagen

## 6.4 - POTENTIAL VEHICLE MOVEMENT STRATEGY

### EXISTING VEHICLE MOVEMENT

The Marine Promenade is a key draw-point for vehicle movement in New Brighton with large areas of surface parking along the road and in a car park to the Fort Perch Rock. Vehicles can often be seen queuing within the road waiting for spaces to become available looking for supreme convenience which is offered today at the expense of the quality of environment when exiting the car. When the Marine Promenade and Fort Perch Rock are full traffic moves to the Marine Point car parks, and from there on to Kings Parade at peak times.

There is a mixture of two way traffic and one way systems within New Brighton, with the Marine Promenade and Victoria Road Quarter are independently accessed creating little linked traffic.

Servicing to the Marine Promenade businesses is generally via Virginia Road with this also providing access to the loading bay for the Floral Pavilion. This also serves to add larger vehicles into otherwise domestic residential streets.

Aligned to the Floral Pavilion is a large bus / coach roundabout that provides a major impact on the movement of vehicles and quality of a key point on the peninsula. The Fort Perch Rock opposite is noted as being important to the function of the Floral to support evening shows.

The RNLI operate a key piece of public infrastructure and use the Marine Promenade to gain access to the slipway to Tower Grounds. Today this at times can be congested by the above and increase critical response times.







-  Current two way movement
-  Current one way movement
-  Proposed two way movement
-  Proposed one way movement
-  Service route
-  RNLI route



Figure 6.7 - Existing Vehicle Movement



Figure 6.8 - Proposed Vehicle Movement

## POTENTIAL VEHICLE MOVEMENT

In order to improve the quality of public environment to the Marine Promenade a number of interventions have been considered:

- Reducing the amount of parking to the roadway to Marine Promenade to maximise public realm.
- Removing the gyratory to the Floral Pavilion in favour of use of the car park junction to allow turn around of larger vehicles and give back a large area of public realm.
- Change the junction from Kings Parade to Marine Promenade to aid the feeling of having arrived and removing the barrier of the roundabout.
- Changing the direction of traffic to Victoria Road to increase engagement from the traditional (reinvented) high street to the Marine Promenade Leisure anchor.

The use of the Fort Perch Rock could be more closely managed to allow a wider use than just car parking, but maintain function of night time event use by the Floral Pavilion. This would no doubt take some time for regular visitors to adapt to, but the benefits to the experience and what could be held here; such as New Brighton Rocks, travelling shows etc could provide significant benefit to the town, whilst in the winter months could return to parking use.

By introducing a one way system to Victoria Road in the diagram changed to east to west, this allows for greater use of the street for independent traders and street dining adding to the environment already being created. This also allows the potential for the parking areas to the heart of the town to be formalised an potentially increased, but also being a space that could be adaptable for markets of other events within the town.

Through the introduction of signals to the Kings Parade junction and the reduction in parking to Marine Promenade this also allows the potential for the RNLI access to the water times to be significantly improved, and space created for supporting active travel solutions to balance and parking loss / displacement - with Land Train and Mass Transit, as well as improved cycle / scooter access.

## 6.5 - MOVEMENT AND LEGIBILITY

The Marine Promenade Masterplan aims to create a place with clear legibility for users. This can be achieved in a number of ways, as set out below:

- Providing cyclists will be provided with segregated routes through the whole of the Marine Promenade frontage.
- Vehicles and walkways could be clearly separated with parking spaces that cross brought to an absolute minimum to improve safety and quality of public realm environment.
- A potential re-routing of the RNLJ route from Kings Parade to the slip on Marine Promenade to near Tower Grounds will be protected through traffic flow amendments and parking changes.
- Parking spaces should be reduced to the promenade to promote more public realm space for unique marine green landscapes, spaces for people to sit and play, and marvel in the amazing setting.
- Space will be created for a new Land Train to be provided to allow connections from Seacombe Ferry Terminal to the Marine Promenade in New Brighton.
- Connectivity to the water will be promoted breaking the barrier of the sea defences with a new stepped and ramped landscape

The routes on the plans illustrate the thinking with each colour representing a different user:

- Waterfront route (blue)
- Land route (green)
- Cycle route (yellow)
- Land train (purple)



Figure 6.19 - Land train and mixed use public realm



## 6.6 - LEISURE TERRACE

The Leisure Terrace provides an opportunity to create a place that will be about looking into the Marine Lake, taking in the view of the Fort Perch Rock and Lighthouse beyond, and the setting of new development that opens to the street creating a new cafe culture street scene captivating audiences for longer.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Creation of new public realm in place of parking space offering a new a varied spaces for the public to dwell for longer periods of time.
- Creation of an amazing maritime dune landscape to bring new greenery to the frontage encouraging biodiversity and natural surface water attenuation (SUDs)
- Creation of new family landscape spaces to encourage children's play
- Creation of spaces that allow and encourage views into the Marine Lake
- Creation of space for street vendors to animate the frontage
- Unique new external lighting that creates a space that people want to use 24/7
- Creation of new shared surface crossing points over the promenade to breakdown the flow of traffic
- New route for a Land Train
- New shared surface route for cyclists
- A new signalised junction to the roundabout to Rowson Street junction allowing new shared surface super crossing to connect to Marine Point
- Removal of the layby road to Union Terrace allowing either the creation of new public realm or extension of the development site to the terrace as illustrated
- Creation of a characterful new square to Waterloo Road junction
- Creation of a new public realm street connecting the promenade to Richmond Street



Figure 6.20 - Leisure terrace



## 6.7 - THEATRE PLAZA

Theatre Plaza provides an opportunity to create a space that is a celebration of the performing arts history in New Brighton, of famous acts, shows and events that have happened. New Brighton's floor of fame.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Creation of new public realm in place of the gyratory extending footpaths and an extension of the dune landscape from the Leisure Terrace.
- Changing the access surface treatment to the Fort Perch Rock car park to a shared surface that allows public and cyclist priority to the crossing point.
- Landscape paving that shows the history of the performing arts of the town, and designed to be allowed to grow with the town
- A space for a 'red-carpet' leading the public to the Floral Pavilion and creating the feeling of events
- A landscape that allow external performances to take place, and use of the Floral Pavilion's terrace area as a stage, or perhaps changed to become a giant set of steps to allow the public to take in the view on this key corner and draw people into the building bringing with it more economic sustainability.
- New shelter structures to add to the existing Marine Lake structures and the identity of the town providing some shelter for the public on both rainy and sunny days
- Unique new external lighting that creates a space that people want to use 24/7
- New route for a Land Train
- New segregated route for cyclists
- Creation of an amazing maritime dune landscape to bring new greenery to the frontage encouraging biodiversity and natural surface water attenuation (SUDs)



Figure 6.21 - Theatre Plaza



## 6.8 - POP-UP BEACH PARK & MARINE LAKE BEACH

### **Pop-Up Beach Park**

This is a potential place for New Brighton's large scale events to take place in the town. Not to take away from use of the dips, but to add to this and bring back events such as New Brighton Rocks taking advantage of this amazing setting.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Public art surface treatment to the car parking surface allowing a wider range of events and pop up temporary uses
- New signage and parking controls that allow the use of the parking when not in use for events.
- New segregated route for cyclists linking to the Marine Lake walkway
- Some small elements of dune landscape greening and addition of biodiversity, but a space that is designed to be flooded from the tide
- .- Provision of points for events to connect into power and data

### **Marine Lake Beach**

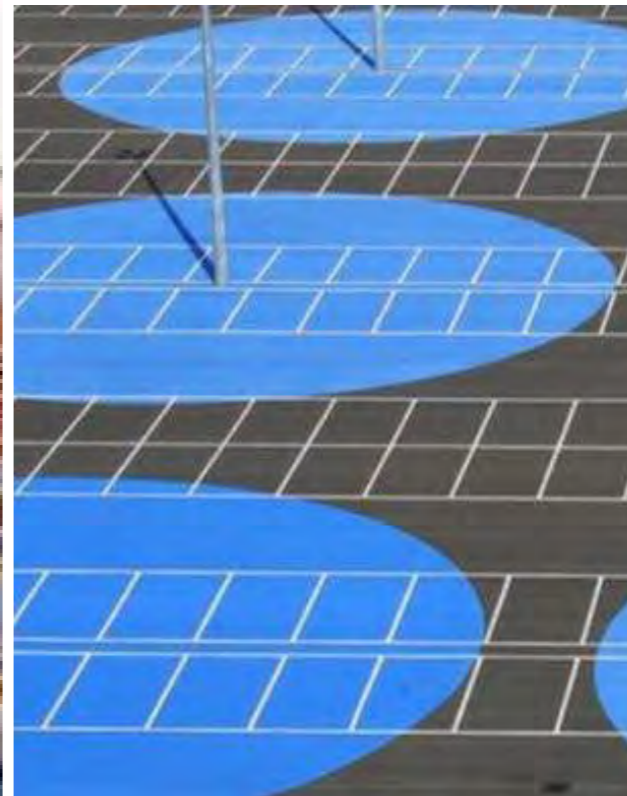
This is an opportunity for a new beach in New Brighton that allows visitors to engage with the lake in a new way and in a space that is afforded some shelter from the wind by the walls.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Creation of a level access sand beach that drops into the lake from the car park today
- Ability to add some element of dune like landscape associated with this to add visual greening and space for enhanced biodiversity



Figure 6.22 - Pop-up beach park and lido



## 6.9 - LOOK OUT GARDENS

The small car park on Tower Promenade has arguably some of the best views in the town and the vision here is to transform this into a small pocket park with spaces created for people to sit and picnic and a rich green setting.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Change in the surface treatment of the car park into an amazing maritime landscape setting
- New public seating and lighting to encourage more intimate seating opportunities than offers to the main Marine Promenade frontage
- New route for a Land Train
- New segregated route for cyclists



Figure 6.23 - Look out gardens



## 6.10 - VICTORIA ROAD

This is the traditional high street and a place that is already undergoing a ground up regeneration with fantastic public art work and a range of new food and drink and community uses. This is a place to help nurture with improvements to the street scene and provision of quality public landscape for businesses to help further activate the street.

Key opportunities to enhance this space, subject to the availability of funding, include:

- Increase in the south facing pavement to encourage more use of the street
- Improved public landscaping
- Enhanced formalised parking to allow some reduction to the street and provision of the improved public realm
- A new public square to Rowson Street activating the corner and signalling the high street location



Figure 6.24 - Victoria Road



7.0

**DELIVERY**

## SECTION OVERVIEW

This section sets out the approach to delivery of the Marine Promenade Masterplan. It includes a short, medium and long term vision and has been influenced by key land owner engagement through the process reflecting ambitions for delivery and quantum of development being illustrated.

## 7.1 - PHASING

### Quick wins

One of the easiest options is to trial closure of some of the parking bays to the promenade with pop-up seating and landscaping - park-lets.

The Fort Perch Rock car park is the perfect super graphic public art canvas, and one that could be seen as a quick win opportunity to drive public engagement and ownership and connecting the site to the Victoria Qtr growing creative identity.

Further to this is the increased use of the Marine Lake, with rowing boats / motors boats for seasonal hire introduced, and a sand beach created to the Fort Perch Rock end to act as enrichment of the experience to New Brighton and drive interest and exposure of the area hopefully supporting longer term investment ambitions.



Figure 7.1 - Demolition diagram aerial



Figure 7.2 - Short Term masterplan aerial

### Short Term (0 - 5 years)

This is focused on three key areas of opportunity:

#### 1. New Palace / Adventure Land

It is already known that there is an ambition to redevelop the site from previous public announcements. A Planning Application is anticipated looking to bring forward a mix of residential, leisure & food and beverage ground floors, and a new hotel in keeping with the masterplan ambitions for this site

#### 2. The former Co-op

This is a clear area of under development to the town traditional high street, the building is single storey in an area of Victorian three storied terraced properties. The site is being actively marketed for sale and the Masterplan is proposing a mixed use residential development on a location that should provide good interest.

#### 3. Union Terrace

The site has suffered three demolitions in recent years, with planning applications looking to also be brought forwards which would have been inappropriate development in this context. However this illustrates the level of interest and change being investigated. The Masterplan is intended to illustrate a greater potential in this site and importance for the towns success. With site compilation it would be expected that this would take longer to bring the scheme together, but could be foreseen to also be brought forwards within the short term

Associated with this project is the landscape public realm and highways works proposed as part of the Marine Promenade.

The Marine Promenade highway and landscape / cycle infrastructure works would be proposed within this time frame to align with the investment into the development of the promenade and promoting further development over time, subject to funding availability.

## 7.1 - PHASING

### Long Term (10+ Years)

#### 1. Lido / Outdoor Pool

The creation of a new Outdoor Pool / LIDO for New Brighton is a strategic project of regional importance and as such is seen as a long term goal for the town. The Location identified is a sensitive site and will require a longer planning development period.

The proposal to change the format of the coastal defence structure from rocks to stepped landscape is something to be addressed when the current structure requires strategic reinvestment due to condition or function.

#### 2. Leisure Bowl

Subject to the owners approval this site looks to create a cohesive promenade, with the materials and parameters being similar / in-line with the previously developed adventureland site.



Figure 7.3 - Long Term masterplan Aerial

 **WIRRAL**

**BDP.**