



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 forms part of a wider regeneration strategy for New Brighton and has been developed in the understanding of the wider context of the town and the potential for the town.

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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1.0

**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.

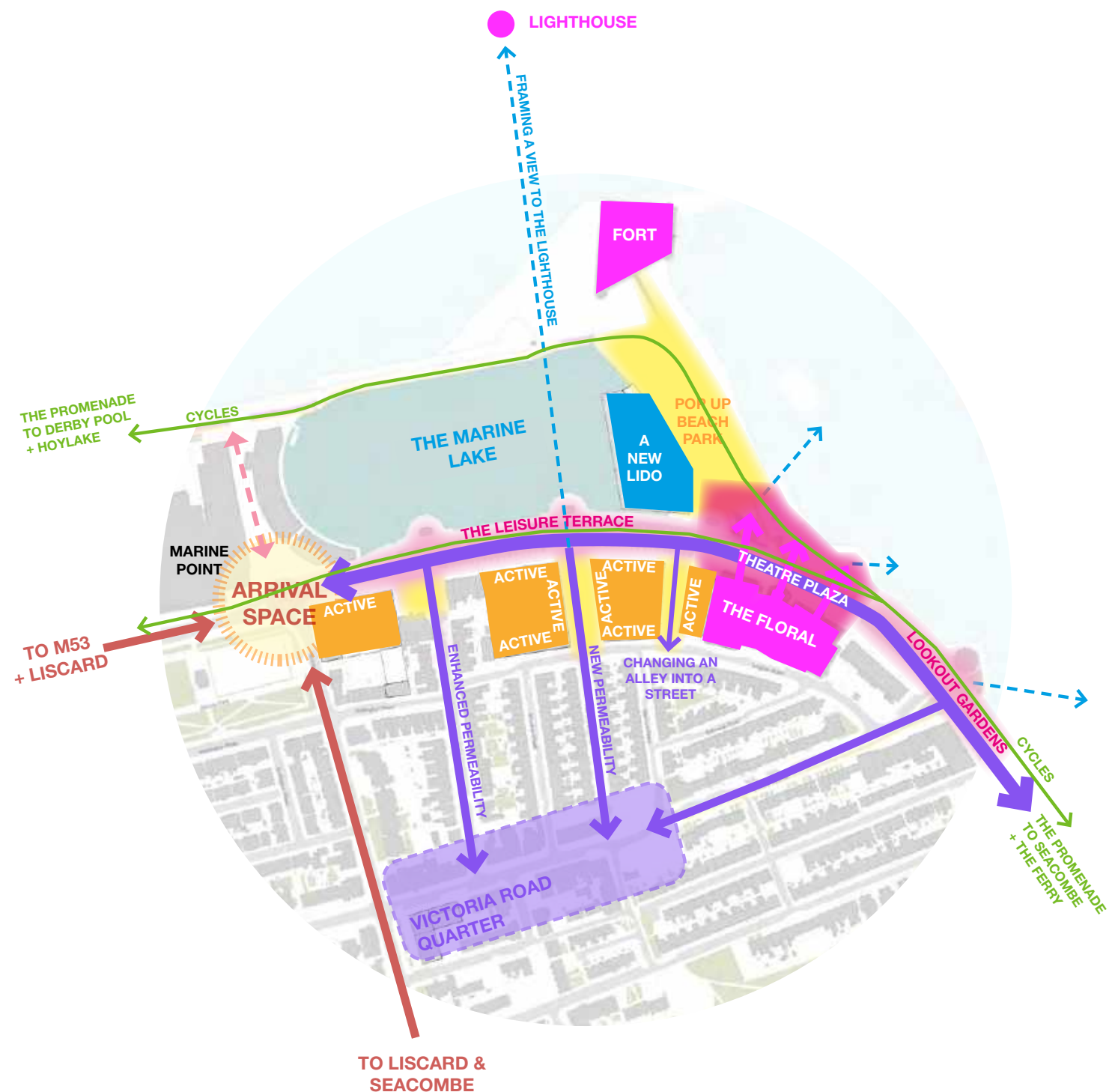
Today Marine Promenade is not reaching its past glories... a new theatre has been built and leisure spot at Marine Point, but tired frontages, poor quality public realm and car-dominated streets remain **it has so much potential to be a showcase and landmark** for a new era, and new, New Brighton.

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.





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.

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 been 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 Centre

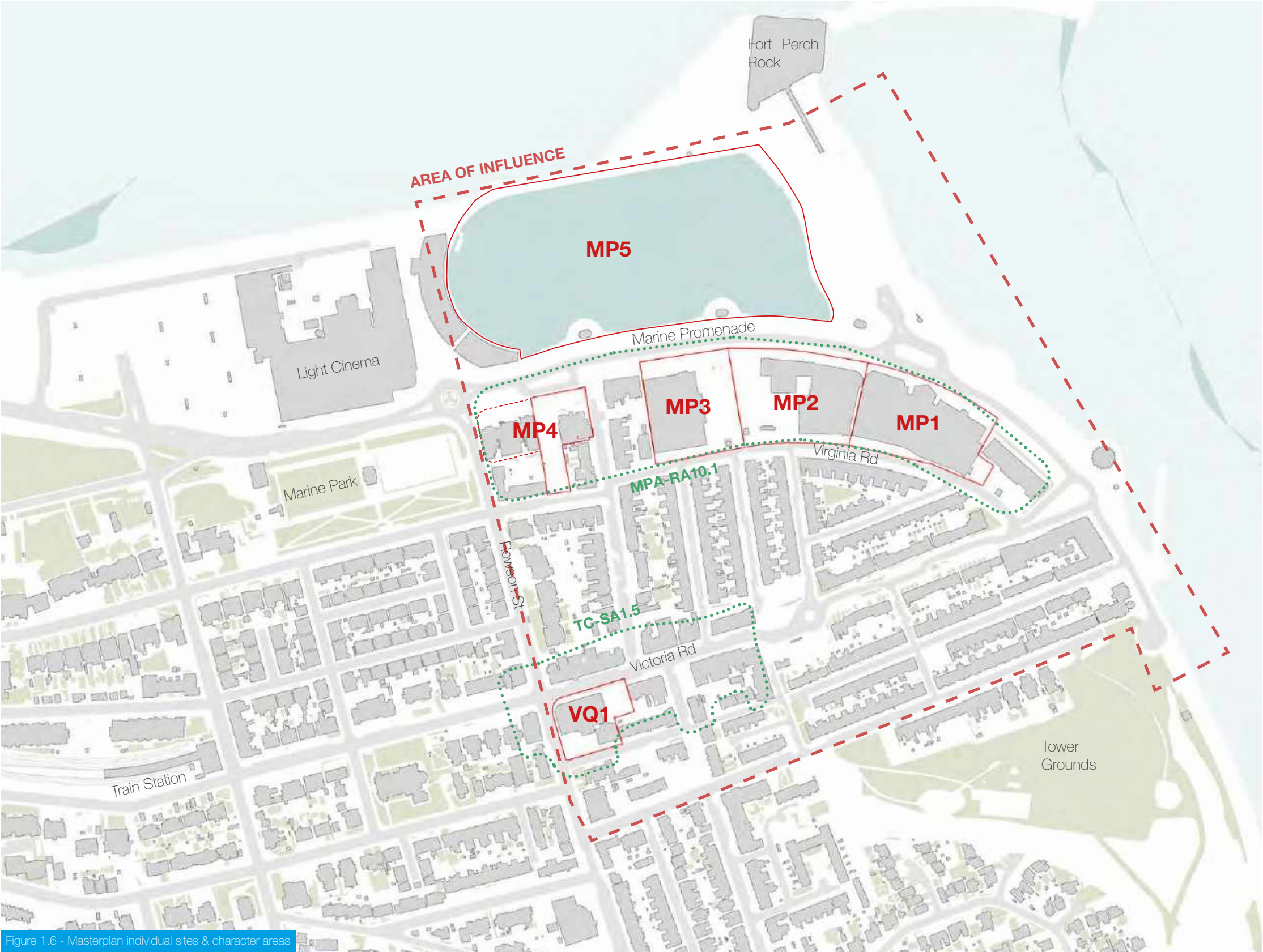


Figure 1.6 - Masterplan individual sites & character areas

1.4 - PLANNING CONTEXT

Figure 1.7 - New Brighton regeneration area



RA 10-New Brighton

- Regeneration Area
- Marine Promenade masterplan boundary (MPA-RA10.1)

For illustration purposes only



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

MARINE PROMENADE MASTERPLAN, NEW BRIGHTON, CONSULTATION REPORT (OCT/ DEC 2023)

Wirral Council's Draft Local Plan has identified New Brighton as a priority area for regeneration, and Marine Promenade as an area in need of a detailed masterplan, to help shape the future of the town.

Two previous public engagement exercises have been conducted about New Brighton, which focused on issues and opportunities for New Brighton in Phase 1 and on local ideas for developing the New Brighton Neighbourhood Framework in Phase 2.

A third phase of engagement sought to obtain participant opinion on the draft masterplan for the Marine Promenade. This was presented on the Council's Have Your Say consultation portal between 9th October – 4th December 2023 and was supported by a public event held at Wallasey Central Library between 30th October – 4th December 2023. Two drop-in events were held with the Masterplan team in attendance to answer questions and take feedback, at Wallasey Central Library on 3rd and 4th November 2023.

A total of 100 people attended the in person events, and 481 responses were received via the online portal or by paper. 85% of responses noted that they either lived in New Brighton or were from the local area. 59% of respondents were supportive of the Masterplan proposals, and 25% were unsure, only 16% did not support it.

The greatest benefits of the masterplan were noted as:

- Improve the image of the town (64%)
- Encourage more visitors (63%)
- Deliver a new outdoor pool (lido) (63%)

Respondents were asked to what extent they agreed with the following statements (5 being the strongest agreement and 1 being the least):

- The proposed masterplan would benefit local people and businesses in New Brighton. Average level of agreement 3.8 out of 5.
- Active Travel modes such as walking and cycling should be given priority over cars. Average level of agreement 3.3 out of 5
- Sensitively designed buildings of over 8 storeys would make a positive contribution to New Brighton. Average level of agreement 2.3 out of 5.

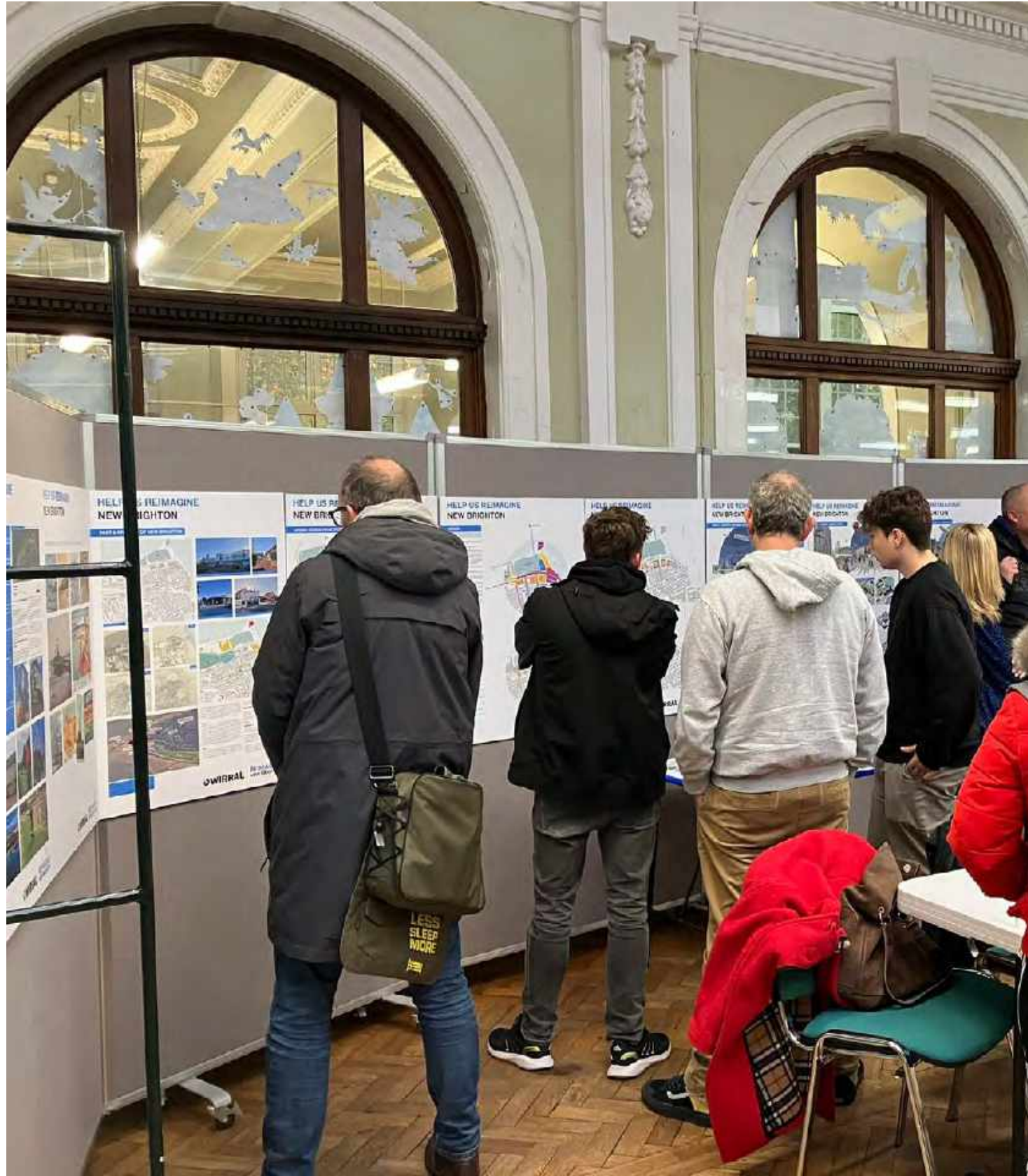
Key concerns raised by the masterplan for respondents were:

- Reduction in parking provision (19%)
- Inclusion of multi storey/ high rise buildings (19%)

Following the production of the consultation report the following changes have been implemented into the masterplan:

- The carparking strategy set out within the Masterplan Report, identifies the link to the Neighbourhood Framework which is expected to provide further detail on the approach to reduction in parking to core areas around the Marine Promenade.
- Further detail has been included within the report with regards to tall buildings, showing how height can be incorporated into seaside areas through using examples from other UK coastal towns. The report has established a series of principles that should help guide future planning applications including view point assessment, and approach to scale and massing, which can be found in section 4 and 5 in this document. Each application will be subject to a consultation process as part of any planning application.
- Further to the above point, a new section has also been included to reference the local vernacular architecture and material palette to ensure any new buildings respond to both the environment and the context.
- Further to the demolition of the Wetherspoons Pub to the corner of Rowson Street, the report has now also been updated to reflect this new context, and alternate approaches set out to either infill the existing terrace run, or develop a comprehensive approach to the a new development site.





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 a budget hotel. The Marine Lake is currently used by a number of open water swimming groups. 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

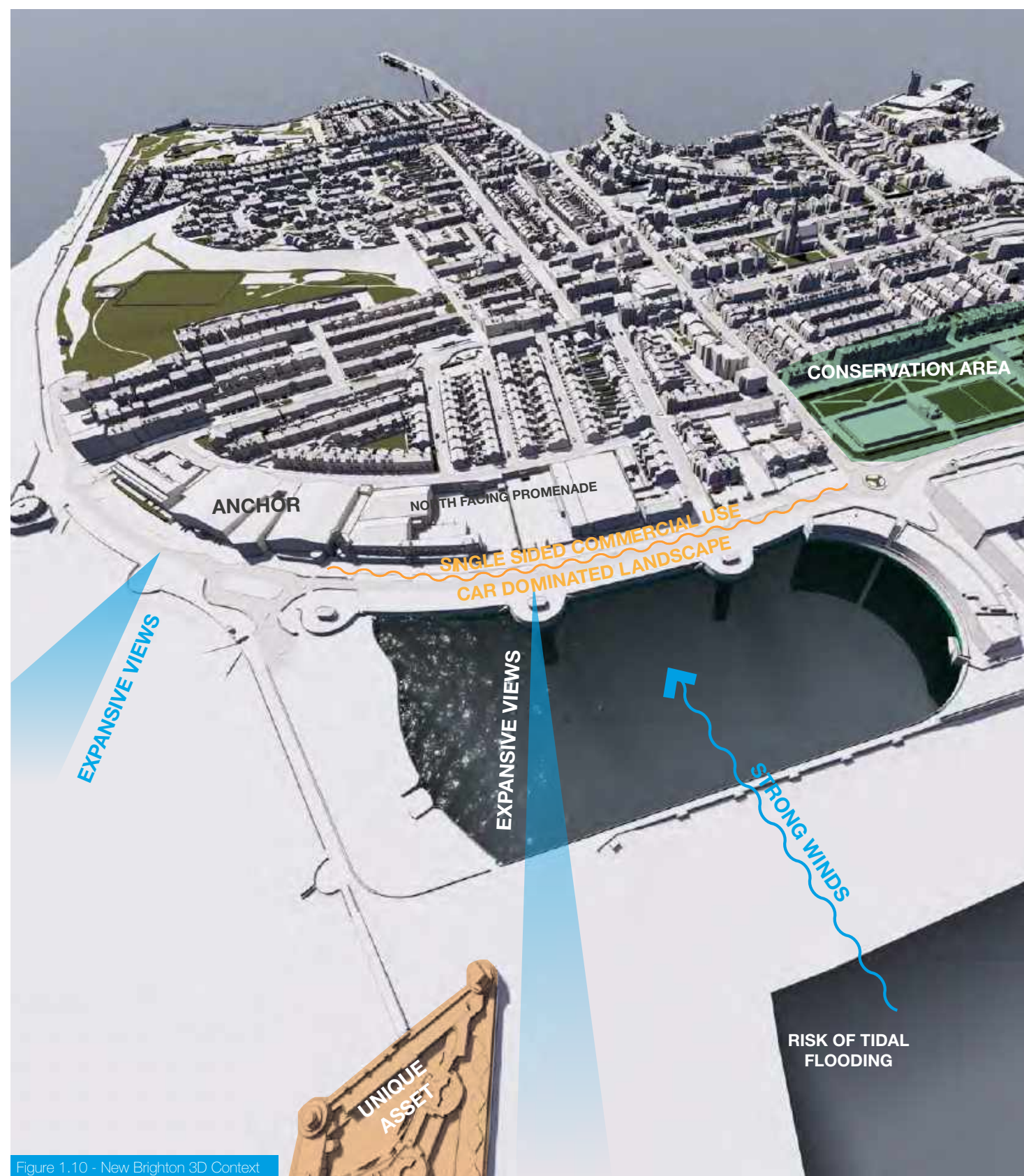


Figure 1.10 - New Brighton 3D Context

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 and build a critical mass of enhanced public facing amenities.
- 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 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

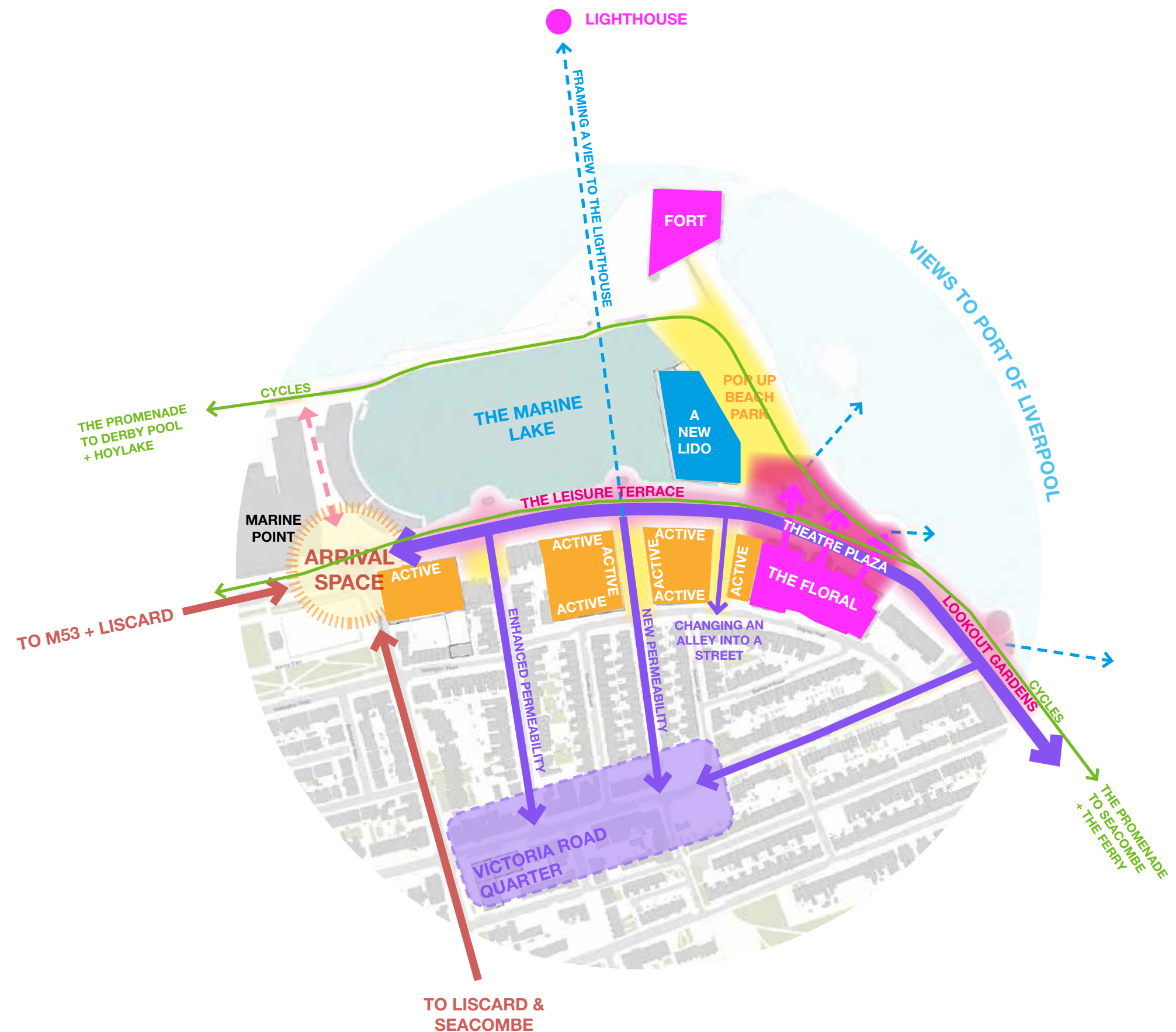
SECTION OVERVIEW

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 & OBJECTIVES

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 cafés, bars and restaurants, independent retail linking to the Victoria Quarter, 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 pop-up public realm.
- Enhance the recreational role of the Marine Lake, including exploring the opportunity for a new floating lido.
- 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 Quarter.
- Enhance the Floral Pavilion, its setting and visibility, and look to create a more engaging building for a wider demographic.
- Create a place that celebrates its exposure on this unique point on the peninsula and exemplifies sustainable, low carbon development.
- Add 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 Quarter, 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.



2.2 - 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 Quarter. 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

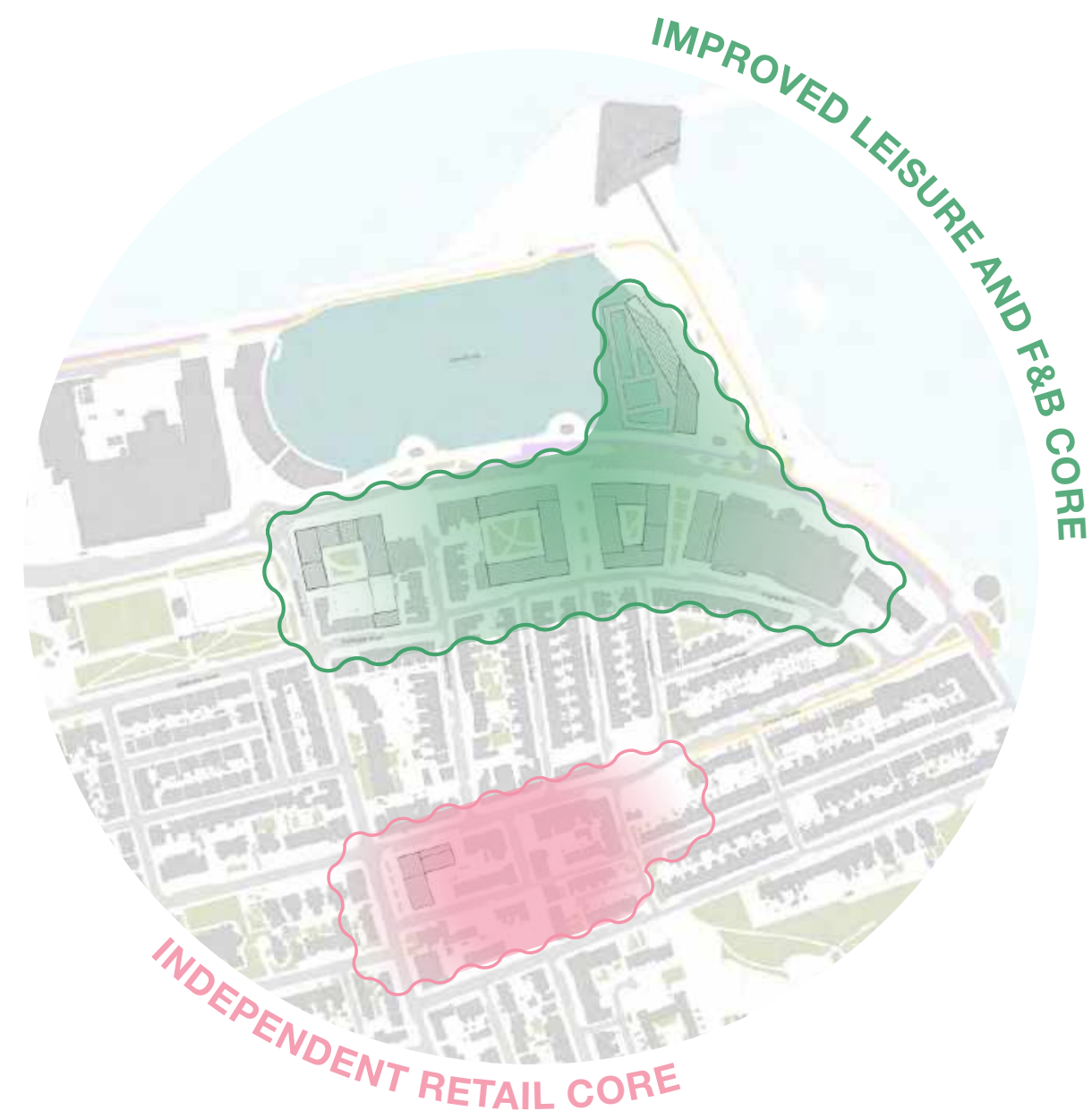
Changing the character of the promenade into an amazing space for people to spend their leisure time in a high quality public landscape is at the heart of the proposed masterplan. A space that encourages a wide range of uses, from seating to play and events, enjoying the views to the Marine Lake, Fort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



2.2 - URBAN DESIGN PRINCIPLES

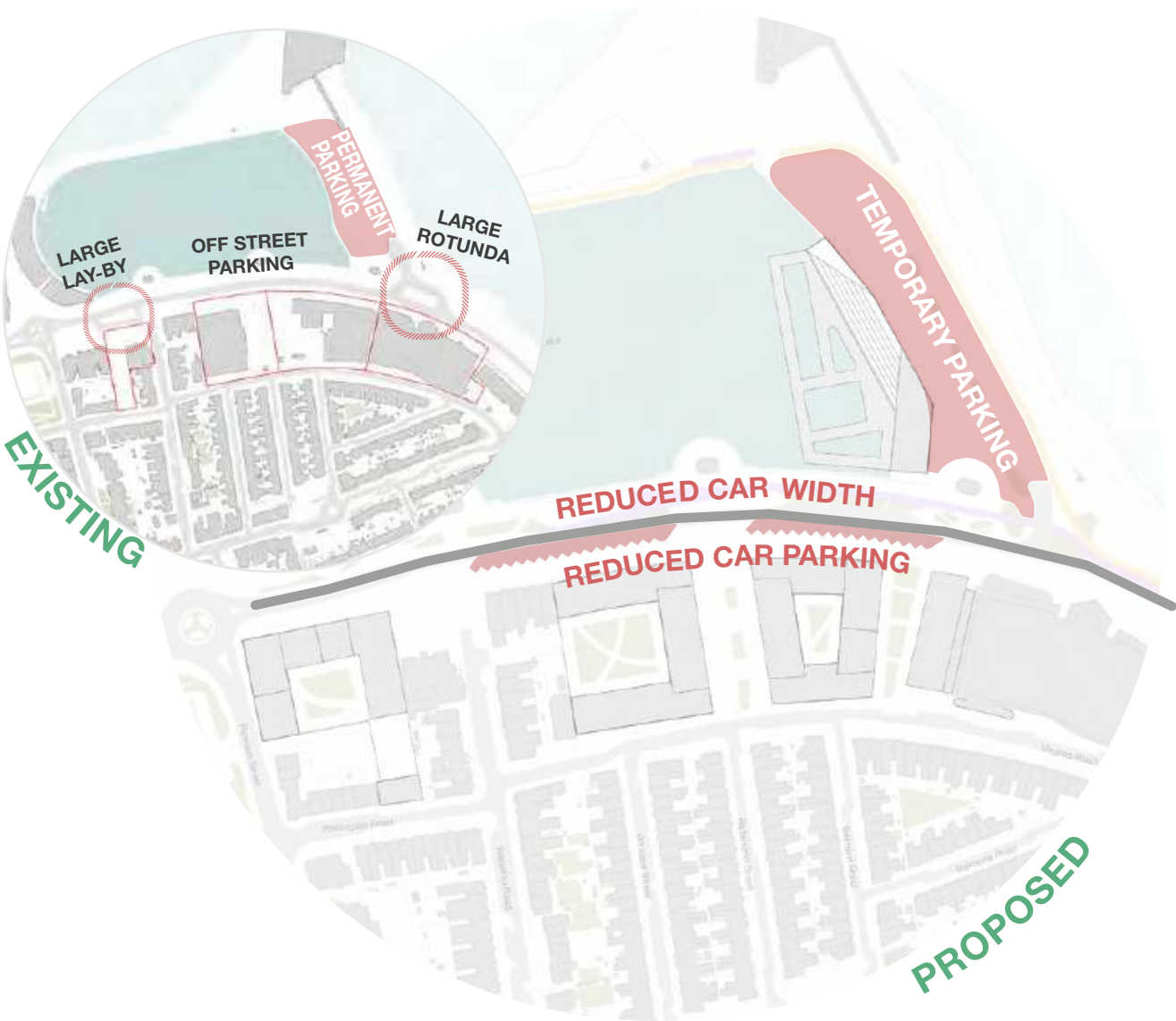


Cycle Route;

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 could continue across Kings Parade and end at Wallasey Beach, connecting existing homes and recreational opportunities 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 features off street parking which is dominating the landscape. 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. This proposal would need to be considered as part of a wider parking strategy.



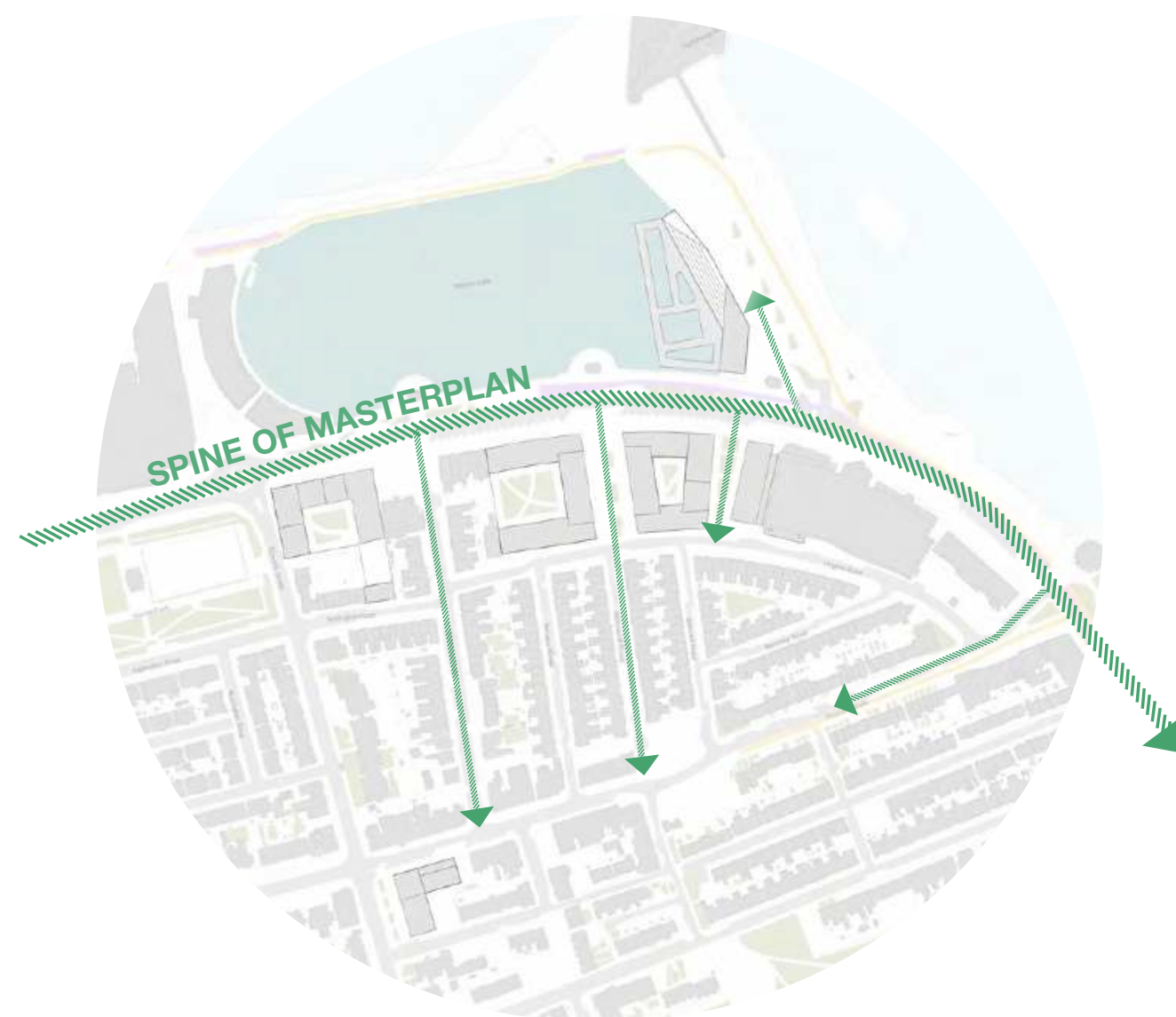


Permeability;

Creating spaces where possible 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 has the potential to become a linear park, which includes smaller pocket parks. Other green routes, parks and squares could connect to the spine of the masterplan where the Promenade could 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.

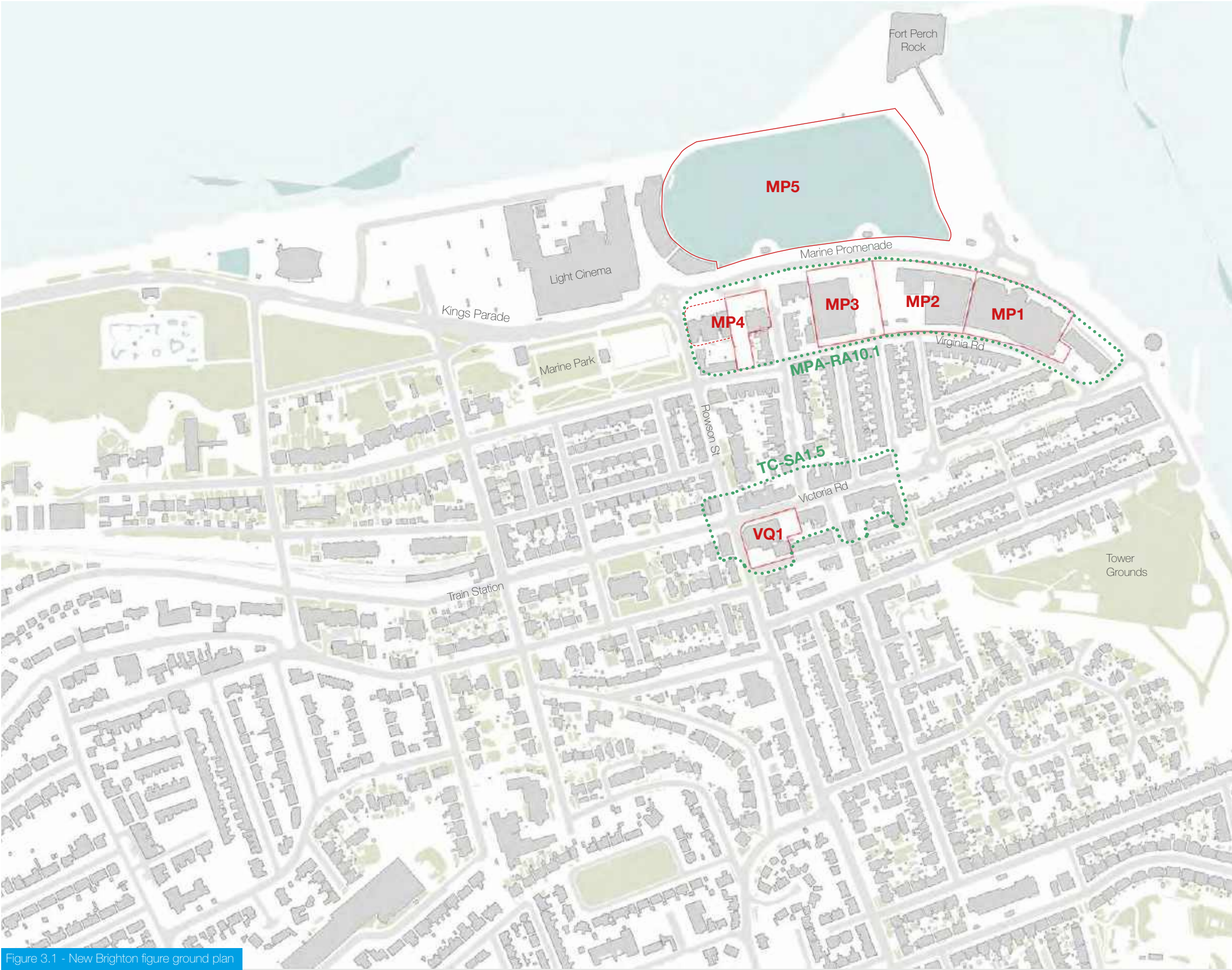


Figure 3.1 - New Brighton figure ground plan



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 light house 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 point 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 in the Marine Promenade regeneration area have had a number of phases of development on them evolving from the earlier sand-hill use.

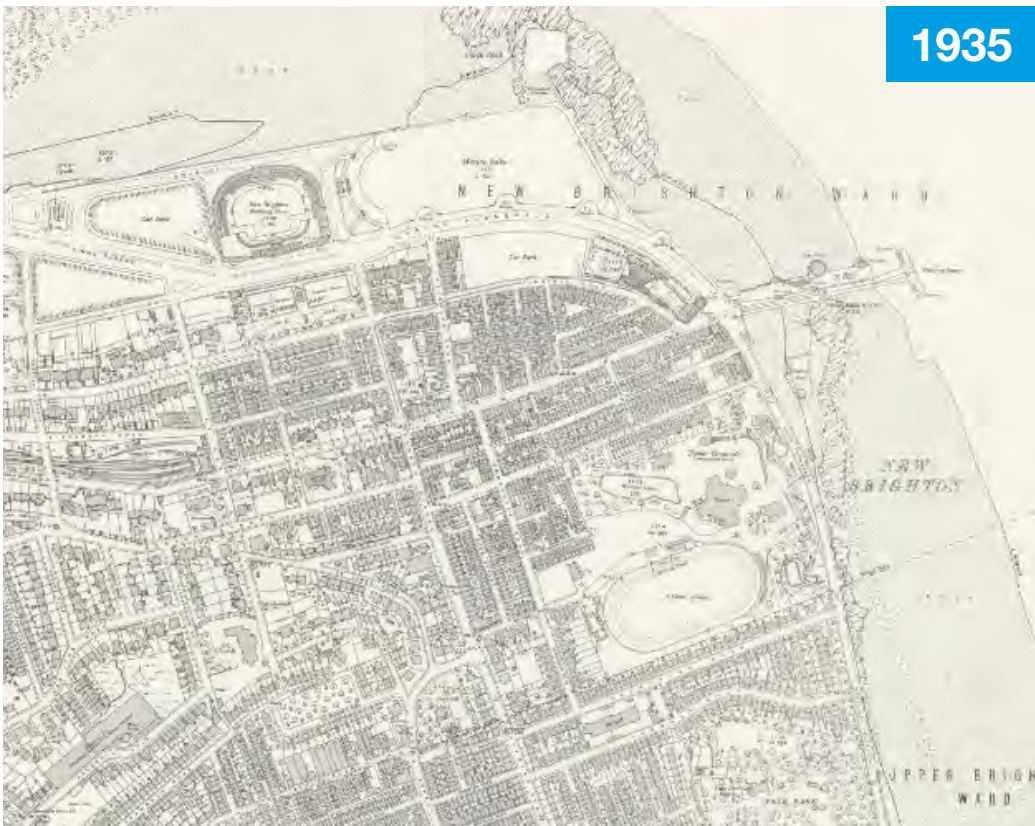
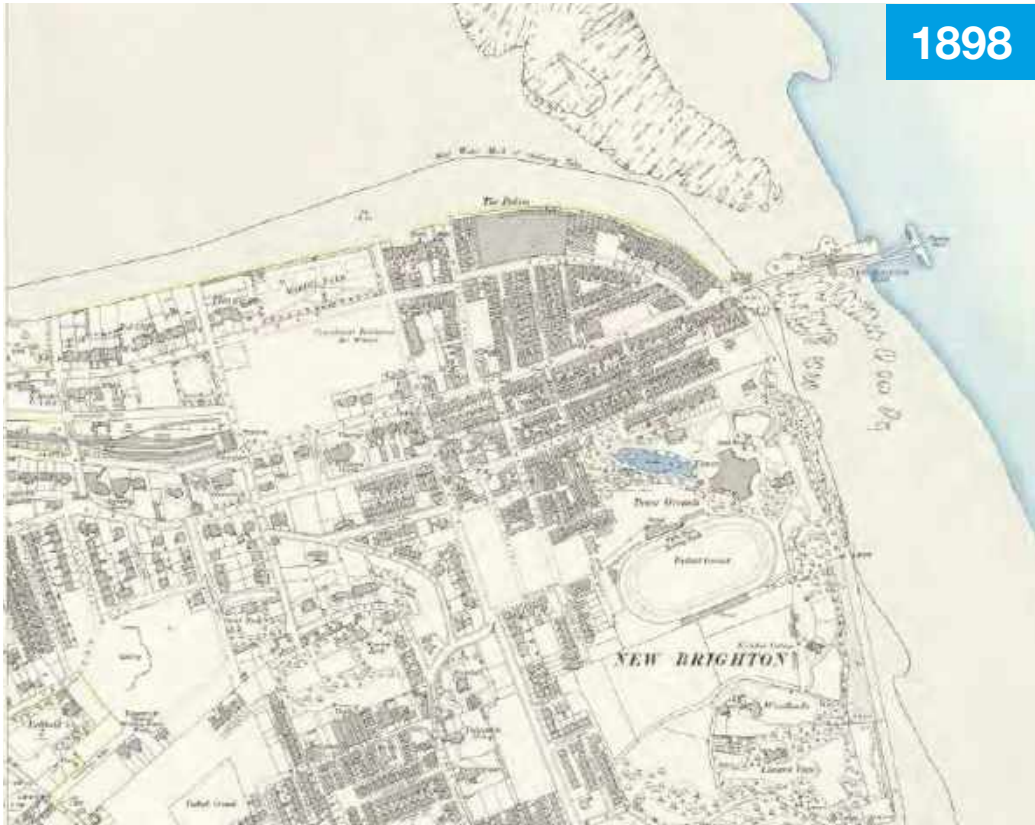




Figure 3.9 - Heritage & Landmark diagram

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.

Due to the Masterplan being located on the Irish sea, there is a high risk of tidal flooding which could effect the drainage systems. Any proposal would need to be aware of the risk of tidal flooding.

It is advised that a flood engineer is appointed to undertake an initial review of the site and that a flood risk assessment is conducted. This will help to evaluate ways in which the Marine Promenade could benefit from this surface water flooding with landscape features such as SuDS integrated into any highways and landscape works.

All proposals should make reference to Policy WD 4.3 - Sustainable Drainage Systems (SuDS) and Natural Flood Management of the emerging local plan to ensure that any proposals meet these policies.

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.

Key

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



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 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 typos 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.

- 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 play 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 local centre, 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, the Marine Lake, Fort Perch Rock, 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 3.12 - Arrival Space 1 Former Master Mariner site. Potential to create a landmark feature.



Figure 3.13 - Arrival Space 2 Former Co-op site along Victoria Road. Potential to create some importance on the corner.



Figure 3.14 - Arrival Space 3 New Palace Adventureland site. The potential to create a landmark piece in a key location along the promenade.



Figure 3.15 - Arrival Space 4 Marine Lake. Currently is uninviting to the public.

3.6 - TALL BUILDINGS 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

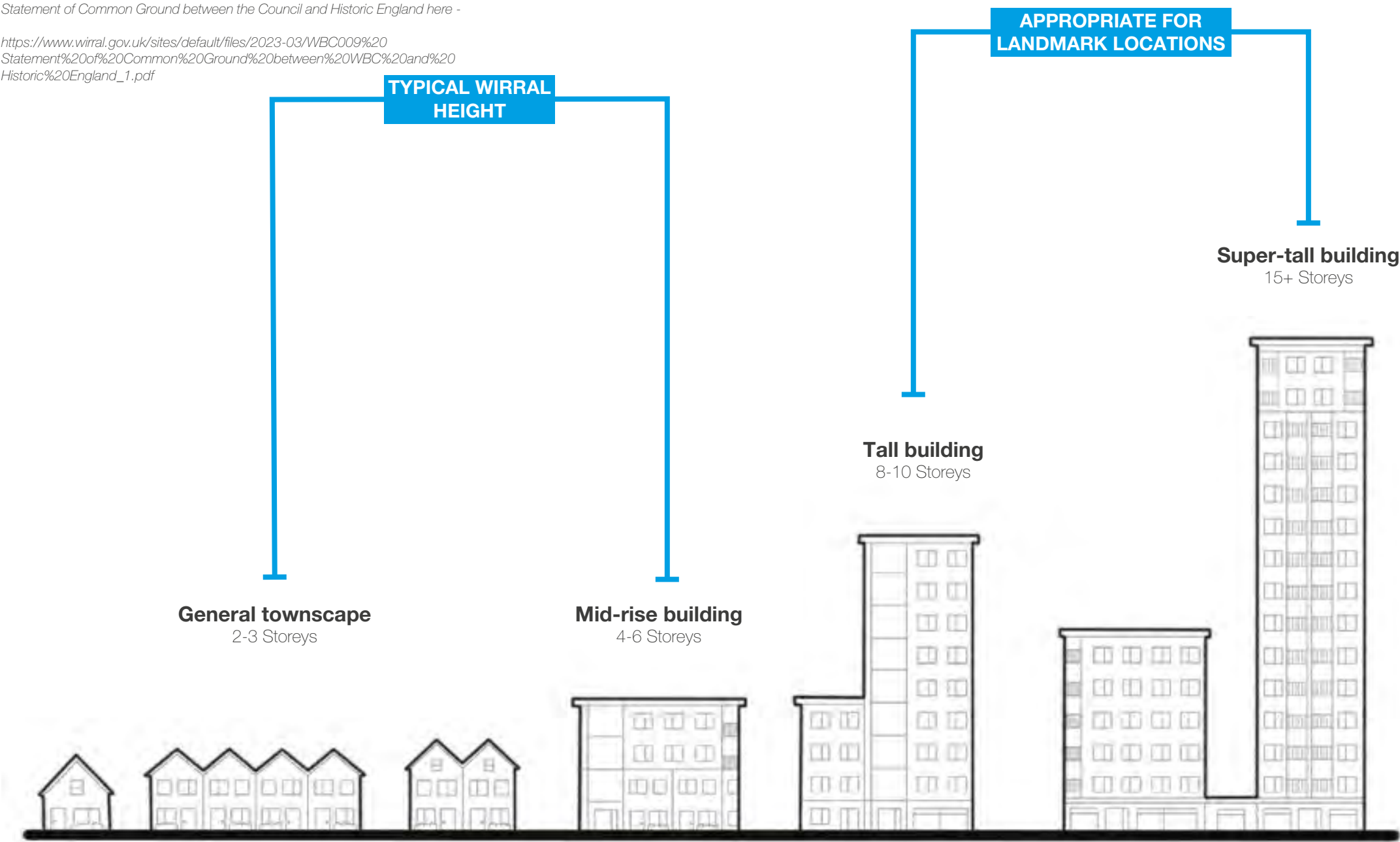
The potential location of 'tall buildings' in New Brighton's Marine Promenade, has been developed in order to respond to the landmark location and high level visibility analysis undertaken as part of this study in both immediate and distant context.

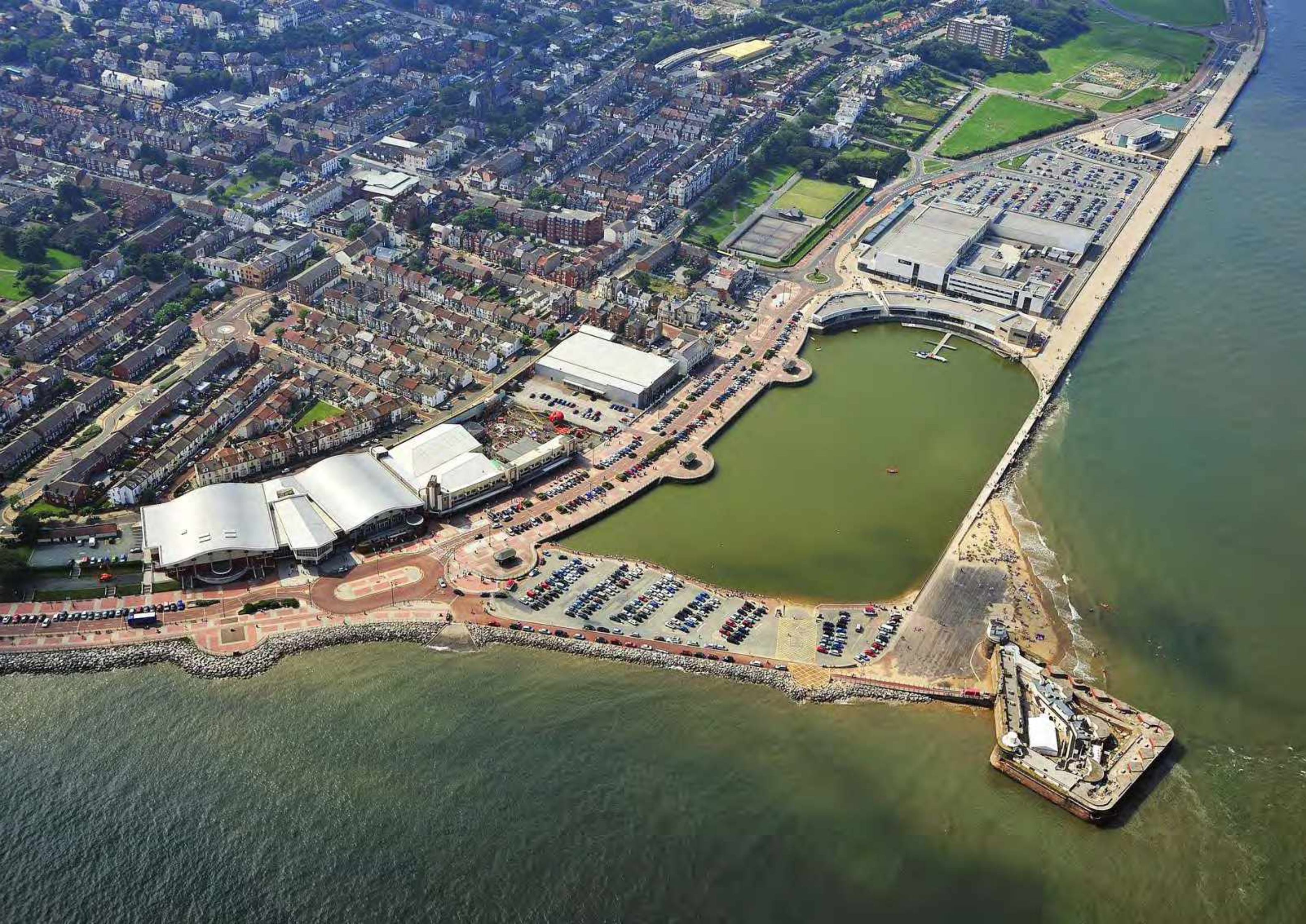
With the use of tall or taller buildings within the context of New Brighton a series of view points have been identified against which proposals should be assessed. It is intended that the Wirral 3D Model is utilised for this purpose and any proposals developed should be considered against this context.

A full Townscape Visual Impact Assessment should be considered as part of any Planning Application 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





3.7 - SEASIDE REGENERATION

Many seaside towns in Britain have suffered years of sustained decline, needing to shift their focus from outright tourism, to a more balanced mix of uses and appeal, whilst still capitalising upon their draw for people to often unique settings and environments.

This section highlights a number of examples of regeneration within seaside contexts, and the transformation that has occurred through the use of new placemaking with buildings and landscape.

Margate: is a once failing seaside resort town in Kent. In 2011 a new build Turner Contemporary Art Gallery opened with the specific aim of being the catalyst for wider regeneration of the seaside town. This was combined with large scale public realm improvements and the inclusion of steps inviting the public to the waters edge, creating new activity, and linking to the commercial core of the town.

Worthing: is a historic seaside town in West Sussex, 11 miles from the main attraction of Brighton on the south coast. Bayside introduced a new build 15 storey apartment building creating a new landmark to the promenade, with a public leisure centre attraction, new restaurants and cafés, and town house duplex apartments activating the promenade.

Portsmouth: is a port city on the southcoast, synonymous with the Royal Navy and ports. Southsea is Portsmouth's seaside resort and like many suffered from decline with changing UK tourism habits. Gunwharf Quays was a major redevelopment focused on delivering a mixed use residential regeneration scheme bringing with it new retail, restaurants and cafés and a cinema. As part of the development a new statement tower was created called Spinnaker tower. This 170 meter structure created a new attraction with high level observation deck, brining new interest and footfall.

Blackpool: a northern seaside resort which sustained its tourism focus locally with the attraction of the Blackpool Tower and large scale amusement parks, and theatres. However, like many it has suffered years of gradual decline. The promenade is one of Blackpool's major regeneration spines, and a new public landscape including; public lighting, improved access to the beach, tidal event protection, and quality landscaping changing the once car dominated promenade into a public space has underpinned the ongoing regeneration.

Brighton: the town which James Atherton wished to bring to the north. Once a seaside resort for the gentry, today Brighton is known for its diverse communities and vibrant cultural, music and arts scene - many comparables could be drawn to New Brighton. A number of regeneration projects have been undertaken of recent years, adding both diversity of use, and new attractions to support the leisure economy - most notably Brighton i360, a visitor tower with panoramic views.



Figure 3.16 - Margate Waterfront with Turner Art Galley by David Chipperfield Architects



Figure 3.17 - Bayside, Worthing, Allies + Morrison, 2022



Figure 3.18 - Bayside, Worthing, Allies + Morrison, 2022



Figure 3.19 - Spinnaker Tower, Gunwharf Quays, Portsmouth



Figure 3.20 - Blackpool Promenade, Visit Blackpool



Figure 3.21 - i360 Tower, Brighton

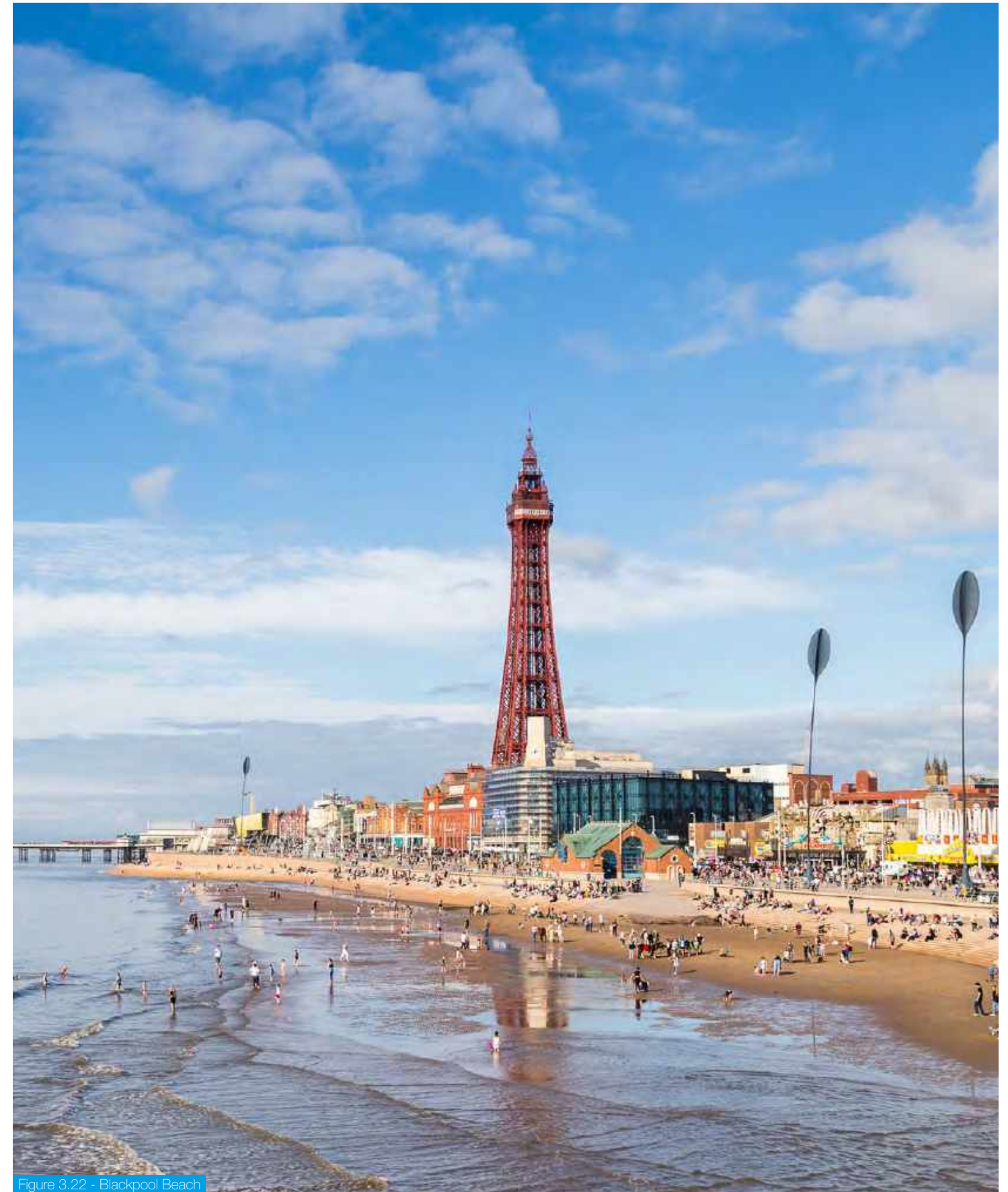


Figure 3.22 - Blackpool Beach

3.8 - THE NEW BRIGHTON PALETTE

New Brighton's has a rich tapestry of architectural styles which forms part of its unique identity as a town. 3 core zones have been identified where distinct character and identity are recognised either by architectural style, building typology or materiality.

It is important that any new development be cognisant of the context within which it is related, and the wider character of the town. The unique maritime environment is also evident in the different areas with some presenting themselves better than others due to wear and tear.

The Promenade

The Marine Promenade is characterised by larger scale buildings such as Adventure-land, Floral Pavilion, and Marine Point development. As a combined area the architectural styles range from art deco, to contemporary with materials used being a mix of render, brickwork and cladding panels. The roofscape in general is monolithic in nature responding to the larger buildings, with the Floral Pavilion being the exception which is identified by its roof form, but still singular in nature.

Wellington Road Conservation Area

The conservation area is a larger area than annotated as a character area. The buildings within this have a distinct larger villa like character, even to the point of the two towers to promontory. The buildings are generally rendered, but with some exceptions being in sandstone, and one larger 1950's brickwork apartment building, and concrete clad towers.

There is a distinct variety in architectural styles and roofscape within the area, adding character and identity to a ridge line running along the once foreshore of New Brighton.

Victoria Quarter and surrounding streets

The buildings in this area range from terraced to semi detached houses, and represent a finer grain street network. The buildings are a mixture of red brickwork and render facades - often painted in colours to provide a unique streetscape including murals on gables and facades. The roofscape is generally simply formed with a pitched roof, whilst some of the later post WW2 housing introduce more complex forms in more suburban settings as they move away from the town core.

A lot of the buildings have clear classical order to their façades with ground and first floor hierarchy and upper levels playing a secondary role / scale. Whilst render does present a core material in the townscape, the material is prone to damage in seaside environments, however the use of colour and texture does provide a unique aspect of the town.

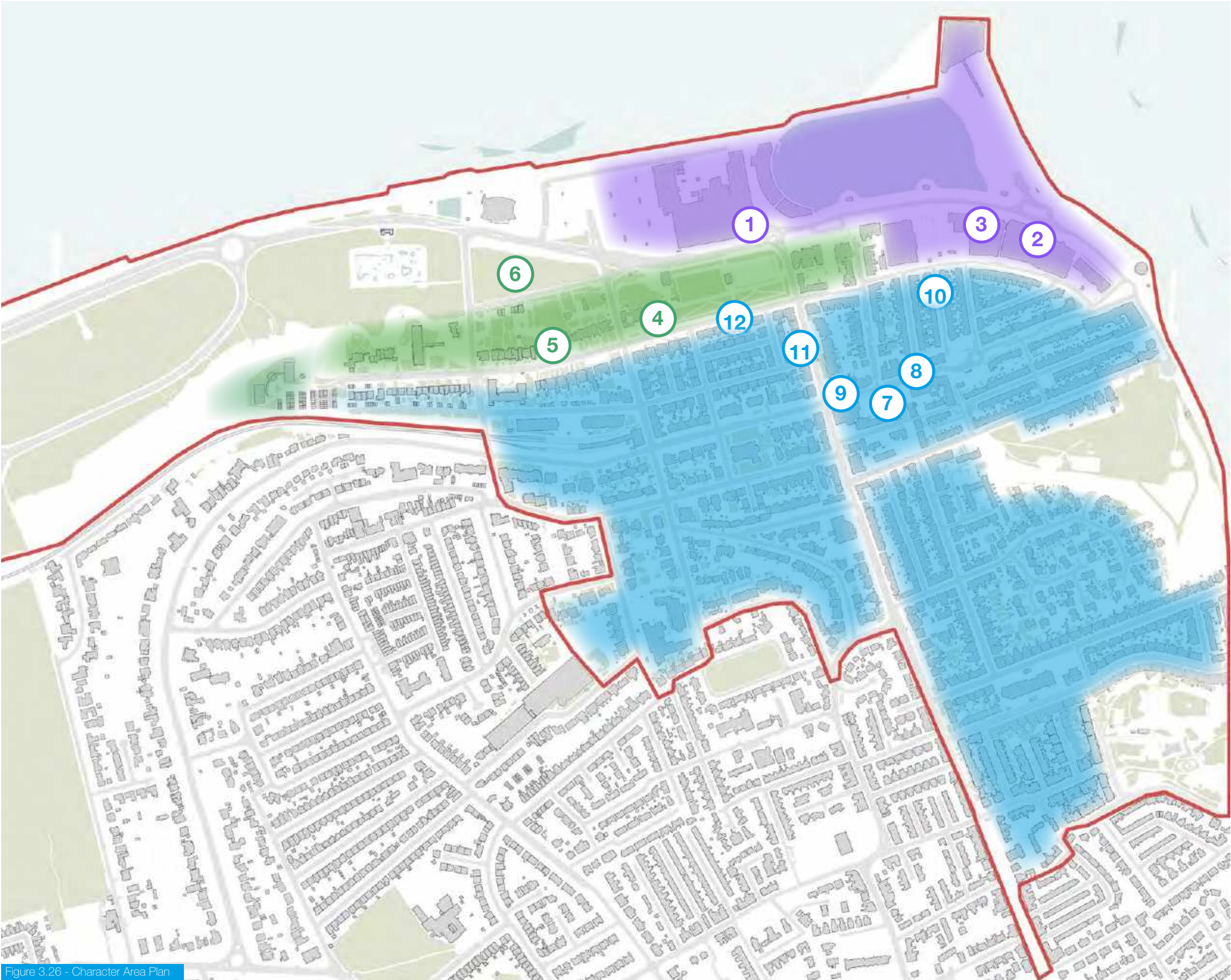


Figure 3.26 - Character Area Plan

MARINE PROMENADE

MATERIALITY //
Metal / Curtain Walling / Brick / Rendered

ROOFSCAPE //
Large scale roof forms

ARCHITECTURAL STYLE //
Contemporary & Art Deco



1



2



3

WELLINGTON ROAD

MATERIALITY //
Brick / Rendered / Stone

ROOFSCAPE //
Pitched / Hip

ARCHITECTURAL STYLE //
Victorian / Ornamentation



4



5



6

VICTORIA QUARTER AND SURROUNDING STREETS

MATERIALITY //
Brick / Rendered / Stone / Painted façades

ROOFSCAPE //
Pitched / Hip / Flat

ARCHITECTURAL STYLE //
Victorian / Ornamentation



7



8



9



10



11



12

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

Alternative Option



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 supporting commercial uses 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
	Sui Generis, SG	Dwellings (Above) C Use Class
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
	Upper Level - Residential (C3),Hotel	Commercial, Business & Service (Above) E Use Class
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 SG Use Class
	Upper Level - Residential (C3)	Sui Generis (Above) SG Use Class
MP4	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision),	Local Community & Learning F Use Class
	Upper Level - Residential (C3),Hotel	Decided Parking / Residential Amenity
MP5	Ground Level - Outdoor Swimming Pool, Sui Generis (Spa), Food & Beverage	MP1 Plot Number
	Upper Level - Residential (C3)	C3 Use Classification
VQ1	Ground Level - Food & Beverage, Sui Generis (public house, wine bar or drinking establishment with or without expanded food provision)	Landscaped Zone
	Upper Level - Residential (C3)	Servicing Access
		Residential Access
		Active Front
		Site Boundaries



Figure 4.3 - Marine Promenade Masterplan Building Uses

Alternative Option



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. Any proposal above 10 storeys would need to be of significant architectural quality to justify it's height.

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 Indicative Heights

Alternative Option



Figure 4.6 - Visual of Victoria Road