

## Policy CS25 – Hierarchy of Retail Centres

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The following network of centres will be used to guide the distribution of main town centre uses and other uses that are likely to attract a significant number of people for day-to-day activities, subject to Policies CS26 to CS29:

**1. Sub-Regional Centre**

*Birkenhead Town Centre (including Grange Road West, Oxton Road, Europa Boulevard, Argyle Street, Market Street and Hamilton Street)*

The Borough's main comparison shopping destination and the primary focus for retail, office, leisure, service, arts, cultural and tourist development and, community facilities and other main town centre uses of Borough wide significance. ~~Use Class A1 retail floorspace guideline – suitable for retailing up to sub-regional scale.~~

**2. Town Centres**

*Heswall  
Moreton*

*Liscard  
West Kirby*

The main focus for development and investment in shops, services and leisure and community uses facilities outside Birkenhead. ~~Use Class A1 retail floorspace guideline – suitable for units up to 2,500 square metres (net).~~

**3. District Centres**

*Bromborough Village  
Woodchurch Road (Prenton)*

*Hoylake*

The focus for district level shops, services and community facilities at a level above local centres. ~~Use Class A1 retail floorspace guideline – suitable for units up to 1,500 square metres (net).~~

**4. Local Centres**

*Borough Road (Prenton Park)  
Dacre Hill  
Greasby (Arrowe Road/Mill Lane)  
Laird Street  
New Ferry  
Seacombe (Poulton Road)  
Tranmere Urban Village  
New Brighton (Victoria Road)*

*Cloughton Village  
Eastham (Mill Park Drive/New Chester Road)  
Irby Village  
Lower Bebington  
Oxton Village  
New Brighton (Seabank Road)  
Upton Village  
Wallasey Village*

The focus for neighbourhood level shops, and services and community facilities to serve everyday needs. ~~Use Class A1 retail floorspace guideline – suitable for units up to 280 square metres (net).~~

The boundary to each of these centres, including sites for new development and primary and secondary frontages shopping areas, will be defined in a site-specific Local Plan.

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21.3 Three levels of centre have been defined below Birkenhead, based on evidence of surveys, floorspace and spending patterns provided in the Town Centres, Retail and Commercial Leisure Study. Further proposals for more local improvements are identified in the Town, District and Local Centres Study and Delivery Framework and will be included in a series of more detailed Town Centre Action Plans.

~~21.8 Guidelines are included for the scale of A1 retail development considered appropriate in each centre, reflecting the role and function of the hierarchy. Proposals which exceed these guidelines will be assessed against the criteria identified in Policy CS26.~~