

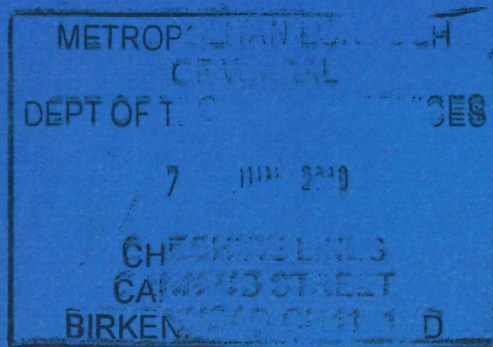


Wirral Waters

Strategic Regeneration Framework

# Creating the Vision

11 December 2009



09/06509



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## Introduction

- 1.1 The Vision for Wirral Waters is to create a new city waterfront focusing upon the transformation of Birkenhead and Wallasey Docks, and their surroundings neighbourhoods. East Float is to be the principal focus for significant investment, delivering a new residential, commercial, cultural and leisure destination. Delivery of the Vision starts immediately and will be continued over a 30+ year timescale.
- 1.2 The starting point was the launch of the 'Initial Vision' by Peel Holdings in October 2006. The launch set out the scale of Peel Holdings ambition through concept designs and images focusing upon the East Float and Bidston Dock estates. The overwhelming, positive support for the proposed scale of investment and transformation, ranging from local communities to regional stakeholders, encouraged Peel Holdings to progress the Wirral Waters proposals further.
- 1.3 This Report sets out a clear explanation of the rationale and thought processes underlying the approach taken in 'refreshing and expanding the Vision' for Wirral Waters following the October 2006 project launch. It explains how key principles and proposals have evolved through a logical examination of options and consultation with key stakeholders.

## Approach

- 1.4 In considering the most appropriate mechanisms, it was evident that Wirral Waters is unique and unprecedented in regard to the scale of transformational change and regeneration being proposed by a single land owner and developer.
- 1.5 The evidence clearly identified that the closest parallels in regard to city scale regeneration projects were public sector frameworks and programmes that considered the full spectrum of the sustainable communities agenda and the wider regeneration opportunities. In response, Wirral Waters is being approached and brought forward as a Strategic Regeneration Framework (SRF) in accordance with best practice and guidelines.
- 1.6 This approach has been underpinned by an iterative process of consultation and appraisal, which will guide and inform emerging proposals and policies. The approach has been designed to adopt both best practice and procedural requirements across a wide range of agendas. The gathering of environmental information, consideration of reasonable alternatives and consultation with stakeholders and statutory bodies have been key factors, thus providing a clear alignment with statutory public processes.

## Structure

- 1.7 The following Chapters set out the approach to creating the SRF and an overview of its key principles and proposals as follows:

**Chapter 2:** Approach and Methodology – setting out the approach taken to progressing the SRF as 5 key Workstages – 1. Initial Vision; 2. Baseline Study; 3. Vision and Development Frameworks; 4. Spatial Masterplanning; 5. Guiding Principles;

**Chapter 3:** Stages 1 & 2 Initial Vision and Baseline Study – considering the ideas set out in the Initial Vision and the key findings of the Baseline Study in a defined 'footprint' for physical change (SRF);

**Chapter 4:** Stage 3 Refreshing and Expanding the Vision – setting out how ideas and proposals have been progressed to deliver a wider sustainable communities agenda and ambition across the SRF 'footprint';

**Chapter 5:** Stage 3 Catalysts, Partnerships and Neighbourhood Frameworks – setting out the approach to connecting proposed locations for significant investment with surrounding neighbourhoods;

**Chapter 6:** Guiding Principles – establishing the key development theme and explaining the approach to working in partnership with a wide range of agencies to deliver integrated and sustainable regeneration; and

**Chapter 7:** Stages 4 & 5 – providing an overview of the next stages of work including spatial masterplanning and implementation.





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- 1. East Float and view to Liverpool Waterfront
- 2. Bidston Moss and Dock and Wirral Peninsula
- 3. Wirral Waters – Location and Context



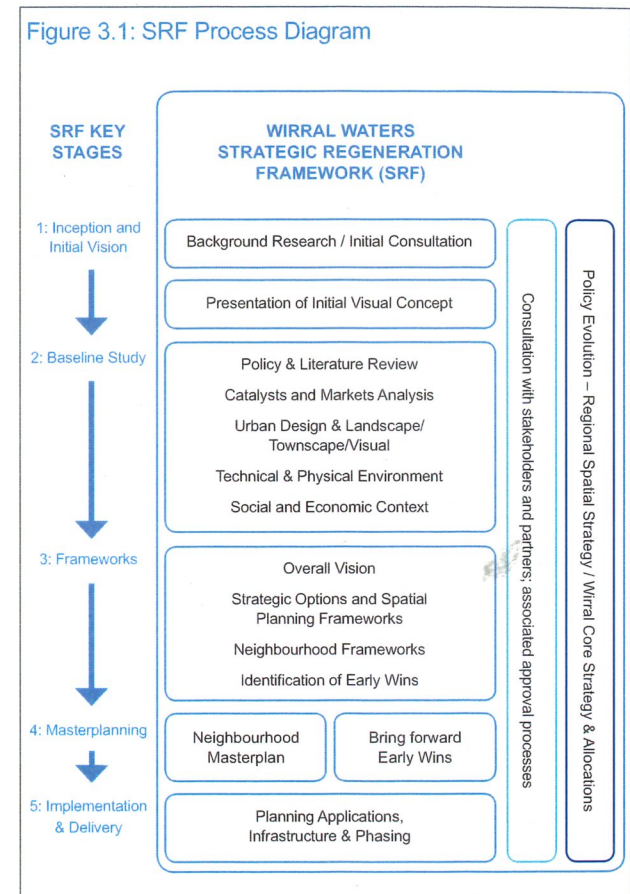
- 2.1 The positive response to the project launch provided the platform for Peel Holdings to move forward and commit considerable resources to progressing Wirral Waters. Early engagement with Wirral MBC on the most appropriate way forward identified the opportunity for a partnership approach with clearly identified workstages.
- 2.2 In particular, the following challenges and opportunities became clear:
- the high level of stakeholder support for Wirral Waters representing a major urban regeneration opportunity of national significance in terms of its scale and location within an area critically in need of investment;
  - the need for a robust and methodical approach to realising the opportunity and addressing the significant issues facing Inner Wirral;
  - the need to better understand the strategic context and nature of the opportunity; and
  - the need for an engaging and partnership approach to delivery and implementation, tailored towards the 'spatial planning' approach to the delivery of sustainable development.
- 2.3 In response, the Wirral Waters project is being progressed as a Strategic Regeneration Framework (SRF), adapted from best practice contained within 'Creating Successful Masterplans - A Guide for Clients (CABE 2008). There is an on-going open approach with a wide range of stakeholders, with clear engagement and partnership working with Wirral MBC.

- 2.4 The SRF type approach is increasingly recognised by CABE and others as the most appropriate solution for considering large-scale development opportunities and regeneration initiatives covering wide, complex geographical areas; major extensions to urban areas and housing market renewal areas, leading to spatial masterplans.
- 2.5 The tailored approach for Wirral Waters set out below includes five key Workstages and has received endorsement and support from WMBC and at the Wirral Waters CABE Reviews (19th June 2008, 17th December 2008).



- 2.6 The Wirral Waters SRF and integrated spatial planning and urban design approach sets out the over arching development context within which spatial masterplans and projects may be progressed as planning applications.
- 2.7 The five inter related Workstages, taking the 'Initial Vision' as Stage 1, are illustrated across the page.

Figure 3.1: SRF Process Diagram



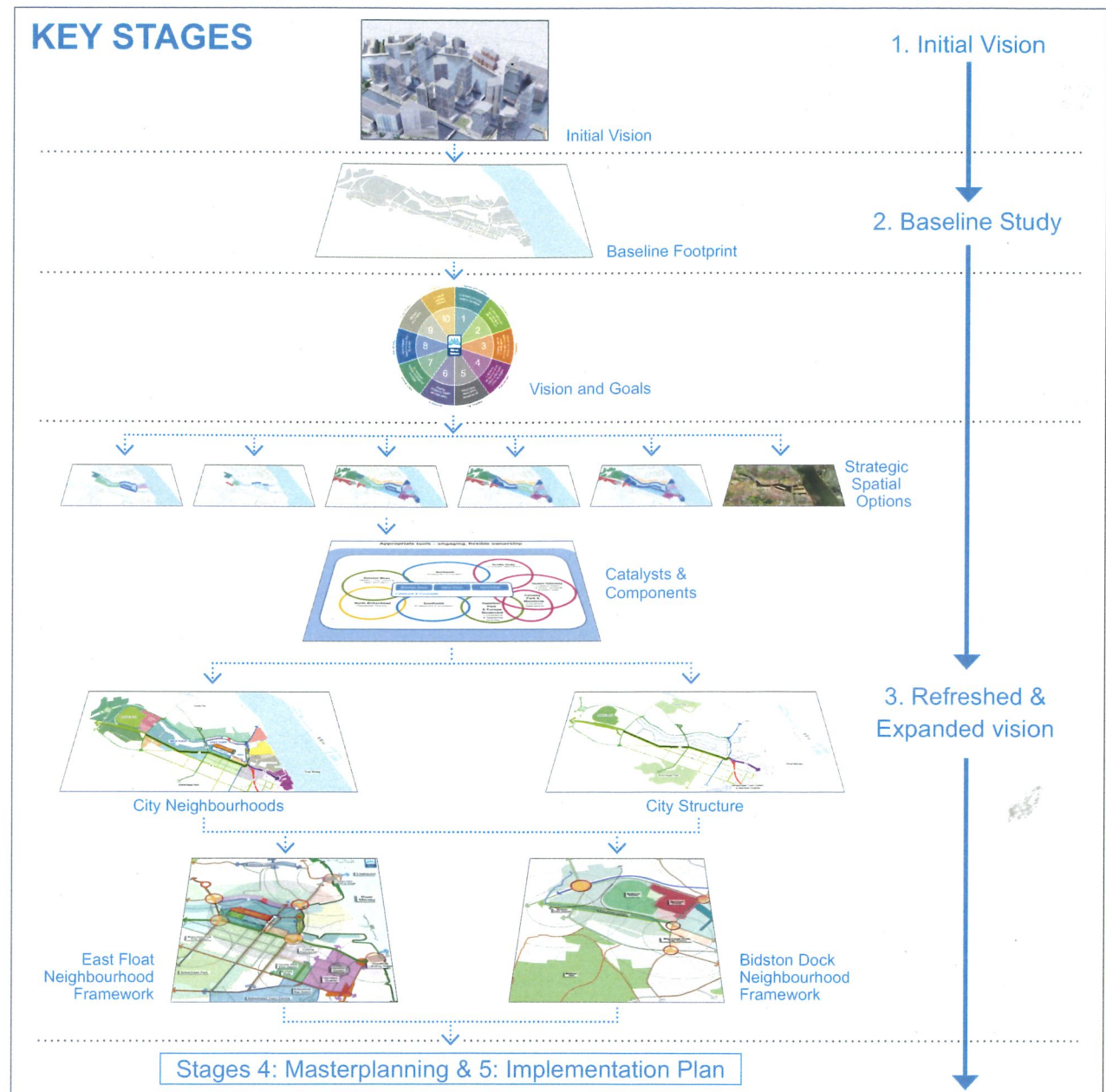


2.8 This Report focuses upon the approach to Workstage 3 'Refreshing and Expanding the Vision'. It begins with an overview of the key considerations from Stage 1: Initial Vision and Stage 2: Baseline Study – in particular the need to deliver across all aspects of the sustainable communities agenda, and to clearly define the spatial extent – or 'footprint' – for proposals and mechanisms to integrate with wider regeneration programmes beyond.

2.9 Working within this SRF 'footprint', the key tasks undertaken through Workstage 3: Refreshed and Expanded Vision, as illustrated across the page, are:

- Defining the Vision and Goals
- Strategic Spatial Options
- Catalysts and Components
- City Neighbourhoods and Structure
- Neighbourhood Frameworks

Each task is explored in further detail in the following Chapters.





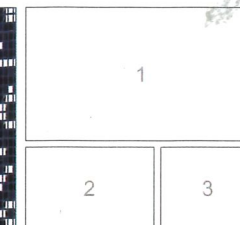
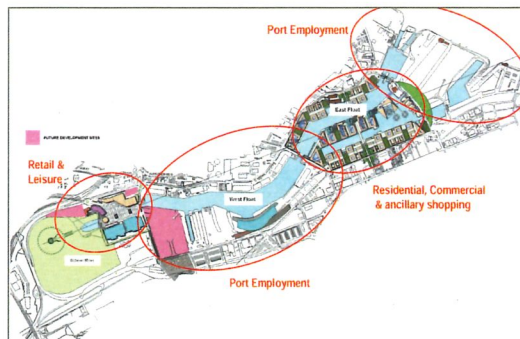
## Initial Vision and Baseline Study

### Initial Vision

- 3.1 The Initial Vision was launched in 2006, setting out ambitious proposals to create an internationally recognised new city waterfront, focused upon East Float. The Vision presented a mixed use, tall building cluster as a beacon of regeneration for Inner Wirral. This provided the starting point for ideas, challenges and opportunities to be considered in further detail.
- 3.2 Following the launch, Peel Holdings received overwhelmingly positive 'in principle' supportive from Wirral MBC, a wide range of stakeholders, and the residential and business communities of Inner Wirral. This positive response provided the platform for Peel Holdings to move forward and commit considerable resources to progressing Wirral Waters. Early engagement with Wirral MBC on the most appropriate way forward identified the opportunity for a partnership approach with clearly identified Workstages.
- 3.3 The most supported aspect of the early ideas was the scale and ambition of Peel Holdings for the Wirral Waters proposals. The need for something significant, structural and sustained was recognised as the valid response to the long standing challenges facing Inner Wirral and Birkenhead.

Given the success of the Initial Vision and launch, this was defined as the clear starting point to be progressed in further detail. The five agreed Workstages are:

1. Initial Vision
2. Baseline Study
3. 'Refreshing and Expanding' the Vision
4. Spatial Masterplanning
5. Implementation Plan



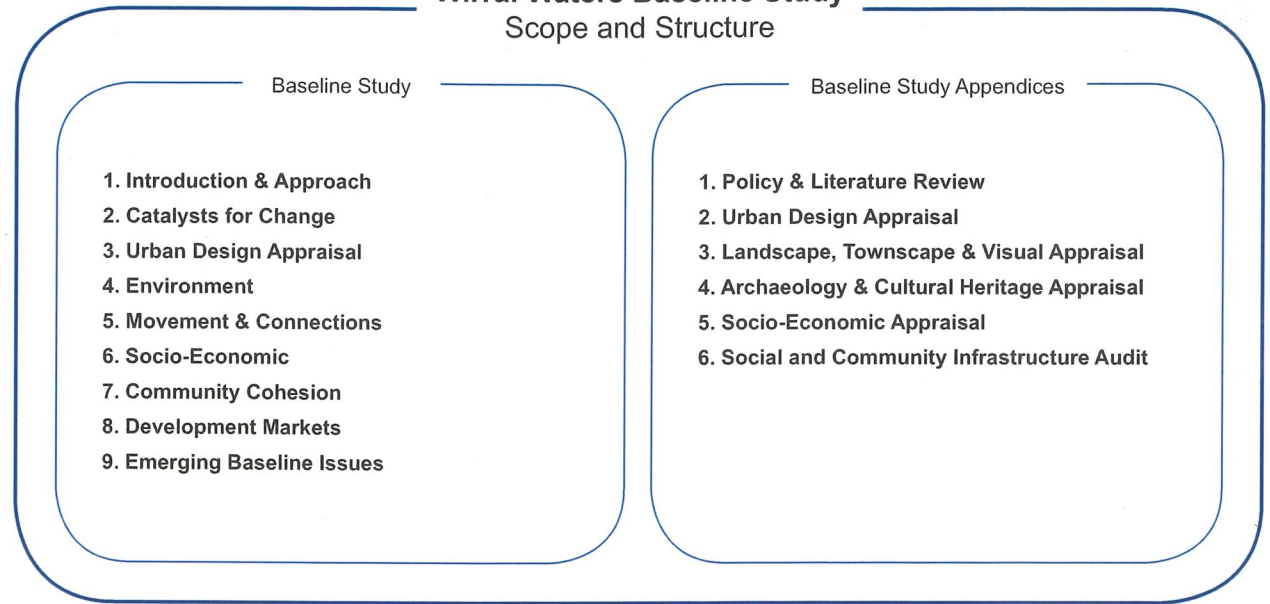
1. Initial Vision Aerial
2. Suggested Four Zones of Use
3. Initial Vision Perspective



**Stage 2: Baseline Study**

- 3.4 The Wirral Waters Baseline Study (available at [www.wirralwaters.co.uk](http://www.wirralwaters.co.uk)) provides a comprehensive review of the current social, economic, environmental and cultural context at the local, regional and national levels. It concludes with challenges and opportunities facing those partners involved in the regeneration of Inner Wirral and the parameters to which proposals for the major transformation of the Docks and their hinterland need to be considered.
- 3.5 In considering the "opportunity", the Baseline Study looked at the context in considerable detail, gathering key information, liaising with key stakeholders and undertaking a thorough appraisal of urban design characterisation, socio-economic issues, environment, transport and relevant policy.
- 3.6 The Baseline Study was endorsed by Wirral MBC in July 2008 as an accurate reflection of the strategic context and full account of prevailing issues. The Study was the culmination of over 18 months of research/analysis/appraisal and engagement of key stakeholders locally and in the region. It was informed by meetings and discussions with stakeholders and the subject of consultation with Wirral Council and other key stakeholders across the North West region.
- 3.7 A key finding from the Baseline Study was the need to set out a clear vision and strategy for delivering the sustainable communities agenda. Of paramount importance is the need to demonstrate how the Wirral Waters proposals may contribute to, strengthen and bring about a 'step change' in on-going and emerging regeneration projects and initiatives for Inner Wirral and the Liverpool City Region. The most notable opportunity is the interface between Wirral Waters and the Inner Wirral Housing Market Renewal Initiative (HMRI) – in particular the adjacent Neighbourhood Action Plans (NAP's).
- 3.8 Of direct relevance to East Float are the identified opportunities for Wirral Waters to: reconnect Inner Wirral to the Mersey Waterfront and wider City Region by acting as a critical mass of development and 'beacon of regeneration'; bring about a transformational shift in perceptions of Inner Wirral that is able to attract new residents, employment sectors and visitors.

**Wirral Waters Baseline Study  
Scope and Structure**

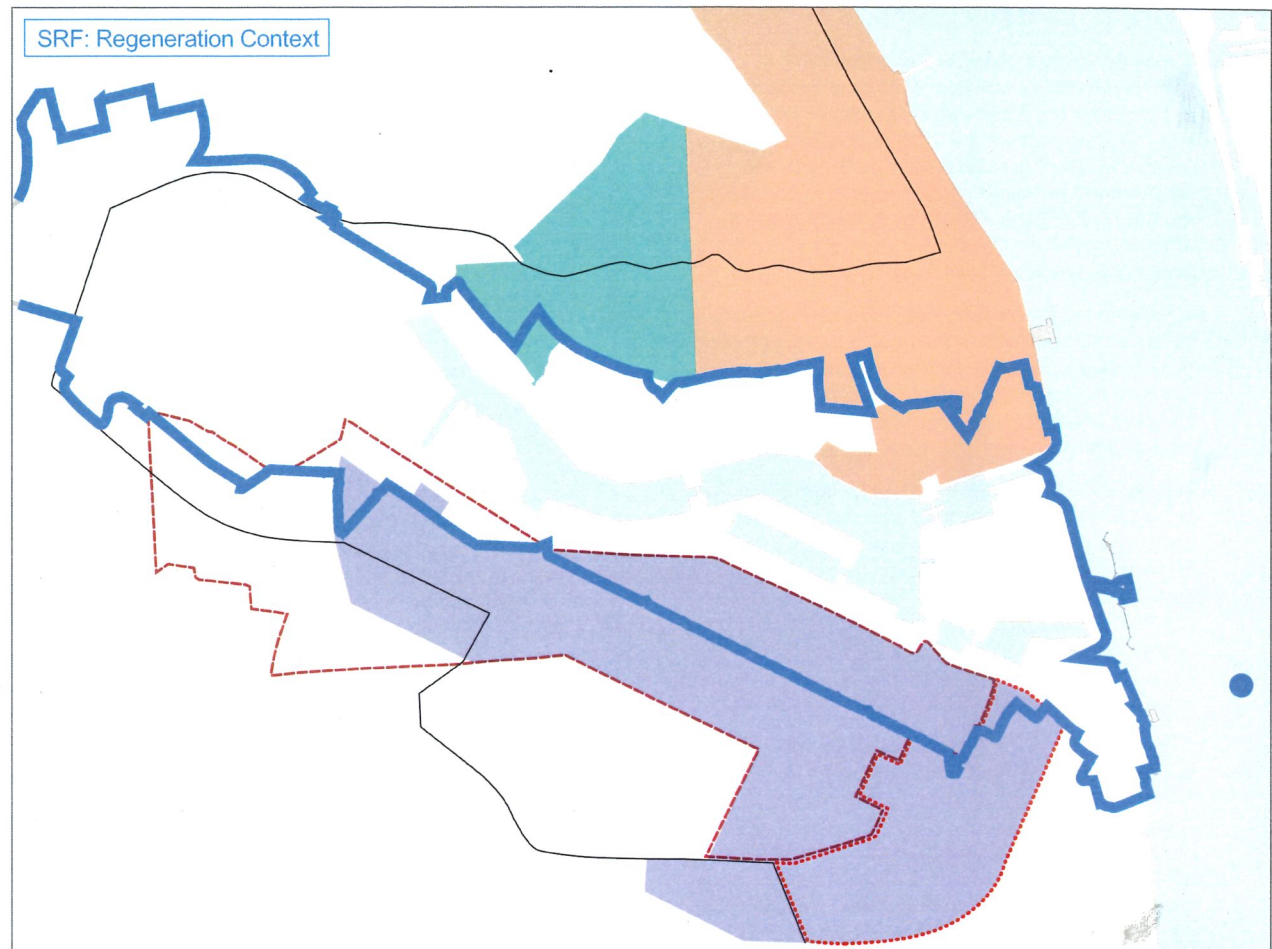


- 3.9 In discussion with Wirral MBC and the Wirral HMRI Team, the need to identify the clear spatial extent of the project was recognised. This has been defined as the SRF 'Footprint'.



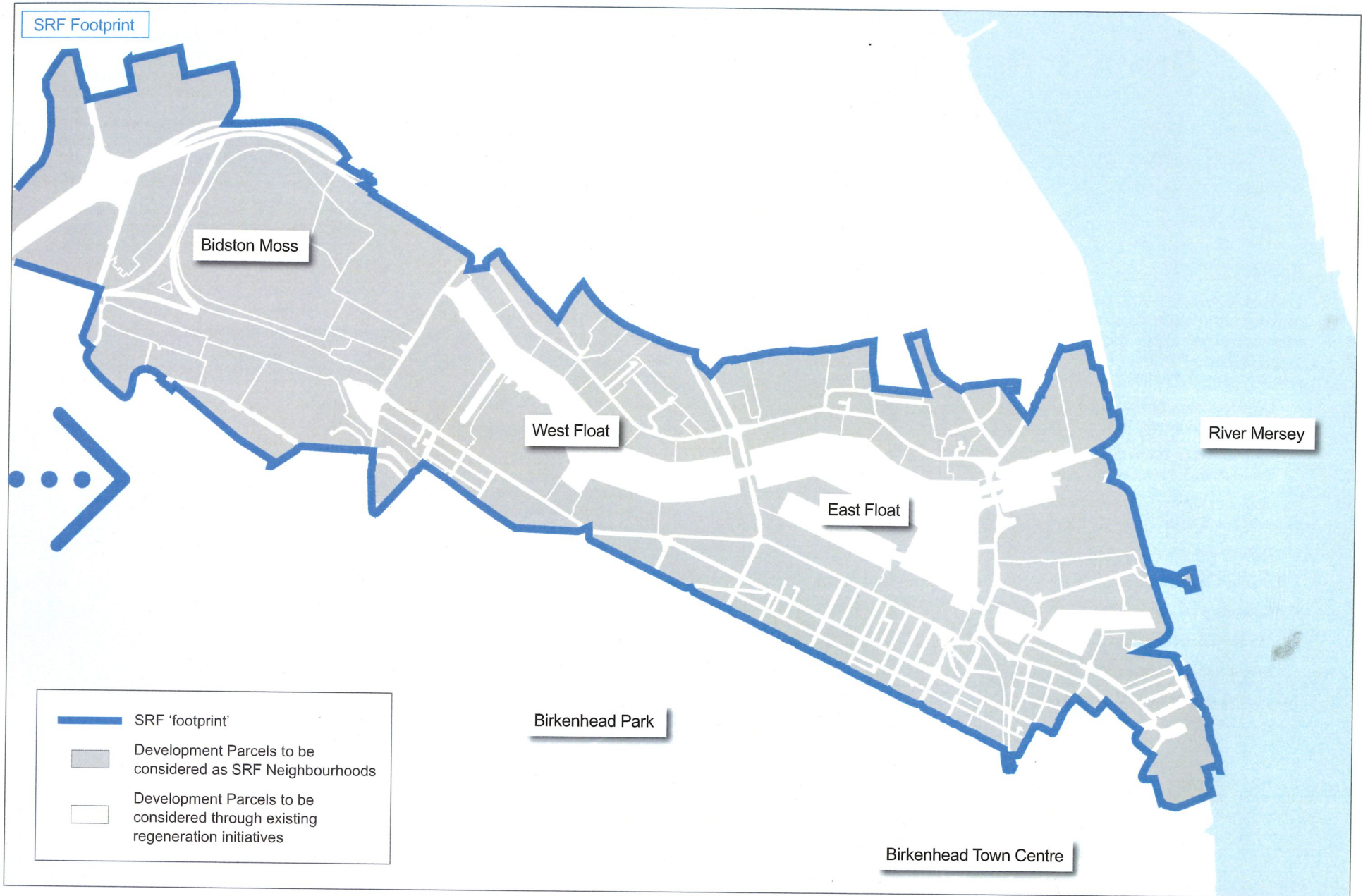
## Defining the SRF 'Footprint'

- 3.10 A key aspect of the Baseline Study is the consideration of the degree of physical intervention required to connect those parts of Inner Wirral where the physical fabric has become eroded and fragmented. A further consideration has been the extent to which regeneration and spatial planning frameworks set out prior to the launch of the Initial Vision require reviewing given the significant move away from extensive industrial and port activity within East Float towards residential, commercial, leisure, cultural, civic and other uses.
- 3.11 The most immediate spatial planning and regeneration programme is the Housing Market Renewal Initiative and associated Neighbourhood Action Plans (NAP's), and Birkenhead North Masterplan.
- 3.12 The most consistent themes across all of these plans and proposals are the definition of clear environmental boundaries as 'buffers' around the dock estate to screen adjacent residential neighbourhoods; directing bad neighbour uses into the sites immediately adjacent to the dock estate; and the managed withdrawal of remaining housing. Moving away from these 'buffers' and the dock estate, regeneration proposals 'turned their back' on the docks and focused upon the positive aspects of Inner Wirral including City Parks, Birkenhead Town Centre and Hamilton Square.
- 3.13 The Baseline Study concludes that in the context of the Initial Vision there is a need to shift the emphasis from facing away from to turning towards and reconnecting with the dock estate. The previously defined buffers provide the general extent of those locations where it considered appropriate to focus this responsive realignment as the SRF 'footprint'. Beyond the 'footprint', existing proposals are considered to be appropriate and valid.
- 3.14 Following agreement of the SRF Footprint, the next steps was to consider the scope and appropriate agenda of the Vision for a development of this scale and setting.



- SRF 'footprint'
- HMRI Neighbourhood Action Plan (Egremont & South Seacombe)
- HMRI Neighbourhood Action Plan (Poulton)
- HMRI Neighbourhood Action Plan (Birkenhead)
- Birkenhead HMRI Masterplan Area
- Birkenhead Town Centre Strategy Area







## Stage 3: Refreshing and Expanding the Vision

### Approach

4.1 In considering how to consider and set out ideas for the proposed SRF 'Footprint' and its integration with the wider regeneration challenges of long standing deprivation and market collapse within the immediate environment, an approach was required that:

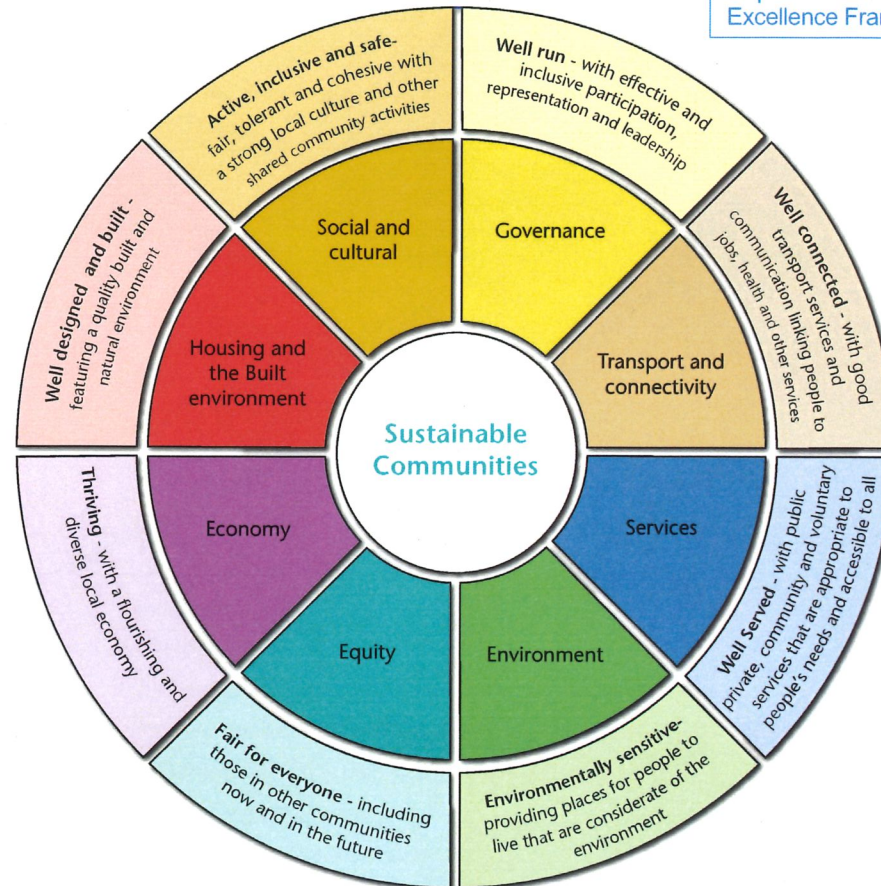
- Considered how Wirral Waters may act as a trigger for wider regeneration; and
- Set out a Vision that responded to all aspects of the sustainable communities agenda.

4.2 This approach has been undertaken through Workstage 3 as the following tasks:

- Defining the Vision and Goals;
- Strategic Spatial Options;
- Catalysts and Components;
- City Neighbourhoods and Structure; and
- Neighbourhood Frameworks.

Each task is explored in further detail below.

Inspire East  
Excellence Framework





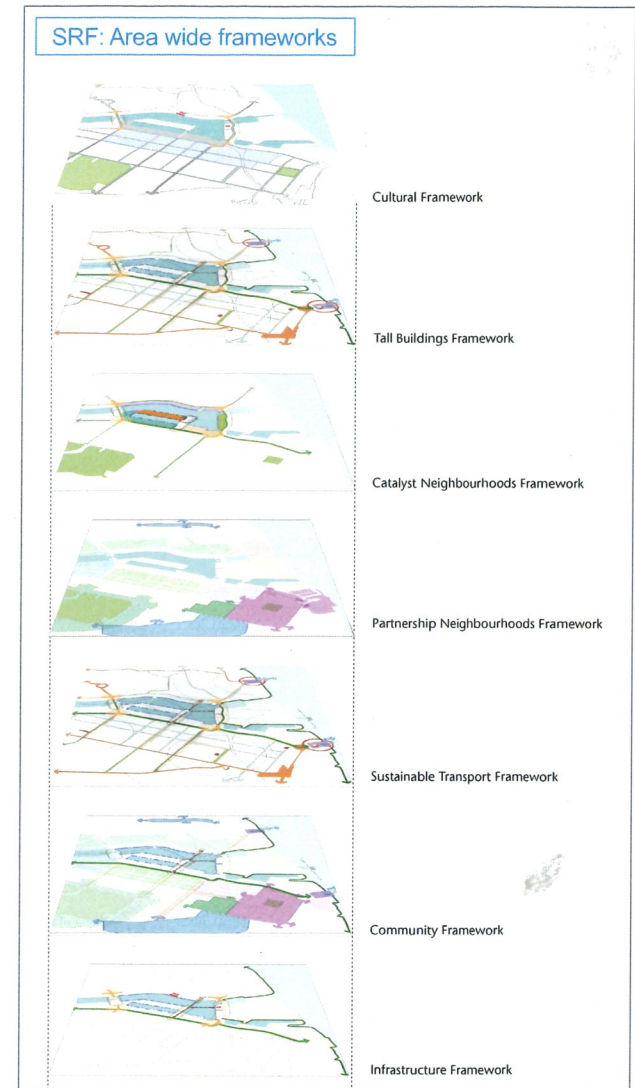
## Defining the Vision and Goals

- 4.3 In reviewing best practice and guidance, the approach of the Inspire East Excellence Framework (Urban Design Compendium: English Partnerships/Housing Corporation 2007) provided a relevant and widely endorsed starting point.
- 4.4 The Excellence Framework has been created by Inspire East, supported by the Building Research Establishment. The toolkit has been adopted by the East of England Development Agency.
- 4.5 Inspire East is the regional centre of excellence for sustainable communities in the East of England aiming to inspire best practice. The Excellence Framework is a practical toolkit to assist designers and developers to achieve excellence by considering all the aspects of a sustainable community.
- 4.6 In consultation with Wirral MBC and other stakeholders, the Project Team translated all aspects of the sustainable communities agenda into 10 Goals that are tailored and specific to the project.



4.7 As such, the Vision for Wirral Waters is set out as 10 Goals providing a full response to the sustainable communities agenda. The Goals are being taken forward as overarching thematic strategies, setting out key commitments and proposals as appropriate.

- 1 Celebrating the past, shaping the future – leading to a Heritage Framework
- 2 An internationally recognisable city waterfront – leading to a Cityscape Framework
- 3 Creating places of distinction, destinations and market concepts for the 21st Century – leading to a Catalysts Neighbourhood Framework
- 4 A dynamic, prosperous Inner Wirral at the heart of the City Region – leading to a Partnership Neighbourhoods Framework
- 5 World class connections, access for all – leading to Sustainable Transport Framework
- 6 Sharing prosperity, health and well being – leading to a Communities Framework
- 7 An exemplar environmental resource – leading to an Infrastructure Framework
- 8 Securing long term success, starting today
- 9 Engage and Inspire
- 10 A Robust Delivery Framework





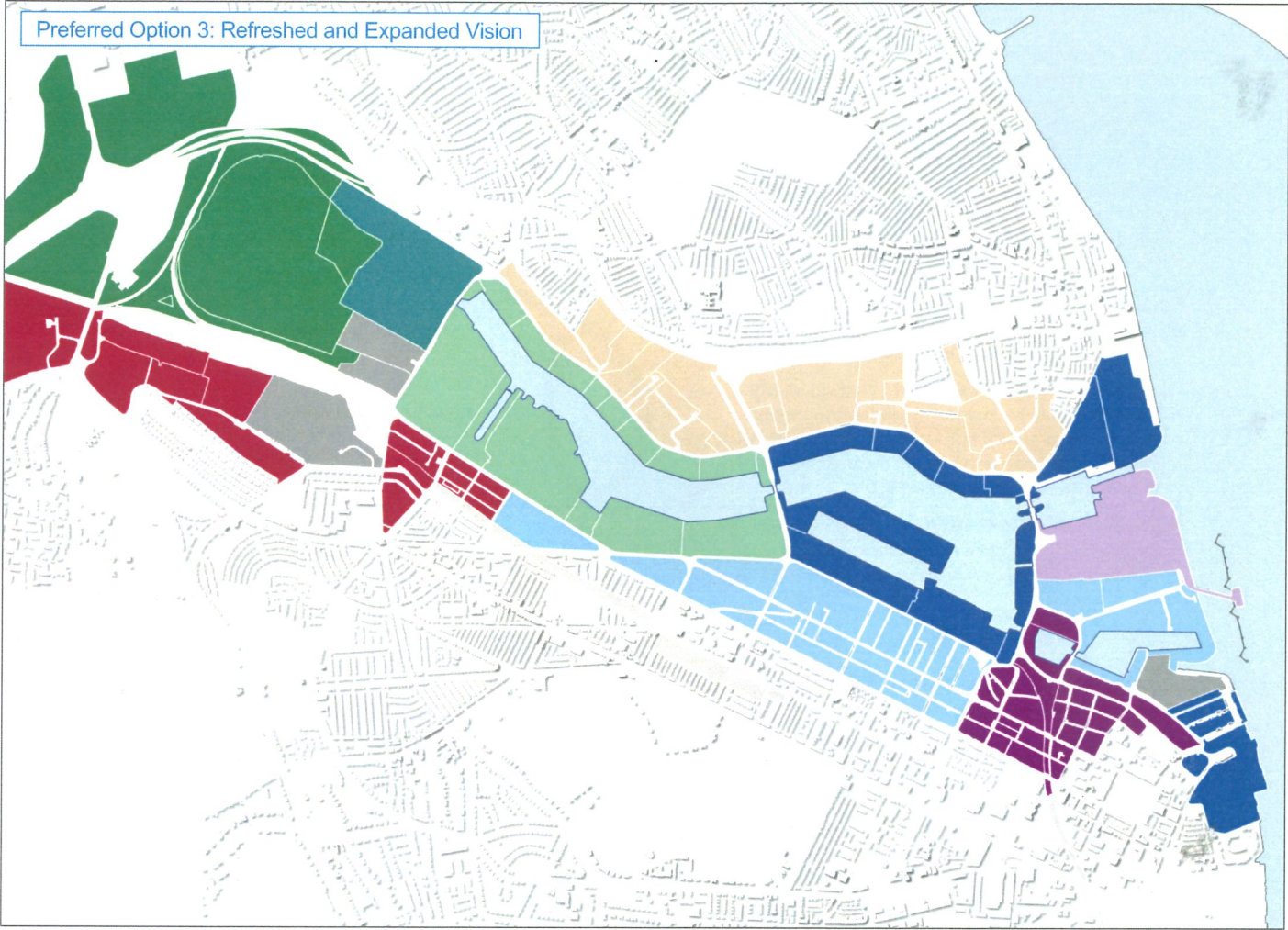
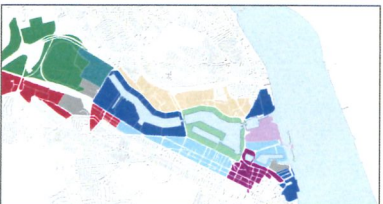
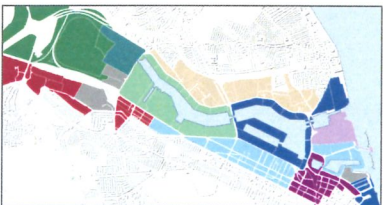
## Strategic Spatial Options

- 4.8 The starting point in considering how to test and refresh the approach was to identify 'strategic spatial options'. This approach reflects the SEA Directive (Article 5.1), which requires the identification, description and evaluation of reasonable alternatives, in order to test the likely significant effects on the environment. An initial sieving process was quickly undertaken to rule out options and alternatives which did not meet the reasonableness test.
- 4.9 In all, six options were identified as being worthy of a SWOT analysis, these being:
- 0 **No change** – the do nothing option, which sees the dock estate continue on its current trajectory and surrounding initiatives progress as planned;
  - 1 **Vacant Sites Development** – this involved only those sites currently vacant and available for development, including Bidston Dock and sites along the north of East Float;
  - 2 **Stand Alone Development** – this involved considering the benefits of bringing forward development at East Float and Bidston Dock without a strategic framework or consideration of how regeneration opportunities for local communities may be realised. ;
  - 3 **Refreshed and Expanded Vision** – using the key principles of a major retail/leisure destination at Bidston Dock and high density redevelopment of East Float allied to retaining West Float and Twelve Quays in port use, but fundamentally reviewing and re-shaping the proposals and establishing a new Vision and Development Framework, to incorporate a wider spatial area and to link into existing communities and existing and planned initiatives;
  - 4 **West Float Core Project** – similar to Option 3, with a wider and integrated approach, but using West Float rather than East Float as the major driver for change;
  - 5 **East and West Float Core Projects** – again, using a wider and integrated approach, but with both East and West Floats to be redeveloped for high density uses, with the operational port effectively restricted to Twelve Quays and the inland floats used for leisure/transport purposes only.
- 4.10 The key findings of the SSO are set out across the page. In consultation with WMBC and other partners, Option 3 was identified as the preferred option to be taken forward.

**Table 1:** Key Findings of SWOT analysis of Strategic Spatial Options

Option	Key findings	Preferred Option?
0. No change	Would not deliver accelerated level of social and economic growth in area of need. Fails to capitalise on opportunity for major regeneration in the inner area. Would not raise significant new environmental issues within the docks but could result in significant development pressure in less sustainable locations in West Wirral; hence a negative overall environmental effect could arise.	No
1. Vacant Sites Development	Critical mass unlikely to achieve major regeneration benefits. Physical development opportunities likely to be rather isolated and fragmented. Pressure elsewhere for housing and economic development would result in overall adverse environmental effects elsewhere in Wirral.	No
2. Stand Alone Development	This approach has very limited potential to deliver major social and economic benefits. With no clearly defined roles for leading the regeneration agenda, there is a high probability of the development remaining isolated and disconnected from adjacent communities.	No
3. Refreshed and Expanded Vision	Has the potential to deliver major physical, social and economic benefits, through a more comprehensive and integrated approach. Allows for full and proper formulation of major proposals whilst securing initial progress through identifiable "early wins". Sustainability and integration need to be central to the Framework and masterplanning processes. Strong partnership working will be required in order to deliver change in surrounding areas and to secure the regeneration benefits. This approach will maximise benefits to the surrounding communities.	Yes
4. West Float Core Project	Has the potential to deliver major physical, social and economic benefits. In comparison with Option 3, Port activities would be more restricted at East Float, whilst additional land would be available for redevelopment at West Float and could link more directly with Bidston Dock and North Birkenhead. However, East Float is considered to have a superior strategic and local location in terms of accessibility, proximity to Birkenhead and the Mersey waterfront, and represents a better opportunity for high density "international waterfront" redevelopment. The safeguarding of West Float for port use will ensure a truly mixed-use environment and will retain active port traffic passing through East Float.	No
5. East and West Float Core Projects	Has the potential to deliver enormous physical, social and economic benefits, through freeing up both West and East Floats for redevelopment and allowing a contiguous project from Bidston Dock through to East Float. However, the implications for the maritime economy, in terms of loss of port land, relocation requirements for existing businesses and lack of opportunity for further growth of port business in inner Wirral, would be significant. Land would need to be found elsewhere for major relocations of viable port businesses. As such, whilst there is still a valuable role for Birkenhead Docks in the wider port economy, West Float should be the focus of investment, relocations and environmental/physical improvements. Parts of West Float are likely to be required for infrastructure to support the Preferred Option, whilst land at the western end of West Float may be assimilated with the Bidston Dock and Rivers Streets Neighbourhoods, subject to spatial masterplanning at Stage 4.	No



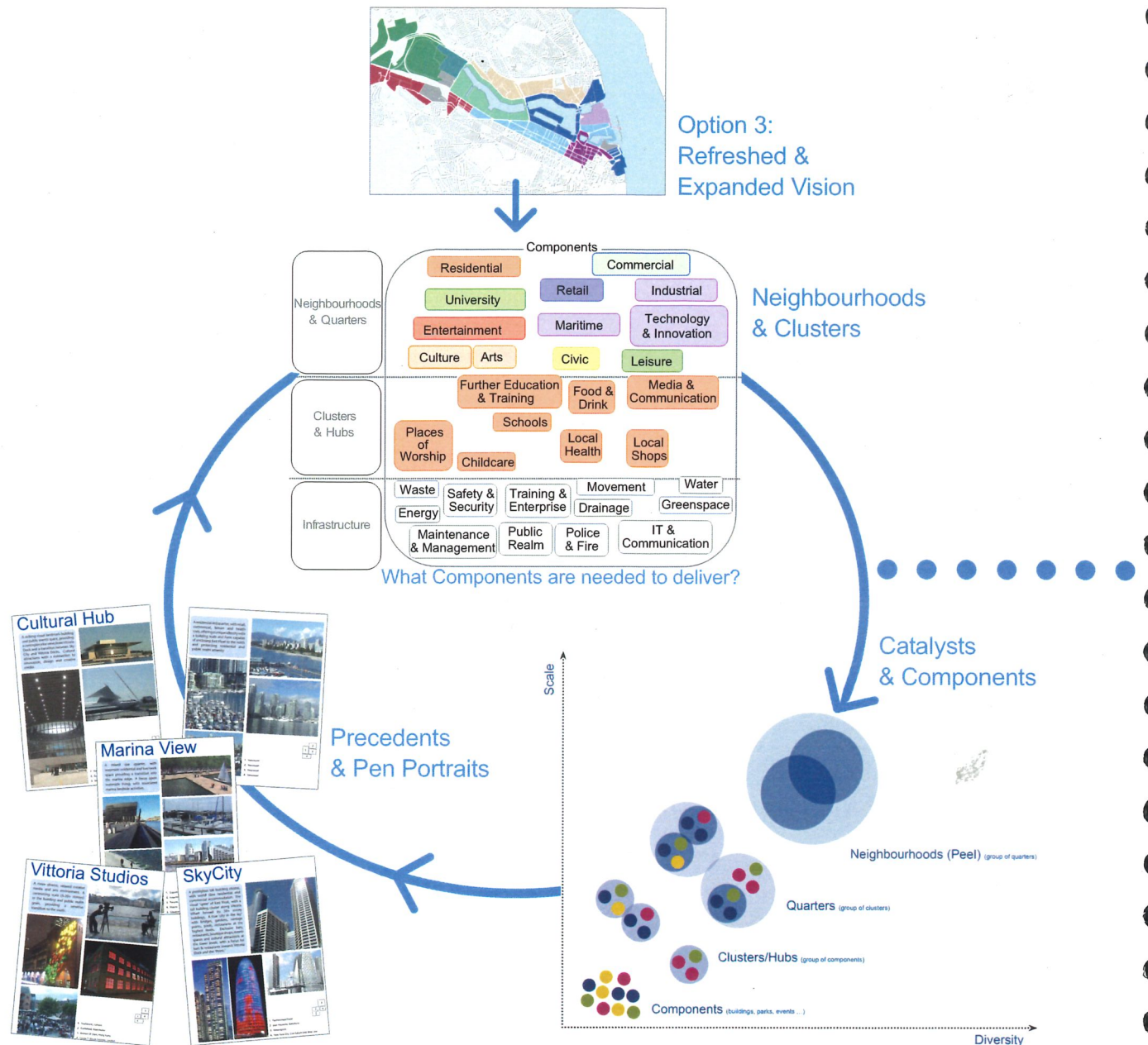


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- 0. No change
  - 1. Vacant Sites Development
  - 2. Stand Alone Development
  - 3. Refreshed and Expanded Vision
  - 4. West Float Core Project
  - 5. East and West Float Core Projects

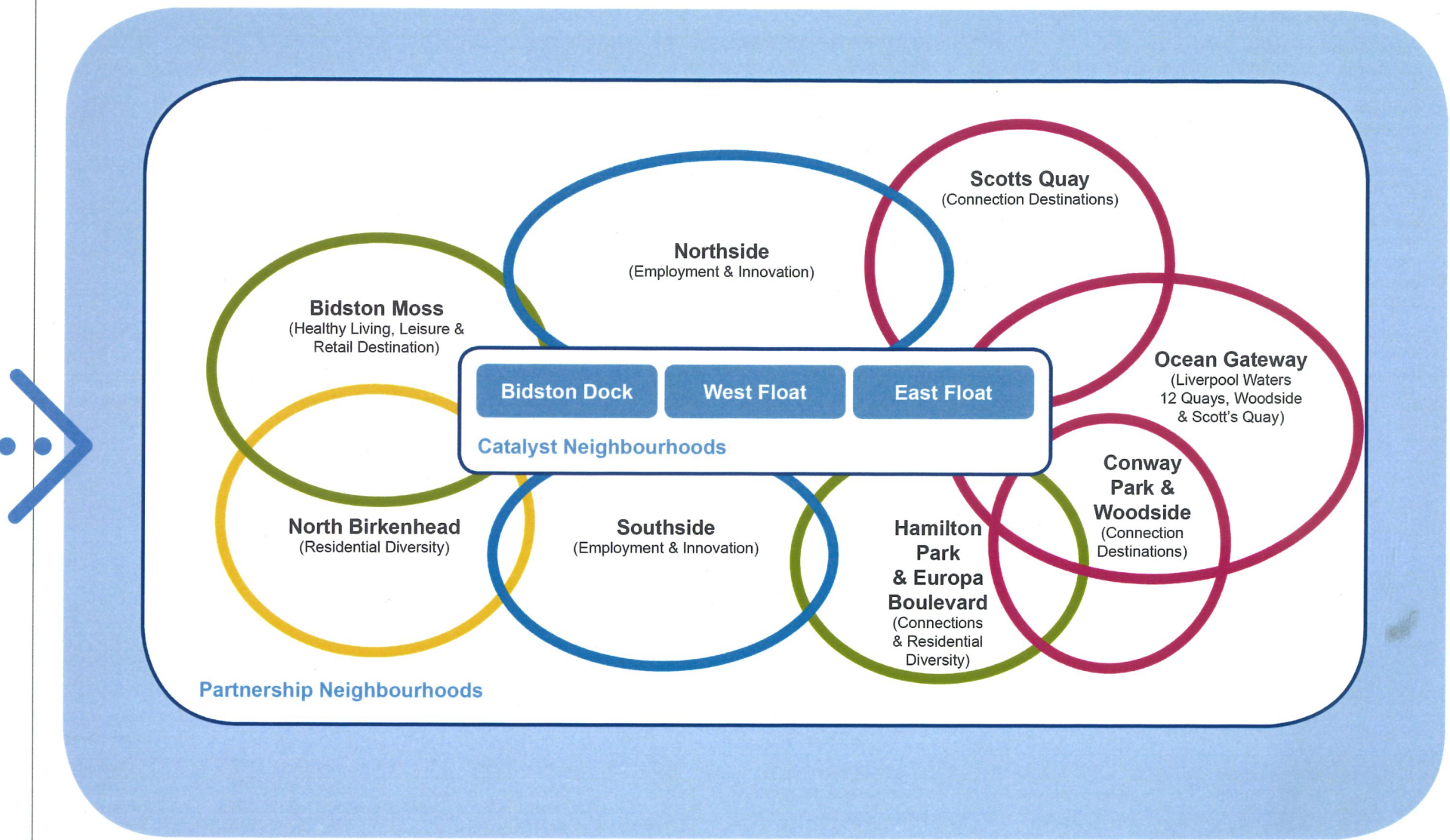


## Catalysts and Components

- 4.11 Following the selection of Option 3 as the preferred spatial approach for bringing forward the Wirral Waters proposals, a more detailed consideration of the nature and appropriate location and combinations of different uses, activities and identities was undertaken.
- 4.12 Given the scale of the ambition, the sustainable communities agenda, the location at the heart of the Liverpool 'City Region' and unique nature of the site, the approach was iterative and involved three key considerations:
1. **Neighbourhoods and Clusters** - what range of uses should be considered across Wirral Waters, and how should they be arranged and clustered together?
  2. **Catalysts and Components** - what individual city components' may be included in the Wirral Waters project to create a sequence of catalysts capable of triggering wider regeneration and compliment, rather than duplicate, existing assets?
  3. **Precedents and Pen Portraits** - how has regeneration been achieved in other city regeneration projects across the globe and are there any lessons to be learned?
- 4.13 An iterative process to explore these considerations was undertaken in consultation with Wirral MBC and key stakeholders. Discussions were focused through workshops and individual meetings through which ideas were explored by the use of 'pen portraits'.
- 4.14 The Pen Portraits explored emerging ideas of how different components may be clustered together to create distinct identities, then placed within those parts of the SRF 'Footprint' considered most appropriate – due to environmental setting, existing communities and activities, public transport and access, etc.
- 4.15 This approach of creating a sequence of inter related neighbourhoods and quarters, with distinct catalysts and components provided emerging ideas for particular neighbourhoods within the Wirral Waters SRF 'Footprint'.
- 4.16 The emerging neighbourhoods of East Float, Bidston and West Float – as the focus for Peel Holdings investment – were defined as 'catalyst' neighbourhoods. This is in recognition of their clear abilities to reframe the way the surrounding 'partnership' neighbourhoods are perceived.







## Neighbourhoods and City Structure

- 4.17 The emerging ideas for "neighbourhoods" provided a clear understanding of the future identities, uses and activities for particular locations within the SRF Footprint.
- 4.18 These ideas were further defined to create an interlocking family of neighbourhoods across the SRF Footprint. A process of checking proposed identities and uses against the roles and identities of existing neighbourhoods and destinations across the Wirral Peninsula and Liverpool waterfront was undertaken to ensure diversity and avoid duplication. A family of 15 SRF Neighbourhoods emerged from this process.
- 4.19 In making the connections across the 15 neighbourhoods to existing destinations, community hubs, bus, rail and ferry stations, a network of clearly defined streets and places were proposed as a new 'City Structure'. A total of 9 new components emerged as the proposed City Structure.
- 4.20 Together, the SRF Neighbourhoods and City Structure Frameworks provided the platform upon which all supporting area wide frameworks have been developed, as illustrated across the following pages.

## SRF Neighbourhoods

- 4.21 A total of 15 Neighbourhoods have been defined. They are:

- 1 Western Approaches
- 2 Bidston Moss
- 3 Valley Road
- 4 River Streets
- 5 Bidston Dock & Poulton Bridge
- 6 West Float
- 7 Northside
- 8 Southside
- 9 East Float
- 10 Scotts Quay
- 11 Twelve Quays (Northside)
- 12 Twelve Quays (Southside)
- 13 Conway park
- 14 Woodside
- 15 Hamilton Park

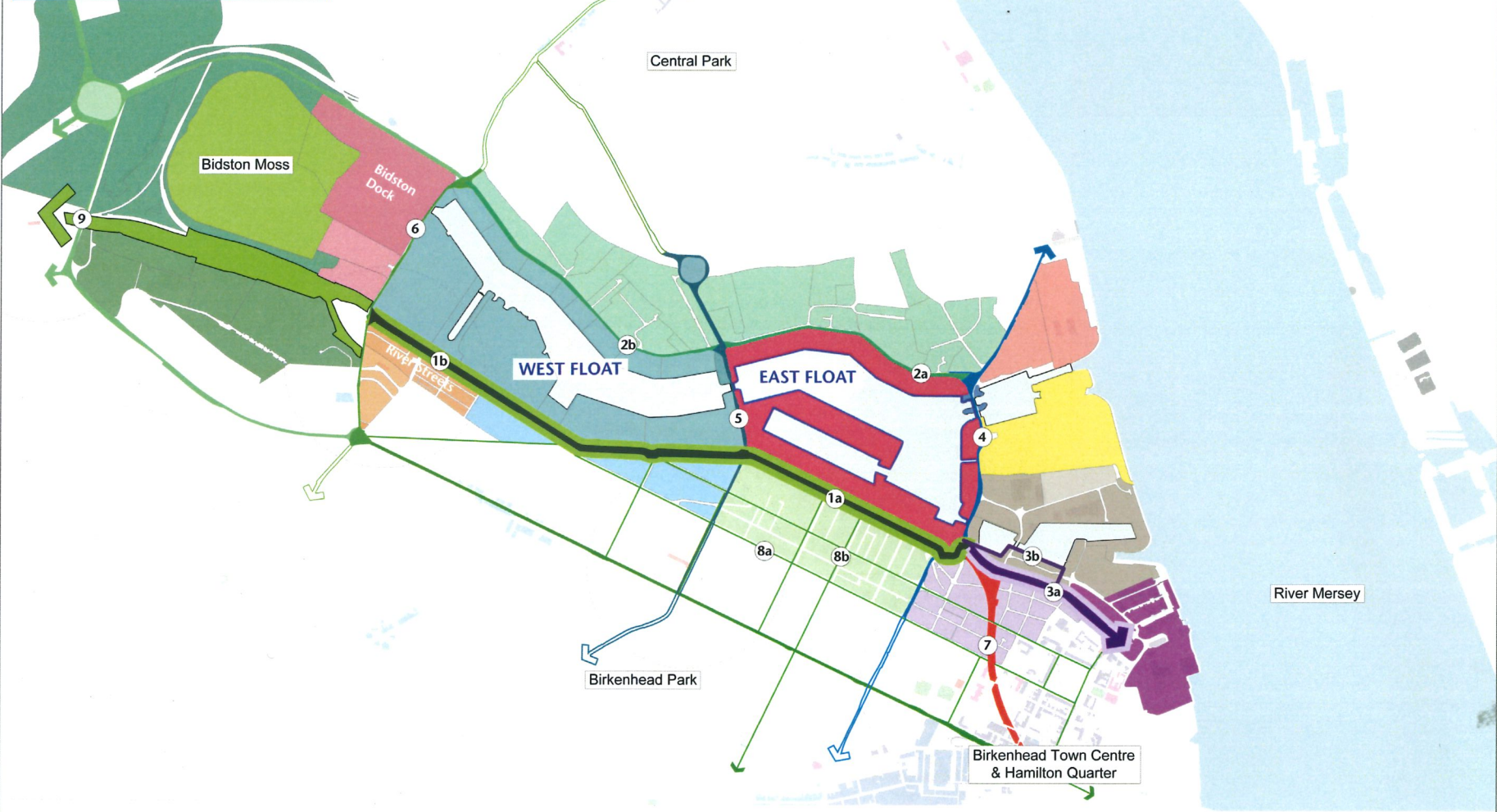
## City Structure

- 4.22 A total of 9 City Structure components have been defined. They are:

- 1 City Boulevard
- 2 Northside Boulevard
- 3 Woodside Boulevard
- 4 Tower Street (Parkway)
- 5 Duke Street (Parkway)
- 6 Poulton Bridge (Parkway)
- 7 Conway Park Curves
- 8 Town Boulevards (Laird Town Plan)
- 9 Western Approaches & Gateways



Neighbourhoods and City Structure



Neighbourhoods

- East Float
- West Float
- Bidston Moss
- Hamilton Park
- Western Approaches
- Valley Road
- Bidston Dock & Poulton Bridge
- Conway Park
- Woodside

City Structure

- 1a City Boulevard East
- 1b City Boulevard West
- 2a Northside Boulevard East
- 2b Northside Boulevard West
- 3a Woodside Boulevard
- 3b Egerton Route
- 4 Tower Road (Parkway)
- 5 Duke Street (Parkway)
- 6 Poulton Bridge (Parkway)
- 7 Conway Park Curves
- 8a Town Boulevards East-West (Laird Town Plan)
- 8b Town Boulevards North-South (Laird Town Plan)
- 9 Western Approaches - River Birkett



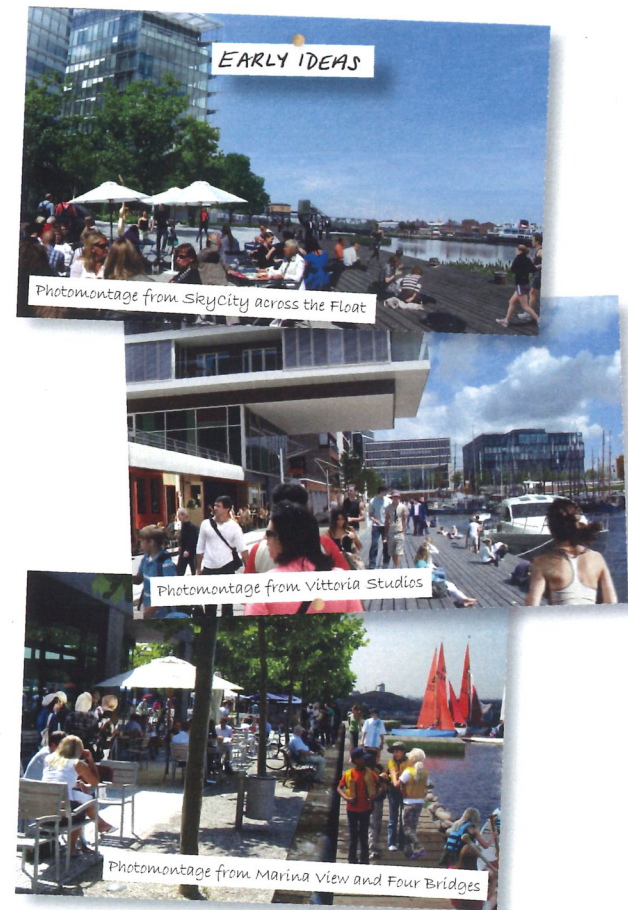
### Catalysts and Partnership Neighbourhoods

- 5.1 The proposed SRF Neighbourhoods are defined as 'Catalyst' and 'Partnership' Neighbourhoods. Catalyst neighbourhoods are those locations identified for significant change being put forward by Peel Holdings, capable of providing the critical mass of investment to bring about regeneration in adjacent 'partnership' neighbourhoods.
- 5.2 The Catalyst Neighbourhoods are East Float and Bidston Dock. The role of West Float as a renewed focus for operational port activities and potential energy centre is also considered to have a supporting role as a Catalyst Neighbourhood.
- 5.3 The Baseline Study identified a clear distinction between those locations surrounding Birkenhead and Wallasey Docks that are performing well, and those that are underperforming. Given the close proximity to the 'Catalyst Neighbourhoods', the 'Partnership' neighbourhoods focus attention upon the opportunity to promote significant investment and regeneration across the wider area. They also provide the opportunity to support the 'City Structure' in connecting the 'Catalyst Neighbourhoods' to those existing communities and assets enclosing the SRF Footprint.
- 5.4 Due to their strategic roles in shaping the Partnership Neighbourhoods, the roles of East Float and Bidston Dock are further defined through Neighbourhood Frameworks – as set out across the following pages.

### East Float

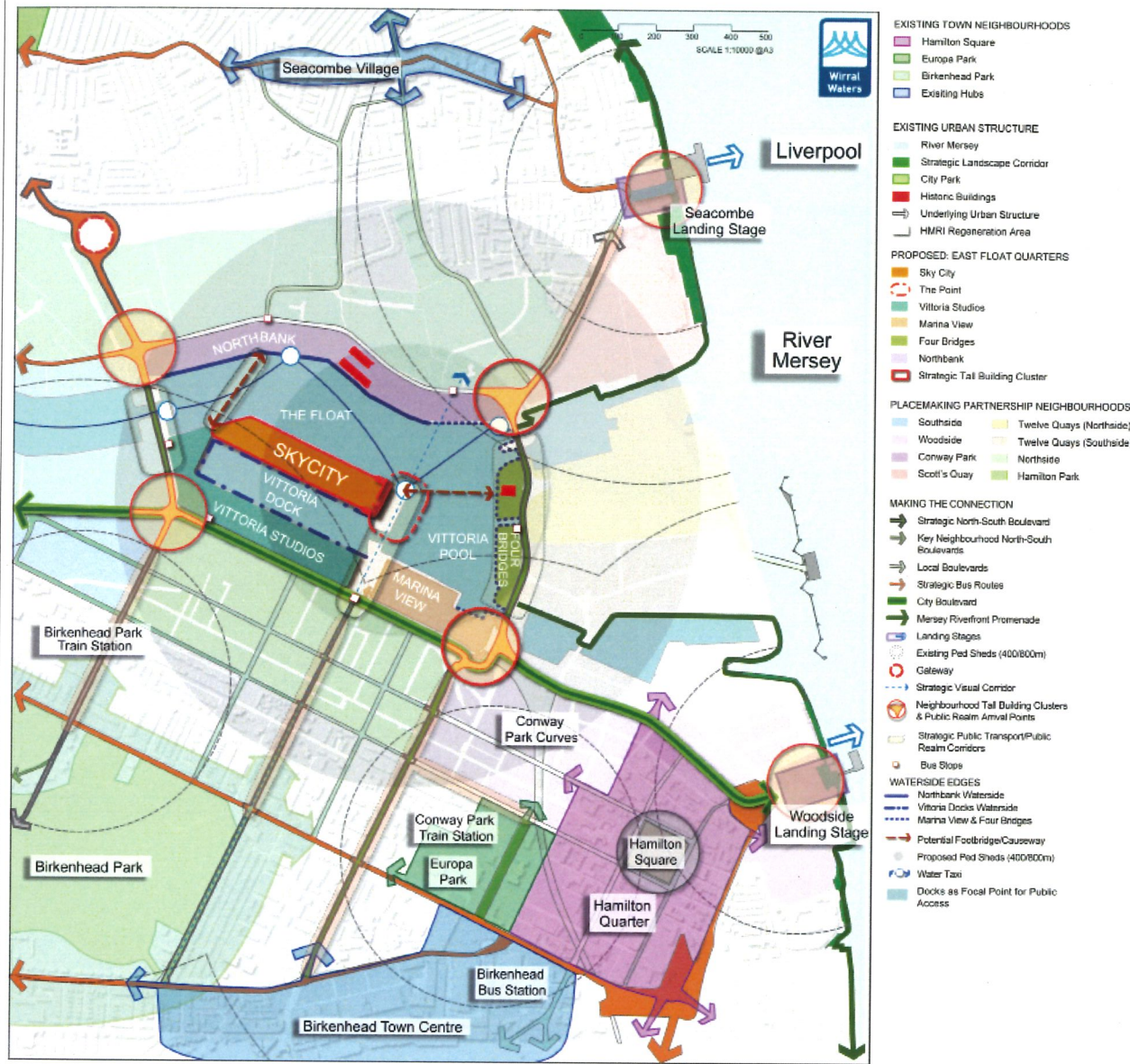
- 5.5 The East Float Neighbourhood occupies a strategic position between established employment and residential neighbourhoods to the north, and further employment and residential neighbourhoods, Birkenhead Town Centre, Conway Park and Birkenhead Park to the south. East Float is proposed as the focal point for significant change and development and as such the East Float Neighbourhood Framework, sets out a finer grain of spatial planning principles for land uses, movement and connections, landscape and public realm.
- 5.6 To consider the sense of place and unique experiences of Wirral Waters, placemaking ideas have been explored through montages and sections, together with precedent desk based reviews and study tours.
- 5.7 They have led to indicative typologies for those East Float Quarters containing a number of urban blocks to be developed through interpretation of consistent principles. This is a response to obvious implications of designing in detail development parcels and building blocks that may not be constructed for 30 years +.
- 5.8 These quarters are:
- SkyCity (and the Point)
  - Vittoria Studios
  - Marina View and Four Bridges
  - Northbank (West and East)

The starting point is illustrative work to date. The overarching ideas for 'City Structure' and each quarter are set out across the following pages.





## East Float Neighbourhood Frameworks



5.5 An overview of each quarter is set out below:

### Sky City

A prestigious tall building cluster with maximum heights of 50+ storeys offering world class residential and commercial accommodation. The visual 'spine' of East Float with vantage points and restaurants at the highest levels. Bars, restaurants and boutique retail animating the lower ground floors focusing towards the 'Point'.

### The Point

A striking landmark building and world class cultural destination, providing a centre piece for East Float and a city square at the promontory of SkyCity. The main arrival and meeting point – a pedestrian hub with linkages and a causeway connection to Four Bridges.

### Vittoria Studios

A diverse residential, creative industries, media and arts environment, with opportunities for more ephemeral markets and events. A more relaxed and distinct offer to contrast with SkyCity, with a lower scale building and public realm typology providing a sensitive transition to the south.

### Marina View

A mixed use civic, educational, residential and commercial led quarter strengthening connections to the civic and commercial neighbourhoods of Hamilton Square and Birkenhead Town Centre.

### Four Bridges

A new educational quarter connecting to the existing educational campus at Egerton and Morpeth Docks across Tower Road Parkway. Supporting development including a boutique hotel and offices, together with improved public realm and access to the waters edge.

### Northbank

A residential-led quarter including family living with commercial, leisure and health uses offering a bespoke living environment with access to the waters edge, and a short walk away from other quarters and facilities. An appropriate building scale capable of enclosing East Float to the north, with bars/restaurants focused to the east along the Four Bridges and Marina View 'loop'.

### Vittoria Dock

A focus for masted boats and ships (residential and restaurants), linked by a pedestrian 'loop' connecting SkyCity and the Point to Vittoria Studios. Jetties and pavilions will be set within the Dock, with a boardwalk linking bars, restaurants and boutique shops. A more intimate and enclosed experience to the Point and the Vittoria Pool.

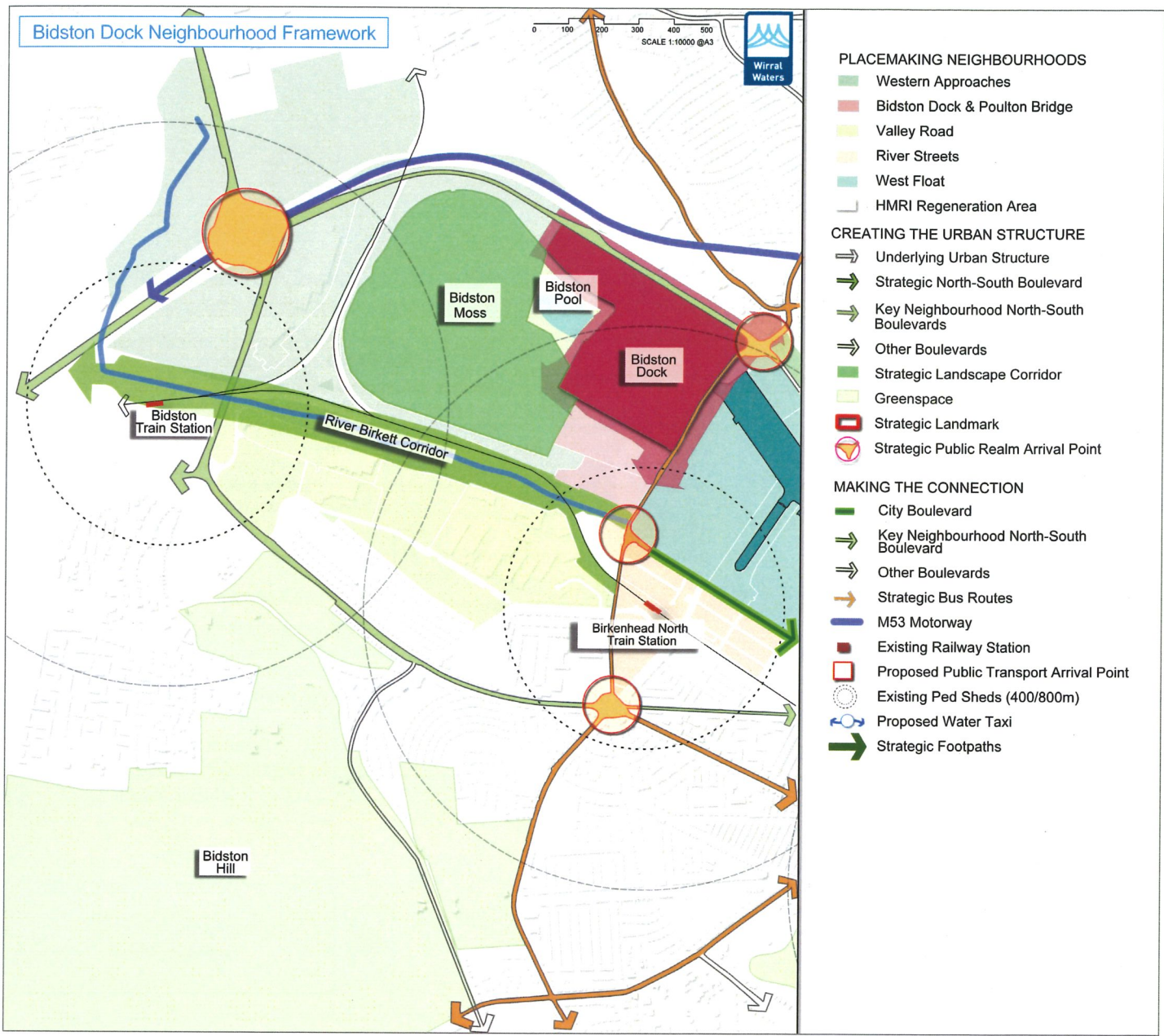
### Vittoria Pool

A focus for watersports, marina and activities with a causeway and jetties animating the waters edge, connecting to SkyCity and the Point, and buffering water users from commercial shipping. Access to the waters edge with sloping 'beaches' encourages informal recreational activities supported by facilities for teaching/group events.

## Bidston Dock

- 5.9 The Bidston Dock neighbourhood occupies a pivotal position connecting the River Birkett landscape corridor in the west, to the 'Great Floats' and the neighbourhoods of Seacombe, Poulton, Wallasey and Birkenhead to the east. More immediately, the Bidston Dock wraps around the western, northern and eastern perimeter of the Bidston Moss community woodland.
- 5.10 Bidston Dock is proposed as a new leisure and retail destination, playing a strategic role in attracting new visitors into the heart of the Wirral Peninsula. The setting is a real asset in exploring initial ideas further. The opportunity is to create a new attraction that has close links to Bidston Moss, supporting the recreational and landscape uses that the Moss supports.
- 5.11 In the same way as the East Float acts as a catalyst reconnecting communities to the waters edge, Bidston Dock is well placed to reconnect residential neighbourhoods to the north and south.
- 5.12 The location at the western extents of the proposed 'City Boulevard' provides the opportunity to connect Bidston Dock to this proposed public transport, landscape and recreational east west corridor. Setting in place improved pedestrian and cycleway connections to the nearby Birkenhead North and Bidston rail stations will increase activity and encourage increased usage of these underused public transport connections.
- 5.13 The close proximity to the M53 enables immediate access to Bidston Dock without drawing traffic into the existing and proposed neighbourhoods across Inner Wirral.





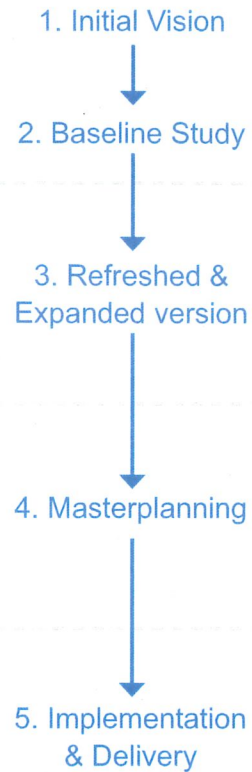
### Guiding Principles

- 6.1 The recommendations and next steps for the Guiding Principles are as follows:
- Publish for review and comment by Wirral Council, Government Office, HCA, NWDA and other key stakeholders;
  - Update/amend the Guiding Principles to reflect any significant issues;
  - Monitor (see below) and respond to changes in circumstances, policy, funding and so on, to ensure that an up to date record of the overall approach is maintained.

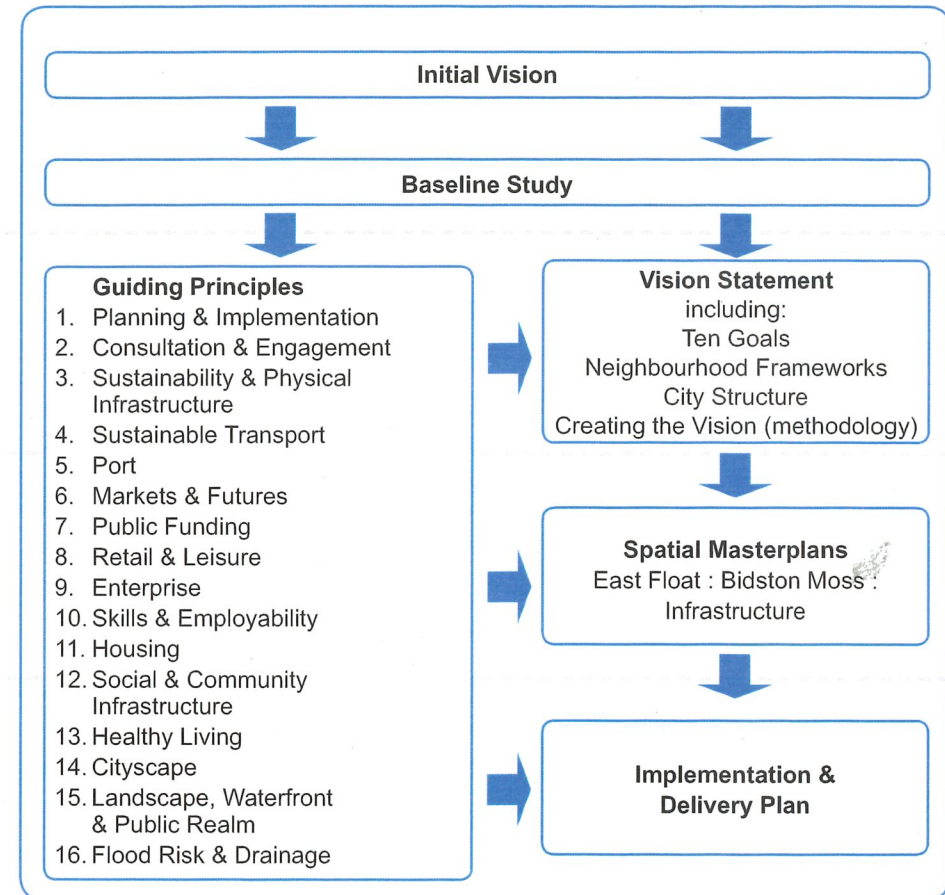
### Stage 4: Spatial Masterplans

- 6.2 The principles and proposals set out in the East Float and Bidston Dock Neighbourhood Frameworks and Guiding Principles documents have been translated into a finer degree of detail as Spatial Masterplans. These masterplans have provided a further forum for consultation and form part of the East Float Outline Planning Application submission of planning applications.

### KEY STAGES



### STRATEGIC REGENERATION FRAMEWORK STRUCTURE





### Stage 5: Implementation and Delivery

- 6.3 Following a two-day workshop between Peel Holdings and Wirral MBC in February 2008, it was agreed that an informal partnership arrangement was required in order to put the emerging partnership working arrangements on an agreed footing.
- 6.4 Partnership working arrangements were established and endorsed by Peel Holdings and Wirral MBC as set out across the page. This approach has ensured that emerging ideas and proposals have responded to local regeneration needs, the sustainable communities agenda, and projects and programmes being brought forward by Wirral MBC and their partners.
- 6.5 This Partnership Working Arrangement of Executive and Working Groups, supported by Working and Development Management Groups will continue to lead the strategic direction and delivery of Wirral Waters.

