



**Wirral Waters**

Strategic Regeneration Framework

# Guiding Principles: 15. Landscape, Waterfront & Public Realm

Revised: 07 June 2010

METROPOLITAN BOROUGH  
OF WIRRAL  
DEPT OF TECHNICAL SERVICES  
  
7 JUN 2010  
  
CHESHIRE LINES  
CANNING STREET  
BIRKENHEAD CH41 1ND

09/06509

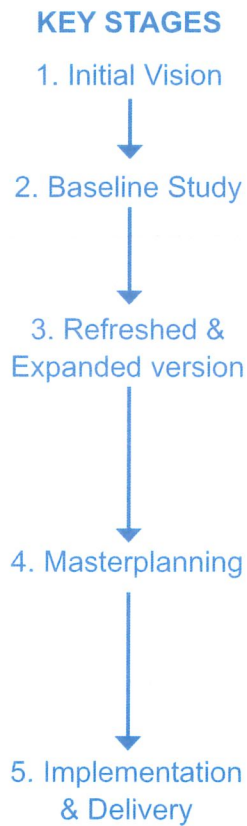
# Contents

1	INTRODUCTION AND SUMMARY	1
2	ISSUES AND OPPORTUNITIES	5
3	GUIDING PRINCIPLES FOR LANDSCAPE, WATERFRONT AND PUBLIC REALM	17
4	RECOMMENDATIONS AND NEXT STEPS	33
5	MONITORING AND REVIEW	34

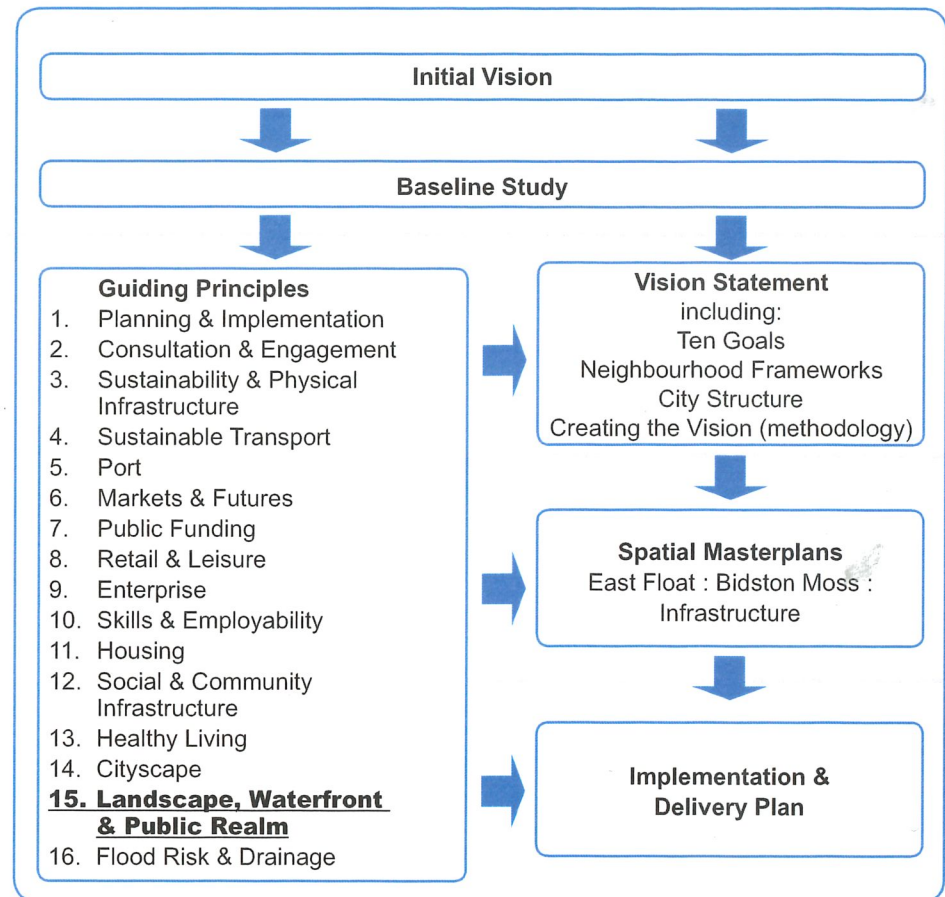
# Introduction and Summary

## Strategic Regeneration Framework

- 1.1 The vision for Wirral Waters is to create a new city waterfront focussing upon the transformation of Birkenhead and Wallasey Docks and their surrounding neighbourhoods. East Float is to be the principle 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 Wirral Waters is being brought forward through a Strategic Regeneration Framework (SRF). This includes five key stages. Following the Initial Vision (Stage 1) and Baseline Study (Stage 2), a Vision Statement has been produced for Stage 3, which refreshes and expands the Initial Vision through the production of Ten Goals and a series of Spatial Frameworks across 15 neighbourhoods.
- 1.3 The Vision Statement demonstrates how Wirral Waters will act as a catalyst to the sustainable regeneration and growth of Inner Wirral and the wider City Region. It will guide and inform the future evolution of spatial masterplans and the project implementation process.

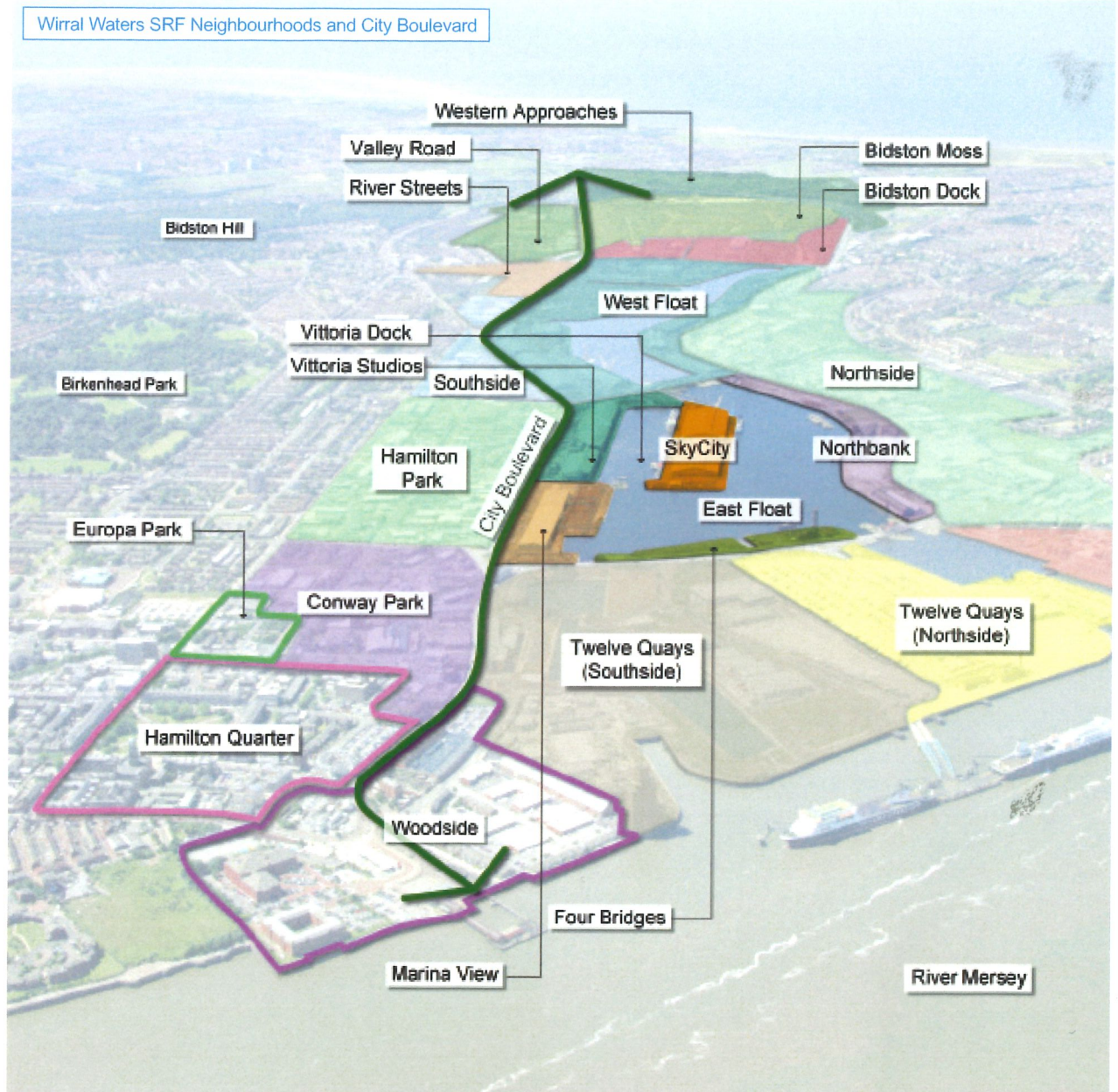


## STRATEGIC REGENERATION FRAMEWORK STRUCTURE



## Guiding Principles

- 1.4 Alongside the Vision Statement, a number of documents have been produced that set out the 'Guiding Principles' of the project. These are the working embodiment of how Wirral Waters will deliver the Vision. Each Guiding Principles Document is owned by one of the Working Groups established between partners to inform, guide, shape and crucially, realise, the project.
- 1.5 It is intended that each Guiding Principles document can be read and understood in isolation. Further information relating to Wirral Waters can be ascertained by reference to the Vision Statement or other Guiding Principles documents, or indeed other aspects of the SRF such as the Baseline Study or individual project proposals. All such information is available on the Wirral Waters website:  
<http://www.peelwaters.co.uk/wirralwaters.html>
- 1.6 Each Guiding Principles document is a snapshot in time and whilst they are intended to be timeless, the implementation process will evolve and be shaped by them. Wirral Waters will also be shaped by and need to respond to external factors, such as economic conditions and climate change, so it is important that the Guiding Principles are maintained and reviewed as and when necessary.
- 1.7 Each Guiding Principles document will be taken forward and delivered through individual masterplans and proposals brought forward within the SRF area, and through partnership working between Peel Holdings, Wirral Council and other key stakeholders such as the Homes and Communities Agency, the North West Regional Development Agency, Merseytravel and a range of other local, regional and national groups.



## Document Structure

- 1.8 For simplicity, each of the Guiding Principles documents is structured in a similar manner, as follows:
- Section 1 introduces the document;
  - Section 2 outlines the key issues and, where applicable, the options and opportunities available for addressing the issues;
  - Section 3 sets out the overall Guiding Principles;
  - Section 4 provides recommendations and next steps;
  - Section 5 establishes requirements for monitoring and review.

## Consultation

- 1.9 This document has been published in advance of the submission of the East Float planning application. The Wirral Waters proposals have been the subject of considerable consultation since 2006 to date, as set out within Guiding Principles (2) Consultation and Engagement. It is therefore hoped that these Guiding Principles reflect the aspirations of a wide range of consultees, both community groups and other interested stakeholders, locally, regionally and nationally.
- 1.10 Comments are nonetheless welcomed and can be made in a number of different ways:
- By email to [enquiries@wirralwaters.co.uk](mailto:enquiries@wirralwaters.co.uk)
  - By completing the form on the website <http://www.peelwaters.co.uk/wirralwaters.html>
  - By letter to Peel Holdings, Peel Dome, The Trafford Centre, Manchester, M17 8PL

## OUR TEN GOALS

- |           |  |  |
|-----------|--|--|
| <b>1</b>  | <b>Celebrating the past, shaping places for the future</b>                                   | <ol style="list-style-type: none"> <li>1. Revealing the contrasting identities of the 'Wallasey Pools', and the northern and southern riverbanks</li> <li>2. 'Completing' and responding to the Laird Town gridiron</li> <li>3. Restoring the Great Floats as a 'seam' of waterside activity</li> <li>4. Creating a City Boulevard</li> </ol>  |
| <b>2</b>  | <b>Creating an internationally recognisable city waterfront</b>                              | <ol style="list-style-type: none"> <li>1. Creating signature skylines, buildings and structures</li> <li>2. Creating city approaches and arrival points</li> <li>3. Creating a world class waters edge</li> <li>4. Responding to cultural and environmental assets</li> </ol>  |
| <b>3</b>  | <b>Creating places of distinction, destinations and market concepts for the 21st century</b> | <ol style="list-style-type: none"> <li>1. Creating a critical mass of investment centred upon East Float and Bidston Dock capable of triggering the wider regeneration of the adjacent 'partnership' neighbourhoods and beyond</li> <li>2. Defining East Float as a new city waterfront</li> <li>3. Defining Bidston Dock as a new destination in the heart of the Wirral Peninsula</li> <li>4. Creating opportunities for new ways of living, working, learning and playing within a lush parkland and waterside setting – all right in the heart of the City Region</li> </ol> |
| <b>4</b>  | <b>Creating a dynamic, prosperous Inner Wirral at the heart of the City Region</b>           | <ol style="list-style-type: none"> <li>1. Shaping clear roles for 'partnership' neighbourhoods joining 'catalysts' neighbourhoods to Wallasey, Birkenhead and the River Mersey waterfront</li> <li>2. Supporting adjacent regeneration proposals and initiatives through partnership working, joined up thinking and actions</li> <li>3. Defining West Float and 12 Quays as long term operation port facilities</li> <li>4. Working in partnership with skills and training agencies</li> </ol>   |
| <b>5</b>  | <b>Creating world class connections, and access for all</b>                                  | <ol style="list-style-type: none"> <li>1. Working with partners to promote and deliver a 21st century international, national and regional rail, port, and public transport system</li> <li>2. Placing people at the heart of high density walkable neighbourhoods with a choice of public transport connections</li> <li>3. Creating a legible 'City Structure' with safe, easily understood, attractive and animated streets, city parks and public realm</li> </ol>   |
| <b>6</b>  | <b>Sharing prosperity, health and well-being</b>   | <ol style="list-style-type: none"> <li>1. Supporting existing and creating new community 'hubs' and networks</li> <li>2. Defining City Boulevard as a neighbourhood 'seam', a structural community, landscape, wildlife and recreational resource</li> <li>3. Encourage healthy living and active lifestyles</li> </ol>  |
| <b>7</b>  | <b>Creating an exemplar regional environmental resource</b>                                  | <ol style="list-style-type: none"> <li>1. Defining Bidston as a pivotal destination at the heart of a Wirral 'Windows on the Waterfront' parkland</li> <li>2. Placing Bidston and East Float at the heart of a 21st Century waste, water and energy infrastructure network</li> <li>3. Bringing about transformational change in environmental quality by working with partners in 'greening the city' through long term investment in green and blue infrastructure</li> </ol>  |
| <b>8</b>  | <b>Securing long term success, starting today</b>  | <ol style="list-style-type: none"> <li>1. Bringing forward 'Early Win' projects and events</li> <li>2. Creating a critical mass of projects to build confidence</li> <li>3. Raising the quality and profile of developments to set high quality benchmarks for others to follow</li> </ol>   |
| <b>9</b>  | <b>Engage &amp; inspire</b>  | <ol style="list-style-type: none"> <li>1. Creating an international profile for Wirral Waters to attract new markets and growth sectors</li> <li>2. Engaging with local communities and interest groups to explore how Wirral Waters may influence established projects and networks</li> <li>3. Building confidence and leading by example through our long term vision and investments</li> </ol>  |
| <b>10</b> | <b>A robust delivery framework</b>   | <ol style="list-style-type: none"> <li>1. Setting in place a shared programme of action that allows all partners and communities to play a role in realising the Vision</li> <li>2. Ensure that the benefits and critical mass of the 'catalysts' neighbourhoods trigger and shape change across the 'partnership' neighbourhoods and Liverpool City Region</li> </ol>   |

## RELEVANCE OF THIS GUIDING PRINCIPLE

major

major

major

medium

major

major

major

major

medium

medium

# Approach and Structure

## Approach

- 1.11 The approach to this Landscape, Waterfront and Public Realm Strategy has been developed in response to appropriate guidance and best practice. In particular it draws upon:
- **The Northwest of England Plan: Regional Spatial Strategy to 2021** (GONW 2008)
  - **North West Green Infrastructure Guide** (North West Green Infrastructure Think Tank. Version 1.1, 2008)
  - **Start with the Park** – Creating Sustainable Urban Green Spaces in areas of housing growth and renewal (CABE Space 2005)
  - **Green Space Strategies** – A Good Practice Guide (CABE 2004)
  - **PPG17 Planning for Open Space, Sport and Recreation** (DCLG 2002)
  - **Assessing Needs and Opportunities** – A Companion Guide to PPG 17 (DCLG 2002)
  - **Green Spaces, Better Places** – Final report of the Urban Green Spaces Task Force (DTLR, 2002)
  - **The Landscape Institute: Green Infrastructure Statement** (May 2009)
- 1.12 The approach is also informed by a review of more localised landscape, recreation and tourism strategies and initiatives and supporting literature including:
- Mersey Waterfront Regional Park
  - A Green Infrastructure Guide for the Liverpool and Manchester City-Region
- 1.13 The above policy and guidance documents set out a consensus in regard to the key objectives for developing and implementing landscape and public realm strategies.

- 1.14 In particular, they point to the need to:
- Create landscapes, waterfronts and public realm that are rooted in local identities and complement rather than duplicate existing assets across all city-scales from the sub region and city districts, to local neighbourhoods and quarters
  - Contribute 'green infrastructure' in a diverse and holistic way across all aspects of the sustainable communities agenda – environmental, social, economic and cultural
- 1.15 In response, the approach:
- Identifies the nature and identity of existing landscape, waterfront and public realm assets across the Wirral peninsula and Liverpool City Region and define the distinct contributions that Wirral Waters may offer
  - Sets out ways in which the landscape, waterfronts and public realm of Wirral Waters may contribute in a diverse and holistic way.
- 1.16 The Vision for Wirral Waters is being progressed with 10 Goals relating to key aspects of the sustainable communities agenda. We consider that the landscape and public realm are well placed to contribute across all of our goals. As such, the issues and opportunities for this landscape, waterfront and public realm approach are considered in Section 2.0 under each of our 10 Goals.
- 1.17 This document concludes by setting out our landscape, waterfront and public realm strategy through key principles and projects. The key principles are Wirral Peninsula: Wirral Waters, Creating World Class City Parks, Squares and Waterfronts, Greening the City and City Structure.

## Structure

- 1.18 The following Chapters consider the above as follows:
- Chapter 2 – Issues and Opportunities:** sets out a summary of the challenges and opportunities arising from the Urban Design Baseline Study. It uses the 10 Goals as a framework for design development.
- Chapter 3 – Guiding Principles for Landscape, waterfront and public realm strategy:** sets out the strategy beginning with the context of Wirral Waters within the City Region and how this context and the immediate environs provide a platform for creating new experiences. It also sets out our proposed principles and specific projects that will deliver the strategy and its contributions to Wirral Waters' vision
- Chapter 4 – Recommendations and next steps:** provides more immediate actions in taking the project forward
- Chapter 5 – Monitoring and Review:** sets out the longer term need to respond to changes over the next 30 years.

### Baseline Study

- 2.1 In accordance with CABE and English Heritage guidance and best practice, a comprehensive Baseline Study has been undertaken including an Urban Design Appraisal and a Landscape, Townscape and Visual Appraisal. They provide a robust review of the existing character of the Wirral Waters immediate and wider setting.
- 2.2 Key issues and opportunities that follow the themes of the 10 goals are considered in further detail below:
- Celebrating the past, shaping the future
  - An internationally recognisable city waterfront
  - Creating places of distinction, destinations & market concepts for the 21st Century
  - A dynamic, prosperous inner Wirral at the heart of the city region
  - World class connections, access for all
  - Sharing prosperity, health and well-being
  - An exemplar regional environmental resource
  - Securing long term success, starting today
  - Engage & inspire
  - A robust delivery framework



## Baseline Study

Wirral Waters, July 08



## Urban Design Appraisal

Wirral Waters, July 08





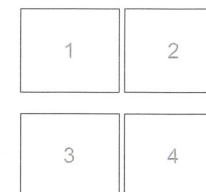
## Celebrating the past, shaping the future

- 2.3 The past fortunes of Liverpool and Birkenhead, as well as Wallasey, Seacombe and Woodside, are all connected by the waters of the River Mersey. There has been a constant dialogue between the two waterfronts and each has evolved in different ways, informed by their immediate environmental assets and distinct constraints. The result is two contrasting waterfronts.
- 2.4 The Liverpool docks are reclaimed from the eastern banks of the Mersey estuary. In their form, they are distinctly linear and regular. The Birkenhead and Wallasey Docks were created by the enclosure of the River Birkett. As a consequence, they twist and turn as they follow the original path of the River Birkett. They are characterised by the dramatic open expanse of the 'Great Floats'. The western banks of the River Mersey, from New Brighton in the north to Wallasey and Birkenhead in the south, are steeper than the shallow eastern banks of the Mersey that have been shaped into the Liverpool Docks. These steeper slopes have been shaped into private gardens and public parks overlooking the Mersey, connected by a sweeping promenade.
- 2.5 These characteristics create a Wirral waterfront that is generous and open, an asset that is used by local communities for recreation – a place to breathe and a place that enables a connection to the waters edge. They provide the opportunity to shape a distinct new city waterfront that is remarkably fresh, unique and unmistakably 'of this place' – a fusion of the lush wetland identity and recreational promenades of the Wirral peninsula, together with the drama, events and profile of contemporary world class parks and "arenas".

Existing



Precedents



1. Aerial view of the contrasting waterfronts at Liverpool Docks and across the River Mersey to Birkenhead
2. Seacombe Promenade, Wirral
3. Millennium Park, Chicago
4. Waterfront promenade, Hammarby, Sweden

Existing



An internationally recognisable city waterfront

- 2.6 The Liverpool waterfront is being transformed through a diversity of public and private sector investments. The waterfront and sequence of riverside docks are being successfully reconnected to the city districts further inland. The city's streets, squares, dock edges and riverside promenades are playing a key role in stimulating investment; reclaiming underused parts of the city, drawing people and activity out into the open and prompting residents, workers and visitors to think about the city and its waterfronts in a different, more positive and engaging way. The local, national and international perception of the city continues to change in a positive way.
- 2.7 The point has now been reached that the experience of the City of Liverpool and its waterfront is more than the sum of its parts. Liverpool is regaining its profile as an internationally recognisable city and waterfront. The trigger has been delivery of a critical mass of events and destinations – all connected together through a tapestry of animated and well managed streets, squares and waterside experiences.
- 2.8 Wirral itself has an abundance of assets that are distinct from those 'across the water' in Liverpool. It also has a scale of docks and wharfs that provide an appropriate platform for a critical mass of development that is capable of bringing about a fundamental shift in perceptions of Inner Wirral and Birkenhead.
- 2.9 The opportunity exists to create a cityscape and waterfront that is distinct to Wirral and creates a counterpoint to the Liverpool waterfront to enclose and animate the River Mersey 'City Reaches'.

Precedents



1	2
3	4

- 1. Aerial view of Liverpool Waterfront
- 2. Liverpool City Waterfront
- 3. Copenhagen Canalside, Copenhagen
- 4. Vancouver Marina, Canada

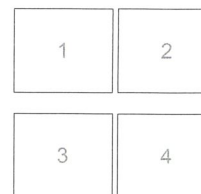
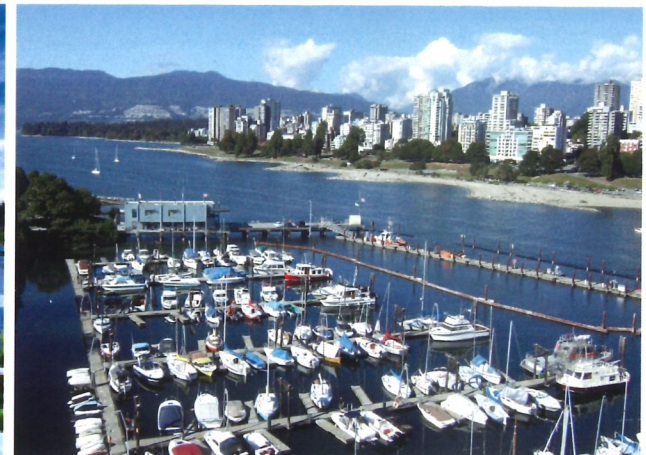
## Creating places of distinction, destinations and concepts for the 21st century

- 2.10 The scale and alignment of the 'Great Floats' are distinct and dramatic. Their immediate setting, with the gridiron of the Laird Town to the south, the River Mersey 'City Reaches' to the east, the backdrop of the Bidston Hill and Observatory to the west, and the sweeping banks along the lower slopes of Wallasey Hill to the north, provides the opportunity to create places and destinations that are unique and particular to Wirral.
- 2.11 The opportunity is to use the underlying characteristics of the Great Floats and their setting to shape a new waterfront that contrasts with Liverpool and other cities. The most distinctive characteristic is the inland setting of the Great Floats and their sinuous alignment as integral parts of the River Birkett corridor. There is a more immediate contrast between the rising northern banks and the flatter and more structured gridiron to the south. The scale and grandeur of East Float is immediately recognisable – with Vittoria Wharf creating an "island".
- 2.12 The opportunity exists to reveal this underlying landscape identity to inform a contextual approach to a new city waterfront; a landscape that is shaped as a river inlet with sweeping river banks and animation/activity and a waters edge that is accessible and distinct from the more regular dock patterns and high dock walls that characterise the Liverpool waterfront.
- 2.13 This approach provides a robust platform to explore innovative ideas for a new city waterfront destination.

Existing



Precedents



1. East Float Docks
2. East Float – aerial view of structured gridiron to the south and sweeping banks to the north
3. Zhongshan Shipyard Park, Hong Kong
4. Vancouver Marina, Canada

Existing



Precedents



- |   |   |
|---|---|
| 1 | 2 |
| 3 | 4 |

1. View along Dock Road to Grain Warehouses
2. View to Bidston Moss
3. Harbourside, Bristol
4. Estuary Business Park, Speke

## A dynamic, prosperous Inner Wirral at the heart of the City Region

- 2.14 Wirral Waters is being progressed by means of a Strategic Regeneration Framework (SRF) which sets out ideas and proposals across 15 neighbourhood areas within the SRF 'footprint'.
- 2.15 East Float and Bidston Dock are the two 'catalyst' neighbourhoods being brought forward by Peel Holdings. The scale of change and investment proposed for these neighbourhoods over the next 30 years is substantial. These catalysts present the opportunity to prompt change and think about the vacant, underused and poorer quality 'partnership' neighbourhoods and land parcels forming the immediate surrounds of the Dock area in a more positive way.
- 2.16 The partnership neighbourhoods have a vital role to play in retaining existing and attracting new businesses to Inner Wirral. They also have an important contribution to make in improving the visual and environmental quality of the connections and approaches to Wirral Waters. They also serve to make more effective use of derelict, underused and neglected land to improve the economic base of the area.
- 2.17 Given the scale of the surrounding 'partnership neighbourhoods', and the 30 year timescale for delivering the Vision, a flexible but cohesive and consistent approach is needed to prompt and direct environmental regeneration. A robust and long term landscape infrastructure strategy presents an ideal opportunity to deliver change in a way that allows existing land ownerships and parcels to regenerate at their own pace as part of the SRF.
- 2.18 The opportunity is to work with agencies and individuals to 'green the city' and regenerate the 'partnership' neighbourhoods in part through co-ordinated landscape proposals focusing upon key approaches and connections and site boundaries.

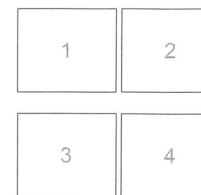
## World class connections, access for all

- 2.19 The scale of East Float and West Float is monumental. This is a reflection of their origins as an inland river that has been contained. Their linear nature and historic port related activities have created a physical barrier that disconnects Seacombe and Wallasey from Bidston, Birkenhead and Woodside.
- 2.20 Poor quality 'functional' building frontages and public realm dominate the immediate environment. Access to the water's edge is limited – a legacy of the security requirements of operational ports. The Twelve Quays Ro-Ro Ferry Terminal interrupts the relationship between East Float and the River Mersey.
- 2.21 Inner Wirral is in itself well served by public transport connections to the wider Wirral Peninsula. It is also well served by strategic cycleways and riverside promenades. Whilst close by, these assets are disconnected by the quality of the immediate environment. The lack of any strategic east – west cycleway connections linking Seacombe and Woodside to Bidston is a real gap in encouraging cycling from West Wirral to Inner Wirral as is the north/south local connectivity.
- 2.22 The opportunity is to create a new city waterfront that is formed by truly 'walkable neighbourhoods'. The landscape and public realm has a pivotal role to play. This may be achieved by creating a new 'City Structure' of principal streets and waterfront connections providing a choice of routes linking Wirral Waters to the immediate bus and ferry stations. Defining a strategic east – west landscape and recreational corridor will link Inner Wirral to the cycleway networks to the wider Wirral Peninsula. Waterside walkways and squares within East Float will reconnect communities to the water's edge. Future proofing key city structure routes to enable other public transport intervention is important.

Existing



Precedents



1. Seacombe Ferry Landing
2. Merseyrail Train, Birkenhead
3. Pedestrian corridor with ground floor activity
4. Darling Harbourfront, Sydney

Existing



Precedents



- 1. Dock Road, Wirral
- 2. East Float
- 3. Zhongshan Shipyard Park, Hong Kong
- 4. Old Mill Street, East Manchester

Sharing prosperity, health and well-being

- 2.23 Inner Wirral is home to some of the most deprived communities in the UK, centred around a 'central employment belt' of poor quality industrial and dockland sites. Levels of deprivation are acute across many indicators including prosperity, health and well being. Residential communities are dislocated and declining.
- 2.24 The strategic scale and approach to Wirral Waters presents the opportunity to bring new local jobs and recreational assets right into the heart of local communities and areas of 'need'.
- 2.25 The 'catalyst' neighbourhoods – East Float and Bidston Dock – will bring employment opportunities through new residential, commercial, cultural, leisure and retail uses. The streets, squares and water's edge provide the opportunity to deliver community hubs and meeting points as the focus for recreation and civic events as well as the community hubs providing health and education services.
- 2.26 The creation of a network of strategic streets as a 'City Structure' including cycling opportunities together with the 'partnership' neighbourhoods provides opportunities to improve the quality of life through large scale tree planting to improve air quality, and environmental and visual quality through the removal and screening of eyesores.
- 2.28 The coordinated management of recreational, leisure and other community facilities will provide an opportunity to encourage healthier lifestyles, civic pride and local interest groups. The creation of accessible local facilities may foster interest and raise awareness of wider recreational assets across Wirral Peninsula and beyond.

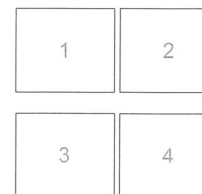
## An exemplar regional environmental resource

- 2.29 Wirral Waters will create a 21st century city landscape, waterfront and public realm. This will require a shift beyond approaches driven by the quantity of greenspace; towards quality, function, distinction and diversity. This is fundamental in creating world class destinations, robust environments for port and industrial activities and high density city living and working.
- 2.30 The 'Green Infrastructure' approach provides an appropriate platform to bring together all aspects of this landscape, waterfront and public realm strategy in a holistic way and to use the landscape to enhance the project as an environmental resource including:
- Healthy living, active sports and informal recreation
  - Safe, attractive 'walkable neighbourhoods' and connections
  - Increase ecology and biodiversity
  - Infrastructure – innovation in waste, drainage, energy, transport
- 2.31 The opportunity is to create a 'City Structure' of strategic streets and places that are sufficiently robust and flexible, and of a scale and intactness that is capable of connecting all of the Wirral Waters SRF neighbourhoods to the surrounding communities. The potential also exists to connect the areas with the existing environmental assets of Inner Wirral, the wider Wirral Peninsula and Liverpool City Region, East Float and Bidston Dock. We also have the opportunity of using the landscape and water assets within our drainage, energy and waste management strategy. This presents an unparalleled opportunity to create city waterfront destinations and the green infrastructure agenda on a city scale through partnership working.

Existing



Precedents

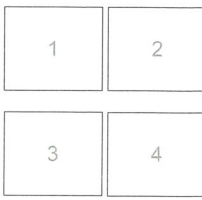


1. Aerial view of Wirral Waters
2. Dee Estuary from Thurstaston Common
3. Indianapolis Waterfront
4. Ecological projects

Existing



Precedents



1. The Open Championship, Royal Hoylake
2. Vittoria Dock edge
3. Community events
4. Local Ferry link, Hammarby

Securing long term success, starting today

- 2.32 Many of Wirral's best known and most enduring successes are its landscapes, waterfronts, parks and squares. This is as true for the more historic aspects – Bidston Hill, Wallasey and New Brighton promenades, Birkenhead Park and Hamilton Square – as it is for the more recent successes including Bidston Moss and the wider network of Country Parks.
- 2.33 Looking to the future, many of Wirral's emerging regeneration projects are building upon this 'of this place' legacy of refined, distinct recreational assets – the proposals for Hoylake as a regular venue for the Open Championship, for the 'Sail' at West Kirby Marine Lake and for investment in New Brighton.
- 2.34 The ability of an integrated and long term city vision to be brought together and often 'kick-started' by a composite landscape, waterfront and public realm strategy is also evident in Liverpool. The Liverpool waterfront is also well known and loved, with key destinations bringing an international dimension to the River Mersey 'City Reaches' including the Pier Head, Three Graces, Albert Dock and Kings Dock. The waterfront and public realm have been key aspects in triggering and coordinating regeneration. The River Mersey Festival is successful in reanimating the riverfront as a destination in itself.
- 2.35 In bringing forward Wirral Waters, the opportunity is to consider how the landscape, water's edge and public realm may play a key and immediate part in delivering longer term ambitions. Immediate steps may include events and activities to start reconnecting local communities to the water's edge that draw in a wider range of interests and visitors. The benefits will be recognisable changes in the way people think of Inner Wirral in a positive way.
- 2.36 These first steps will set in place a more positive framework for supporting priorities including safe, attractive, well managed links across all neighbourhoods to public transport nodes, and for drawing in local, regional and international audiences through events. There is also the opportunity to consider how public sector driven public realm infrastructure is often used as a catalyst in major scale regeneration projects (Hafen City, New Islington etc).



## Engage & inspire

- 2.37 People's associations with places are often formed by their own experiences. The most successful places are clearly loved and prompt feelings of pride and ownership amongst local communities, visitors and investors alike. Across the region, the Wirral Peninsula is well known and appreciated for its coastlines, beaches, Country Parks and cycleways focused along the Dee Estuary. These assets are valued by 'communities of place' that live close by, and by 'communities of interest' who have a particular focus – historic buildings, sport, ecology etc.
- 2.37 For Inner Wirral, the most positive associations are founded upon high quality natural and man made features and set pieces – Bidston Hill and the Observatory, Birkenhead Park, Hamilton Square and recognisable structures across the dock estate. Bidston Moss is the most positive asset in this regard within the SRF 'footprint'. Whilst access and security issues remain, it is a positive focus for community activity.
- 2.38 However, many views of Inner Wirral are ingrained – long term perceptions that are based on 'hearsay', most often on long past singular events or periods in history. Birkenhead Docks and the immediate locality are hostage to such negative associations and perceptions, created by limited understanding and unfamiliarity and not on direct, personal experience. This is one of the most fundamental challenges facing the regeneration of Inner Wirral and the delivery of Wirral Waters,
- 2.39 From public consultations and speaking to those localised communities who live and work in Inner Wirral, it is clear that the docks provoke positive memories – a place of activity, bustle and enterprise, sustaining local communities and identities.
- 2.40 The opportunity is to create a network of well known and loved world class waterfronts and squares that are capable of bringing about a fundamental shift in perceptions of Inner Wirral, reconnecting existing communities to the waters edge and providing new city destinations that appeal to both local and international audiences.

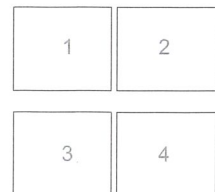
### Existing



### Precedents



1. View to Liverpool from Bidston Hill
2. View across East Float to Hydraulic Tower
3. Angel of the North, Gateshead
4. Mersey Wave, Speke, Liverpool



Existing



Precedents



1	2
3	4

1. Hamilton Park, Wirral
2. Seacombe Promenade, Wirral
3. Hafen City, Hamburg
4. Kop van Zuid, Rotterdam

A robust delivery framework

- 2.41 A range of public and private plus voluntary sector agencies, charities and interest groups are working across the region to create a tapestry of landscapes, waterfront parks, streets and squares and community gardens. Inner Wirral remains a location in need of sustained action across all aspects of the investment, tourism and 'green infrastructure' agenda.
- 2.42 Wirral Waters is being brought forward by Peel Holdings working with Wirral MBC, other key stakeholders and local communities. The Birkenhead and Wallasey dock estate is in single ownership presenting an unparalleled opportunity to create city waterfront destinations and green infrastructure on a city scale through a partnership approach to project development, resourcing and delivery.
- 2.43 Since the launch of Wirral Waters in October 2006, Peel Holdings and the Project Team have been engaged in design development and consultations with key stakeholders and delivery partners. In progressing ideas in regard to landscape, waterfronts and public realm, consultations have progressed with Newlands, Groundwork Trust Merseyside, the Forestry Agency and the Mersey Forest. Their inputs and direction have been taken into account in developing these Guiding Principles. Their engagement and support provides a key opportunity and robust starting point for delivering the ideas through partnership working and an appropriate working group/forum.

## Guiding Principles for landscape, waterfront and public realm

- 3.1 The River Mersey is one of the North West's most well known features connecting many of the towns, cities, estuary and dockland waterfronts across the region. The environmental, economic and cultural significance of this corridor is continually recognised as a strategic connection, most recently through the Mersey Waterfront Regional Park (The Mersey Partnership) and the Ocean Gateway Prospectus (Peel Holdings).
- 3.2 Both proposals recognise the 'city reaches' of the River Mersey, contained between the Liverpool city and Seacombe and Woodside Landing Stages, as a particularly special place. The Ocean Gateway Prospectus outlines that Wirral Waters presents an opportunity to bring forward an international profile city waterfront development at the heart of the Liverpool City Region. The Mersey Waterfront Regional Park defines this location as an 'International Waterfront', the most important of 14 'Windows on the Waterfront' within the Park.
- 3.3 In bringing forward proposals for Wirral Waters, our starting point is understanding the spectrum of landscape, waterfront and public realm assets and identities that are valued and unique, and identifying opportunities for new additions.
- 3.4 There are four existing recognisable assets for our strategy to complement. They are:
1. **Wirral peninsula, wetlands, beaches and promenades:** West Wirral is well known and loved for its landscape and recreational assets, views across the Dee Estuary islands and inlets. The River Birkett corridor connects these havens to Bidston Hill and Bidston Moss. From here the Great Floats connect Bidston to the River Mersey.
  2. **Laird Town, Great Floats, City Parks and Squares:** the Great Floats, formed by the enclosure of the River Birkett, provide dramatic features for those moving along and across the Docks. The Bascule Bridges emphasise the 'crossing' of the Floats. The 19th Century Laird Town Plan provides valuable city parks and squares of notable quality and distinction, including Birkenhead Park and Hamilton Square.
  3. **Liverpool waterfront:** the Liverpool waterfront is undergoing a renaissance with a sequence of events and attractions reconnecting the riverfront to the city. The Liverpool Waters proposal will deliver further investment and improved connections.
  4. **River Mersey and its 'City Reaches':** the focus of the Mersey Ferries, Ocean Liners, river festivals and events is redefining the water between the Liverpool waterfront and the Woodside and Seacombe Landing stages as the River Mersey 'City Reaches' – a distinct place relative to the wider River Mersey and Manchester Ship Canal corridor.
- 3.5 Our landscape, waterfront and public realm strategy must add diversity and complement rather than try to mimic or duplicate these existing assets.

Wirral Peninsula

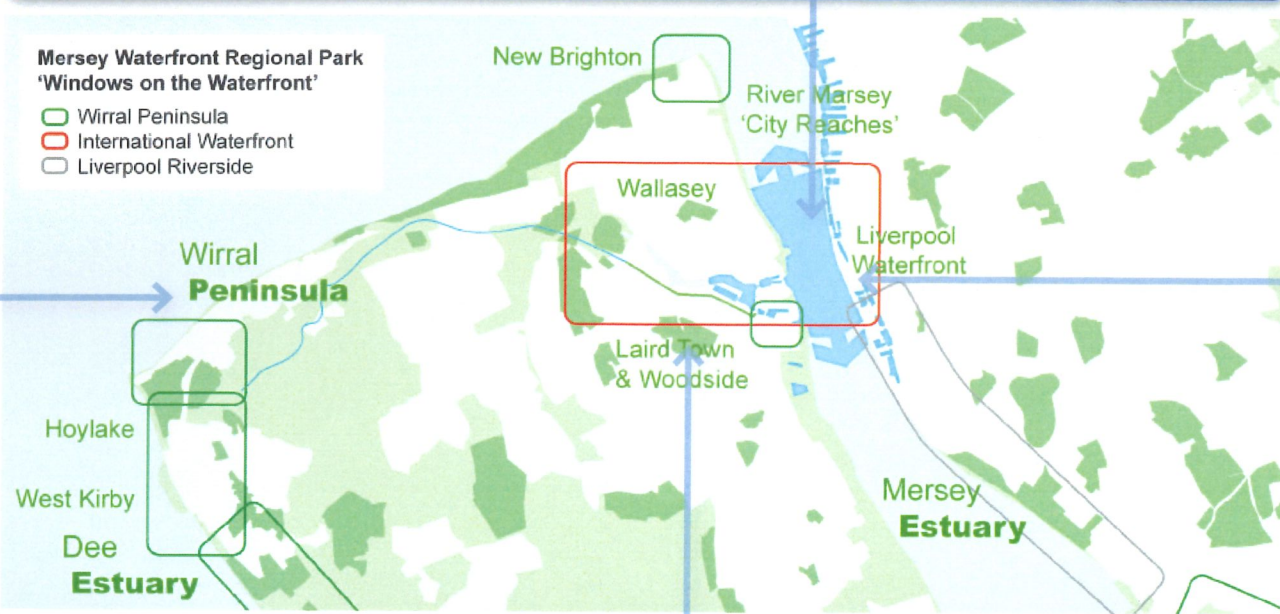


River Mersey 'City Reaches'



Mersey Waterfront Regional Park  
'Windows on the Waterfront'

- Wirral Peninsula
- International Waterfront
- Liverpool Riverside



Liverpool Waterfront



Laird Town and Woodside

## Wirral Peninsula: Wirral Waters

### Principles

- 3.6 In response to the challenges and opportunities set out in Chapter 2 and our understanding of the existing identity and assets, we have set out four Landscape, Waterfront and Public Realm principles. They are
- Wirral Peninsula : River Birkett corridor
  - Creating World Class City Parks, Squares and Waterfronts
  - Greening the City
  - City Structure
- 3.7 This Strategy will be progressed in further detail through the East Float Masterplan, the Bidston Dock Masterplan and consequent planning applications and supporting statements. Delivery of the Principles and Projects beyond Peel Holdings ownership (and the 'partnership neighbourhoods') will be progressed by working closely with key stakeholders and delivery partners as set out in Chapter 4: Recommendations and Next Steps.
- 3.8 The starting point is setting out the principles to be explored with Wirral MBC and regional partners in regard to the wider landscape strategy for the Wirral Peninsula as a whole and River Birkett corridor.
- 3.9 The remaining three principles listed above are at the Wirral Waters SRF level and are translated into area wide Frameworks. Together these principles combine to form our composite Landscape, Waterfront and Public Realm Strategy.

## Wirral Peninsula: River Birkett Corridor

- 3.10 Wirral Waters will reconnect Bidston and the River Birkett corridor in the west, to the River Mersey 'City Reaches' in the east, Birkenhead Park and town in the south and Seacombe and Wallasey to the north. In doing so, it can transform Bidston from a relatively disconnected, inland feature located away from the

main thoroughfares, footpaths and cycleways into a "hub" along the strategic east west connection across the Peninsula.

- 3.11 In this context, the coastlines and landscape corridors between Leasowe, Wallasey and Bidston are increasingly important as recreational corridors.
- 3.12 The River Birkett is a connecting thread through these areas corridors and coastlines, and on through the 'Great Floats' to the River Mersey. The principle is to strengthen the identity and role of this 'River Birkett corridor' as a strategic east west connection, linking the wider Wirral Peninsula to Wirral Waters, as well as many of Wirral's 'Windows on the Waterfront' as set out in the Mersey Waterfront Regional Park.

3.13 Wirral Waters will regenerate the Great Floats and provide a strategic east-west connection as the 'City Boulevard'.

- 3.14 The proposals set out in this document relate to the SRF 'footprint', and demonstrate how Wirral Waters may trigger investment and regeneration in the wider area. This is particularly relevant in regard to landscape and public realm, and the potential of the 'Greening the City' principles. Peel Holding has undertaken a workshop with green infrastructure delivery agencies, leading to the establishment of a GI Working Group. A key agenda is considering how the gridiron streets to the south of the SRF 'footprint, between Europa Boulevard, Birkenhead Park and St James Street may also become part of the 'green grid' through tree planting and other green infrastructure proposals.

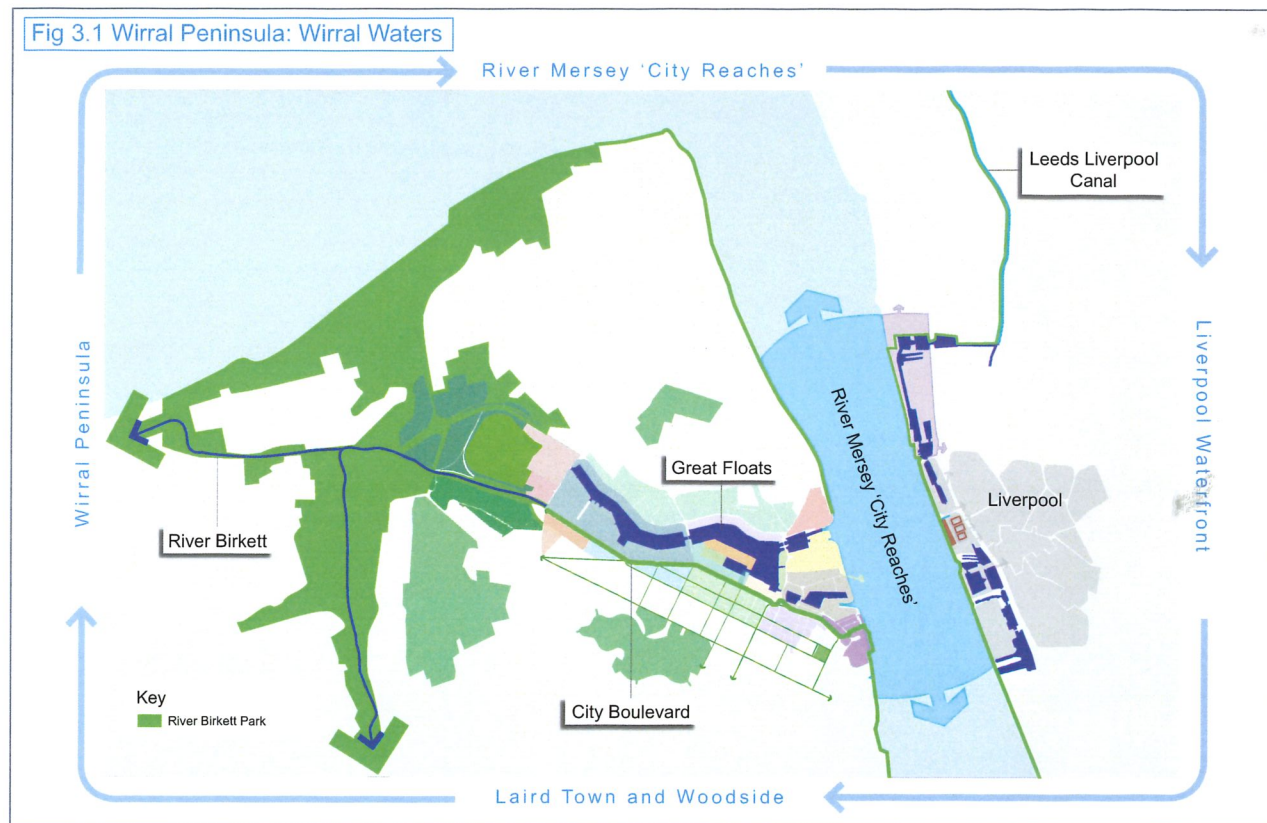


Fig 3.2 Hierarchy of Principles

Wirral Peninsula: Wirral Waters



1. City Structure



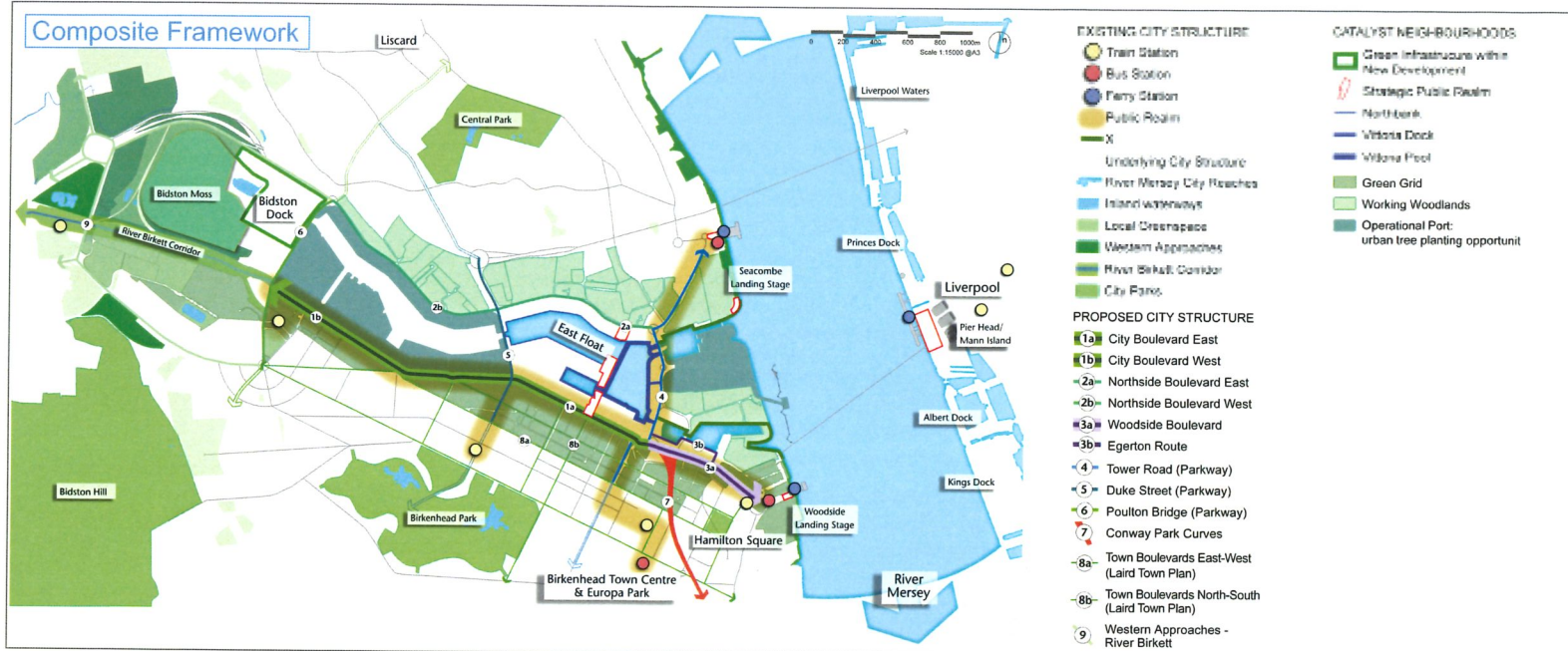
2. Catalyst Neighbourhoods



3. Partnership Neighbourhoods



Composite Framework



# Creating World Class City Parks, Squares and Waterfronts

## Principles

- 3.15 The Vision seeks to create a world class public realm and water's edge – a sequence of attractive, vibrant, well managed and hierarchical city squares capable of hosting international events, together with river and dock promenades offering direct access to the waters edge and connecting key arrival points and destinations to the River Mersey waterfront.
- 3.16 The Liverpool waterfront is undergoing a renaissance. The recent completion of the Pier Head Canal Link, and imminent completion of the Liverpool Life Museum, are completing a sequence of interventions that are reconnecting the city to its riverfront.
- 3.17 Wirral Waters presents the opportunity to create a new waterfront destination to complement and provide a differentiated offer to Liverpool. Both waterfronts have a role to play in defining, enclosing and animating the River Mersey 'City Reaches'. The proposal is to focus waterfront activity at this particular reach of the River Mersey.
- 3.18 The existing Seacombe and Woodside river promenades are well known and well used pedestrian and cycleway connections. They are well placed to connect Wirral Waters to the Seacombe and Woodside Landing Stages, Wallasey and New Brighton to the north and Rosebrae and Cammell Laird to the south.
- 3.19 Wirral Waters SRF proposes new urban quarters focusing upon East Float as well as Alfred, Egerton and Morpeth Docks.
- 3.20 Key projects to be explored through the spatial masterplanning process are set out below.

## Projects

- 3.21 Key projects:
  - **Signature City Squares** – centred upon the Point (eastern extents of SkyCity) as the focal point for the

more strategic public squares. Proposals are to be brought forward for:

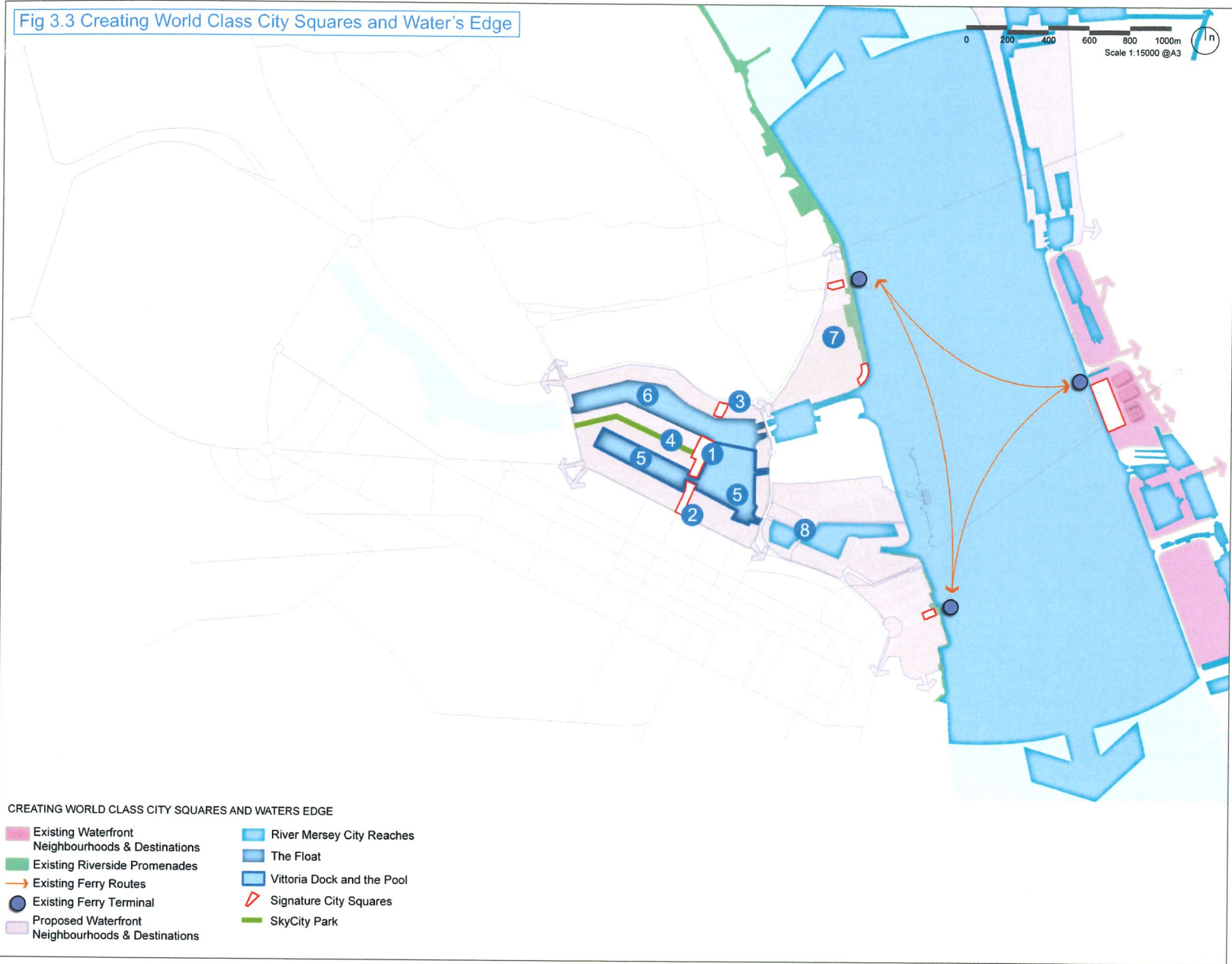
- 1 **the Point** – a signature cultural and leisure destination at the eastern end of SkyCity forming the centrepiece of the East Float public realm;
  - 2 **Vittoria Street**– connecting 'the Point' to City Boulevard, Hamilton Park (Partnership Neighbourhood), Birkenhead Park and the town centre to the south.
  - 3 **Northbank** – an opportunity to provide a connection to the north through the Northside Partnership Neighbourhood.
  - 4 **SkyCity Central** – an opportunity to create a new city park for East Float and Inner Wirral. The focus is upon residential activities and events to the west, with larger scale and more visitor orientated events to the east.
- Waterside events – proposals will explore how the water's edge may create a diverse choice of experiences and continuous pedestrian circuits around East Float. The spatial masterplanning process will consider how the cityscape and public realm will create comfortable pedestrian environments. Proposals are to be brought forward for:
    - 5 **Vittoria Dock and the 'Pool'** – the principal water based events and visitor destination for East Float. Their dock edges form a 'loop' connecting Vittoria Dock, the Point, Four Bridges and Marina View. The Pool is the larger and more strategic location for events and activities. Vittoria Dock provides a more intimate and enclosed location.
    - 6 **The Float** – is a more relaxed place providing breathing space for residents and employees looking for a quieter environment. The western extents are more animated.
  - Waterside connections – proposals will explore how the water's edge may connect East Float to the River Mersey 'City Reaches' through Albert, Morpeth and Egerton Docks. The spatial masterplanning process will consider how the cityscape and public realm creates comfortable pedestrian environments.

Proposals are to be considered for:

- 7 **Scotts Quay** – offers an opportunity for an enhancement of the waterside connection joining East Float to Seacombe Landing Stage running along the river's edge, turning into Alfred Lock gates and dock, and connecting into East Float where Northbank meets Four Bridges.
- 8 **Egerton and Morpeth Docks** – offering longer term opportunities for redevelopment to extend to the dock edge and to enhance the existing waterside connections. Opportunities are to be explored for a sequence of interventions linking Woodside to East Float and where Four Bridges meets Marina View.

- 3.22 These projects are illustrated in Figure 3.3 Creating an Attractive, Animated Public Realm. They provide the structure for more local connections and places as set out in The Landscape, Waterfront and Public Realm Strategy.

Fig 3.3 Creating World Class City Squares and Water's Edge





## Greening the City

### Principles

- 3.23 We will contribute to the framework to forge environmental regeneration of the 'partnership' neighbourhoods that will help to improve the environmental and visual quality of Inner Wirral.
- 3.24 The priority will be upon creating a robust green infrastructure framework to contribute to the wider Green Infrastructure Strategy being brought forward as part of the Mersey Heartlands New Growth Point.
- 3.25 The 'central employment belt' focused along the Birkenhead and Wallasey Docks is a significant interruption in the extensive landscape network that characterises the wider Wirral Peninsula.

### Projects

- 3.26 Key projects to be progressed and explored by with key stakeholders, funders and delivery partners are set out below.
- **Green Grid:** the gridiron of the Laird Town Plan provides a consistent and integrating structure across the neighbourhoods to the south of the Dock system. The lack of any buildings of a scale appropriate to the scale of the streets they enclose results in a lack of any real sense of continuity or enclosure.  
  
Tree avenues planted along the boundaries of Birkenhead Park demonstrate the contributions that structural and mature tree planting may offer to enclose these streets and provide a degree of visual enclosure that also serves to screen some of the poorer quality sites and activities.  
  
The overarching aim is to bring about changes in land uses, building and environmental quality to create live work neighbourhoods that reconnect Birkenhead and the Park to East Float. As new development is brought forward the framework seeks to deliver structural tree planting along key frontages within site curtilages.  
  
Given the scale of the area of intervention and fragmented ownership patterns this is a long term proposal. The more immediate requirement is to

introduce street tree planting to start the process of creating a green grid across the existing gridiron.

- **"Working woodlands":** the introduction of native planting across the partnership neighbourhoods to the north of the Docks should be encouraged by stakeholders. These neighbourhoods provide vital employment land and premises for local businesses requiring industrial environments. They are characterised by fragmented land ownerships, poor quality building and frontages, and vacant, underused and derelict sites. More recently, development projects have sought to raise design quality.

The idea to introduce native planting into these types of environments is a proven approach to deliver structural change across a diversity of fragmented sites in different ownerships. The approach focuses on robust tree and understorey planting along relatively narrow planting strips, site boundaries and key frontages.

Those sites that cannot be developed for hard end uses due to their format or ground conditions present opportunities for planting larger tree groups and grassland habitats.

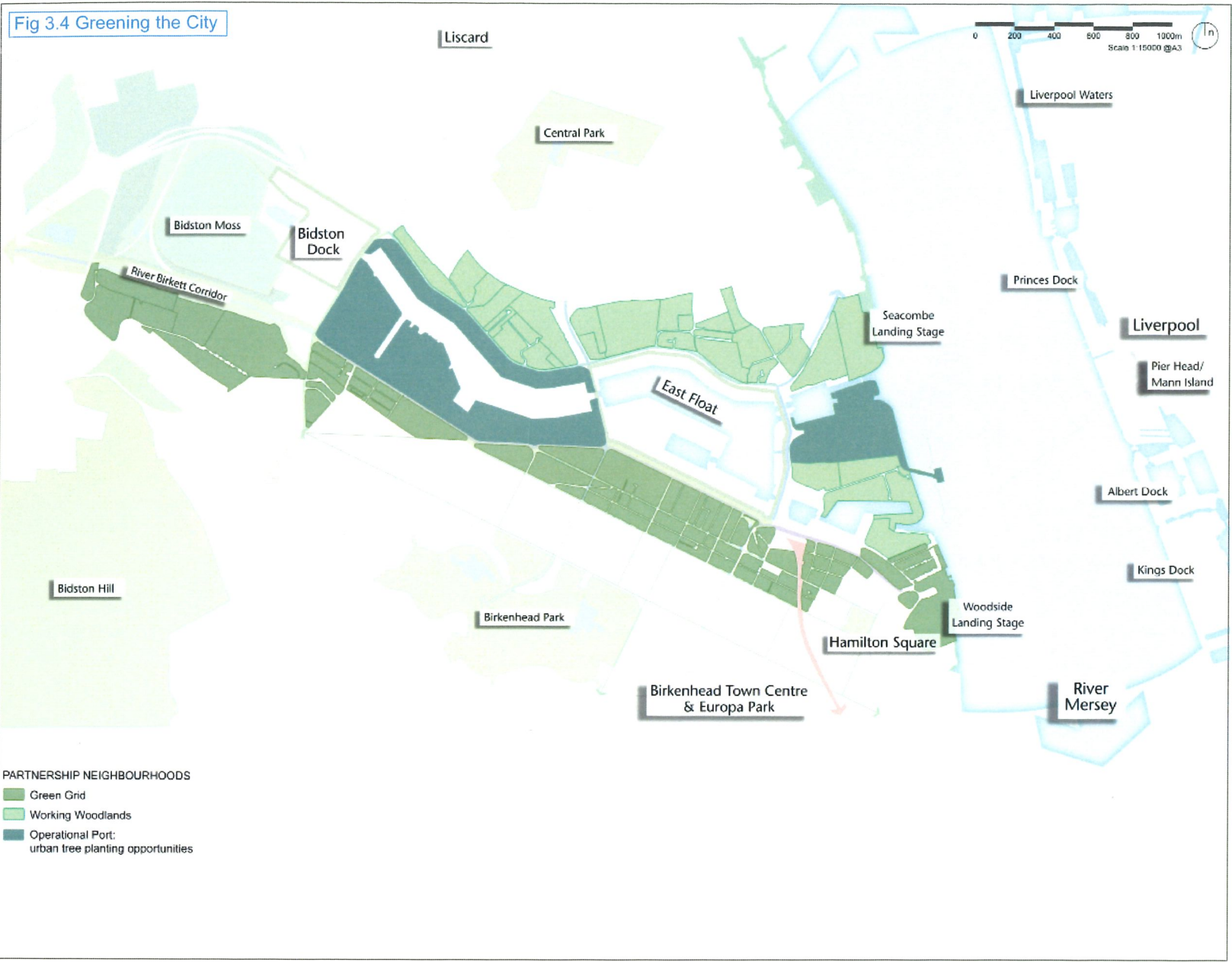
- **Operational Port: Urban tree planting:** the West Float and Twelve Quays are to remain in operational port use. As such, operational port requirements and security are paramount in considering the potential contributions that these neighbourhoods may offer.

The proposal to introduce native planting along the key frontages of these neighbourhoods provides screening of port operations and other activities from surrounding neighbourhoods.

In contrast to the proposed Working Woodland across the northern neighbourhoods, urban woodland within the Operational Port will need to be contained to the site perimeter to ensure internal boundaries are kept clear to accommodate operational port requirements.

A limited amount of native boundary planting is established along the southern boundary of West Float. This provides the starting point for the creation of a wider network of urban woodland planting.

- 3.27 Both the Working Woodlands and Operational Port: Urban Woodland Proposals are ephemeral – provided to create a significant shift in long held perceptions of Inner Wirral. The planting is provided to bring about change and encourage regeneration. They are to be encouraged on the understanding that they are 'meanwhile landscapes' and will be removed to make way for new development.
- 3.28 The format and design of landscape and public realm brought forward as part of new development is best considered at that point in time.
- 3.29 These 'Greening the City' projects are illustrated in Figure 3.4: Greening the City.



1. Speke Boulevard, Liverpool
2. Green Park, Reading
3. Green Streets, Portland, USA
4. Paley Park, New York
5. Bornev Sporenburg, Sweden

## City Structure

3.30 The Wirral Waters Baseline Study has spatially identified those parts of Inner Wirral considered to be the most appropriate for future intervention as the Wirral Waters SRF 'footprint'. Within this 'footprint', Wirral Waters is being progressed through a "placemaking and neighbourhoods" approach with 15 neighbourhoods which have distinct identities and roles.

3.31 Making the connections between the Wirral Waters neighbourhoods and their immediate setting, existing bus and ferry stations and Birkenhead Town Centre is essential. This strategy sets out a 'City Structure' of civic streets to integrate Wirral Waters with the River Birkett corridor and Bidston to the west, Birkenhead Park and town to the south, Seacombe and Wallasey to the north and the River Mersey waterfront to the east.

3.32 These connections provide the focus for pedestrian/cycling activities, green and other infrastructure. They are proposed to prompt regeneration along their frontages and intersections.

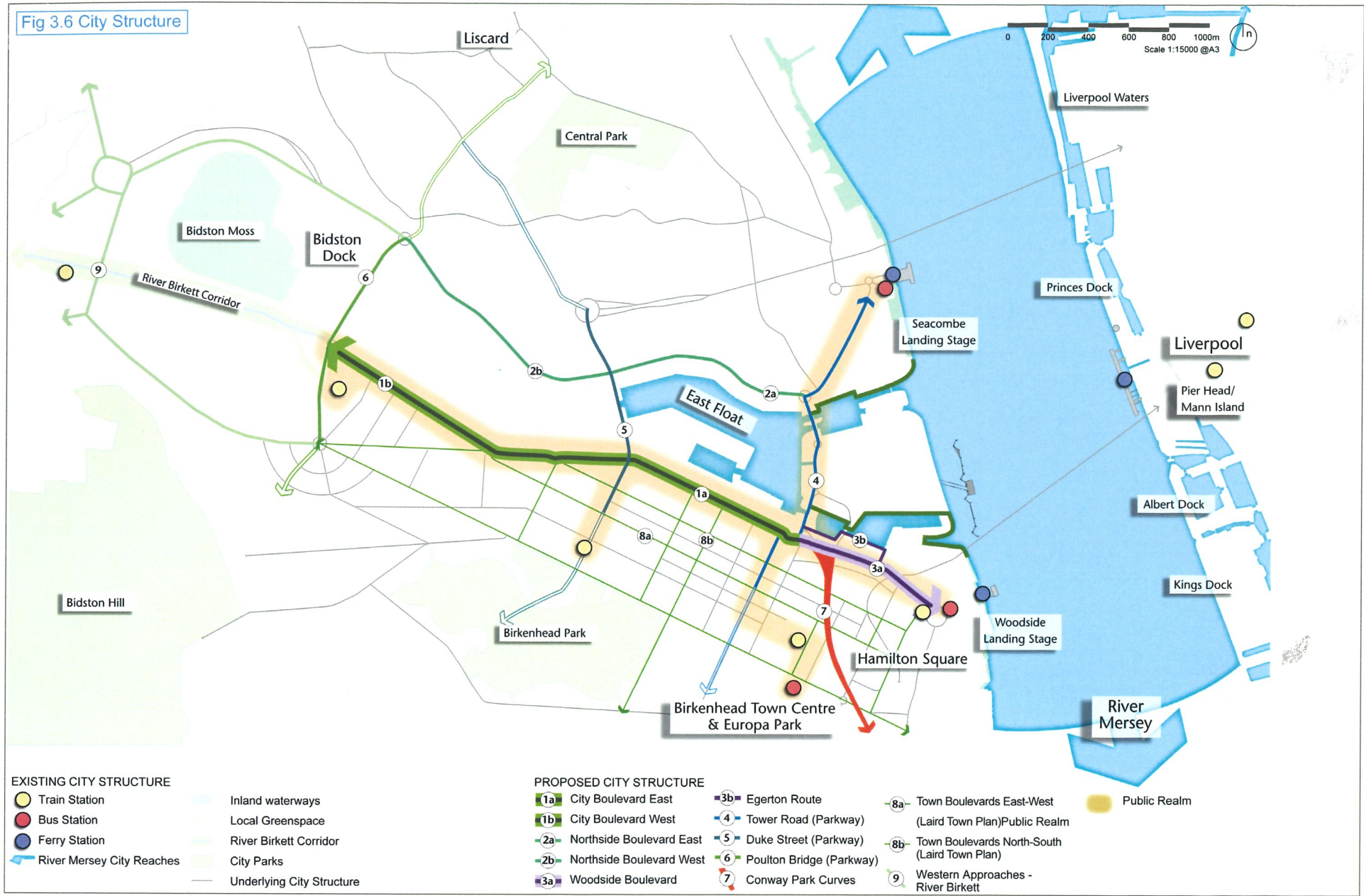
3.33 The proposed connections creating the City Structure are:

- 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



3.34 All connections are illustrated in Fig 3.5 and Fig 3.6: City Structure and explored in further detail across the following pages. All the following City Structure plans are indicative/illustrative.

Fig 3.6 City Structure



## City Boulevard

3.35 City Boulevard is the spine of the City Structure network. At over 2.5km in length and nearly 40m across at its widest point, it is well placed to deliver the strategic east west public transport and pedestrian/cycleway along the southern edge of the West and East Floats and provide the connection linking Birkenhead to Bidston.

3.36 To the west, the River Birkett corridor is brought to an abrupt end as it passes Bidston Moss and the waterway is culverted en route to West Float. This is the starting point for the City Boulevard. Its scale provides the platform for bringing "wetland swales" and urban drainage into Inner Wirral together with large scale tree planting and avenues to act as an environmental buffer and corridor.

3.37 City Boulevard connects the River Birkett to Tower Road and Woodside Boulevard to the east, forming a transition between tertiary mixed use neighbourhoods in the south and East Float to the north. This alignment presents the opportunity to create informal, recreational and community facilities as a sequence of events leading to Bidston Moss. It also affords the opportunity to accommodate light transit public transport initiatives.

3.38 City Boulevard provides the most strategic connection across many neighbourhoods within the Wirral Waters SRF. In doing so, a key principle is creating a diversity of activities and identities appropriate to the neighbourhoods through which it passes. The starting point for development through future spatial masterplans is the two strategic components forming City Boulevard. They are:

- City Boulevard East – from the River Birkett to Duke Street. Here, the focus is upon creating a robust landscape, recreational, public transport and ecological corridor that is capable of withstanding the more open employment and operational port environment.
- City Boulevard West – from Duke Street to Tower Road. Here, the focus is upon creating a connecting thread through potential new urban quarters. City Boulevard defines the transition from the higher density city blocks of East Float in the north to the lower scale regeneration of the proposed Hamilton Park neighbourhood to the south.

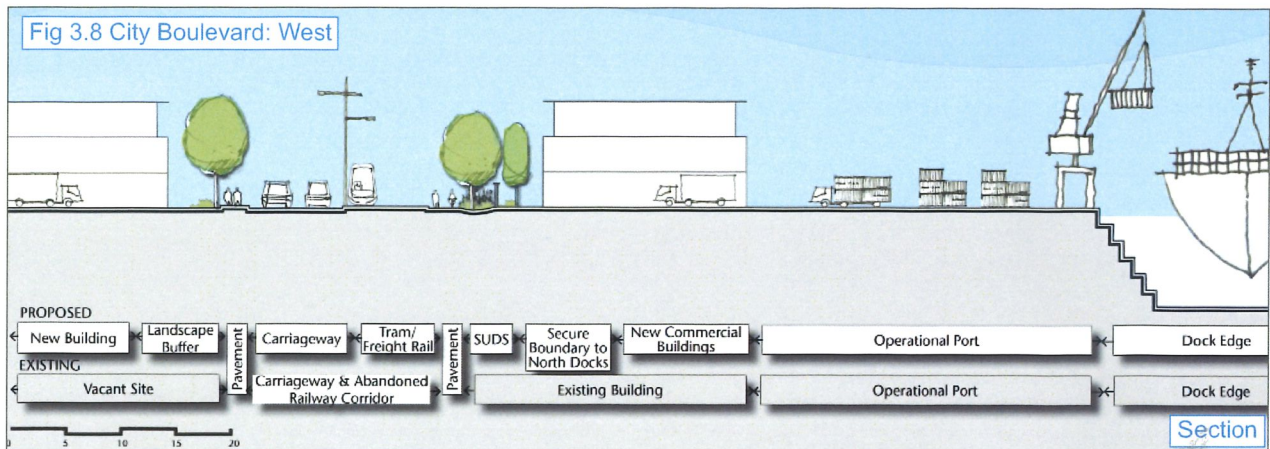
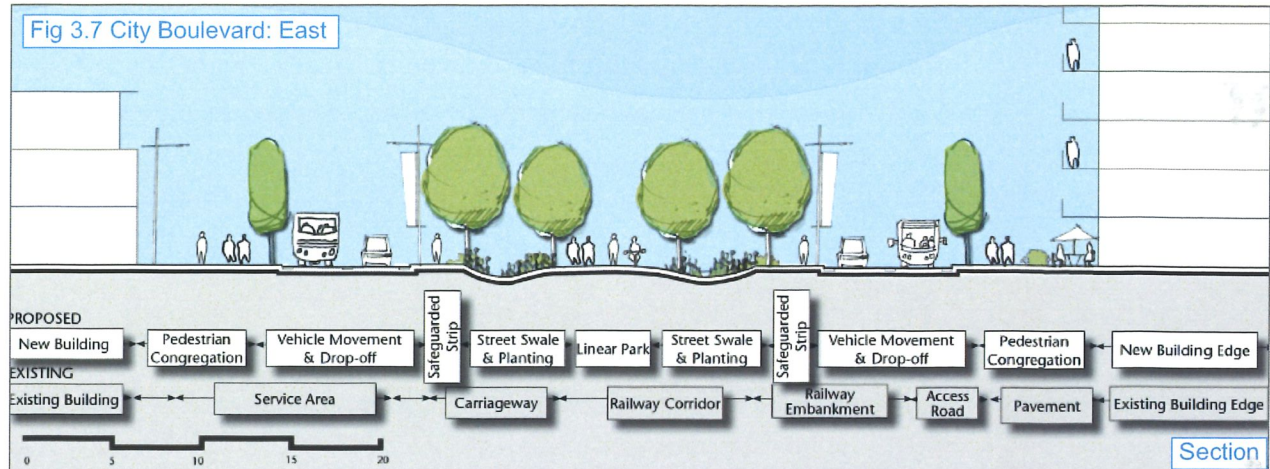


Fig 3.9 City Boulevard looking from the River Mersey



Fig 3.10 City Boulevard looking from the Wirral Peninsula

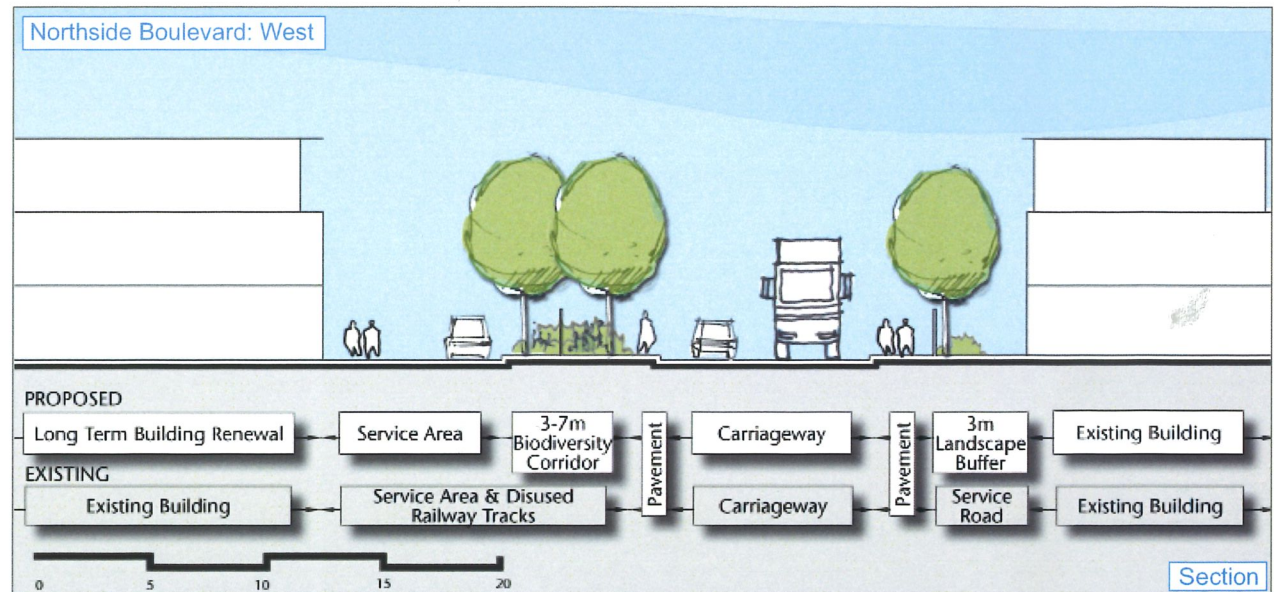
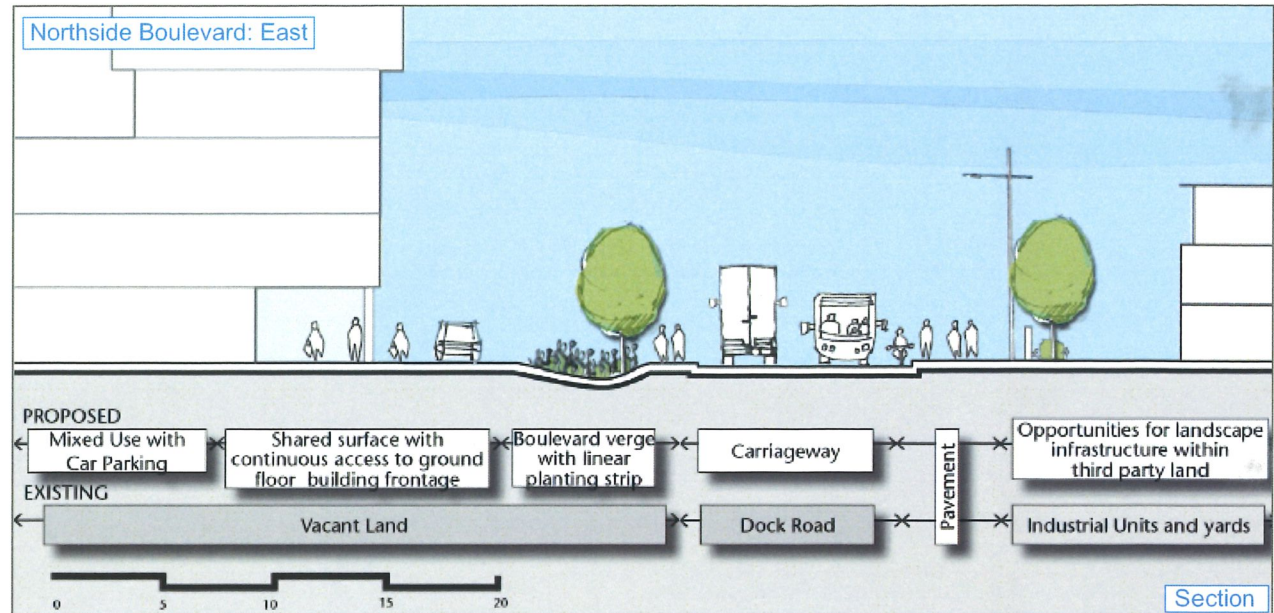


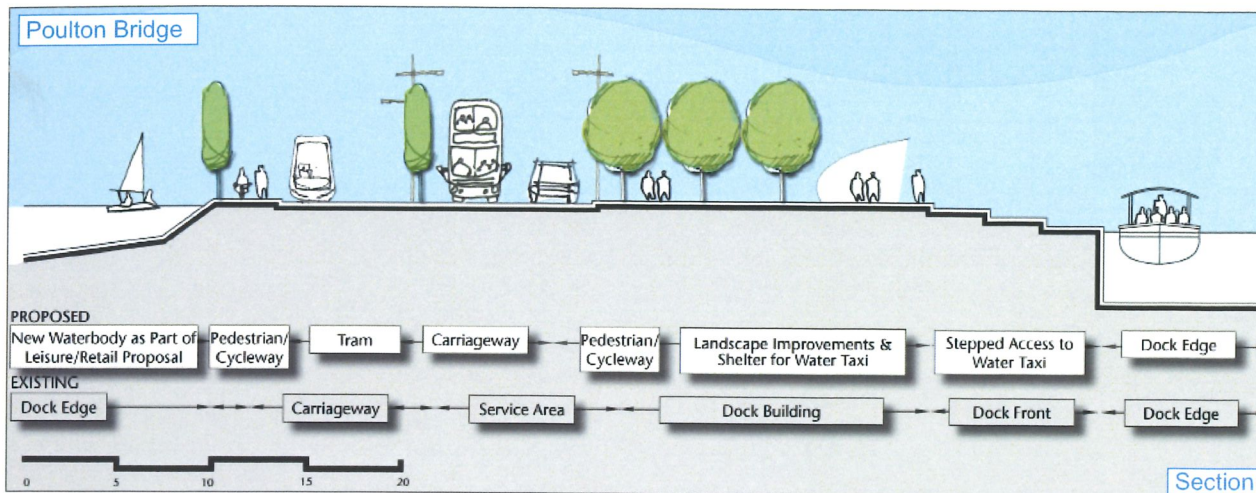
## Northside Boulevard

3.39 Northside Boulevard is the strategic east west public transport and strategic highway connection along the northern edge of the West and East Floats. It links the M53 to Inner Wirral, the operational port facilities of West Float and Twelve Quays. This role in the strategic highway network contrasts with City Boulevard which contributes at the 'neighbourhood' level.

3.40 Northside Boulevard is the singular east west connection across the northern neighbourhoods within the Wirral Waters SRF 'footprint'. A key principle is creating appropriate responses to the neighbourhoods through which it passes. The starting point for development through future spatial masterplans is the two strategic components forming Northside Boulevard. They are:

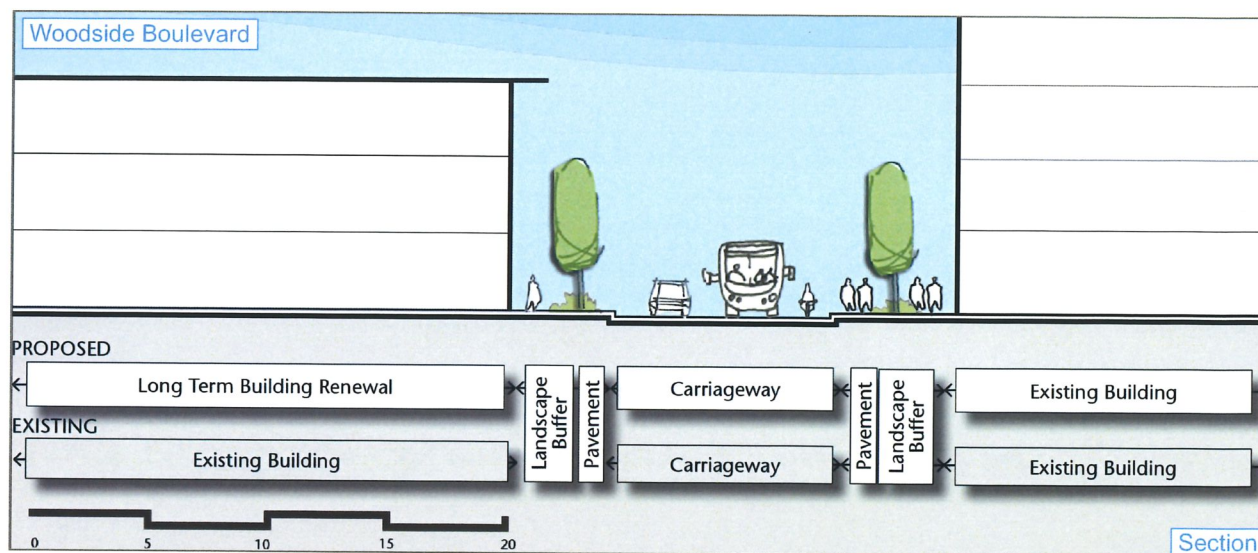
- Northside Boulevard East** – from Poulton Bridge to Duke Street. This is the singular approach from the west and the M53 through the active dock estate. The focus is upon creating a robust landscape corridor that provides an environmental and visual buffer. The scale and continuity of enclosure will remain fragmented due to the nature of dock and employment buildings and structures. This increases the role of structural tree planting and boundary frontage improvements in creating a higher quality pedestrian environment and approach whilst also having regard to the need of the businesses that front Northbank East.
- Northside Boulevard West** – from Duke Street to Tower Road. Creating a connecting thread through those neighbourhoods recognised as offering the most potential to create new urban quarters. Northside Boulevard defines the transition from the higher density city blocks of East Float to the Northside neighbourhood which forms a focus for employment and marine related industries.





### Poulton Bridge (Parkway)

- 3.41 Poulton Bridge is one of three historic connections crossing the River Birkett valley and the East and West Floats. It is one of the more strategic frontages for the Bidston Dock neighbourhood to the immediate west, and provides a dramatic "reveal" of views across West Float to the east.
- 3.42 Its poor environmental and visual quality is a deterrent to pedestrians and cyclists and gives a poor first impression for those arriving by car and bus from the M53 and the west. It is of strategic importance in connecting the Bidston Dock neighbourhood to the River Streets neighbourhood and Birkenhead North rail station in the south.
- 3.43 The focus is upon creating a robust landscape corridor as an environmental and visual buffer to the retained port operations in West Float whilst revealing views and connections to the open water of the Float and new openings within Bidston Dock.



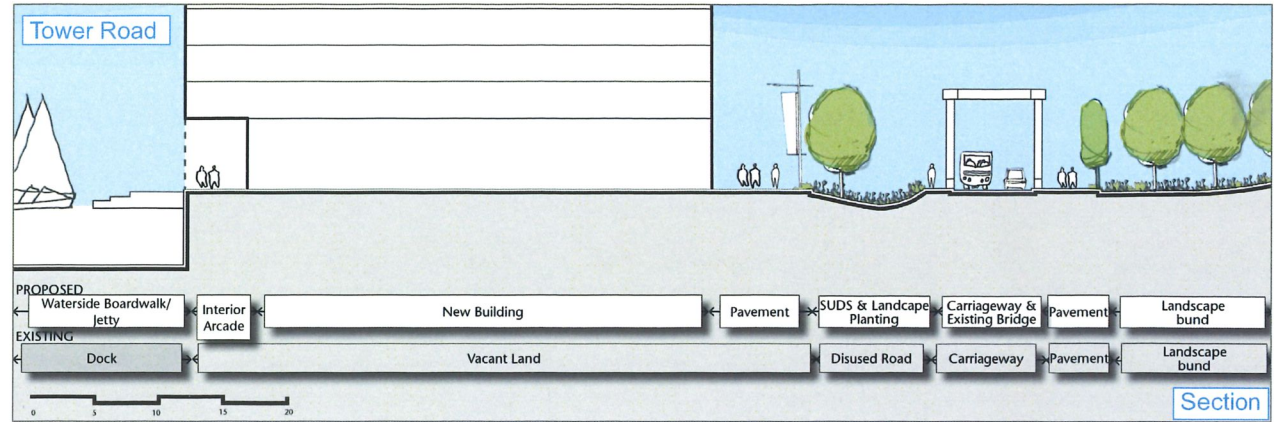
### Woodside Boulevard (and Egerton Route)

- 3.44 Woodside Boulevard connects City Boulevard to the Woodside Mersey Ferries Landing Stage. The focus is to create a connecting thread through the employment and education neighbourhoods of Twelve Quays south and Conway Park.
- 3.45 The width of this established corridor is limited, resulting in narrow pavements and a poor quality pedestrian/cycling environment. The focus is upon creating tree groups to provide visual continuity and an improved sense of cohesion and identity.
- 3.46 The existing pedestrian/cycleway/historic tram route connections along Egerton and Morpeth Dock provide an alternative choice of pedestrian/cycleway connection from Woodside to East Float.



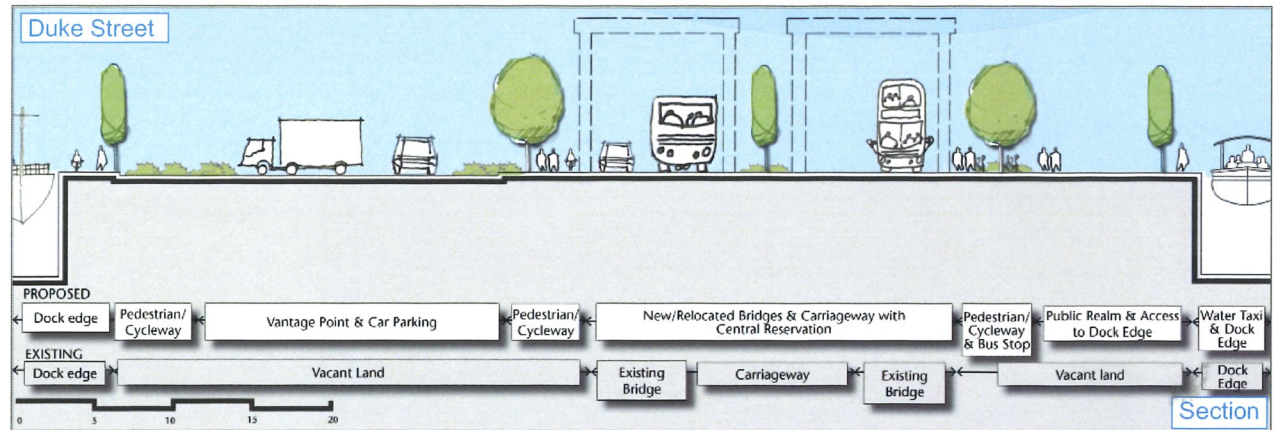
### Tower Road (Parkway)

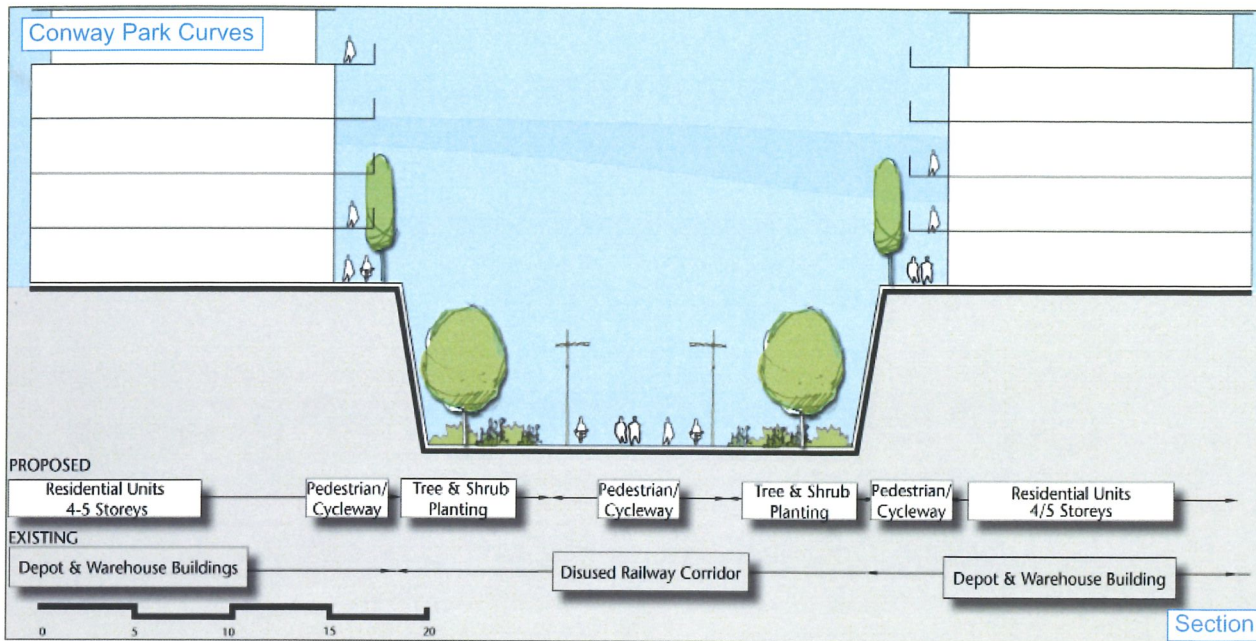
- 3.47 Tower Road Parkway has a fundamental role to play in reconnecting Woodside Boulevard / City Boulevard intersections in the south to Scott's Quay and Seacombe in the north.
- 3.48 The proposal is to create a tree lined street with wider pavements and cycleway connections. The role of Tower Road in the wider strategic highway network requires higher volumes of traffic movements to be accommodated. Pedestrian crossing points will be considered to link with the East Float masterplan 'neighbourhood' connections. The East Float masterplan also allows the dock edge to offer a different experience for pedestrians/cyclists.



### Duke Street (Parkway)

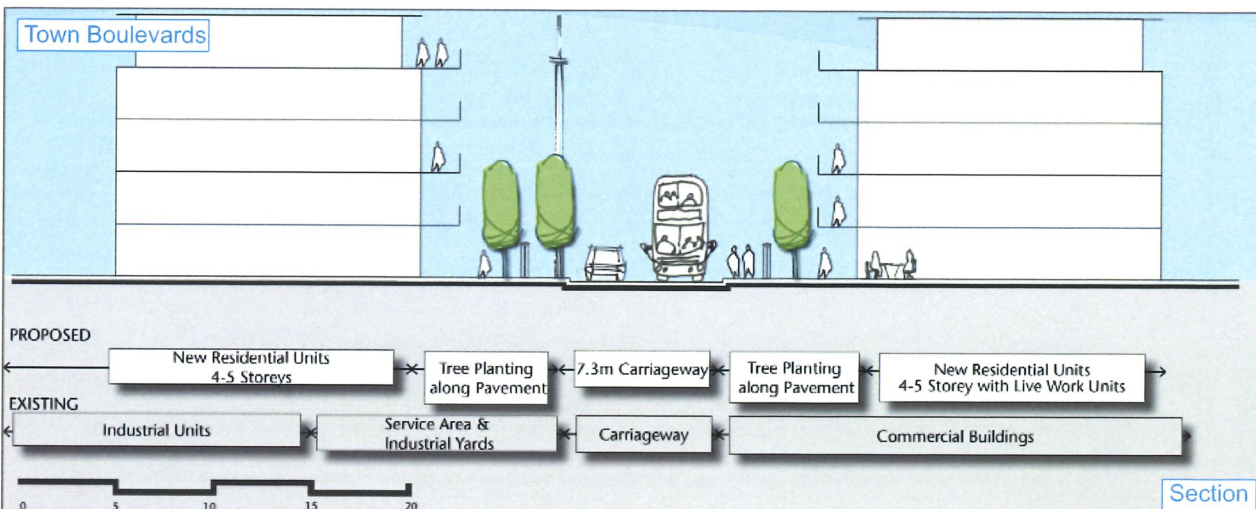
- 3.49 Duke Street Parkway has a fundamental role to play in connecting Wirral Waters, the operational port and Inner Wirral to the M53 and the wider regional network. This strategic role is to be balanced with its more immediate role of creating high quality connections linking East Float to Birkenhead Park, existing communities and existing rail stations.
- 3.50 The proposal is to create a tree lined street with pavements and cycleway connections. The role of Duke Street in the wider strategic highway network requires higher volumes of traffic movements to be accommodated. It is anticipated that there will be a need to increase the capacity of the Bascule Bridge in the future.
- 3.51 Pedestrian crossing points will be considered to link with the East Float masterplan 'neighbourhood' connections. The landing abutments for the Bascule Bridge offer a potential access to the water's edge.





### Conway Park Curves

- 3.52 Wirral Waters is connected to Birkenhead town through the gridiron of the Laird Town Plan. This provides a wide choice of north south connections, with both Watson Street and Park Street connecting to Birkenhead Town Centre.
- 3.53 A redundant railway cutting also potentially connects Wirral Waters to Birkenhead Town Centre. The alignment from junction of Tower Road and Corporation Road leads directly to the northern extents of Europa Boulevard – a more recent civic street constructed in the 1990s and a focus for education and government offices. Conway Park Merseyrail Station is also located on Europa Boulevard.
- 3.54 The proposal is to explore how this corridor may be reused as a pedestrian/cycleway connection (or other uses) to connect Wirral Waters with Europa Boulevard and Birkenhead Town.



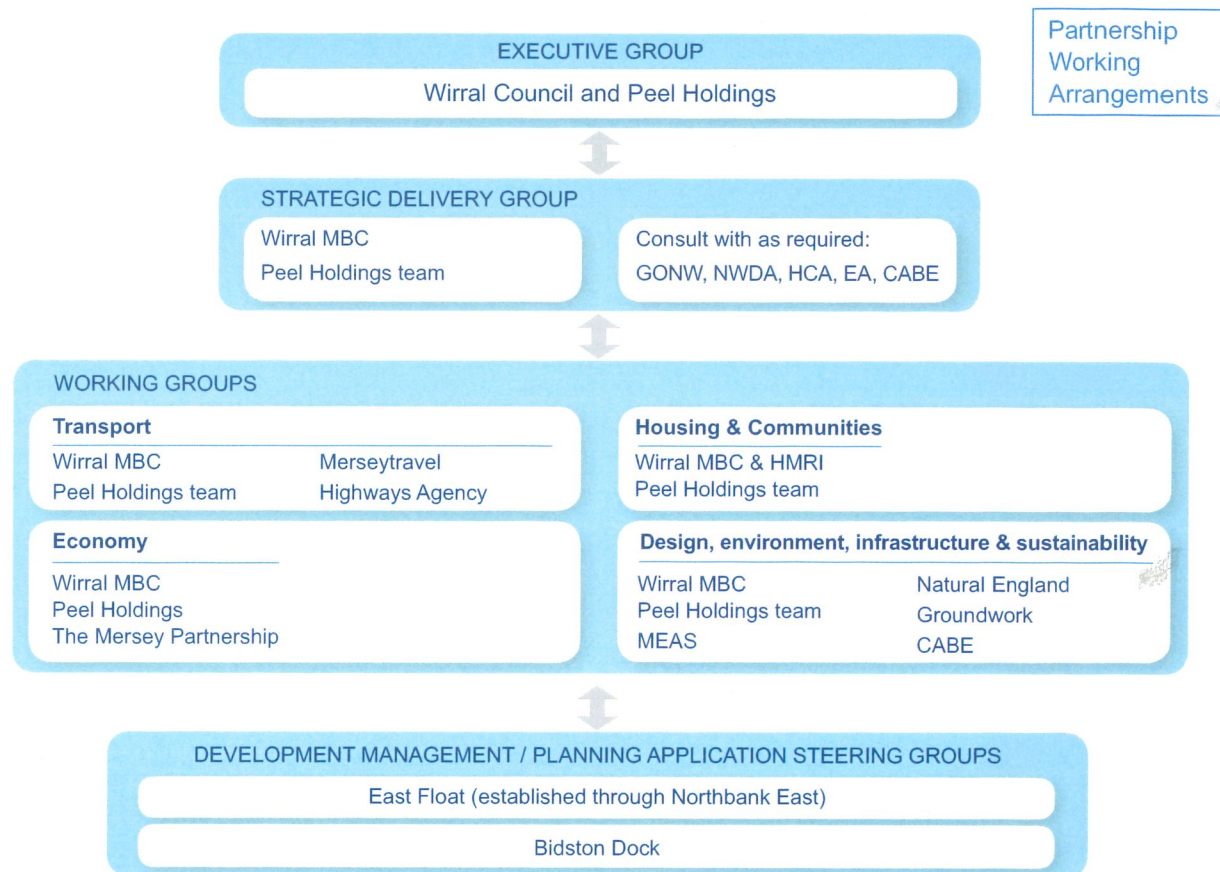
### Town Boulevards

- 3.55 The 1824 Laird Town Plan has created a gridiron of streets that connect Wirral Waters, Birkenhead Park, Bidston and Birkenhead Town Centre. This gridiron remains intact and acts as the framework for the regeneration of the Partnership Neighbourhoods to the south of the Docks.
- 3.56 Whilst the street infrastructure was completed, the development parcels that they create have never been built out at the scale originally intended. As a consequence, the scale and continuity of enclosure is limited. Given the proximity to public transport and local services, these large tracts and vacant and underused land fail to make best use of the location and its historic gridiron asset.
- 3.57 The proposal is to regenerate the Partnership Neighbourhoods to a higher density and quality. The Laird Town Boulevards provide the structure and capacity for new development to be of a greater scale and to define key connections linking Wirral Waters to Birkenhead Town and Park. The proposal is to focus redevelopment along principal north south and east west connections with tree planting and active frontages.

## Recommendations and Next Steps

### Next Steps

- 4.1 This document sets out the strategic Landscape, Waterfront and Public Realm Strategy to be taken forward and delivered through future spatial masterplans and consequent planning applications.
- 4.2 An iterative approach is essential. It is recognised that further design development and testing will inform the projects set out in this Strategy.
- 4.3 This will be undertaken by the Wirral Waters Design Teams in consultation and engagement with Wirral MBC, CABE, English Heritage and key stakeholders through the Design Development Working Group.
- 4.4 The Design Development Working Group is one of four Working Groups agreed with Wirral MBC as the most appropriate forums to progress the Wirral Waters project. The structures and members of the Wirral Waters Working Groups are illustrated below.
- 4.5 Peel Holdings will bring forward the East Float and Bidston Dock 'catalyst' neighbourhoods. The resourcing and delivery of the wider 'partnership' neighbourhoods, 'Greening the City' and 'City Structure' programmes and projects will be through with Wirral MBC and their delivery partners.



- 5.1 The Wirral Waters Design and Built Environment Group and any subsequent 'Group' which assumes this role has responsibility for delivering, monitoring and reviewing this Strategy. In particular, it will have the following responsibilities:
- Direct the delivery of this Landscape, Waterfront and Public Realm Strategy through the spatial masterplanning process by briefing and reviewing the design proposals brought forward by neighbourhood/quarter design teams
  - Keeping this Strategy under review and amending/refreshing it as appropriate and reporting updates to the Strategic Working Group and Wirral MBC officers.