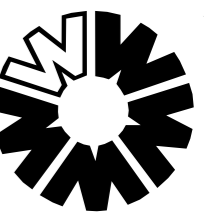


WALLASEY TOWN HALL QUARTER MASTERPLAN



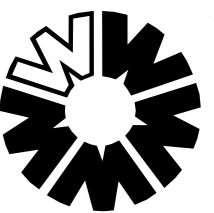


Wallasey Town Hall Quarter Masterplan Contents

1: Background	1:1
2: Introduction to the Wallasey Town Hall Quarter Masterplan	2:1
3: Planning Status and Policy Context	3:1
4: The Aims	4:1
5: Wallasey Town Hall Quarter Analysis	5:1
6: Masterplan	6:1
7: Phasing	7:1
8: Town Hall Quarter Proposals	8:1
9: Heritage Context	9:1
10: Public Realm	10:1
11: Open Space	11:1
12: Drainage Strategy	12:1
13: Car Parking Options	13:1
14: Wallasey Retail Centre	14:1
15: Stage 1 Consultation Summary	15:1

1.

1. BACKGROUND





1: Background

The Halsall Lloyd Partnership was appointed by Wirral Council and Magenta Living in September 2021, with a formal commission to produce a Regeneration Strategy and detailed Masterplan for the Seacombe River Corridor area of Wirral.

The Wallasey Town Hall Quarter Proposals would create self-sustaining neighbourhoods through physical as well as social and economic regeneration along the Seacombe River Corridor. Developing a bold concept for the river frontage also creates a new 'vision' for the 'left bank' generating huge potential for improvements in health/well-being and wealth, through considered investment, improving existing services, attracting new people, and encouraging existing residents to remain, thereby raising the economic base for the whole area.

Wirral Council is developing a framework for future development of the Wallasey Town Hall Quarter to create a new high-density mixed use sustainable living area, maximising the potential of its setting. Combining existing and new homes with new education, open space and leisure facilities will create a thriving waterside community.

The Wallasey Town Hall Quarter Masterplan sits within the boundaries of the Seacombe River Corridor Regeneration Area. The Seacombe area has great potential with good transport links and a prominent location next to the river Mersey. The site is only 2 miles from Birkenhead town centre and neighbours Seacombe ferry terminal to the south. Seacombe has a strong sense of community with residents living in a mix of accommodation ranging from Victorian terraces through to 1970's properties.

The future development potential at Seacombe is key to delivering benefits for local people, maximising the benefits for the river frontage and promenade and maintaining the historical context of the area within the Liverpool City Region. The site would also benefit from linkages to new and existing transport systems and routes.

This Wallasey Town Hall Quarter Masterplan aims to create a diverse range of residential, education, leisure and other developments. There would also be opportunities for further commercial and retail premises to be developed in the area, with the potential for new jobs and places of business. Current proposals for the area include:

- Family, professional and retirement properties, including up to 368 new homes (a mix of apartments and houses)
- Opportunities for new employment premises to support local economic growth, ensuring the continued positive economic contribution of this neighbourhood in the future
- Improvements to the existing housing area within the neighbourhood alongside the delivery of new waterfront living opportunities.
- Improved high quality open space that integrates with new accommodation and serves the existing local community.
- A new school complex with enhanced recreation facilities at Riverside Primary School.
- A new replacement leisure offer.

The key objectives of the Wallasey Town Hall Quarter Masterplan are:

- Respond to the needs of local residents and business to create a high-quality residential area that can coexist with the businesses in the local area
- To ensure that development is sensitive to its context and improves the character and quality of the local area, maximising the sustainable links to the Mersey ferry at Seacombe, the cycling routes like SUStrans route 56 and the Wirral Circular Trail, as well as public transport routes to Birkenhead and New Brighton
- To create development that is well connected to the surrounding area and is inclusive and accessible
- To enhance the sense of safety and security for residents
- To enhance place-making and inward investment potential
- To create more energy efficient and less polluting development.



History of Seacombe

Seacombe is mentioned in the Domesday Book of 1086 as Seccum.



Source: [https://en.wikipedia.org/wiki/George_Turnbull_\(engineer\)](https://en.wikipedia.org/wiki/George_Turnbull_(engineer))



Source: Domesday Book, illustration from William Andrews's *Historic Byways and Highways of Old England*, 1900.

In 1845 George Turnbull was the civil engineer who designed and built the Seacombe Wall sea defence that helped drain the marshes behind the town.

Seacombe was originally a terminus for the Wirral Railway; however, passenger services ended on 4 January 1960 and all services on the line terminated on 16 June 1963. Much of the line to Seacombe station was used as the approach road to the Kingsway Tunnel.

Seacombe is dominated by four landmarks. The first of these is one of the terminals for the Mersey Ferry, the legendary 'Ferry cross the Mersey' described by Gerry & The Pacemakers. The ferry travels in a triangular route between the Seacombe, Birkenhead Woodside and Liverpool Pier Head terminals.

The second landmark is the parish church of St. Paul.



Source: <https://twitter.com/oldpicwallasey/status/728144081826668547/photo/1>

The third is a building housing some of the ventilation systems for the Kingsway Tunnel, a colossal structure which faces the river. It consists of two huge grilles which resemble stereo speakers, and a central concrete flue-like structure. This building has an almost identical counterpart on the Liverpool side of the river.



Source: Book *Wallasey History Tour* by Ian Collard



Source: Valentine Series - Postcards

The fourth is Wallasey Town Hall situated in a prominent position overlooking the river Mersey. It is a Grade II* listed building. During World War II it was used as a military hospital.

Source: <https://en.wikipedia.org/wiki/Seacombe> <http://www.historyofwallasey.co.uk/wallasey/seacombe/index.html>

Seacombe promenade was the third stage of the programme linking Seacombe and New Brighton by one long continuous promenade. Before the promenade was built (1901), there was a break in the riverbank known to locals as 'Guinea Gap'. A possible explanation for the name 'Guinea Gap' comes from the word 'Gyn' meaning 'gap in the cliffs'; a small river once ran into the Mersey from this point. This was a popular place for anyone wishing to go for a swim as it was free from dangerous currents of the river itself. Seacombe and Egremont Swimming Club was founded in 1890. The name of the club was later changed to Wallasey Swimming Club in 1913.



Source: https://upload.wikimedia.org/wikipedia/commons/7/75/Kingsway_tunnel_ventilation_shaft%2C_Seacombe_promenade_-_DSCF2262.JPG

Guinea Gap Baths in Seacombe is the oldest pool on the Wirral, opened on the 7th April 1908. Guinea Gap Baths served as a rehabilitation hospital for the wounded soldiers being cared for at a makeshift hospital in Wallasey Town Hall.

In 1990 the Pool was converted into a freshwater leisure pool. Guinea Gap originally had sea water drawn from the Mersey estuary. Between 1908 and 1957, 205 world and national swimming records were achieved there.



Source: <http://hiddenwirral.blogspot.com/2012/06/guinea-gap-baths-wallasey.html>



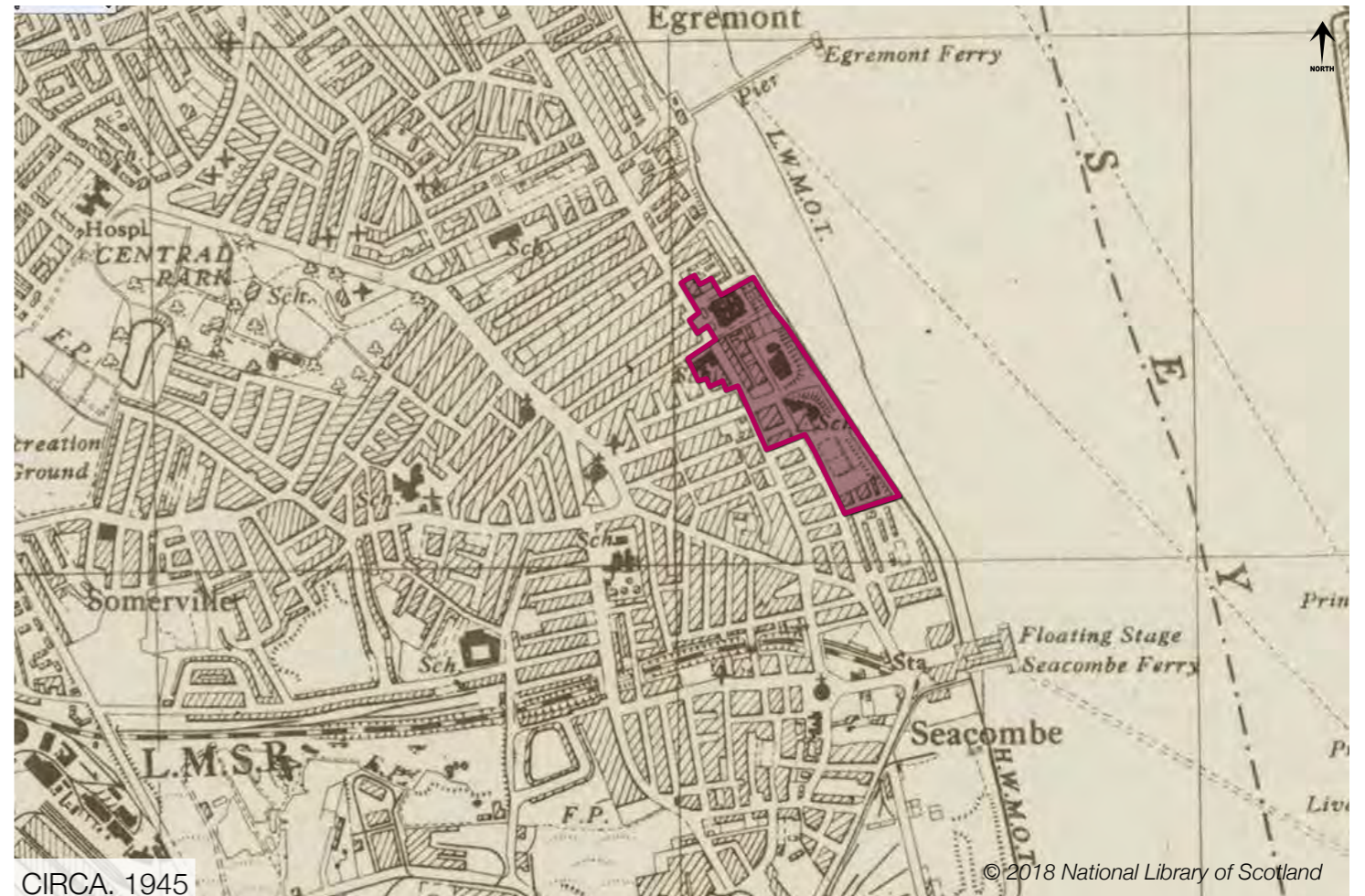
CIRCA. 1885



CIRCA. 1900



CIRCA. 1937



CIRCA. 1945

© 2018 National Library of Scotland

Local Insight Profile for the Seacombe River Corridor Regeneration Area

The information on this page looks at overall levels of deprivation across Seacombe River Corridor Neighbourhood Framework Profile Area based on the Index of Multiple Deprivation (IMD) 2019. IMD 2019 is the most comprehensive measure of multiple deprivation available. The concept of multiple deprivation upon which the IMD 2019 is based is that separate types of deprivation exist, which are separately recognised and measurable. The IMD 2019 therefore consists of seven types, or domains, of deprivation, each of which contains a number of individual measures, or indicators¹.

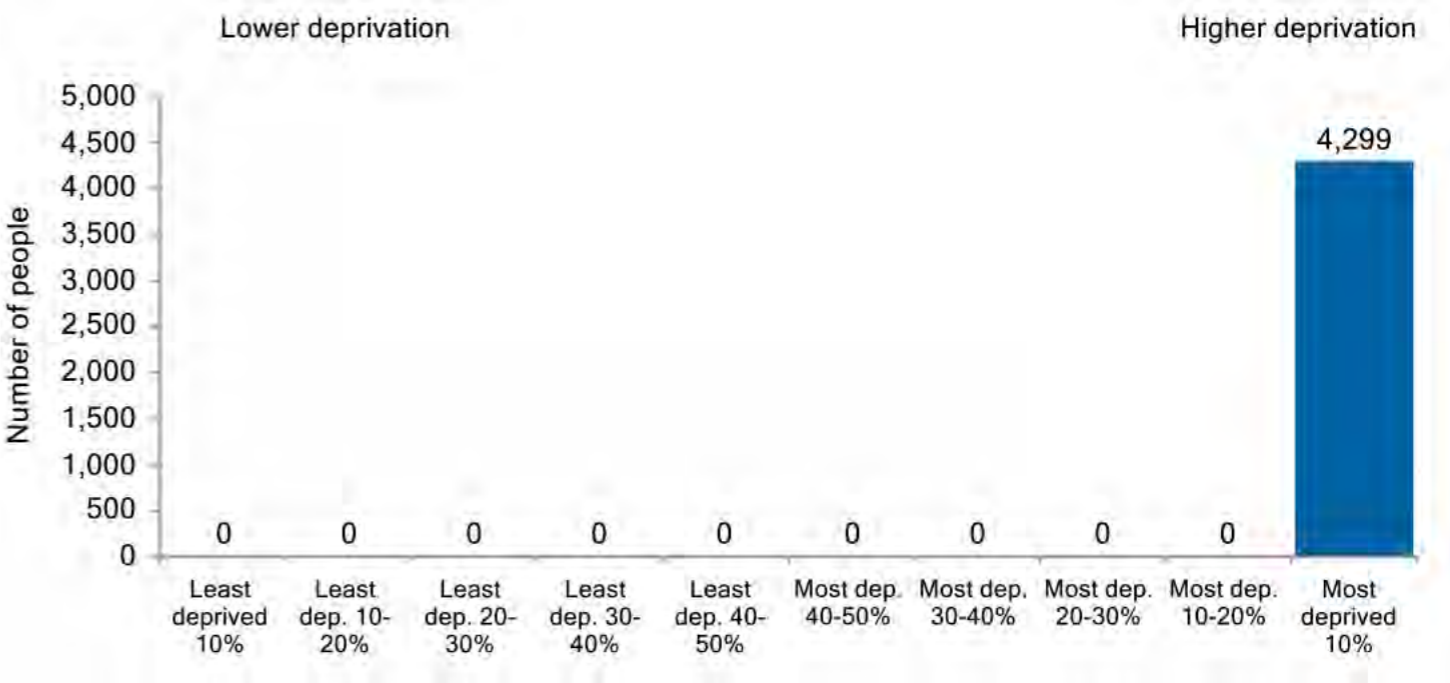
The information boxes on the right show the number of people in Seacombe Corridor Regeneration Area living in neighbourhoods ranked among the most deprived 20% of neighbourhoods in England on IMD 2019 and the seven IMD domains. The chart on the right shows the number of people living in neighbourhoods grouped according to level of deprivation. All neighbourhoods in England are grouped into ten equal sized groups "deciles"; the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped in decile 10, and so on with the 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 1.

Number of people in Seacombe River Corridor Regeneration Area living in the most deprived 20% of areas of England by Indices of Deprivation (ID) 2019 domain

Index of Multiple Deprivation	Income domain	Employment domain	Education domain
4,299	4,299	4,299	4,299
100.2% (England average = 20.0%)	100.2% (England average = 20.0%)	100.2% (England average = 19.5%)	100.2% (England average = 19.8%)
Health domain	Barriers to Housing and Services domain	Living Environment domain	Crime domain
4,299	0	3,320	4,299
100.2% (England average = 19.6%)	(England average = 21.4%)	77.4% (England average = 21.0%)	100.2% (England average = 20.4%)










Source: Ministry of Housing, Communities and Local Government (Indices of Deprivation 2019)

Figure: Number of people in each deprivation decile, Index of Multiple Deprivation 2019
Source: Ministry of Housing, Communities and Local Government (Indices of Deprivation 2019)



1. The seven domains of deprivation included are: Employment deprivation, Income deprivation, Health deprivation and disability, Education, skills and training deprivation, Crime, Living environment deprivation, Barriers to housing and services.

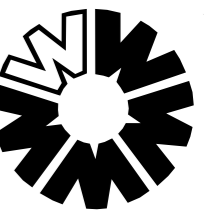
Local Insight Profile for the Seacombe River Corridor Regeneration Area

 <p>POPULATION</p>	<p>There are 3,915 people living in Seacombe River Corridor Regeneration Area</p>	 <p>EDUCATION & SKILLS</p>	<p>720 people aged 16+ (24%) have no qualifications in Seacombe River Corridor Regeneration Area compared with 18% across England</p>
 <p>VULNERABLE GROUPS</p>	<p>384 children aged 0-19 (31%) are in relative low-income families in Seacombe River Corridor Regeneration Area compared with 20% across England</p>	 <p>ECONOMY</p>	<p>844 people aged 16+ (28%) are in full-time employment in Seacombe River Corridor Regeneration Area compared with 34% across England</p>
 <p>HOUSING</p>	<p>42 households (2.4%) lack central heating in Seacombe River Corridor Regeneration Area compared with 1.5% across England</p>	 <p>ACCESS & TRANSPORT</p>	<p>42% of households have no car in Seacombe River Corridor Regeneration Area compared with 24% across England</p>
 <p>CRIME & SAFETY</p>	<p>The overall crime rate is higher than the average across England. The rate is 134.4 in Seacombe River Corridor Regeneration Area compared with 88.2 across England</p>	 <p>COMMUNITIES & ENVIRONMENT</p>	<p>The % of people 'satisfied with their neighbourhood' (82.2%) is higher than the average across England (79.3%)</p>
 <p>HEALTH & WELLBEING</p>	<p>1,080 people (27.6%) have a limiting long-term illness in Seacombe River Corridor Regeneration Area compared with 17.3% across England</p>	<p><i>These statistics are collated from a wider area study surrounding the Wallasey Town Hall Quarter ©OCSI 2023</i></p>	

2.

2.

INTRODUCTION TO THE WALLASEY TOWN HALL QUARTER MASTERPLAN





2: Introduction to the Wallasey Town Hall Quarter Masterplan

In September 2022 Halsall Lloyd Partnership were appointed by Wirral Council and Magenta Living to carry out a option study focussing on the Town Hall Quarter, which has now developed into a formal Masterplan. This Wallasey Town Hall Quarter Masterplan focuses on both council annexe sites including the site of the former office buildings, and the area to the south of the Town Hall and east of Brighton Street, as identified on Fig 1: Context Plan on page 3:4.

The Wallasey Town Hall Quarter Masterplan, has been developed to accommodate the Department for Educations approval for redeveloping the new Riverside Primary School. Furthermore, the Masterplan outlines potential for a new leisure offer in Seacombe.

This Masterplan has been developed to respond to the scale, proportion and historic massing/setting of the Grade II* listed Wallasey Town Hall. This option balances the need for new housing with a new school, a new sports and leisure centre and the creation of new quality accessible open space that links down to the promenade. This Masterplan offers an achievable and sustainable proposal for delivering transformational change with the creation of a new dynamic Town Hall Quarter.

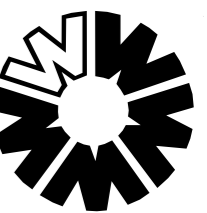
This Masterplan supports and compliments the emerging 'Local Plan' by recommending and outlining available brownfield opportunity sites (within Wirral Council ownership) that have potential for new housing development. Establishing a deliverable Masterplan would create a catalyst, bringing jobs, investment and sustainable change to both the local area around Wallasey Town Hall as well as other neighbouring Masterplan areas.

Structure of Report

- 1: Background
- 2: Introduction
- 3: **Planning Status** - This section details the existing Wirral Council Planning Policy information.
- 4: **The Aims** - This section describes the aims of the report, establishing objectives of the study and key areas of focus.
- 5: **Town Hall Quarter Analysis** - This section studies the existing context of the Town Hall study area, picking up on key features, opportunities and issues effecting the locality.
- 6: **Masterplan** - This section explores the characteristics of the Masterplan, examined through an analysis of its strengths, weaknesses, opportunities and challenges.
- 7: **Phasing** - This section outlines an achievable programme for phased delivery of the Masterplan to ensure minimal disruption to the local community while maximising site potential.
- 8: **Town Hall Quarter Proposals** - This section details an overview of the Town Hall Quarter character including graphic illustrations to demonstrate form and scale of potential new adjacent redevelopment.
- 9: **Heritage Context** - This section outlines and addresses the setting of Wallasey Town Hall in its current form. It provides a preliminary rational for evaluating and planning for new development adjacent to the Town Hall which should be formally addressed at a later stage within a full Historic Impact Assessment Report.
- 10: **Public Realm** - This section reviews the existing public realm around the Town Hall including the connecting streets forming the edge of the study area which are key to supporting and shaping the future character.
- 11: **Open Space** - This section is the identification of existing open space provision within and local to the Masterplan area, as well as new open space provision within the Masterplan.
- 12: **Drainage Strategy** - This section outlines and recommends a process of early stage engagement with United Utilities to ensure that a sustainable drainage strategy is at the centre of any new planned development. Early stage intervention and planning will ensure that existing provision is not compromised.
- 13: **Car Parking Strategy** - This section aims to deliver a workable parking strategy that is sustainable and integrates with local public transport proposals and provision.
- 14: **Wallasey Retail Centre** - This section details the challenges of the existing retail environment and offers potential solutions for re-establishing a sustainable retail strategy that meets existing and future residents needs.
- 15: **Stage 1 Consultation** - This section describes the process of consultation and engagement with Riverside Primary School/The Oldershaw School and the local community, outlining the aims of the consultation and the resulting community response.

3.

3. PLANNING STATUS AND POLICY CONTEXT



3: Planning Status and Policy Context

Wallasey Town Hall Quarter Masterplan has been developed and prepared to support the adoption of the new emerging Wirral Local Plan 2021 - 2037

The Masterplan has been prepared with regard to national planning policy and in accordance with proposed Local Plan Policy RA1 - Seacombe River Corridor Regeneration Area, which is reproduced on page 3:1 below. At the time of writing, the Council was inviting comments on Main Modifications considered necessary to make the submitted Wirral Local Plan 2021 – 2037 sound and/or legally compliant.

Local Plan Spatial Strategy

The Council's emerging Local Plan sets out the overall spatial strategy for the borough which is to focus on the regeneration of Birkenhead and the wider regeneration River Mersey, stretching from New Brighton to Bromborough. The Local Plan identifies 11 Regeneration Areas and 19 Masterplan Areas. The Council has been working on a series of documents to support these designations and to assist the delivery of the regeneration strategy for the borough. All of the documents can be found on the Council's web pages at <https://www.wirral.gov.uk/planning-and-building/local-plans-and-planning-policy/wirral-new-local-plan/new-local-plan>.

Birkenhead 2040 Framework

The Birkenhead 2040 Framework is a 20 year strategy that defines the vision and ambition for the transformational regeneration of Birkenhead. The document has been adopted by the Council as its Interim Regeneration Strategy for Birkenhead and provides a comprehensive regeneration framework for Birkenhead as a low carbon, sustainable waterfront garden 'city'. Eight of the Regeneration Areas lie within the Birkenhead 2040 area. The three remaining are designated at Liscard, New Brighton and New Ferry. Each of the Regeneration Areas has a specific policy approach included within Part 4 of the Local Plan.

Neighbourhood Frameworks

Neighbourhood Frameworks are primarily regeneration strategy documents. They provide further information on each Regeneration Area, building upon Birkenhead 2040. Neighbourhood Frameworks will also help to inform the development of Masterplans and site specific proposals.

Masterplans

Local Plan Policy WS 6.3 - Masterplan Areas requires proposals within defined Masterplan Areas to be in general conformity with a Masterplan which has been endorsed by the Council. The policy identifies 19 Masterplan Areas where Masterplans are required to guide site specific proposals. Policies WS6.2, RA1, RA2, RA3, RA4, RA5, RA6, RA7, RA9, RA10, RA11, WP4.2 and WP6.3 of the Wirral Local Plan set out requirements for development within a series of Masterplan Areas to conform with Masterplans which have been endorsed by the Council. With the exception of the Masterplan for West Kirby Concourse, all Masterplan areas fall within Regeneration Areas

Additional policies from the Wirral Local Plan 2021 -2037 have also been considered during the preparation of the Wallasey Town Hall Quarter Masterplan, these include;

Policy WS1: The Development and Regeneration Strategy for Wirral 2021-2037

- Policy WS1 is the overarching strategic policy for the Local Plan and establishes the Local Plan's spatial strategy, to deliver Wirral's development needs within the existing urban areas. It sets the borough's direction for growth and establishes how development will achieve the Vision for Wirral to 2037.
- The policy sets out that within the period 2021-2037 the Local Plan will move the council towards a zero-carbon future with high quality urban regeneration, economic transformation, and environmental enhancement. This will take place alongside the delivery of key infrastructure projects including active travel networks, greenways, and an improved public transport system.
- The policy establishes that the Local Plan will provide for a minimum of 13,360 net additional dwellings including new affordable dwellings.
- New houses will be delivered through:
 - The creation of new neighbourhoods through brownfield development; and
 - Sites located on previously developed land within settlements.
- Furthermore, the policy makes provision for the allocation of 65.60 hectares of land for new jobs to drive forward the economic transformation of the borough and support the economic competitiveness of the Liverpool City Region.

WS2: Social Value

- This policy emphasises the importance of ensuring that development is located, designed, constructed and operated in a manner that maximises any opportunity to secure social net gain for the local community.
- Major development proposals (over 10 units) must include a social value statement to explain the social benefits that would arise from the development over the lifetime of the development.
- This is an important strategic policy to embrace the opportunities that can be gained from innovative construction and design and the reinvigoration of the town centres.
- It is also crucial to build on the existing, and growing, skills base present within the borough.

WS3: Strategy for Housing

- The strategy for housing covers:
 - Compliance with nationally described space standards
 - Water efficiency standards
 - Zero carbon ready by design
 - Electric vehicle charging points and car parking standards
 - Accessibility and mobility standards
 - Minimum housing densities – to make the most efficient use of urban land and to achieve the plan's vision for becoming a net zero carbon borough
 - Affordable housing
 - Housing mix - with a 30% target of market dwellings with 3 or more bedrooms
 - Specialist housing

A Note on Housing Density

- As part of the Vision for Wirral to 2037, all Local Plan policies must aim to achieve a net zero carbon borough by the end of the plan period.
- As well as the use of technology to achieve carbon efficiency, an additional consideration in delivering a net zero carbon future is the use of higher densities which have been shown, alongside public transport measures, to be the most effective built form to drive down carbon emissions.
- Recent evidence, commissioned by the council found that densities can be increased in suitable locations without detriment to the landscape or living conditions.
- Four density zones with corresponding minimum densities have been identified for the borough.
- Residential development falling within the density zones will be required to deliver the minimum densities indicated in the Plan. Outside of the density zones, residential development above one hectare will be required to achieve a minimum density of 30 dwellings per hectare.
- Alongside the benefits of carbon reduction, higher density living can bring an innovative approach to outside space through the creation of community gardens and active neighbourhoods which have direct access to recreational walking routes.
- The plan includes policies setting open space standards and identifies opportunities for creating and connecting new green and blue corridors within the built environment with the aim to deliver health and environmental benefits for the borough.

Residential Density Zone (as shown on the Policies Map)	Definition	Minimum density (dwellings per hectare)
Waterfront Density Zone (RES-DZ1)	Sites within identified Regeneration Areas within 800m (10 minute walk) of the Birkenhead docks and waterfront, with access to high frequency public transport interchanges, including the ferry terminals.	70
Urban Core & Town Centres Density Zones (RES-DZ2)	Sites within 800m (10 minute walk) of Birkenhead town centre or within 400m (5 minute walk) of other designated town centres, which are well served by public transport and other community facilities.	60
Transit Area Density Zones (RES-DZ3)	Other urban sites within 800m (10 minute walk) of a railway station or high frequency bus route.	50
Suburban Area Density Zones (RES-DZ4)	Sites within 1200m (20 minute walk) of a railway station, which are also within 400m (5 minute walk) of multiple community services and facilities, including district centres, schools and open spaces.	40

Extract from the emerging Local Plan 2021-2037 Draft Submission May 2022

<https://www.wirral.gov.uk/about-council/climate-change-and-sustainability/environment-and-climate-emergency-policy-statement>

Policy WS4: Strategy for Economy and Employment

- As set out in Policy WS1 - the Local Plan allocates 65.60 hectares of land for main employment uses. Policy WS4 promotes employment development proposals on allocated sites and in existing Primary Employment Areas that provide for:
 - Office space in Birkenhead and Wirral Waters
 - Regeneration of traditional employment areas to offer modern office premises
 - Green growth and technology
 - High quality premises for key employment sectors
 - Digital infrastructure
 - Port-centric distribution and logistics
 - Flexible business space to support start-up and micro-businesses
- Existing port related developments will be safeguarded and proposals for port and marine related uses will continue to be permitted within the operational dock areas subject to the key criteria set out in this policy.
- The policy also supports the protection and enhancement of tourism assets.

Policy WS5: Strategy for Green and Blue

Infrastructure, Open Space, Biodiversity and Landscape Protection

- The Local Plan emphasises the importance of green space, and green and blue infrastructure; it aims to set high quality of design for public spaces – taking into account all users' needs.
- The policy covers achieving high quality and well-connected networks of blue and green infrastructure through the protection, maintenance and creation of new blue and green infrastructure; achieving a minimum of 10% biodiversity net gain from all qualifying developments; and specific mitigation requirements for development proposals that may impact upon the integrity of European Sites; and sets out standards for the provision of open space.
- In Regeneration Areas, the policy requires strategic provision to be identified within an appropriate Masterplan or neighbourhood framework, to ensure that well-designed, high quality open space will be provided.

Policy WS6: Placemaking for Wirral

- The Local Plan expects high quality development that contributes positively to existing places and communities in Wirral and creates attractive new places to live and work.
- The policy provides the basic requirements for Masterplans and design codes to guide the design of identified areas for regeneration in the borough. Development proposals in Masterplan areas are required to produce a Masterplan for the phasing of development and infrastructure.
- The policy sets out a series of placemaking principles for new development to help to shape a place, connect to existing developments, be successful in and of itself and positively contribute to the borough's appearance, range of facilities and vitality. The principles also encourage sustainable and healthy modes of travel through high quality design.

Policy WS7: Principles of Design

- The policy presents the principles of good design expected from development in Wirral.
- The principles include sustainable and attractive design, amenity, privacy, safety, landscaping, car parking and electric vehicle charging facilities.

Policy WS8: Strategy for Renewable and Low Carbon Energy

- The policy sets out the ambition for buildings to be 'zero carbon ready by design'.
- The policy sets local energy efficiency standards and adopts an energy hierarchy approach. Energy efficiency is measured by energy consumption. Where energy efficiency standards cannot be met on site, the development will be expected to contribute to a carbon compensation fund.
- All development proposals are encouraged to address potential climate change implications by reducing carbon emissions at each stage of development, being energy efficient, and by maximising the use of renewable and low carbon energy.

Policy WS9: Strategy for Transport

- The Local Plan seeks to promote low carbon travel and ensure that the transport impacts of development are effectively managed, in addition to improving connectivity.
- The policy safeguards land for planned and future infrastructure schemes including a public transport system in Birkenhead linking developments at Wirral Waters to the town centre and other new neighbourhoods.
- Development proposals will be expected to assist in increasing active travel and reducing carbon emissions, operate effectively and safely, and not create severe impacts on existing networks.

Policy WS10: Infrastructure Delivery

- This policy sets criteria for future development and requires developers to make appropriate on-site infrastructure provision, as well as contribute towards off-site infrastructure, as necessary.
- All planning proposals will be considered against their impact on infrastructure and whether the applicant can demonstrate that impacts can be mitigated through the provision of improved infrastructure capacity.
- The Local Plan is supported by an Infrastructure Delivery Plan.
- The policy also seeks to protect and enhance existing infrastructure such as education, health and emergency services and community, sport, leisure and cultural facilities.

Policy WS11: Strategy for Town and Local Centres

- The Local Plan recognises the changing nature of town and local centres. In particular the impact of online shopping, made increasingly common as a result of the COVID-19 pandemic.
- As such, the Local Plan strategy identifies a hierarchy of town and local centres and requires that developments maintain the vitality and viability of these centres. National planning policy now limits the ability to control the mix of uses in town centres.
- The continued importance of town and local centres for food shopping as well as the provision of key services such as medical care, entertainment, and worship is, however, still emphasised, where town and local centres remain a valuable social asset that provide opportunities for social interaction and community formation.

Extract from the emerging Local Plan 2021-2037 Draft Submission May 2022

Policy RA 1

Seacombe River Corridor Regeneration Area

A. The Seacombe River Corridor Regeneration Area, shown on the Policies Map, is identified as a focus for neighbourhood renewal and the creation of new sustainable waterside residential communities and a new mixed use quarter adjoining Wallasey Town Hall. It will provide for approximately 340 new dwellings, during the Local Plan period, to support the delivery of the development and regeneration strategy as set out in Policy WS 1:

Site Ref	Location	Size and Capacity
	Other developable areas	340 units

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

1. ensure that the design of buildings and public realm reflects and enhances the appearance of the Seacombe River Corridor area including its riverside setting;
2. incorporate distinctive and climate resilient landscaping and public realm to reflect the area's distinctive coastal environment;
3. protect and enhance the setting and strategic views of the river frontage and landmark heritage buildings, including Wallasey Town Hall, The Brighton Public House and the Seacombe Ferry Terminal;
4. incorporate safe walking and cycling routes, and enhance connectivity to local amenities, including waterfront promenades, and the Wirral Circular Trail.

Wallasey Town Hall Quarter and Toronto/ Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area (MPA-RA1.1)

C. Development proposals within the Masterplan Area shown on the Policies Map must be in conformity with a Masterplan and Design Code which has been endorsed by the Council and provide, as appropriate, for:

1. the creation of a residential led mixed use waterside neighbourhood or 'Town Hall Quarter' based on the redevelopment of redundant Council offices and car parks, and rationalisation and/ or improvement of other uses adjoining Wallasey Town Hall and along the river corridor;
2. appropriate alternative uses for the Wallasey Town Hall Building;
3. ensuring that the settings of the heritage assets at Wallasey Town Hall, The Brighton Public House and the Seacombe Ferry Terminal are protected and enhanced;
4. the regeneration of the existing Toronto/ Demesne Street and Borough Road East residential neighbourhood as a high quality and attractive waterside neighbourhood through:
 - i. appropriate residential revitalisation, infill development, public realm improvements; and retrofit energy efficiency improvements;
 - ii. provision of new and/or relocation of existing community facilities.

Brighton Street Improvement Corridor (IMP-RA1.1)

D. Development proposals along the Improvement Corridor shown on the Policies Map will be supported which have regard to an Environmental Improvement Strategy and Design Code which has been agreed with the Council and which will provide for the redevelopment of vacant and underused retail units and sites along the Corridor for high quality residential, commercial and retail uses.

The Council has submitted a proposed amendment to the Masterplan boundary as part of its emerging Local Plan Examination in Public. This is to reflect the contrasting character of the Wallasey Town Quarter and the adjacent Toronto/Demesne Street and Borough Road East area, and the longer-term nature of change within the residential area. It is proposed that the Toronto/ Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area is therefore amended to the 'Wallasey Town Hall Quarter Masterplan Area' It is considered that this will facilitate the redevelopment of the Wallasey Town Hall Quarter in the short-medium term.

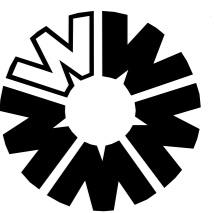


Fig 1: Context plan

- Wallasey Town Hall Quarter Masterplan boundary
- Seacombe River Corridor Regeneration Area boundary
- 1** Town Hall
- 2** Guinea Gap Leisure Complex
- 3** Riverside Primary School
- 4** Demesne Recreation Ground
- 5** Seacombe Promenade
- 6** Kingsway Vent Tower
- 7** Seacombe Ferry
- 8** Egremont Promenade
- 9** Slipway
- 10** Former Egremont Ferry
- 11** Egremont Ferry Public House
- 12** Sandon Promenade
- 13** King Street Post Office
- 14** Christ Church
- 15** Serpentine Road Family Church
- 16** Egremont Primary School
- 17** Central Park
- 18** St. John's Church
- 19** Somerville Primary School
- 20** Seacombe United Reform Church
- 21** Tesco Express
- 22** Kingsway Primary School
- 23** St. Joseph's Catholic Primary School
- 24** Seacombe Children's Centre
- 25** Seacombe Social Club
- 26** St. Paul's Church
- 27** EUREKA! Science + Discovery
- Retail

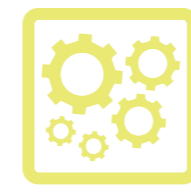
4.

4. THE AIMS



21ST CENTURY SEACOMBE - A GREAT PLACE TO LIVE, WORK AND PLAY ON THE RIVERFRONT FOR EVERYONE

- IMPROVE AS A DESTINATION
- ATTRACT VISITORS
- INCREASE LOCAL POPULATION
- SPACE FOR CREATIVE INDUSTRIES
- HOTELS/FUNCTIONS/ WEDDINGS/ PERFORMANCES
- IMPROVE EDUCATION/TRAINING
- IMPROVE RETAIL AND COMMUNITY FACILITIES
- BETTER COMMUNITY/ TRANSPORT AND INFRASTRUCTURE



REVITALISED NEIGHBOURHOODS, NEW FACILITIES, PLAY AND OPEN SPACE, SAFER STREETS, GOOD TRANSPORT CONNECTIVITY, LOW CARBON, 21ST CENTURY, 'GREEN COMMUNITY'

4: The Aims

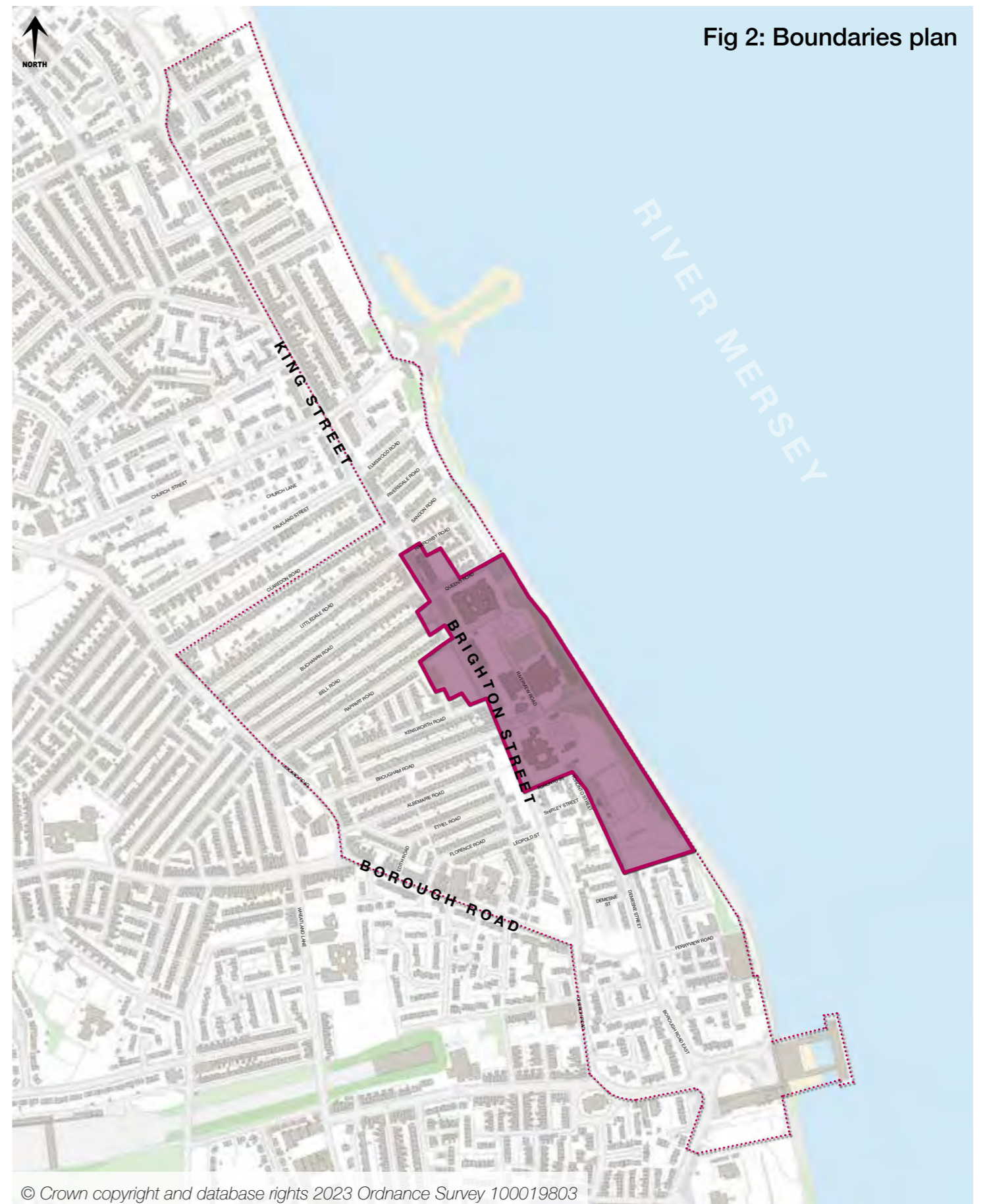
The Wallasey Town Hall Quarter proposals outlined within this report aim to establish a workable Masterplan detailing how the Town Hall Quarter could be redesigned and revitalised. The Wallasey Town Hall Quarter Masterplan, with Wallasey Town Hall as its centrepiece, would form the first stage in the implementation of the wider framework, creating a catalyst and benchmark for sustainable transformational change in Seacombe.

The aim of the Town Hall Quarter proposal is to kick start wider systematic regeneration and redevelopment across the neighbourhood.

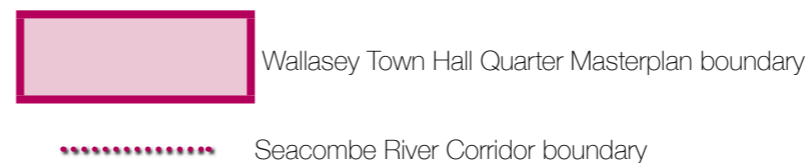
Key areas of focus within the report include: -

- How the reprovion of the new school on the existing site will impact/integrate within the overall Masterplan proposals:
 - Confirmation of site boundaries and development potential of the two Wirral Council annexes (north and south annexe).
 - A review of existing site constraints, accessibility, flexibility, planning constraints.
- Exploration of the potential of both the north and south annexe sites in relation to accommodation levels and types:
 - Maximising residential development potential and value.
- Exploration of a phased development approach to maximise each sites potential and to accommodate existing facilities/services:
 - A review of the existing site and service provision – potential of the existing sites.
- Establish a potential new site for a renewed leisure offer in Seacombe.
- Providing for the context for detailed consideration of future uses for the Town Hall.
 - A review of the existing Wallasey Town Hall context/external spaces.
 - How can the external environment support and promote active development.
 - How will the Wallasey Town Hall Quarter interact and connect with the promenade.

Fig 2: Boundaries plan

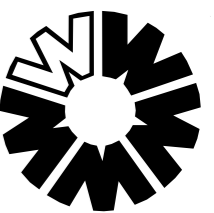


© Crown copyright and database rights 2023 Ordnance Survey 100019803



5.

5. WALLASEY TOWN HALL QUARTER ANALYSIS



5: Wallasey Town Hall Quarter Analysis

A clear understanding of the existing character of the area, along with identifying the key challenges is essential to progressing and developing new proposals for regeneration that are workable, achievable and would have long lasting positive impact.

- **Waterfront location** - the promenade offers spectacular views across the river Mersey towards Liverpool. In relation to wealth, health, and wellbeing, it could be a unique asset to the area attracting new people and investment through generating high values for properties with a river view.
- **Wallasey Town Hall** is an iconic heritage asset within the area. It has potential to be a focal point for generating transformational change. However, left empty, unused and in decline it could potentially blight regeneration.
- **Brighton Street** is the main vehicle access road connecting New Ferry and Birkenhead through to New Brighton. In some situations, it is 11m wide, and as a result impedes pedestrian movement of residents from west to east, towards the promenade. At present it is failing as a shopping area with very poor residential conversions beginning to intrude.
- **Access to the promenade**, which sits at a lower level, is limited, the pathway located to the side of the Guinea Gap leisure centre is a historic route that requires improvement and updating to create a more welcoming entrance to the coastal route. Alternative connecting routes which are usable by wheelchair, prams and cycles are needed.
- **The existing council annexe office blocks** The existing Town Hall Quarter annexe blocks which were constructed in the 1970s have recently been demolished making available two cleared sites for redevelopment.
- **The existing housing** in the wider area needs updating and refurbishment. The mix of accommodation does not meet the needs of the existing community. There is a huge need for more sustainable, energy efficient homes.
- **Existing public transport services** are limited and focus on buses (frequency and cost of service issues exist). The area is not served by a train station and few local residents use the Mersey ferry to commute to Liverpool. The proposed new public transport link based on a mass transport system, would help to break down isolation, improve connectivity and access to jobs etc.
- **Low quality poorly maintained open spaces** which are not viewed as being secure and are hard to access.
- **Lack of local amenities**, low quality shopping offer. Many of the shops are boarded up or have been converted into HMO's or poor quality residential conversions (some boarded up and empty), creates a perception that the area is in decline.
- **Existing terraced properties** to the west of Brighton Street while fully occupied need updating and investment.
- **Existing Guinea Gap** leisure centre is a popular local amenity and is used by schools from a wider area. The building needs substantial upgrading and refurbishment to continue in use. There is an opportunity to provide a new modern leisure offer.
- **Pedestrian footpaths and cycle routes** need to be improved and expanded to ensure that they provide greater connectivity particularly towards the river frontage and promenade.
- **The public realm** lacks character and consistency in the use of materials and spaces. Too many areas lack identity and a formal function.
- **The existing embankment** leading down to the promenade is overgrown often limiting and obscuring views.

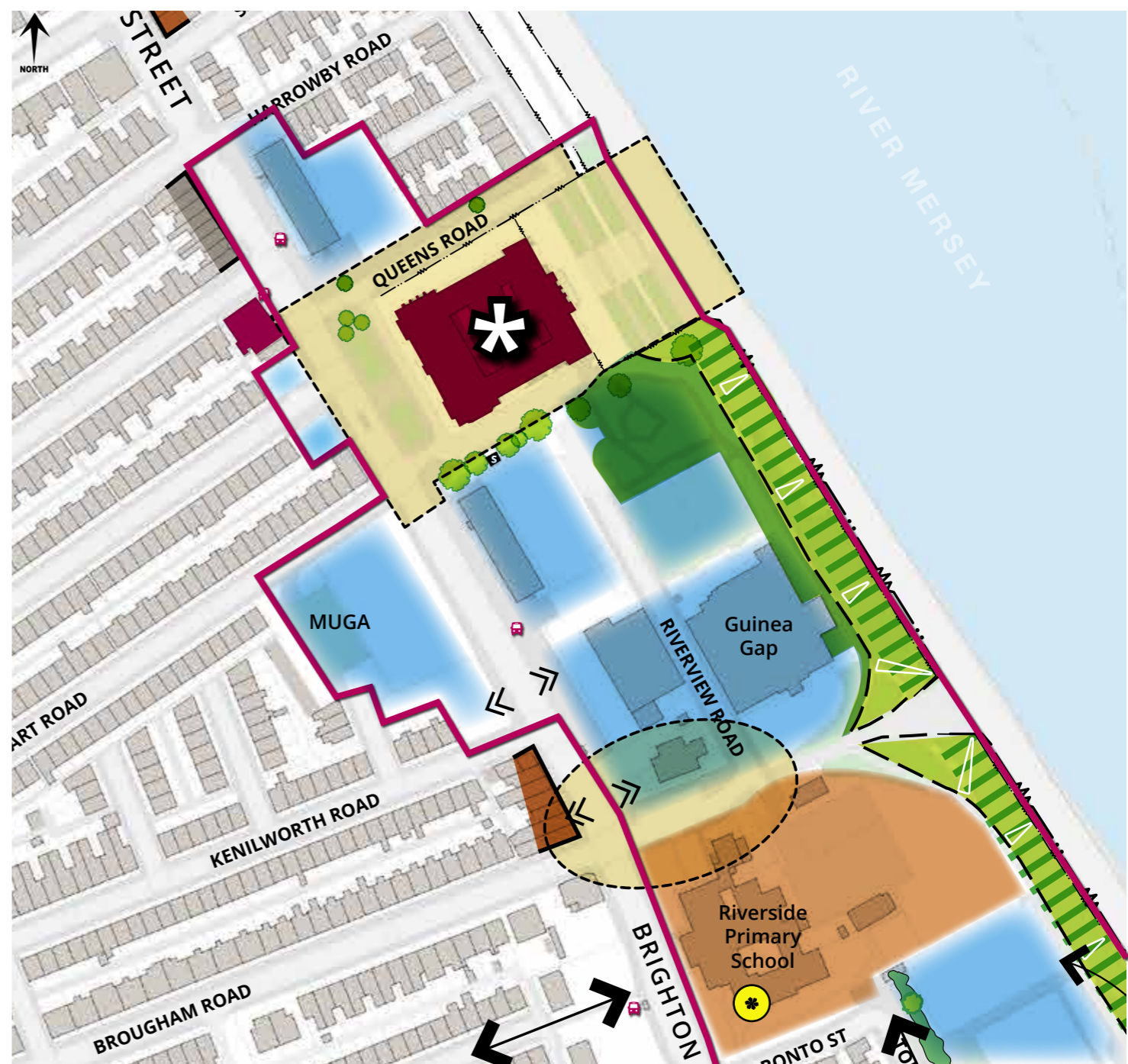


Fig 3: Analysis Study

	Wallasey Town Hall Quarter Masterplan boundary		Mixed retail		Mature trees/green edge
	Key buildings/listed buildings/heritage assets		Opportunity sites		Extent of steep embankment to river - heavily vegetated
	Landmark/visual focus		Area of focus		Green sloping backdrop to waterfront/promenade
	DfE funding has been secured for a new Riverside Primary School on the existing school building footprint		Node/threshold		Tall brick-built retaining wall - level change
	Visual foci		Key local connections/routes to schools		Bus stops
	Strong built edges/frontages/derelict former shops		Bus stops		Poor spatial enclosure

The following 3 map illustrations explore the public realm character in relation to connectivity and accessibility surrounding the Town Hall, identifying the issues and opportunities for further consideration and exploration.

© Crown copyright and database rights 2023 Ordnance Survey 100019803

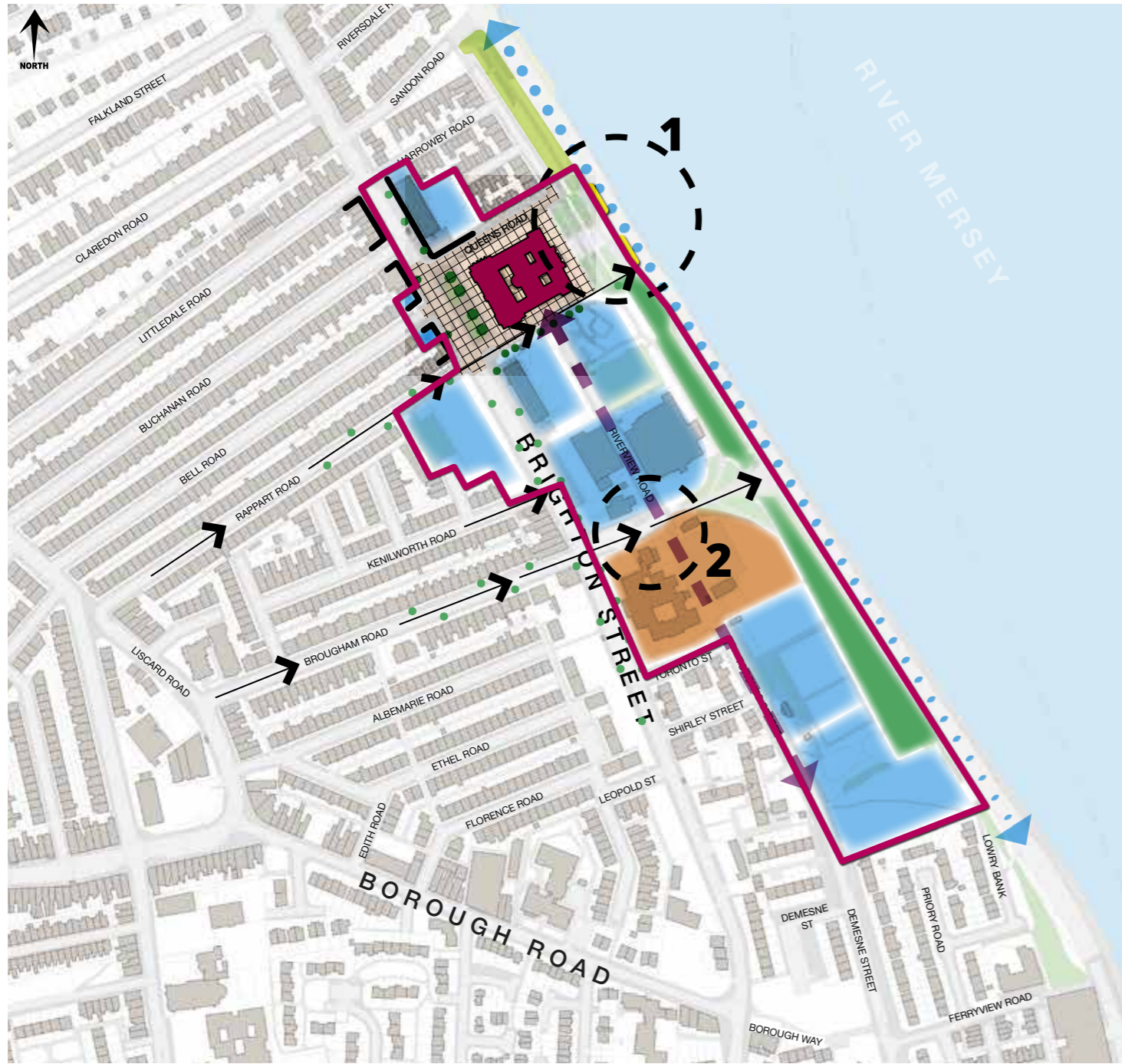


Fig 4: Conceptual Study

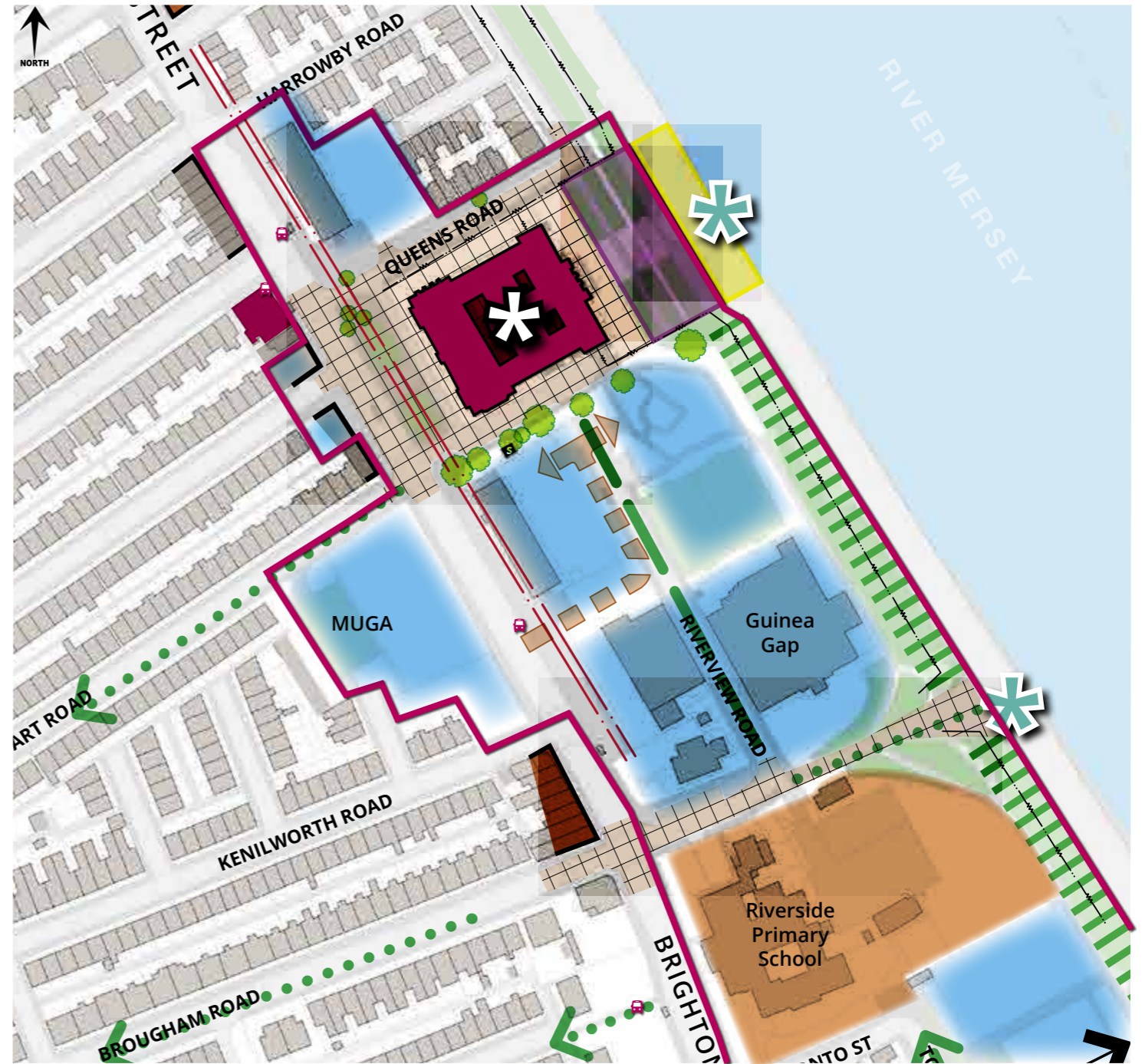
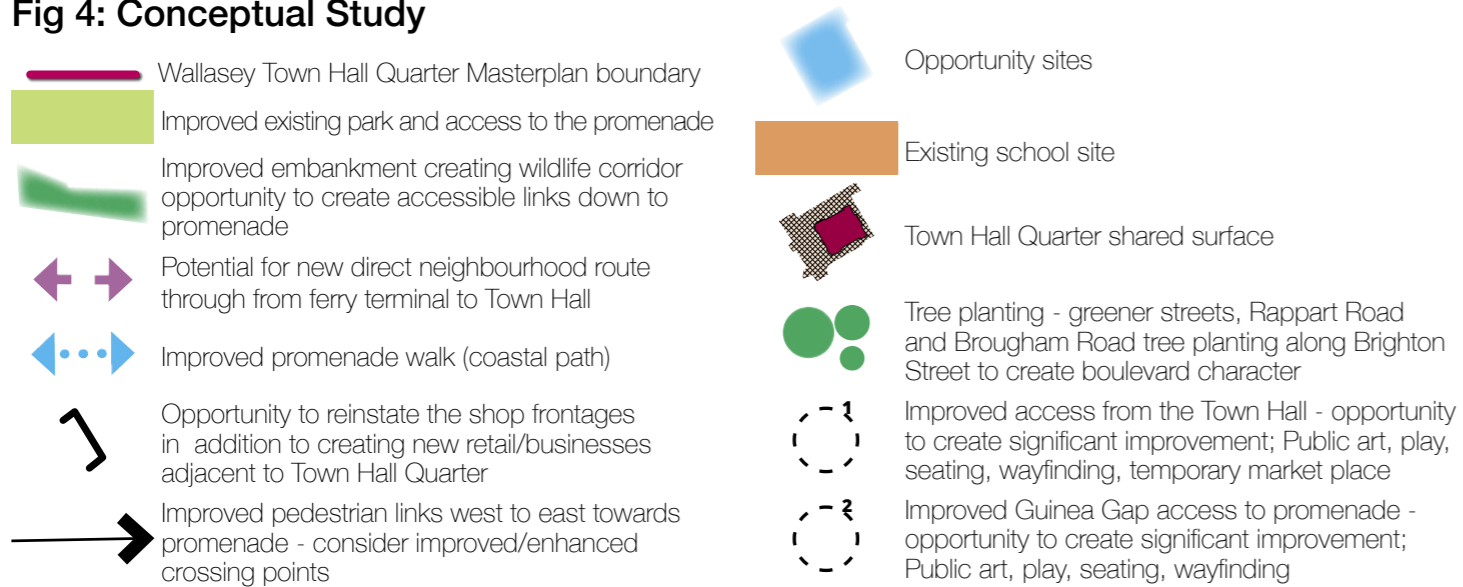
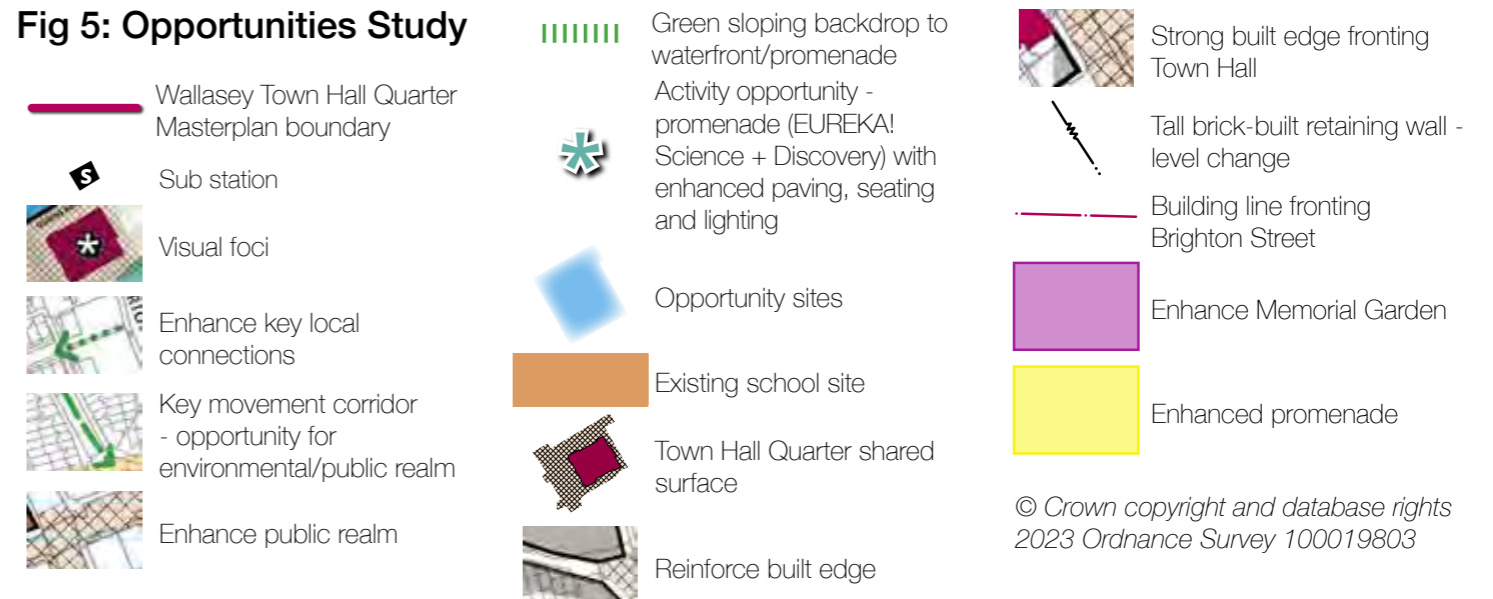


Fig 5: Opportunities Study



© Crown copyright and database rights 2023 Ordnance Survey 100019803

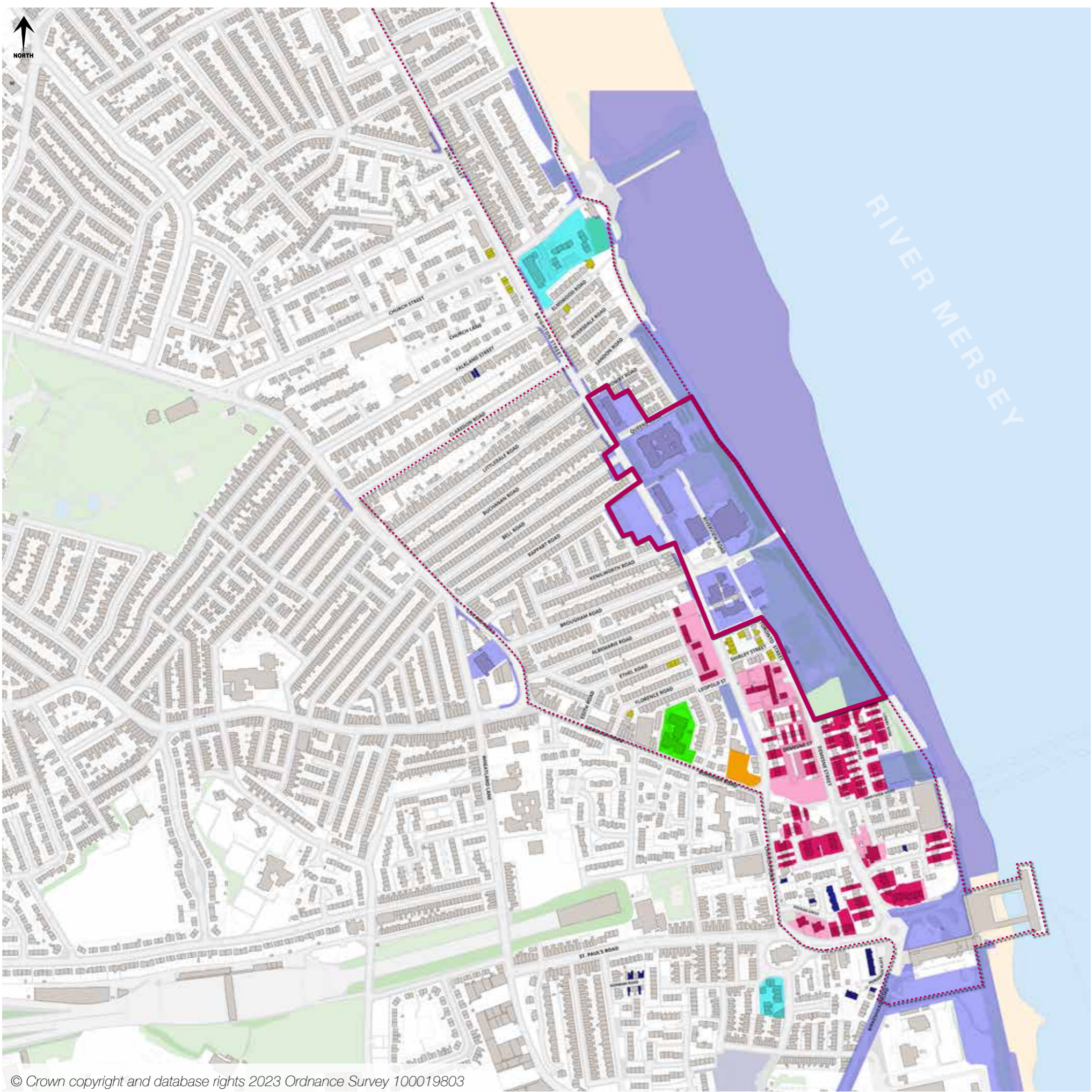


Fig 6: Ownership Plan

-  Wallasey Town Hall Quarter Masterplan boundary
-  Seacombe River Corridor boundary
-  Wirral Council Ownership
-  Sovini Group
-  Anchor Hanover Group
-  Family Housing Association
-  Magenta Living
-  Wirral Methodist Housing Association
-  Regenda

Information gathered 2021

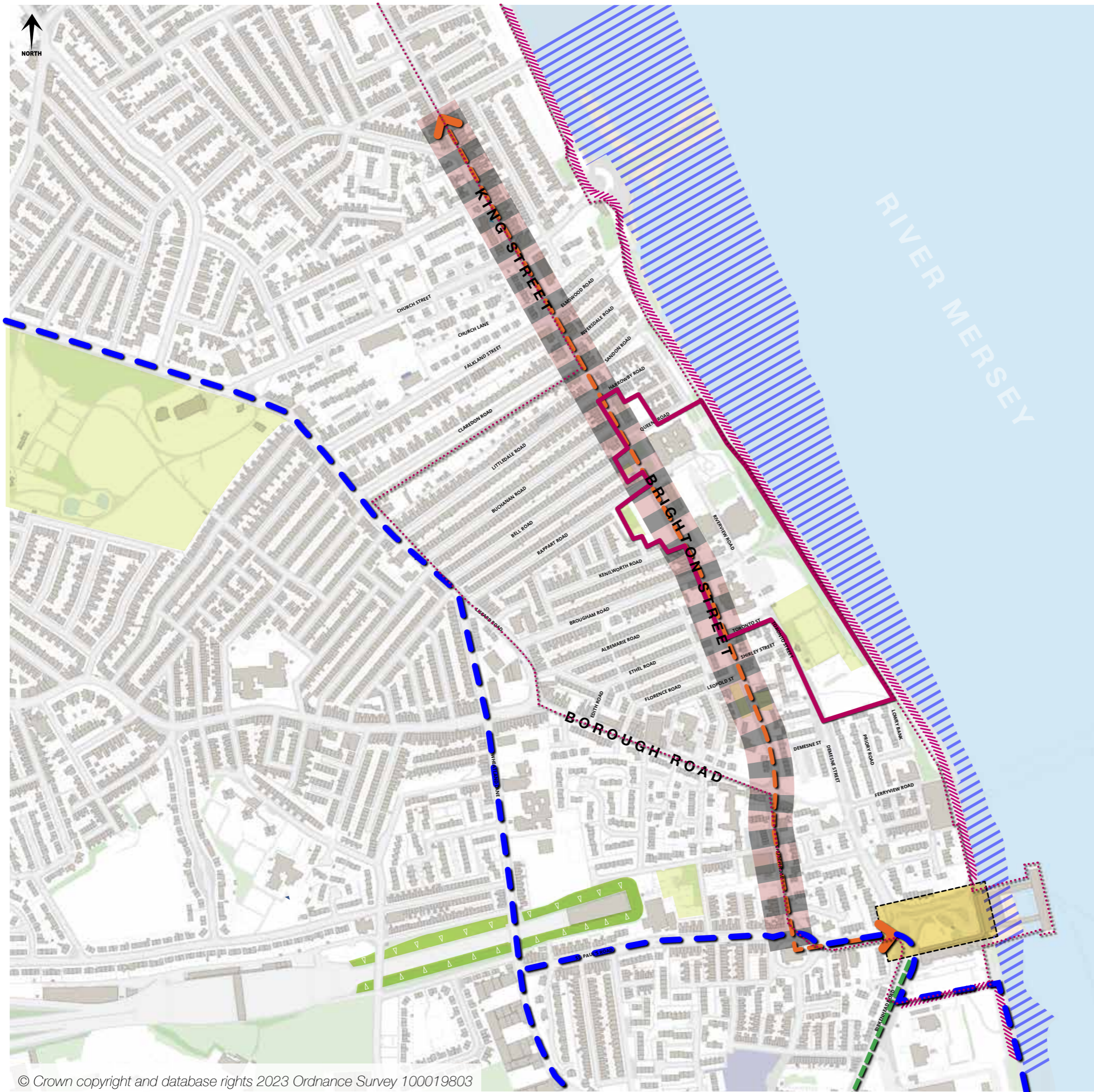




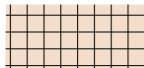




Fig 7: Existing Site Connectivity

- Wallasey Town Hall Quarter Masterplan boundary
 - Seacombe River Corridor boundary
 - Special Protection Area (SPA) and Ramsar designated inter-tidal zone **GBI#13**
 - Primary Movement Corridor
 - Seacombe Ferry Terminal 'Gateway' **GBI#10**
 - National cycle network - Wirral circular trail
 - Priority Urban Greening Corridor **GBI#8**
 - Proposed new routes - LCR Walking and Cycling Strategic Corridors and **GBI#8** - Urban Greening Corridors
 - King Street/Brighton Street/Church Road is a major vehicle and pedestrian route (creates a separation and a barrier for movement east to west)
- GBI#** Reference document: *Wirral Green and Blue Infrastructure Strategy Prepared by LUC November 2020 for Wirral Council*


Fig 8: Movement plan

-  Primary route
-  Secondary route
-  Tertiary route
-  Town Hall
-  Town Hall Plaza
-  Promenade/ecology trail
-  Green space


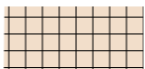




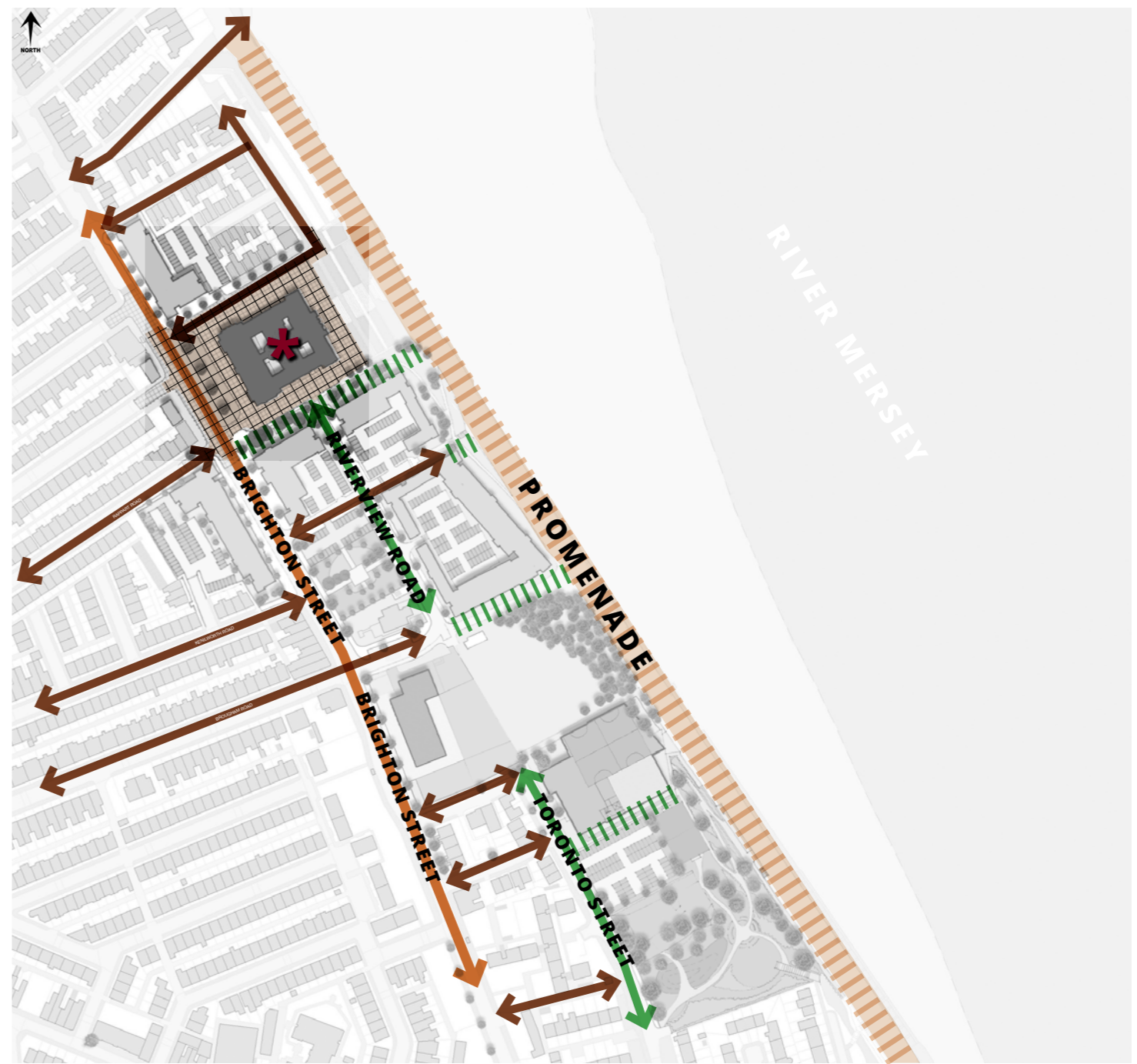
© Crown copyright and database rights 2023 Ordnance Survey 100019803

Fig 9: Street hierarchy

-  Primary - main street
-  Secondary - neighbourhood street
-  Tertiary - residential street

Non-vehicular routes

-  Town Hall
-  Town Hall Plaza
-  Promenade/ecology trail
-  Green links



Movement - Public Transport

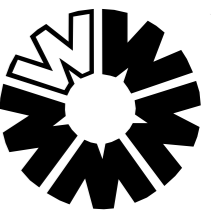
Wirral Council are committed to improving connectivity. The Council has identified potential for a mass transit public transport system as part of its Left Bank Regeneration Programme. This could provide a high-quality public transport mode providing regular frequency and high capacity services.

The objectives of a mass transit system are to:

- Generate inward investment to the area;
- Generate sufficient capacity to support planned economic development, creating new transport capacity to serve development sites currently under-served by the existing network;
- Increase connectivity to, from and within the area;
- Provide attractive, sustainable alternatives to the private car;
- Integrate with, and complement, existing modes of transport including Merseyrail, local bus services, and walking and cycling networks;
- Improve safety, and the perception of safety, for people travelling within the area; and
- Stimulate transformational change in the quality of environment and the means of movement in the area.

6.

6. MASTERPLAN



6: Masterplan

The section below sets out a Masterplan for the Wallasey Town Hall Quarter. The Masterplan seeks to:

- Support the delivery and creation of the Wallasey Town Hall Quarter proposal – creating a unique, active, vibrant plaza area with the Town Hall at the heart.
- Create for economic regeneration – new shops and retail formats to meet the needs of the community.
- Support greater connectivity across Brighton Street , through to the promenade, by introducing new accessible pathways and routes for walking and cycling.
- Enable high quality development opportunities – New multi storey accommodation fronting onto the promenade and river Mersey, creating social and visual transformational change as well as high value river front properties.
- Allow for a closer relationship between the new Riverside Primary School and a potential new leisure offer which could provide an opportunity for the co-location and delivery of additional services to the community.
- Support health and well-being with the creation of two new high quality park areas.
- Redefine/rebrand Brighton Street with new street works and tree planting. (New safer public crossings enable easier movement of residents across the road towards the river promenade.)
- Enable an achievable phased development starting with the demolition of the north and south council annexe buildings
- Respect and retain the existing community, providing improved services and choice, creating a diverse housing offer.

The Masterplan highlights an opportunity for a new leisure offer, delivering river frontage and closer links with the promenade, further supporting the health and wellbeing benefits already offered by the coastal location.

The option to relocate and provide a new modern leisure centre would offer several opportunities and challenges. The benefits would include;

- A new high quality leisure centre with new pool(s) and additional health support services, creating a centralised community hub for health and well-being.
- A stronger link with the promenade.
- A stronger link with the new Riverside Primary School.
- An opportunity to create an landmark building on the waterfront. (with parking located beneath the building)
- A modern leisure centre would be more efficient, cheaper to run and maintain.

The challenges include;

- Securing/accessing funding for a new leisure centre.
- Creating community 'buy-in' to a new sports leisure centre in view of the historical emotional attachment to the existing Guinea Gap.
- Phasing and timescales. At present the land occupied by the existing Guinea Gap leisure centre cannot be made available for redevelopment until a firm offer and site is secured for a new leisure facility. This is a key site with the potential to generate high values as a result of its river frontage position.
- Providing appropriate replacement high quality open space.

To initiate a comprehensive programme of transformational change as outlined within the Masterplan, land to the south of the Town Hall would need to be made available for early redevelopment as outlined within the draft phasing plan. The existing two 3G sports pitches which form part of the sporting activities offered at the Guinea Gap leisure centre could be reprovisioned as part of a renewed leisure offer.

'Fig 14: Artist Impression and Sketch Layouts - Potential New Guinea Gap Leisure Offer', detail how two new 3G sports pitches could be designed and integrated onto the roof of a new leisure centre.

Potential Unit Housing Numbers Gains

New Apartments	361
New Town houses	7
TOTAL	368

(Potential for 21 additional retail units)













Density - Town Hall Quarter Masterplan

Proposed density per hectare based on all development areas is **approx 198** dwellings per hectare (excluding, the school site, leisure centre, open space, Town Hall and plaza).

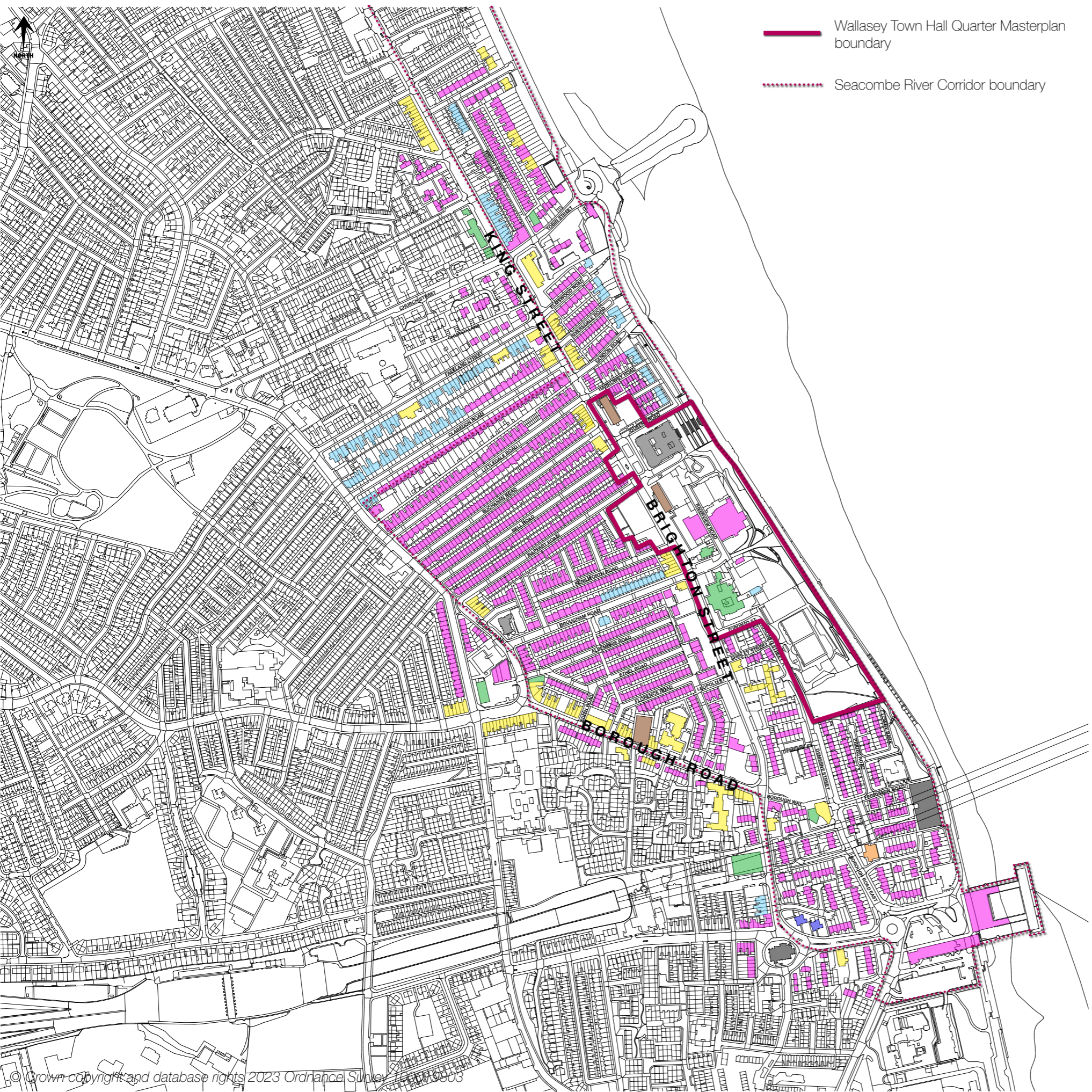


Fig 10: Opportunity Sites

This map details each of the potential opportunity sites in blue that fall within the Wallasey Town Hall Quarter Masterplan boundary area.

-  Wallasey Town Hall Quarter Masterplan boundary
-  Seacombe River Corridor boundary
-  Redevelop residential/commercial mixed use
-  Redevelop residential/commercial mixed use
-  Redevelop residential/commercial mixed use
-  Residential opportunity/ancillary development to support Wallasey Town Hall uses
-  Redevelop residential/commercial mixed use
-  New residential
-  Park/open space and residential opportunity
-  Redevelopment Riverside Primary School
-  New leisure offer
-  New park/open space

© Crown copyright and database rights 2023 Ordnance Survey 100019803



— Wallasey Town Hall Quarter Masterplan boundary
 Seacombe River Corridor boundary

Fig 11: Existing Massing Heights

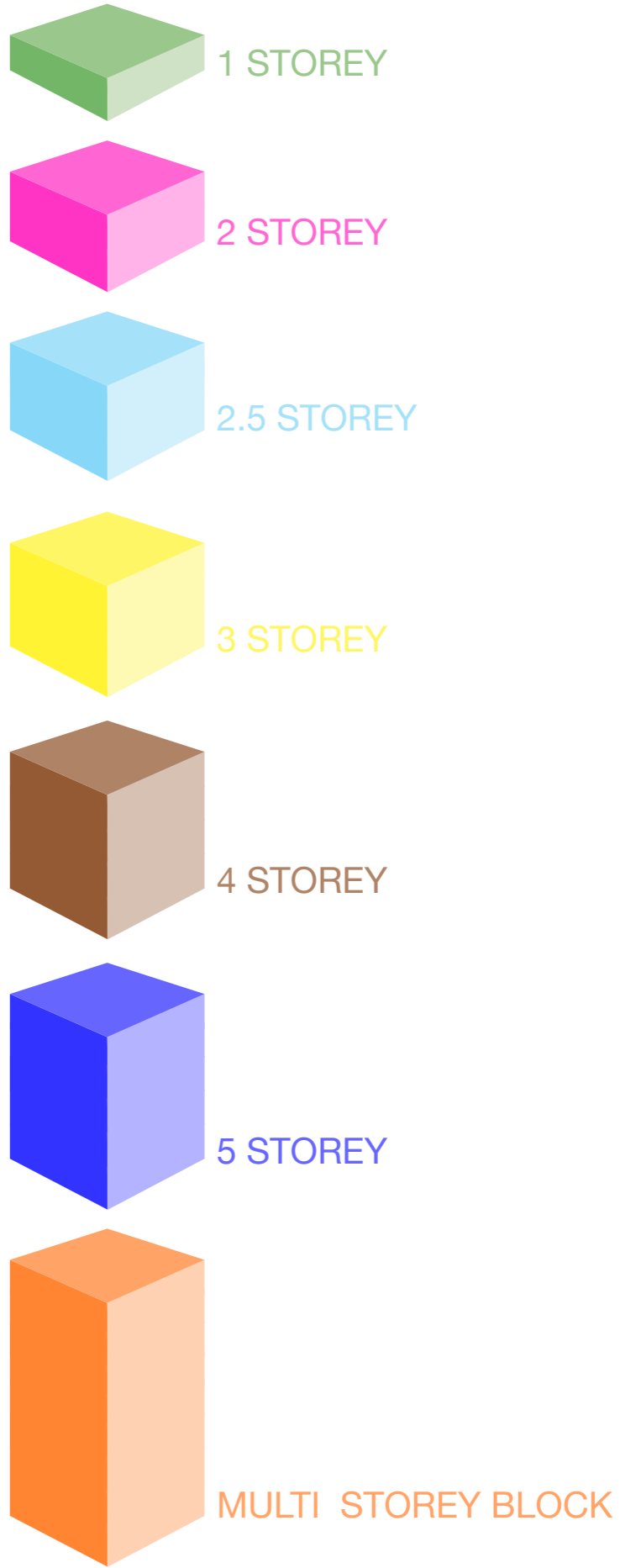










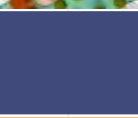


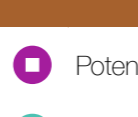















Fig 12: Indicative Masterplan Context

-  Wallasey Town Hall Quarter Masterplan boundary
-  Potential of Town Hall Plaza
-  Main entrances to Town Hall
-  Secondary entrance to Town Hall
-  New accessible link connecting Town Hall Quarter to promenade
-  Potential mass transit hub
-  Potential mass transit route
-  Existing individual trees retained
-  Potential replacement park - green space
-  Potential replacement amenity - green space
-  Wallasey Town Hall - 4 storey+
-  Potential phased development areas
-  New Riverside Primary school constructed on the footprint of the existing school
-  New 21st century leisure offer linking to promenade - 4 storey (sports pitches located on roof)
-  Potential for 3 storey - residential/retail
-  Potential for 4 storey - residential
-  Potential for 6 storey - residential (7 storey from promenade level)
-  1 Active frontage
-  2 Improved Guinea Gap link between promenade and Brighton Street
-  3 Proposed sports pitches for school
-  4 Relocate MUGA from Rappart Street
-  5 Existing play area retained and improved
-  6 Extension to existing park with sustainable urban drainage SuDs
-  7 Potential development opportunity on Brighton Street
-  8 Parking courts

© Crown copyright and database rights 2023 Ordnance Survey 100019803

Analysis

A comprehensive study and review of the Wallasey Town Hall Quarter Masterplan is detailed below, outlining the key strengths, weaknesses, opportunities and challenges. This concise analysis delivers a clearer understanding of the key points and merits of the Masterplan.

Description

A new Riverside Primary School is to be constructed on the existing school site. The Masterplan identifies potential to build a new Guinea Gap leisure centre on part of the existing Demesne recreation ground, with frontage to the promenade, with potential for the existing Guinea Gap site to be developed with high value accommodation. Sports provision to support Riverside Primary School would be protected and enhanced, and a replacement park facility would be provided adjacent to the new leisure centre.

Strengths

1. Prime residential development adjacent to Town Hall creates a strong edge to the Town Hall Plaza with potential for ground floor retail units.
2. New Riverside Primary School delivering a high-quality, contemporary school to create an aspirational, education, learning environment with enhanced outdoor sports facilities.
3. Strong pedestrian route connecting ferry terminal/EUREKA! Science + Discovery with Town Hall Plaza via Toronto Street/Demesne Street.
4. The co-location of a new Guinea Gap leisure centre in close proximity to new school promoting potential shared use and closer interaction. Front-line location offers views over the river Mersey linking down onto promenade.
5. A landmark design for the leisure facility would demonstrate a visible example of transformational change and investment.

Weaknesses

1. Both the new school and leisure facility would remain as separate buildings potentially limiting/restricting sharing of facilities.
2. Land taken from the existing recreation ground to provide area for the re-provision of the new leisure facility.

Opportunities

1. Opportunity to raise profile of the school – enhancing educational standards, aspirational, new school building at the heart of the community.
2. Focusing on a new school with adjacent leisure facility would enable a zone of mixed use commercial/residential to surround the Town Hall strengthening the Wallasey Town Hall Quarter Masterplan.
3. Opportunity to create landmark leisure facility fronting onto and linking down onto the promenade. Sharing of facilities with Riverside Primary School.

Challenges

1. Consideration would need to be given to the implications for the Royal Naval Association Club building and an appropriate solution should be mutually agreed.
2. Accommodating existing users of the facility.
3. Obtaining/accessing grant funding schemes for a new leisure facility to replace Guinea Gap and enhanced provision for the school. Getting community 'buy-in' for moving the existing facility.

Relocation of Guinea Gap

As identified within the Masterplan and phasing plan, the re-provision of the leisure offer would provide an opportunity to release land for the development of new accommodation. The proposed location for a renewed leisure offer would offer 'like for like' river frontage views while also enabling closer links and integration with the new Riverside Primary School and improved park provision.

The sketch design demonstrates how replacement 3G sports pitches could be integrated on the roof of a new building and how a strategic link could be created with the lower level to the promenade and leisure activities that currently take place along its route.





Fig 13: Conceptual image of example renewed leisure offer

- ① New Riverside Primary School - located on existing school site
- ② New Riverside Primary School - enhanced recreation space
- ③ New Guinea Gap leisure centre with adjacent parking
- ④ Playzone kick about - located on new Guinea Gap leisure centre
- ⑤ New community open space/park linking Toronto/Demesne Street and promenade
- ↔ Closer links between new Riverside Primary School and new Guinea Gap leisure centre
- Views across river Mersey

Existing 3G 5-side pitches relocated onto roof of new Guinea Gap leisure centre:

- Located adjacent to school sharing facilities.
- ⑥ Potential pitches located on roof
- ⑦ New MUGA located on new open space, relocated from Rappart Road

Strengths

1. Allows for a complete package of sports facilities under one roof.
2. Allows access to 3G 5-side sports facilities during the full day.
3. Provides spectacular views of the river frontage towards Liverpool.
4. Provides for enhanced community park/open space facility.

Weaknesses

1. Existing 3G 5-side sports pitches cannot be relocated to new leisure centre until a new Guinea Gap leisure centre is commissioned and constructed. Alternative provision is required if land adjacent to Town Hall is to be freed up for development.

Opportunities

1. Opportunity to create landmark waterfront leisure centre that links down to promenade area - health and wellbeing investment in community.

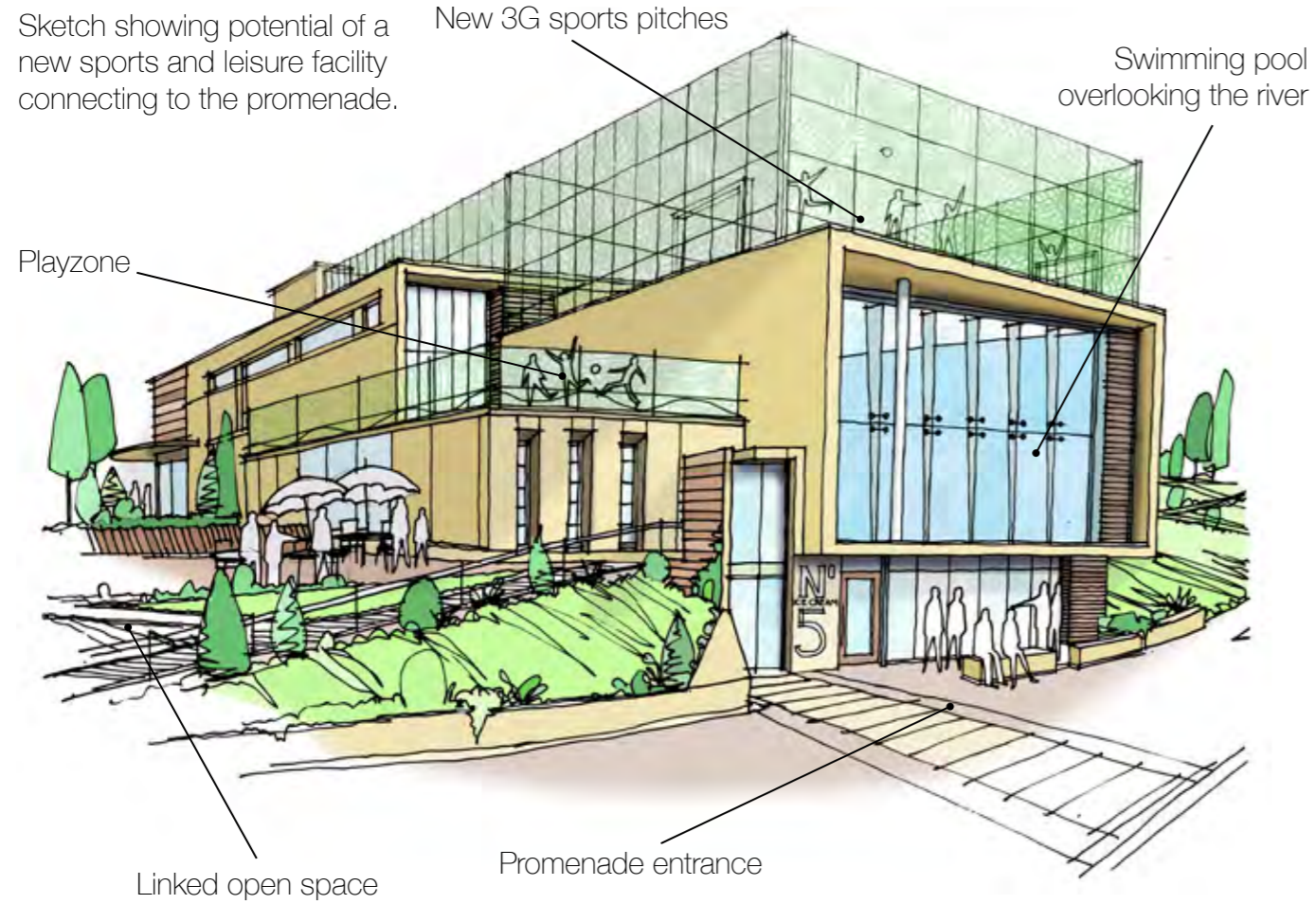
Challenges

1. Securing funding for the new development.
2. Establishing community buy-in to the relocation proposals - the community has a historic attachment to the existing Guinea Gap leisure centre.

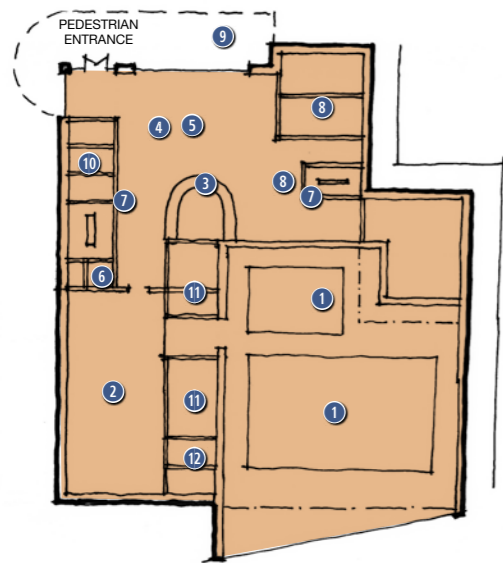


Fig 14: Artist Impression and Sketch Layouts - Potential New Guinea Gap Leisure Offer

Sketch showing potential of a new sports and leisure facility connecting to the promenade.

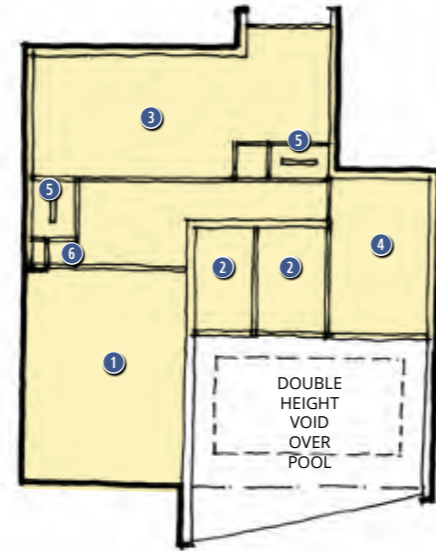


Ground Floor



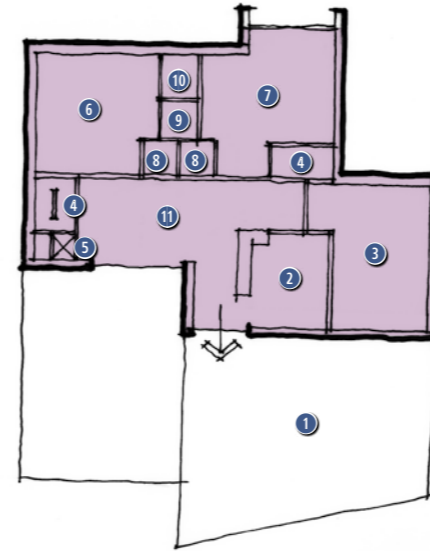
- 1 Pool 1 and 2
- 2 Wet village
- 3 Reception
- 4 Waiting/multi use area
- 5 Multi use rooms-view into pool
- 6 Lift
- 7 Access escape stair
- 8 w.c's
- 9 Canopy over entrance
- 10 Offices
- 11 Stores
- 12 First Aid

First Floor



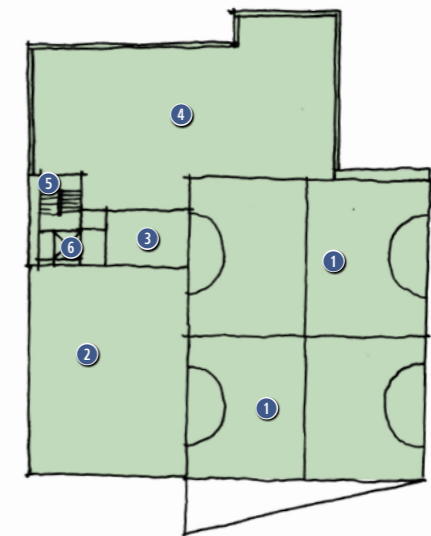
- 1 Outdoor kick about area
- 2 Gym changing facilities
- 3 Gym
- 4 Studio/multi use
- 5 Escape stair
- 6 Lift

Second Floor



- 1 Viewing point - views across river
- 2 Cafe
- 3 Studio multi use
- 4 Escape stair
- 5 Lift
- 6 Studio
- 7 Spin studio
- 8 w.c's
- 9 Staff room
- 10 Store
- 11 Cafe seating area

Roof



- 1 3G Pitch x 2
- 2 Playzone - kick about
- 3 Circulation
- 4 Outdoor roof garden
- 5 Escape stair
- 6 Lift

Fig 15: Conceptual Modelling Town Hall Quarter Masterplan

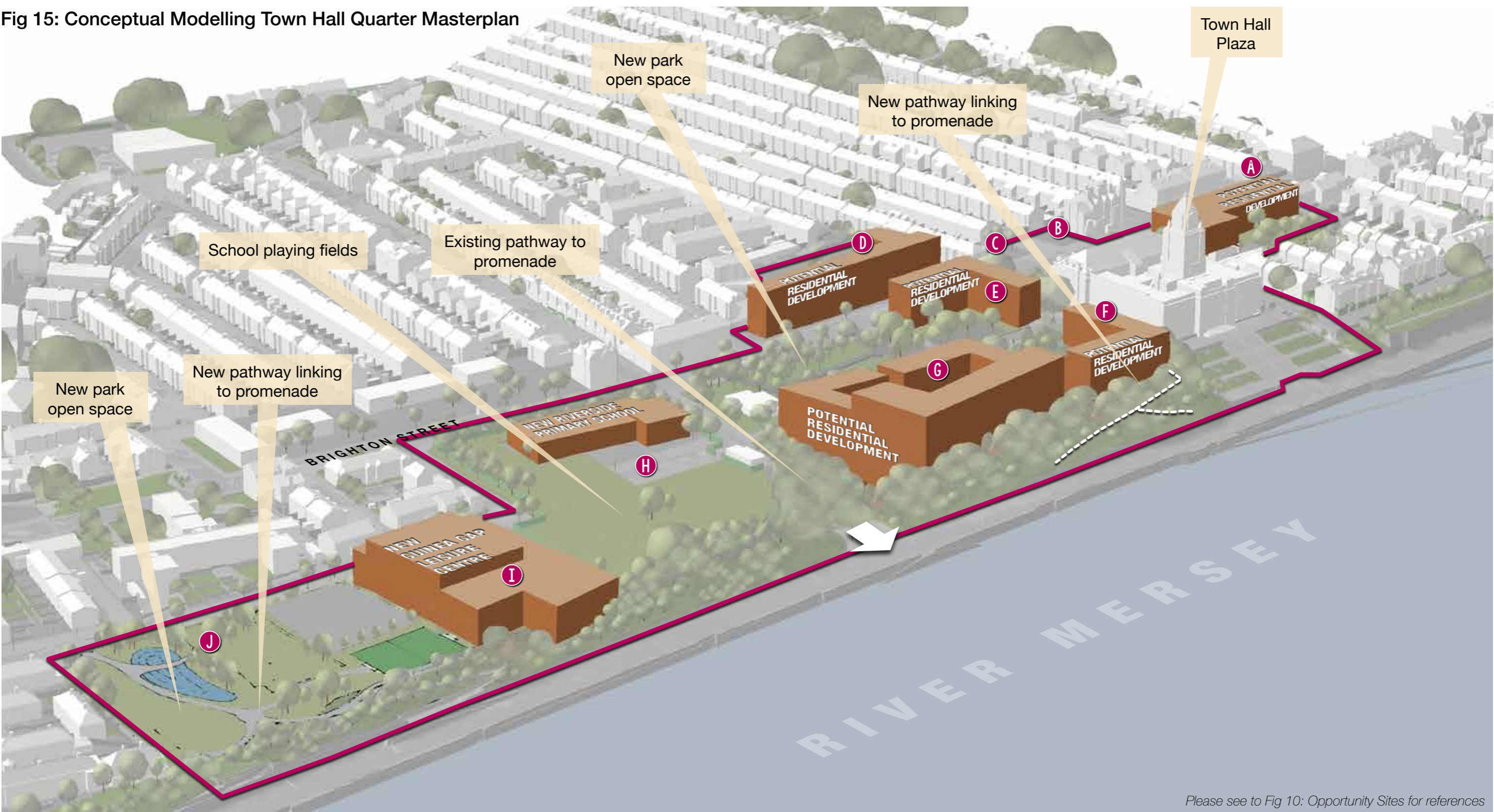


Fig 16: River Frontage Looking West

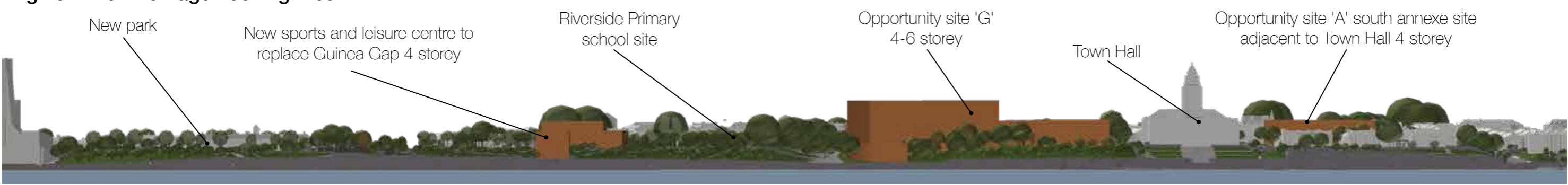


Fig 17: Conceptual Modelling Town Hall Quarter Masterplan

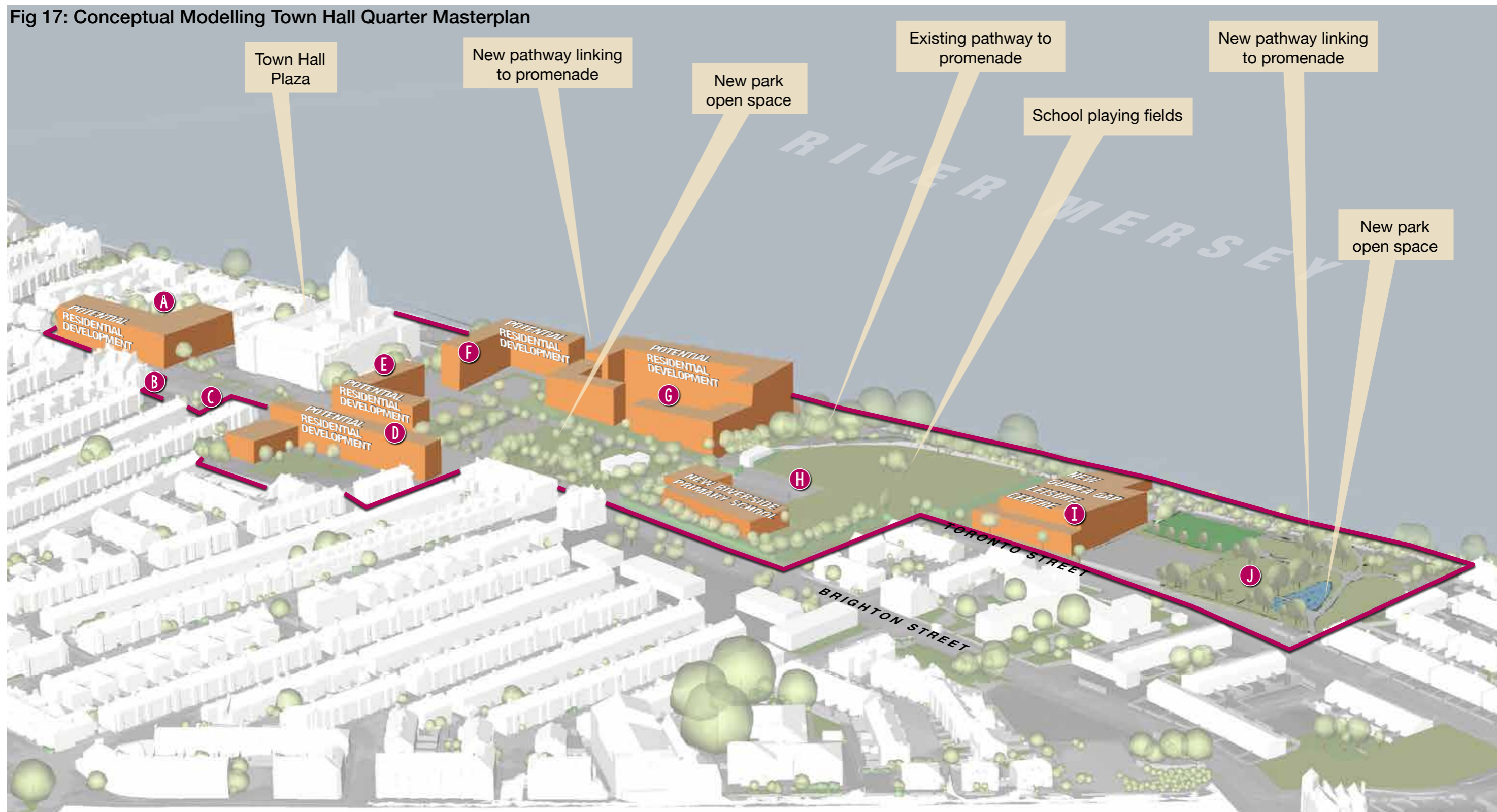


Fig 18: Demesne Street Looking East Towards The River

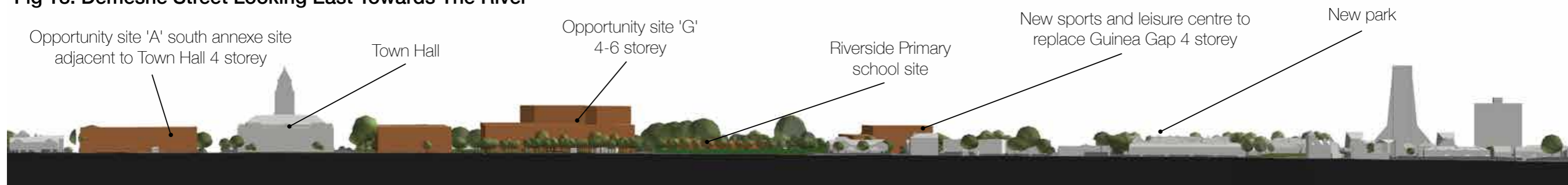




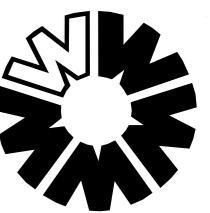
Fig 19: Illustrative Town Hall Quarter Vision

- 1 Town Hall
- 2 Town Hall Plaza - new public realm
- 3 Residential development opportunity/ancillary development to support Wallasey Town Hall (4 storey)
- 4 Mixed use residential/retail development
- 5 Refurbishment of Brighton public house
- 6 Multi storey residential - landmark 6 storey building (7 storey from promenade level)
- 7 Parking court
- 8 New park/open space
- 9 Royal Naval Association building retained
- 10 New Riverside Primary School and playing fields
- 11 Opportunity for a renewed leisure offer
- 12 Roof top 3G sports pitches
- 13 Improve Guinea Gap link to promenade
- 14 New park/open space, play area and MUGA
- 15 New links and pathways linking promenade
- 16 Improved promenade - new seating, lighting, artwork
- 17 Improved Demesne neighbourhood link connecting ferry and Town Hall



7.

7. PHASING





7: Phasing

The Masterplan phasing plan detailed on the following page, outlines a structured, programme for delivery, which includes for the construction of the new Riverside Primary School is completed without delay. The phasing programme also demonstrates how opportunity sites identified adjacent and to the south of the Town Hall can be redeveloped simultaneously, thereby creating a distinctive unique Town Hall Quarter that would deliver long lasting transformational change.

Phase 1

Department for Education approval granted for new Riverside Primary School - a programme for development of the school site to be initiated. Plans for accommodating the existing children to be established to ensure continuity of education and to reduce disruption.

Brownfield Land Release Funding granted. Both north and south council annexe office buildings demolished creating two opportunity sites for redevelopment.

Potential creation of an additional development site, dependant on the relocation/re-provision of the Guinea Gap's two 3G sports pitches.

Vacant small sites on Brighton Street - opportunity sites for redevelopment with mixed residential accommodation incorporating ground floor retail.

Phase 2

Potential for existing MUGA to be reprovided as part of a renewed leisure offer.

Potential site for a renewed leisure offer. The Masterplan highlights an opportunity for the relocation/reprovision of the sports pitches to the roof of the new leisure centre. Refer to *Fig 14: Artist Impression and Sketch Layouts - Potential New Guinea Gap Leisure Centre*. Upgrade play facilities and expand the existing play area to create new community park with links to promenade, opportunity to introduce SuDs scheme. Reprovide MUGA next to new leisure centre.

"Renewed leisure offer could potentially release opportunity site for mixed residential development provides opportunity site for mixed residential development.

In the current detailed Masterplan, the Royal Naval Association Club site is retained.

Re-imagine public realm and external environment to Wallasey Town Hall to create new plaza and a new distinctive identity for the area. Refurbish/remodel Town Hall to accommodate new uses/ ownership.

Enhance Seacombe river frontage - improve and create new links between Brighton Street/ Demesne Street with the lower level promenade. Revitalise public realm of the promenade.





Fig 20: Draft Phasing Plan of the Masterplan

Wallasey Town Hall Quarter Masterplan boundary

Opportunity for a renewed leisure offer with waterfront location, adjacent to new Riverside Primary School and relocate 3G sports pitches to roof of new leisure centre

- A** Redevelop residential/commercial mixed use
- B** Redevelop residential/commercial mixed use
- C** Redevelop residential/commercial mixed use
- D** Residential opportunity/ancillary development to support Wallasey Town Hall uses
- E** Redevelop residential/commercial mixed use
- F** New residential
- G** New car park and park/open space
- H** Redevelopment Riverside Primary School
- I** New leisure offer
- J** New park/open space

Phase 1



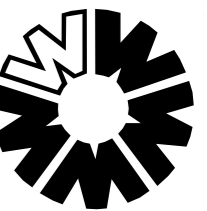
Phase 2



© Crown copyright and database rights 2023 Ordnance Survey 100019803

8.

8. TOWN HALL QUARTER PROPOSALS



MEMORIAL GARDENS TO THE 96

*These gardens
are dedicated to
the victims of
Hillsborough.*

*Please show
respect to
the 96 in this
place of
remembrance.*



**'YOU'LL NEVER
WALK ALONE'**



8: Town Hall Quarter Proposals

A New Town Hall Plaza

The Masterplan identifies potential for a re-imagined Wallasey Town Hall Plaza by enhancing the external public realm. A new civic area directly in front of the Town Hall extending across Brighton Street could establish this area as a plaza, blurring the separation between pedestrian and vehicle movements and providing safe crossing across Brighton Street. A good example of this is the carriageway directly outside the Liverpool Philharmonic Hall on Hope Street. (see *Liverpool Philharmonic Public Realm*)

The use of materials and street furniture/lighting to define the space as a shared zone for both pedestrians and vehicles, could rebrand this area as a civic Town Hall Quarter destination and a transport interchange hub. Potential re-purposing of the Town Hall could allow new uses to spill into the Town Hall Plaza creating a dynamic urban space at the core of the Town Hall Quarter.

In addition to the Town Hall Plaza, a possible walk/cycle link extending the Rappart Road route to the promenade/coastal cycle way has been explored. The proposal could involve forming an accessible 1:20 gradient pathway from the Town Hall Plaza down to the promenade level, utilising the existing embankment gradient to ensure that the visual setting of the Town Hall remains undisturbed.

Liverpool Philharmonic Public Realm

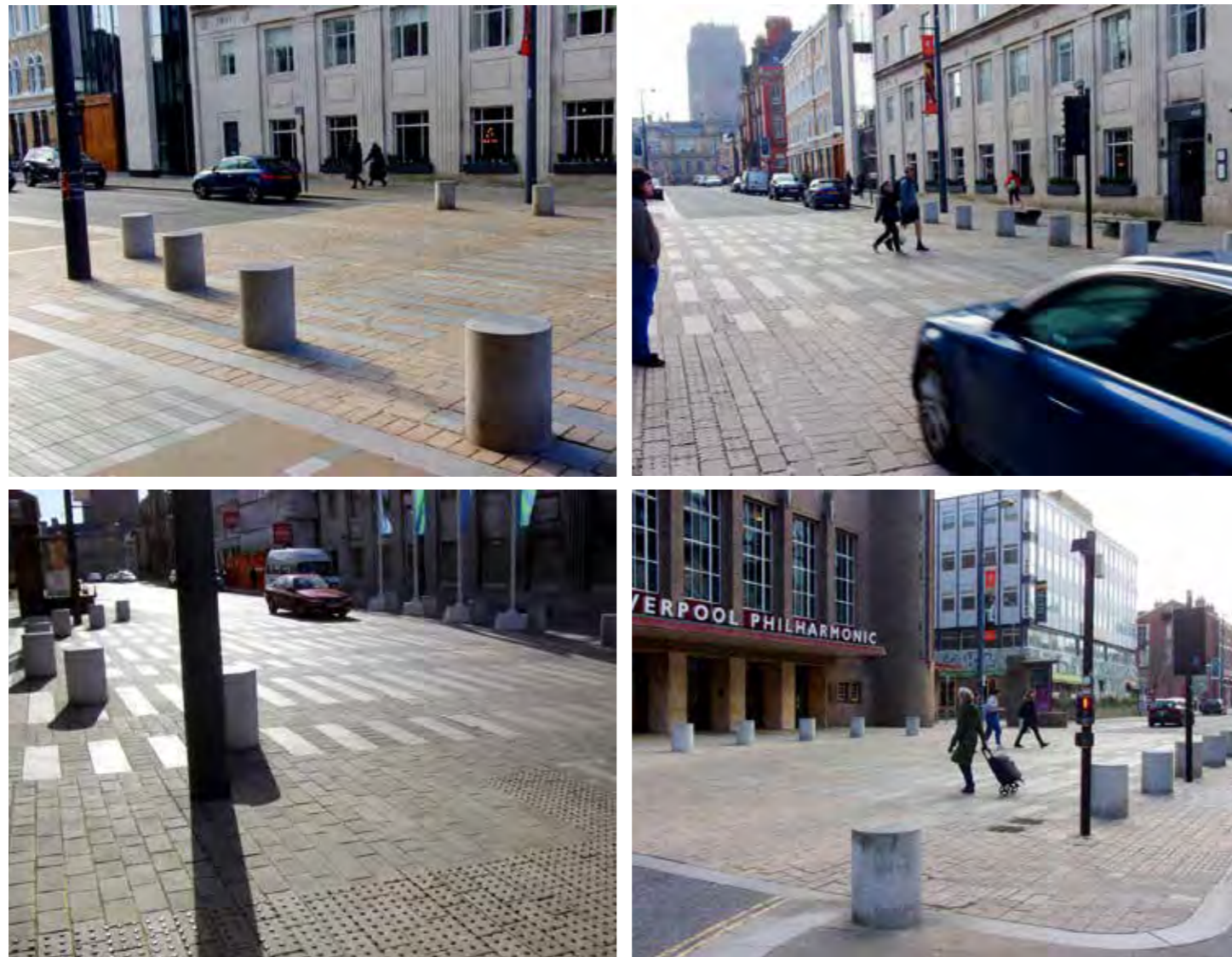


Fig 21: Potential Coastal Cycle Way Link

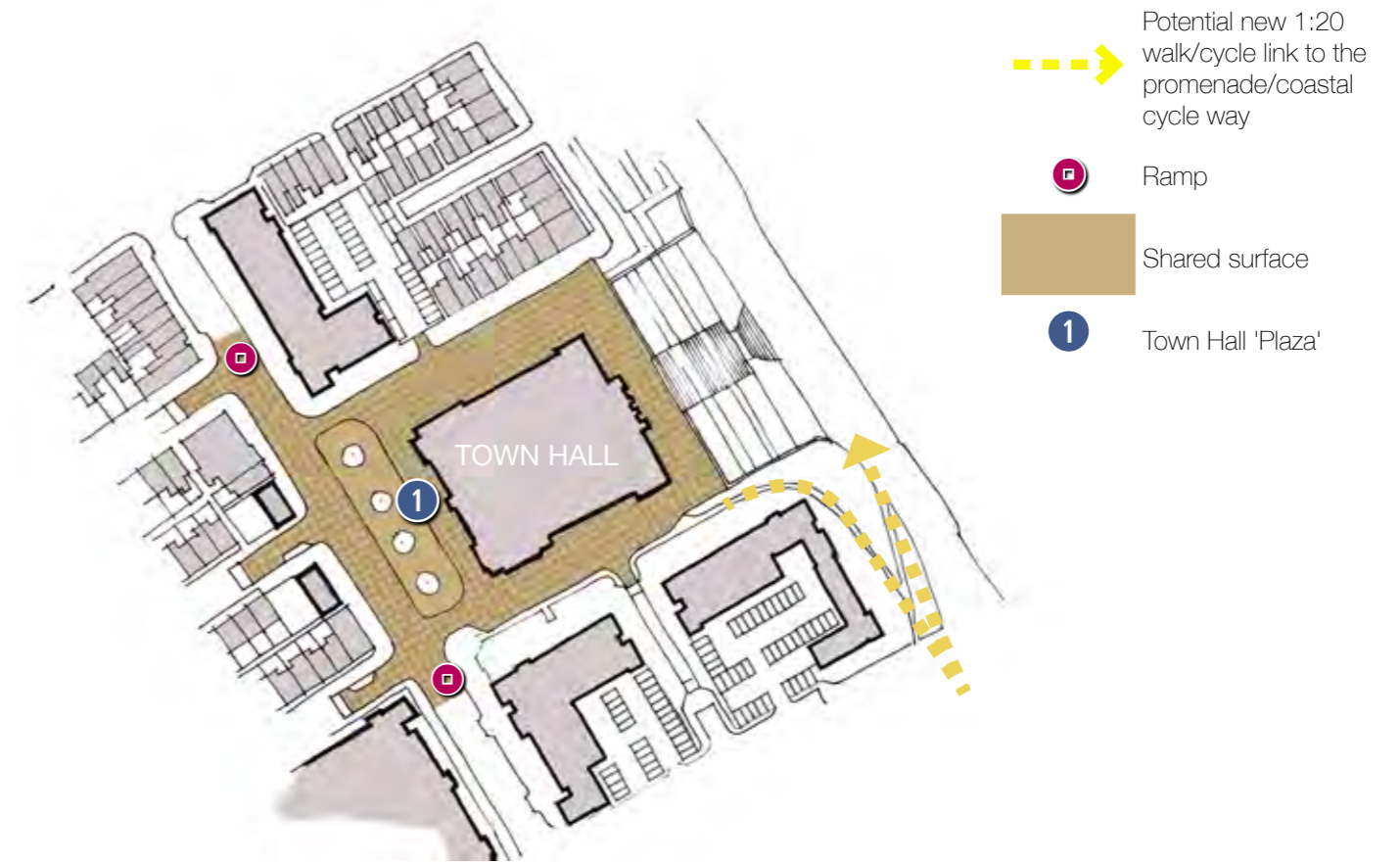
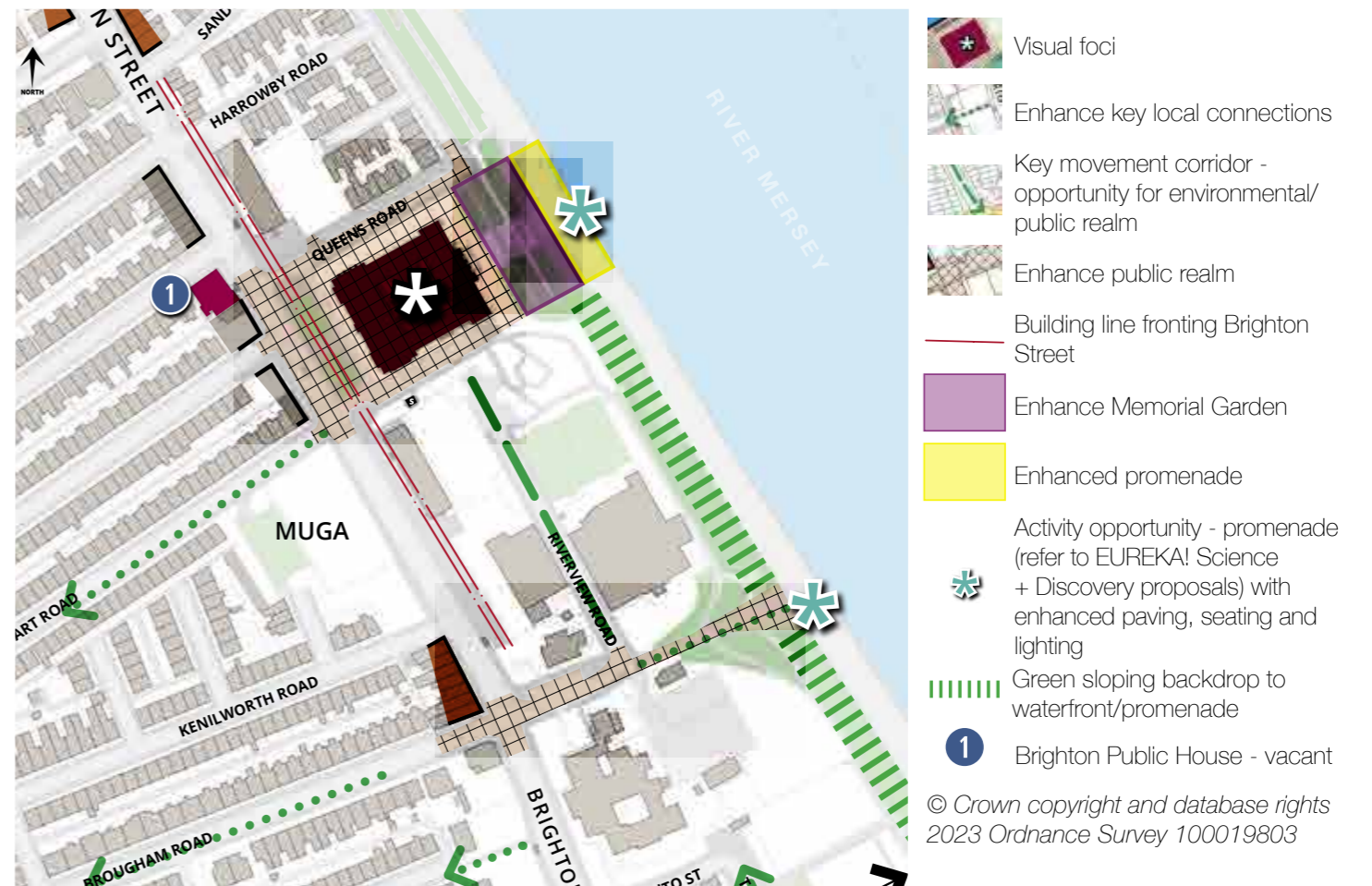


Fig 22: Town Hall Plaza Opportunities



Wirral Council annexe sites to the north and south of Wallasey Town Hall offer opportunity to redefine the public realm, supporting the concept of a plaza. Incorporating a mix of ground floor active frontage and upper-level apartments, the new development and could stimulate leisure activity with cafes, bars and restaurants which could link down to promenade level.

A shared multi use surface incorporating Brighton Street can periodically transform into an outdoor market area, parking area, and function/display space for gatherings. Careful tree planting and tree selection would add further refinement to the plaza area establish a sense of place and helping to brand it as a place of destination; focal link connecting down onto the promenade.

Both existing and new links to and from the Town Hall should be subject to redesign utilising a preferred palette of materials to ensure continuity. This should also include street furniture and in particular street lighting to ensure that activity within the Town Hall Quarter offers a dawn-to-dusk safe experience.

With its dominant position on the 'left bank' of the Mersey, Wallasey Town Hall is regarded as both a local and regional landmark. The success of Wallasey Town Hall Quarter Masterplan is reliant on establishing a clear plan for the future of Wallasey Town Hall that is achievable and based on research and study, that will ensure its sustainability into the future. Fundamental is finding a range of compatible uses and functions, (including retaining the use of the Council Chamber) that will ensure its longer term future.

Wirral Council has recently resolved to relocate its civic and democratic functions to Wallasey Town Hall, with potential for supporting community uses. The provision of civic and democratic uses in Wallasey Town Hall is considered to put the building to viable use consistent with its conservation.

Exemplar images - Queen Victoria Square, Hull



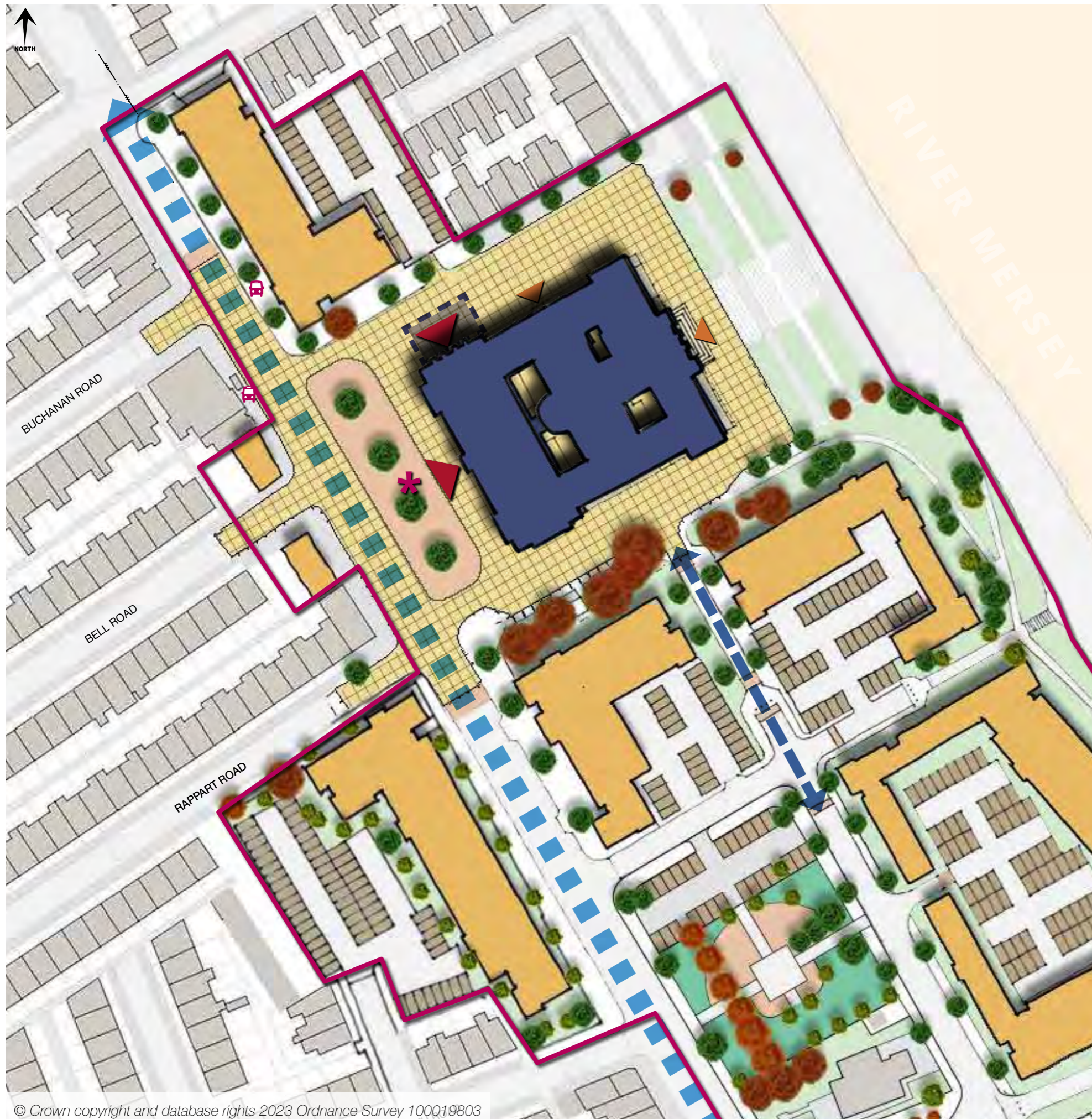

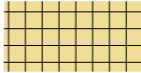












Fig 23: A New Town Hall Plaza

-  Wallasey Town Hall Quarter Masterplan boundary
-  Potential area of Town Hall Plaza
-  Main entrances to Town Hall
-  Secondary entrance to Town Hall
-  Potential mass transit hub
-  Potential mass transit route
-  Neighbourhood link connecting Town Hall to new open space
-  Bus stops
-  Existing individual trees retained
-  Wallasey Town Hall
-  Potential phased development areas
-  New park/open space

© Crown copyright and database rights 2023 Ordnance Survey 100019803

Fig 24: Artists Impression - A New Town Hall Plaza

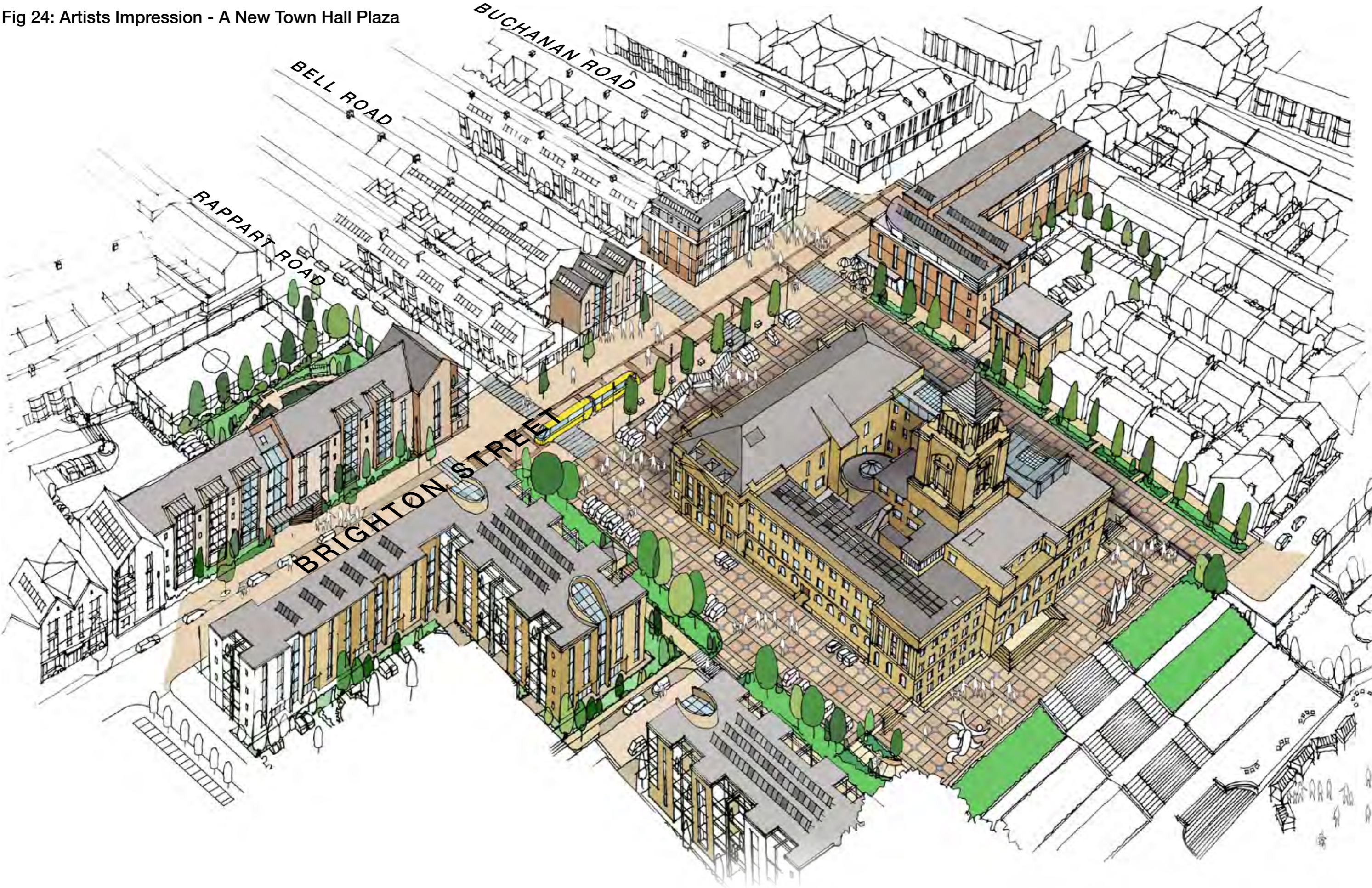
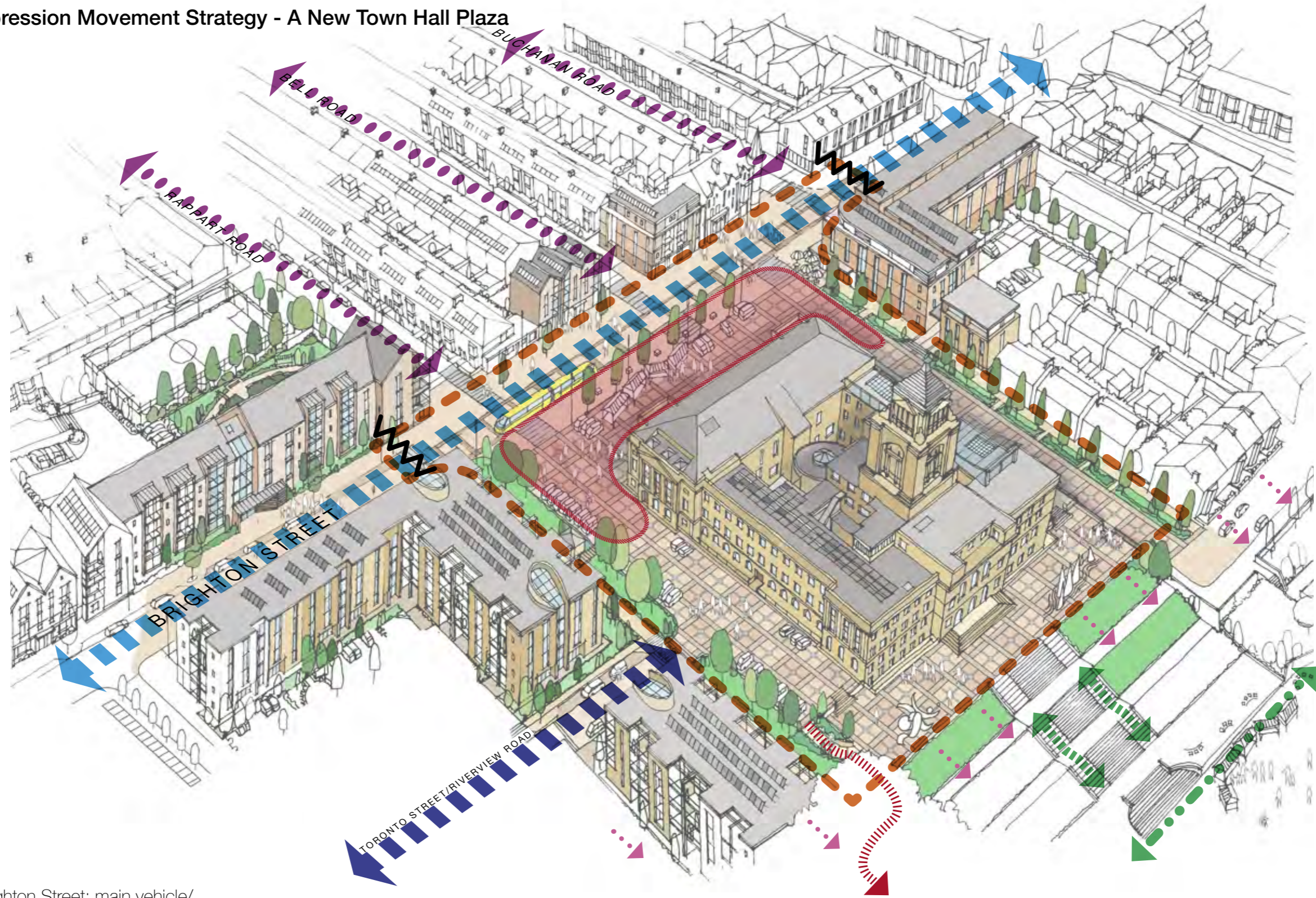


Fig 25: Artists Impression Movement Strategy - A New Town Hall Plaza



Brighton Street: main vehicle/spine route connecting Seacombe and New Brighton Corridor improvements works - New tree planting, mass transit route: improved cycle/pedestrian access and crossings



Improved links along residential roads: environmental works including tree planting, parking and bin storage



Town Hall Quarter 'Plaza': multi-use area, event/market space - temporary parking, mass transit hub supporting Town Hall new uses



Event space: new street works, shared surface zone



Transition to Town Hall Plaza: potential safe crossing point



Improved promenade/'coastal park' connecting Seacombe ferry and New Brighton. Multi-use coastal spine promoting health and wellbeing



Improved connection and interaction between promenade and Town Hall's is new uses such as; arts, cafe, park, lifestyle, aspirational living



Link to Town Hall Quarter pedestrian/cycle only

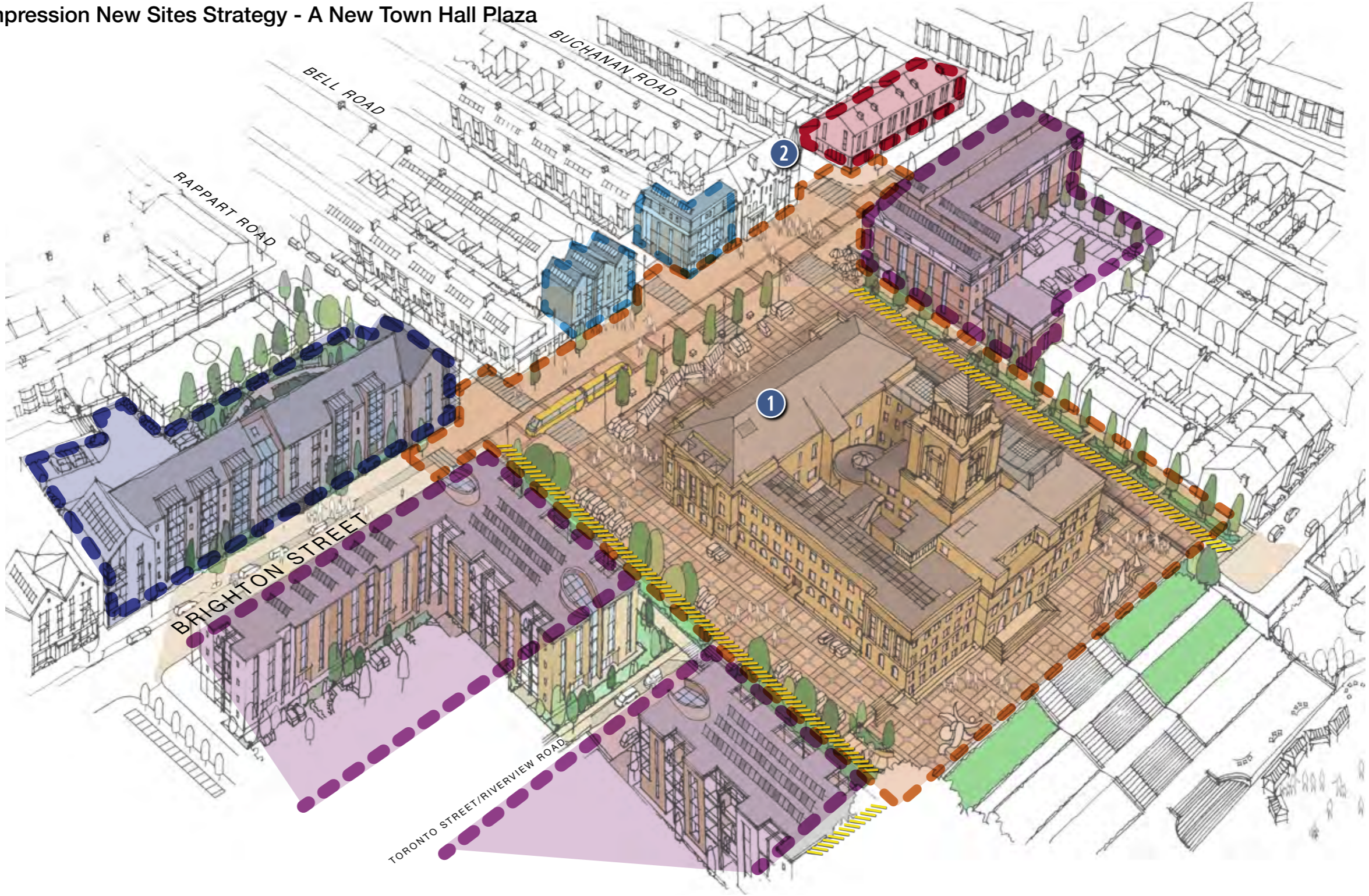


Views across river



New accessible routes/links to and from promenade to Town Hall Quarter

Fig 26: Artists Impression New Sites Strategy - A New Town Hall Plaza

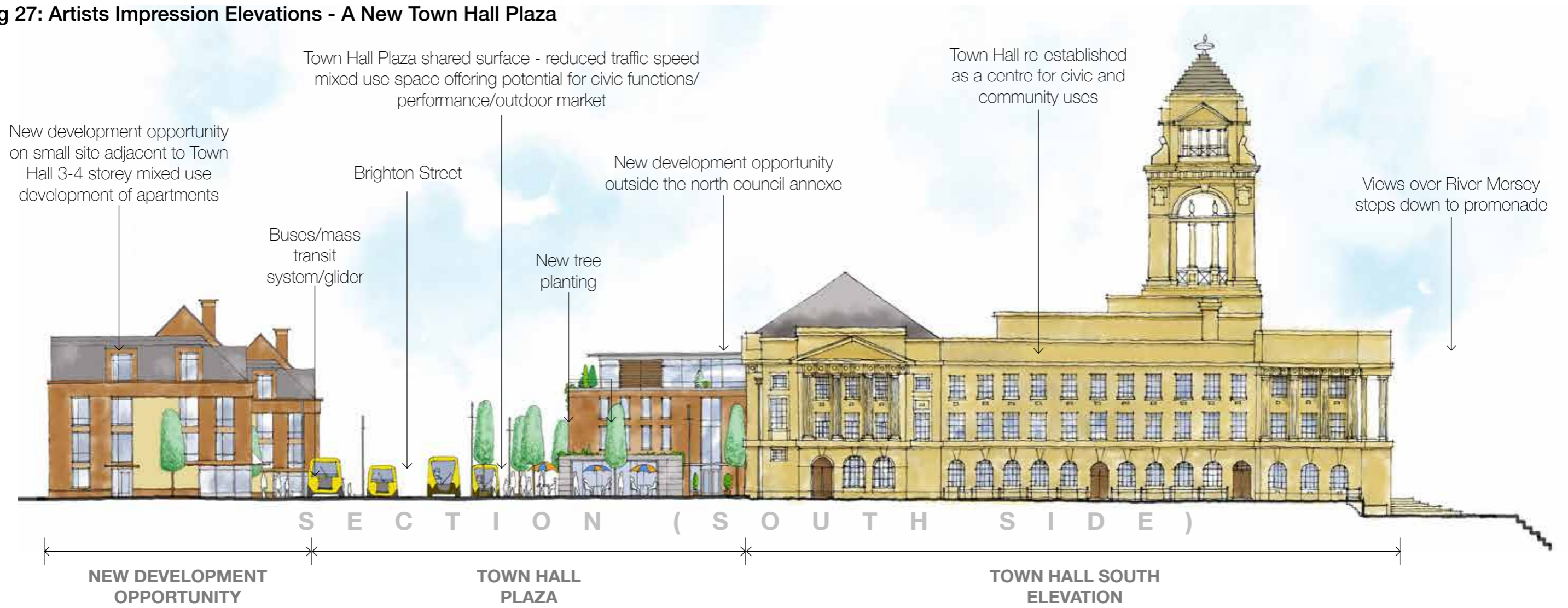


- Town Hall Plaza - multi-use area, event/market space - temporary parking, mass transit hub supporting new uses of Town Hall
- Large development opportunity sites (within Wirral Council ownership). Potential mixed use development/apartment living - 4 storey adjacent to Town Hall opportunity to increase height with distance from Town Hall along river front
- Brighton Street council car park site (within Wirral Council ownership) Potential redevelopment opportunity
- Redevelopment opportunity mixed use/apartment living
- Refurbishment opportunity exemplar project re-establish/create a selective retail environment with high quality apartments above
- Existing green corridors improved and expanded: existing trees retained, new tree planted, ecological corridors promoted
- 1

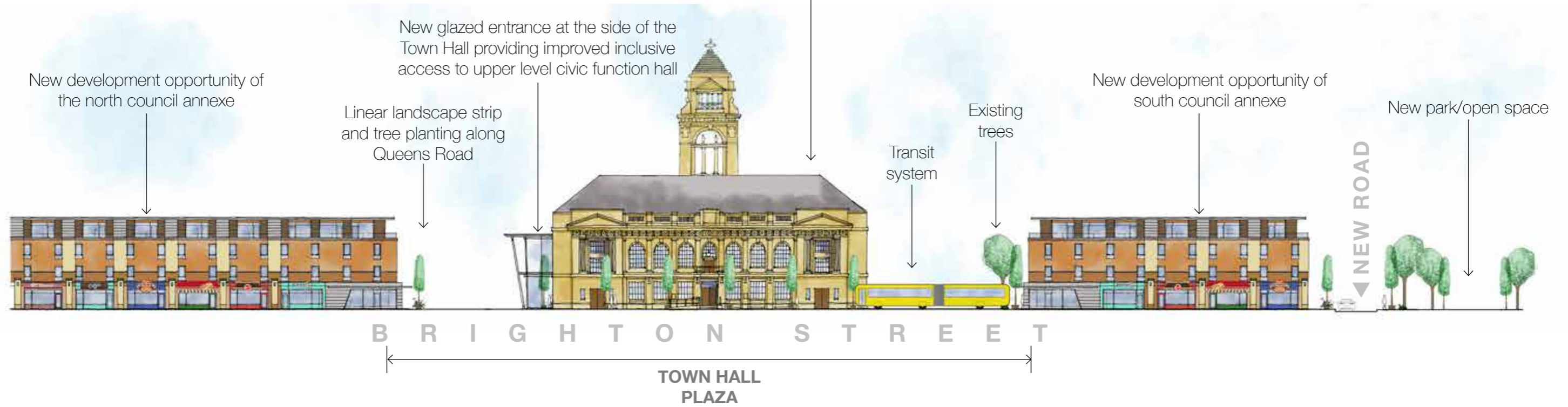
Town Hall (Grade II listed building); provision of civic and community uses
- 2

Brighton pub (listed heritage building) - potential refurb opportunity boutique hotel (Private ownership)

Fig 27: Artists Impression Elevations - A New Town Hall Plaza

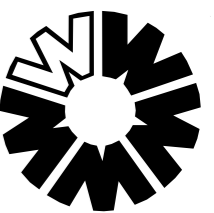


Town Hall relaunched as a community hub, offering a potential mix of services - bars, cafe, education, training, ceremonial, health, start-up units Wirral Council offices



9.

9. HERITAGE CONTEXT



9: Heritage Context

Building History

The construction of Wallasey Town Hall was begun in 1914, but was first utilised as a military hospital in 1916 before reverting to a Town Hall in 1920 after the end of the First World War.

Designed by Briggs, Wolstenholme and Thornely, the building is a free neo-classical style of cream Stancliffe (Darley Dale) Sandstone.

Building Height - The building, including the lantern, is 180 feet (55 m) high.



circa 1900 Source: www.historyofwallasey.co.uk/wallasey/seacombe/

Listed Status

Wallasey Town Hall is a Grade II* listed building (for a full comprehensive description of the building, please refer to Historic England Web page - www.historicengland.org.uk)

Previous and Current Use.

Previous - Civic and public uses. The building has recently been brought back into use through the relocation of the Council's civic function.

Wallasey Town Hall Setting

The building is located/set back from the waterfront on a raised elevated position, offering views up and down the River Mersey and across to the Liverpool waterfront (see Fig 29: Aerial Context Photographs). Because of its elevated position it is also regarded as a visual landmark when back from the Liverpool waterfront. Steps cascade down from a terraced area at the rear of the Town Hall and provide access to the promenade level below. These historic steps also form part of the Grade II* listing as detailed by Historic England. The civic front of the building faces onto Brighton Street, this position is also set back from the street and inter-spaced by two ceremonial lawns with railings which also form part of the listing.



The stand alone design and prominent waterfront setting of Wallasey Town Hall ensures that the building occupies the space in isolation and is not connected to other structures. It is therefore possible to walk uninterrupted around the base of the Town Hall and be provided with views of each elevation, supplemented with vistas towards the river and beyond. Vehicle access and parking is also provided at the base of the building, however this is limited to the front and sides elevations.

Within the Wallasey Town Hall Masterplan proposal, one of the strongest principles incorporated into the development of the design, is maintaining the setting around the Town Hall and ensuring that its physical form and stature are not detrimentally effected or impeded by any adjacent new build development. In accordance with enabling brownfield land grant funding awarded to Wirral Council, both the existing north and south Annexe buildings (originally 1970's concrete council office blocks) have recently been demolished to create two opportunity sites for redevelopment .

To eliminate any conflict between adjacent new developments and the Town Hall, both north and south annexe sites should be restricted to a maximum of 4 storeys, creating a height and scale that is recessive to the existing parapet level of the Town Hall. In this way, the historic context and hierarchy of the Town Hall will be retained, and visual perception will be retained. (See Fig 27: Artists Impression Elevations - A New Town Hall Plaza)

Proposals for the renewed leisure offer also form part of the overall Town Hall Quarter Masterplan. With existing services spread over a number of sites and the fabric of the buildings in decline, the Masterplan outlines a process for the reprovision of this replace with 'leisure offer, which would provide an opportunity to create modern facilities that exceed current provision. Linking down to the promenade level, the new sports and leisure facility would provide an opportunity to redefine Seacombe river frontage, improving connectivity with the promenade and new park.

The Masterplan identifies an opportunity for a renewed leisure offer, which could release a development site for residential accomodation. Set 80m south of the Town Hall, this site offers prime river frontage and uninterrupted views of Liverpool waterfront. Proposals outlined in the Masterplan recommendation that development on this site should be increased to a maximum 6 storey reflecting the increased separation/ distance from the Town Hall. The proposal to limit building height at this location to 6 storeys will further ensure that Wallasey Town Hall remains as the central dominant building along Seacombe waterfront, with its imposing historic architectural form unchallenged by potential new development located on adjacent sites.

Any proposal brought forward within the Masterplan area which is considered to have an impact on Wallasey Town Hall and/or its setting will need to meet the requirements of emerging Local Plan Policy WD 2 (Heritage Assets).



Exemplar: Oldham Town Hall - a 7 screen, 789 seat Odeon cinema and restaurants

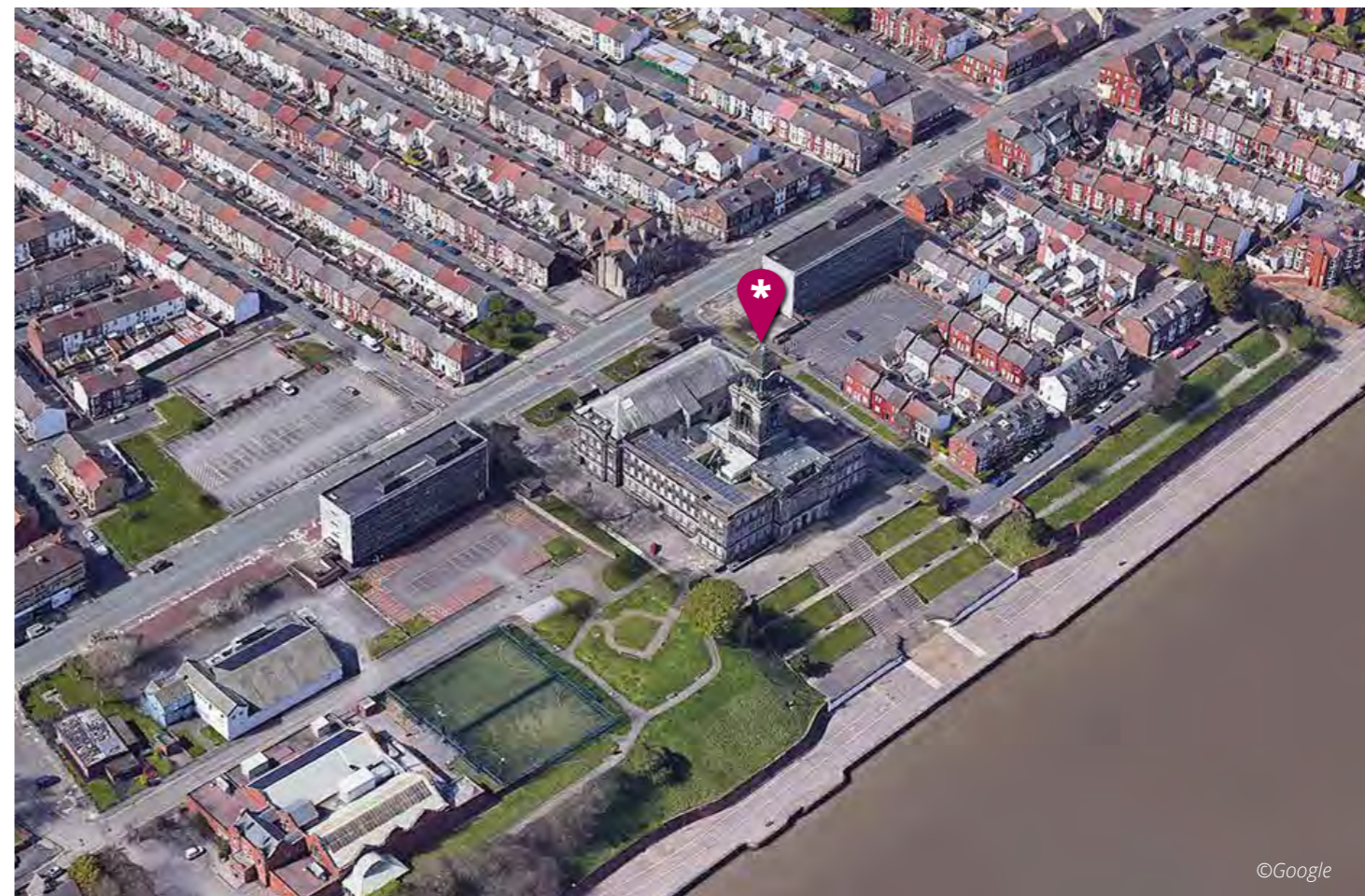
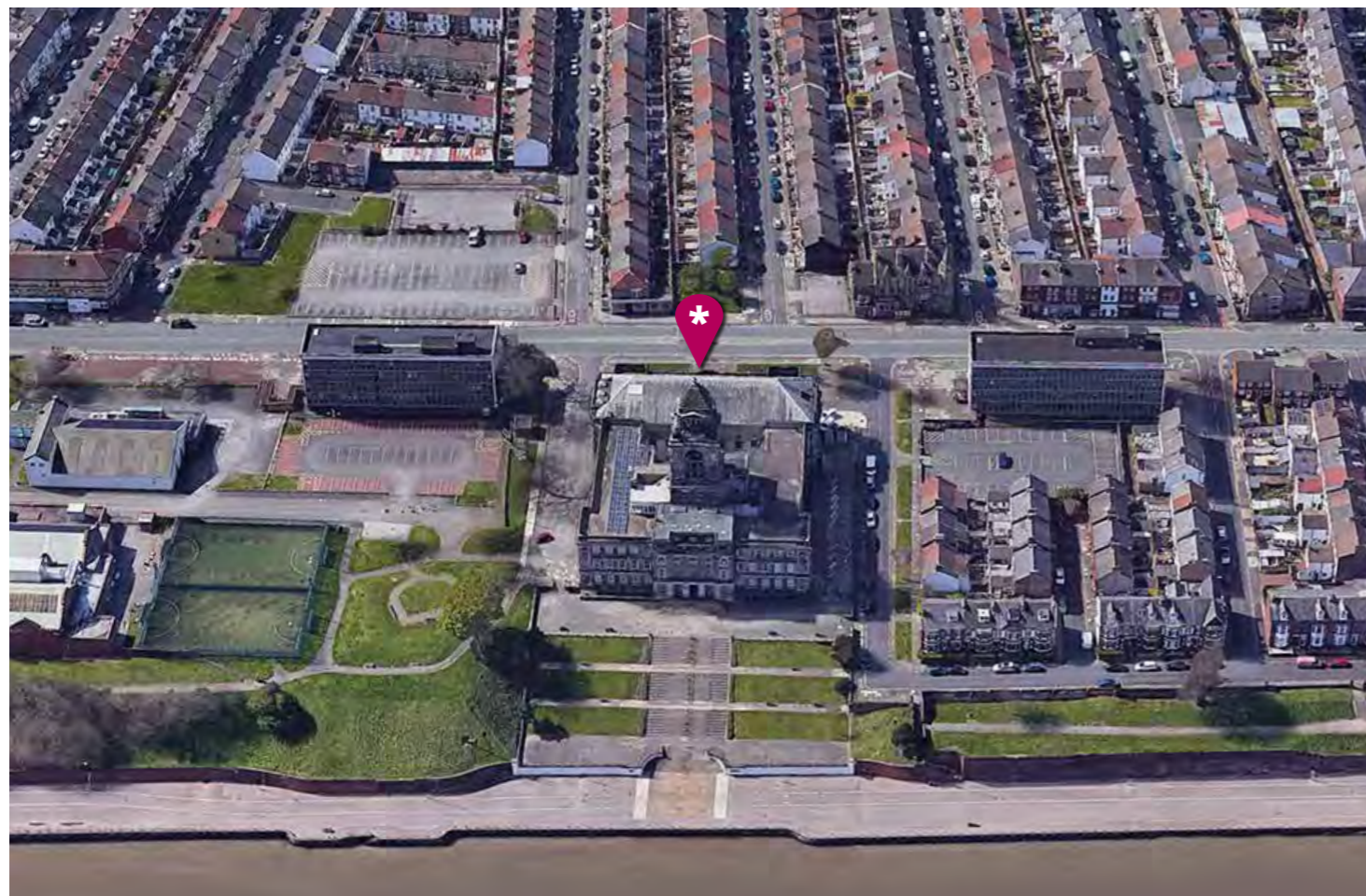
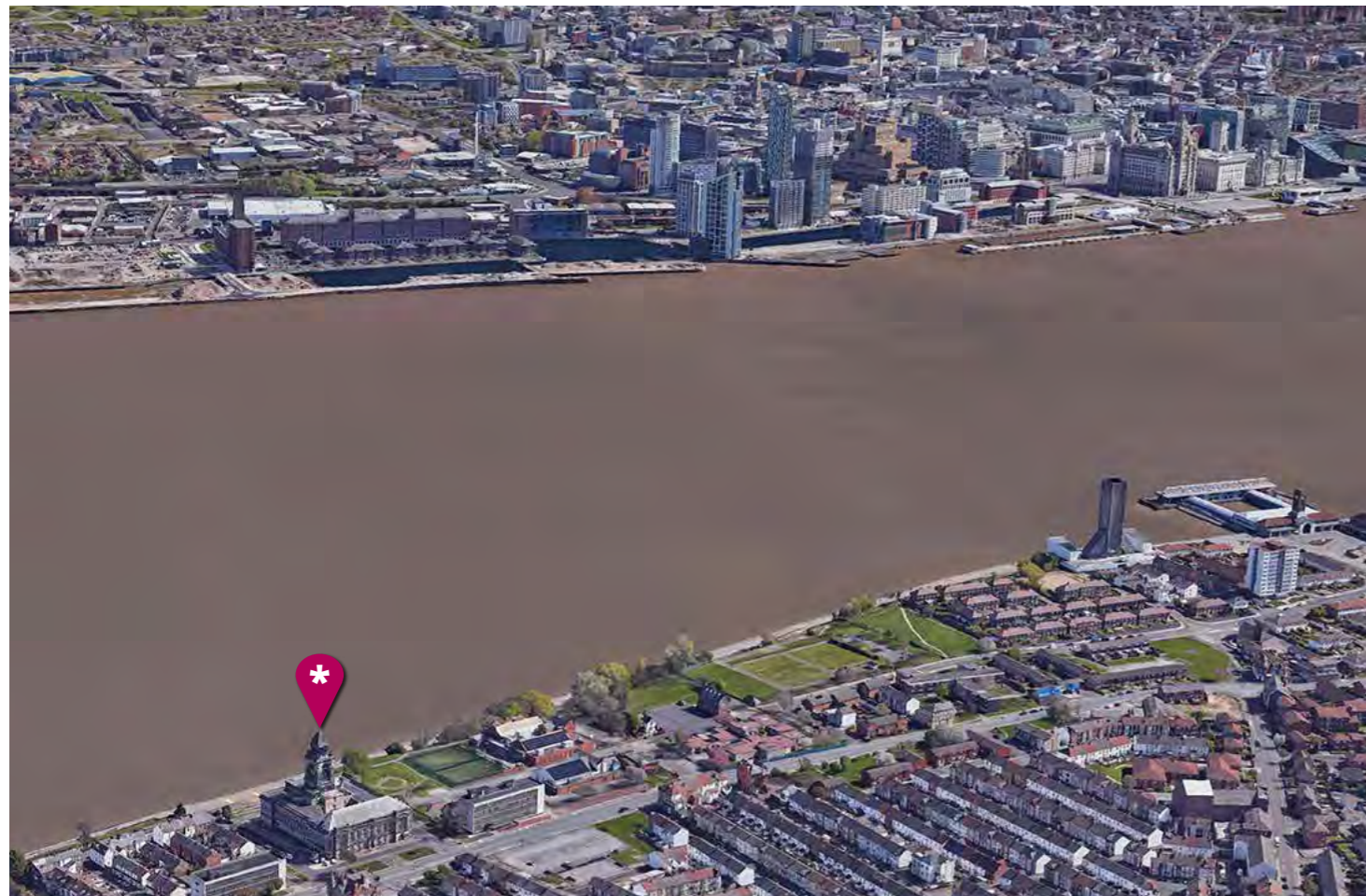


Exemplar: Newark Town Hall - Museum and Art Gallery

Fig 28: Proposed River Frontage



Fig 29: Aerial Context Photographs



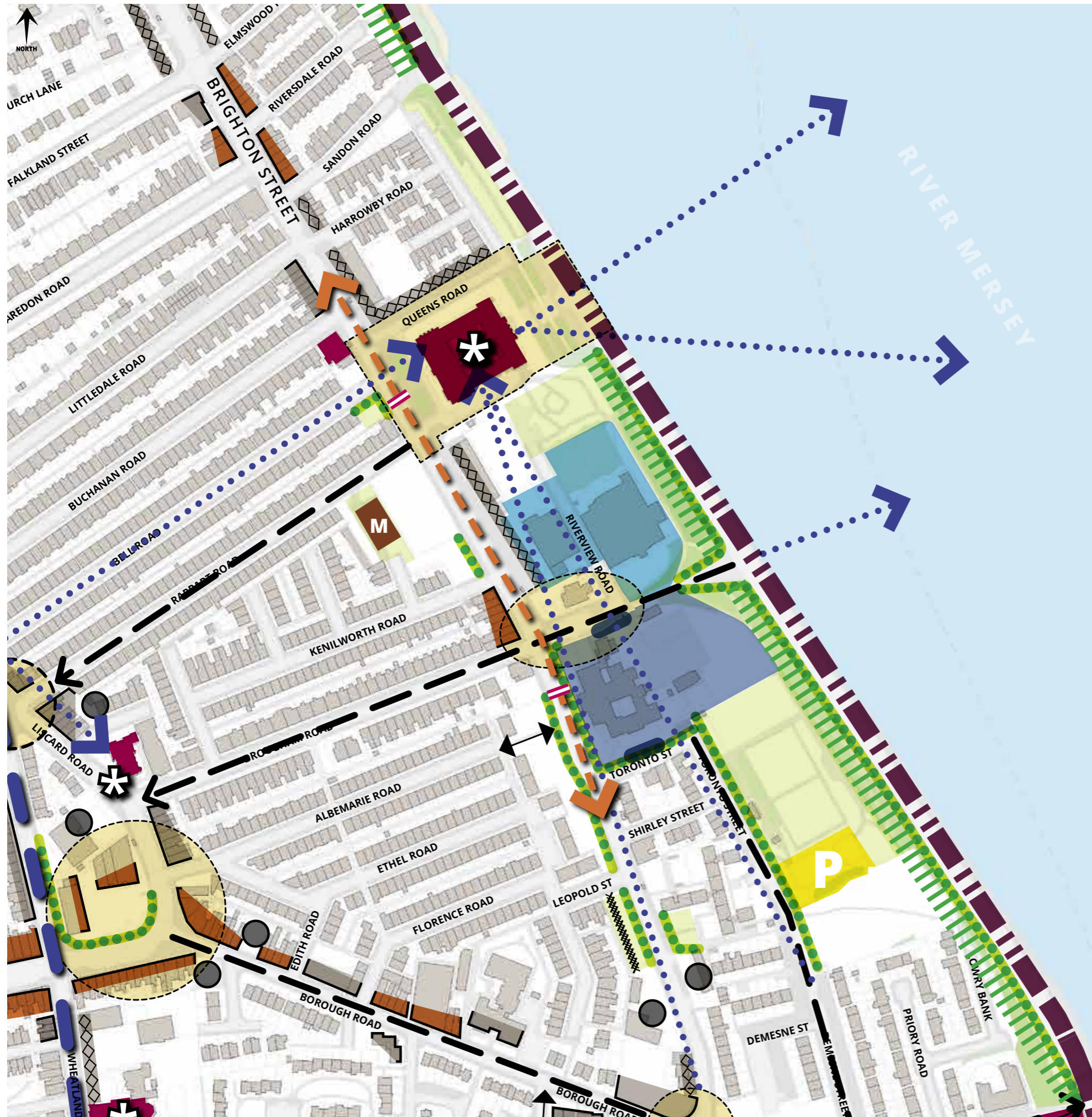
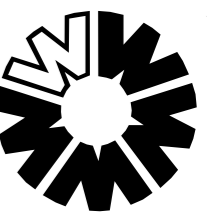


Fig 30: Urban Analysis - Town Hall Quarter Context

- Key Buildings
- * Landmark/visual focus
- Main access point to primary school
- Key community facilities/access
- Strong built edges/frontages
- Mixed retail
- Weak edges/poor frontages
- Poor boundaries
- Green edges/trees
- Green sloping backdrop to waterfront/promenade
- Grot spot/eyesore
- Public green open space
- M MUGA
- P Children's play area
- Nodal locations
- Strategic core locations
- Priority Corridor (*Phase 2*) LCR Walking and Cycling Strategic Corridor
- National cycle network - Wirral Circular Trail
- Key local route/link
- Secondary local link
- Transport/Mass transit route
- Pedestrian crossings
- Key sight-line

10.

10. PUBLIC REALM



10: Public Realm

The existing public realm within the Town Hall Quarter lacks form, definition and purpose, jarring against the monumental form and scale of Wallasey Town Hall building. Creating a responsive public realm, accessible to all, linking spaces and destinations, allowing easy access and movement, enabling community life to play out, is essential to regeneration and creating long lasting transformational change. A robust, thoughtful and inclusive public realm would shape the way the area is perceived encouraging community interaction, walking, meeting, exercise, shopping, play and general socialising. Encouraging and promoting social interaction and integration on all levels would help to generate improved general health and well-being and creating a happier place to live.

At present the frontage to Brighton Street comprises a mix of hard surfaces, grassed/tree planting and pedestrian pavement. With sections of the road up to 11m wide, it becomes congested during periods of the day with busy traffic and the road creates a physical and psychological barrier, preventing pedestrian movement towards the Town Hall and promenade. With limited safe crossing points, the potential of the space is limited, compromised by the through flow of traffic which is given priority over pedestrians.

HLP have advocated The Healthy Streets approach, putting people and their health at the centre of the design, aiming to make streets within the Town Hall Quarter healthy, safe, and welcoming for everyone. If a street is a healthy and inclusive environment, then it encourages all members of the community to use it. There are two main indicators:

- Pedestrians from all walks of life, of all ability and age range.
- People choose to walk, cycle and use public transport.

A continuity of materials and design should be used to communicate the relationship between different spaces and connect out to the wider public realm. Material choice and specification should be selected to create a character and identity which can be rolled out to ensure a degree of material continuity. Material choice should consider environmental impact and be low carbon through manufacture and supply chain for 'whole life' sustainability. The remodelling of the external environment and public realm would consider neighbouring properties, spaces, emerging developments, and current design guidance, to provide further continuity.

Designs should promote sustainable and low-impact transport. This would include walking, cycling, parking and docking stations, and easier access to a robust reliable public transport system. Proposals for a mass transport system are under discussion and preliminary development within the Council. Supporting and promoting sustainable travel, the new mass transport system would demonstrate high level of financial investment, delivering a much-needed boost to the local economy and creating community confidence that transformational change is possible.

Public Realm Analysis

Issues and constraints

- Existing Streets
 - *Location of buried services and utilities*
- Proposed Streets
 - *Street widths and interface distances*
 - *Drainage*
- Dominance of vehicle infrastructure for cars and buses, conflicting with pedestrian and cyclist circulation
- Traffic speeds.

Key design solutions/requirements

- Materials
- Layout
- Street trees - extending the Green Grid from Wirral Waters
- Signage and wayfinding
- Connectivity to adjacent open spaces
- Play opportunities - LAPs
- SuDS - dual benefits when integrated with street tree planting and rain gardens
- Permeable surfaces
- Underground waste collection solutions
- Access to integrated car-parking
- Key junctions/nodal locations
- Reduce vehicle speeds through materials and alignment
- Safe, legible with easy crossing points
- Frame the junctions with high quality new development - scale and spatial enclosure.

Complementary Strategies

- BRF 2040
- Wirral Waters exemplar
- Tower Road public realm enhancement works
- Transport and Movement Strategy
- Wirral Council Mass transit proposals
- Open space network.

Proposed Streets - Character

Brighton Street

Brighton Street forms the primary vehicle access route connecting new Brighton with Seacombe ferry terminal and Birkenhead. The Masterplan proposes the introduction of trees planting along this route to create a boulevard aesthetic and further support biodiversity in the area. Appropriately sized species, resistant to pollution created by high traffic volumes would be proposed to minimise street disturbance and maintenance.

Toronto Street/Demesne Streets - Green Route

- At the threshold and primary spine route into the neighbourhood it establishes the mood in character and spatial enclosure
- Delineated carriageway - vehicle speeds reduced through narrow carriageway, high quality surface finishes and speed tables
- Safe route to school and to EUREKA! Science + Discovery and ferry terminal
- Strong green infrastructure
- Framed view of the Town Hall; vistas of the river.



Toronto Street/Demesne Green Route precedents

Residential Streets

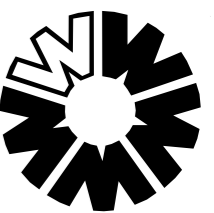
- Pedestrian and cyclist priority environment
- Vehicle activity limited - access, servicing and emergency vehicle
- Living spaces of the redevelopment area; the active and social spaces that are safe and pedestrian friendly
- Strong east-west connections to the waterfront.



Residential Street precedents: St. Andrews, Bromley by Bow © Townshend Landscape Architects

11.

11. OPEN SPACE



11: Open Space

The integration of high quality inclusive open space, accessible to both the existing community and new residents is critical to sustainable transformational change and the regeneration of the Town Hall Quarter and wider Seacombe area. It is important to ensure that new open spaces complement potential development opportunities, helping to sustain and improve existing links and connections to areas east of Brighton Street as well as proposing new links and opportunities down onto the riverside promenade.

Policy, Legislation and Guidance

This Masterplan ensures that green and blue infrastructure (GBI), open space and landscape is protected, enhanced and is functionally connected through the creation of habitats and ecology networks supported by sensitive supportive design solutions.

The Town Hall Quarter Masterplan responds to the National Planning Policy Framework (NPPF) para 10.3 which states that:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- a. All assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- b. the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity in a suitable location; or
- c. the development is for alternative sports and recreational provisions, the benefits of which clearly outweigh the loss of the current or former use.

The Wirral Council Draft Open Spaces Standards Paper recommends a minimum standard of open space (combined typologies) of 3.7ha per 1,000 population. The Standards Paper also recommends that small sized open spaces hold less recreational use and value and should be avoided where possible. It suggests a minimum threshold for size of individual open space and play provision as follows;

- Amenity green space - 0.4ha (4000m²)
- LAP play area - activity area 0.01ha (100m²) in a site of no less than 0.4ha
- LEAP play area - activity area 0.04ha (400m²) in a site of no less than 0.4ha
- NEAP - activity area 0.1ha (1000m²)
- MUGA - activity area 0.1ha (1000m²)

Biodiversity Net Gain

A biodiversity net gain of 10% is the target to be applied to all new developments. The calculation compares the existing with the proposed to ensure an improved offer for biodiversity. Developments will be required to protect, maintain and enhance ecological features wherever possible. Potential habitats to be included within the proposals include a mosaic of connected habitats such as:

- Development of lowland heathland scrub e.g. river frontage
- Brown roof
- Green roof
- Green walls
- Bioswale
- Species rich grassland/meadow/tall herb communities
- Hedges
- Tree planting
- Street trees
- Rain garden (streets)
- Vegetated gardens.

Analysis of Existing and Proposed Open Space Provision

Refer to Fig 31: Existing Open Spaces which details the current distribution of open space in the local area and Fig 32: Proposed Open Space, which illustrates open space proposals within the Masterplan boundary.

The area is served by two open spaces greater than 1.5Ha which have a 720m catchment radius. Central Park (approx 22.8Ha) is located centrally to the Seacombe, Poulton, Liscard and Egremont neighbourhoods. Lyncroft Road open space (approx 2.4Ha) is located between Seacombe and Poulton and comprises sports pitches with play area. Local provision is made by the existing Demesne Street Recreation Ground (approx. 2.03Ha) and by the Seacombe and Egremont Promenade. As Fig 31: Existing Open Spaces details, there would be a theoretical catchment deficiency in the south of the Masterplan area, if the Recreation Ground was lost.

An existing children's play area serves the Wallasey Town Hall Quarter Masterplan area and is located at Demesne Street Recreation Ground. A MUGA is also located to the rear of the Town Hall parking site fronting onto Brighton Street. Both would be lost unless they were re-provided as part of the new community park/ open space adjacent to the new leisure centre. See Fig 32: Proposed Open Spaces.

The Masterplan identifies the potential to reprovide a centrally located MUGA and play area adjacent to Guinea Gap leisure centre. See Figs 33 and 34: Location of MUGAs and Play Areas.

While the promenade area is currently not included within the Wallasey Town Hall Quarter Masterplan boundary, it is still key to the delivery of long term sustainable transformational change and provides a significant additional recreational opportunity which is also recognised in the Wirral Local Plan.

Outdoor sports facilities will be re-provided as part of renewed leisure offer. Riverside Primary School currently has limited outdoor playing facilities, however redevelopment proposals include enhanced availability of outdoor facilities to the school.

As part of this Masterplan, proposals to generate new development opportunities and the resulting increase in households and population have been reviewed in line with Wirral Council's standards of 3.7ha per 100 population.

The Masterplan proposals results in a potential population increase of approximately 800 people in 368 homes. Analysis of existing and open space provision compared to the proposed provision shows:

- an overall surplus of provision (all types of open space combined), primarily due to the proximity of Central Park, the 720m catchment zone of which includes the northern section of the Masterplan area;
- improvements to Demesne recreation ground, currently 'amenity greenspace', to create park and garden provision for the southern section of the Masterplan area and adjoining neighbourhoods;
- reduced provision of the typology 'natural and semi-natural open space' due to opportunity site proposals on the riverside embankment;
- slight increase in provision for children and young people, however an overall deficiency remains due to potential increase in population..

Quality and Character

The Promenade

The promenade is technically outside the Masterplan area but is a major recreation feature which is available and unique to the community, providing public access from Seacombe ferry to New Brighton and beyond. It is a key component to the Masterplan which provides opportunity for its enhancement. While the promenade area is currently not included within the Wallasey Town Hall Quarter Masterplan boundary, or as part of the open space provision, it is still key to the delivery of long term sustainable transformational change.

Issues and constraints

- Flooding
- Reduced maintenance regime
- Bylaws.

Key design solutions/requirements

- A stimulating trail of ideas, history, interactive artwork, health and exercise in an enriching educational adventure following the Wirral Circular Trail
- Increase connectivity and improvement of public realm – linking attractions to ensure all are well promoted and accessible to widest audiences arriving here by car, ferry, train or foot.

Character

- Animated, multi-functional and flexible space
- Comfortable seating - designed to respond to the climate conditions along the riverfront
- Egremont ferry breakwater/slipway and Town Hall quarter provide opportunities for enhanced activity
- Steeped access to the river
- Enhance these opportunities for spectacular views along the river
- Complementary strategies and related planning permissions
- Key urban spaces - EUREKA! Science + Discovery/ferry transport interchange at Victoria Place and Wallasey Town Hall/Hillsborough Memorial Garden
- Merseytravel - refer APP/21/01001 - planning approval dated August 2021 for exterior lighting to Kingsway tunnel ventilation shaft.

In partnership with EUREKA! Science + Discovery, Wirral Council previously explored opportunities for animation and improvement of the promenade as a 'Wirral Coastal Trail'. This aim is to assemble a world class visitor offer of local attractions and events programme for visitors of all types, including international tourists along a 5 mile urban coastal route on River Mersey. The existing visitor experience includes facilities and attractions in New Brighton and range of other attractions along the historic coastline including the Mersey ferry terminal and world-class STEAM cultural heritage offer at EUREKA! Science + Discovery.

The council identified key elements of the promenade enhancement including physical upgrading and improvement of public realm areas such as:

- Lighting scheme;
- Flexible seating;
- Information boards, signage and wayfinding;
- Pavement information trail
- Wirral 'Firsts' brass pavement trail;
- Cycle lane upgrade
- 'Trail Hubs' at Woodside, Seacombe and New Brighton in converted.

Ecology Trail - Seacombe River Frontage

Issues and constraints

Very steep slope, typically 1:2.4 - access issues for mobility impaired/health and safety

- Existing trees screen views of the river from plateau level
- Existing trees and shrub roots help to stabilise the bank
- Governance and management - reduced maintenance regimes by Wirral Council to once/annum.

Key design solutions/requirements

- Access
- Linear greenspace
- Ecological planting and habitat creation
- Maintenance and management plan
- Explore transfer of governance.

Complementary Strategies

- Biodiversity net gain (BNG)
- Promenade improvements
- Open space design and typology
- Movement and connectivity to the waterfront
- Gradient and landform
- SuDs.

Character

- Naturalised, ecological and sustainable landscape
- Place for contemplation
- To dwell and enjoy expansive views towards Liverpool
- Sustainable active travel link following promenade and waterfront
- Generous riverfront space set back from the river edge
- Play spaces for young children and families - comfortable seating.

Open Spaces

Issues and constraints

- Water management:
 - Drainage solutions
 - Protection of river water quality
- Provision of size and type of open space required by population
- Governance and management
- Management and maintenance responsibilities and costs.

Key design solutions/requirements

- Boundary hedges - are fences or gates required?
- Ecology - Wildlife corridors
- Nature-rich areas - potential to create priority habitats
- Key component to achieve 10% biodiversity net gain for development sites
- Circulation and access including access points and inclusiveness to all ages and abilities
- Signage interpretation and wayfinding. Reconnect existing communities with the promenade
- Lighting for well-used footpaths and games areas, avoiding spillage that causes nuisance and harms wildlife
- Natural surveillance
- Working with water - multi-functional SuDS and permeable surfaces
- Minimise run-off into Mersey SSSI
- Appropriate activity - sufficient space provision
- Play opportunities, equipped and non-equipped, with sufficient space to avoid conflict with other uses
- Informal sports facilities/MUGA with sufficient buffer to surrounding dwellings
- Potential for community growing/engagement at a suitable size e.g. community orchard where space allows
- Open spaces within development blocks with integrated car-parking
- Setting to school grounds - complementary facilities.

Complementary Strategies

- Governance and management arrangement through development
- Ecology Trail on Seacombe River Frontage
- Promenade enhancement.

Character - Open Spaces

- Naturalistic planting - nature - rich areas maximise wildlife potential
- Integrated SuDs
- Well lit, safe access routes to the promenade
- Playful environment
- Visually attractive from adjacent dwellings
- Encourage informal kick about and ball games



© Image courtesy of Buildhop Infrastructure PVT Ltd

Ecology trail precedents - Seacombe River Frontage



Fig 31: Existing Open Spaces

— Wallasey Town Hall Quarter Masterplan boundary

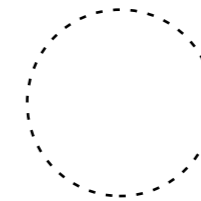
..... Seacombe River Corridor boundary

|||| Promenade river frontage

Catchment walking distance



720m - open spaces more than 1.5ha



480m - open spaces less than 1.5ha

- A** Sandon/Seacombe Promenade (0.95ha)
- B** Seacombe River Frontage - Ecology Trail (1.1ha)
- C** Town Hall steps (0.19ha)
- D** Sandon Road Gardens (0.21ha)
- E** Demesne Street Recreation Ground (2.03ha)
- F** Guinea Gap leisure centre - pitches (0.14ha)
- G** Central Park - sports pitches, MUGA, play, allotments (24.07ha)
- H** Gorsedale Road Park and play area (0.36ha)
- I** Luke Street AGS and MUGA (0.25ha)
- J** AGS south of EUREKA! Science + Discovery! (0.58ha)
- K** Bridle Road/Wheatland Lane AGS and play area (0.25ha)
- L** Lyncroft Road - sports pitches (2.42ha)
- M** St. Joseph's School, Wheatland Lane - sports pitches (0.71ha)
- N** Rappart Road AGS and MUGA (0.07ha)
- O** Oakdale Road Recreation Ground (1.2ha)

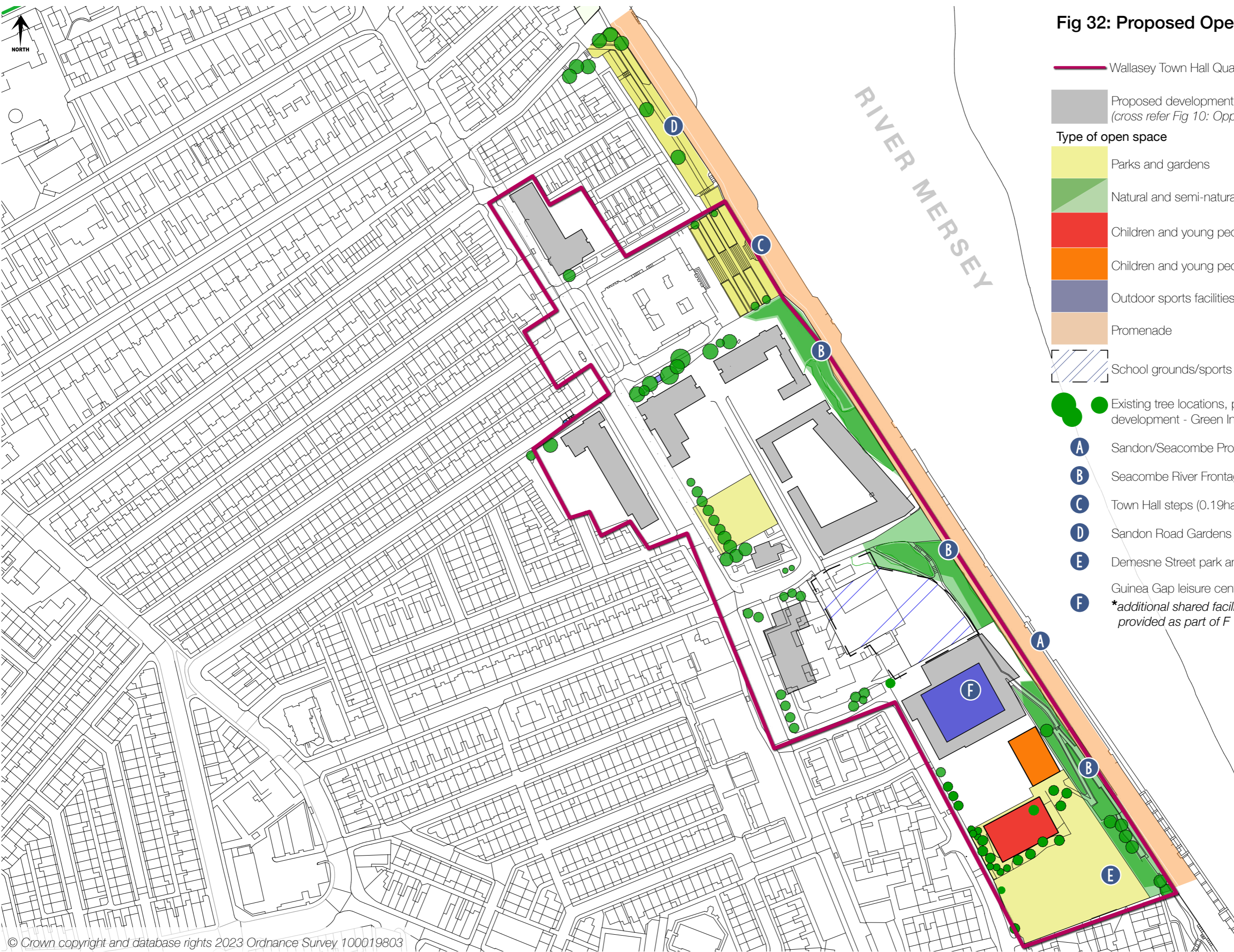


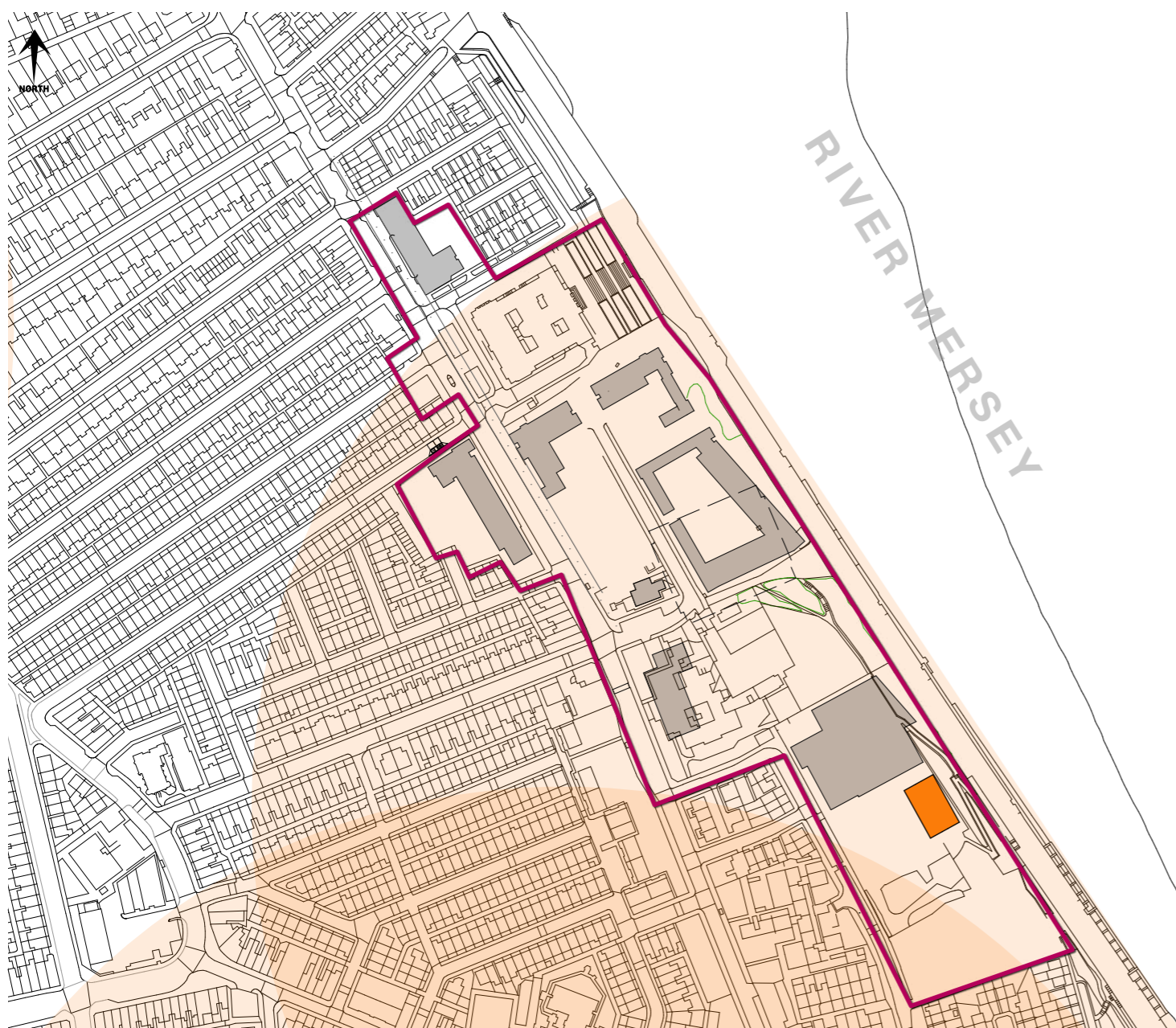
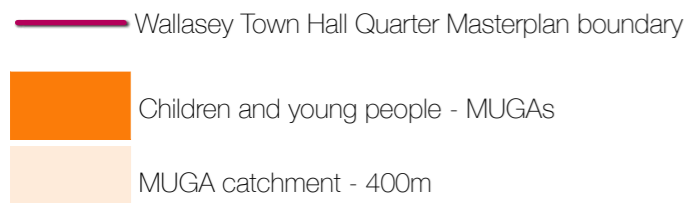
Fig 32: Proposed Open Spaces

- Wallasey Town Hall Quarter Masterplan boundary
- Proposed development
(cross refer Fig 10: Opportunity Sites)
- Type of open space**
- Parks and gardens
- Natural and semi-natural
- Children and young people - Play areas
- Children and young people - MUGAs
- Outdoor sports facilities
- Promenade
- School grounds/sports pitches*
- Existing tree locations, potential to be integrated in development - Green Infrastructure
- A Sandon/Seacombe Promenade (Existing 0.95ha)
- B Seacombe River Frontage - Ecology Trail (0.60ha)
- C Town Hall steps (0.19ha)
- D Sandon Road Gardens (Existing 0.21ha)
- E Demesne Street park and play area (0.73ha)
- F Guinea Gap leisure centre - pitches (0.14ha)*
**additional shared facilities with school could be provided as part of F*

Proposed MUGAs

To provide even catchment across the Masterplan area, the development options would seek to include a centrally located MUGA adjacent to the new leisure centre to compensate for loss of the existing MUGA on Rappart Road.

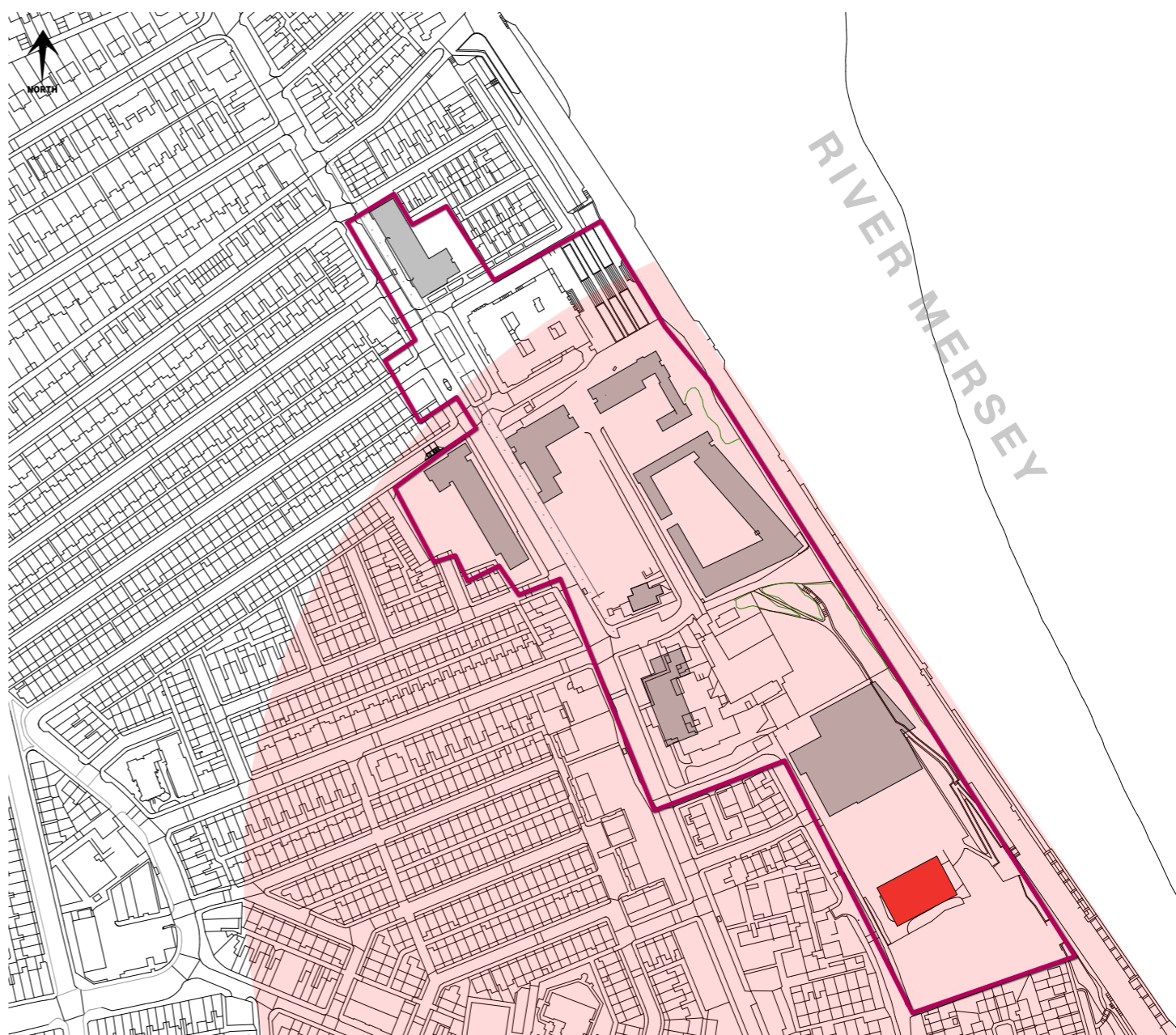
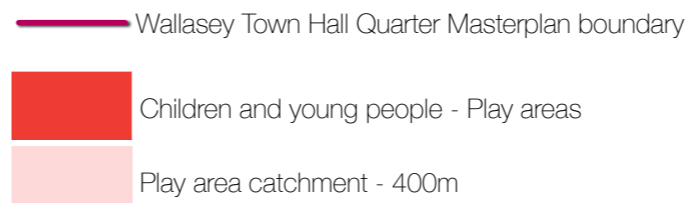
Fig 33: Locations of MUGAs



Proposed Play Areas

The existing play area within Demesne recreation ground is incorporated into the proposed centrally located Demesne Street Park to ensure an adequate buffer between play facilities and the nearest dwelling. Play facilities are to be improved to ensure high quality provision, integrated with park facilities.

Fig 34: Locations of Play Areas



The examples highlighted below show how a newly transformed Wallasey Town Hall Quarter could look.



Source: <https://www.buildingcentre.co.uk/news/articles/derbyshire-street-pocket-park-bethnal-green>



Source: <https://www.turnerconstruction.com/projects/washington-park-renovation>



Source: <https://www.myluxoria.com/en/journal/visiting-zadar-sea-music-and-greetings-sun>



Source: <https://www.reasite.com/projects/bicentennial-park>



Source: <https://www.triije.com/en/projects/gruden-embankment/>



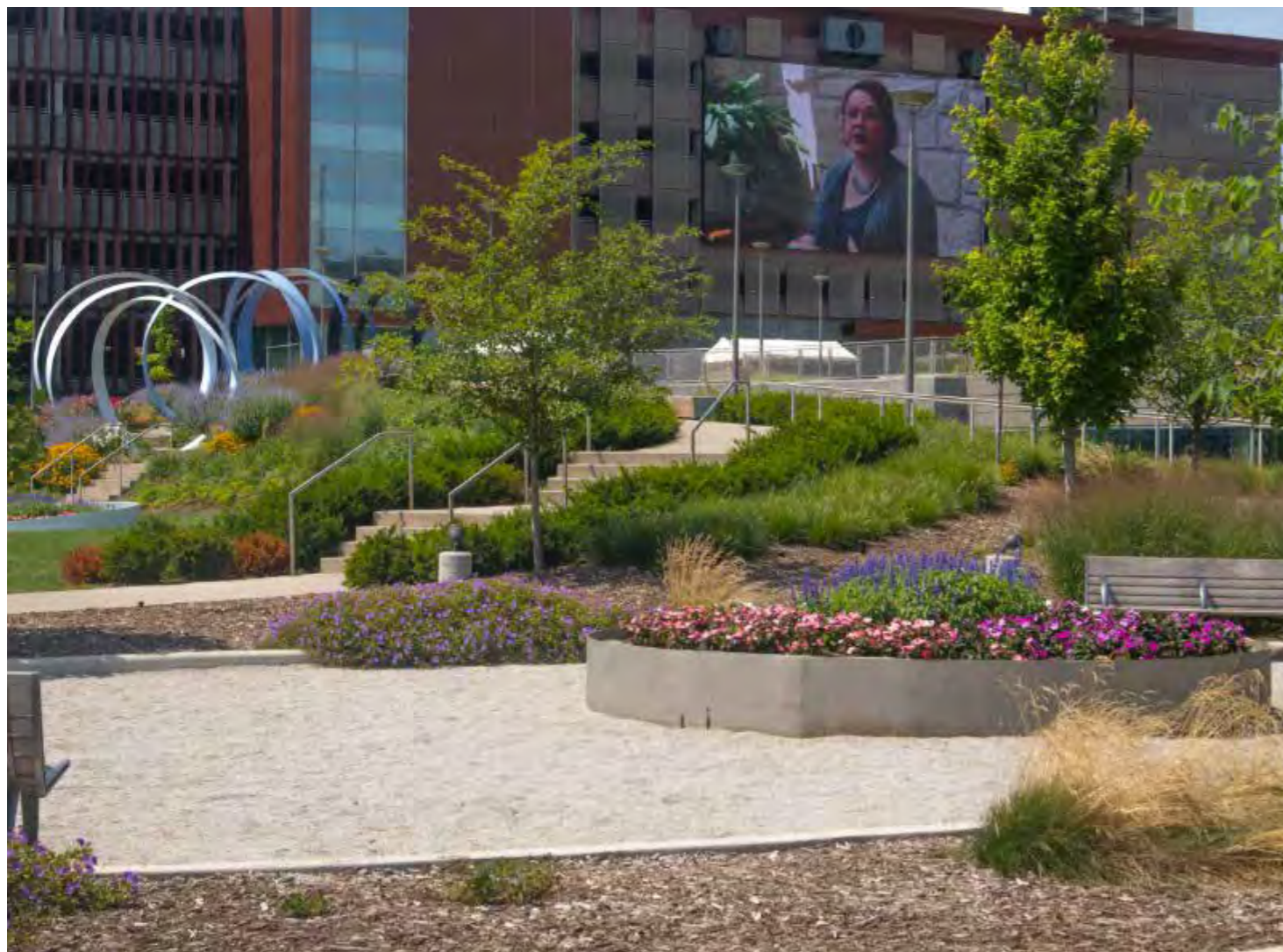
Source: <https://www.booking.com/hotel/hr/apartman-zeus-zadar.en-gb>



Source: <https://riverfrontfw.org/news-item/teds/>



Source: Artform Urban Furniture - <https://www.externalworksindex.co.uk/entry/139095/Artform-Urban-Furniture/Concrete-seating-for-Colwyn-Bay-waterfront-redevelopment/#>



Source: COAST Cafe bar and gift shop

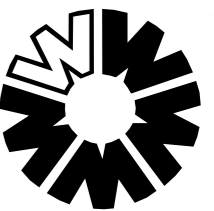


Source: ©Google streetview, Colwyn Bay

Source: <https://www.landscapeforms.com/en-us/431/projects/pages/ProMedica-Project.aspx>

12.

12. DRAINAGE STRATEGY







12: Drainage Strategy

Early stage consultation with United Utilities is recommended for all prospective developers/contractors to mitigate and plan for potential future issues and problems at an early stage.

The Town Hall Quarter Masterplan recommends the implementation of sustainable foul and surface water management system in the form of multifunctional SuDs incorporating permeable surfaces to minimise runoff into the river Mersey which is designated a Site of Special Scientific Interest (SSSI). The Masterplan illustrates and advocates an integrated SuDs approach, the formation of rain gardens were appropriate and extensive planting of trees. Other mitigating solutions including green roofs, green walls and bioswales should all be explored as viable mitigation measures for tackling the risk of flooding.

In accordance with national framework policy, new developments within the Masterplan area should also adhere to the 'surface water hierarchy' which states that;

Where possible, preference should be given to multi-functional sustainable drainage systems and to solutions that allow surface water to be discharged according to the following hierarchy of drainage options;

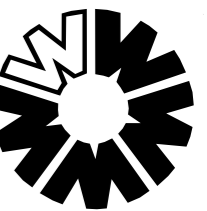
- Into the ground (infiltration)
- To surface water body
- To a surface water sewer, highway drain, or another drainage system.
- To a combined sewer.

The existing foul and surface water system operational within this localised Seacombe area is predominantly combined. Prospective developers must work in close collaboration with United Utilities to develop a workable long-term strategy for the Town Hall Quarter Masterplan area to reduce reliance on the over-stretched existing system, thereby reducing the risk of sewer system spillage into the river Mersey. Careful consideration and planning should be initiated from early stages to address the logistics and viability of depositing surface water into the river Mersey, particularly if ground infiltration is not feasible.

United Utilities offer a pre-development enquiry service for all prospective new developers to assist in the formulation of a sustainable drainage system. Full details of the service offered to developers, including guidance on completing application forms for this service are available via www.unitedutilities.com/builders-developers/

13.

13. CAR PARKING OPTIONS







13: Car Parking Options

Creating a distinctive Town Hall Quarter can only be achieved in conjunction with the development and provision of new sustainable housing that meets the needs of both the local community and new residents wishing to relocate to the area. A mixed demographic can potentially increase the economic base of the area, improving wealth, health and future prospects. A mix of apartment living incorporating 1–3 bed family apartments in some instances benefiting from spectacular coastal views would guarantee that the housing requirements meets existing and future housing needs moving forward. Ensuring that the new accommodation is inclusive and open to all can be achieved by offering mixed tenures; affordable rent, part ownership and outright sale.

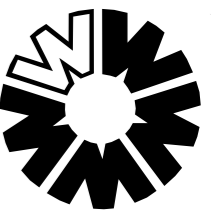
Developing a parking strategy tailored to meet the unique needs of the area, that responds to the creation of the Town Hall Quarter and the delivery of additional housing, is a primary consideration. Preliminary proposals are currently being developed by Wirral Council to provide a mass transport system that would improve connectivity between Birkenhead, Seacombe and New Brighton. The emerging Local Plan 2021-2037 sets out parking standards for new development in Appendix 8: Parking Standards, Transport Assessment and Travel Plan Thresholds.

With the potential increase in population and visitors to the area, establishing a robust parking strategy is essential. Exploring and implementing a number of solutions rather than a 'one cap fits all' approach would enable and create a responsive integrated, multi-stranded flexible strategy that meets the needs of the whole community.

A mixed approach to parking within the Town Hall Quarter would reduce potential conflict and ensure that vehicles do not dominate the public realm.

14.

14. WALLASEY RETAIL CENTRE



14: Wallasey Retail Centre

The retail offer within the Wallasey Town Hall Quarter Masterplan area has suffered extensively over many years. There is a wider ongoing discussion at national level to understand the causes and offer potential solutions to address the steady demise of the high street. Over many years, access to good quality shops and services along Brighton Street has steadily declined as a result of the challenge from online shopping, larger out of town retailers and a general lack of investment.

The success of the Town Hall Quarter could be a combination of creating strong local identity built on improving the housing offer to attract new residents and retain the existing community, establishing new sustainable uses for Wallasey Town Hall, and creating a robust retail offer accessible to both the existing community and the potential visitor economy.

A robust, healthy retail sector within the Town Hall Quarter could contribute extensively to the social, and economic transformation of the area, creating a physical as well as perceived new 21st century image for Seacombe with the Town Hall Quarter at its heart.

In addition to improving access routes to the promenade to maximise the ease and movement of existing residents and visitors, improving connectivity with the existing residential areas could allow retailers to benefit from increased passing footfall and help to create a strong shopping identity that is user friendly for the local community as well as visitors.

To stabilise and kick start the Town Hall Quarter regeneration area, an achievable, user-friendly and enforceable design code could be established for shop front renewal and refurbishment. It could demonstrate and visually inspire future improvement works.

Poor quality shop conversions into HMOs along Brighton street could also benefit from a more prescriptive design code for conversions. Cross refer to Wirral's existing shop front guidance - SPG43 shop front design guide. Outlining basic principles for owners and landlords for refurbishment and repair of shop fronts, listing the elemental forms which make up the façade would ensure a basic standard structure is followed. However, it is evident from the existing shops in this location that existing guidance is not being followed and that there is little or no enforcement. The result is a mismatch of styles, materials and shuttering which do little to enhance both the locality or the shoppers experience, contributing to a perception of neglect and local decline.

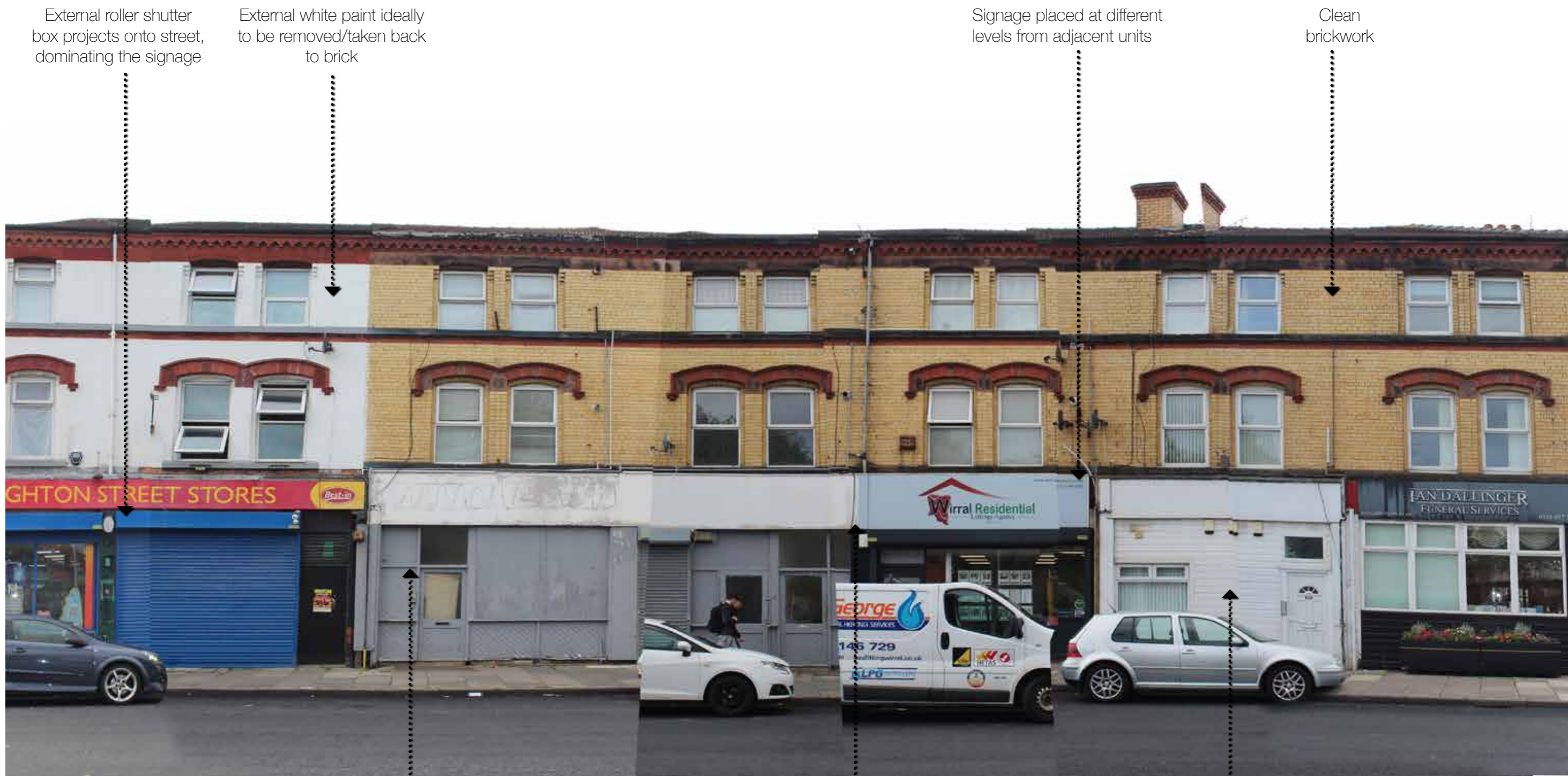
Ensuring that any future shopping offer is both realistic and meets the needs of the community is essential. Issues relating to poor connectivity and the ability to cross Brighton Street safely should be addressed to support long term viability, while highway improvements and redesign would allow the area to benefit from passing trade and contribute to the local economy.

Additional study and research into local shopping habits is essential to establish specific patterns of shopping and local need. There is a definite under provision of shopping services such as banking and a post office, however it is only through consultation with the community that these areas can be proven and addressed. The following pages show how an overall theme can be created by implementation of a robust design guide, careful consideration of how the shop front is formed, how security is managed (including alternatives to metal roller shutters) and the use of colour to create unique identity and a sense of place.



KING STREET (typical existing conversion on edge of Masterplan)

Fig 35: Poor shop fronts - example analysis



External roller shutter box projects onto street, dominating the signage

External white paint ideally to be removed/taken back to brick

Signage placed at different levels from adjacent units

Clean brickwork

BRIGHTON STREET

Re-establish traditional shop front. Recessed entrance with accessibility enhanced

Lack of definition to edges of shop front - no pilasters

Modern UPVC shop front lacks proportion and scale

Fig 36: Existing commercial/retail

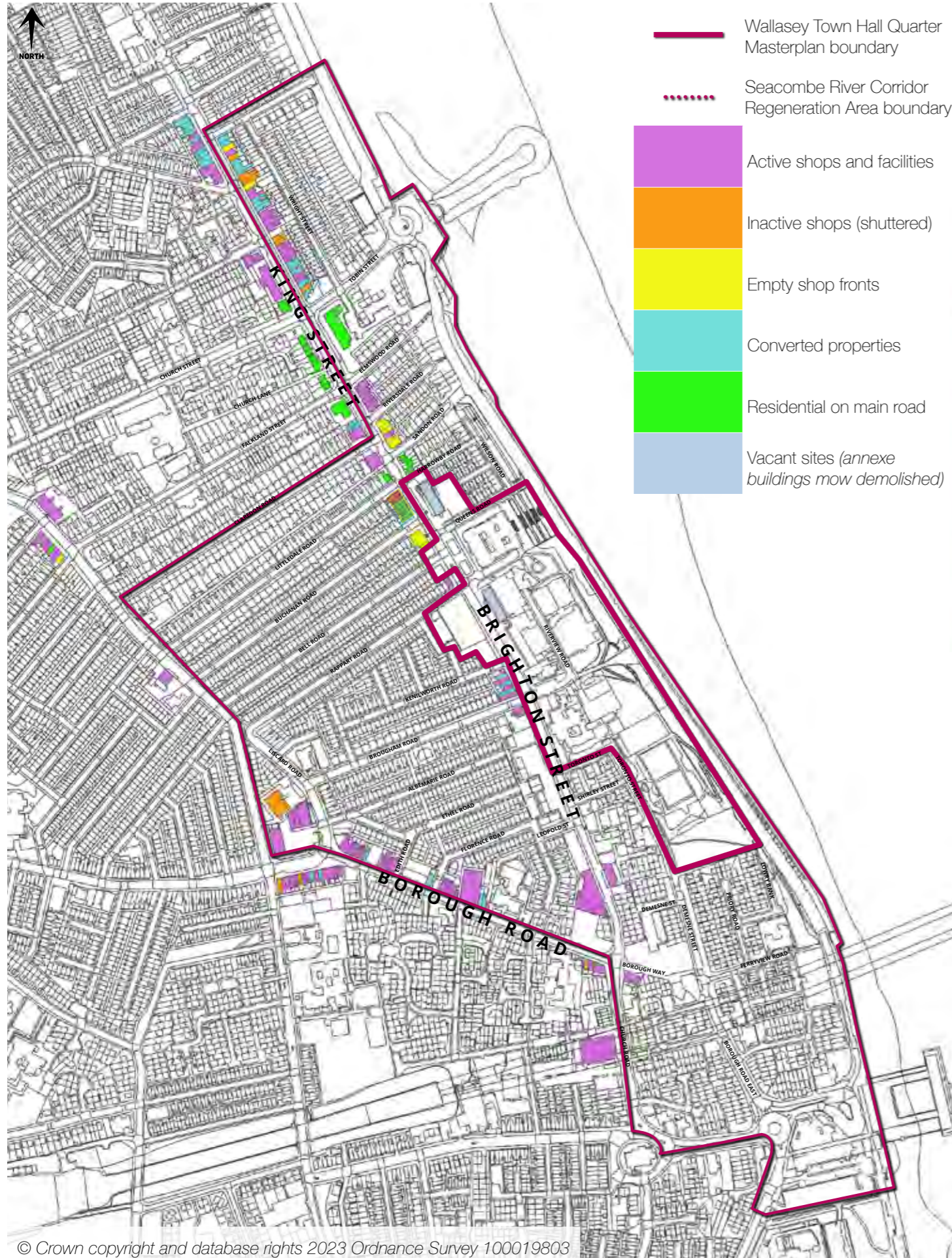


Fig 37: Typical approach to conversion and shop front

Using a more prescriptive approach to shop fronts in this area can facilitate a distinctive character to the street.



Fig 38: Typical colour palette to shop front

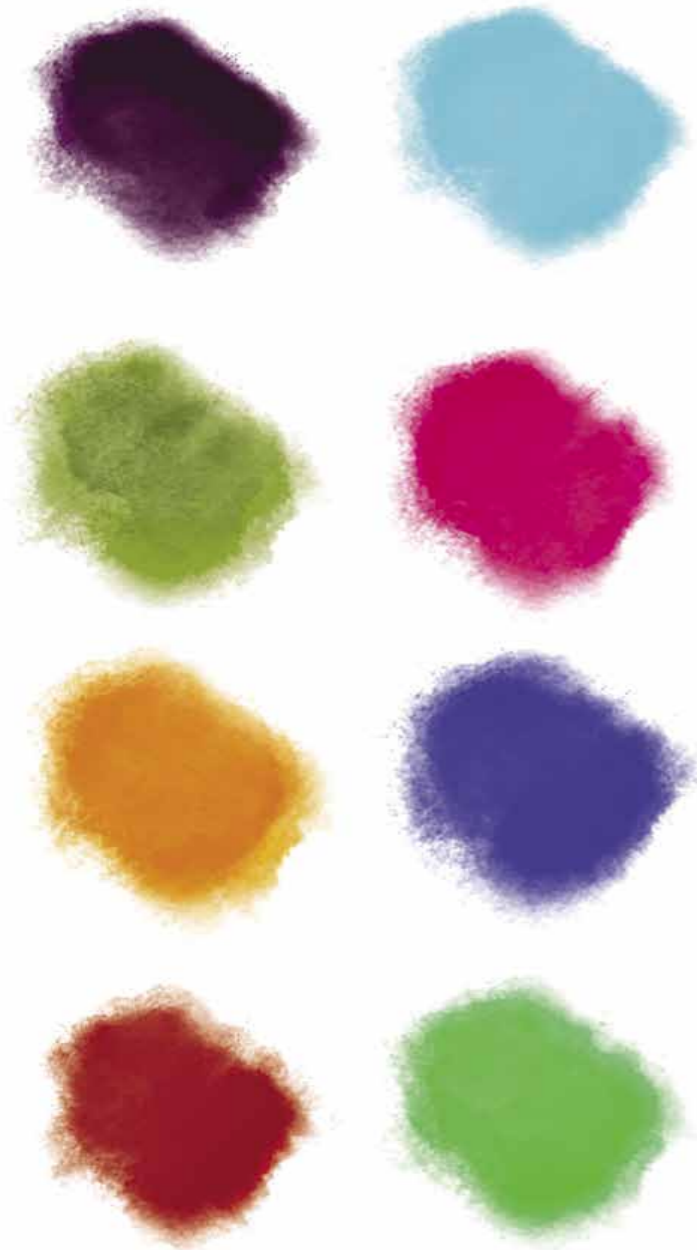


Fig 39: Shop conversion to residential



Render or brickwork (banding)

Fanlight

Entrance door

Gate to define boundary and provide security

Pilaster

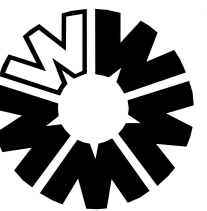
Historic shop front reinstated to create rhythm

Bins hidden behind wall or screen

Use of strong colours to create unique identity and brighten up the shop frontages

15.

15. STAGE 1 CONSULTATION SUMMARY





REIMAGINE SEACOMBE

HAVE YOUR SAY!

Wirral Council are preparing a **Masterplan** for the **Seacombe River Corridor** area of Wirral, which would create a clear vision for revitalising and regenerating **Seacombe** over the next 15 years.

The **Seacombe River Corridor** document would form a **'road map'**, helping create a sustainable vision for improving the neighbourhood, guiding future decisions on land use, development, preservation, and the promenade/external environment.

The success of the **Masterplan** is dependent on engaging with all of the community. With this first phase of consultation we want to find out about **'your' Seacombe**, and to collect **'your' views** on the important issues that the **Masterplan** should address.

As part of this first phase of consultation, we have been working with students from **The Oldershaw School** and **Riverside Primary School**, encouraging students to imagine their vision of Seacombe by creating 3D computer models, images of the local neighbourhood and waterfront promenade.

Here is what they had to say!

*Please help shape the Masterplanning process by having **your say!** and completing the questionnaire telling us what you think.*



15: Stage 1 Consultation Summary

Consultation and engagement with the local community was initiated via an online questionnaire prepared in collaboration with Wirral Council. Accessible via Wirral Council 'Have your say' web site, the questionnaire aimed to record the views and comments of residents regarding the housing, the local environment and existing service provision. A copy of the results from the questionnaire is detailed within Appendix G.

In parallel with the preparation of the questionnaire, on the 5th and 7th of July 2022 HLP, along with Wirral Council and Digital Urban visited The Oldershaw School (year 8) and Riverside Primary School (year 5), to carry out a youth led engagement and design participation exercise with the students. This valuable engagement process aimed to gather the views, opinions and aspirations of younger people living in the area as to how they would initiate long lasting transformation change. The consultation involved a number of events including;

Events in Riverside and Oldershaw schools, working with groups of school pupils. Activities included group 3D physical hands on model making, drawing, sketching design concepts in groups and computer based 3D modelling.

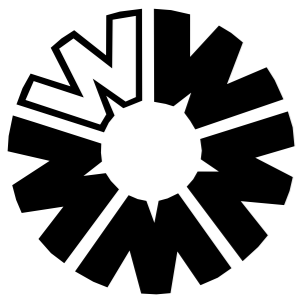
Event at New Brighton Floral Pavilion including VR experience displays of the school pupils work and outputs at the school consultation exercise, post it notes and staffed exhibition stand. Questionnaires were offered and visitors were assisted in completing them. Many questionnaires were completed online.

As the main event was in New Brighton rather than Seacombe, three supplementary events were carried out in key locations in Seacombe to directly target Seacombe residents. The position outside Home Bargains was the most well attended.

The New Brighton Floral Pavilion event on the 13th and 14th October 2022, was well attended, with the immersive virtual reality technology being a successful tool for communicating and representing the ideas gathered from the children at both schools. The results from the questionnaire completed both during the event and online, produced some surprising results;



- Residents regard Seacombe as HOME and there appears to be an underlying pride in the community and area where they live. They do however suggest that they have concerns about security and policing. This is supported by comments suggesting that residents believe that the area is neglected, forgotten and lacking investment.
- Residents value the proximity to the promenade with a high proportion using it daily however, while usage is high, residents feel that this could be increased with improved activities and services such as cafes/seating/shelters. Residents also value open space and ranked easy access to usable open space highly as an amenity benefiting health for all ages. Age-appropriate robust play equipment was also suggested with additional tree planting.
- Improvements to existing housing ranked first as a mechanism of change, followed by the provision of new affordable homes for rent.
- Accessible shopping and retail appeared throughout the responses. A lack of choice and local food shops including a supermarket was a concern.
- Car ownership is high within the area which would logically relate to the large proportion of residents working outside the area. An improved, reliable bus services with better frequency also ranked highly which may be directly related to the high car ownership and connective problems of the area in general.
- Access to sports and leisure facilities ranked highly, which was supported by a need to access healthier foods, shops and supporting home growing of foods.
- Residents also delivered a consistent strong view on the retention of the Wallasey Town Hall as a building of pride within the area. They would like to see greater focus on community uses, health provision, education and learning incorporated into reuse/rebranding of the building.
- Overall there was a strong feeling that things had to change in Seacombe and a receptiveness as to how this could be achieved.



**Halsall Lloyd
Partnership**
ARCHITECTS & DESIGNERS

Liverpool

98 Duke Street,
Liverpool,
L1 5AG
0151 708 8944
liverpool@hlpdesign.com

Nottingham

53 Forest Road East,
Nottingham
NG1 4HW
0115 989 7969
nottingham@hlpdesign.com

www.hlpdesign.com

This document is protected by
the copyright of the Halsall Lloyd
Partnership Architects and Designers