



Figure 6.2.11 - Woodside North Massing Diagram

Woodside NORTH AND SOUTH POLICY REVIEW //

The Masterplan illustrates mixed use development in Parcels 3 and 6, comprising predominantly of residential uses (Use Class C3) on upper floors, with ground floor commercial uses (Use Class E). A hotel use (Use Class C1) could also be introduced onto these parcels. In the adopted Unitary Development Plan (UDP), Parcels 3 and 6 are identified as Primary Industrial Areas. Within Primary Industrial Areas, UDP Policy EM8 (Development within Primarily Industrial Areas) advises that E(g)(i) Offices, B2 General industrial and B8 Storage or distribution, together with the reconstruction, extension or expansion of existing businesses (only) will be supported.

UDP Policy EM9 (Non-Employment Uses in Industrial Areas) advises that proposals for retail or housing uses on land allocated for employment purposes will not be permitted.

Given the above, were the Masterplan proposals to come forward ahead of the adoption of the new Local Plan, the proposals would be deemed contrary to the adopted UDP.

The policies and commentary contained within the emerging new Local Plan would be deemed a material consideration for any planning application that was submitted ahead of its adoption. Given its advanced stage – the new Local Plan is at examination – its content would likely carry significant weight, though applicants would have to be cautious their proposals were not deemed ‘premature’.

Parcels 3 and 6 are both identified within the emerging Local Plan as falling within the Birkenhead 2040 Framework Boundary, the Birkenhead Waterfront Regeneration Area and as forming a part of the Woodside Masterplan Area.

The Birkenhead Waterfront Regeneration Area (emerging Local Plan Policy RA 3) identifies the provision for 630 new dwellings, 180 of which are identified at Rose Brae, Church Street, with a further 450 in ‘other’ locations.

Woodside Masterplan Area (MPA-RA3.1) identifies that the Council will endorse proposals including for a mix of residential, cultural, hotel, leisure, and commercial uses. As such, the principle of the Masterplan proposals, when assessed against the emerging Local Plan, is deemed to be acceptable.

EMERGING POLICY APPRAISAL, APPLICABLE TO THE MASTERPLAN PROPOSALS //

Policy RA 3 (Birkenhead Waterfront Regeneration Area) recommends adequate boundary treatment and screening from port uses.

Plots 3, 4, 6 and 7 fall within a Gateway Areas, where Policy WS 6.2 (Gateway Areas) encourages new landmark buildings of exceptional quality, which help to define or emphasise the significance of the gateway.

Policy WS 3.2 (Housing Density) advises that residential development should seek to achieve a minimum density of 70 dwellings per hectare.

Policy WS 3.4 (Housing Mix) advises that, within the identified Regeneration Areas, a minimum of 30% of market dwellings will be developed for larger dwellings of three or more bedrooms. A lower threshold would only be accepted, where it has been demonstrated:

- the resulting development will be appropriate to the character of the surrounding area;
- the resulting development would fulfil other identified aspirations of the Council, including the need to support a viable form of development to secure necessary social, economic and environmental benefits; or
- local evidence of housing need and demand indicates that an alternative mix of housing would be more appropriate to secure; or
- alternative provision would meet another aim of the Council, such as provision for elderly persons or other specialist housing needs and a proportion of the site can still be developed as family housing.

The above policy is applicable to C3 dwellings only. It is not applicable to assisted living / care facilities, where it can be clearly demonstrated that these fall within Use Class C2.

The majority of commercial uses falling within Use Class E are deemed main town centre uses, in particular Use Class E(a) Retail, for the sale of goods, other than hot food.

The Masterplan site falls outside the Town Centre – it is an edge-of-centre and out-of-centre site. As such, were any retail use to exceed 1,500 square metres (gross), Policy WS 11.3 (Town and Local Centre Impact Assessments) advises that a Sequential Assessment and, possibly, a Town / Local Centre Impact Assessment would be required to demonstrate no alternative, suitable sites are available within the Town Centre, nor would they undermine the vitality and viability of existing centres. The 1,500sqm threshold, therefore, should be given careful consideration.

Policy WS 5.2 (Open Space Provision) advises that all new residential development will be required provide 37sqm per person or 80sqm per dwelling of publicly accessible open space.

Where new on-site provision cannot be achieved, an equivalent financial contribution will be required to secure improvements to existing local facilities and / or access to strategic provision, within the catchment of the development proposed.

Within Regeneration Areas, strategic provision should be identified within an appropriate master plan or neighbourhood framework. Where appropriate on-site provision would not be achievable, alternative well-designed, high quality open space must be provided, which may include access to formal or informal areas.

Policy WS 7.4 (Parking) advises that, in highly accessible areas where alternative modes of transport are available that can meet the likely demand and where mitigation measures are introduced, the acceptable levels of car parking may be below the parking standards.

For the Woodside Masterplan site, therefore, there is not a set parking standard.

Appendix 8 (Parking Standards, Transport Assessment and Travel Plan Thresholds) confirms the above, stating that, within Regeneration Areas, the Council

will support flexible and innovative approaches to car parking where supported by investment in sustainable transport, parking beat survey evidence, management mechanisms and robust travel planning.

The Tall Buildings Policy (WS 7.5) does not set any specific thresholds in terms of maximum heights or locations. Any submission would need to demonstrate consideration of scale; form and massing; proportion and silhouette; detailed surface design; facing materials; relationship to other structures; impact on streetscape, near and approach views; impact on cityscape, local and distant views; and impact on the skyline.



6.3 DEVELOPMENT PARAMETERS – WOODSIDE SOUTH //

Note that the area outside of the redline is included as an informative, not as a direct requirement of the masterplan design code

Ground Floor Use: This area has two key interactions, one with the public facing promenade, new cultural attraction and public facing new internal streets framing views towards and from the skyline of Liverpool, and the other with the existing residential uses to the south.

A centralised parking approach is proposed at the heart of the masterplan to plots 11, 13 and 21 - this should be concealed from street level through the use of the existing level change and cutting retaining walls, and active frontages created to surrounding streets. Pedestrian access should be focused towards the key edges with a focus on Chester Street for public use / orientation.

Potential commercial uses should be focused on the promenade and spaces opening to Chester Street / The landing Stage: Restaurant, Bars and Cafés - including Hotel receptions or residential amenity space, tourism / independent retail, leisure. Blank frontages are to be minimised to avoid impacting on the creation of an active street scene. Within the area there are also opportunities for lifestyle and well-being offers including doctors, dentists, gyms, etc to support a sustainable community and benefit the immediate context.

Hotel use should be focused around Chester Street or the Promenade frontages.

As the streets and squares proposed move away from the public primary routes it is intended that the street character will change to a residential focus with active ground floor residential uses from amenity space or apartments / duplex units integrated within apartment buildings providing excellent passive surveillance. Terraced town houses could be used to Church Street to integrate into the surrounding context.

Upper Floor Use: Upper levels within this area should deliver a mixed use residential development with potential for homes and hotel at upper floor levels.

Density: Residential Density would be expected to

significantly exceed a minimum of 70dph in-line with the emerging Local Plan Policy WS 3.2 - Housing Density Grain: Buildings should ensure that the building alignment allows the view corridors to be maintained as identified.

Response to neighbouring buildings: The Grade II Listed Ferry Terminal building sits in close proximity to the north and its setting should be considered with the development of these plans.

To the south are two established residential neighbourhoods - the terraced streets to Church Street, and Priory Wharf development. It is an important ambition that the redevelopment of the Woodside area should benefit these existing homes with new permeability, residential amenities including provision of open public space and play space, and local services including small scale supermarkets. Scale of buildings should visibility step down to this area, and vehicle access should be provided to not increase traffic on the existing streets.

Not a building but an existing heritage structure, the old graving dock to Rose Brae should be recognised and its history portrayed within the redevelopment of this site.

Heights: Existing buildings in the area range from 2 storeys up to 4 - 5 stories. Height is proposed to increase towards the river frontage and to interface and provide a strong edge to the central; Landing Stage public space.

This area is intended to provide a role in the new townscape skyline, and as such transformation is proposed with Mid Rise to Tall Building classification ranging from 7 - 8 and up to 15 stories. The scale of these buildings is explored through the view corridors within Section 9 of this document.

It is important that the scale and massing of buildings creates a clear space between taller elements to retain Birkenhead's townscape skyline identity with a series of taller elements set against a relative consistent scale backdrop, and also to be respectful of the heritage listed and non listed context.

Roofscape: This should be a varied area of roof forms providing a collection of building of different styles as is the

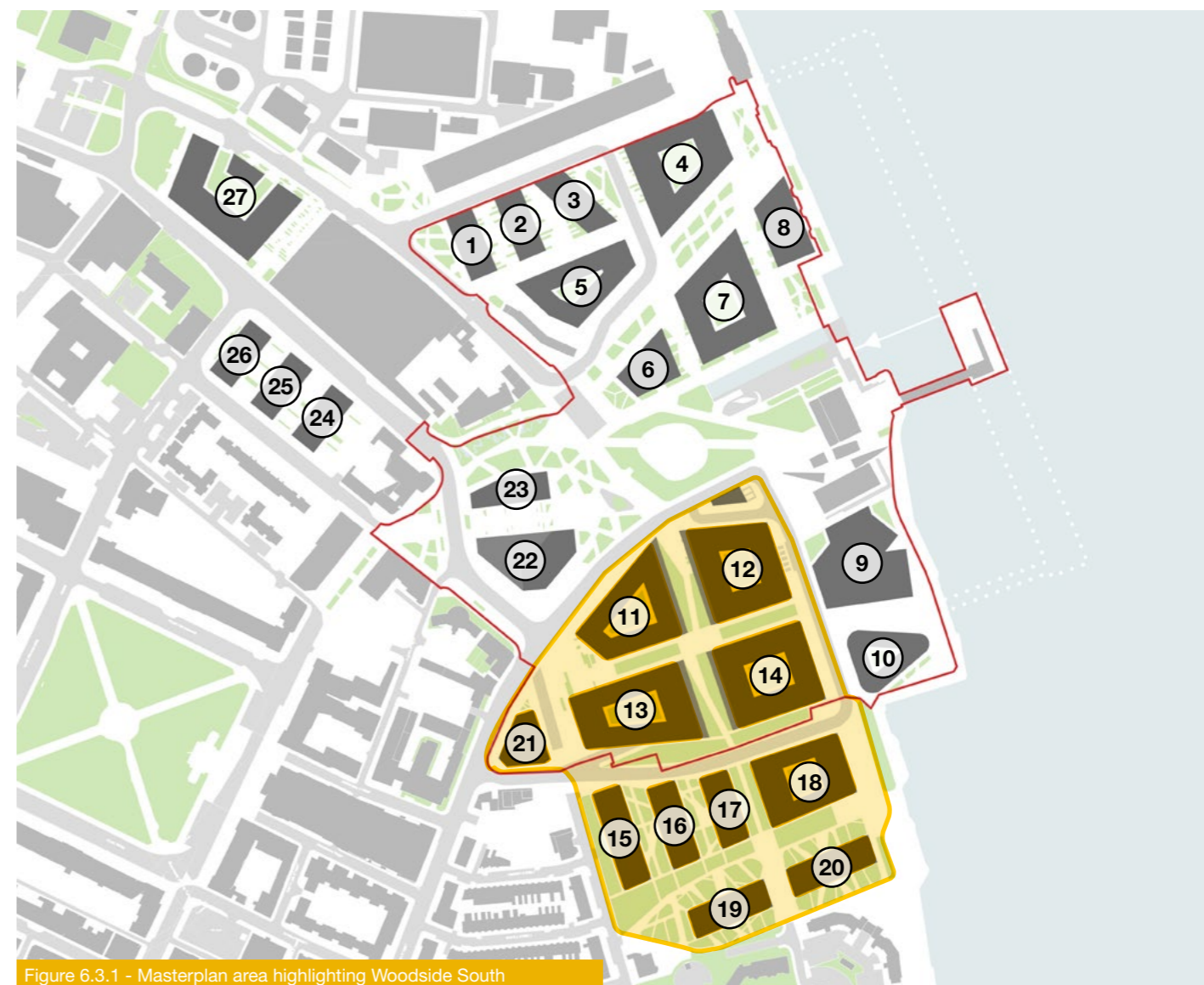


Figure 6.3.1 - Masterplan area highlighting Woodside South

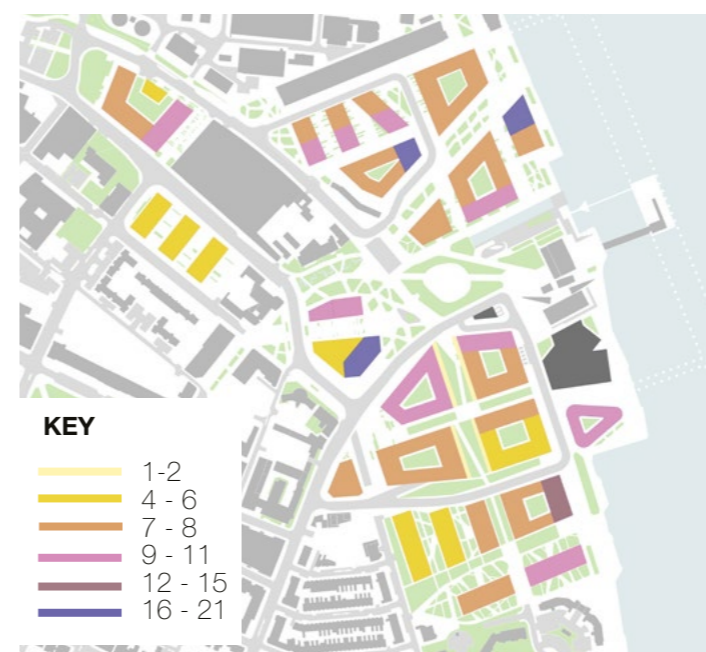


Figure 6.3.2 - Proposed building heights

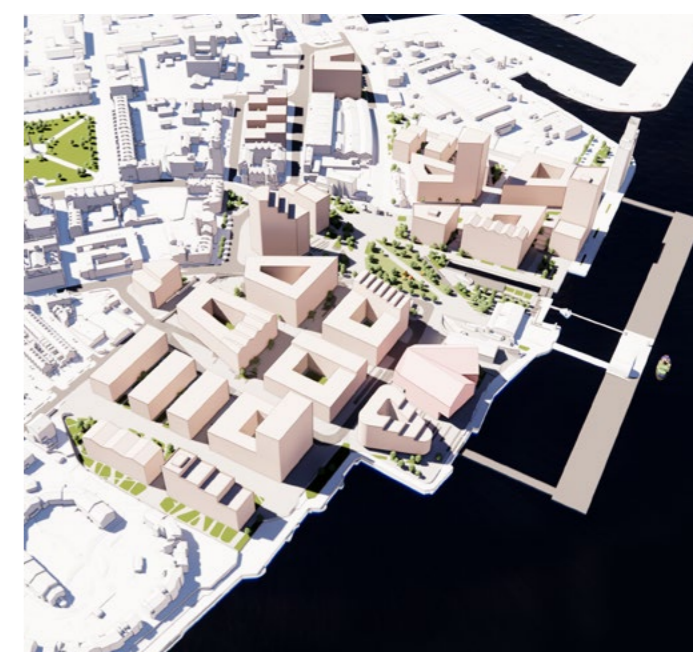


Figure 6.3.3 - Aerial view of masterplan



Figure 6.3.4 - Eddingtonby Wilkinson Eyre



Figure 6.3.6 - Krøyer Square by Cobe



Figure 6.3.7 - Lot Petit, Paris



Figure 6.3.5 - 19 Dzielnica, Warsaw

immediate context prior to dropping into the established Laird James Gillespie Hamilton Square Context.

Active Frontages: The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development. With increased scale these buildings could be subject to harsh environmental conditions and the quality of external private amenity space provision for residential / hotel uses should be given clear consideration.

Base of the building and Thresholds: With the introduction of tall buildings and the exposed nature of this area on the site, environmental modelling is important to avoid any impact on the external environment surrounding; wind, down draught, glare and solar studies will be required to support applications.

The buildings should provide a clear relationship to the street with strong active frontages. Residential entrances should be located away from commercial frontages, but where possible provide active ground floor functions themselves with amenity spaces and active lobbies. Hotels should provide active ground floor functions with entrance lobbies, amenity spaces and restaurants opening to the street.

Design Quality: As noted given the landmark nature of this site and proposals for Tall Buildings, and skyline identity, design quality should be a key consideration. Scale alone should not be considered as a key requirement for the site, rather it is important that the highest quality facade approach is developed that is unique and contextual, and one that sets a new benchmark for the area. This means the use of external facing materials that will not be impacted by the Marine Environment - stone, natural metal finishes, brickwork or glazing, and integration of ventilation systems etc so that these are not design features. Materials that will suffer marine degradation should be avoided.

Key Masterplan Development Principles:

- Skyline role to frontage
- Landmark building location supporting Tall Buildings.
- Key view corridor considerations with framing of view to Liverpool's Anglican Cathedral and Birkenhead's Town Hall.
- Listed Building Context.
- Full redevelopment potential, but with retention of heritage walls for carparking.
- Centralised parking location potential, but this needs to be screened to avoid blank frontages.
- Highest Design and material quality expectations
- This site is allocated to provide new homes as part of the Emerging Local Plan.
- Active ground floor uses responding to a high footfall future context, and ground / first floor to the promenade in particular.
- A mix of new homes, high quality upper mid tier hotel
- Strong sense of creating a new residential district and one that integrates with the existing community to the south.
- Need for Church Street and the Promenade to help direct and frame views towards the Priory.
- New enhanced public realm to capitalise on the view to the Liverpool Skyline and Mersey.
- Public realm space to be designed to allow external dining space to be created with clear demarcation lines associated to units to the promenade.
- Public space within the site to create a residential setting supporting active ground floor residential use.
- Opportunity to retain the feature of the graving dock to be explored.

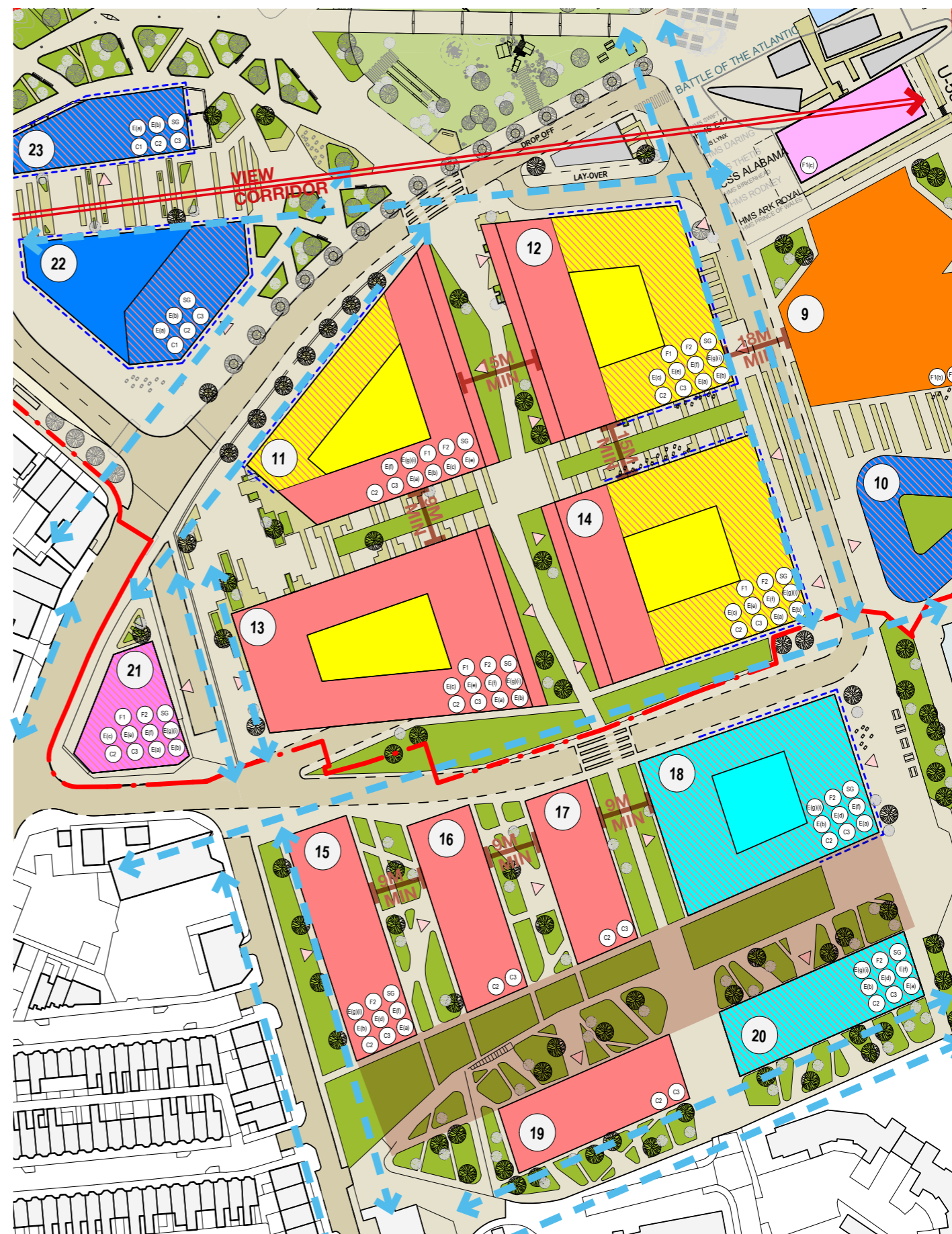


Figure 6.3.8 - Illustrative Masterplan Parameter Land use Plan



Figure 6.3.9 - Woodside South Massing Diagram

Woodside NORTH AND SOUTH POLICY REVIEW //

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Policy WS 3.4 (Housing Mix) advises that, within the identified Regeneration Areas, a minimum of 30% of market dwellings will be developed for larger dwellings of three or more bedrooms. A lower threshold would only be accepted, where it has been demonstrated:

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The majority of commercial uses falling within Use Class E are deemed main town centre uses, in particular Use Class E(a) Retail, for the sale of goods, other than hot food.

The Masterplan site falls outside the Town Centre – it is an edge-of-centre and out-of-centre site. As such, were any retail use to exceed 1,500 square metres (gross), Policy WS 11.3 (Town and Local Centre Impact Assessments) advises that a Sequential Assessment and, possibly, a Town / Local Centre Impact Assessment would be required to demonstrate no alternative, suitable sites are available within the Town Centre, nor would they undermine the vitality and viability of existing centres. The 1,500sqm threshold, therefore, should be given careful consideration.

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6.4 DEVELOPMENT PARAMETERS – WOODSIDE CENTRAL //

PLOTS 22 AND 23 //

Ground Floor Use: Commercial ground floor use; Restaurant, Bars and Cafés - including Hotel or residential amenity space, tourism / independent retail, leisure. Blank frontages are to be minimised to avoid impacting on the creation of an active street scene. Residential entrances should be located to maximise commercial frontage.

Hotel Entrances could be located to Bridge Street or Chester Street allowing for drop off space to the street.

High quality landscape space should be created between buildings which frames the view of the Anglican Cathedral and back towards Hamilton Station tower.

Parking provision / servicing space should be located to the minimise blank frontages with access provided from Chester Street or via new shared surface space to Bridge Street. Potential to create semi basement parking with access via Chester Street due to level change.

Upper Floor Use: Residential / Hotel use over ground floor active uses. Potential for larger commercial / residential podium to be delivered subject to elevational approaches providing acceptable street activation or screening of their location.

Within both plots there would be an ambition for some element of the upper level of the building to provide public / communal access; roof top terrace, bar / restaurant, etc. Plot 22 in particular with increased scale offers huge potential to capitalise upon the views to Liverpool and across the Wirral for commercial leisure use to act as a visitor attraction. Potential to provide panoraminc views at upper level reaching wider context of Liverpool and the Wirral.

Density: Residential Density would be expected to significantly exceed a minimum of 70dph in-line with the emerging Local Plan Policy WS 3.2 - Housing Density Grain.

Response to neighbouring buildings: The gyratory plot sits within the current Hamilton Square Conservation Area and as such as detailed Heritage Impact Assessment and Townscape Visual Impact Assessment would be expected.

This plot identifies two alternate approaches to development to plot 23; partial or comprehensive development. The appropriate approach will need to be informed by a comprehensive heritage impact assessment, evaluating the significance of the two existing buildings, partially occupying the site.

Heights: Existing buildings in the area range from 4 - 6 storeys within the immediate context, and the proposed masterplan proposes two tall landmark building opportunities one of which would be considered super tall in the Local Plan Policy context. This scale of development is proposed to allow landmark orientation around Woodside and make clear the importance of the connection to the Town Centre, transport hub within Hamilton Square Station and new bus interchange proposed to the newly reconfigured Bridge Street Place proposed.

Building heights are set at maximums of 20/21 stories with a lower level podium of circa 4 / 5 stories to plot 22, and 11 stories stepping down to 9 for plot 23. Both buildings will be subject to significant design quality aspirations and as such these heights are set as context heights established through an analytical analysis of a wide number of views. However detailed proposals will be required to justify or propose any reasonable scale increase.

Building scale is intended to provide a comprehensive impression working together as partners on the site with both framing views and working together to create an exciting and dramatic new landmark. Detailed view analysis is presented within Section 9 setting the design drivers helping shape the massing and scale of the building plots in context of wider town scape benefits.

Roofscape: Both plots are intended to have a shaped roofscape to direct views towards Liverpool / Hamilton Square tower. The taller plot 22 offers potential to deliver a sky-garden restaurant of landmark nature potentially justifying increased scale over what is indicated within the parameter plans.

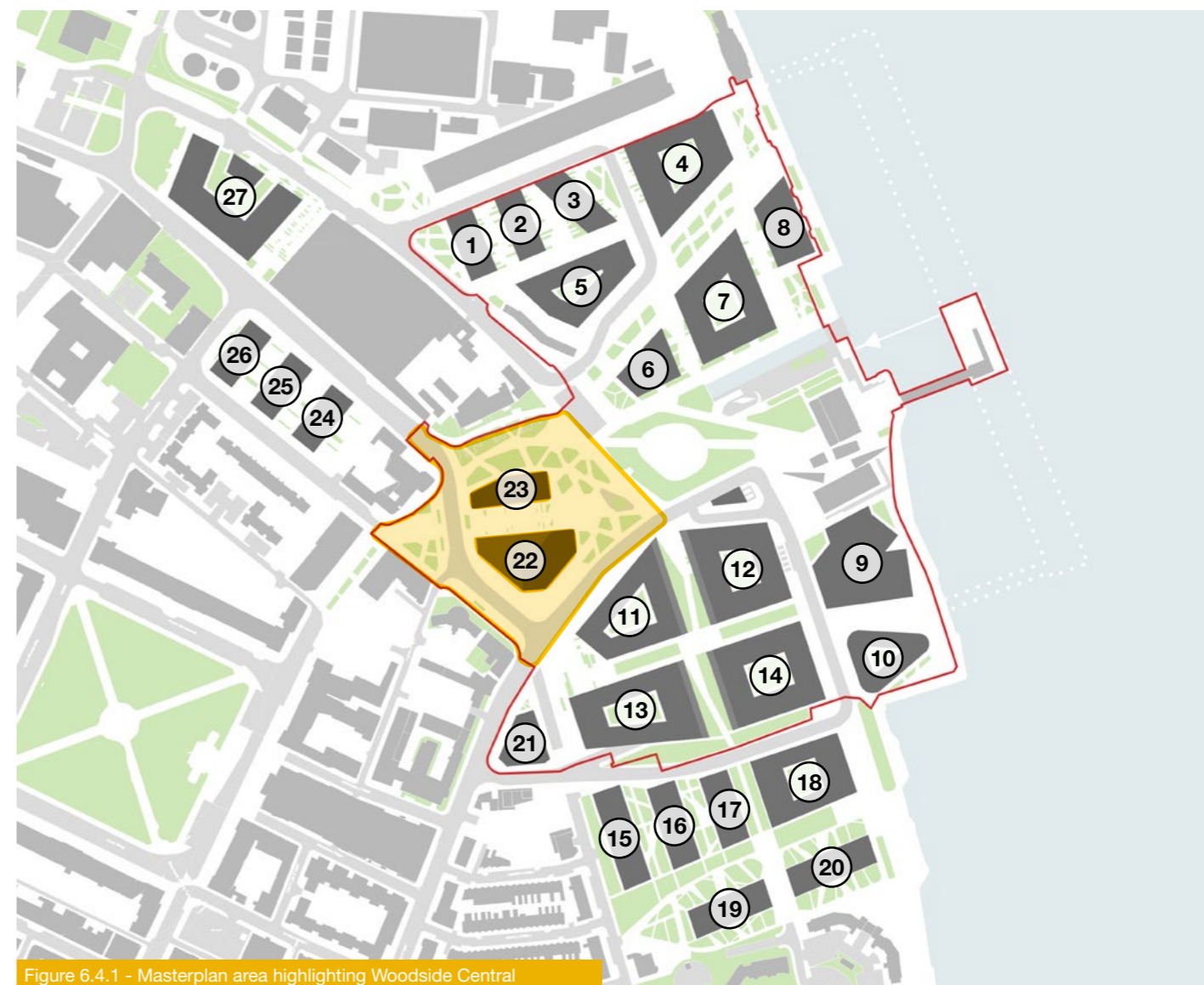


Figure 6.4.1 - Masterplan area highlighting Woodside Central



Figure 6.4.2 - Proposed maximum building heights

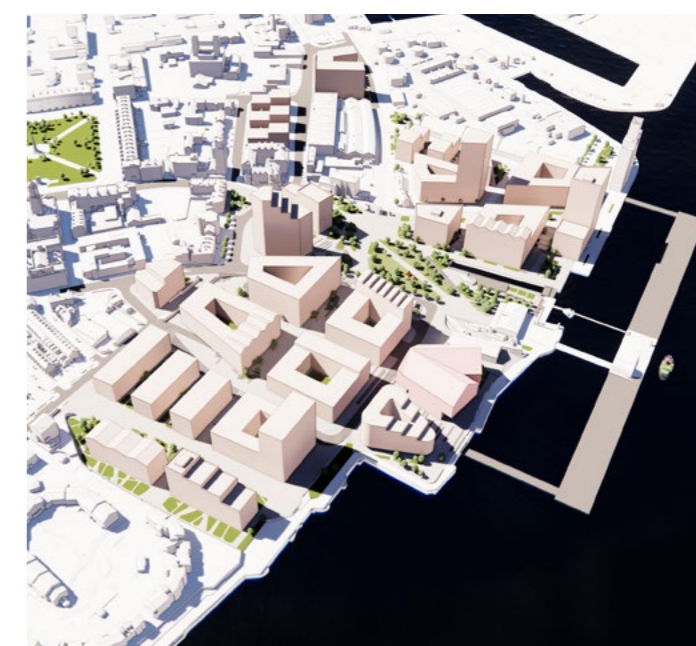


Figure 6.4.3 - Aerial view of masterplan



Figure 6.4.4 - Unique Tall Building in Heritage Setting - Leadenhall - Richard Rogers



Figure 6.4.5 - Landscape framing views - Highline New York - Field Operations



Figure 6.4.7 - Framing Views - Liverpool One BDP Architects

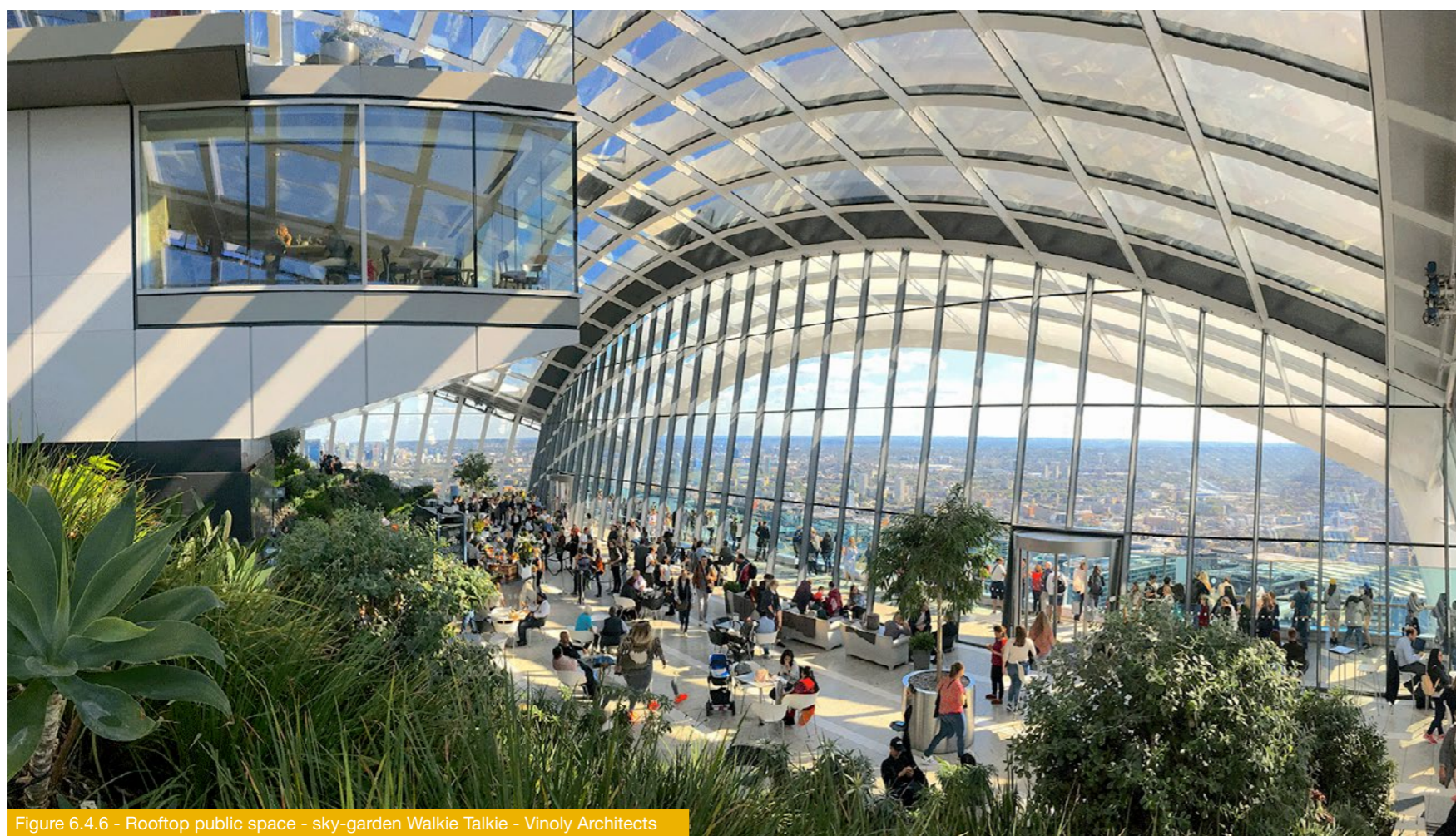


Figure 6.4.6 - Rooftop public space - sky-garden Walkie Talkie - Vinoly Architects

Active Frontages: The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development. With increased scale these buildings could be subject to harsh environmental conditions and the quality of external private amenity space provision for residential uses should be given clear consideration.

Base of the building and Thresholds: With the introduction of tall / super tall buildings environmental modelling is important to avoid any impact on the external environment surrounding; wind, down draught, glare and solar studies will be required to support applications.

The buildings should provide a clear relationship to the street with strong active frontages. Residential entrances should be located away from commercial frontages, but where possible provide active ground floor functions themselves with amenity spaces and active lobbies. Hotels should provide active ground floor functions with entrance lobbies, amenity spaces and restaurants opening to the street.

Design Quality: As noted given the landmark nature of this site and proposals for Tall / Super Tall Buildings, design quality should be a key consideration. Scale alone should not be considered as a key requirement for the site, rather it is important that the highest quality facade approach is developed that is unique and contextual, and one that sets a new benchmark for the area. This means the use of external facing materials that will not be impacted by the Marine Environment - stone, natural metal finishes, brickwork or glazing, and integration of ventilation systems etc so that these are not design features. Materials that will suffer marine degradation should be avoided.

It should be noted that the options for re-developing the gyratory site will be driven by a number of factors including planning considerations, its proximity to Hamilton Square and landownership.

Figures 6.4.8 and 6.4.9 (opposite) give an indication of how these factors may ultimately influence the eventual layout and footprints of the buildings that can be constructed on the site.

Key Masterplan Development Principles:

- Landmark building location supporting Tall / Super Tall Building.
- Key view corridor considerations with framing of view to Liverpool's Anglican Cathedral and back to Hamilton Square Tower.
- Hamilton Square Conservation Area context.
- Full redevelopment potential subject to detailed justification.
- Highest Design and material quality expectations
- This site is allocated to provide new homes as part of the Emerging Local Plan.
- Active ground floor uses responding to a high footfall future context.
- A mix of new homes, high quality upper mid tier hotel, and new leisure spaces to the ground floor with frontages minimised to allow the maximum commercial frontage.
- Delivering new pedestrian street between the site framing a view to the Anglican Cathedral and view back towards Hamilton Square Tower.
- Public realm space should be designed to allow external dining space to be created with clear demise lines associated to units.

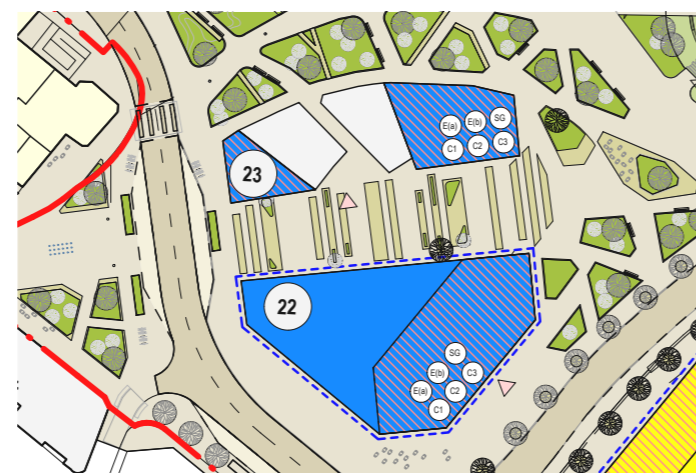


Figure 6.4.8 - Illustrative Masterplan alternate partial retention Parameter Land use Plan

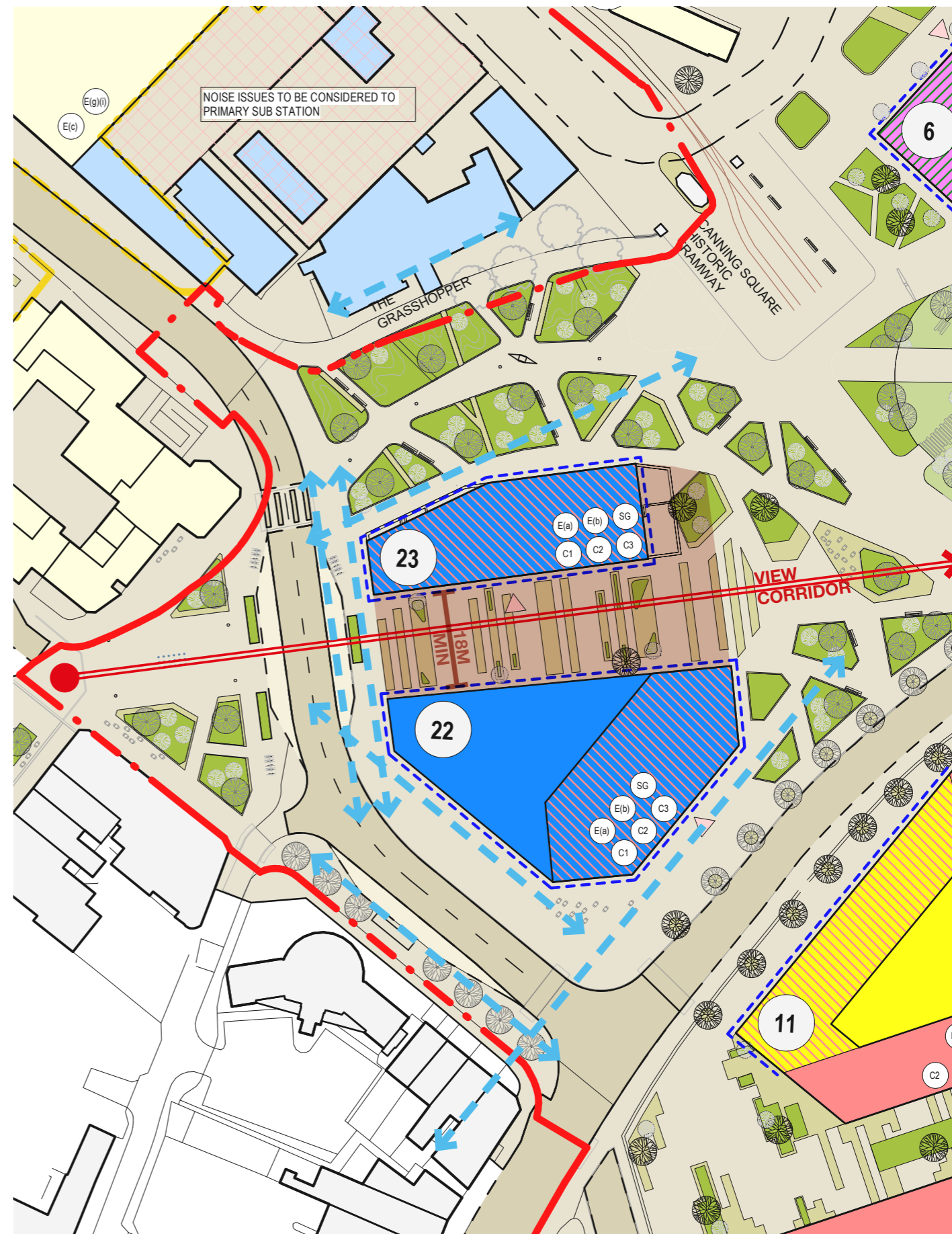


Figure 6.4.9 - Illustrative Masterplan Parameter Land use Plan



Figure 6.4.10 - Woodside Central Masterplan Massing Diagram

Woodside CENTRAL POLICY REVIEW //

A hotel (Use Class C1) and an assisted living / care facility (Use Class C2) are proposed within this Parcel. In the adopted UDP, Parcel 4 is identified Primary Commercial Area (and within the Hamilton Square Conservation Area).

Within Primary Commercial Areas, UDP Policy SH6 (Development Within Primarily Commercial Areas) advises that the principle of uses falling within Uses Classes E(a) Shops, E(b) Restaurants and cafés, E(c) Financial and professional services, E(e) Medical or health services, E(f) Crèche / Day nursery / Day centre and E(g) Offices / Research and development / Light industrial will be supported, subject to specific technical criteria being met.

Were the Masterplan Proposals to come forward ahead of the adoption of the new Local Plan, they would be assessed against adopted UDP Policy SH6 and would be deemed contrary to policy. That said, with regards the hotel, it could reasonably be argued a hotel use is one which is complementary to commercial uses falling within Use Class E.

Given the advanced stage of the emerging new Local Plan, the policies and commentary contained within the document would be deemed a material consideration and would likely carry significant weight.

Parcel 4 is identified within the emerging Local Plan as falling within the Birkenhead 2040 Framework Boundary, the Birkenhead Waterfront Regeneration Area and as forming a part of the Woodside Masterplan Area. The Woodside Masterplan Area (MPA-RA3.1) identifies that the Council will endorse proposals including for a mix of residential, cultural, hotel, leisure, and commercial uses.

As such, the principle of the Masterplan Proposals is supported by emerging policy. The assisted living / care facility is a form of residential accommodation, falling within Use Class C. To avoid being subject to Local Plan policies intended for traditional / typical residential development (falling within Use Class C3), it would

likely be necessary to explain and demonstrate how the Masterplan proposals are assisted living / care facility, which fall within Use Class C2.

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- local evidence of housing need and demand indicates that an alternative mix of housing would be more appropriate to secure; or
- alternative provision would meet another aim of the Council, such as provision for elderly persons or other specialist housing needs and a proportion of the site can still be developed as family housing.

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6.5 DEVELOPMENT PARAMETERS – – CANNING STREET //

Note that the area outside of the redline is included as an informative, not as a direct requirement of the masterplan design code

Ground Floor Use: This area has two key interactions, one with the Pacific Road, Great Northern and Cheshire Lines Warehouses, and the other the interface with Hamilton Square Conservation Area and existing residential.

The surface carpark to the Cheshire Lines building has been identified as a potential location for a second centralised parking approach for the north of the site. It is proposed that this is located to plot 27 concealed from street level through the use of the existing level change and cutting retaining walls, and active frontages created to surrounding streets. The northern aspect is towards the United Utilities Water Treatment plant and with this some environmental constraints - air quality, noise and odour. It is important that full assessments are undertaken to enable appropriate development to be brought forwards. At high level a view is provided to Liverpool and the Birkenhead Docks so there is good potential here with appropriate environmental and low level screening.

The surface car park to Bridge Street acts as an informal park and ride facility for Hamilton Square Station. Redevelopment of this site allows for new homes to be delivered at ground floor level to Bridge Street and within the site if developed as indicated within the illustrative masterplan. Canning Street is a busy A road and if gables are introduced this could allow residential amenity space to be provided here to mitigate against any low grade residential space being created.

Shore Road has the potential to deliver additional workspace at ground / first / second floor levels screening any upper level use views across the UU site. Commercial units could help extend the proposed hub of creative reuse workspace on offer at Pacific Road and Great Northern. Education use here may also be possible with links to the college opposite.

Upper Floor Use: Upper levels within this area should deliver residential development - subject to environmental constraints on plot 27. If restriction does prevent

residential use to plot 27 preferred secondary use would be education / hotel use.

Density: Residential Density would be expected to significantly exceed a minimum of 70dph in-line with the emerging Local Plan Policy WS 3.2 - Housing Density Grain: Buildings should ensure that the building alignment allows the view corridors to be maintained as identified.

Response to neighbouring buildings: Cheshire Lines is a key context building and has a dominant street appearance to Canning Street. Providing enhanced permeability to Bridge Street would be preferred, whilst the potential redevelopment to the Cheshire Lines surface parking area has the potential for increased scale to suit both the view towards the docks / Liverpool Skyline, but also as a visual end stop to the Argyle Street grid-iron view corridor.

The UU Water Treatment works will require careful consideration for environmental, noise and odour issues.

The Road Tunnel runs across the Cheshire Lines carpark and will need detailed structural solutions / engagement with Mersey Tunnels.

Heights: Existing buildings in the area range from 3 storeys up to 4 - 5 stories. Height is proposed to increase towards Canning Street, with the opportunity for increased scale to the grid-iron vista from Argyle Street.

Roofscape: This should be a varied area of roof forms providing a collection of building of different styles as is the immediate context prior to dropping into the established Laird James Gillespie Hamilton Square Context.

Active Frontages: The frontages are described within the ground floor uses, but this should also be considered with upper floor uses including balconies, winter gardens and windows that allow excellent views both in and out of the development. With harsh environmental conditions and the quality of external private amenity space provision for residential / hotel uses should be given clear consideration.

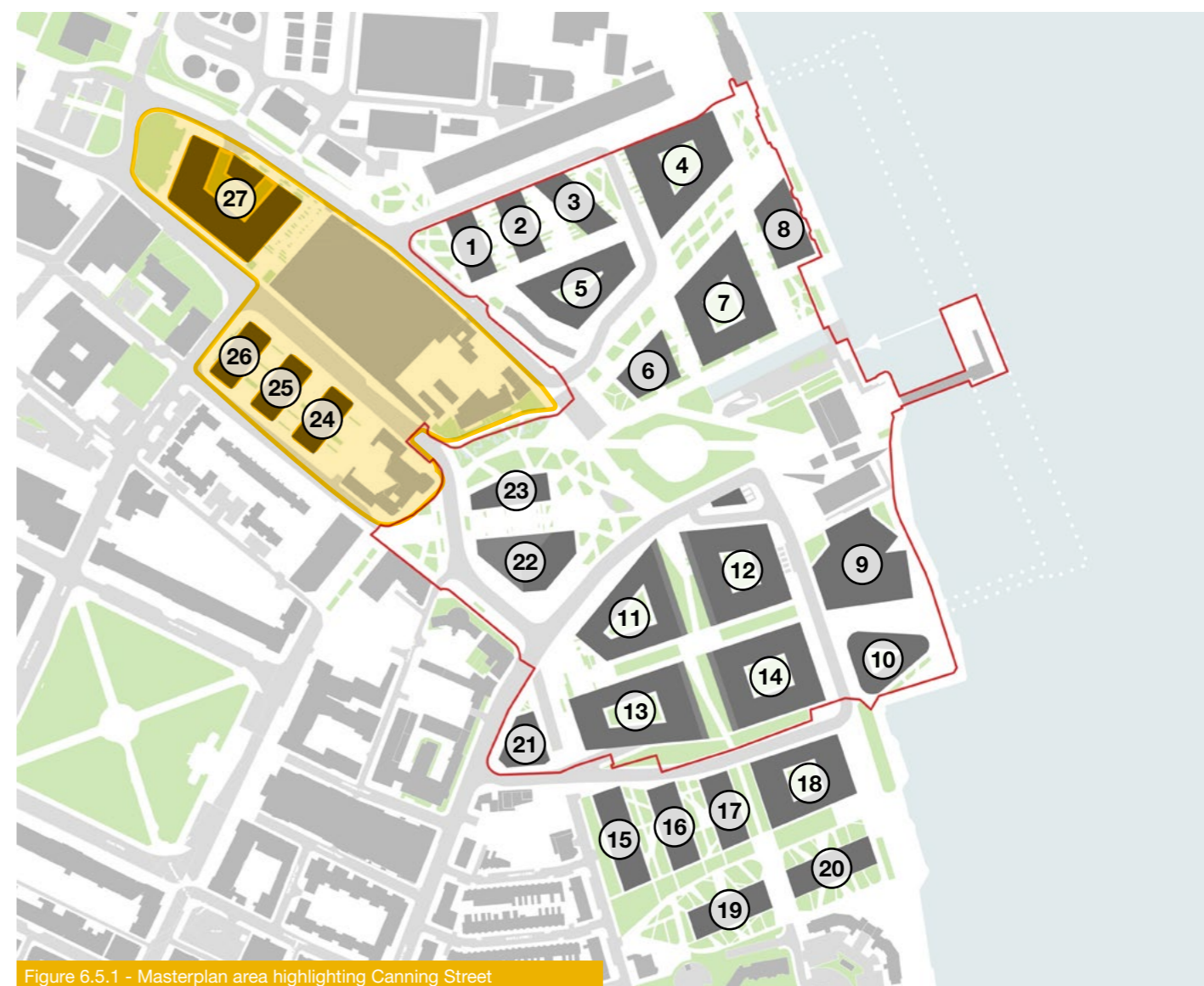


Figure 6.5.1 - Masterplan area highlighting Canning Street

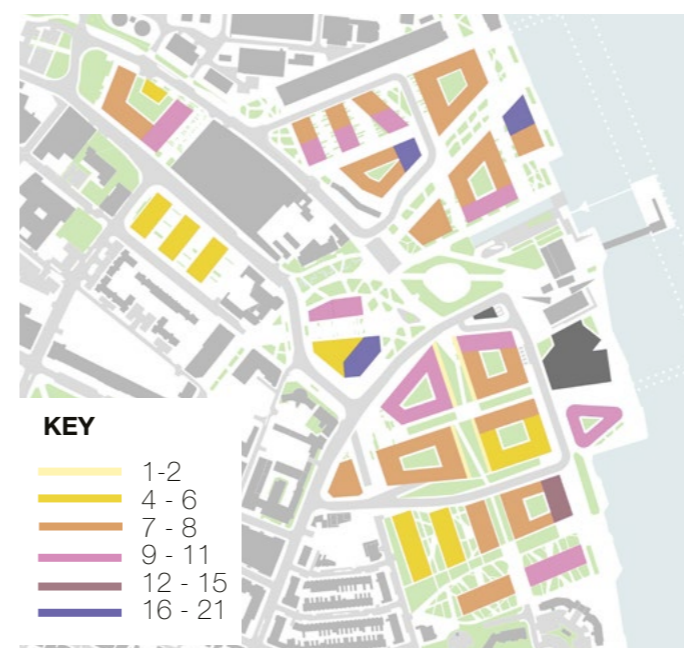


Figure 6.5.2 - Proposed building heights

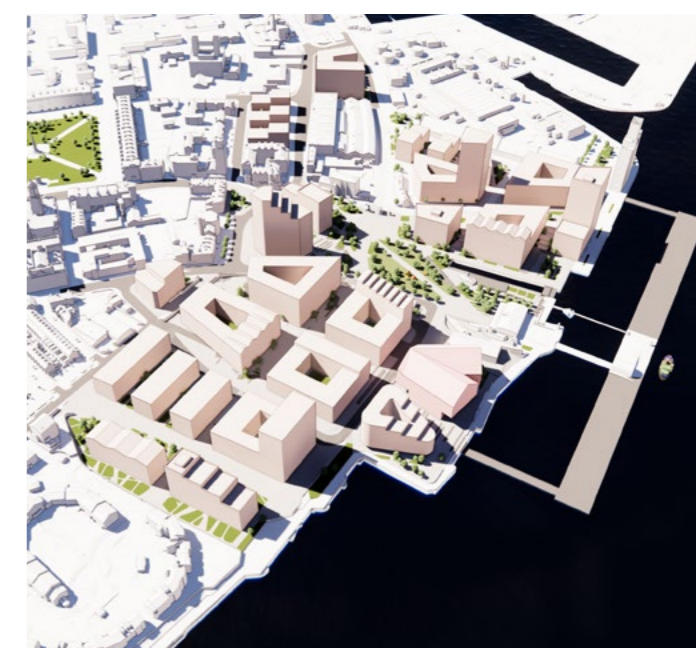


Figure 6.5.3 - Aerial view of masterplan



Figure 6.5.4 - Murrays Mills by FCBStudios



Figure 6.5.5 - Masterplan Woodside illustration



Figure 6.5.6 - Kampus, Manchester

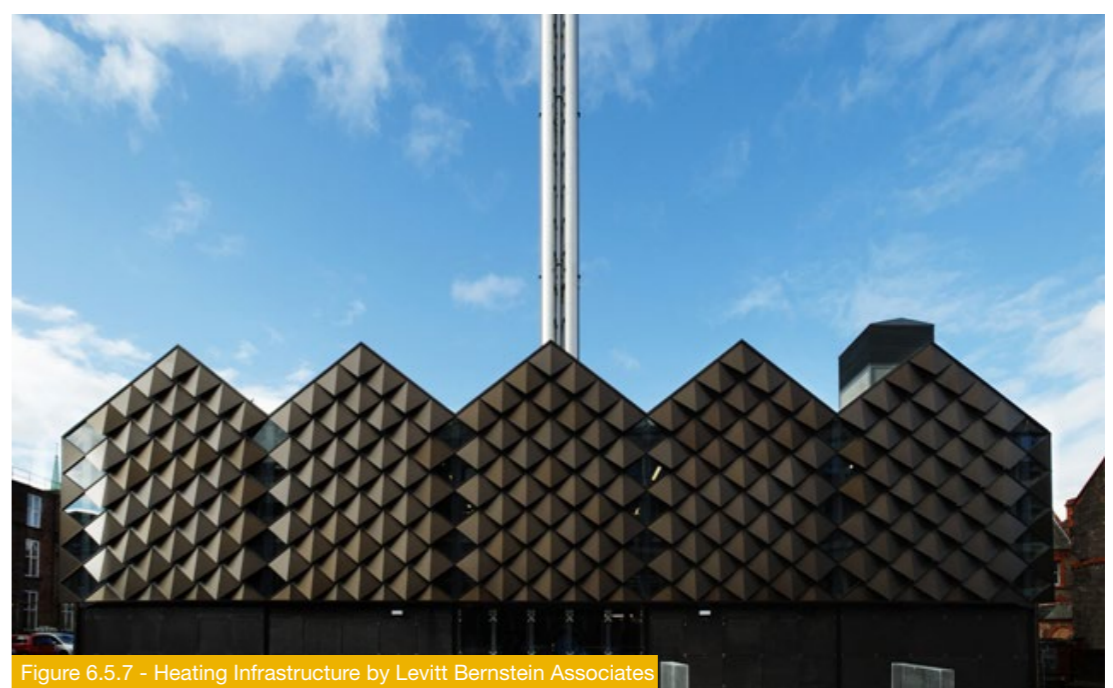


Figure 6.5.7 - Heating Infrastructure by Levitt Bernstein Associates

Base of the building and Thresholds: The buildings should provide a clear relationship to the street with strong active frontages. Residential use should be maximised to the ground floor locations with set backs and thresholds defined with landscape / ground floor terraces / front yards to be created to activate the street scene.

Design Quality: As a Marine Environment - stone, natural metal finishes, brickwork and integration of ventilation systems etc will be preferred. Materials that will suffer marine degradation should be avoided.

Key Masterplan Development Principles:

- Environmental constraint of UU works requires detailed consideration.
- Key view corridor with Argyle Street Vista with opportunity for increased scale as an end stop to the vista.
- Listed Building / Conservation Area Context.
- Full redevelopment potential, but with retention of heritage walls for carparking.
- Centralised parking location potential, but this needs to be screened to avoid blank frontages.
- Highest Design and material quality expectations
- A mix of new homes, hotel, education and creative workspace / workshops.
- Strong sense of creating a new residential district and one that integrates with the existing community to the south.
- Retention of access to Cheshire Lines Gable wall required, and opportunity for new public street.
- Public space within the site to create a residential setting supporting active ground floor residential use.

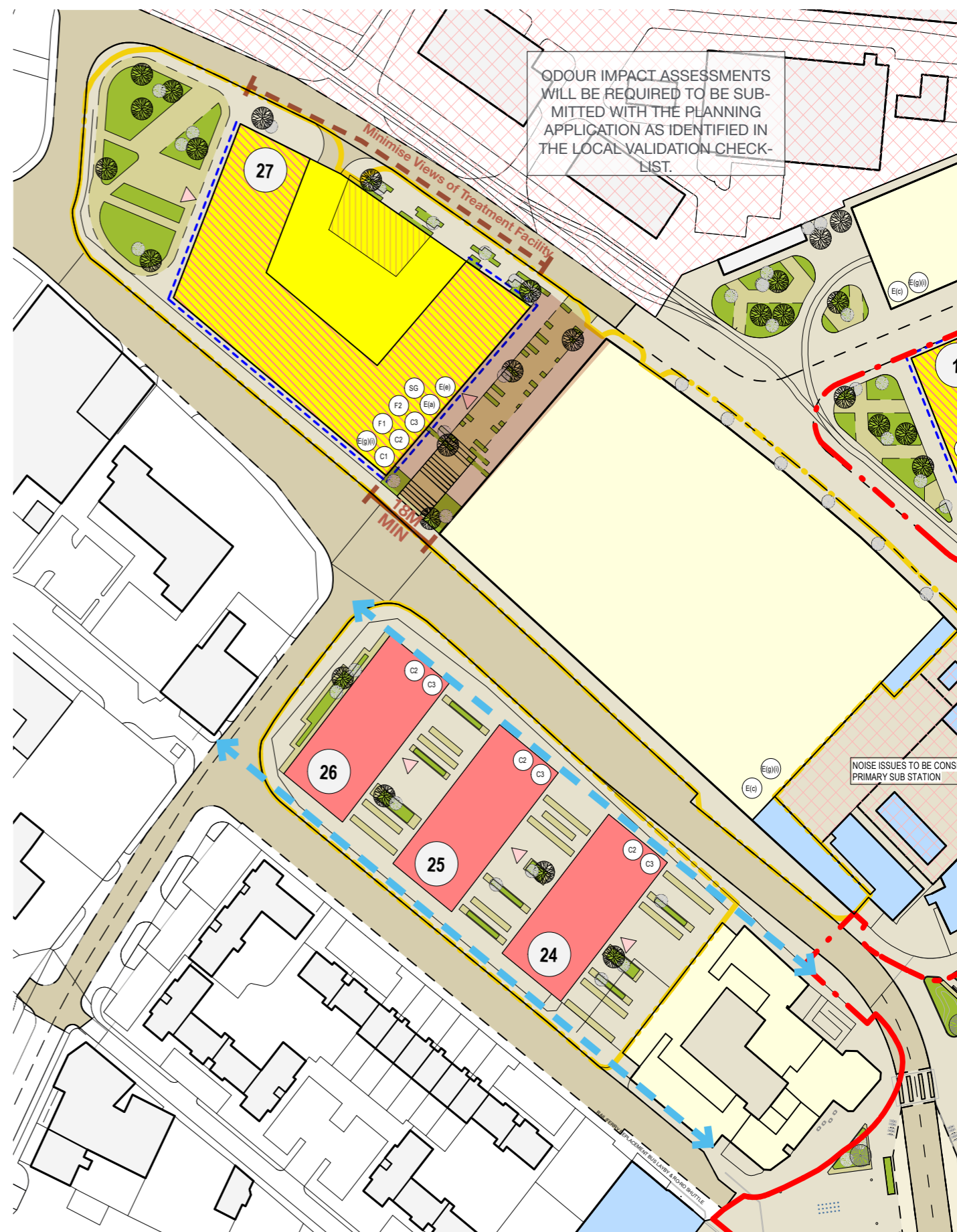


Figure 6.5.8 - Illustrative Masterplan Parameter Land use Plan

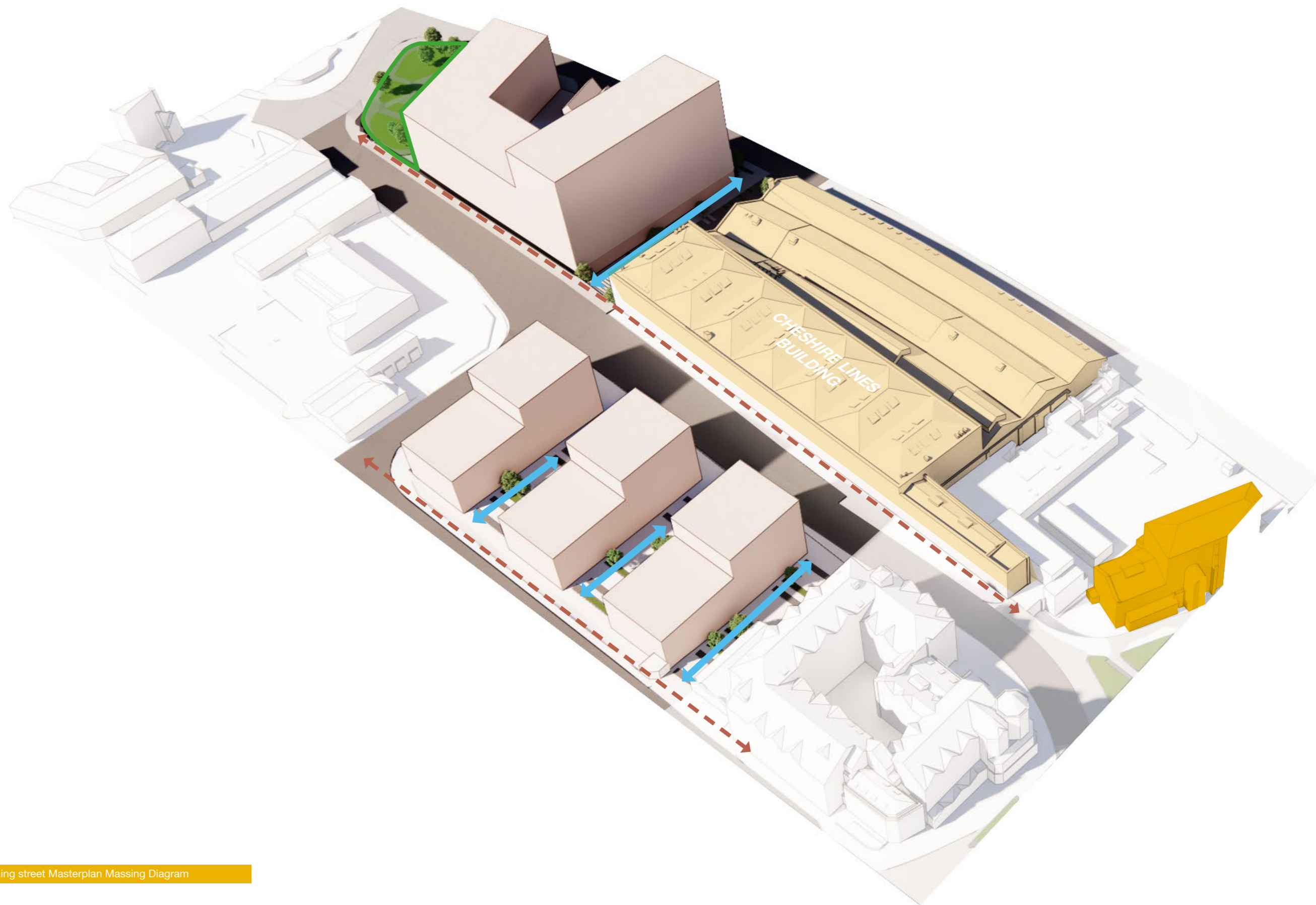


Figure 6.5.9 - Canning street Masterplan Massing Diagram

6.6 POLICY PARAMETERS //

Wirral's existing Development Plan comprises:

- Unitary Development Plan (adopted in February 2000);
- Joint Waste Local Plan for Merseyside and Halton (adopted in July 2013) – of little relevance to this Masterplan;
- Various Neighbourhood Plans – none of which are relevant to this Masterplan; and
- Various Supplementary planning documents.

The Parcels are identified on the adopted UDP Proposals Map as follows:

- Parcel 1 and 5 – Primary Commercial Area
- Parcel 2, 3, 6 and 7 – Primary Industrial Area
- Parcel 4 – A Primary Commercial Area (within a Conservation Area)

Parcel 8 – Housing Development Site

Set out below is a summary of the policies contained within the adopted Local Plan, which are deemed to be of relevance to the site:

Policy EM8 - Development within Primarily Industrial Areas

Within the Primarily Industrial Areas, proposals for the following uses will be permitted:

- uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
- proposals for the reconstruction, extension or expansion of existing businesses.

Policy EM9 - Non-Employment Uses in Industrial Areas
Proposals for retail or housing uses on land allocated for employment purposes will not be permitted.

Policy HS6 - Principles for Affordable Housing

The Local Planning Authority will seek to negotiate the provision of an element of affordable housing on suitable sites of over 1.0 hectare:

- affordable housing is defined as being that available to those whose incomes are insufficient for them to enter the local housing market;
- the affordable dwellings shall be provided through partnership arrangements between the developer and a Housing Association or other suitable

housing trust, or by the construction of low-cost units for sale or part-sale, part-rent;

(iii) depending on the suitability of the site and the local need, dwellings should be provided for one or more of the following groups:

- young single people;
- the elderly;
- young couples and newly forming households;
- those with special needs, including disability, mental illness and mental handicap.

The dwellings so provided shall be retained for the benefit of the original client group by a secure agreement.

Policy HS8 - Nursing Homes/ Residential Care Homes
Proposals for the development of new residential care or nursing homes, or the conversion of existing buildings to provide residential care or nursing homes will be permitted, subject to the proposal fulfilling all the following criteria:

- the proposal being of a scale which relates well to surrounding property;
- the proposal not resulting in an over-concentration of residential care or nursing homes in the area;
- the proposal not resulting in a private dwelling having a residential care or nursing home on both sides; and
- the proposal otherwise complying with Policy HS4 and Policy HS5.

All consents shall be given subject to a condition that they should be implemented within a three year period.

Policy SH6 - Development Within Primarily Commercial Areas

Within the Primarily Commercial Areas, uses falling within Class A1, Class A2, Class A3, Class B1 and Class D1 of the Town and Country Planning (Use Classes) Order 1987 will be permitted subject to the following criteria as appropriate:

- a proposal for Class B1 uses satisfies the criteria set out in Policy EM6 and Policy EM7;
- a proposal for Class A1 uses, together with other recent or proposed retail development, does not undermine the vitality and viability of any Key Town Centre or Traditional Suburban Centre as a whole or

other town centre outside the Borough boundary;

(iii) the proposal meets highway access and servicing requirements and includes off-street car parking in line with Policy TR9 and cycle parking in line with Policy TR12;

(iv) the siting, scale, design, choice of materials and landscaping is not detrimental to the character of the area;

(v) the proposal does not cause nuisance to neighbouring uses, or lead to loss of amenity, particularly in respect of noise and disturbance, on-street parking or delivery vehicles – where necessary, a suitable condition will be imposed on hours of opening/operation;

(vi) where a proposal for Class A3 use is located on a street containing similar establishments, cumulative levels of noise and disturbance, from both the existing and proposed activities, should not exceed a level likely to be detrimental to the amenity of the area;

(vii) proposals for Class A3 uses should include measures to mitigate smell and internally-generated noise - these measures should not be visually intrusive in the street scene and should be fully installed before the business commences trading.

Local Planning Policy Context – Emerging //

A new Local Plan is being prepared to shape the future of the Borough to 2037. Upon adoption, the Plan will replace the existing Unitary Development Plan and will provide the main basis upon which future planning applications will be determined.

The Wirral Local Plan (2021 – 2037) Submission Draft was submitted to the Secretary of State for Levelling Up, Housing and Communities for independent examination on 26 October 2022.

The Local Plan Submission Draft sets out a vision for how Wirral will change as a place over the next 15 years.

The Parcels are identified on the Local Plan Submission Draft Policies Map as follows:

- Birkenhead 2040 Framework Boundary – Parcel 1, 2, 3, 4, 5, 6, 7, 8
- RA3 Birkenhead Waterfront Regeneration Area – Parcel 2, 3, 4, 5, 6, 7, 8
- RA4 Central Birkenhead Regeneration Area Parcel 1

- Residential Density Zone – Parcel 1, 2, 3, 5, 6, 7, 8
- Mixed Use Area – Parcel 1, 2
- Woodside Masterplan Area (MPA-RA3.1) – Parcel 3, 4, 5, 6, 7
- Gateway Area – Parcel 3 (partially – southern extent), 4, 6 (partially – northern extent), 7 (partially – northern extent)
- Conservation Area – Parcel 4
- Major Highway Improvement – Parcel 4 (partially – northern extent)
- Public Transport Improvement – Parcel 4 (partially – northern extent)
- Housing Allocation (Rose Brae Village, RES-RA3.4) – Plot 8

Set out below is a summary of the policies contained within the emerging Local Plan, which are deemed to be of relevance to the site (with Parcel references, where applicable):

Plots 2, 3, 4, 5, 6, 7, 8:

Policy RA 3 - Birkenhead Waterfront Regeneration Area

A. The Birkenhead Waterfront Regeneration Area will be developed as a residential led mixed use area with associated cultural and commercial uses set in a high quality waterside public realm with strong connections to Birkenhead Town Centre, and will provide for approximately 630 new dwellings.

The following sites are allocated for residential use within the Regeneration Area to support the delivery of the development and regeneration strategy set out in Policy WS 1:

- Site Ref: RES-RA3.4 (Parcel 8); Location: Rose Brae, Church Street, Woodside; Size and Capacity: 1.96 hectares, 180 units
- Location: Other developable areas; Size and Capacity: 450 units

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

1. complement the ongoing regeneration of the waterfront and the wider area with priority given to uses which support the adjoining Twelve Quays RoRo terminal in the case of EMP-RA3.1, subject to

the provision of adequate boundary treatment and screening of port uses within the site;
 2. be designed to reflect the area's riverside setting, and protect and enhance key views of Liverpool's waterfront;
 3. incorporate distinctive and climate resilient landscaping and public realm to reflect the area's distinctive coastal environment;

Plots 3, 4, 5, 6, 7:

Woodside Masterplan Area (MPA-RA3.1)

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

1. the delivery of a high quality, attractive and vibrant residential mixed use neighbourhood of appropriate scale, height and massing which reflects the opportunity of the strategic waterside location;
2. a mix of residential, cultural, hotel, leisure, and commercial uses which are complementary to the regeneration of Birkenhead town centre;
3. the provision of high quality public spaces with riverside access;
4. a shared use road network which ensures safe access for all users and provides a safe pedestrian and cyclist route between Hamilton Square and the waterfront; and
5. a range of building heights including taller landmark buildings which acknowledge and respect the Queensway Tunnel ventilation tower and key views from the Hamilton Square Conservation Area.

Plot 8:

Rose Brae Village (RES-RA3.4)

D. Proposals for residential development at Rose Brae will be supported where they provide, as appropriate, for:

1. a built form which responds to the opportunities offered by its sloping waterside topography; and
2. a linear neighbourhood greenspace providing a connection from Church Street to the waterfront promenade; and
3. an enhanced waterfront public realm with a generous setback from the river edge to allow for dwell time and variety of uses; and
4. active travel routes north, through the land between Rose Brae and Woodside and the Gyratory.

Policy WS 6.1 - Placemaking Principles

A. Development proposals, must demonstrate that the following placemaking principles have been adhered to in a manner which is commensurate with the scale and nature of development and which responds well to the

local context and character of the area. Developments are required to:

1. provide high quality and well designed development to promote healthy and active lifestyles, vibrant communities, and contribute positively to the efficient revitalisation and regeneration of existing neighbourhoods;
2. enhance the key features, visual amenity, character, and distinctiveness of existing settlements;
3. ensure permeability within the site through the provision of a choice of safe, direct and attractive routes, and provide for positive integration with adjacent communities and services, and public realm, and where relevant and safe to do so, waterfront access;
4. contribute to and where relevant provide for the strategic provision of facilities for open space and recreation, shops, schools and health services;
5. provide high quality, sustainable connections and access internally and externally to the site, with priority given to walking, cycling and public transport within the design, ensuring that people of different ages, abilities and characteristics can move around internally and externally without difficulty over the lifetime of the development;
6. be flood resilient throughout its lifetime and incorporate sustainable drainage and water management systems and adaptability to address climate change;
7. conserve and positively enhance trees, landscapes, habitats and biodiversity and provide appropriate green and blue infrastructure including landscaping and amenity space including giving consideration to the use of communal space for growing food;
8. conserve, sustain and enhance the character, integrity and setting of the historic environment, including designated and non designated heritage assets;

Plots 3, 4, 6, 7:

Policy WS 6.2 - Gateway Areas

B. Major development within the gateways and within 100m of the gateways will only be permitted where its design is of a high quality, appropriate to the location and context of the gateway.

New landmark buildings of exceptional quality will be supported in these locations where they help to define or emphasise the significance of the gateway.

Plots 3, 4, 5, 6, 7:

Policy WS 6.3 - Masterplan Areas

C. Development proposals within the following Masterplan Areas must be in conformity with a Masterplan which has been endorsed by the Council:

- MPA-RA3.1 - Woodside and A41 Gyratory
- D. The approach to Masterplan production, including the scope and parameters of Masterplans, should be proportionate and appropriate to the nature of the Masterplan Area itself. The approach should be discussed and agreed with the Council prior to the submission of any site-specific planning proposals.
- E. Masterplans will be expected to front-load the planning process and promote the timely delivery of comprehensive high-quality regeneration, development and infrastructure in line with the National Design Guide.
- F. Masterplans should demonstrate how a comprehensive, phased and coordinated approach shall be taken to site development setting out how necessary infrastructure will be delivered on a phased basis.
- G. Masterplans should have regard to relevant strategies and background evidence base documents produced by the Council, including Neighbourhood Frameworks.
- H. Development proposals within Masterplan Areas must demonstrate that they will not prejudice the timely delivery of comprehensive high-quality regeneration, development or infrastructure of the wider Regeneration Area.

Plot 1:

Policy RA 4 - Central Birkenhead Regeneration Area

- A. Development within the Central Birkenhead Regeneration Area shown on the Policies Map will comprise a new commercial office quarter with new residential-led mixed use neighbourhoods which will provide for approximately 1,450 new dwellings.
- B. Applications within the Central Birkenhead Regeneration Area will be permitted subject to meeting the following requirements and other relevant policies of the Local Plan. Development proposals should:
1. protect and enhance the area's historic environment, including views from and to Birkenhead Park, Hamilton Square Conservation Area, Birkenhead Priory, and Clifton Park Conservation Area;
 2. incorporate distinctive and climate resilient landscaping and public realm to reflect the area's coastal environment; and
 3. provide or contribute proportionately and appropriately to the provision of a comprehensive network of high quality public realm, including Dock Branch Park Phase 1 as identified in the Emerging Birkenhead Design Guide SPD;
 4. incorporate active travel improvements and enhance permeability and connectivity within the regeneration area;

5. contribute proportionately and appropriately to primary school place provision.

Plots 2, 3:

Policy WS 10.2 - District Heat Networks

G. Major developments located within 500m of a planned future district heat or power network, or combined (cooling) heat and power network, which is considered by the Council likely to be operational within 3 years of a grant of a planning permission, will be required to provide a means to connect to that network and developers shall provide a reasonable financial contribution for the future costs of connection and a commitment to connect via a legal agreement or contract, unless a feasibility assessment demonstrates that connection is not reasonably possible.

H. All development proposals within the Birkenhead Heat Network area or in proximity to an existing or proposed district heat or power network, combined heat and power (CHP), combined cooling, heat and power (CCHP) station will be expected to comply with Policy WS 8.6 Heat and Power Networks.

I. Land shown on the Policies Map at Canning Street (ENG- SA2.2) and at Woodside Waterfront (ENG SA2.3) will be safeguarded for the provision of future energy centres for Birkenhead Heat Network.

Policy WS 3.2 - Housing Density

B. New residential development within the Density Zones shown on the Policies Map should be provided at the following minimum densities unless it can be demonstrated that this is not appropriate having regard to site characteristics:

- Residential Density Zone - Waterfront Density Zone (RES-DZ1)

Definition - 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. Minimum density (dwellings per hectare) – 70

Policy WS 3.4 - Housing Mix

H. All new residential developments must provide homes of an appropriate type, size and tenure to meet the needs of the local community including specialist housing for the older population and other specialist needs where appropriate.

I. Outside identified Regeneration Areas, a minimum of 70% of market dwellings will be developed for larger dwellings of three or more bedrooms, within Use Class C3. Within identified Regeneration Areas this should be a minimum of 30%.

Policy WS 11.3 - Town and Local Centre Impact Assessments

G. Development proposals for main town centre uses that are edge of centre or outside a Town, District or Local Centre shown on the Policies Map will only be permitted where it can be demonstrated that:

1. no alternative, suitable sites are available, first within, and then at the edge of a Town, District or Local Centre shown on the Policies Map in line with the sequential test; and 2. the site is easily accessible by a choice of means of transport and is, or will be, well-connected to a Town, District or Local Centre shown on the Policies Map.

3. they do not undermine the vitality and viability of existing centres.

H. Development proposals for new retail, and leisure floorspace, in edge or out-of-centre locations not designated for such use will be required to submit an impact assessment, that includes consideration of impact on relevant centres in adjoining districts. The applicable thresholds for an impact assessment of proposed new edge-of-centre and out-of-centre floorspace are:

- Sub-Regional Centre - Birkenhead Town Centre (TC-SA2.1) - 1,500 square metres (gross) retail
- Should any assessment demonstrate that there would be a significant adverse impact on the existing, committed or planned investment in the centre or its vitality or viability then the application will normally be refused.

Appendix 7 - Urban Tourism Areas

Table A7.1 Sites designated for protection for visitors and tourism subject to Policy WS 4.4:

- SA2 - Commercial Core:
 - o TLR-SA2.1 - Woodside Waterfront - Urban Tourism Area

Policy WS 4.4 - Tourism

Protecting Tourism Assets

I. Development will be permitted within or adjacent to the Urban Tourism Areas where it will maintain or enhance:

1. uninterrupted public access to and along the Wirral waterfront; and
2. the character and attractiveness of the area for visitors and tourism.

J. Development in other urban coastal locations, where coastal access is currently limited, should take opportunities to increase public access to and along the Wirral coastline where this is compatible with environmental designations.

Tourism Development

K. Proposals for tourist attractions and visitor facilities, including hotels, will be encouraged in the urban area outside the Primarily Residential Areas, in particular at:

- i. New Brighton;
- ii. The central and commercial areas of Birkenhead;
- iii. The Birkenhead Waterfront; and
- iv. other urban coastal locations including Hoylake and West Kirby.

L. Proposals for visitor facilities in the Rural Area will be supported where they meet the tests of national Green Belt Policy.

Plot 4:

Appendix 9 - Transport and Infrastructure Schemes

A. The delivery of the following key transport infrastructure will be progressed over the plan period:

- ii. Schemes to facilitate the greater use of public transport:
 - c. New Shore Road entrance to Hamilton Square Station (TPT-RA3.2);
 - iii. Schemes to reduce the overengineering and connect communities within Birkenhead:
 - c. Remodelling of Woodside gyratory (TPT-RA3.4).



Figure 6.6.1 - Plot Numbers Diagram



7

INFRASTRUCTURE //



7.1 CAR PARKING PROVISION//

The approach to parking should be to look to minimise the access for general traffic within the main Woodside Waterfront area. This is to maximise the feeling of pedestrian priority and the use of this space for public engagement and entertainment.

Parking is proposed to be located from Chester Street and Canning Street both A roads. Parking may be provided within the plots through podium type approaches but external facades must remain active as per the design code. Creating mobility hubs in place of standard car parks in these locations can help further minimise traffic and offer alternative transport options.

The level of parking is to be in accordance with the Emerging Local Plan with the approach expected here to minimise the need for private cars on the basis of exceptional public transport.

Within Woodside Central there is potential to work with the level to deliver a basement carpark across the whole footprint of the site whilst maintaining the views across the site.

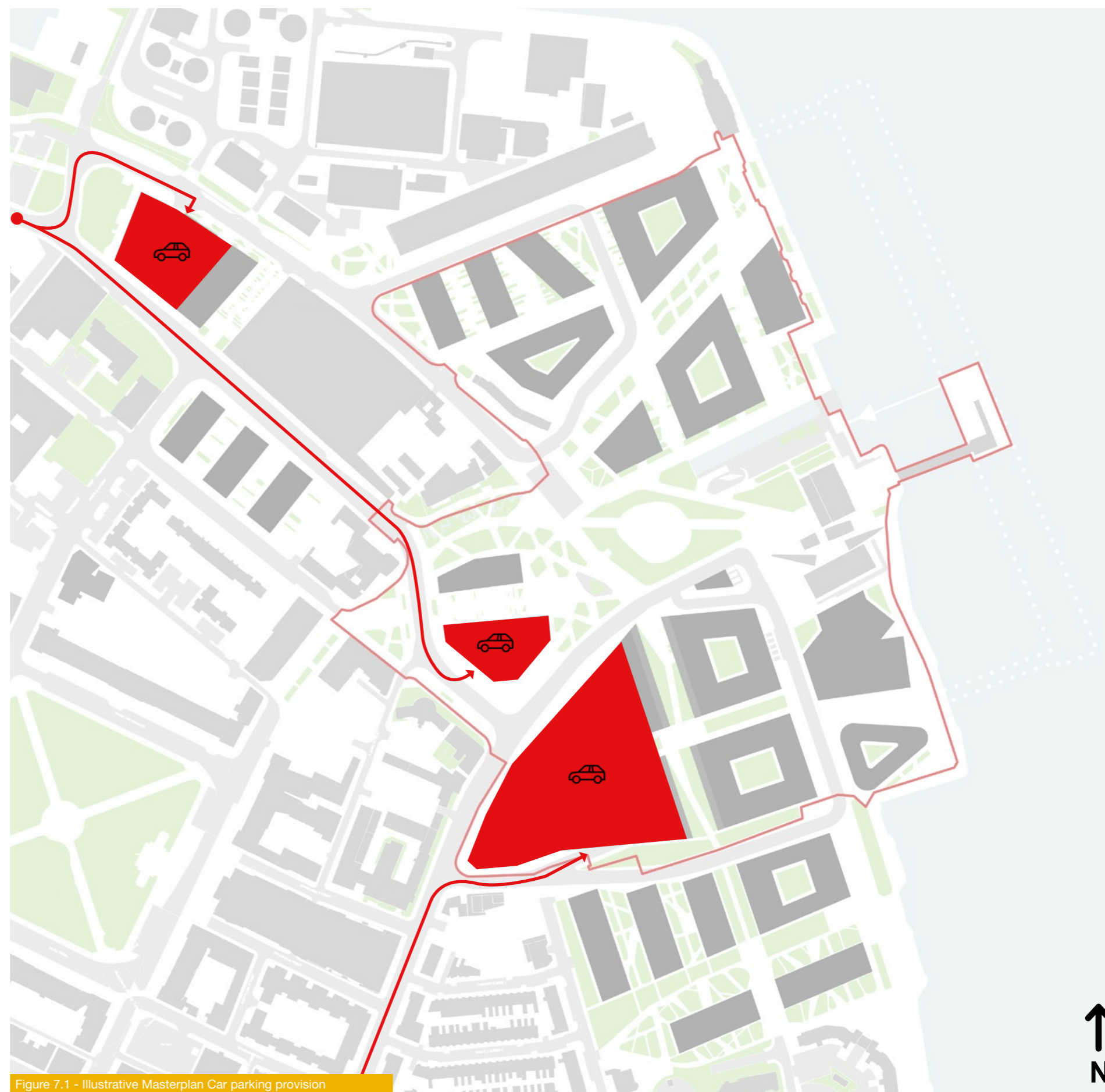


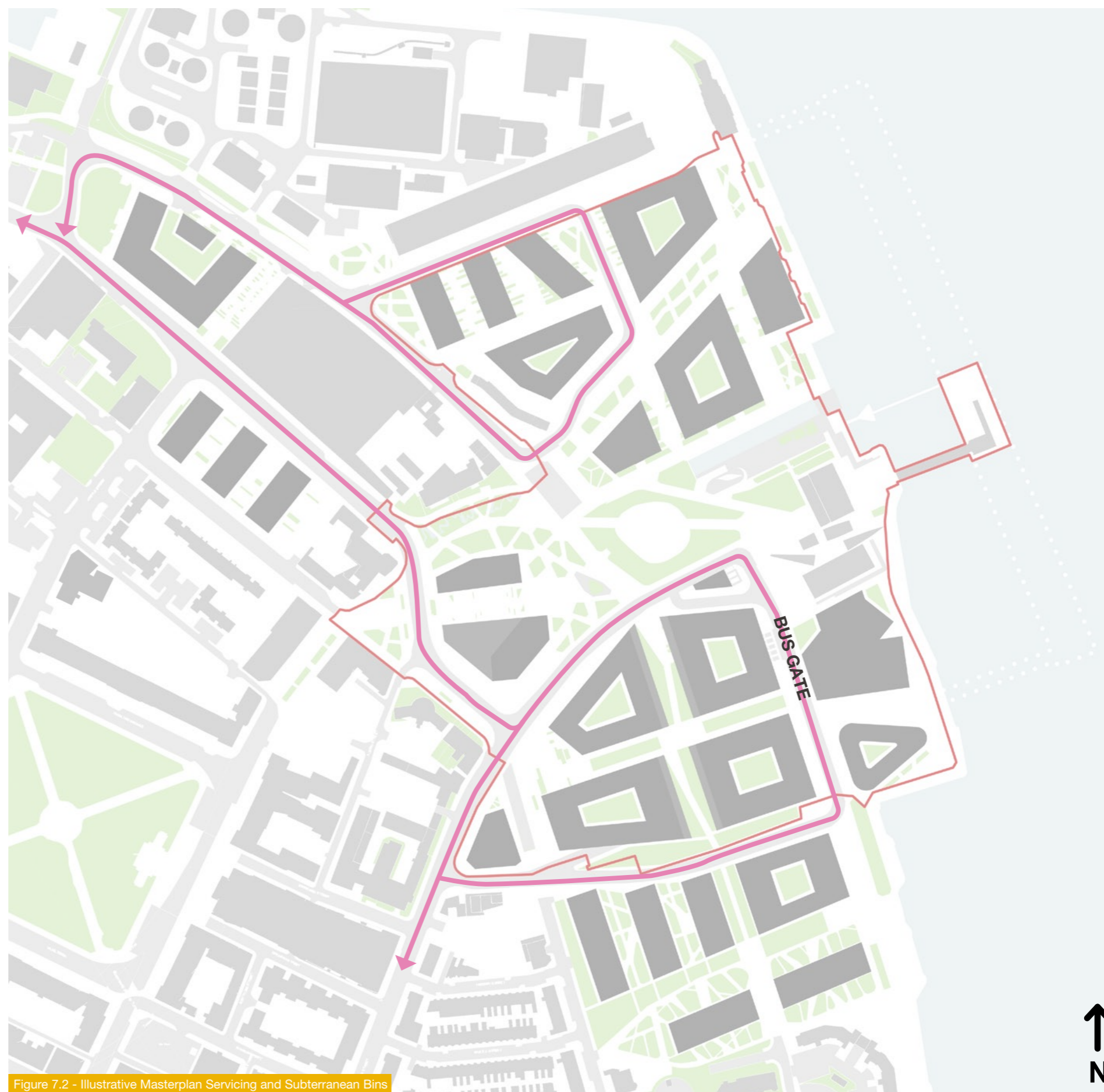
Figure 7.1 - Illustrative Masterplan Car parking provision

7.2 SERVICING & SUBTERRANEAN BINS //

In line with the Emerging Local Plan it is intended to utilise the subterranean bin approach as a centralised solution within the streets for all residential and commercial use.

The spine road indicated running through the site should be the principle form of access for refuse vehicles, but with tracking and analysis required in detail to ensure a maximum of 30m from front door to bin store is achieved.

A bus gate is proposed as part of the access route to Woodside South ensuring that this is not used as a cut through - with potential for refuse vehicles to also utilise this to prevent the need for space to turn around.



Key

— Servicing/Bin Lorry Route

Figure 7.2 - Illustrative Masterplan Servicing and Subterranean Bins

7.3 POTENTIAL HEAT NETWORK //

As part of the 2040 Framework a district Heat Network is being investigated with the intention that this could provide low carbon heating to properties within the town. The layout opposite is for illustrative purposes only to show a network of pipes connecting across the town delivering low cost green heating to homes and businesses.

The intention would be that any development that is brought forwards within the Woodside Masterplan area should form part of this network, or be designed to allow future connection as the District Heat Network is delivered. Indicative routes are identified to sit below key servicing routes.

The sites highlighted in Red have been indicated in the Birkenhead Waterfront Neighbourhood Framework as safeguarded for potential accommodation of an Energy Centre as part of the Birkenhead Heat Network catalyst project.

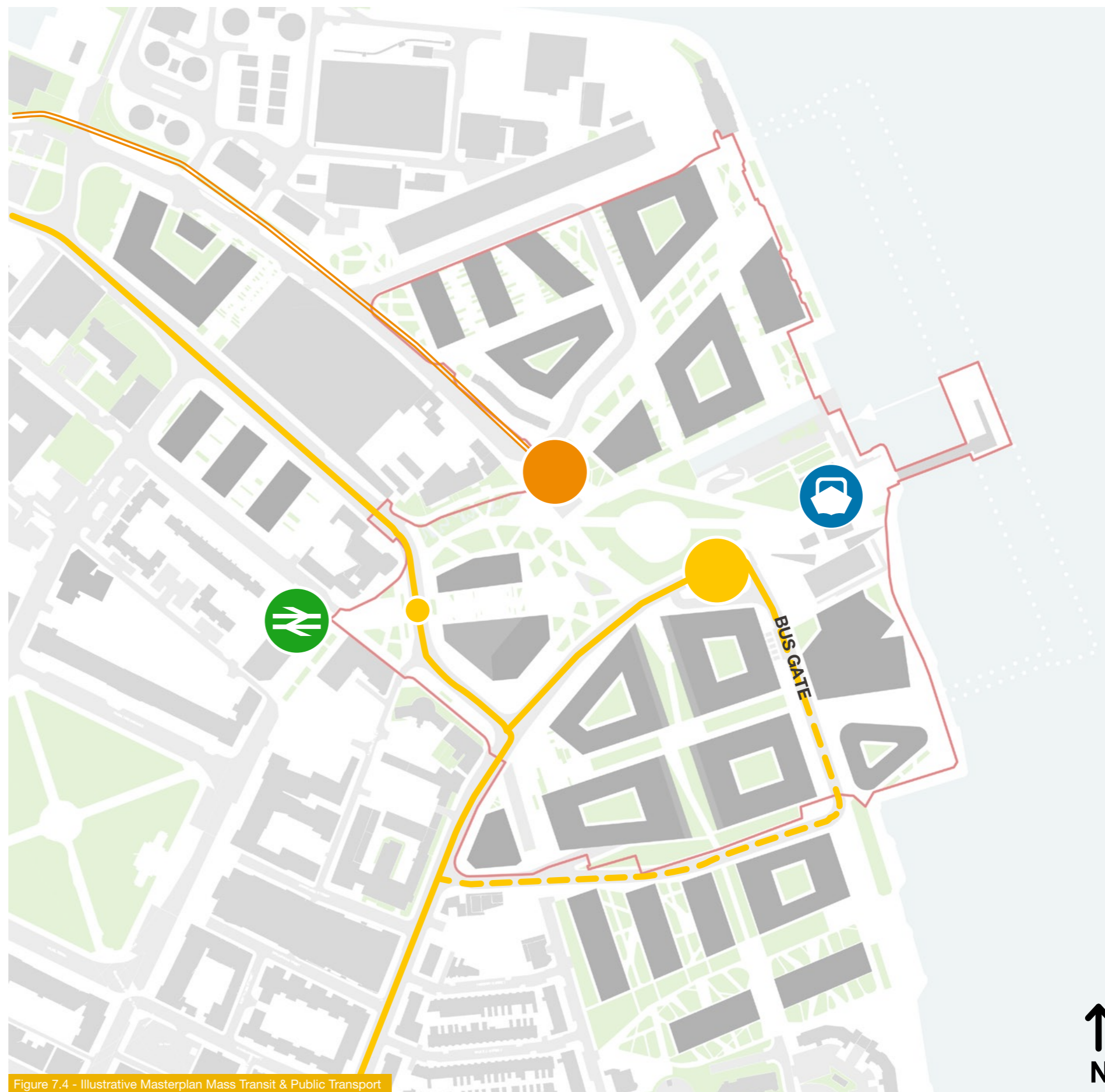


Figure 7.3 - Illustrative Masterplan Possible Heat Network Plan

7.4 PUBLIC TRANSPORT //

The area is incredibly well served by public transport, but as part of the landscape and highway proposals being developed there is a need to allow for a layover and turn around space at Woodside Ferry. Through these masterplan proposals it is intended that this is removed to allow a greater extent of public realm and development potential through the introduction of a new spine road to the side of the Rose Brae site. With the incorporation of a bus gate here buses and coaches can access the waterfront and remove the need for turn around space improving the quality of highways and public realm, and benefiting the residents and users of this space with increased access to public transport.

The Birkenhead 2040 Framework identifies plans for a Mass Transit system to provide 'last mile' links and deliver green connections to key development areas across Birkenhead. The potential Mass Transit loop identifies linking Central Birkenhead and Wirral Waters as a high priority and shows Woodside as part of the emerging transit network.



Key

- Bus/Coach route
- Heritage Tram Route
- Bus Stop
- Heritage Tram Stop
- Ferry Terminal
- Train Station

Figure 7.4 - Illustrative Masterplan Mass Transit & Public Transport

8

PHASING //



8.1 EXTENT OF DEMOLITION //

In order to provide the new vision for the Woodside area a series of buildings, roads and infrastructure could require demolition. These are illustrated in red in the image opposite. The sequence of demolition of the buildings are described in more detail in the following pages.

The Woodside masterplan considers a wider context to bring forwards a scalable and deliverable plan where businesses in the town can be relocated to enable the creation of new character areas whilst facilitating the proposed transformation. The phasing illustrated is not intended to be a proposal, rather an illustration of how the area may be reconfigured whilst maintaining an active town centre throughout the regeneration.

The following pages set out an indicative potential approach for information purposes only. They do not set out an approach for land compilation outside of current ownership. All detail will be subject to detailed design and planning processes, and with links to retention of many business occupiers which will be an important influence on the final phasing approach.

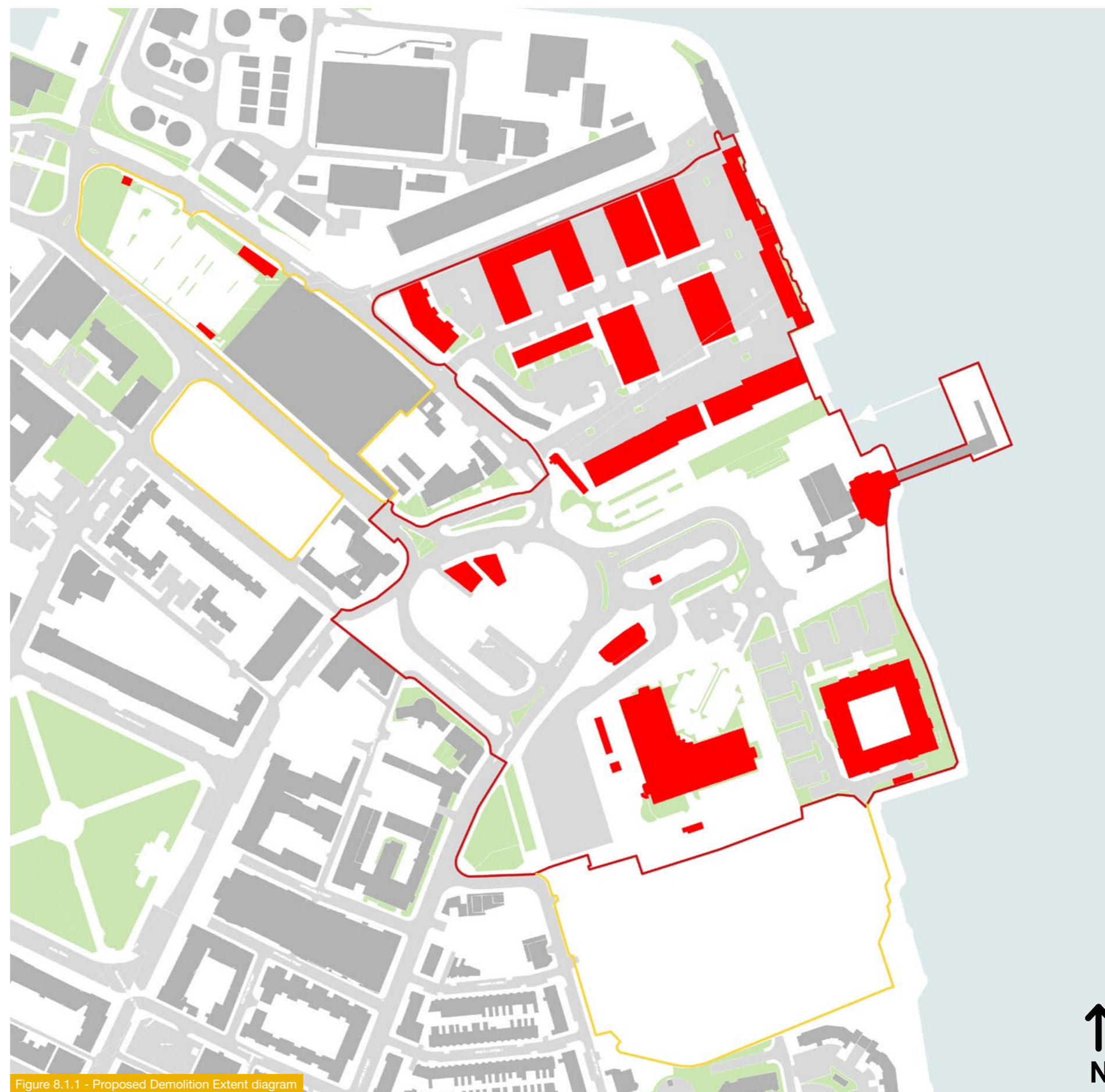


Figure 8.1.1 - Proposed Demolition Extent diagram

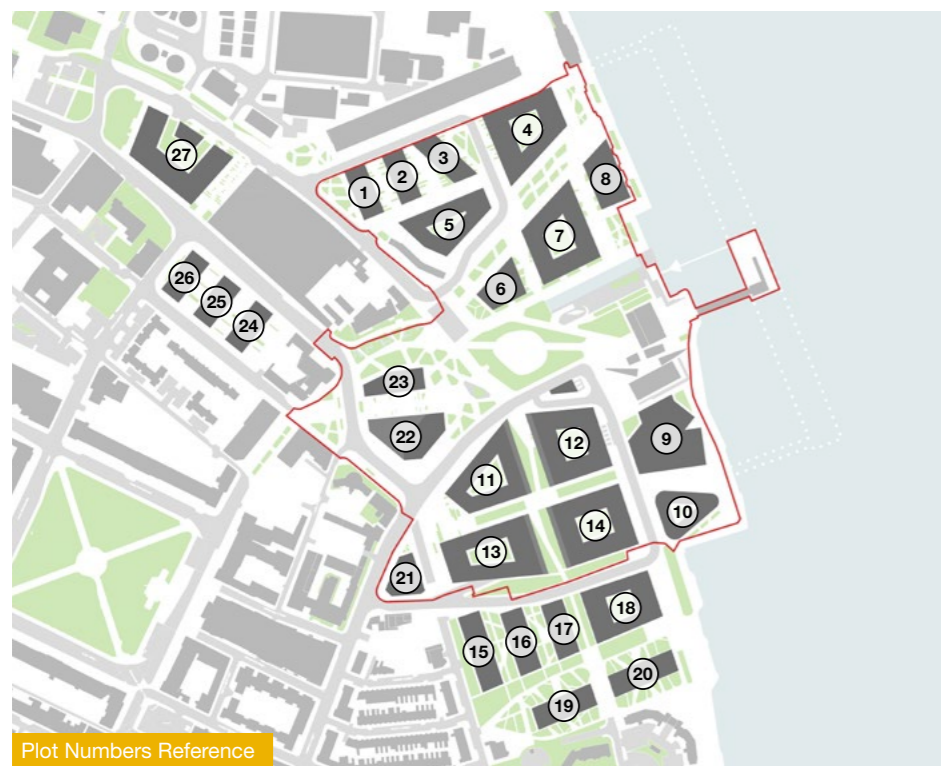


Figure 8.1.2 - Demolition Aerial View

8.2 PHASE 1 //

Phase 1 of the masterplan should involve the following:

- The renovation of the existing ferry terminal and removal of the connecting bridge to the ticket office. To be relocated within the below.
- The building of the new Battle of the Atlantic Museum
- The work on reconfiguring the Gyratory
- The building of the new Landing Stage Park and landscape
- The renovation and upgrade of the waterfront - part of Wirral Circular trail



Plot Numbers Reference



Figure 8.2.1 - Phase One Diagram

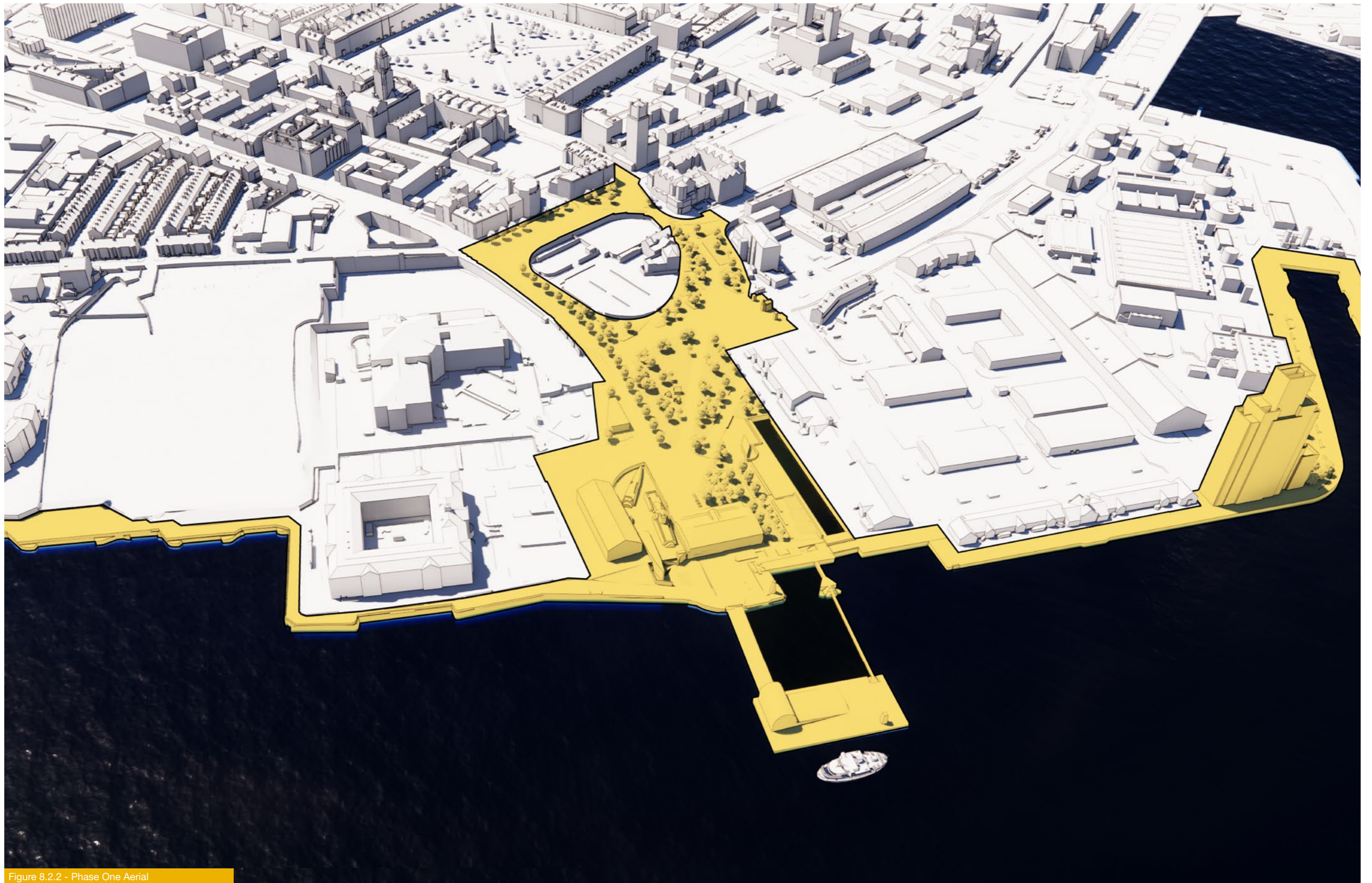


Figure 8.2.2 - Phase One Aerial

8.3 MEANWHILE USE //

Whilst Phase 1 works are underway there are a number of potential quick win / meanwhile opportunities that have been identified to bring new people to the area and drive new footfall:

- The building of a viewing platform on Grade II Listed Mersey Road Ventilation Tower to act as a visible catalysts from Liverpool.
- Improve night time lighting to the waterfront and in particular the vent shaft - with projection being a key opportunity to draw active attention.
- Use of the central space currently the lay - over as a temporary landscape for events / drive in cinema - currently held on the land to Bridge Street / Church Street and the old Station cutting.
- Use of Morpeth Dock for a heritage ship visitor attraction - this would be subject to Peel Ports / Canals and Rivers Trust agreement and appropriate access being provided, but this could be a quick win landmark delivering something that Merseyside currently doesn't offer; a large scale ship to experience such as HMS Belfast in London.

The use of the tunnel vent shaft could - subject to agreement with Mersey Tunnels, be an exciting prospect to provide a captivating view of the Liverpool Skyline and something to draw you over to the Woodside area. Precedent for similar experiences can be seen in figure 8.3.3 with the Guinness Storehouse in Dublin's rooftop bar and more recently Battersea Power Station's chimney top viewing gallery.

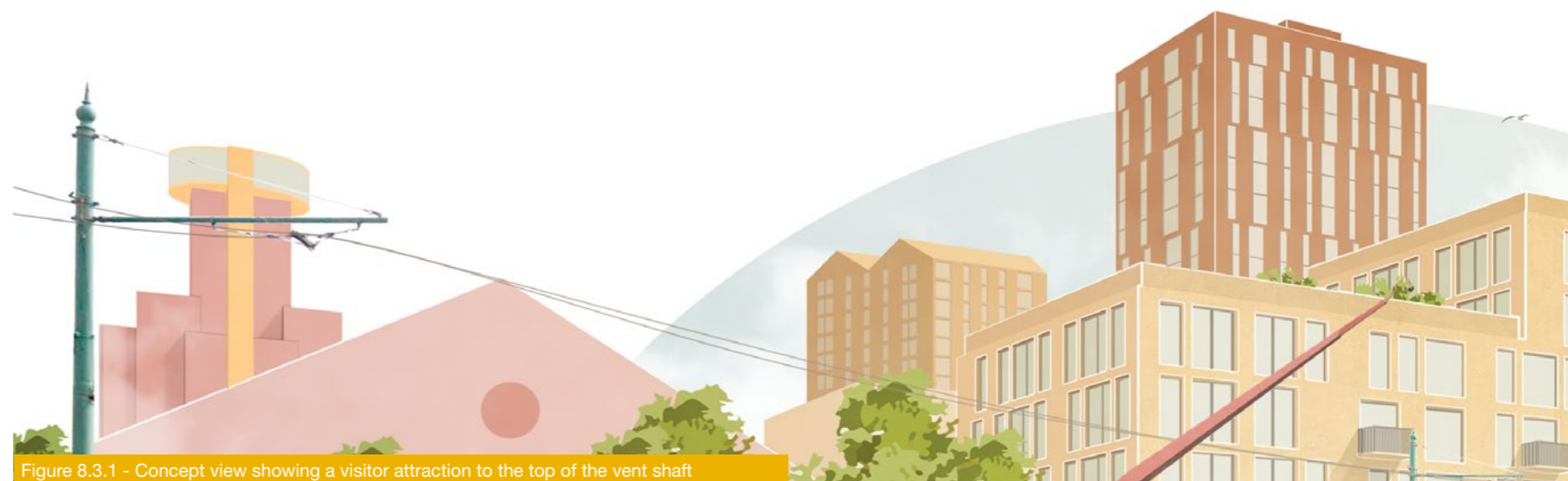
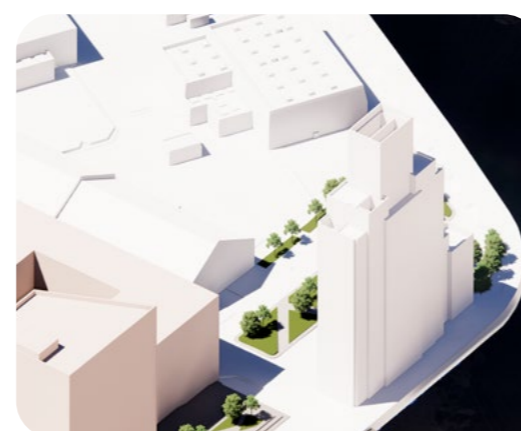
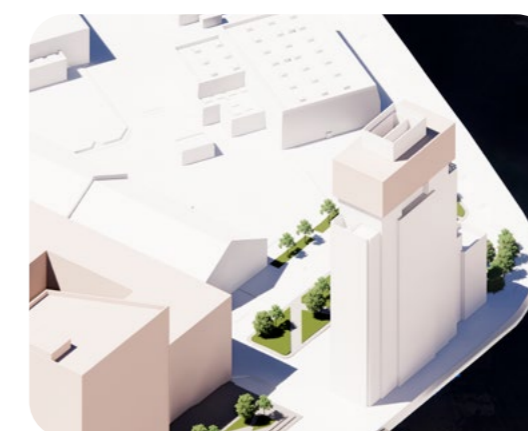


Figure 8.3.1 - Concept view showing a visitor attraction to the top of the vent shaft



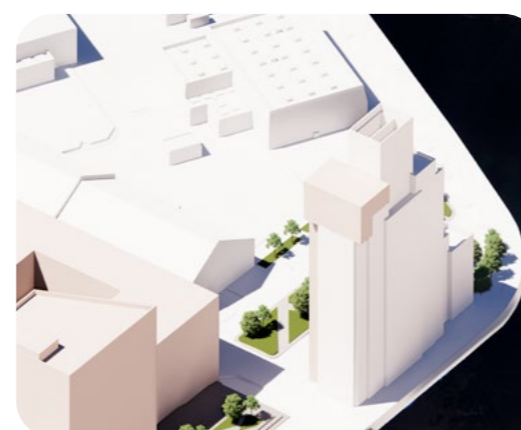
Merseyway Vent Tower Existing

- *Underutilised Heritage asset*
- *Structure visibly shows need for repair*
- *Occasionally used to display lighting celebrating events*



Merseyway Vent Tower Option 01

- *Wrap around deck at high level*
- *Displaying panoramic views of Birkenhead and Liverpool*
- *Changes Listed building profile*



Merseyway Vent Tower Option 02

- *Platform on one side of the structure*
- *Limited views North*



Merseyway Vent Tower Option 03

- *Viewing elevator*
- *Small surface area, minimal change of historic facade*
- *Limited commercial use outside of tourist attraction*

Figure 8.3.2 - Concept Study Diagrams for access to the top of the Vent Shaft



Figure 8.3.3 - Guinness Storehouse Dublin



Figure 8.3.5 - Battersea Power Station Lift



Figure 8.3.4 - Guinness Storehouse Dublin

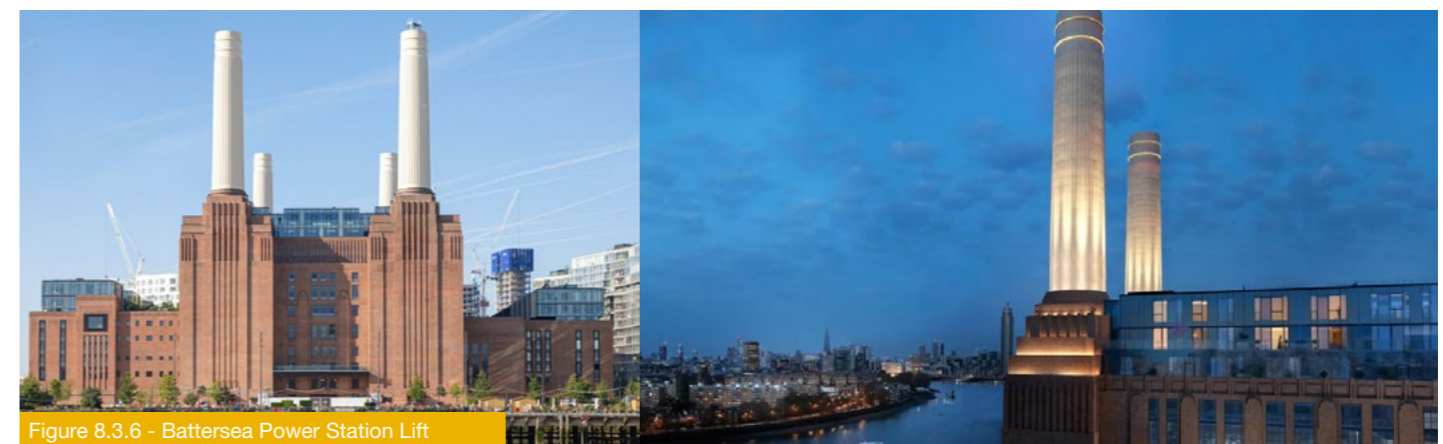


Figure 8.3.6 - Battersea Power Station Lift



Figure 8.3.7 - HMS Belfast London

With the planned delivery of new public landscape and highway works this also presents a short term opportunity to introduce a new public highly visible attraction.

Most cities now include some form of 'big wheel' to capture the best view of the wider area, and Liverpool has this located within the Kings Dock area, however the view that people are drawn to see, is from the Wirral, and with this there is an opportunity.

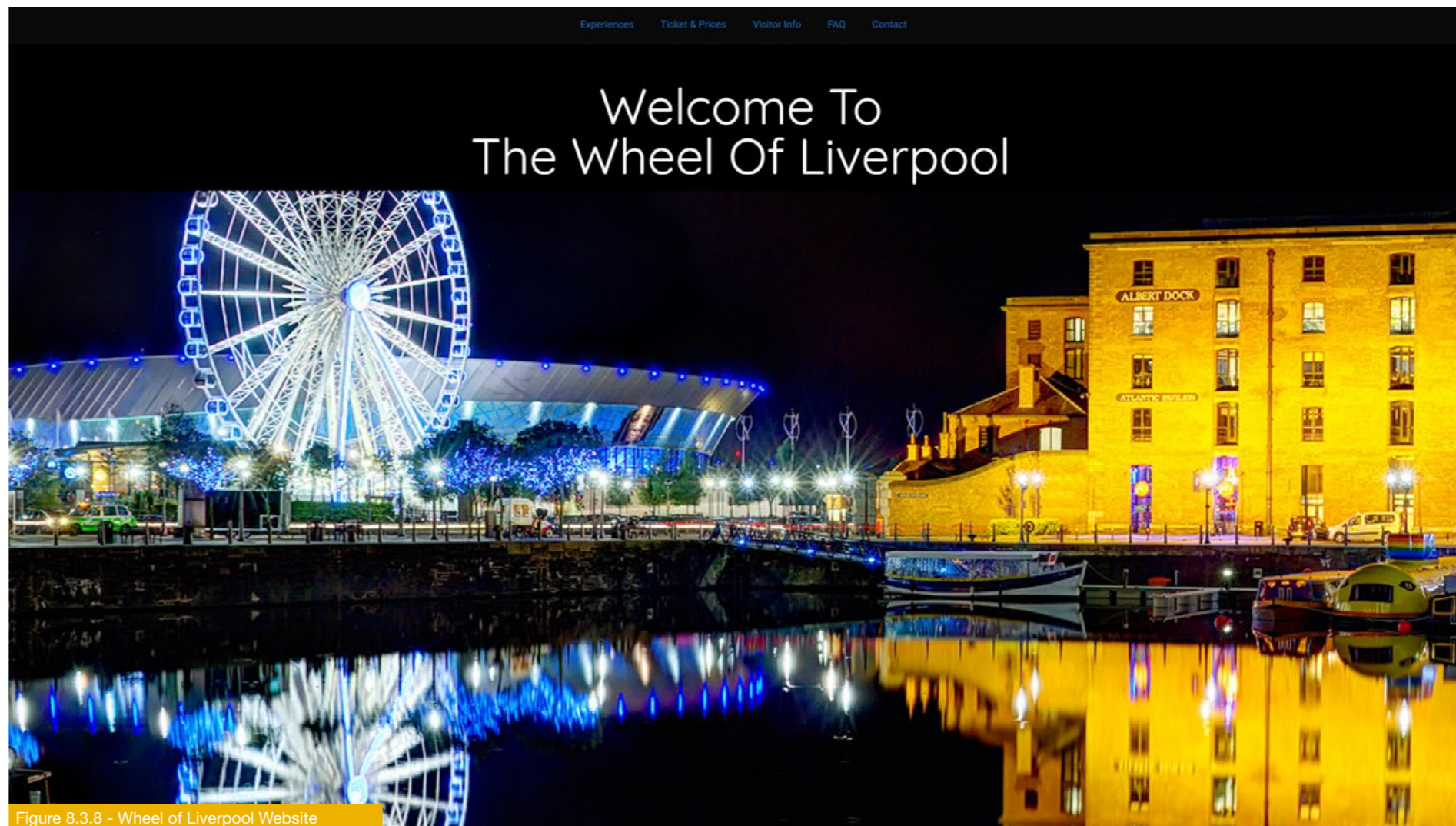


Figure 8.3.8 - Wheel of Liverpool Website



Figure 8.3.9 - London Eye

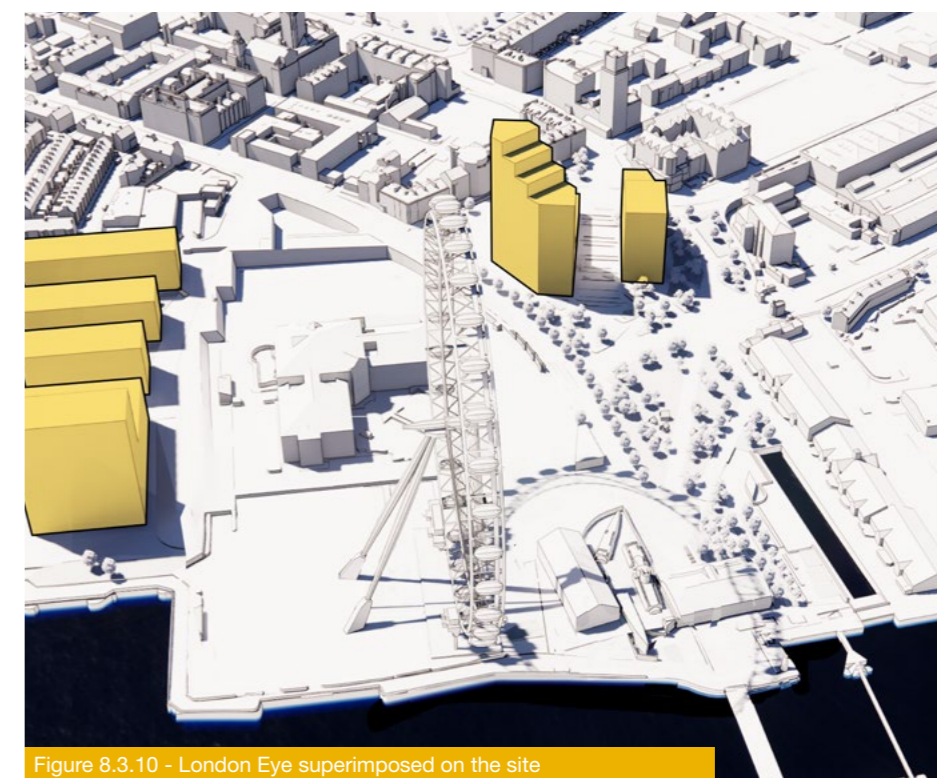


Figure 8.3.10 - London Eye superimposed on the site



Figure 8.3.11 - Site Overview 2024

8.4 PHASE 2 //

Phase 2 of the masterplan should involve the following:

- The demolition of the buildings located on the former Woodside Hotel site
- The building of the new residential blocks on the former Woodside Hotel site
- The building of new car park on former Woodside Hotel site
- The building of new blocks to the south of the former Land Registry site

Overall potential scale of development during Phase 02

- 1 multi-storey car park
- Number of dwellings - c.300 within redline - c.800 in total

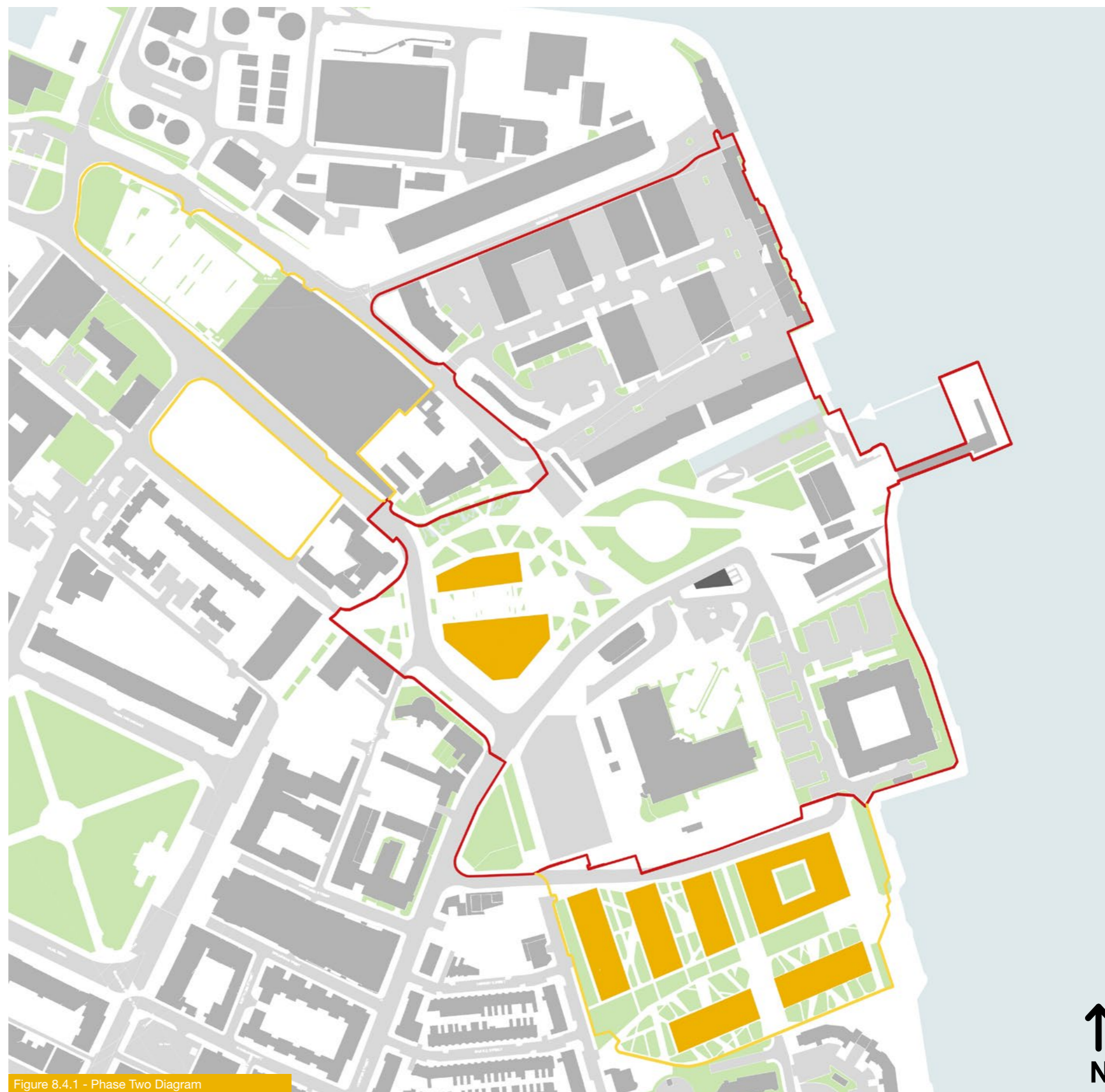
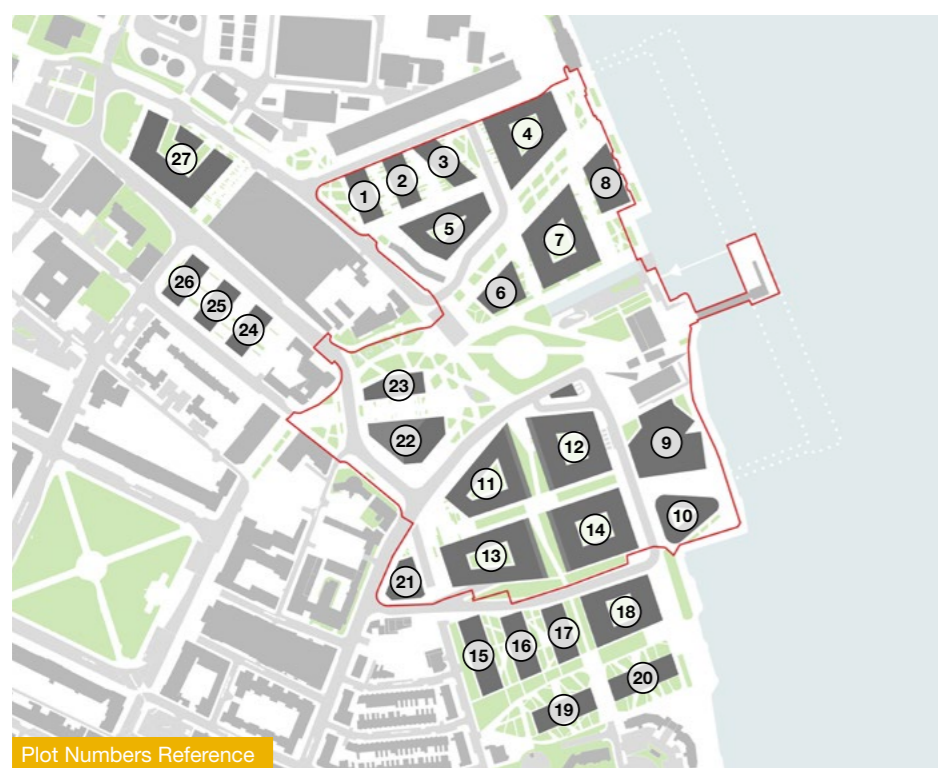


Figure 8.4.1 - Phase Two Diagram

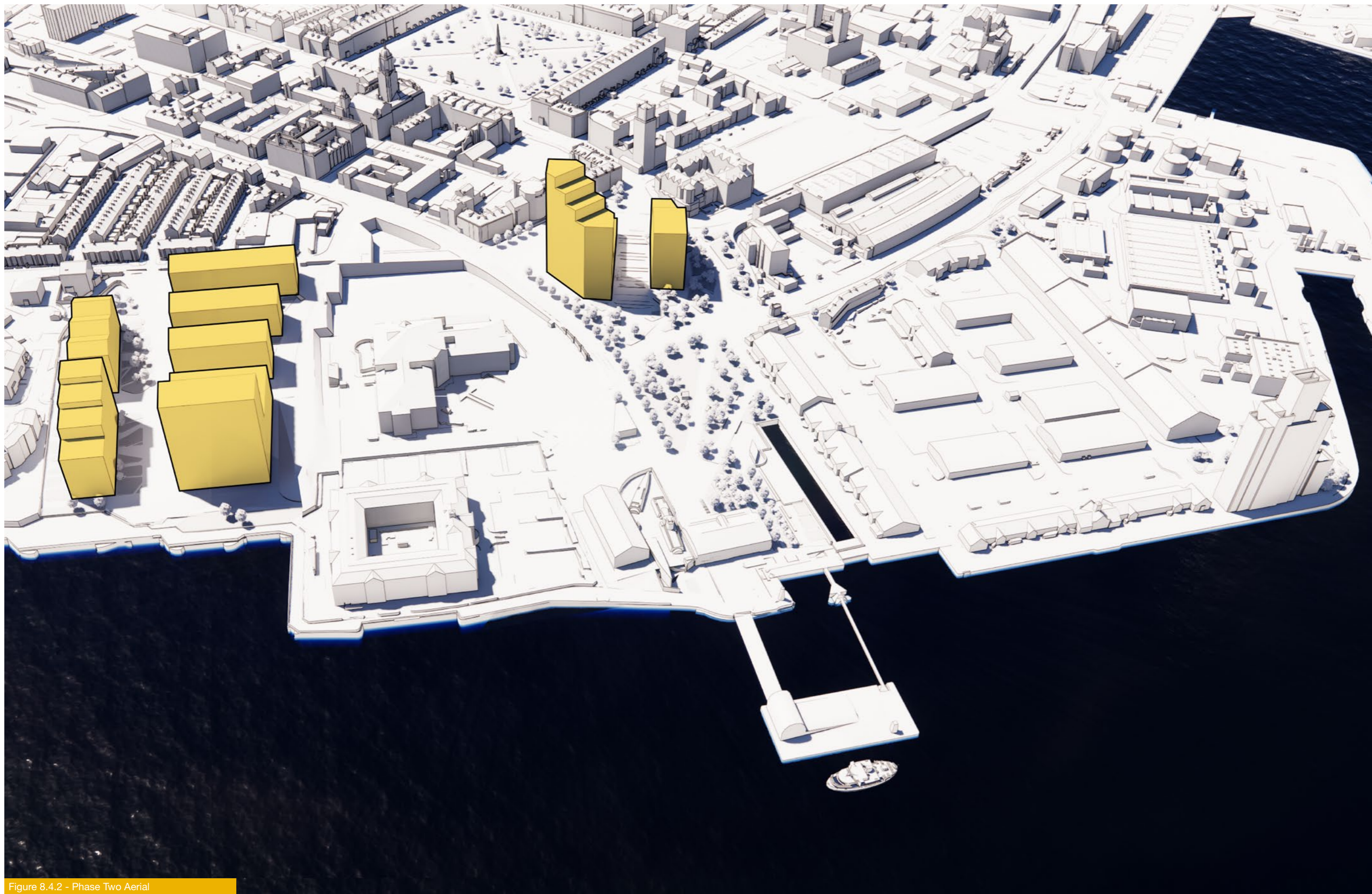


Figure 8.4.2 - Phase Two Aerial

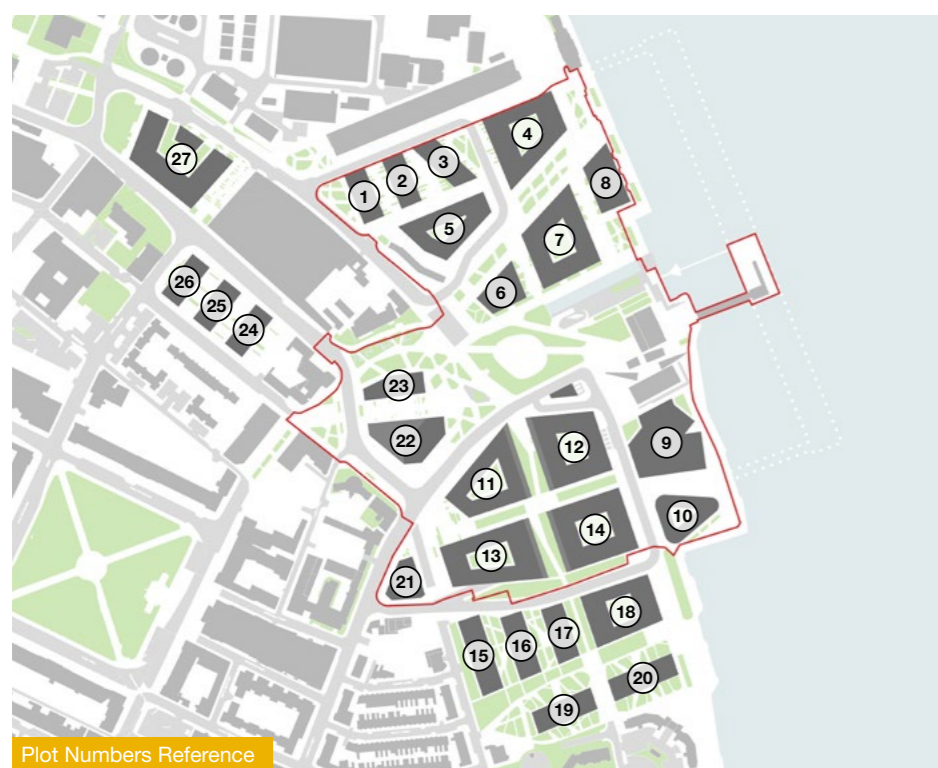
8.5 PHASE 3 //

Phase 3 of the masterplan should involve the following:

- The demolition of the Land Registry office building to open up plot adjacent to the waterfront
- The building of a new hotel block on the former Land Registry site
- The building of a new cultural landmark on the former Land Registry site

Overall potential scale of development during Phase 03

- 1 Cultural Landmark building
- 1 hotel within the redline



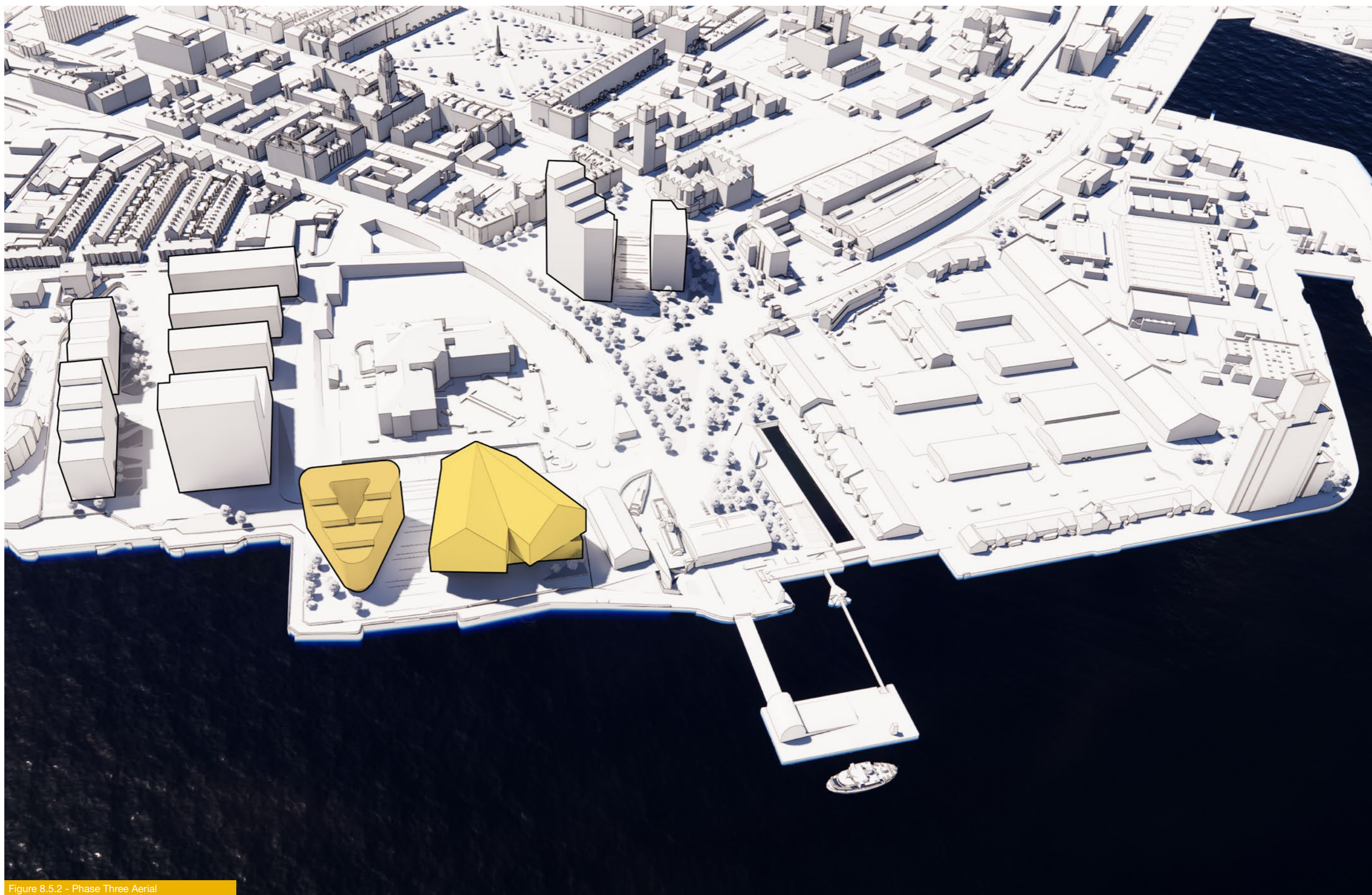


Figure 8.5.2 - Phase Three Aerial

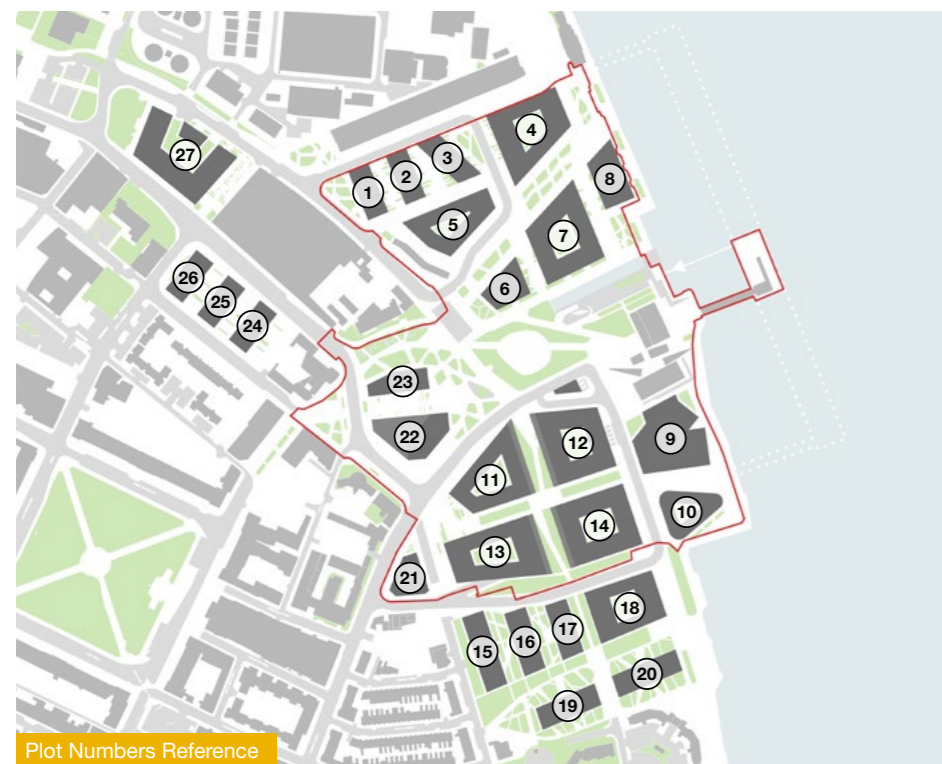
8.6 PHASE 4 //

Phase 4 of the masterplan should involve the following:

- The demolition of buildings located on site sitting South of Landing Stage and North of Pacific Road Warehouse
- The preservation and refurbishment of row of terraced houses sitting along Shore Road, with some potential demolition of buildings to the south of the listed gateway structures to open views - subject to detailed planning process
- The building of new residential blocks on site sitting South of Landing Stage and North of Pacific Road Warehouse
- The building of two hotels site sitting South of Landing Stage and North of Pacific Road Warehouse
- The building of new road providing service access into site sitting South of Landing Stage and North of Pacific Road Warehouse

Overall potential scale of development during Phase 04

- Potential for 2 hotels (1 shown within the current numbers)
- Number of dwellings - c.600



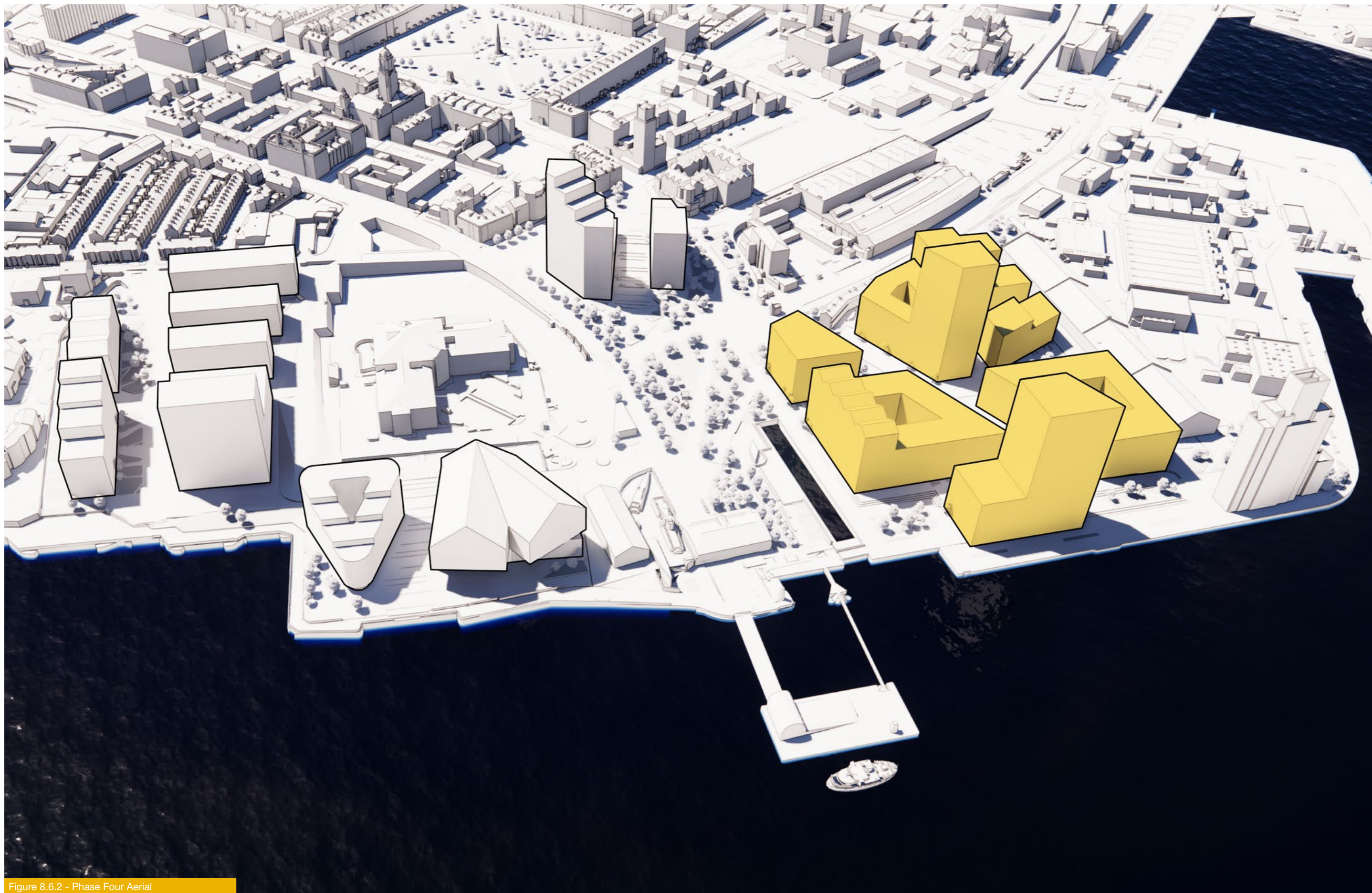


Figure 8.6.2 - Phase Four Aerial

8.7 PHASE 5 //

Phase 5 of the masterplan should involve the following:

- The demolition of office building located south of former Woodside Hotel site
- The building of new residential blocks on site sitting South of former Woodside Hotel and West of former Land Registry site
- The building of new residential block on site located on corner of Chester St and Church St
- The building of new pontoon
- The building of a multi storey car park sitting south of former Woodside Hotel site and West of existing office building currently housing the Child Support Agency.

Overall potential scale of development during Phase 05

- Number of dwellings - c.800

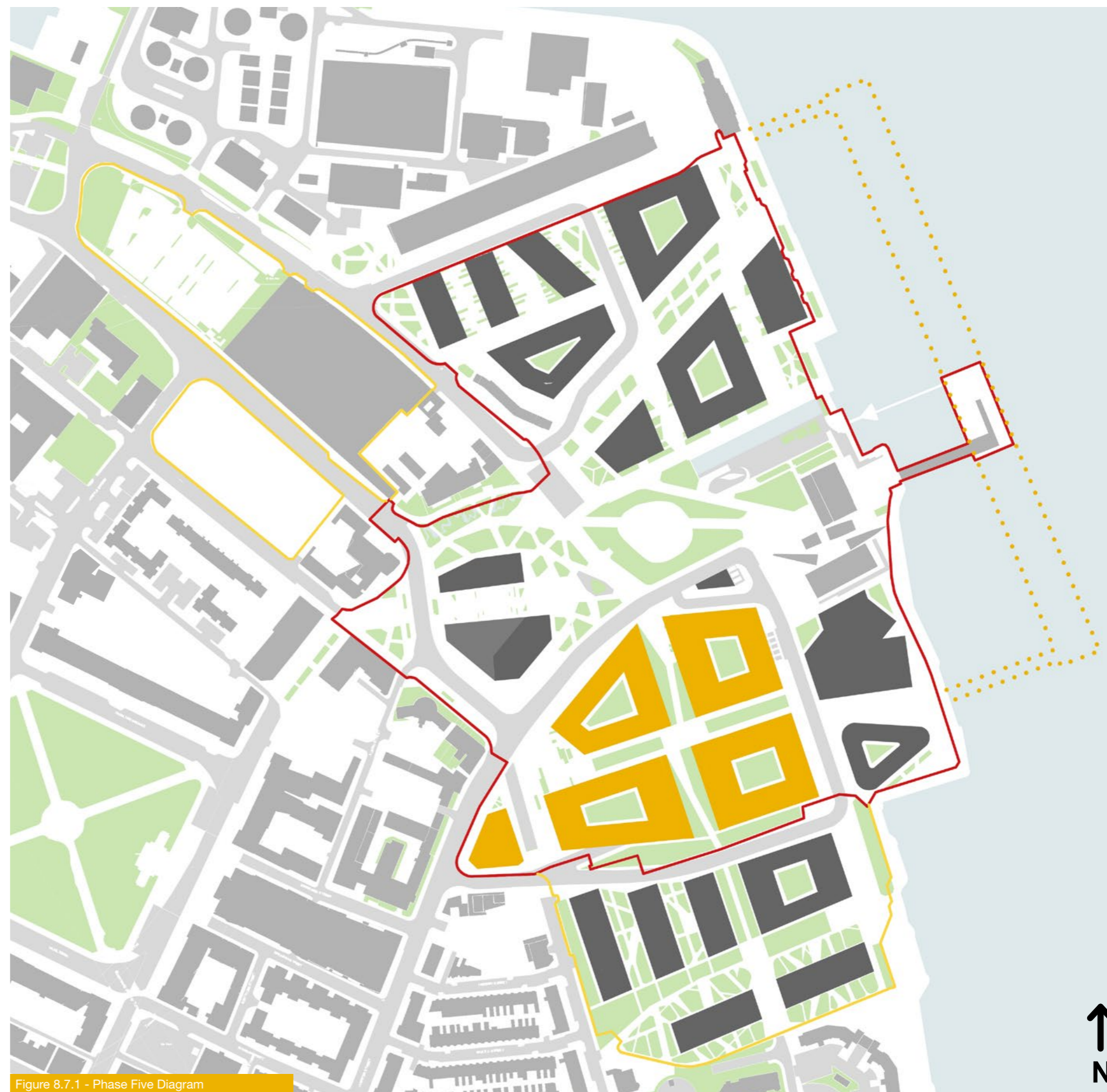
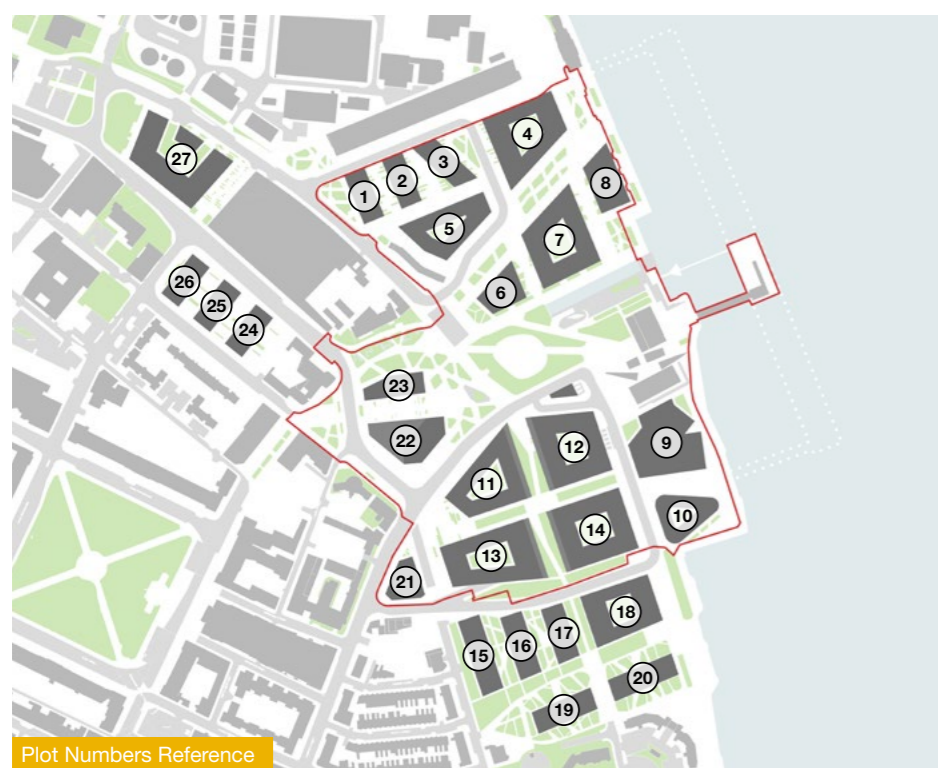


Figure 8.7.1 - Phase Five Diagram

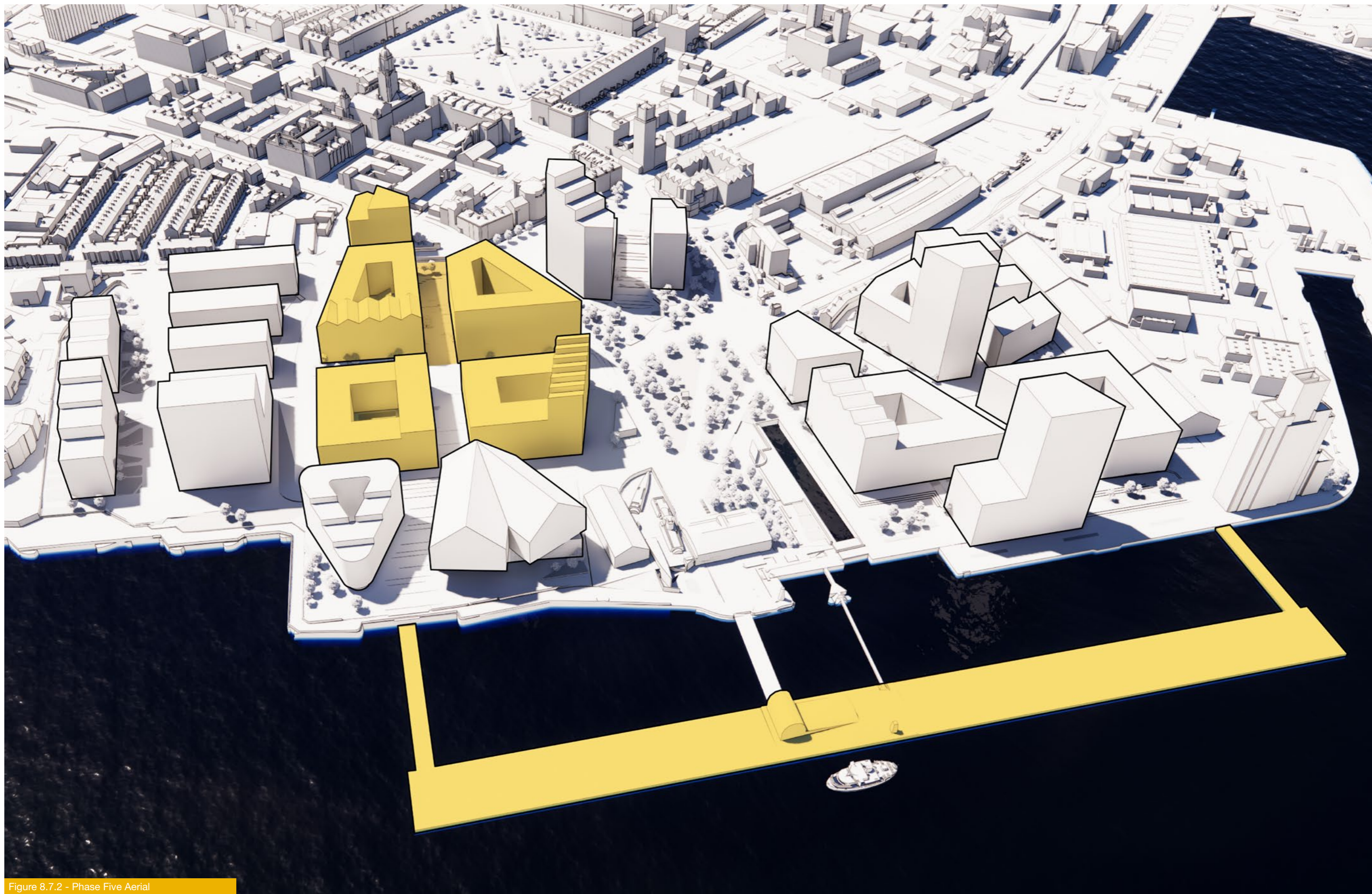


Figure 8.7.2 - Phase Five Aerial

8.8 PHASE 6 //

Phase 6 of the masterplan should involve the following:

- The building of new Car Park on site north of Cheshire Lines Building
- The building of new residential block on site north of Cheshire Lines Building
- The building of new residential blocks on site north of Birchen House

Overall potential scale of development during Phase 06

- 1 multi-storey carpark
- Number of dwellings - c.360



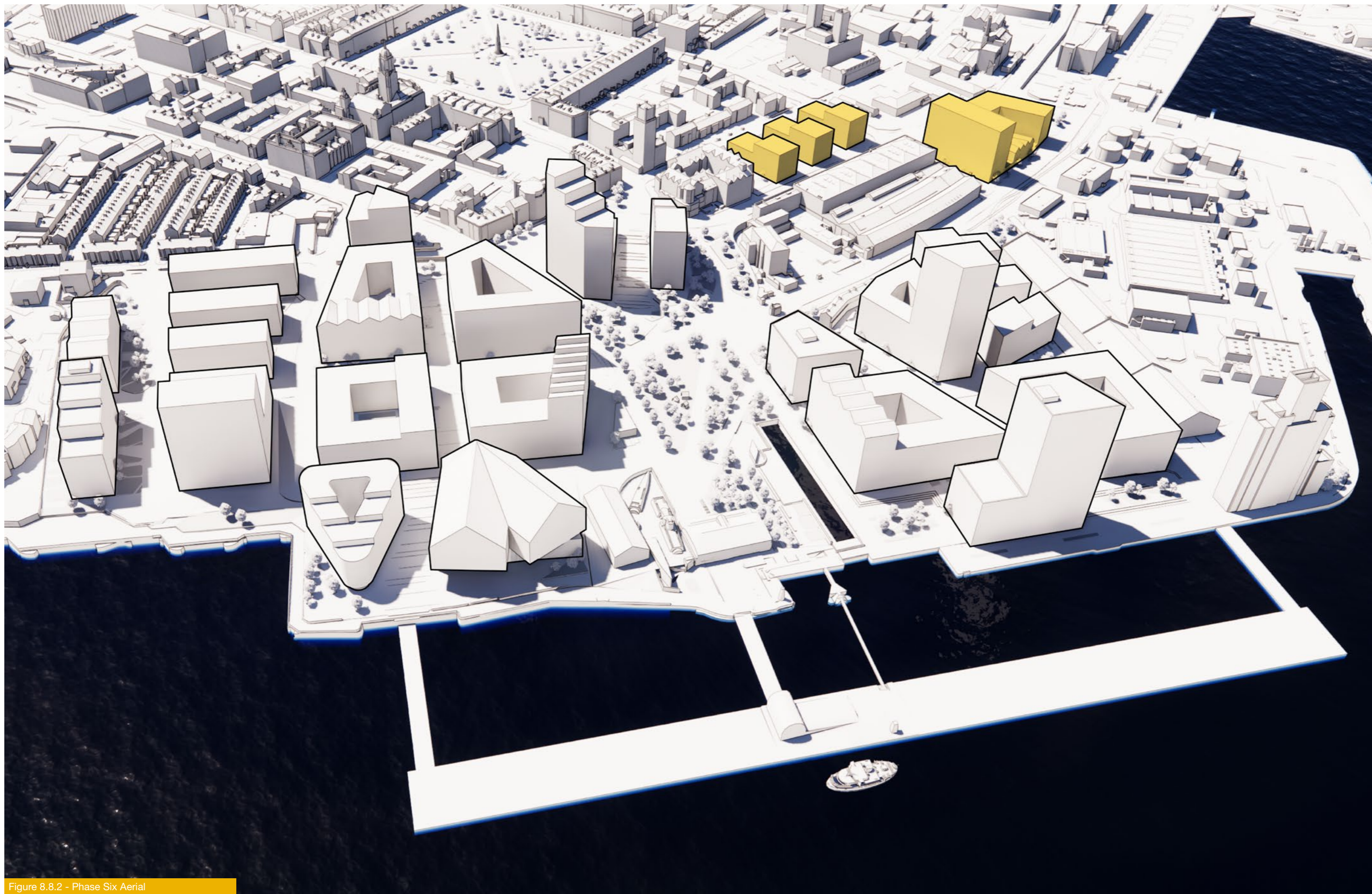


Figure 8.8.2 - Phase Six Aerial

9

KEY VIEWS //



9.1 KEY VIEWS ASSESSMENT //

The following section sets out a series of key views identified by Wirral Council's Emerging Birkenhead Design Guide, Liverpool Council's Local Plan, and context views that have been assessed to help establish the height and massing parameters included within the parameter plan and associated design code.

Any Planning Application should be required to agree scheme specific requirements and assessments, and these are intended to be illustrative of the process and key masterplan drivers developed in dialogue with Planning, Urban Design and Conservation Officers.

There is an added opportunity to establish new views that improve permeability and connectivity across plots and to the wider context.



Figure 9.1.1 - Woodside Aerial Photo



Figure 9.1.2 - Woodside Aerial Photo

9.2 MASTERPLAN KEY VIEWS //

View 01//

Location: North-West corner of Woodside Ferry terminal

Purpose: Close context viewpoint

Key Masterplan Principles:

- Frame view of Birkenhead Town Hall and maintain visual link to the wider Birkenhead area
- Create a scale of development that creates a clear sense of direction, supports a new local desire line between Hamilton SQ Station and the waterfront and defines edges of new green space
- Create an approach to massing that provides direction leading the view to local landmarks.



View 02//

Location: Crossing adjacent to Hamilton Sq Station

Purpose: Close context viewpoint

Key Masterplan Principles:

- Frame view across the water to Liver Building and Liverpool Cathedral
- Provide a massing visually stepping up towards the waterfront, with a clear building scale to Liverpool that drives interest and direction to visitors
- Create a boulevard connecting the proposed new green space, to the waterfront, following natural desire lines driven by views of waterfront and
- Create a design response that is cognisant of the setting of the Grade II Listed Former Police Booth and Shore Road Pumping Station



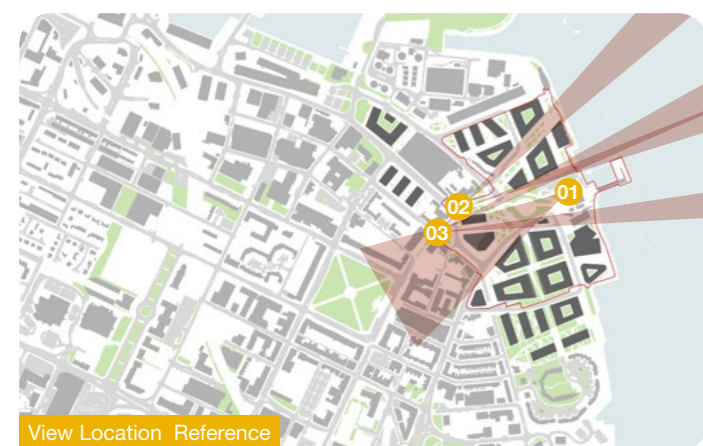
View 03//

Location: Gyratory crossing

Purpose: Close context viewpoint

Key Masterplan Principles:

- Frame view of Liverpool Cathedral and create visual link between Hamilton Sq Station and Ferry terminal
- Provide an active frontage to the viewpoint with active 'front doors'
- Create a scale of development that creates a clear sense of direction and supports a new local desire line



View 04//

Location: Gyratory crossing

Purpose: Close context viewpoint

Key Masterplan Principles:

- Provide an active frontage to the viewpoint from the Gyratory crossing with active 'front doors' to create the feeling of a residential street setting
- Provide a massing that is sympathetic to the adjacent existing buildings, but with scale to provide direction and an emphasis that this is 'the front'



View 04 - Existing



View 04 - Proposed

View 05//

Location: Tower Rd roundabout

Purpose: Wider context viewpoint

Key Masterplan Principles:

- A small element of visibility providing an element of direction to the frontage
- Preserve view of Hamilton Square station and Birkenhead Town Hall
- Create scale of development in line with existing heritage assets, with height and form reflecting of the existing fabric in the area



View 05 - Existing



View 05 - Proposed

View 06//

Location: Chester Street

Purpose: Wider context viewpoint

Key Masterplan Principles:

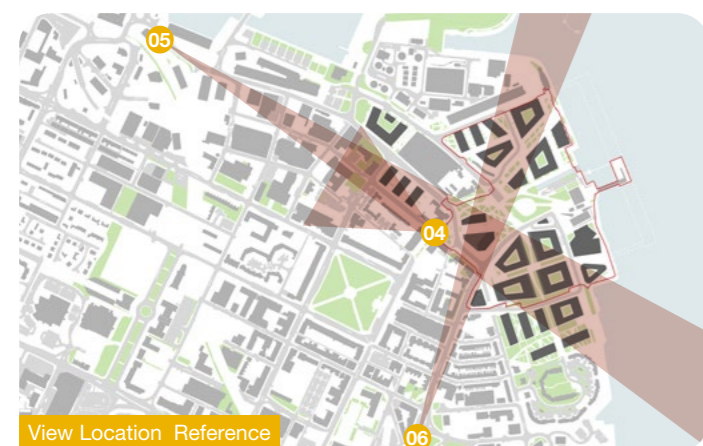
- Opportunity to landmark the Gyratory Site frontage from distant views
- Create a new point of reference in the skyline that can guide visitors to the development area
- Opportunity to add to the Birkenhead skyline, while remaining cognisant of the historic setting and character of existing buildings



View 06 - Existing



View 06 - Proposed



View Location Reference

View 07//

Location: Corner of Hamilton Square

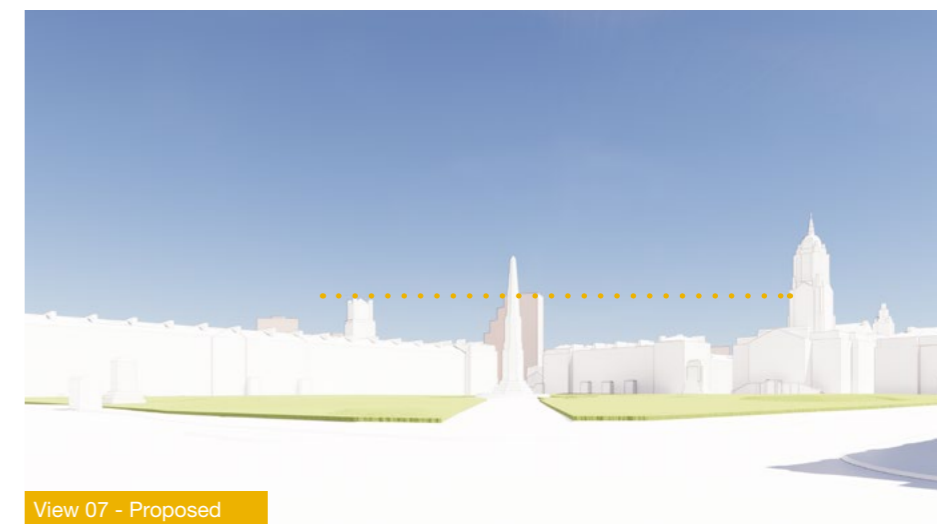
Purpose: Wider context viewpoint

Key Masterplan Principles:

- Opportunity to create a new landmark on the Gyratory site, establishing strong visual link between Hamilton Square and the waterfront
- Create a development cognisant of the historic fabric of the area, respectful of the Hamilton Square conservation area
- Create a development with a scale that does not overshadow the historic Hamilton Square Station and Birkenhead Town Hall



View 07 - Existing



View 07 - Proposed

View 08//

Location: Shore Road

Purpose: Close Proximity View

Key masterplan Principles:

- Provide a massing and form that is responsive to the existing heritage assets and is cognisant of the Hamilton Sq Conservation area
- Create a development with a form that helps guide visual connections to key landmarks such as Hamilton Sq station



View 08 - Existing



View 08 - Proposed

View 09//

Location: Hamilton Square Station

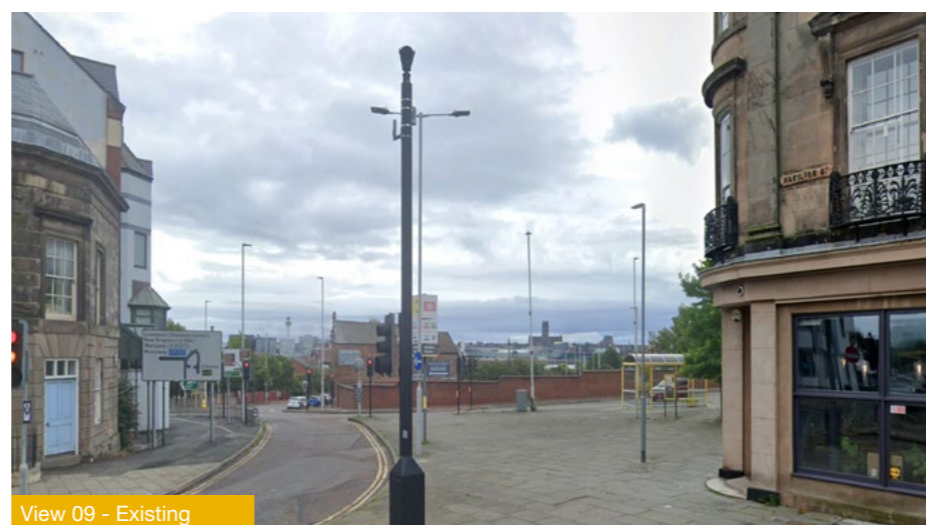
Purpose: Close Proximity View

Key masterplan Principles:

- Create a development with a mass that reinforces desire lines across the sites
- Provide an active frontage to the viewpoint from the Hamilton Square Station with active 'front doors' to create the feeling of an active pedestrian street setting
- Create a visual legible new pedestrian link to the promenade



View Location Reference



View 09 - Existing



View 09 - Proposed

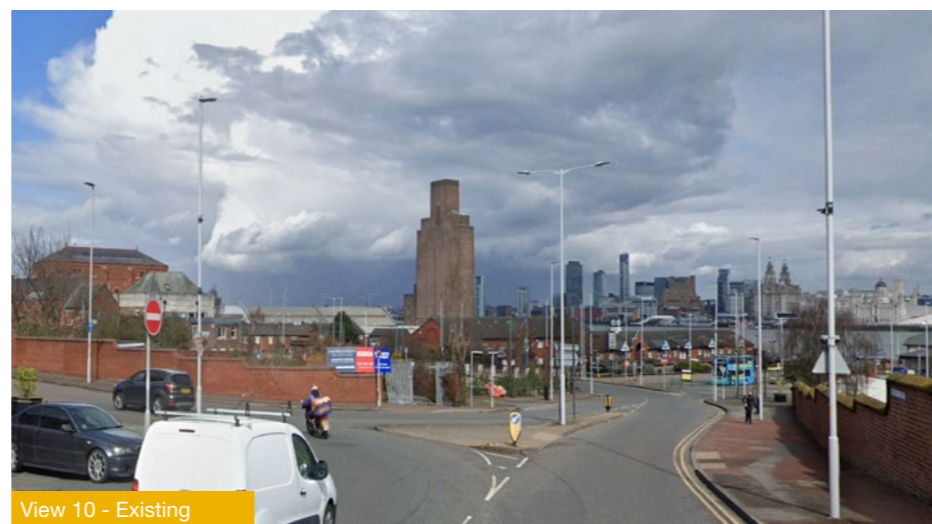
View 10//

Location: Corner of Bridge St and Chester St

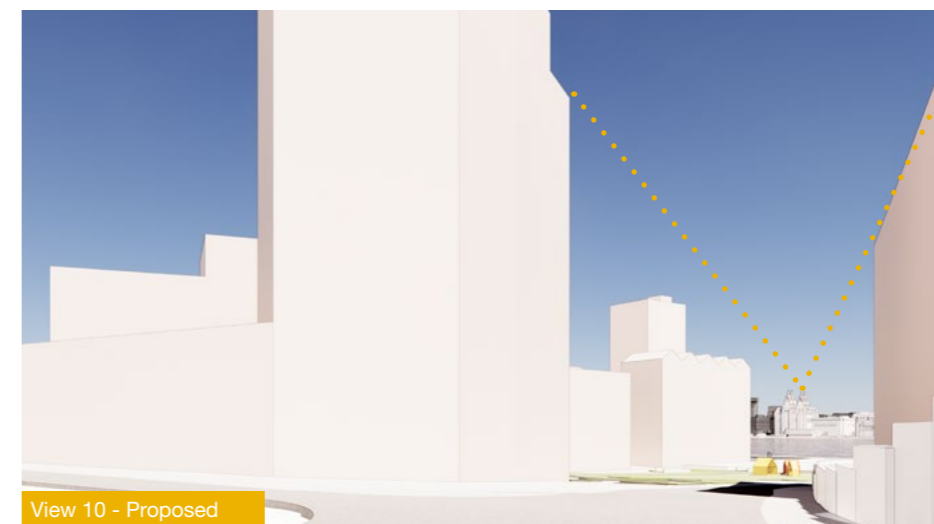
Purpose: Close Proximity View

Key Masterplan Principles:

- Create a mass of development that frames the view of the Liverpool cathedral and draws the eye towards the waterfront
- Create a visual legible new pedestrian link to the Waterfront
- Improve the quality of the street scene to an active street scene prioritising the experience of pedestrians and cyclists
- Create a design response that is cognisant of the setting of the Hamilton Square Conservation Area
- Create a scale of development that creates a clear sense of direction and supports a local desire line to the waterfront



View 10 - Existing



View 10 - Proposed

View 11//

Location: Duncan Street

Purpose: Wider Context View

Key Masterplan Principles:

- Preserve Hamilton Sq Station as a visual landmark
- Preserve integrity of Hamilton Square Conservation area and create massing that does not detract from the roofscape



View 11 - Existing



View 11 - Proposed

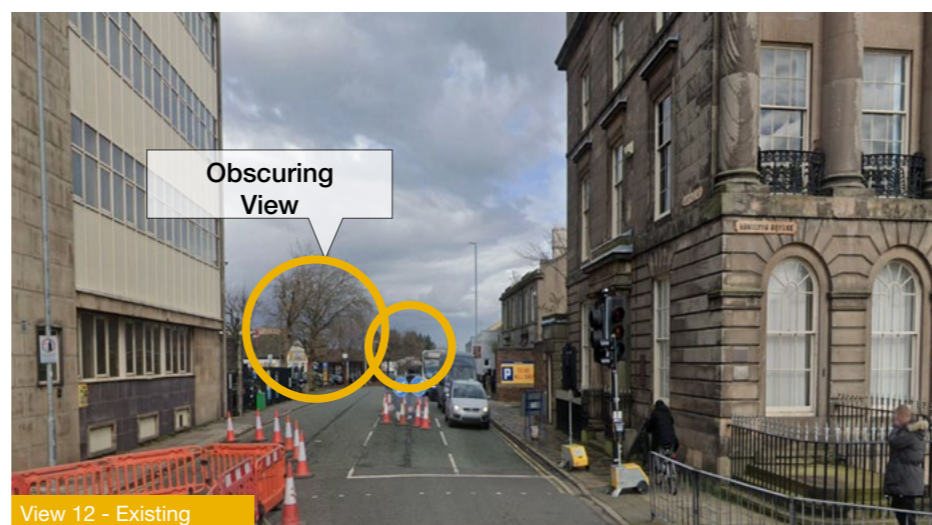
View 12//

Location: Corner of Cleveland St and Argyle St

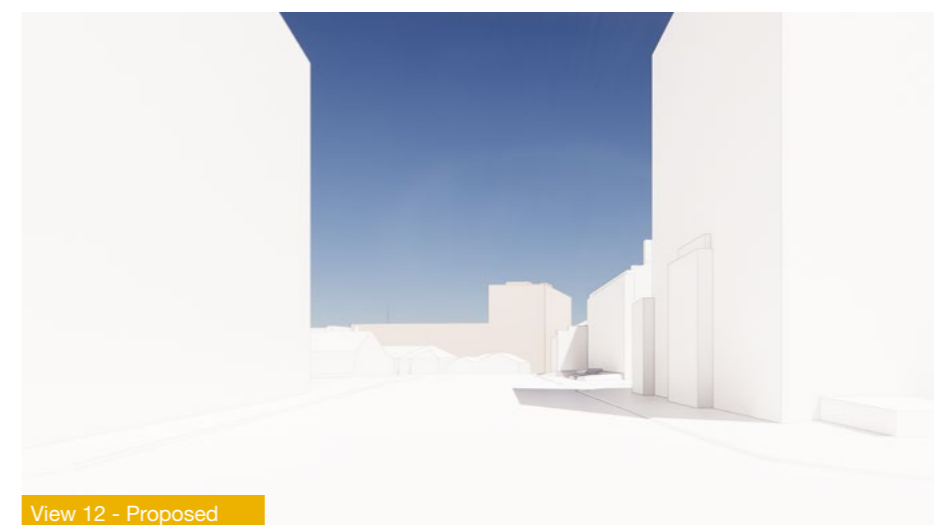
Purpose: Wider Context View

Key Masterplan Principles:

- Provide a vertical emphasis to create distinct 'tall' point to the skyline profile drawing movement towards the waterfront
- Screen Water Treatment facility site by using appropriate scale and massing
- Create a development that sits in line with the historic Cheshire lines building



View 12 - Existing



View 12 - Proposed



View Location Reference

View 13//

Location: Holt Hill

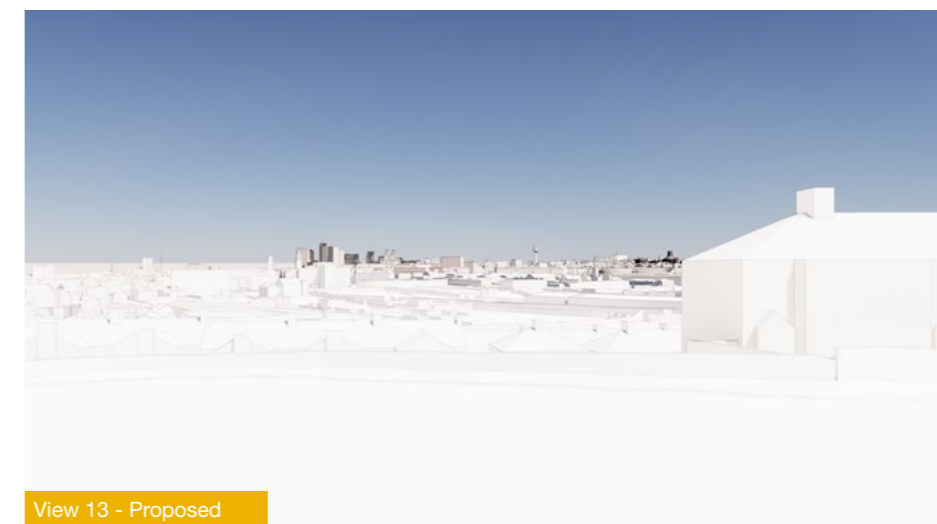
Purpose: Wider Context View

Key masterplan Principles:

- Preserve views of Liverpool city landmarks
- Provide a vertical emphasis to create distinct 'tall' points to the skyline profile.
- Opportunity to create new landmarks along the waterfront that visually interact with the Liverpool Skyline



View 13 - Existing



View 13 - Proposed

View 14//

Location: Corner of Church St and Chester St

Purpose: Close Proximity View

Key masterplan Principles:

- Frame view of Liverpool Cathedral and establish new visual connections
- Opportunity to create new local desire line that connects to the waterfront
- Create a scale of development that creates a clear sense of direction and supports a new local desire line
- Opportunity to create new element of height, with massing stepping down towards existing buildings



View 14 - Existing



View 14 - Proposed

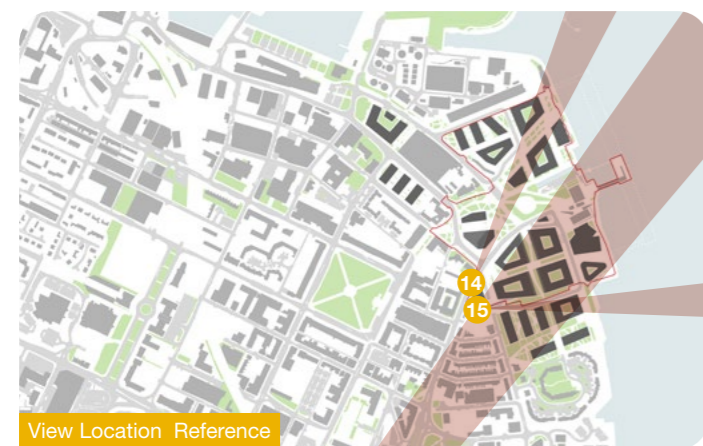
View 15//

Location: Chester St, next to Birkenhead Police Station

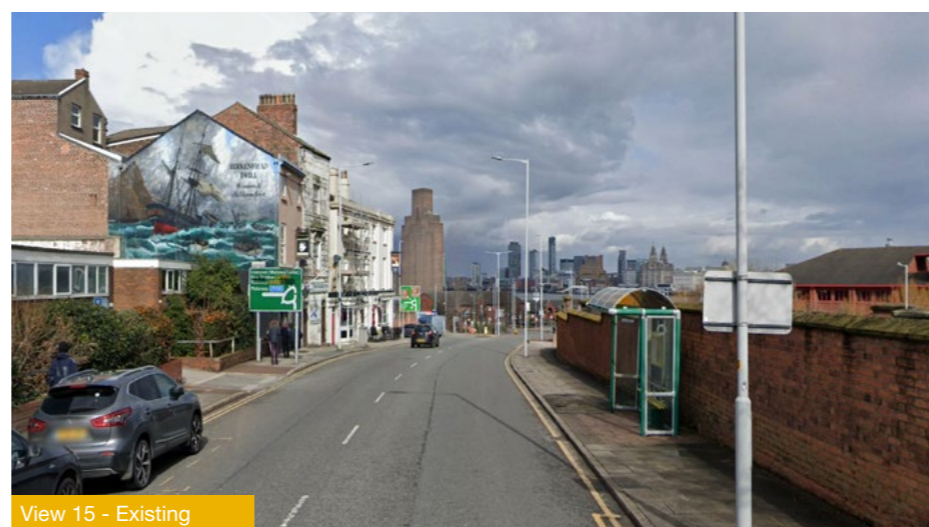
Purpose: Close Proximity View

Key masterplan Principles:

- Frame views of the Liverpool Skyline, maintaining visual link to the waterfront
- Provide a vertical emphasis to create distinct 'tall' point to the skyline profile that directs movement towards the development
- Create a legible massing approach that provides a number of landmark buildings directing movement throughout the site
- Create new active frontages connecting to the existing city fabric and activating the streetscape



View Location Reference



View 15 - Existing



View 15 - Proposed

View 16//

Location: Shore Rd

Purpose: Close Proximity View

Key masterplan Principles:

- Provide an active street frontage response to the existing historic setting
- Create a legible massing approach that steps down towards Pacific Road Warehouse acknowledging the importance of this location
- Opportunity to create high points in the skyline in line with the Vent shaft that can serve as wayfinding through this site



View 16 - Existing



View 16 - Proposed

View 17//

Location: Canning St

Purpose: Wider Context View

Key masterplan Principles:

- Create a clear design quality responsive to the setting of the historic Cheshire Lines building
- Reform the historic building street frontage line
- Opportunity to create a new landmark on the Gyrotory site that can be seen when approaching the masterplan area



View 17 - Existing



View 17 - Proposed

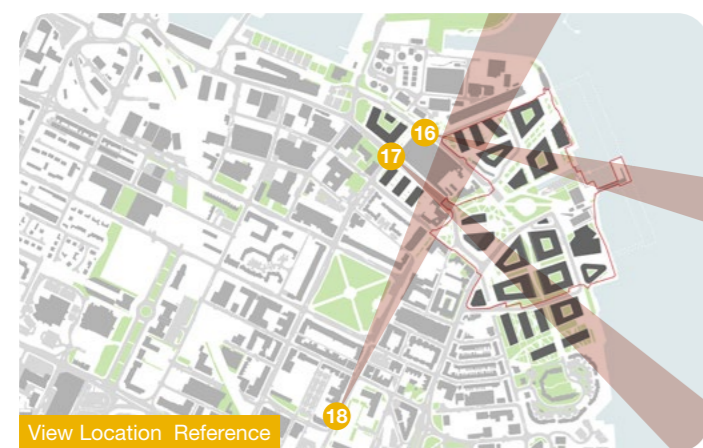
View 18//

Location: Hamilton St

Purpose: Wider Context View

Key masterplan Principles:

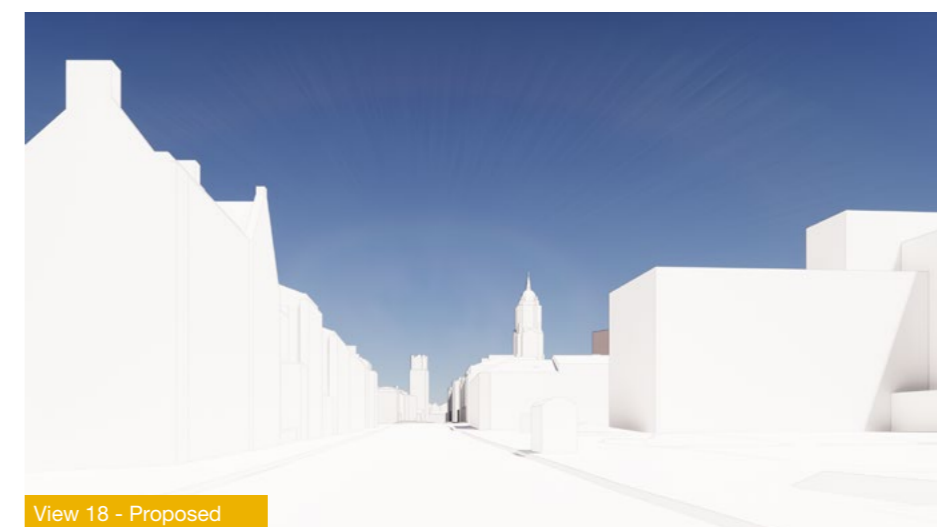
- Preserve view of Hamilton Square station
- Opportunity to add to the skyline by creating a landmark building that adds to the existing roofscape without impacting the hierarchy established by Birkenhead Town Hall and Hamilton Square Station
- Retain integrity of Hamilton Square Conservation Area



View Location Reference



View 18 - Existing



View 18 - Proposed

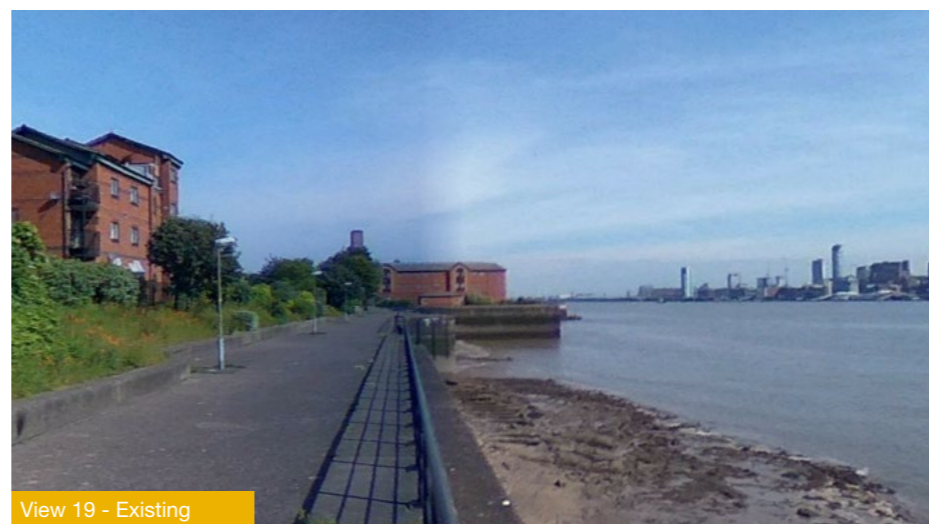
View 19//

Location: Wirral Circular Trail

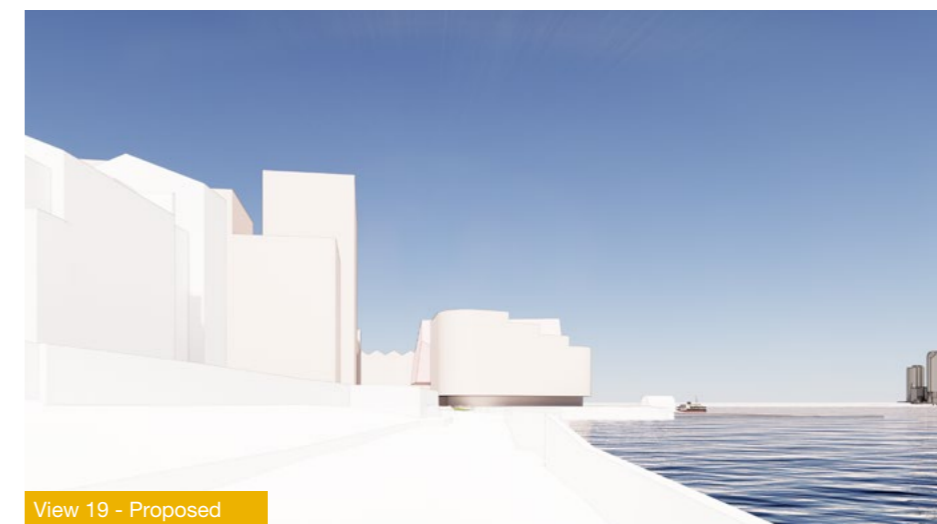
Purpose: Wider Context View

Key masterplan Principles:

- Opportunity to create a clear destination sitting on the Waterfront and interacting with the Wirral Circular Trail
- Create a sympathetic development approach that is responsive to the existing residential developments
- Create a design response that is cognisant of the setting of the waterfront setting, that opens the waterfront to the wider Birkenhead area



View 19 - Existing



View 19 - Proposed

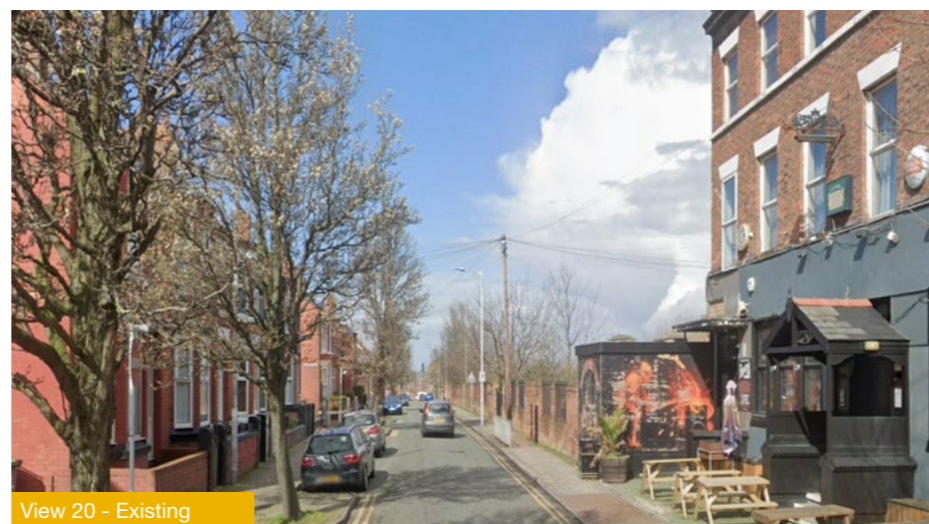
View 20//

Location: Church St.

Purpose: Close Proximity View

Key masterplan Principles:

- Create a scale of development that creates a clear sense of direction and supports a new local desire line to the Gyrotory Site
- Opportunity to create new Landmark building visible from a distance
- Provide an active frontage to the viewpoint with active 'front doors' to create the feeling of a residential street setting
- Provide a massing that is sympathetic to the terraced housing street scene, but with an increase in scale to provide direction and an emphasis that this is 'the front' and a critical mass of development



View 20 - Existing



View 20 - Proposed

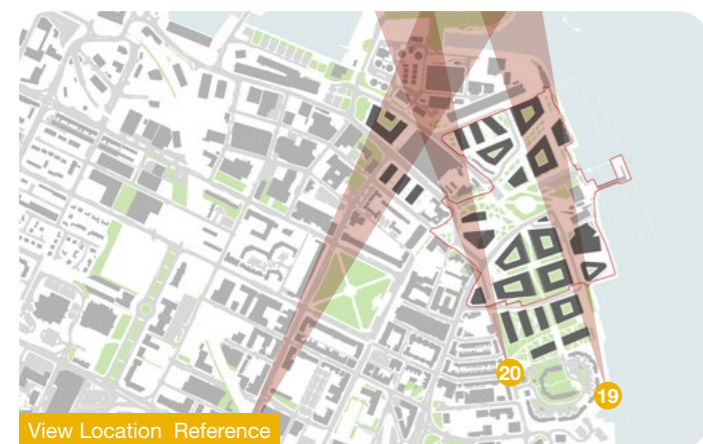
View 21//

Location: Argyle St

Purpose: Wider Context View

Key masterplan Principles:

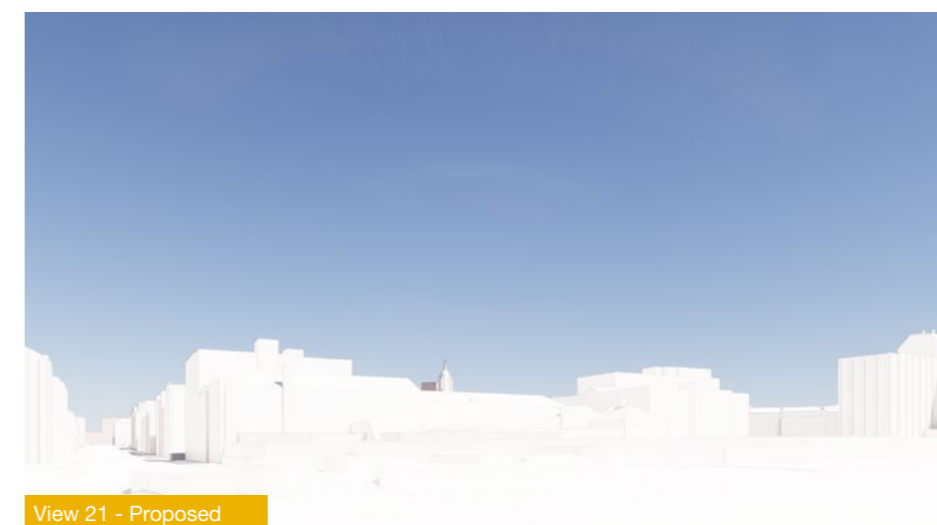
- Create a design that is not obstructive and does not take away from the view of Birkenhead Town hall from this viewpoint
- Opportunity to add an element of height visible along Argyle Street



View Location Reference



View 21 - Existing



View 21 - Proposed

View 22//

Location: Canning Street

Purpose: Close Proximity View

Key masterplan Principles:

- Opportunity to create height on the Gyrotory site, creating a clear sense of direction and destination
- Opportunity to create massing form that steps down towards the waterfront, creating new visual direction lines towards the Liverpool skyline
- Create a design response that is cognisant of the setting of the Hamilton Square Conservation Area
- Create a building form that has a sense of vertical emphasis and unique identity which creates an active street scene



View 22 - Existing



View 22 - Proposed

View 23//

Location: Bridge Street

Purpose: Close Proximity View

Key masterplan Principles:

- Create a legible massing approach that rises towards the waterfront
- Massing should remain cognisant of the Hamilton Square Conservation area setting



View 23 - Existing



View 23 - Proposed



View Location Reference

10

BACKGROUND //



10.1 HISTORIC DEVELOPMENT //

The recorded history of the area can be dated back to the 13th century when the Mersey Ferry was established. At the time the monks of the Birkenhead Priory ran a regular ferry service to Liverpool. After the dissolution of the monasteries the rights to the ferries passed through various individuals.

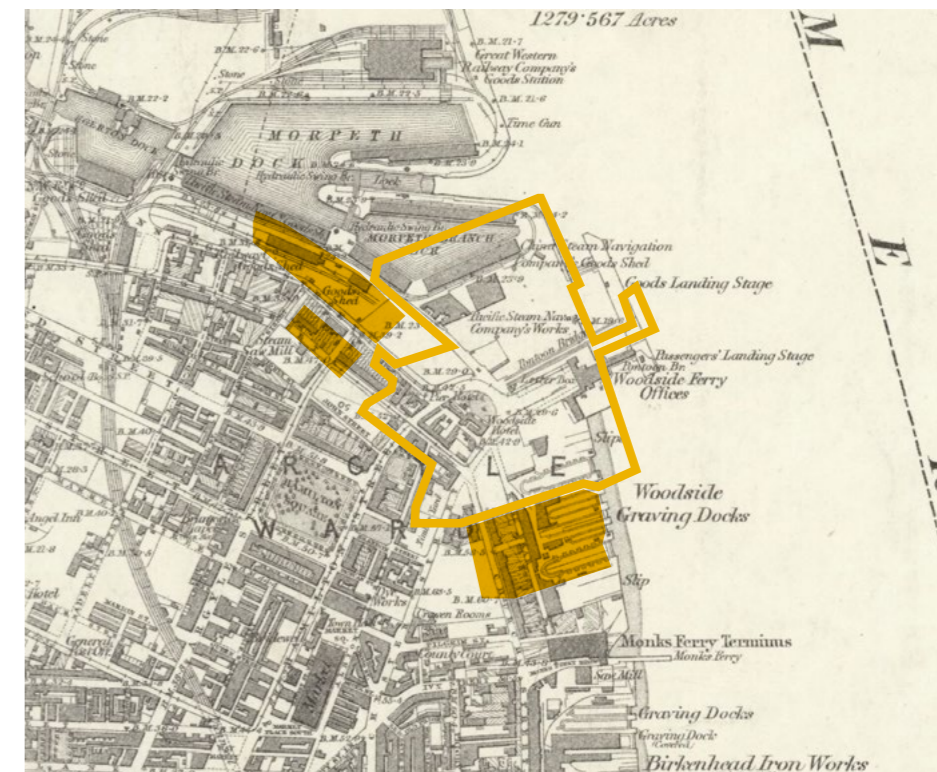
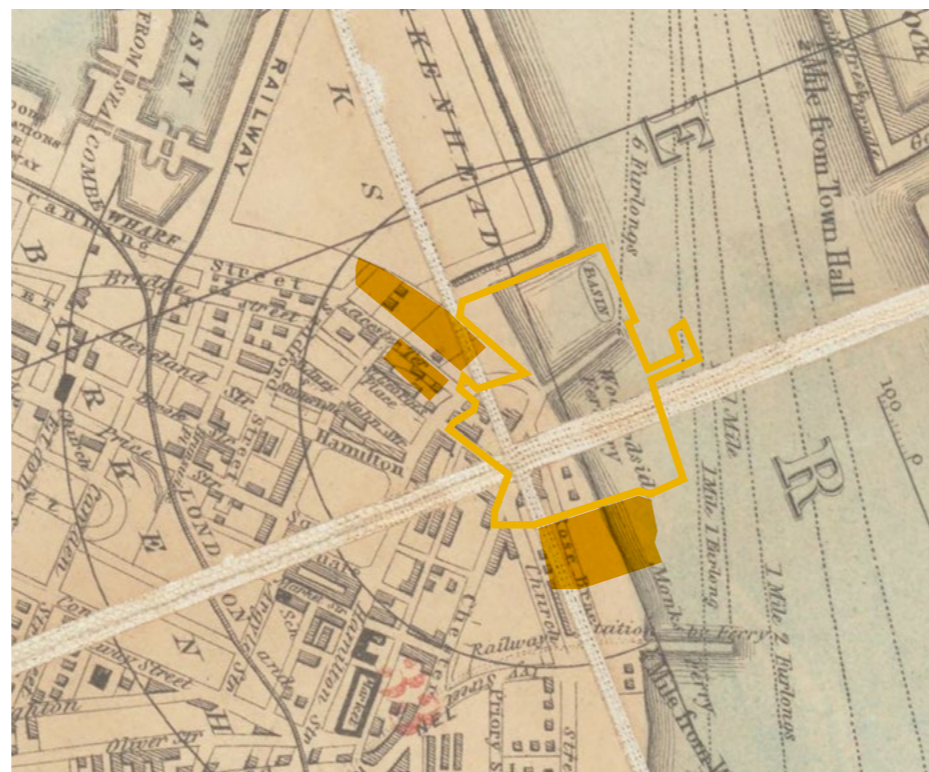
By the start of the 19th century Birkenhead remained a small village on the bank of the River Mersey. With the rapid growth of the transportation of people and goods across the river, as well as the establishment of boiler works and a shipyard on Wallasey Pool, Birkenhead began to quickly grow. The formation of Birkenhead as a new Victorian town started when in 1820 William Laird (who was the key ship builder and major landowner in the area) appointed the Architect James Gillespie Graham to design a new town. This was based on the success and style of Graham's Edinburgh New Town and the Moray Estate for which he was responsible (As shown opposite).

A new urban grain was proposed for the town to rival the best in the UK and with the latest thinking in design and planning. A strong grid was developed which can be seen to take much from the earlier Edinburgh new town, and as can be seen in the 1854 plan opposite. This principal was quickly laid out with new open green spaces and the grid forming the building blocks of the new town. Albeit there were still a lot of buildings that had not been built at this point, the key streets and plots that formed the recognisable grid-iron pattern had emerged. The key buildings, such as those that formed the boundaries of Hamilton Street and Hamilton Square were mostly complete. This was part of the commission from Laird who wanted to again replicate the buildings from Edinburgh New Town, in particular the façades of the Moray Estate.

Laird's and Graham's vision for Birkenhead was that of a grand Victorian town that would be comparable to the earlier Edinburgh New Town. This was exemplified by Joseph Paxton's design of Birkenhead Park in 1847, which later went on to inspire the design of Central Park in New York City. Birkenhead Park aligns perfectly with the end of Laird's Grid and the start of the industrial landscape south in which Laird's shipyards and workers were housed.

Major infrastructure was soon established. 1860, Birkenhead became the first town in Europe to operate a street tramway. The Mersey Railway tunnel opened in 1886, providing direct railway access to Liverpool.

The Queensway road tunnel opened in 1934 and gave rapid access to Liverpool. This further opened the Wirral Peninsula for development and encouraged industrial growth. The town also grew due to migration from rural Cheshire, Ireland and Wales.

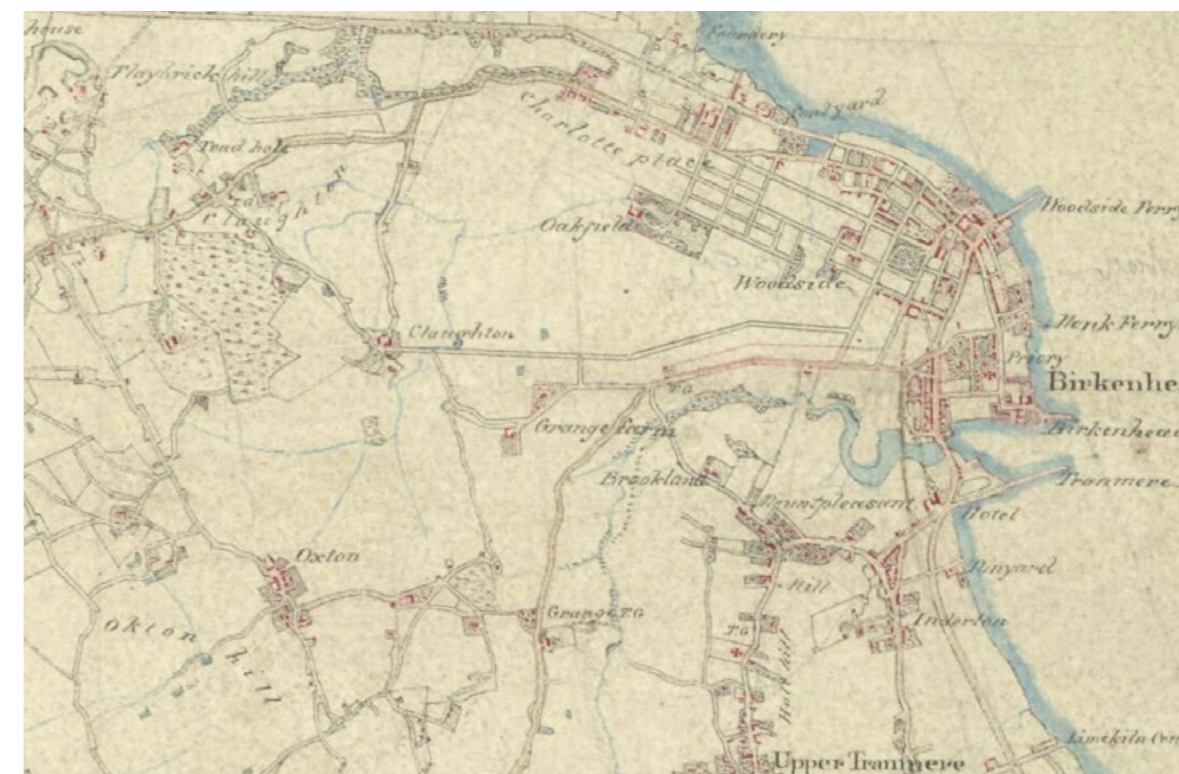


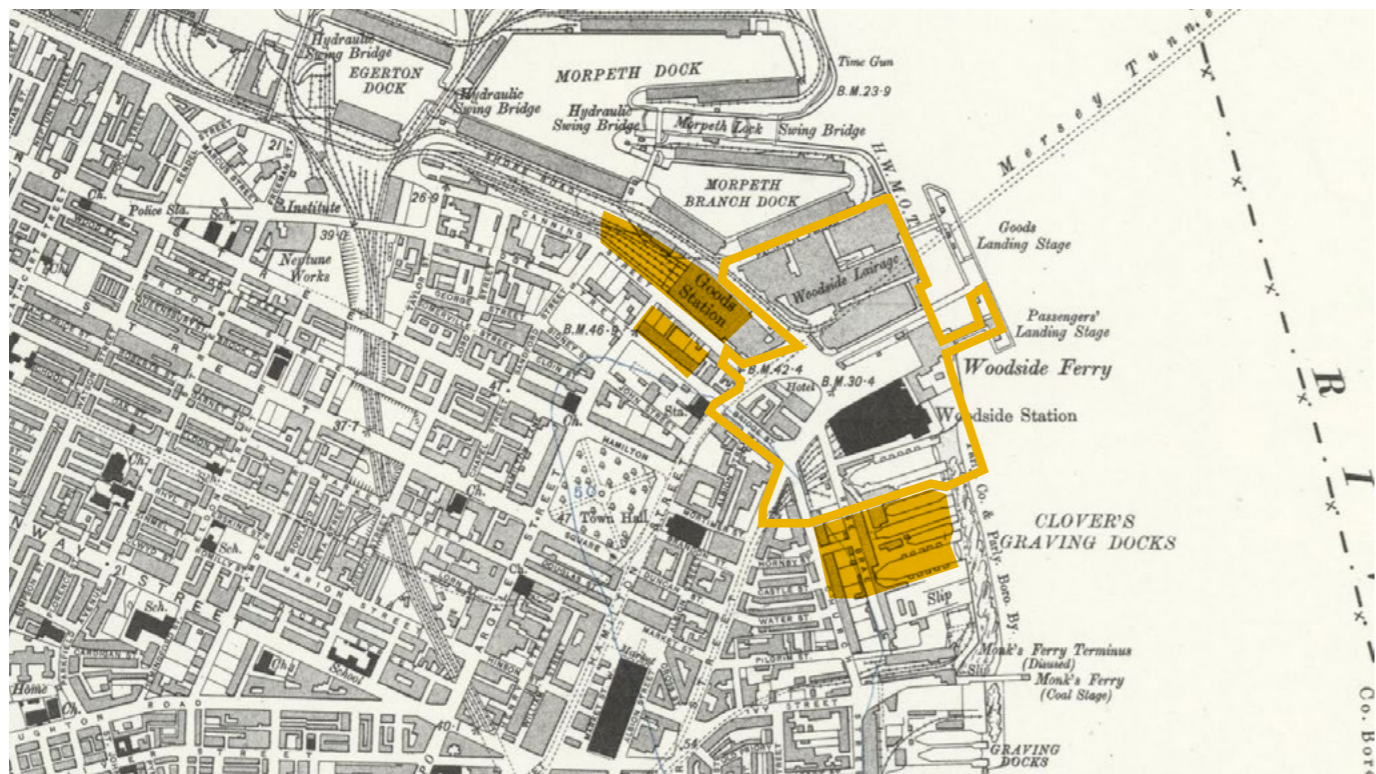
1854

1872

1800's

1836

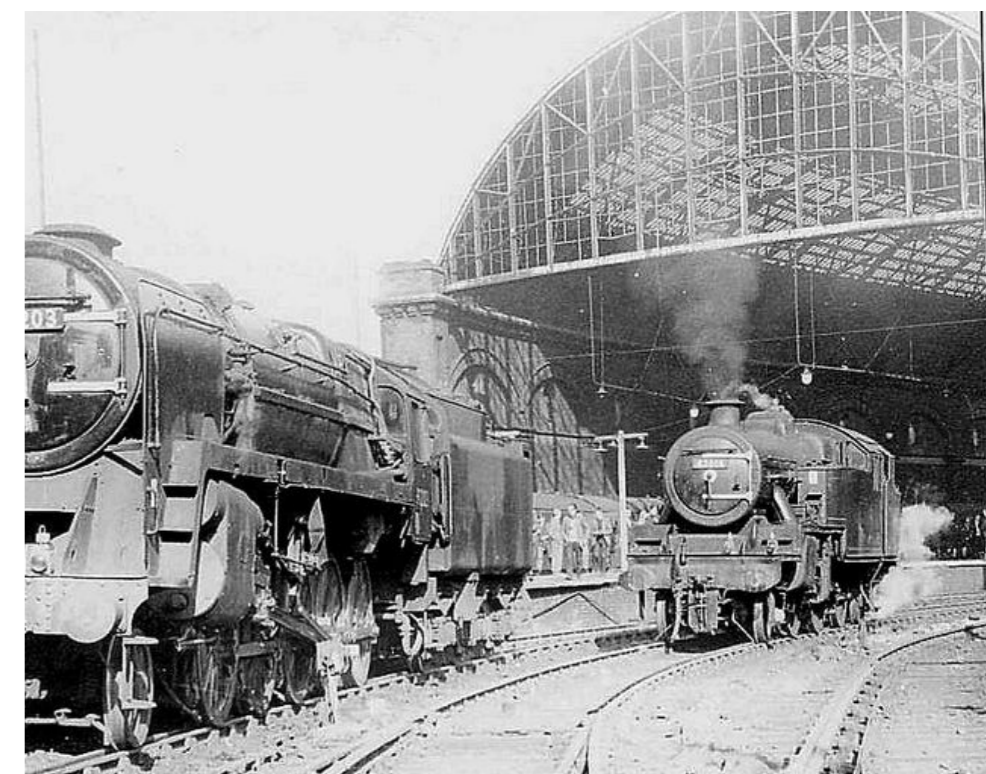




1899



1913



1926

1899

1944

1945

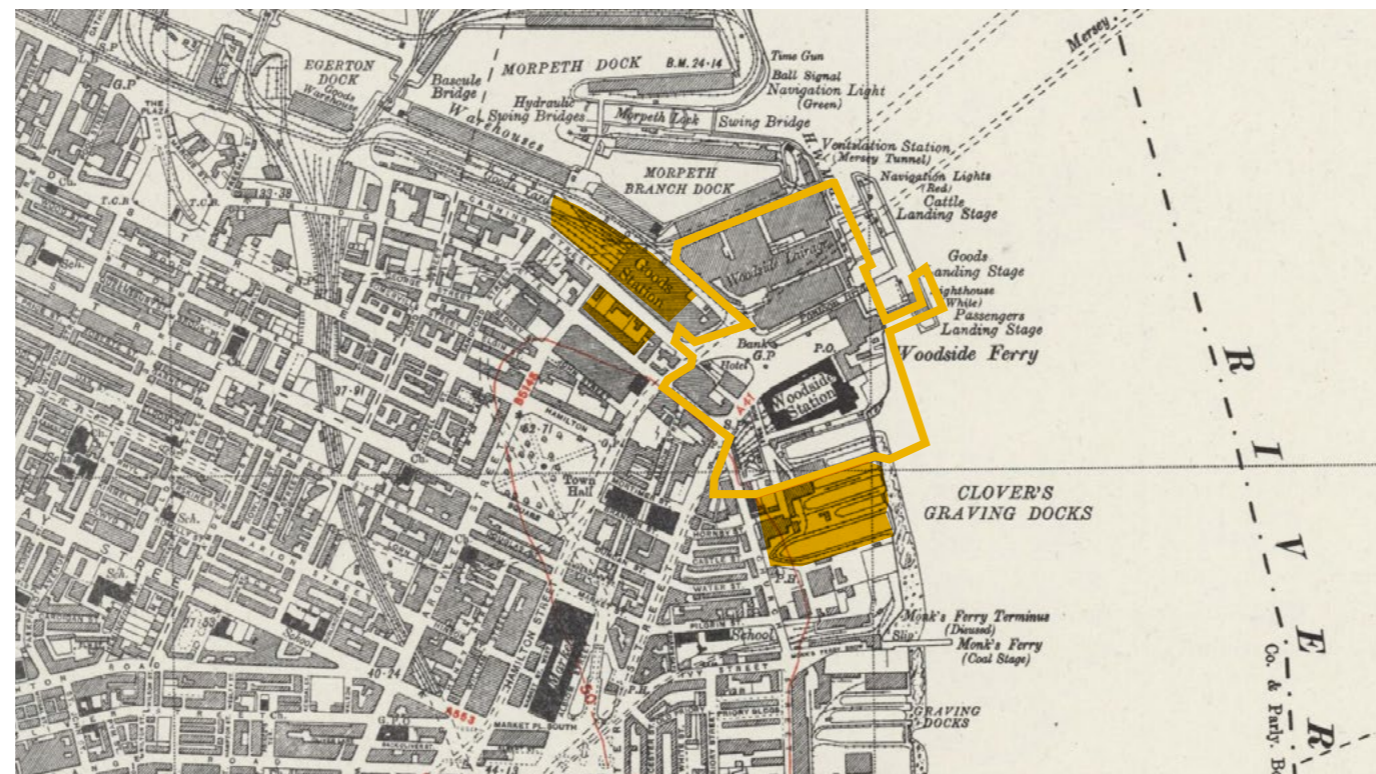




Figure 10.1.1 - Woodside Station

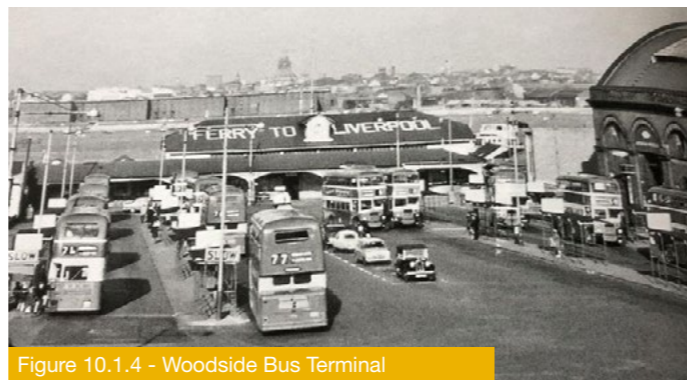


Figure 10.1.4 - Woodside Bus Terminal



Figure 10.1.7 - Woodside Ferry Station 1973



Figure 10.1.5 - Woodside Ferry Station Postcard



Figure 10.1.8 - Woodside Ferry and bus terminal



Figure 10.1.2 - Woodside Station

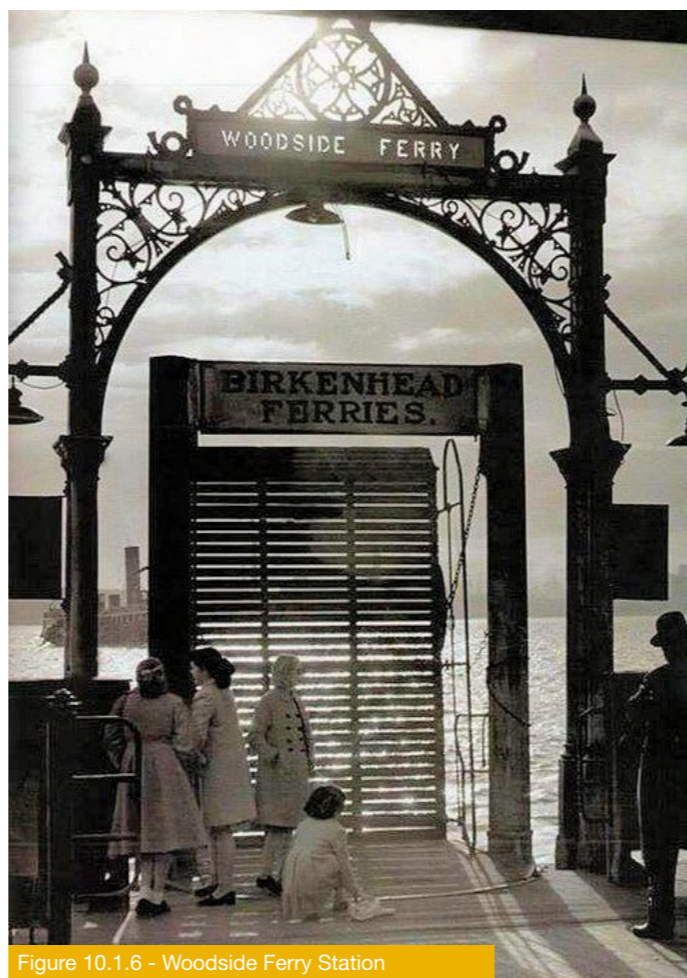


Figure 10.1.6 - Woodside Ferry Station



Figure 10.1.9 - Woodside Ferry



Figure 10.1.3 - Woodside Station 1960

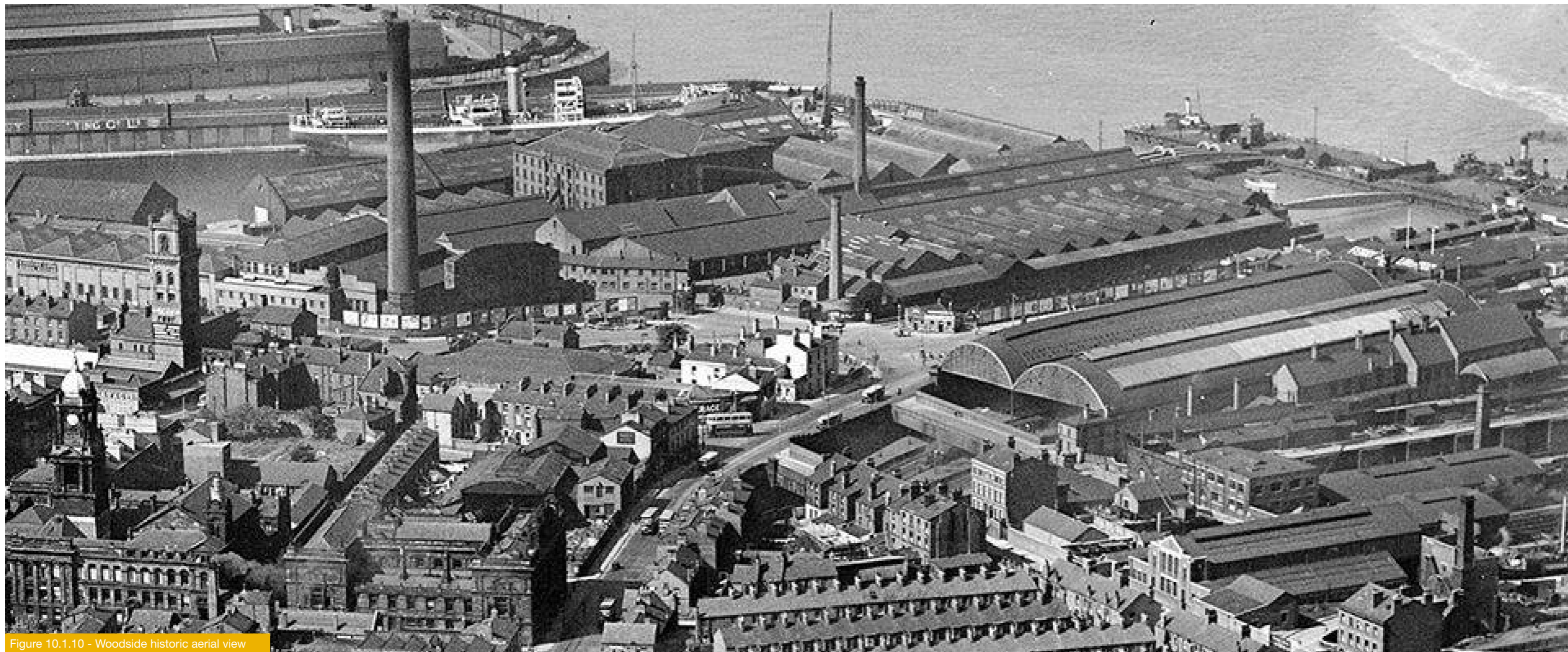


Figure 10.1.10 - Woodside historic aerial view



Figure 10.1.11 - Woodside hotel



Figure 10.1.12 - Woodside hotel

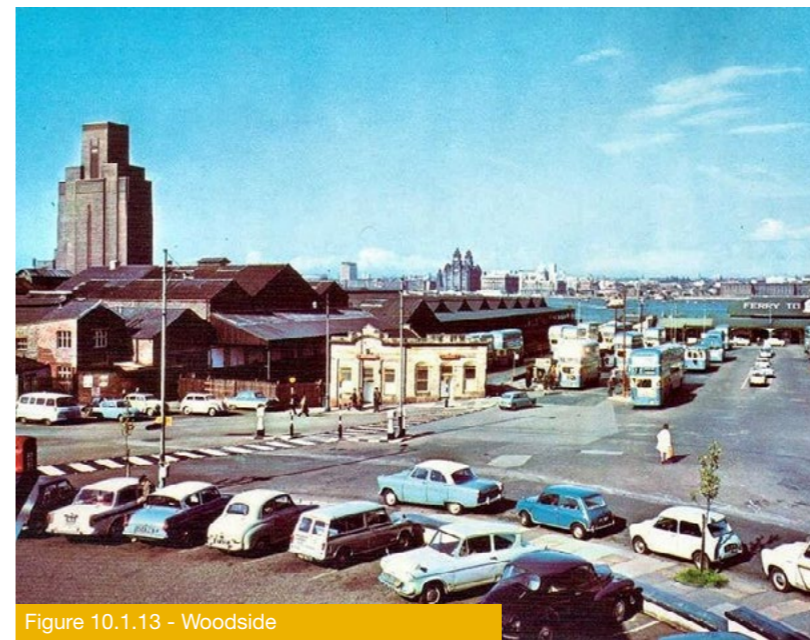


Figure 10.1.13 - Woodside



Figure 10.1.14 - Woodside 1963

10.2 ENVIRONMENTAL CONDITIONS //

This image illustrates key environmental factors influencing the site. This can be used to identify the optimal locations for land-use, public open space provision, scale and massing.

There are a number of key considerations at Woodside:

Wind // with the river frontage location the site is exposed by its nature, which whilst the prevailing wind direction is from the North West, the estuary serves to funnel wind along the coastline and into the site.

Sunlight // the promenade provides a special aspect which during the mornings is bathed in sunlight, but in the afternoons this is cast into shadow placing importance on solar studies to ensure optimal conditions are created in the landscape and buildings.

Noise // the site has very few major sources of noise generation. These are mainly focused around the road to the gyratory and the primary substation.

Smell // a unique context to the site is the United Utilities water treatment works which sits to the North of Pacific Road warehouse. Generally the prevailing winds blows smells away from the site, but this is an issue to be addressed through smell / air quality assessment.

Conclusions & Observations

Encouraging longer dwell times in the public landscape will require sun path analysis to be undertaken and careful placement of active ground floor uses to maximise their commercial value and aspect.

The central space to the ferry terminal provides the potential for both sheltered space from the wind, views to the Liverpool skyline and good sunpath penetration throughout the day.

Key

- ▬ Prevailing Wind
- ▬ Sun Direction
- ▬ Smell

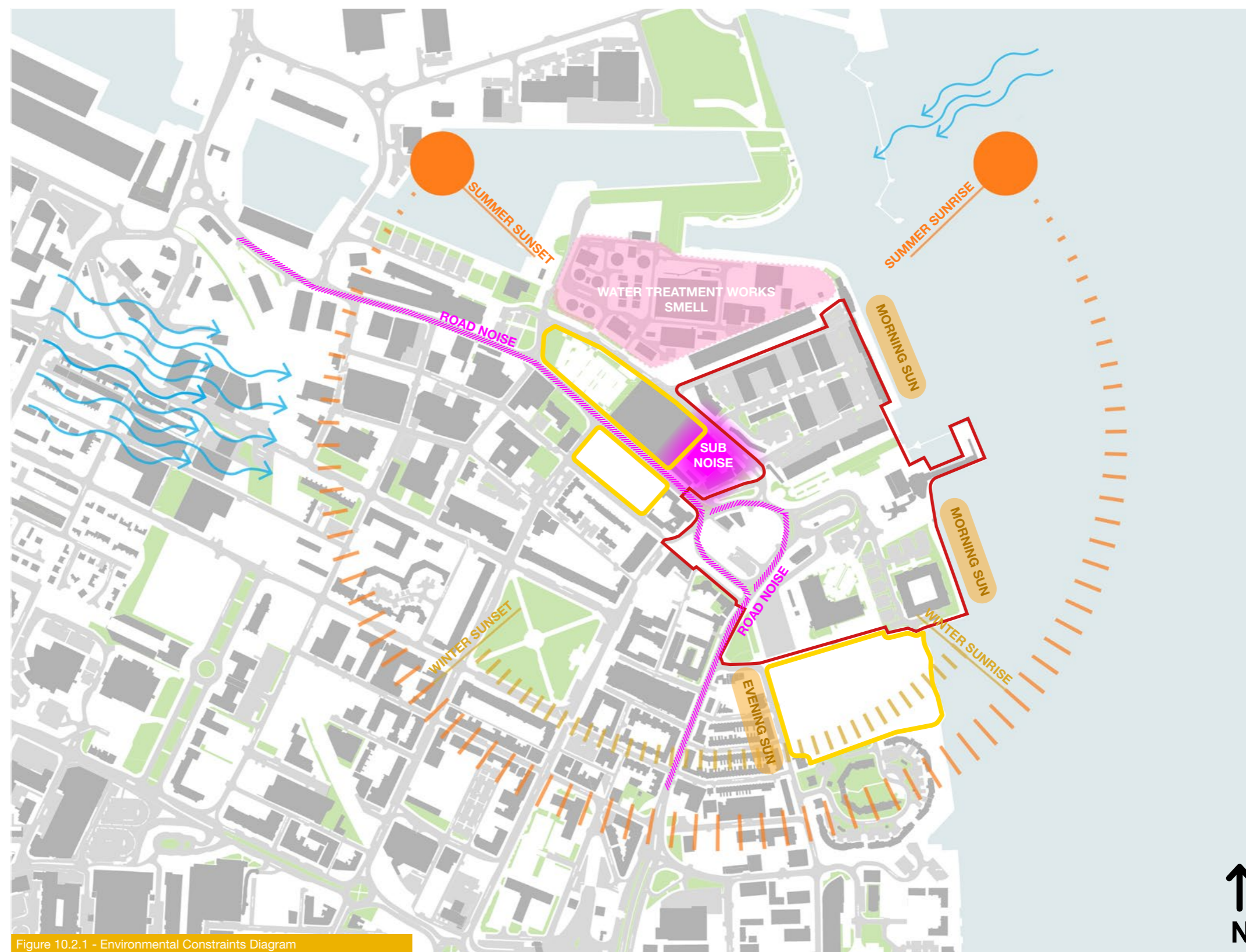


Figure 10.2.1 - Environmental Constraints Diagram

10.3 FLOOD RISK //

The adjacent diagram maps information sourced from the Environment Agency Flood Maps identify the site is within flood zone 3 - an area with a high probability of flooding, and indicates the extent of tidal flooding that is predicted to affect the site as illustrated on the adjacent plan. The hierarchy of flood risk should be followed and detailed modelling and analysis would be required for the Environment Agency and the LLFA:

1. Flood avoidance – completely raising the levels to ensure flood waters cannot breach the ground floor. In some cases this may mean exposing the substructure to flooding.
2. Flood resistance – defending the site from flooding through bunds, walls, gates, mechanical features etc.
3. Flood resilience (water exclusion) – allowing water to reach the building but not to enter – usually done through flood barriers on thresholds, ensuring vents are high enough and services remain operational etc.
4. Flood resilience / repairable (water entry) – allowing water to enter the building but designing it in such a way that damage is kept to a minimum and repairs can be carried out as quick as possible. This may be small things like raised kitchen appliances & power outlets, waterproof plaster, hard flooring etc.

Conclusions and Observations

The extent of flooding can be aligned to the reclaiming of land, and whilst is shown to be extensive the tidal nature and potential to increase floor levels across the site further allow the potential for this issue to be addressed through development plans.

It is advised that a flood engineer is appointed to undertake an initial review of the site to advise on levels, ground floor use, upper level use/ escape strategy and any impact on funding.

Key

- Flood Zone 3
- Flood Zone 2

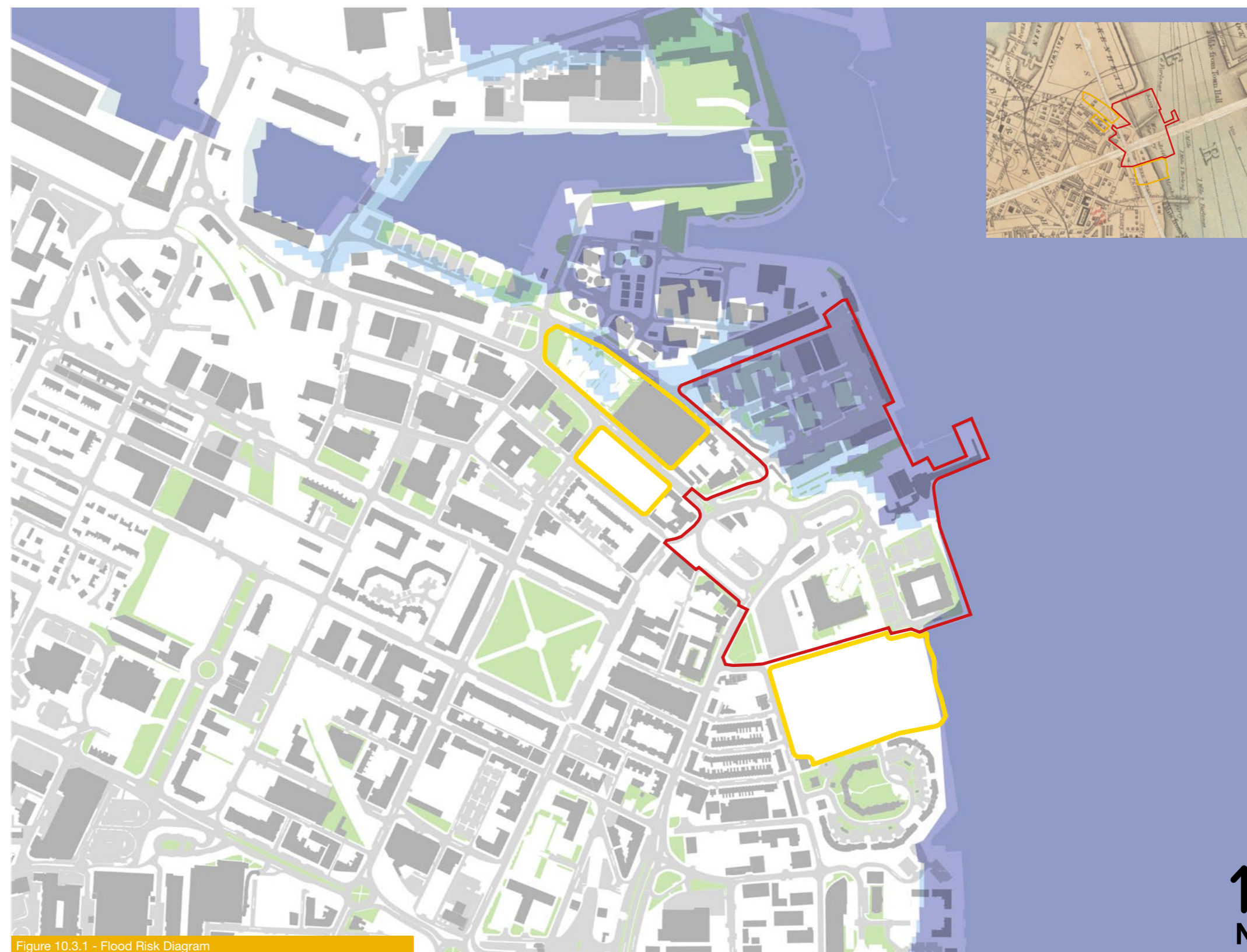


Figure 10.3.1 - Flood Risk Diagram

10.4 SITE LEVELS //

There is a gradual level change across the site, with levels rising as one moves away from the edge the water. These level changes are consistent with the findings in the Flood Risk assessment and can give a clear idea regarding how much new buildings need to be elevated to minimise the impact of flooding.

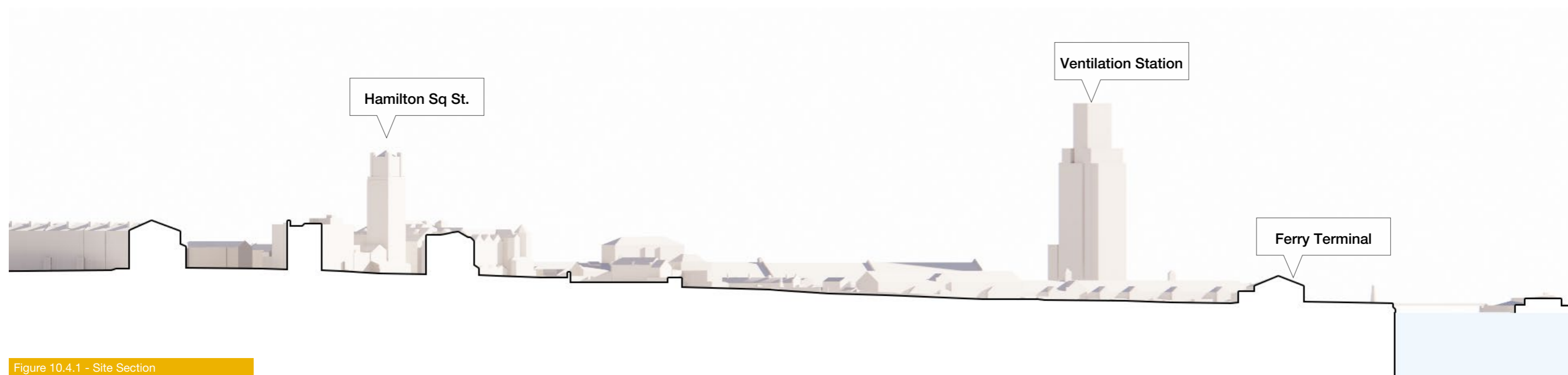


Figure 10.4.1 - Site Section

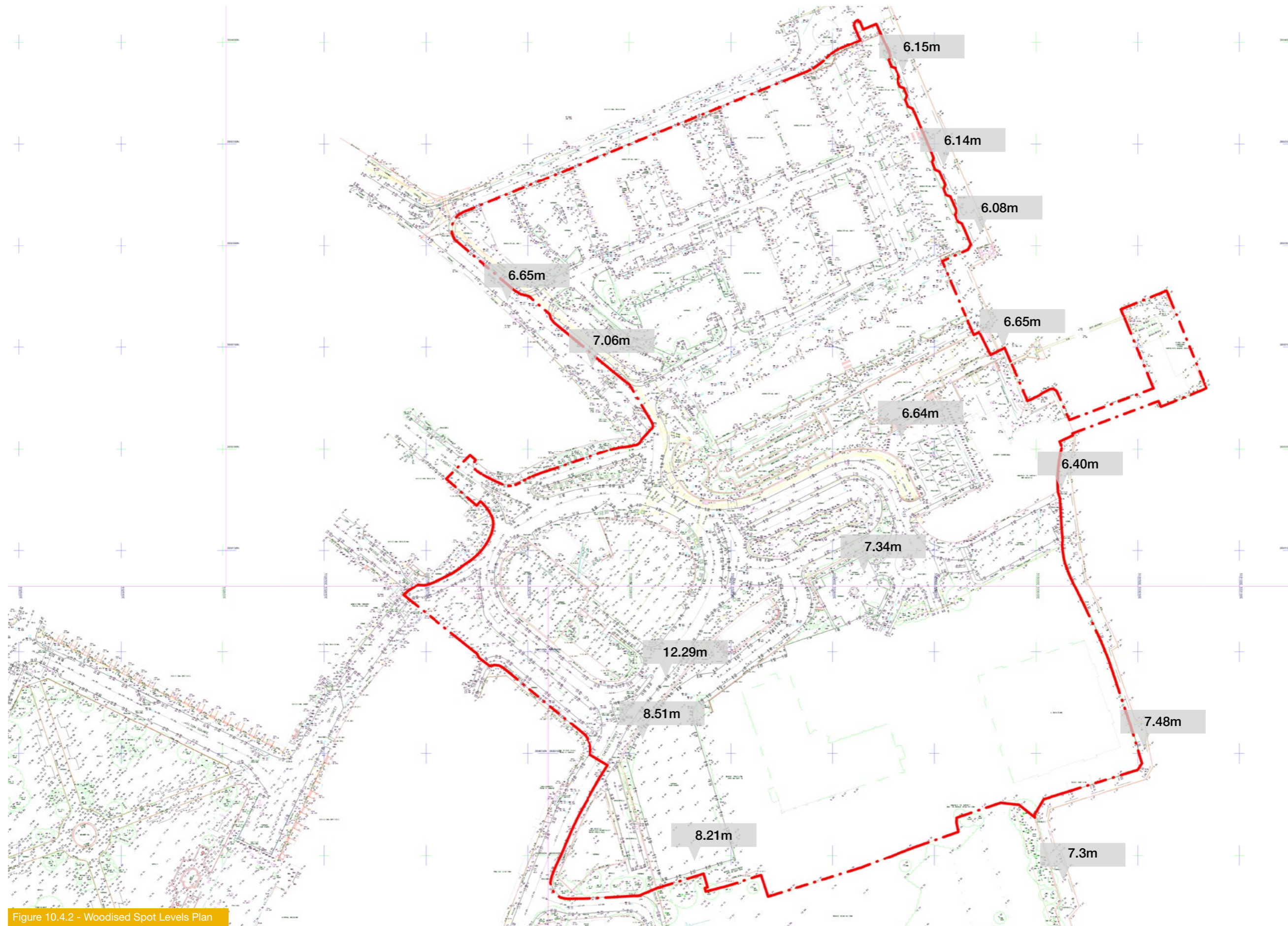


Figure 10.4.2 - Woodised Spot Levels Plan

10.5 BELOW GROUND SERVICES //

The plan illustrates a number of below ground services running through the Masterplan boundary, primarily running below roads / footpaths other than where secondary or primary substations are connected or drainage runs provide route to the low point at the water treatment works.

Conclusions & Observations

The majority of below ground services follow the current route of the Gyratory road, with major services running to the north with foul drainage and electricity cables being identified as major constraints.

Full detailed survey will be required for all planning applications to ensure any strategic services are not impacted, or alternative diversions are clearly identified to suit development coming forwards.

- Clean Water
- Dirty Water
- National Grid
- BT Openreach
- Cadent Gas (low pressure)
- Lument Technologies
- Vodafone - Leased
- - - Vodafone
- Network Rail - Channel
- Network Rail - Culvert
- Scottish Power - 132kV
- Scottish Power - No Power
- Scottish Power - 33kV
- Scottish Power - High Voltage
- Scottish Power - Low Voltage
- Sub-Station



Figure 10.5.1 - Below Ground Services Diagram

10.6 HERITAGE & CONSERVATION //

Hamilton Square Conservation Area was designated in July 1977 and extended in June 1994. It contains the largest, Grade I Listed, Victorian square outside London and formed a significant part of the historic development of Wirral. The principal character of the area derives from the grand scale of the architecture, the sense of enclosure and the general uniformity of design.

The Conservation area extends past Bridge Street encompassing the Gyrotory plot. This appears at odds with the character and context of listed buildings of very different quality to Hamilton Square. This is reinforced with the level change through this area which enhances the sense of being within a different environment than the amazing square just a few minutes up the hill.

As part of the context of Hamilton Square views in and out of the areas and the setting of listed buildings must be considered and assessed in accordance with National Planning Policy.

Outside of the Listed Buildings and Structures and Conservation Area, there are also a number of remnants of the past life of the site, The Heritage Tram, railway bridges, large cuttings for Stations and goods yards and features that have become landscape artefacts that should be celebrated and preserved wherever possible.

Conclusions & Observations

Part of the Woodside Masterplan is set within the Hamilton Square Conservation Area, and it is suggested by the Masterplan that this is reviewed for clarity. This is not to reduce the importance of this key context, or the need for clear and robust assessment on the impact on the Conservation Area and Listed Buildings, however this would allow clarity on the level of change required in this location to support the vision and cohesion of the waterfront with the town centre.

Key

- Grade II Listed Building
- Grade II* Listed Building
- Grade I Listed Building
- Hamilton SQ Conservation Area

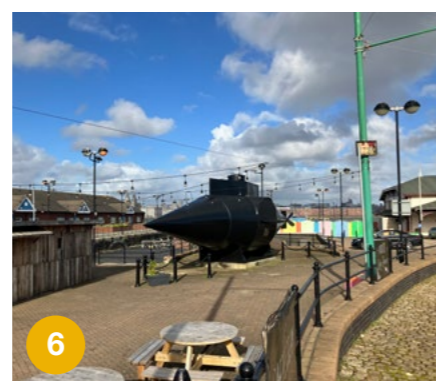
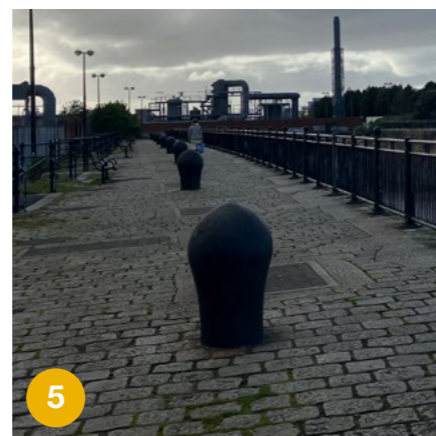


Figure 10.6.1 - Heritage Constraints diagram

The adjacent diagram examines the multitude of heritage assets present on the Woodside site.

Part of the Woodside site falls within the Hamilton Square Conservation area which contains a number of listed and non-designated heritage assets. These sit in the wider context of the masterplan area where even more heritage assets helping define rich history and character of the area.

Any proposed developments that impact heritage assets should to be informed by a comprehensive heritage statement and comply with local and national policy, including para 201, and other relevant parts of the NPPF.



- 1// Terraced House - While not listed these historic maps show just how long these plots have been occupied by rows of terraced houses.
- 2// Woodside Hotel
- 3// Pier Hotel
- 4// Merseyway Ventilation Tower - listed
- 5// Wirral Circular Trail
- 6// Resurgam - Replica of early Victorian submarine
- 7// Historic rail retaining Wall
- 8// Cheshire Lines Building
- 9// Pacific road warehouse - Listed
- 10// Woodside Ferry Terminal - Listed
- 11// Shore Road Pumping Station - Listed
- 12// Historic Police Cabin - Listed



Figure 10.6.2 - Diagram showing heritage assets

Key

- Listed Heritage Asset
- Heritage Asset (not Listed)

10.7 VIEWS CORRIDORS //

This plan illustrates an overlay of the view corridors that must be assessed as set out by the Emerging Birkenhead Design Guide and the Liverpool Local Plan.

Views shown on the adjacent diagrams represent a collation of views established in the Liverpool Local Plan and the Emerging Birkenhead Design Guide.

These views are assessed and described in detail within the design code. Further site specific views are identified to be considered within this section in addition to these to support any proposed scale and massing approaches by subsequent land development.

Observations & Conclusions

Preserving the key views across Birkenhead is vital part in preserving the towns character and identity, and ensuring that the Woodside Masterplan Area has a unique quality afforded by the context within which it is set.

Liverpool's Local Plan also has views that cover the Woodside Masterplan area and will need to be considered in the detail design of any plots.

Below is a high level RAG rating of the views

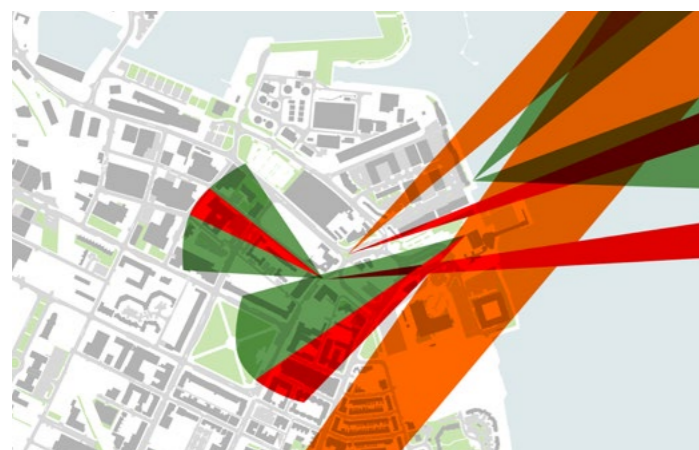


Figure 10.7.1 - View Corridors RAG rating

- Liverpool Local Plan
- Emerging Birkenhead Design Guide View

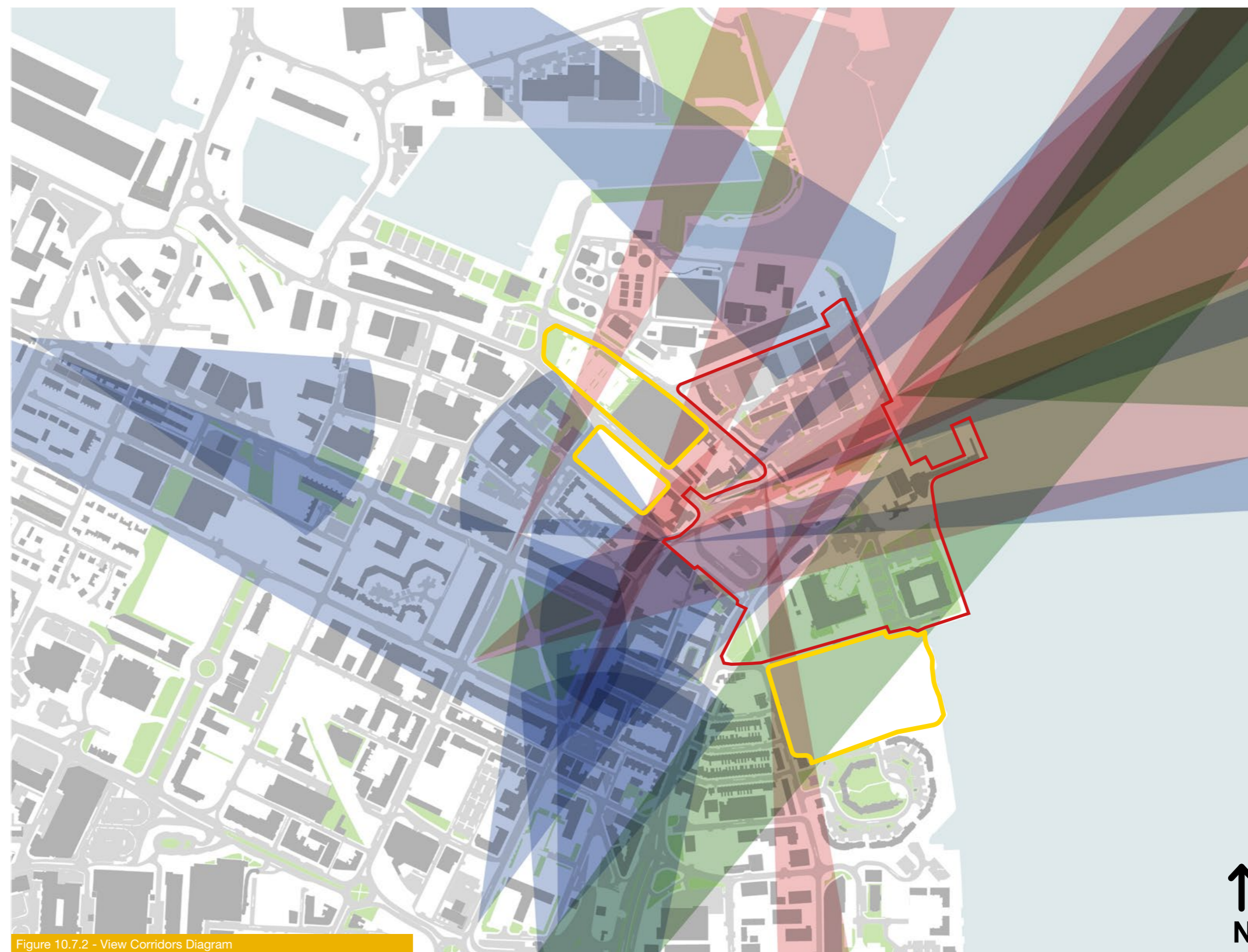


Figure 10.7.2 - View Corridors Diagram

10.8 MOVEMENT //

Woodside is an area well served by road connections and public transport, but yet it feels disconnected from the town centre and on an edge of the waterfront which is difficult to access.

The street network is one of the key factors defining the development of the site. The Woodside Gyratory is the primary road today disconnecting the waterfront from the town. The route is currently under review via the new Gyratory development plan that proposes a significant update to the road and enhanced pedestrian crossings and cycle features.

Conclusions & Observations

The majority of Secondary and Tertiary streets follow a defined grid, creating long views encompassing a number of sites. The Gyratory on the site creates a barrier and a potential danger to pedestrians that limits connectivity between Hamilton Station and the Ferry Terminal. Street clutter also hinders wayfinding across the site. This junction is set to be improved through the Gyratory development plan in place with the Council. This sees a much more pedestrian friendly route and an enhancement of secondary streets in order for plots to be serviced while traffic along the Gyratory be reduced. Surface ground parking is dominant across the area with it taking up valuable pieces of land with good connections and prime views across the River Mersey. A parking strategy could be established in order to consolidate and improve carparking, taking traffic away from the waterfront.

- Primary Streets
- Secondary Streets
- Tertiary Streets
- Tunnel
- Parking
- Bus Route
- Underground Tunnel
- ⋮ Bus Stop
- ⋮ Train Station
- ⋮ Ferry Terminal

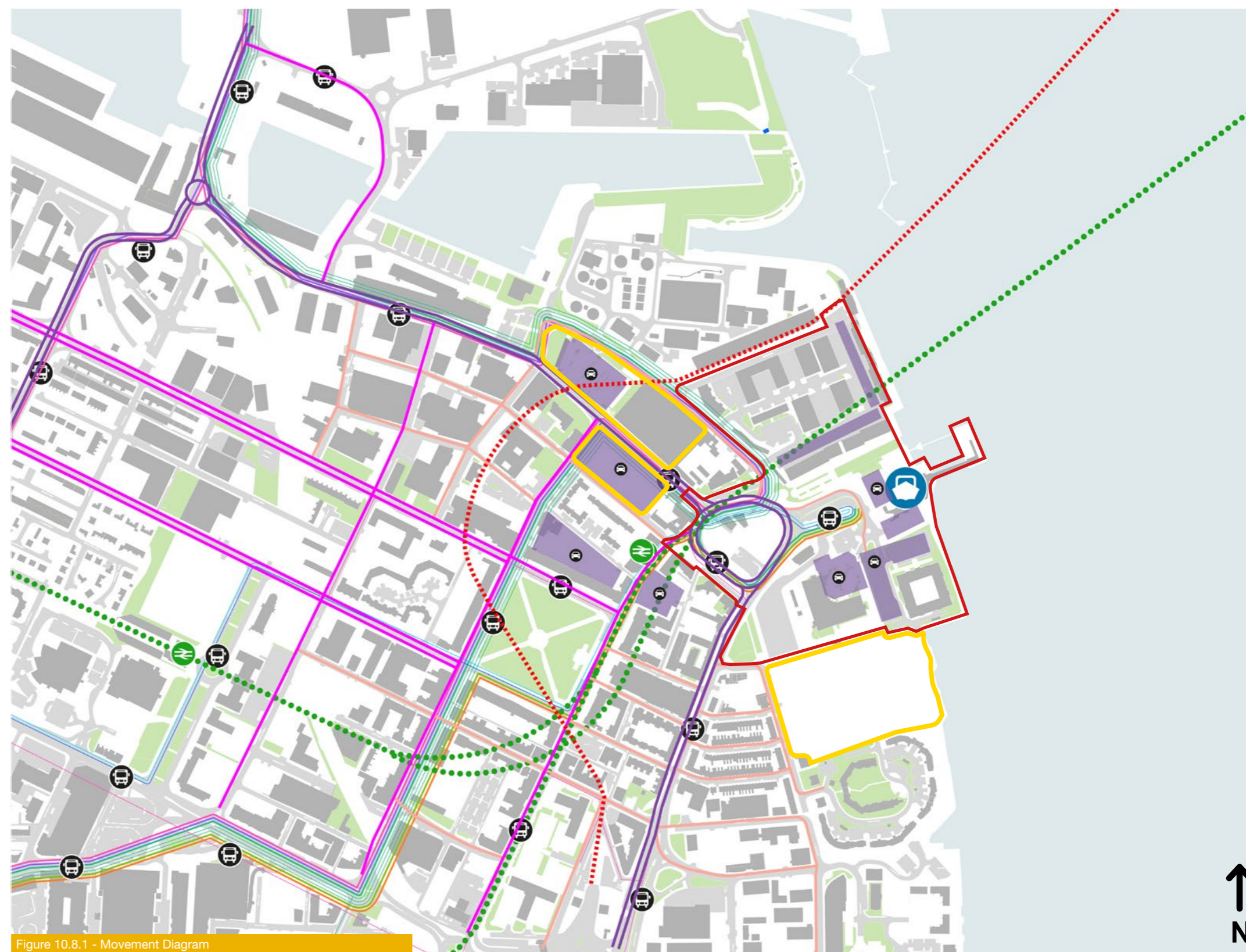


Figure 10.8.1 - Movement Diagram

10.9 LAND OWNERSHIP //

Land ownership can help shape development plots and sizes. It can map connections and links between otherwise disjointed sites and help determine suitable future land use.

Conclusions & Observations

While the majority of primary plots within the red line have single owners the Gyratory plot has multiple owners of a smaller nature. Detailed studies would be required to ensure that comprehensive development is possible within the ownership boundaries.

- Managed Carparks Limited
- Wirral Borough Council
- Alpha and Wirral Methodists
- Wirral Borough Council
- Merseytravel
- The secretary of state for housing, communities & local government
- Prima Housing Group Ltd
- Peel L&P Property
- TBC

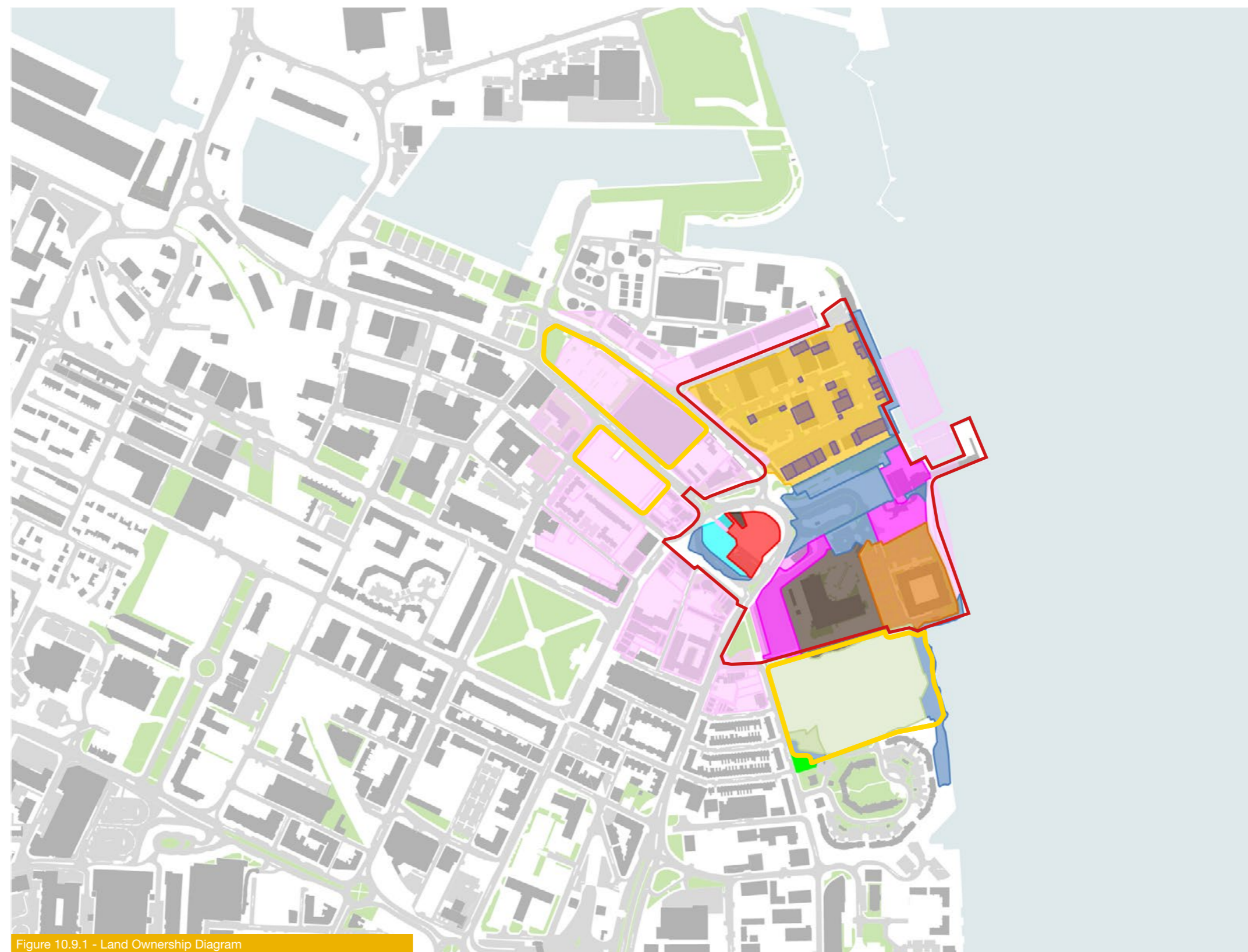


Figure 10.9.1 - Land Ownership Diagram

10.10 CONSTRAINTS OVERLAY //

The adjacent diagram shows an overlay of most constraints discussed previously. It maps view corridors, flood risk, transport links, below ground services and tunnels.

Conclusions and Observations

The Woodside waterfront has many layered constraints that affect any possible developments on the sites. To address some of these constraints one should also address the conflicting requirements for mediating these issues. While a number of sites are under flood risk and may need to have commercial entrances elevated, they are also constrained when considering building height in the context of protected view corridors. Listed buildings also fall within flood zones and may need to be protected and addressed in future design.

The Road and Rail Tunnels are important constraints on top of the ones described earlier, and detailed consultation could be required to propose structural solutions to building over or near these structures.

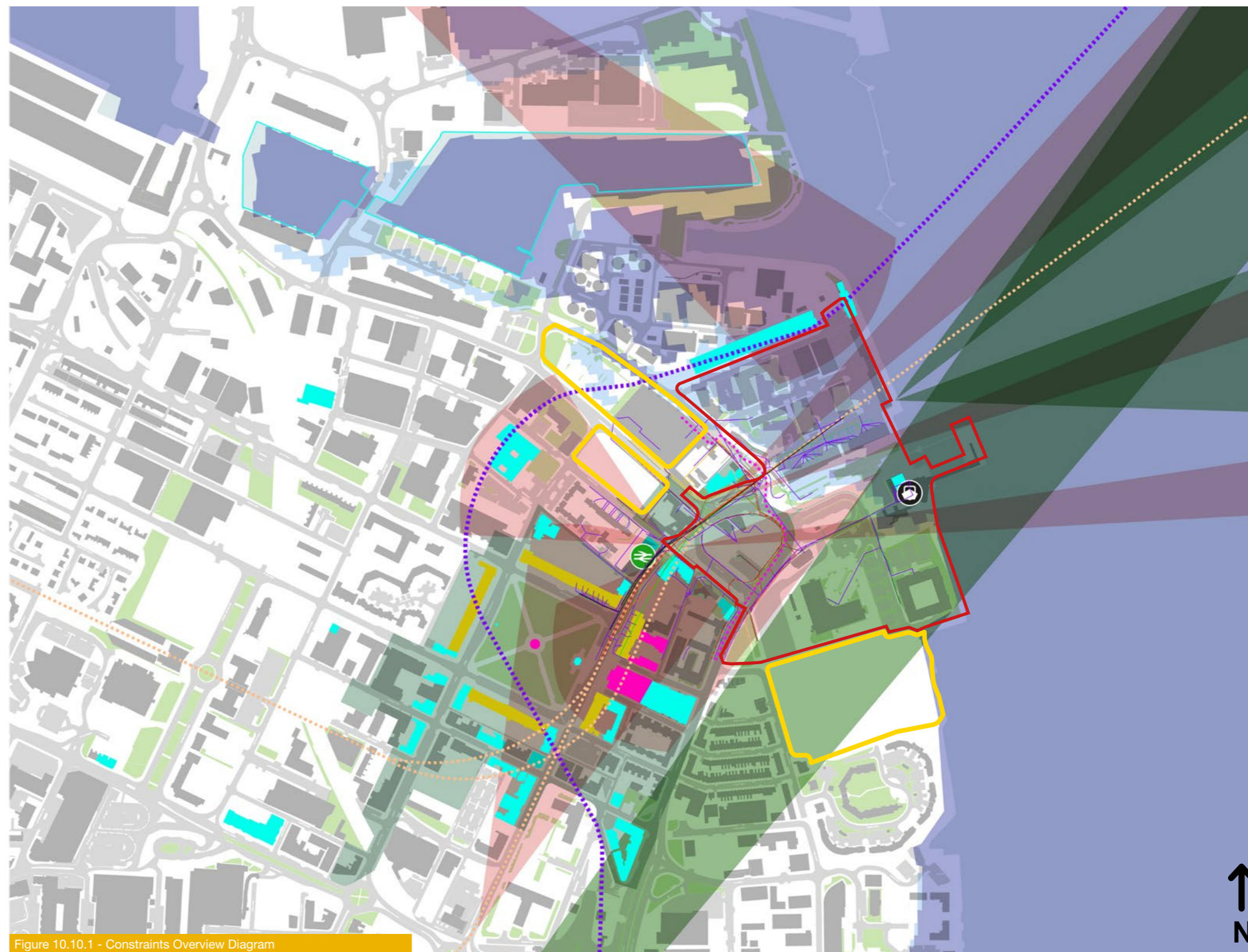


Figure 10.10.1 - Constraints Overview Diagram

10.11 STRATEGY FOR SCALE //

As part of the design development process a key investigation was the role of scale at Woodside and the impact / positive potential this may bring to the area as a whole. The below illustrates some of the high level strategies investigated which have informed the selection of the preferred strategy encapsulated within the illustrative Masterplan and Parameter Plans included within this report. The orange highlights the preferred option selected and the following pages provide some of the key views to inform this approach.

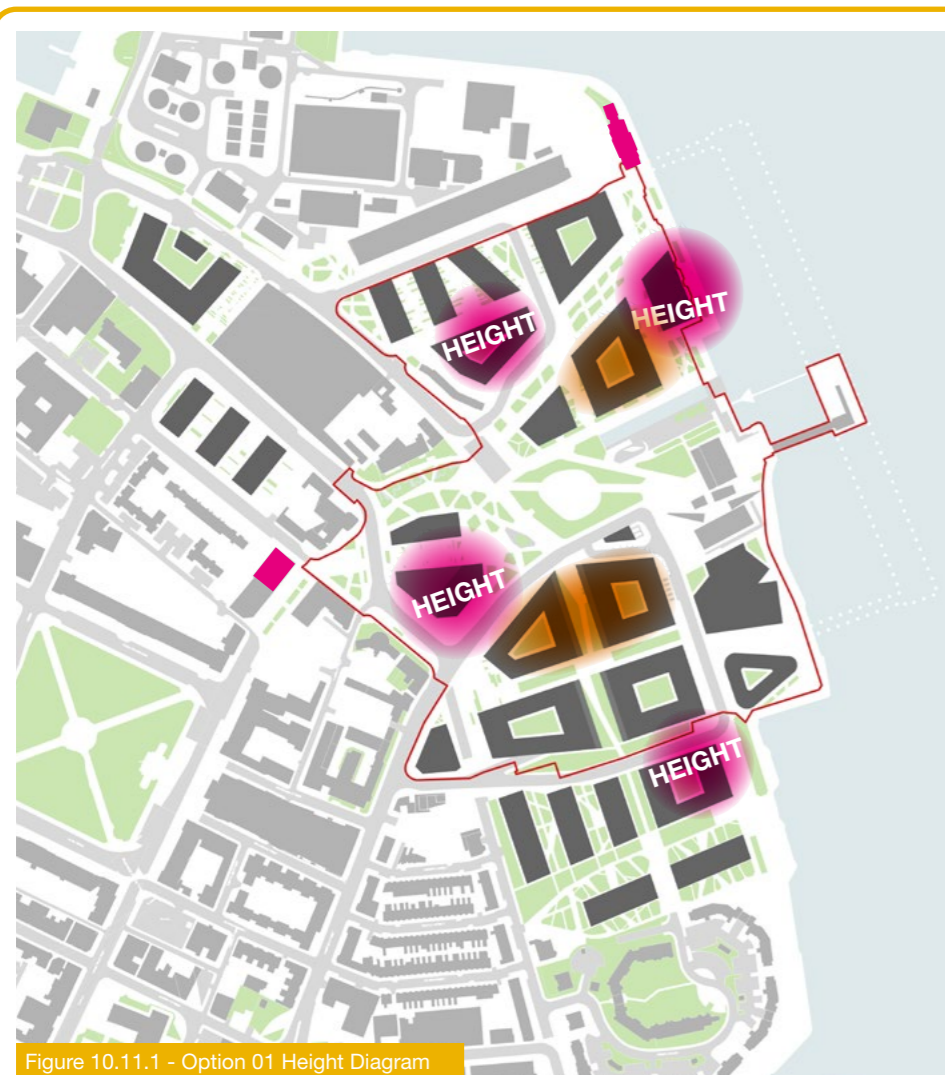


Figure 10.11.1 - Option 01 Height Diagram

Strategy 01

Using Scale to orientate and respond to the street character

- Scale is used in strategic locations that lead to key locations and attractions across the site such as the Vent Tower, Entrance to town Centre and the Waterfront
- The scale reflects that of established landmarks across the site with the Gyratory plot referencing Hamilton Sq Station as seen from Hamilton Square and plots in close proximity to the Vent shaft taking that as a datum point for height
- Several buildings with a medium height are spread out predominantly around the edges of plots, defining corners and open space.

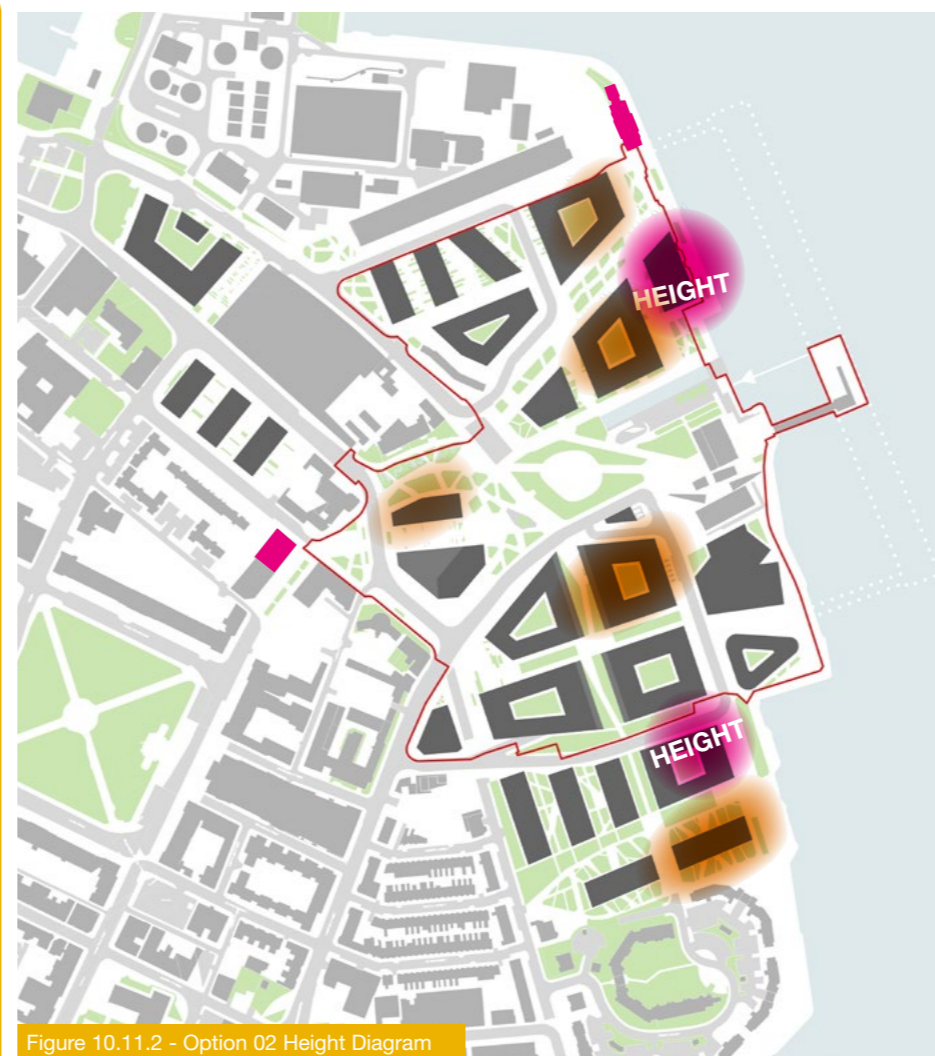


Figure 10.11.2 - Option 02 Height Diagram

Strategy 02

Using scale to define the waterfront

- Scale is predominantly focused to the east, defining the waterfront and creating an attractive elevation while viewed from Liverpool. Height along the water also fully utilises the existing level change to deliver on appropriate height when viewed from Birkenhead
- The scale reflects that of established landmarks across the site with the plots in close proximity to the Vent shaft taking that as a datum point for height

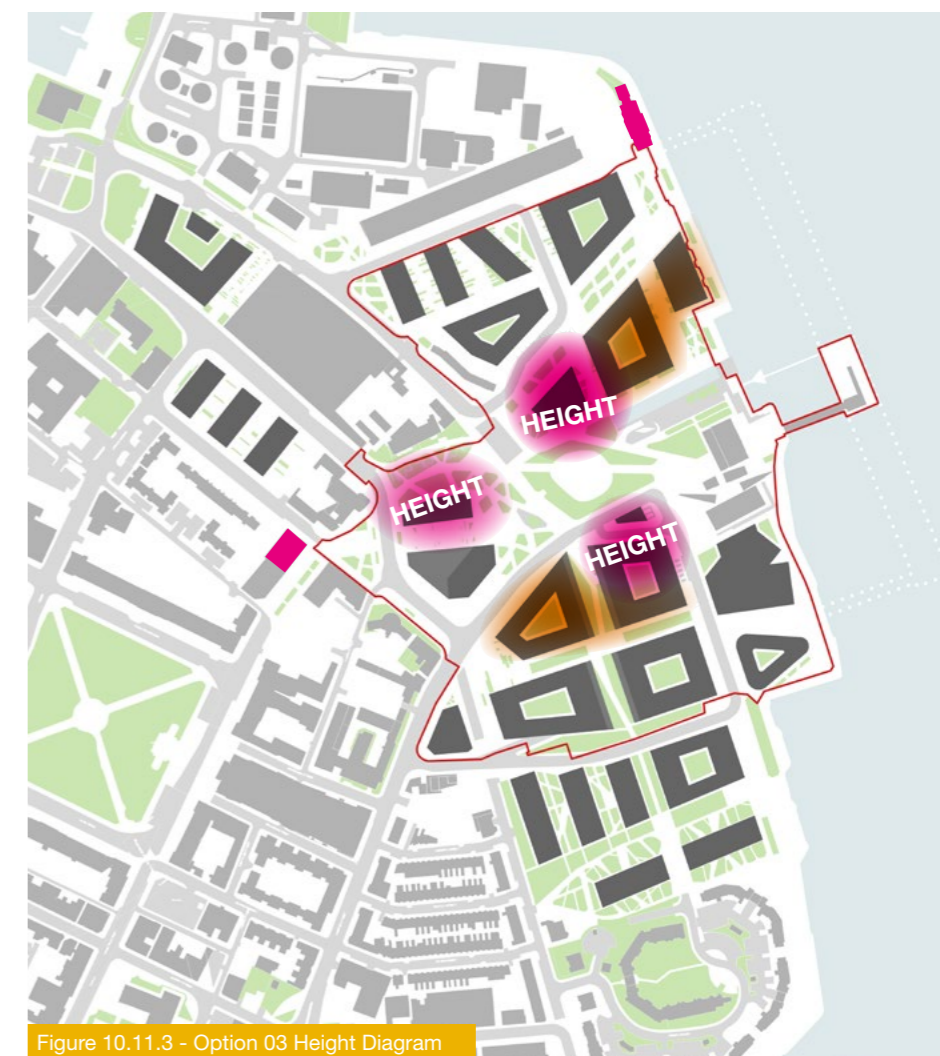


Figure 10.11.3 - Option 03 Height Diagram

Strategy 03

Using scale to define the central landing

- Scale in this option is predominantly distributed around the edges of the green space proposed next to the Ferry Terminal. This height helps define the open space, providing solid edges reminiscent of the scale around Hamilton Square
- The scale reflects that of established landmarks across the site with the Gyratory plot referencing Hamilton Sq Station as seen from Hamilton Square and plots in close proximity to the Vent shaft taking that as a datum point for height

View Analysis Extract

View 02//

Location: Crossing adjacent to Hamilton Sq Station

Purpose: Close context viewpoint

Conclusion:

All 3 options preserve views to Liver building, Metropolitan Cathedral and Liverpool Cathedral. Option 1 provides a high point that can be used to navigate to the ventilation tower that is obstructed in this position.

View 03//

Location: Gyratory crossing

Purpose: Close context viewpoint

Conclusion:

The view of the Liver building is framed in option 01 drawing the eye of visitors and establishing a connection with the waterfront

View 07//

Location: Corner of Hamilton Square

Purpose: Wider context viewpoint

Conclusion:

The gyratory site is visible in all 3 options. Option 01 provides a scale that blends with that of the other visible buildings. Height of Option 01 aligns to Hamilton Square Station

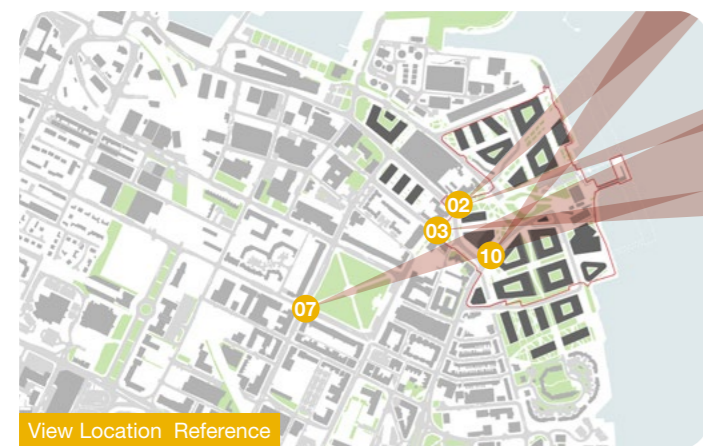
View 10//

Location: Corner of Bridge St and Chester St

Purpose: Close Proximity View

Conclusion:

All three options partially obstruct the view of the Ventilation tower and preserve views of Liverpool however Option 01 frames the view of the Liver Building and direct the view to the focal point



Existing



Option 01



Option 02



Option 03



10.12 REGIONAL AND LOCAL REGENERATION AND PLANNING POLICY CONTEXT //

Liverpool City Region Growth Strategy (LCRGS) //

The LCRGS outlines the City Region's Strategy for Growth, acknowledging the unique strengths and assets of each of the local authority areas and communities. The strategy is built upon three pillars - Productivity, People and Place, each with a strategic goal. "Productivity" focuses on how to maximise the potential of the LCR's sector strengths and related assets and focuses on starting and growing more successful businesses by promoting innovations and entrepreneurial activity. "People" aims to improve and increase skills, developing existing talent and attracting new talent for sustainable growth. This includes falling unemployment with the resident employment rate of the 16-plus population increasing to 58% by 2025. "Place" looks to improve transport, energy and digital infrastructure while protecting and enhancing cultural and environmental assets; the aims of this pillar will be achieved through increased demand for public services such as health and education, with additional demand for public transport as well. The strategy seeks to target investment at major employment sites, spaces and places of potential economic opportunity, the regeneration of town centres and disadvantaged communities and environmental improvements.

Local Context//

The local regeneration context for the sites includes the following documents:

- Wirral Strategic Regeneration Framework (2017- 2020)
- Wirral Climate Change strategy 'Cool 2' (Draft)
- Wirral Community Wealth Strategy (Draft)
- Wirral Retail and Centres Study (2019)

Wirral Strategic Regeneration Framework (2017- 2020)

Wirral's Strategic Regeneration Framework (SRF) provides the route map to driving regeneration, creating jobs and ensuring sustainable, long-term growth in Wirral's economy.

It defines Wirral's plans for future development and investment, by providing an evidence base, principles and strategic drivers on which to plan future regeneration.

The Framework sets out Wirral's ambitions, plans and vision for the borough. The opportunities set out in the Framework are based on an assessment of what is deemed realistically deliverable, but is described as requiring focused energy and resources from a range of partners, including the private sector if these are to be achieved.

Wirral consider the Strategic Regeneration Framework reflects the priorities and approach outlined within the City Region's Growth Strategy.

Woodside Waterfront is described in the SRF as a spatial priority area, with significant growth potential.

The SRF describes the ambition at Woodside, "Wirral will have a waterfront

residential and commercial quarter of scale, style and built quality that reflects its positioning on the Left Bank of the Mersey, but which also respects and enhances the heritage assets within Birkenhead.

This will be an iconic and exciting residential and commercial hub within Wirral, a home to hotel and conference facilities, commercial office activity, and new residents overlooking one of the world's most recognisable and spectacular views – that of the [former] UNESCO World Heritage Liverpool Waterfront.'

It is described as 'the jewel in the crown for opportunity and ambition for Wirral and the LCR.' The council supports 'the principle of a key commercial core at Woodside with links to Hamilton Square and Birkenhead needing to be embedded in the plans to create a corridor of opportunity to Birkenhead Town Centre. The pieces are in place to create a truly unique, sustainable and cultural asset to the City Region and beyond.'

Woodside is described as holding 'the potential to deliver an innovative and modern, mixed use development within an area of huge opportunity, enviable connectivity, and with the presence of significantly underutilised public sector assets. It will form the gateway to Birkenhead from Liverpool, with the resulting opportunity undeniable.'

The SRF envisages that Woodside could comprise a 'mixed use series of buildings and public spaces which:

- Uses including commercial office, retail, food and drink, hotel and conference, and residential.
- Over 65,000sqm commercial floorspace, a 200-bed hotel, over 580 residential units, and 450 car parking spaces.
- Re-connects the waterfront with the centre of Birkenhead, including Hamilton Square, and Wirral Waters.
- Represents an attraction in its own right and creates a high quality and accessible environment for visitors, day and night and throughout the year.
- Total Gross Development Value across the area in excess of £300m.'

Wirral Climate Change strategy 'Cool 2' (December 2019) //

Wirral Council declared an Environment and Climate Emergency at a meeting of full council on 15 July 2019 and committed action to address the ecological and climate crisis that we all face.

The commitment to action aims to:

- cut climate damaging pollution locally in line with global targets, whilst developing resilience to more extreme weather patterns and rising sea levels that impact Wirral
- protect and enhance biodiversity

Cool Wirral is a campaign aimed at encouraging local climate-related action in support of the climate change strategy for Wirral. The Cool Wirral Partnership co-ordinates local action on climate change. The partnership is supported by Wirral Council and meets three times a year.

- A strategy, known as Cool 2, was developed and endorsed by all partners in December 2019.
- Wirral Council has formally endorsed this new strategy and has developed its own climate emergency action plan in support.

Wirral Council is committing to acting to:

- Achieve 'net zero' carbon emissions associated with our activities by 2030
- promote wider action to help reach 'net zero' emissions for Wirral as a whole no later than 2041
- identify risks and prioritise nature-based solutions to build resilience to climate change
- become a 'Carbon Literate' organisation
- promote sustainable regeneration and green investment, with a brownfield first development strategy in the Local Plan
- reduce unnecessary travel through planning and the use of information technology
- facilitate modal shift from fossil fuelled vehicle use to active travel, public transport and ultra-low carbon vehicles, for example, electric vehicles
- manage our use of energy, water, and resources as efficiently as possible
- promote sustainable resource use more widely, to encourage the transition to a less wasteful 'circular economy'
- make use of cleaner renewable energy to meet our energy needs
- promote a wider shift to non-fossil fuel clean energy sources
- manage at least 30% of land in Wirral for the benefit of wildlife by 2030 (in line with government commitments)
- ensure a 20% 'net gain' in biodiversity across all council land
- increase tree planting to double Wirral's tree canopy cover
- increase the number of parks and open spaces achieving green flag status

Community Wealth Building Strategy 2020-2025 //

The Community Wealth Building Strategy (CWBS) sets out our ambitions to support communities to become more independent, financially self-sufficient and take ownership of public assets to run them in ways that are beneficial to them.

Community Wealth Building is a people centred approach to local economic development. Community Wealth Building seeks to restructure the composition of the economy itself so that wealth is widely held, shared and democratised. It reorganises local economies to be fairer and stops wealth flowing out of our communities, towns and cities, and instead places control of this wealth into the hands of local people, communities, businesses and organisations.

The Strategy sets three objectives and five outcomes:

- Strategic Objective 1: Democratic Economy - An economy where decision making power is shifted from corporate managers and

Policy WS 5.2 - Open Space Provision

D. New residential development will be required to contribute to the improvement and enhancement of open space, which may be secured through a mix of on-site provision and/or financial contributions, based on the following standards:

1. the provision of 37 square metres of publicly accessible open space per person, of which 2.5 square metres per person will be for equipped children’s play or 80 square metres per dwelling, of which 6 square metres will be for equipped children’s play; and
2. that all new dwellings should be within 720 metres safe walking distance of a publicly accessible open space or designated Tourism Area of 1.5 hectares or above; and
3. that all new dwellings should be within 400m safe walking distance of an appropriately equipped open-access facility for children’s play.

E. Where new on-site provision is not required or cannot be achieved, an equivalent financial contribution will be required to secure improvements to existing local facilities and/ or access to strategic provision, within the catchment of the development proposed. A residual contribution will be sought where only provision for children’s play is required under clause F below.

F. Where 50 or more new dwellings will be further than 720 metres safe walking distance of a publicly accessible open space of 1.5 hectares or above, new on-site provision will be required at 37 square metres per person or 80 square metres per dwelling, with provision for children’s play on the following basis:

Size of development	Type of play provision (or equivalent)	Minimum size of activity area for play
50 dwellings (or 109 residents) or more	Local Area for Play (LAP)	100 square metres
67 dwellings (or 160 residents) or more	Local Equipped Area for Play (LEAP)	400 square metres
167 dwellings (or 400 residents) or more	Neighbourhood Equipped Area for Play (NEAP)	1,000 square metres

G. Where 50 or more new dwellings will be within 720 metres safe walking distance of a publicly accessible open space of 1.5 hectares or above but not within 400m safe walking distance of an appropriately equipped facility for children’s play, appropriate provision for play in line with clause F above must be made on a site (or sites) of no less than 0.40 hectares.

H. Off-site provision will be accepted where this would secure an equivalent or better level of provision on an appropriate site. The cost of any agreed on-site or off-site provision will be deducted from the contribution to secure improvements to existing local or strategic facilities or strategic provision required under clause D.

I. New on-site open space should, wherever possible, be provided as a single site for public recreation, centrally located to serve the development as a whole unless additional provision is required to secure appropriate access to safe children’s play within 400m of each new dwelling. Where a facility for play or outdoor sport is provided, an appropriate distance must be maintained between the main activity area and the nearest residential property boundary, to protect the amenity of neighbouring residents.

J. Within Regeneration Areas, strategic provision should be identified within an appropriate master plan or neighbourhood framework. Where appropriate on-site provision would not be achievable, alternative well-designed, high quality open space must be provided, which may include access to formal or informal areas for local recreation or play, waterfront access, tree lined streets, green roofs, access to community growing areas, bespoke approaches to community involvement in maintenance and improved access to appropriate strategic provision.

Policy WS 7.4 - Parking

E. Development proposals must provide well-designed, safe and appropriately supervised parking, including parking for disabled people and electric vehicle charging facilities, that incorporates appropriate landscaping and materials to reduce visual impact and not dominate the streetscene, in accordance with the parking standards at Appendix 8.

F. In highly accessible areas where alternative modes of transport are available that can meet the likely demand and where mitigation measures are introduced, the acceptable levels of car parking may be below the parking standards.

Policy WS 7.5 - Tall Buildings

F. Proposals for tall buildings must adhere to the following principles. Proposals which fail to address these matters will be refused:

1. Design must be exceptional and of the highest quality, grounded in context. It should:
 - i. add to local distinctiveness, identity and placemaking; acknowledge and respect the heritage context; and activate the streetscape; and
 - ii. make positive contributions to public space and the environment at ground floor level. Provide high quality private and communal space and public realm including the use of outdoor space.
2. The design must be inclusive in design enabling use and occupation by all generations and demonstrate positive consideration of:
 - i. scale;
 - ii. form and massing;
 - iii. proportion and silhouette;
 - iv. detailed surface design;
 - v. facing materials;
 - vi. relationship to other structures;
 - vii. impact on streetscape, near and approach views;

- viii. impact on cityscape, local and distant views; and
- ix. impact on the skyline.

G. Townscape and impact assessments will be required with proposals that identify the impact of the structure and assess harm against any public benefit. They should demonstrate how the structures will enhance navigation, wayfinding and landmarking where appropriate, and facilitate permeability of the townscape.

H. Micro-climate assessments will be required which demonstrate that the proposal either as stand-alone or as part of a cumulative series of buildings, will not damage local environmental conditions. These are to include wind modelling, shadow/light issues, noise, air quality, privacy and amenity.

I. Fully detailed proposals demonstrating the quality of finish, servicing, ventilation, structure, car parking and other logistical matters should be provided rather than dealt with as part of Reserved Matters applications.

Appendix 8 - Parking Standards, Transport Assessment and Travel Plan Thresholds

Residential Parking Standards

In Sub regional, Town, District and Local Centres within Regeneration Areas in Birkenhead* the Council will support flexible and innovative approaches to car parking where supported by investment in sustainable transport, parking beat survey evidence, management mechanisms and robust travel planning.

*Seacombe River Corridor (RA 1), Scotts Quay (RA 2), Birkenhead Waterfront (RA 3), Central Birkenhead (RA 4), Hind Street & St Werburghs (RA 5), Wirral Waters (RA 6), and Hamilton Park (RA 7).

The Council may consider provision below the standards in highly accessible areas where alternative modes of transport are available that can meet the likely demand. For example, where the development would be:

- within 400m safe and convenient walking distance of a designated Town, District or Local Centre shown on the Policies Map; and/or
- within 400m of a bus stop or railway station with a regular service with a frequency of 20 minutes or greater; and/or
- initiatives to reduce the level of traffic through significant investment in walking and cycling and public transport are planned or are being introduced within the locality; and/or
- adequate off-street parking is already available within 400m safe walking distance; and/or
- there is potential for the shared use of spaces, for example as part of a mixed-use development.



10.13 PLANNING DELIVERY STRATEGY //

Application Submission Timings in the Context of the Emerging New Local Plan //

Were a planning application/s to come forward before the adoption of the emerging new Local Plan, the Masterplan proposals would be deemed contrary to the adopted UDP – they would not be considered UDP policy compliant.

This is because, in the adopted UDP, the sites fall within either a Primary Commercial Area or a Primary Industrial Area, where only uses falling within Use Class E and Use Class B, respectively, will be supported. The UDP does not support 'other' uses – which includes residential - within these areas.

The UDP, however, is old (adopted in February 2000) and will soon be replaced by the emerging new Local Plan.

The policies and commentary contained within the emerging new Local Plan would be deemed a material consideration for any planning application that was submitted ahead of its adoption.

Given the advanced stage of the emerging new Local Plan – it is currently at examination – its content would likely carry significant weight when determining a planning application.

The emerging new Local Plan is supportive of the Masterplan proposals. As such, the principle of the proposed uses is deemed acceptable within the emerging new Local Plan.

When preparing a planning application/s, applicants will need to be mindful of the timings for the emerging new Local Plan. Were the submission ahead of its adoption, applicants would have to ensure the application acknowledged the adopted UDP, even if just to note that it is outdated and, therefore, no longer deemed applicable. Emphasis would need to be focused on the emerging new Local Plan and its support for the Masterplan proposals.

There is a risk – albeit deemed a low one - that application/s submitted ahead of the adoption of the emerging new Local Plan would be deemed premature and that the emerging new Local Plan would only carry the weight required to be able to approve an application for the Masterplan proposal once it is adopted. Whilst this risk cannot be ruled out, it is deemed to be low.

Pre-application Engagement //

Pre-application discussions with the Local Planning Authority is encouraged. This enables an applicant to engage officers' views on the principle of development, to flag any foreseen issues and to seek to agree the application validation requirements.

Undertaking pre-application discussions or entering into a Planning Performance Agreement (PPA), where appropriate, usually allows for a smoother transition into the planning application process and, perhaps more importantly, means that, were any technical issues raised during the planning application process, officers are typically more open to allow

those issues to be resolved during the process (assuming the issue isn't insurmountable).

For major and complex planning applications, Wirral Council 'strongly recommend' their PPA service.

A PPA is a project management tool which allows all parties to agree timescales, actions and resources for handling planning applications. They are usually agreed at the pre-application stage and relate to the whole development process, from pre-application planning advice and community engagement, to application progress meetings, through to the post-decision stage, including the discharge of conditions and site monitoring.

The PPA service can be discussed at the closing stages of an initial pre-application meeting, once it has been established that development proposals are either acceptable in principle or officers have a degree of confidence that a departure from the Plan may be justifiable.

Planning Application Timescales //

Any proposal that includes more than 150 dwellings; or is more than 1 hectare of urban development (which is not dwellinghouse development); or where the overall area exceeds 5 hectares would be deemed an 'Urban Development Project' under Schedule 2 of The Town and Country Planning (Environmental Impact Assessment) Regulations 2017. The proposal would then need to be screened against the criteria set out within Schedule 3 to determine whether 'characteristics', 'location' or 'type and characteristics of the potential impact' of the proposal would cause significant effects on the environment.

To determine the above, an Environmental Impact Assessment Screening Opinion should be submitted to the LPA, who would have three weeks to decide whether the proposal should be subject to an Environmental Impact Assessment, or not. In making their decision, officers would need to understand the timings for the proposed development, together with those within the wider Masterplan site (were they to come forward separately), to ensure they have a full and proper understanding of the potential cumulative implications of the Masterplan proposals.

Where an EIA is deemed necessary, the statutory timescales for a planning application is 16 weeks. For other major applications (not deemed EIA), the statutory timescale for determination is 13 weeks. It should be noted that for major / EIA developments, particularly those with complex technical matters to consider and address, application determination periods can extend beyond the statutory period.

Full versus Outline Planning Application //

Given the level of technical assessment required for both a full and an outline planning application would be very similar, there would only be merit in pursuing an outline planning application were, for example, the proposal to cover several of the development parcels, the specific details of which were (either in part or in full) unknown, or perhaps, where an individual

landowner wanted to gain an approval on their site, with the intention of selling their land without developing the proposal themselves.

Perhaps the biggest difference between a full and an outline application is the level of detail provided in the proposed plans and, even then, for an outline application it is usually necessary to demonstrate that the number of units / floor area sought is deliverable, meaning an outline application is usually accompanied by 'indicative' layouts.

Given the Masterplan proposals include scope for tall buildings (across all / most parcels), any outline planning application would likely need to be accompanied by a set of parameter plans, which would seek to 'fix' / limit building heights, for example. An outline application, therefore, would not necessarily be entirely flexible. The Local Planning Authority would likely seek a degree of control via a set of agreed parameters.

Were a Masterplan proposal, which included the delivery of a tall building, to come forward in outline, it will be important to establish with officers the level of information necessary for them to be able to access the proposal. A massing exercise, to inform a Townscape and Impact Assessment, will undoubtedly be necessary. Very specific parameters regarding massing and height will also likely need to be 'fixed' as a part of the outline application process.

In short, any outline application which proposes a tall building will likely need to include a level of detail that would go beyond that which you'd typically expect to have to provide at the outline stage. It will be important to agree this detail with officers before progressing to the application submission. Unless an applicant requires a level of flexibility within their proposal, it is deemed much more efficient - in terms of both cost and timings - to progress with a full planning application.

Planning Deliverables Required to Support Planning Applications//

Based on the Council's validation checklist, together with our professional experience, we consider the following technical assessments would likely to be required for any and all planning applications submitted for the Masterplan proposals:

- Existing and Proposed plans.
- Planning Statement.
- Design & Access Statement.
- Geotechnical and Geoenvironmental Desk Study.
- Flood Risk Assessment and Drainage Strategy.
- Transport Assessment / Statement and Travel Plan – a Transport Assessment would only be required where junction capacity analysis is required. Given the context of the Masterplan proposals, it is deemed unlikely significant vehicles movements would be generated, in which case, only a Transport Statement would be required. Where parking would not meet the required standards, justification will need to be provided within the Transport Statement and supported by a Travel Plan, which should detail how occupants will be encouraged to travel by other

means.

- Air Quality Assessment – at present, Wirral Council has not declared any Air Quality Management Areas (AQMA) in the borough. An AQA would only be deemed necessary, were an application to generate a significant level of vehicle movement. Given the context of the Masterplan proposals, it is deemed unlikely significant vehicles movements would be generated.
- Preliminary Ecology Appraisal and Ecological Surveys – given the brownfield nature of the Masterplan area, a PEA would likely identify any bird or bat habitat potential, which might be affected by any demolition works, for example.
- Biodiversity Net Gain calculation – a separate requirement from the above. Existing and proposed habitat is fed into a Metric, which calculates a scheme's biodiversity output. Proposals are required to demonstrate a 10% net gain. The felling of existing trees and any habitat deemed to be of high quality can significantly affect the outcome of this calculation.
- Tree Survey and Arboricultural Impact Assessment.
- Noise Impact Assessment.
- Energy Statement – the emerging new Local Plan seeks to promote sustainable development, with a view to achieving low / net zero carbon.
- Heritage Statement – given part of the Masterplan site falls within and adjacent to a Conservation Area, within which there are a number of listed buildings, an application's impact upon above ground heritage would need to be considered, particularly given the Masterplan proposes the introduction of tall buildings.
- Archaeological Desk Based Assessment – as above given part of the Masterplan site falls within and adjacent to a Conservation Area, within which there are a number of listed buildings, the potential for any below ground heritage will need to be explored. Given the brownfield nature of the Masterplan area, the potential is deemed low, but an expert would be required to rule out the necessity for any intrusive investigations.
- Townscape and Visual Impact Assessments – given the Masterplan proposals identify the potential for tall buildings, proposals will be required to identify their impact and assess any harm.
- Micro-climate Assessment – as above, proposals will be required which demonstrate that a tall building, as a stand-alone structure or as part of a cumulative series of buildings, will not damage local environmental conditions. This should include wind modelling, shadow / light issues, noise, air quality, privacy and amenity.

The above list is not exhaustive and, as above, would ideally be agreed with LPA officers ahead of a planning application submission to ensure a smooth validation process.

The list is applicable to all and any planning application submitted within the Masterplan area.



11

PARAMETER PLANS //





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 - THE PROJECT CON RISK REGISTER

- NOTES**
- Vertical Limits of Deviation**
- 1-2 Stories
 - 3-6 Stories
 - 7-8 Stories
 - 9-11 Stories
 - 12-15 Stories
 - 16-21 Stories
- Key**
- - - Site Boundary
 - Key View
 - Odour, air quality or acoustic issues

P04	WBC	Wordings Updates	JY	VD	01/11/24
P03	Masterplan	Report - Update	VD	MB	25/09/24
P02	Masterplan	Report - Update	VD	MB	17/11/23
P01	Drawing	issued for Masterplan Report	VD	MB	22/09/23

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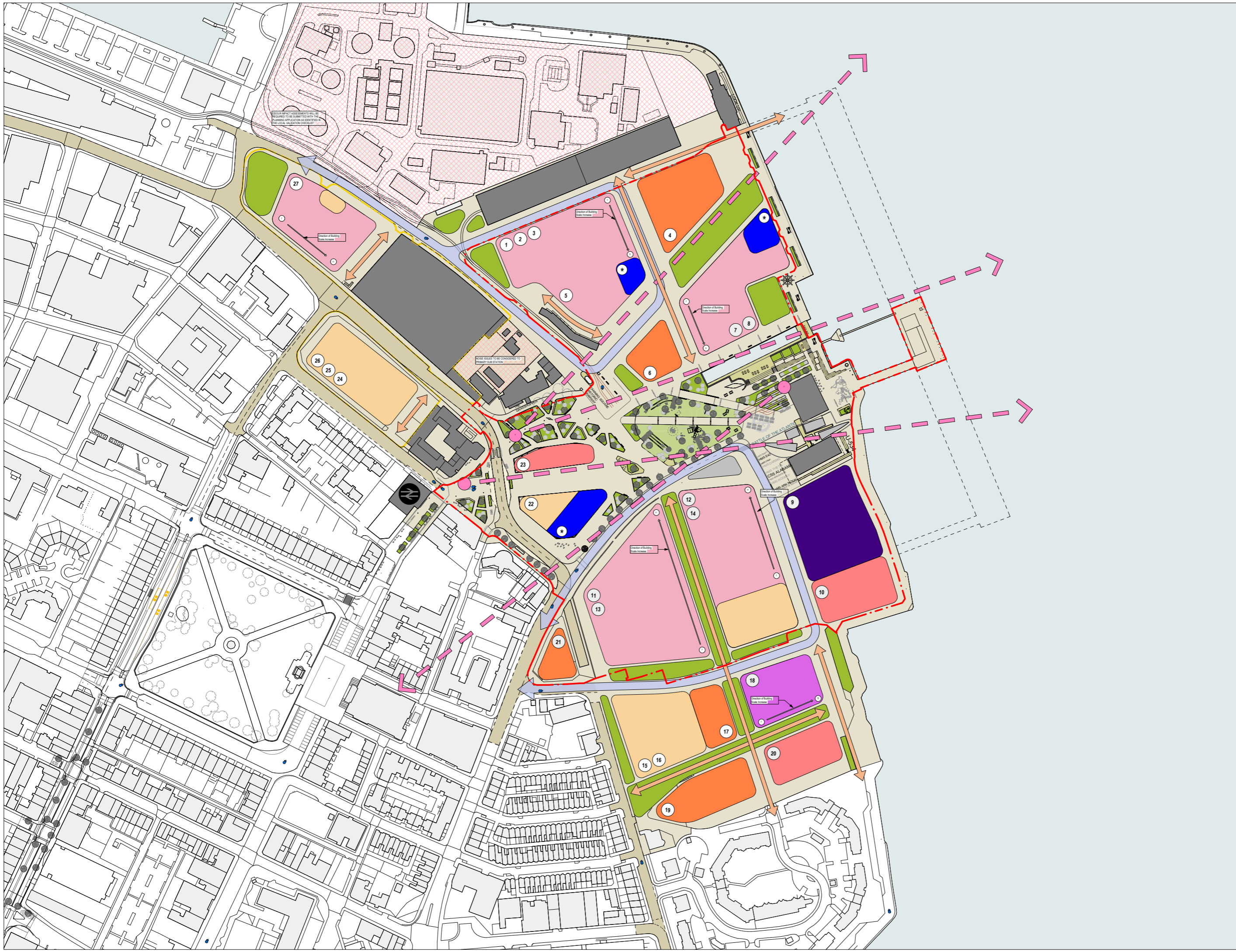
Woodside Masterplan

P3002993

Illustrative Masterplan
Building Height Parameter Plan

As indicated
22/09/23

WMP-BDP-ZZ-00-DR-A-00002 P04



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NOTES

- Vertical Limits of Deviation**
- 4-6 Stories
 - 7-8 Stories
 - 9-11 Stories
 - 7-11 Stories
 - 7-15 Stories
 - 10-21 Stories
 - 1-10 Stories
- Key**
- - - Site Boundary
 - Key View
 - View Corridor
 - Key Routes
 - Vehicle Access
 - Direction of building height increase
 - Odour, air quality or acoustic issues

P02	WBC	Working Updates	JY	VD	01/11/24
P01	First Issue		VD	MB	25/06/24



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Woodside Masterplan

P3002993

Building Height Parameter Plan

As indicated
25/06/24

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WOODSIDE MASTERPLAN

 WIRRAL BDP.