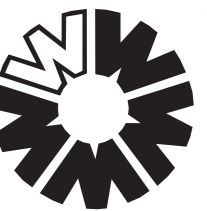


WALLASEY TOWN HALL QUARTER MASTERPLAN





Wallasey Town Hall Quarter Masterplan

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1.

1. BACKGROUND





1: Background

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

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

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

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

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

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

- Family, professional and retirement properties, including up to 496 new homes (a mix of apartments and houses),
- Opportunities for new employment premises to support local economic growth, ensuring the continued positive economic contribution of this neighbourhood in the future
- Improvements to the existing housing area within the neighbourhood alongside the delivery of new waterfront living opportunities.
- Improved high quality open space that integrates with new accommodation and serves the existing local community.

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

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



History of Seacombe

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



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



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

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

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

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

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



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

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



Source: *Book Wallasey History Tour by Ian Collard*



Source: Valentine Series - Postcards

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

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

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



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

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

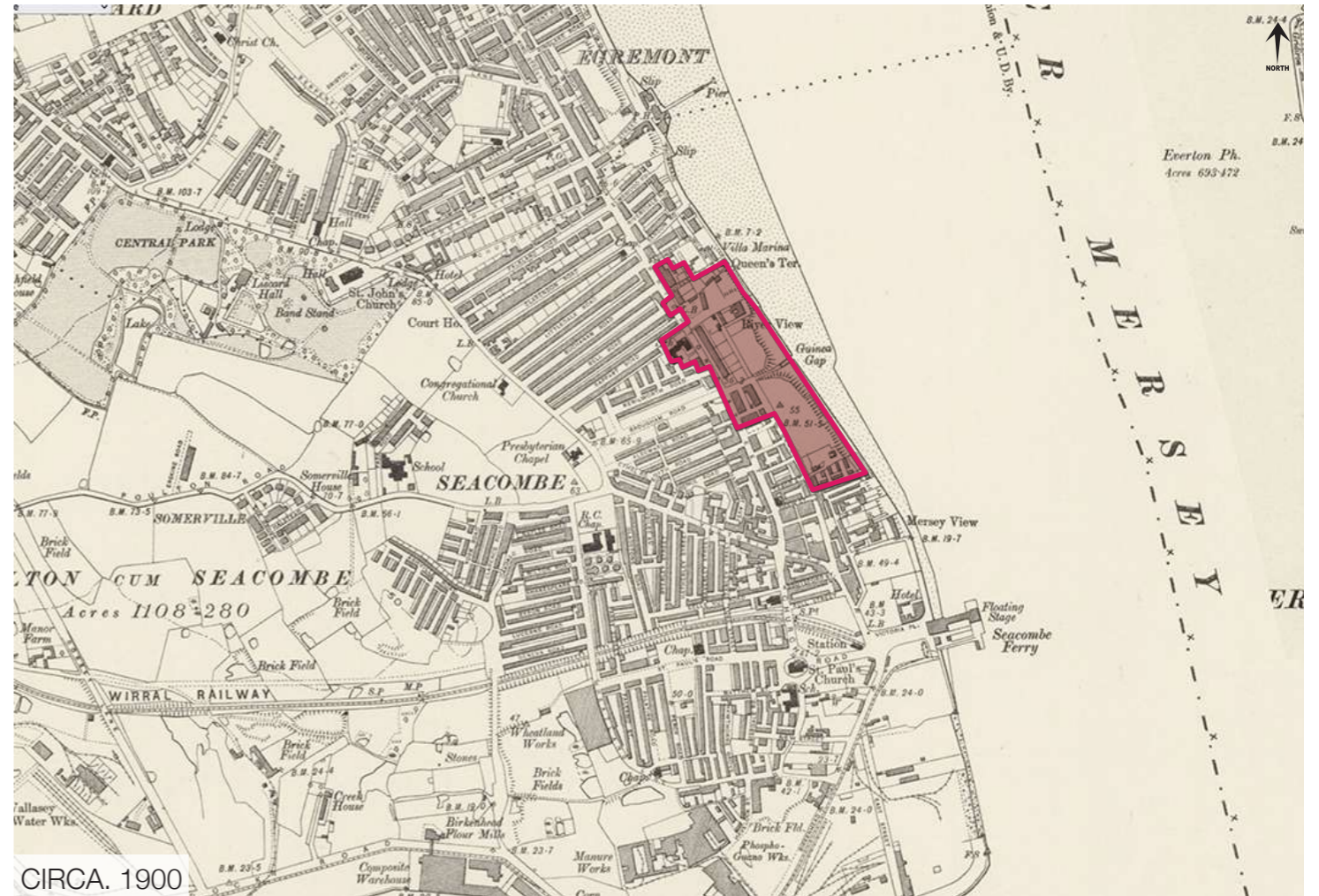
In 1990 the Pool was converted into a freshwater leisure pool. Guinea Gap originally had sea water drawn from the Mersey estuary. Between 1908 and 1957, 205 world and national swimming records were achieved there.



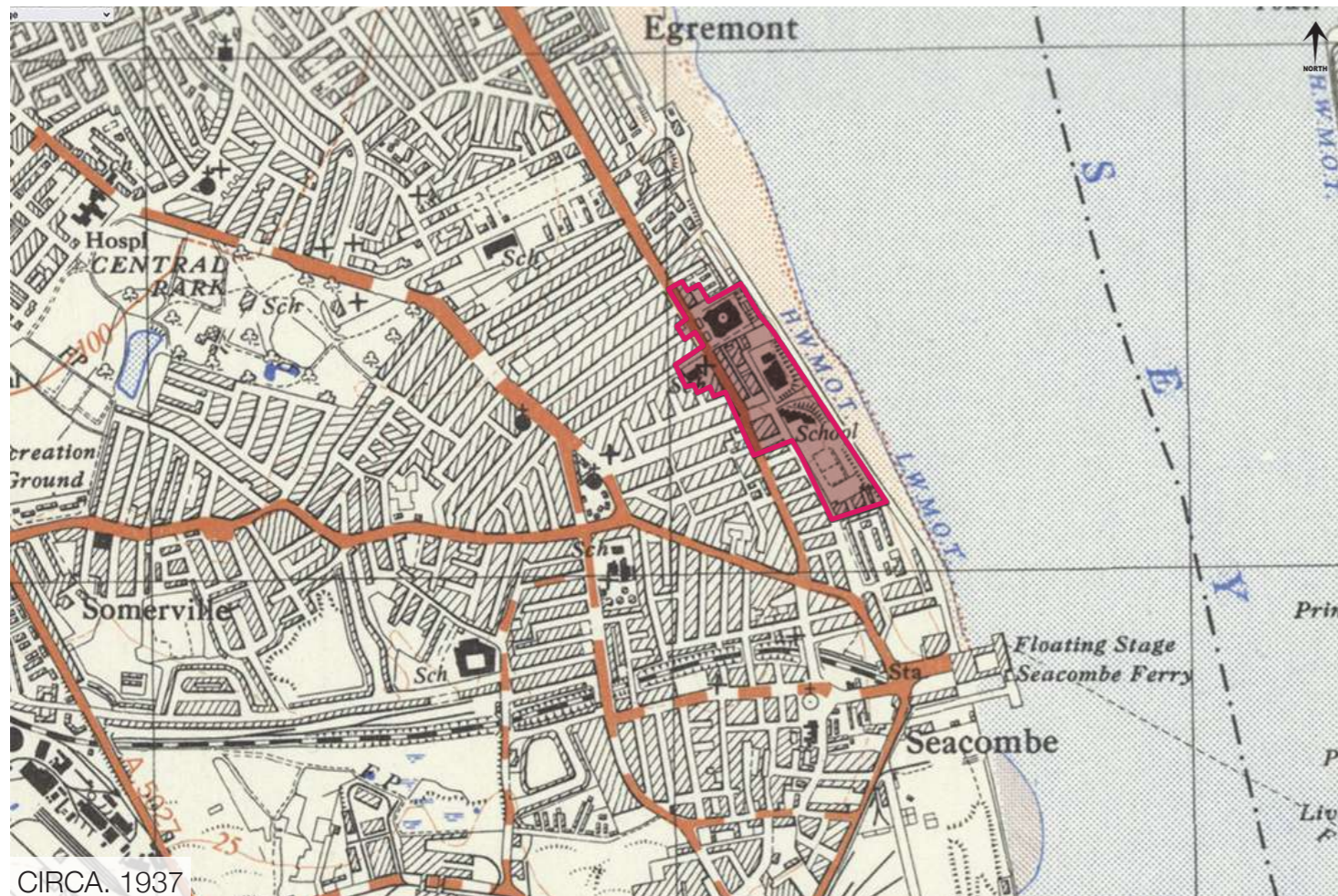
Source: <http://hiddenwirral.blogspot.com/2012/06/guinea-gap-baths-wallasey.html>



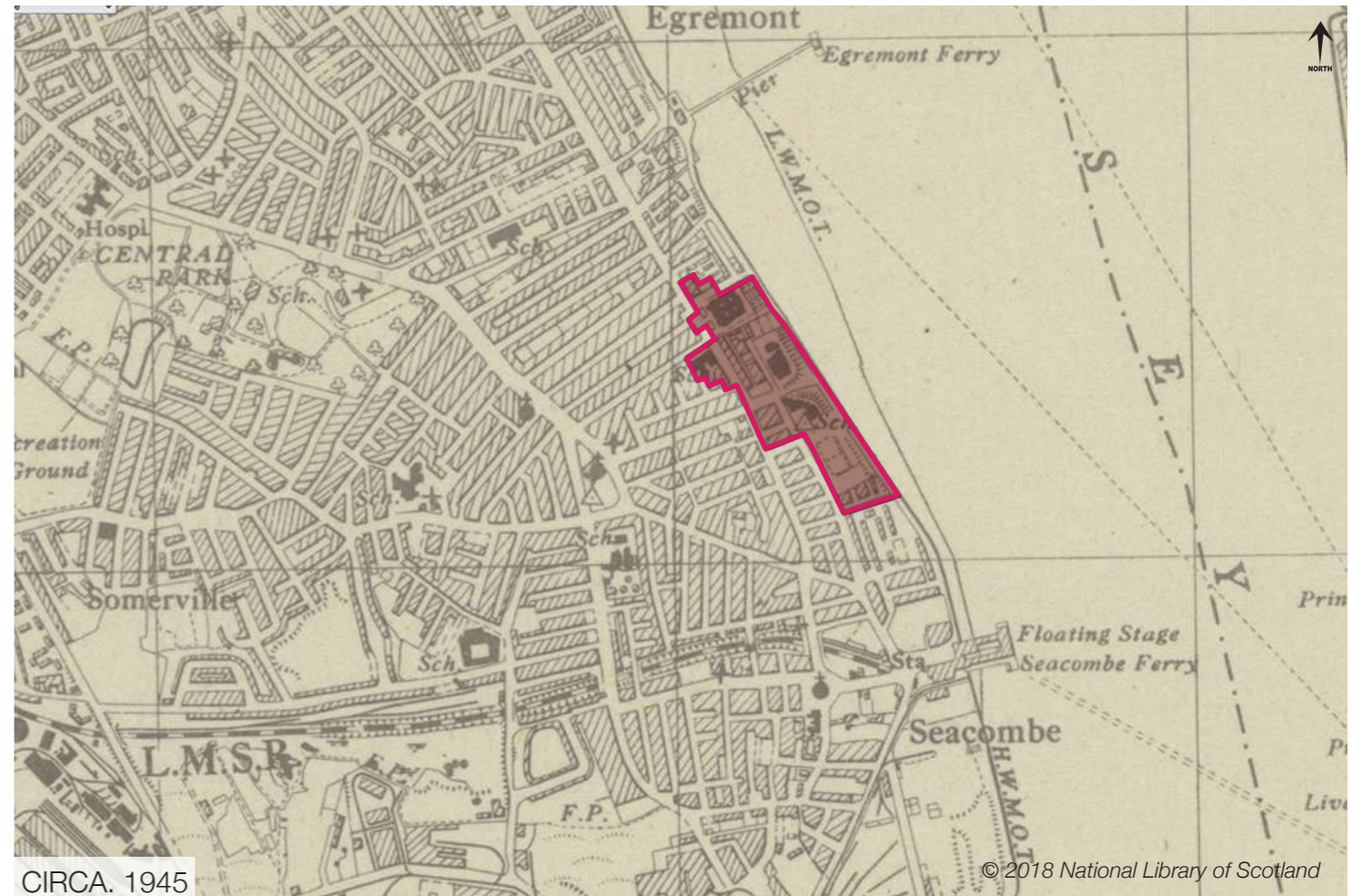
CIRCA. 1885



CIRCA. 1900



CIRCA. 1937



CIRCA. 1945

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Local Insight Profile for the Seacombe River Corridor Neighbourhood Framework

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

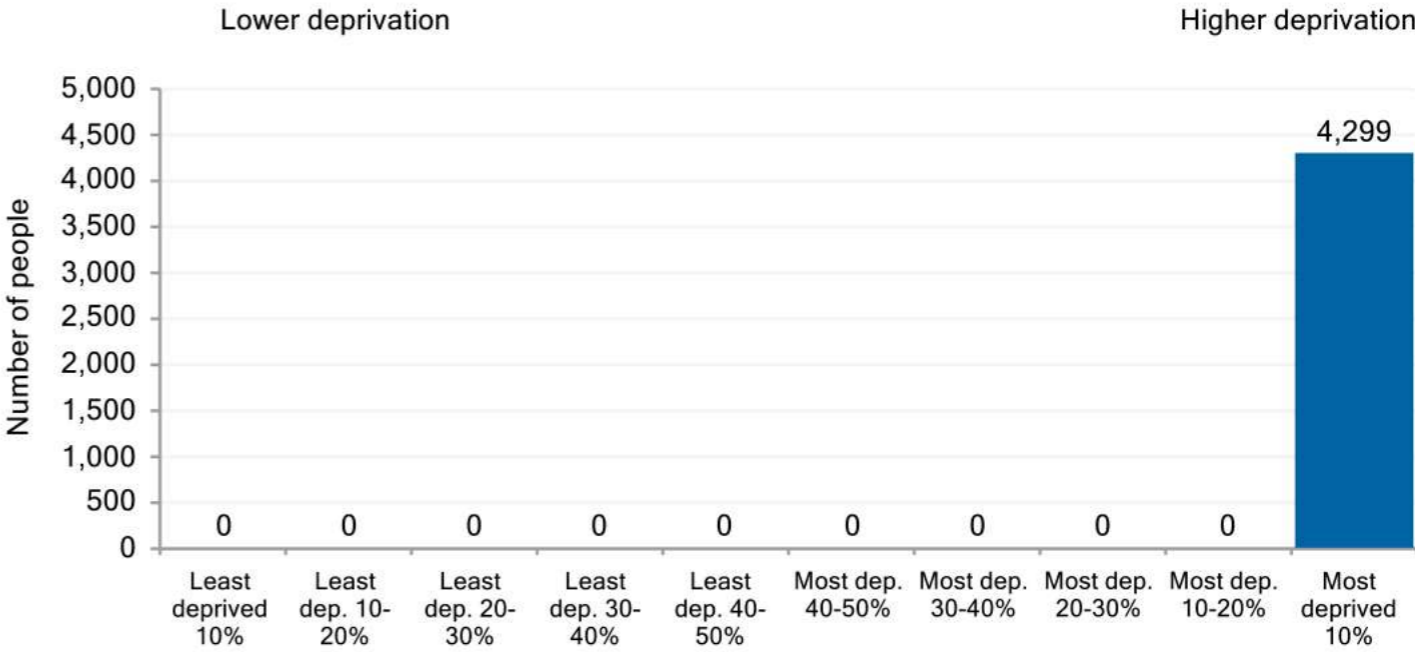
The information boxes on the right show the number of people in Seacombe Corridor Neighbourhood Framework Profile Area living in neighbourhoods ranked among the most deprived 20% of neighbourhoods in England on IMD 2019 and the seven IMD domains. The chart on the right shows the number of people living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

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

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










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

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



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

Local Insight Profile for the Seacombe River Corridor Neighbourhood Framework Profile Area

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

2.

2.

INTRODUCTION TO THE TOWN HALL QUARTER MASTERPLAN





2: Introduction to the Wallasey Town Hall Quarter Masterplan

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

The Wallasey Town Hall Quarter Masterplan, has been developed to accommodate the Department for Educations approval for redeveloping the new Riverside Primary School on the existing school site. Furthermore, with the future for the Guinea Gap leisure centre also under review the Masterplan, outlines potential for the construction of a new replacement leisure centre on an alternative river frontage site.

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

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

Structure of Report

- 1: **Background**
- 2: **Introduction**
- 3: **Planning Status** - This section details the existing Wirral Council Planning Guidance Policy information.
- 4: **The Aims** - This section describes the aims of the report, establishing objectives of the study and key areas of focus.
- 5: **Town Hall Quarter Analysis** - This section studies the existing context of the Town Hall study area, picking up on key features, opportunities and issues effecting the locality.
- 6: **Proposed Masterplan** - This section explores the characteristics of the Masterplan, examined through an analysis of its strengths, weaknesses, opportunities and challenges.
- 7: **Phasing** - This section outlines an achievable programme for phased delivery of the Masterplan to ensure minimal disruption to the local community while maximising site potential.
- 8: **Town Hall Quarter Proposals** - This section details an overview of the Town Hall Quarter character including graphic illustrations to demonstrate form and scale of potential new adjacent redevelopment.
- 9: **Open Space** - This section is the identification of existing open space provision within and local to the Masterplan area, as well as new open space provision within the Masterplan.
- 10: **Public Realm** - This section reviews the existing public realm around the Town Hall including the connecting streets forming the edge of the study area which are key to supporting and shaping the future character.
- 11: **Car Parking Strategy** - This section details several parking solutions for consideration for delivery of the Masterplan. The aim is to deliver a workable parking strategy that is sustainable and integrates with local public transport proposals and provision.
- 12: **Retail Analysis** - This section details the challenges of the existing retail environment and offers potential solutions for re-establishing a sustainable retail strategy that meets existing and future residents needs.
- 13: **Stage 1 Consultation** - This section describes the process of consultation and engagement with Riverside Primary School/The Oldershaw School and the local community, outlining the aims of the consultation and the resulting community response.
- 14: **Summary** - This final section details a summary of the main reports finding, proposals and recommendations.

3.

3. PLANNING STATUS POLICY CONTEXT



3: Planning Status and Policy Context

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

The Masterplan has been prepared in accordance with policy RA1 and RA1.1 - Seacombe River Corridor Regeneration Area.

Local Plan Spatial Strategy

The Council's emerging Local Plan sets out the overall spatial strategy for the Borough which is to focus on the regeneration of Birkenhead and the wider regeneration River Mersey, stretching from New Brighton to Bromborough. The Local Plan identifies 11 Regeneration Areas and 19 Masterplan Areas. The Council has been working on a series of documents to support these designations and to assist the delivery of the regeneration strategy for the Borough. All of the documents can be found on the Council's web pages at <https://www.wirral.gov.uk/planning-and-building/local-plans-and-planning-policy/local-planning-evidenceand-research-reports-3>

Birkenhead 2040 Framework

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

Neighbourhood Frameworks

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

Masterplans

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

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

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

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

WS2: Social Value

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

WS3: Strategy for Housing

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

A Note on Housing Density

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

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

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

Policy WS4: Strategy for Economy and Employment

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

Policy WS5: Strategy for Green and Blue

Infrastructure, Open Space, Biodiversity and Landscape Protection

- The Local Plan emphasises the importance of green space and green and blue infrastructure; and aims to set high quality of design for public spaces – taking into account all users' needs.
- The policy covers achieving high quality and well-connected networks of blue and green infrastructure through the protection, maintenance and creation of new blue and green infrastructure; achieving a minimum of 10% biodiversity net gain, from all qualifying developments; and specific mitigation requirements for development proposals that may impact upon the integrity of European Sites. Development located on Council owned land must deliver minimum 20% biodiversity net gain.

Policy WS6: Placemaking for Wirral

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

Policy WS7: Principles of Design

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

Policy WS8: Strategy for Renewable and

Low Carbon Energy

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

Policy WS9: Strategy for Transport

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

Policy WS10: Infrastructure Delivery

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

Policy WS11: Strategy for Town and Local Centres

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

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

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

Policy RA 1

Seacombe River Corridor Regeneration Area

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

Site Ref	Location	Size and Capacity
	Other developable areas	340 units

- B. Applications within Seacombe River Corridor Regeneration Area will be permitted subject to meeting the following requirements and other relevant policies of the Local Plan. Development proposals should:
1. ensure that the design of buildings and public realm reflects and enhances the appearance of the Seacombe River Corridor area including its riverside setting;
 2. incorporate distinctive and climate resilient landscaping and public realm to reflect the area's distinctive coastal environment;
 3. protect and enhance the setting and strategic views of the river frontage and landmark heritage buildings, including Wallasey Town Hall, The Brighton Public House and the Seacombe Ferry Terminal;
 4. incorporate safe walking and cycling routes, and enhance connectivity to local amenities, including waterfront promenades, and the Wirral Circular Trail.

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

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

Brighton Street Improvement Corridor (IMP-RA1.1)

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

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

Areas outside of the Wallasey Town Hall Masterplan will be reviewed as part of the wider Seacombe Corridor Neighbourhood Framework in partnership with Magenta Living, which will provide a guide to future investment decisions and will shape future place-making.



Fig 1: Context plan

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

4.

4. THE AIMS



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

IMPROVE AS A DESTINATION



ATTRACT VISITORS



INCREASE LOCAL POPULATION



SPACE FOR CREATIVE INDUSTRIES



HOTELS/FUNCTIONS/ WEDDINGS/ PERFORMANCES



IMPROVE EDUCATION/TRAINING



IMPROVE RETAIL AND COMMUNITY FACILITIES



BETTER COMMUNITY/ TRANSPORT AND INFRASTRUCTURE



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

4: The Aims

Following on from HLP's initial commission by Wirral Council to carry out the Seacombe River Corridor Neighbourhood Framework, this additional piece of work focuses on the areas around Wallasey Town Hall including both north and south council annexe sites, extending southward to Riverside Primary School as outlined on the location map.

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

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

Key areas of focus within the report include: -

How the re-provision of the new school on the existing site will impact/integrate within the overall Masterplan proposals:

Confirmation of site boundaries and development potential of the two Wirral Council annexes (north and south annexe).

- A review of existing site constraints, accessibility, flexibility, planning constraints.

Exploration of the potential of both the north and south annexe sites in relation to accommodation levels and types:

- Maximising residential development potential and value to the council.

Exploration of a phased development approach to maximise each sites potential and to accommodate existing facilities/services:

Allowing for the construction of a new Guinea Gap leisure centre.

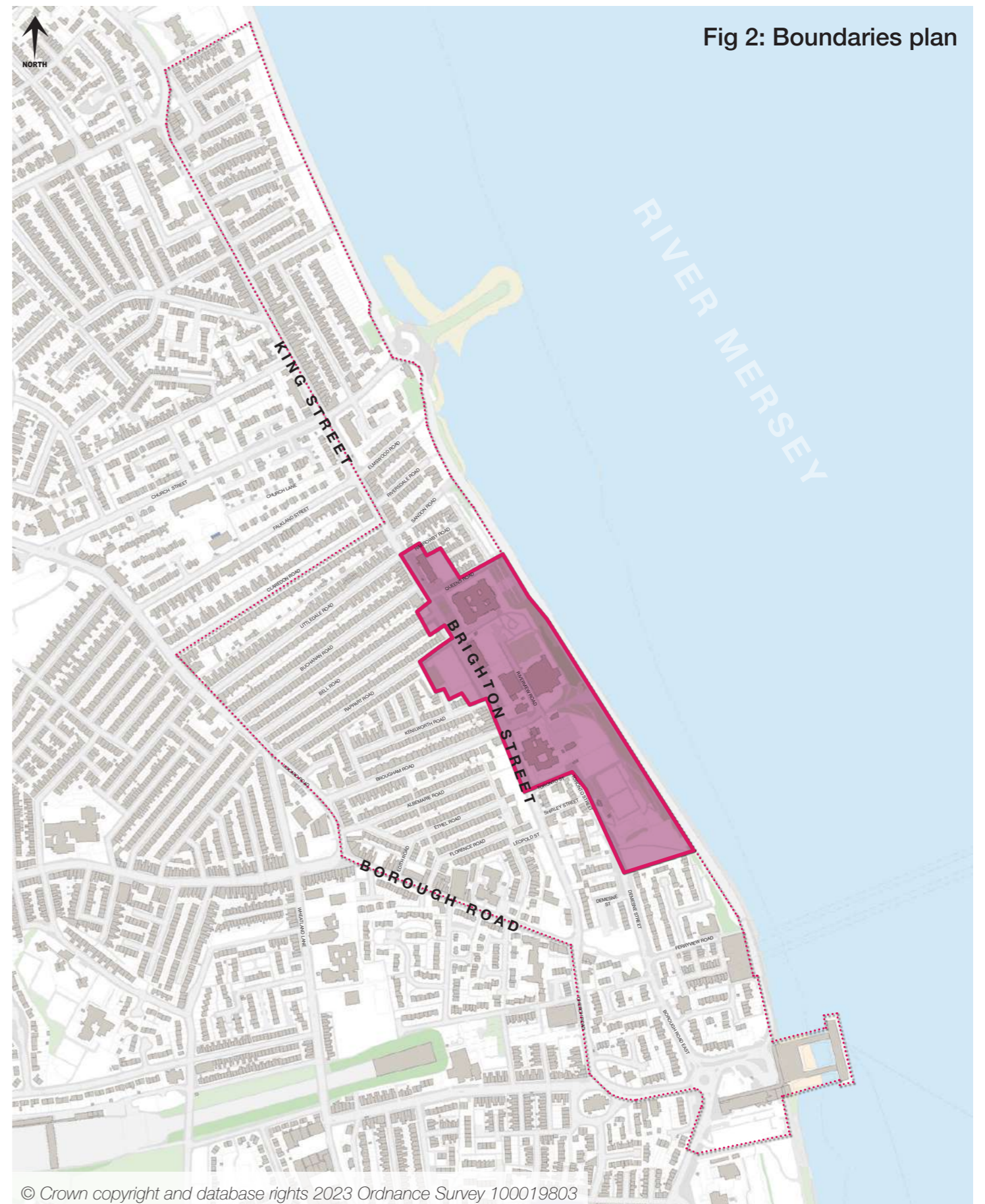
- A review of the existing site and service provision – potential of the existing sites.

Establish a potential new site for the future relocation of the Guinea Gap leisure centre in line with Wirral Council leisure departments special requirements:

Providing for the context for detailed consideration of future uses for the Town Hall.

- A review of the existing Wallasey Town Hall context/external spaces.
- How can the external environment support and promote active development.
- How will the Wallasey Town Hall Quarter interact and connect with the promenade.

Fig 2: Boundaries plan



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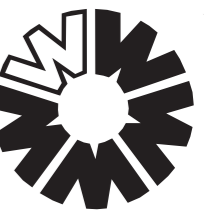
Wallasey Town Hall Quarter Masterplan boundary



Seacombe River Corridor Neighbourhood Framework boundary

5.

5. TOWN HALL QUARTER ANALYSIS



5: Wallasey Town Hall Quarter Analysis

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

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

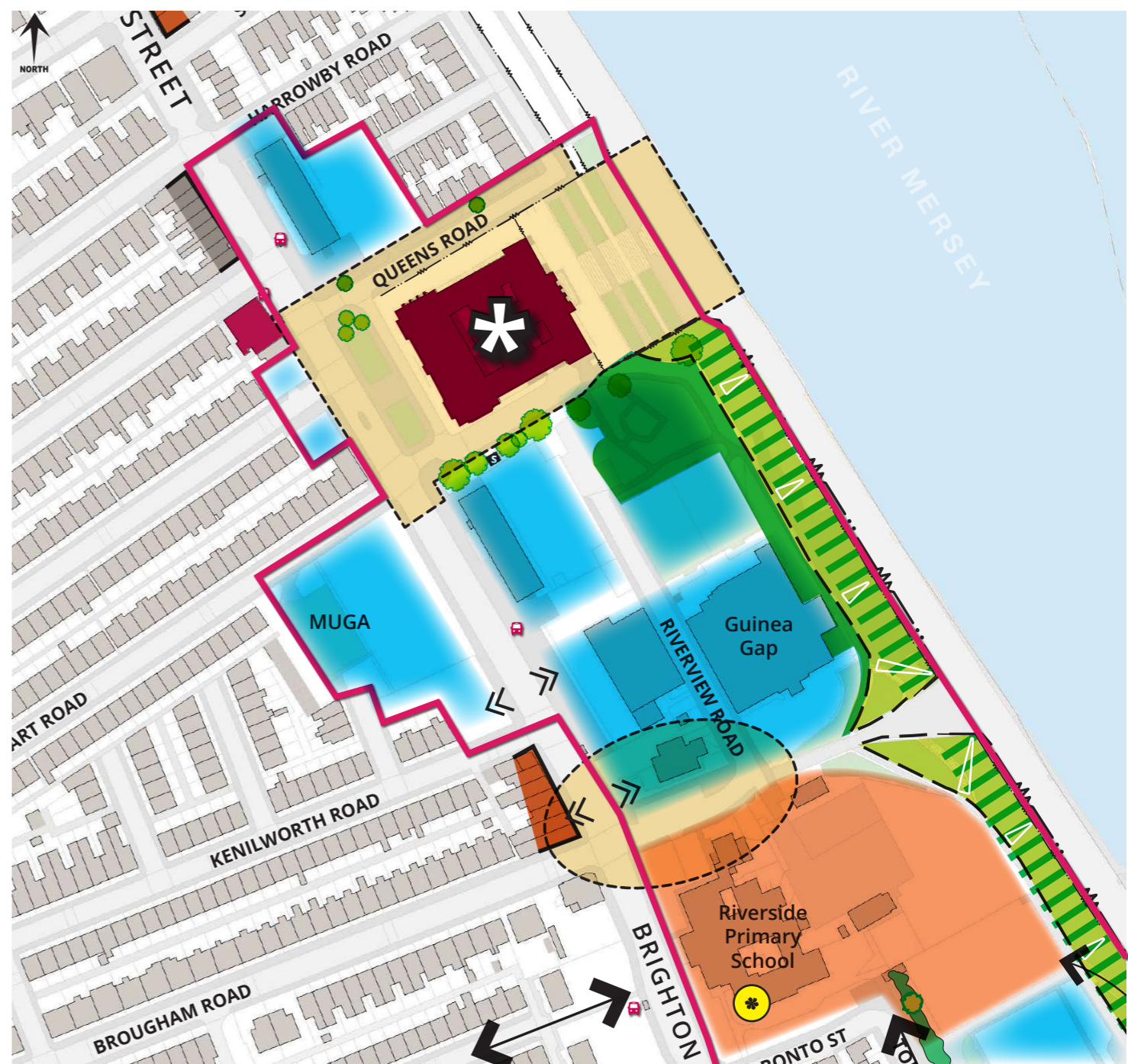


Fig 3: Analysis Study

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

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

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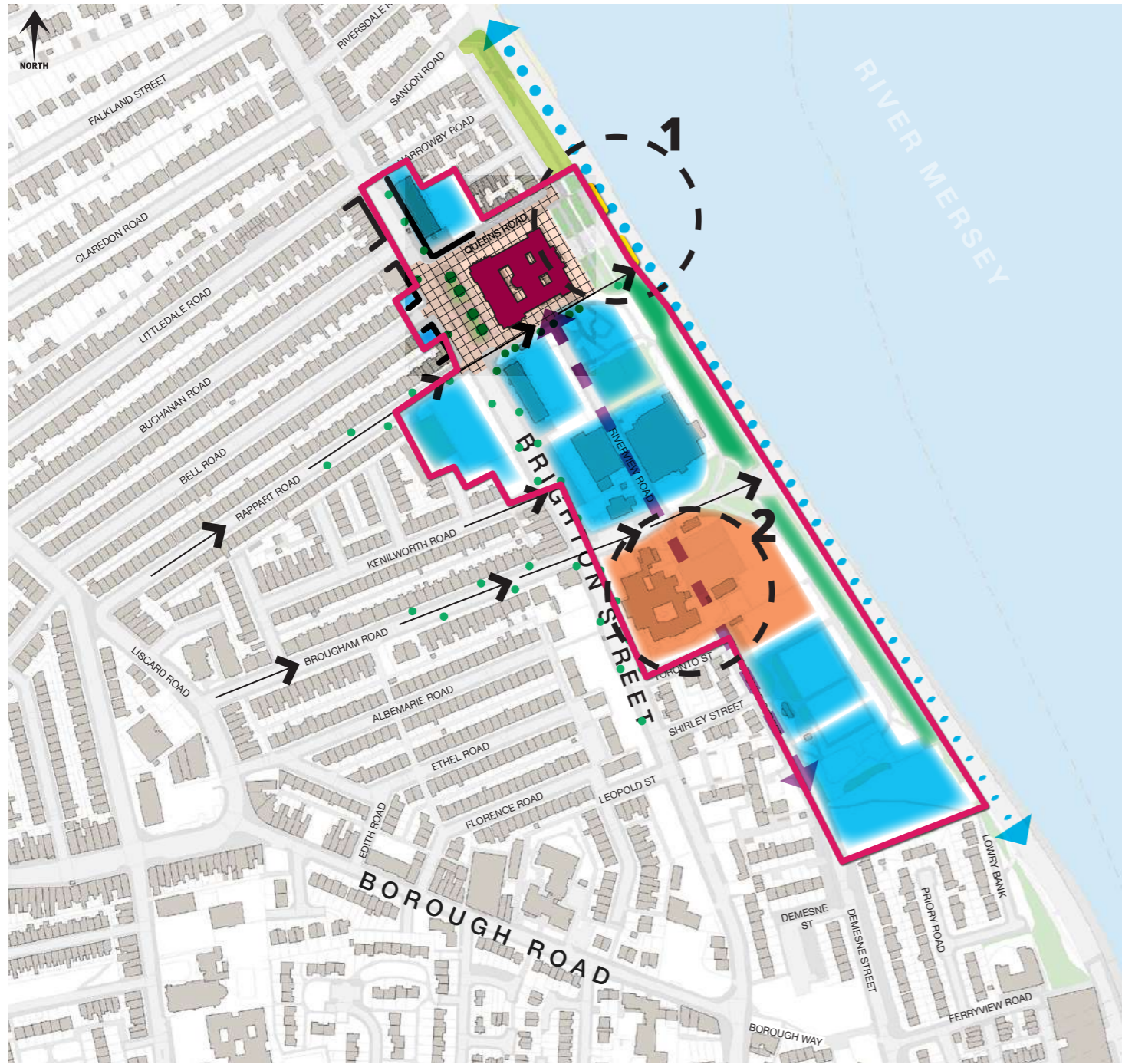


Fig 4: Conceptual Study

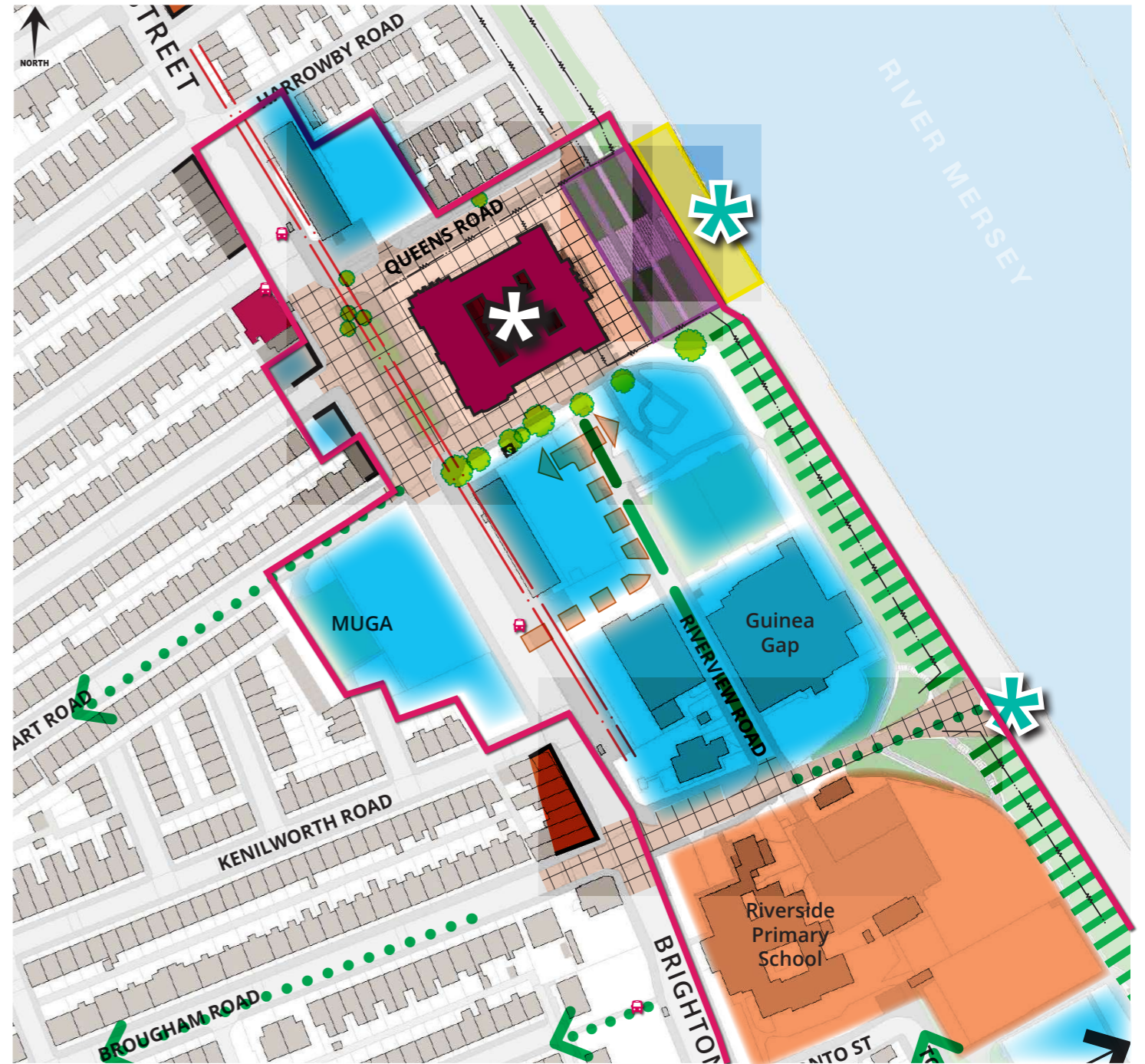
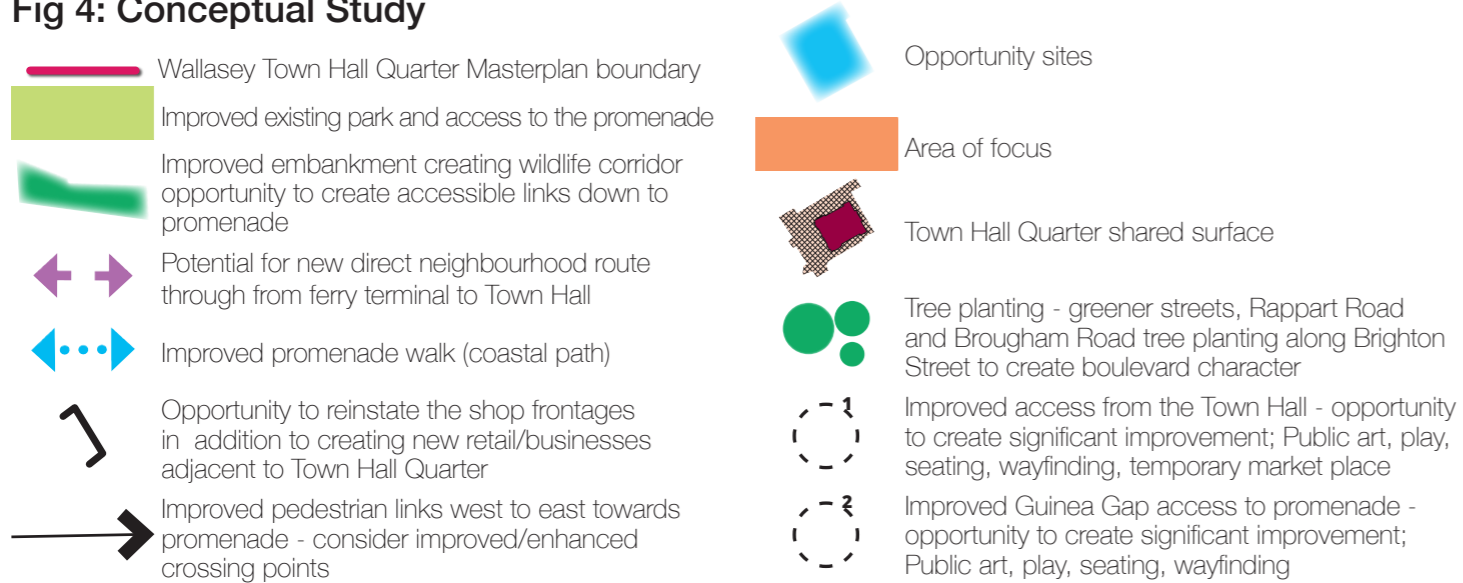
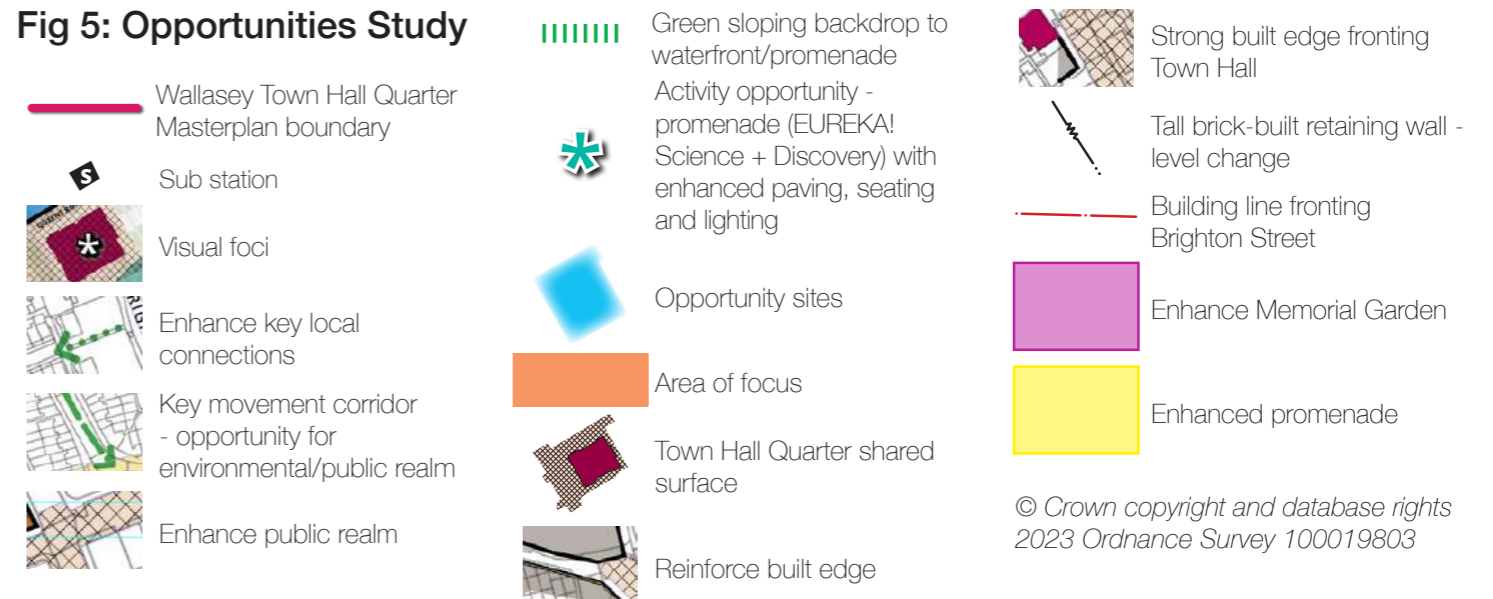


Fig 5: Opportunities Study



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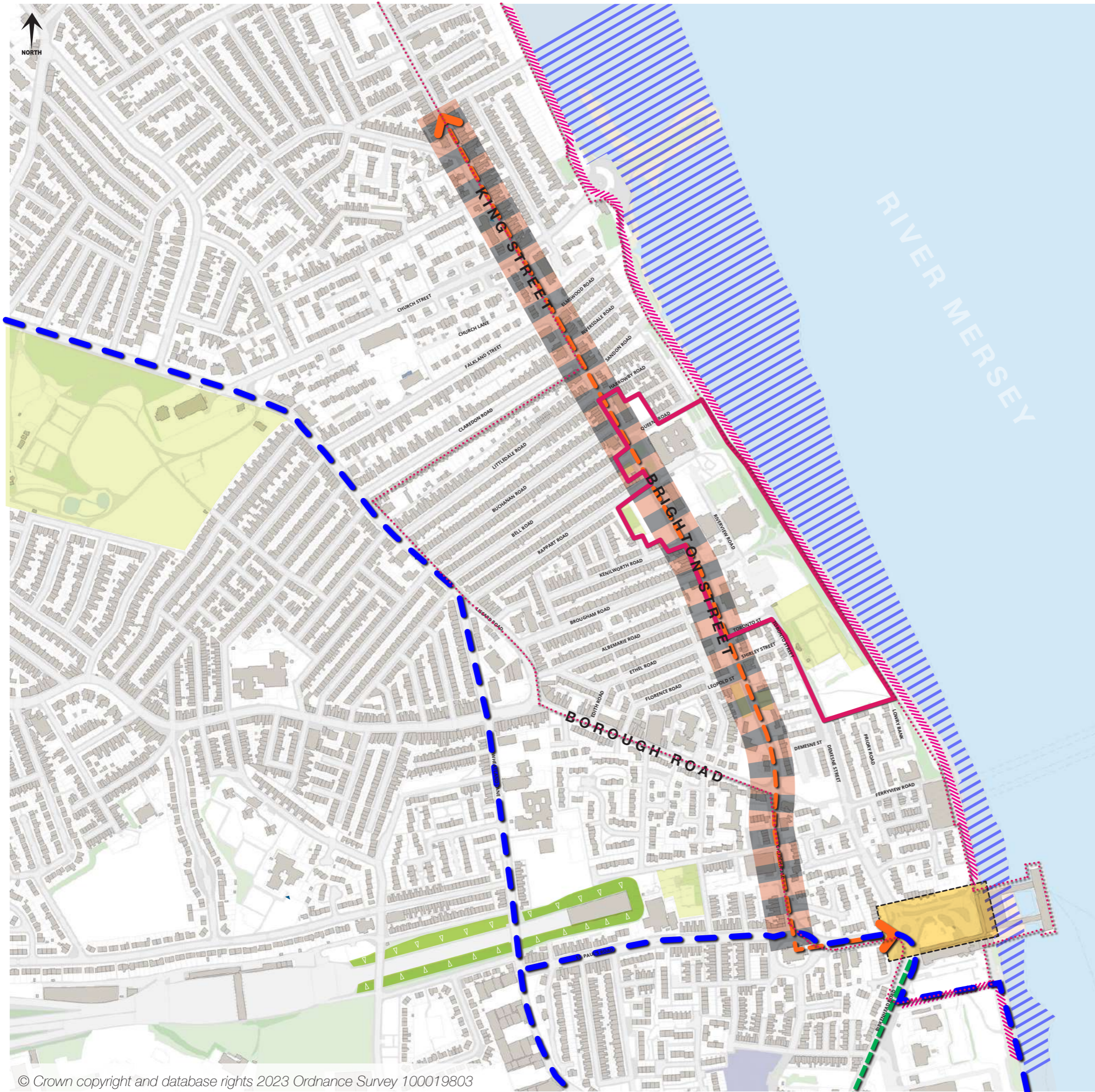


Fig 7: Existing Site Connectivity

- Wallasey Town Hall Quarter Masterplan boundary
 - Seacombe River Corridor Neighbourhood Framework boundary
 - Special Protection Area (SPA) and Ramsar designated inter-tidal zone **GBI#13**
 - Primary Movement Corridor
 - Seacombe Ferry Terminal 'Gateway' **GBI#10**
 - National cycle network - Wirral circular trail
 - Priority corridor **GBI#8**
 - Proposed new routes - LCR Walking and Cycling Strategic Corridors and Spring '23 **GBI#8** - Greening Key Corridors
 - King Street/Brighton Street/Church Road is a major vehicle and pedestrian route (creates a separation and a barrier for movement east to west)
- GBI#** *Wirral Green and Blue Infrastructure Strategy
Prepared by LUC November 2020
For Wirral Metropolitan Borough Council*

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Fig 8: Movement plan





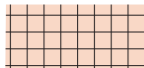







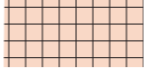
-  Primary route
-  Secondary route
-  Tertiary route
-  Town Hall
-  Town Hall Plaza
-  Green space



Fig 9: Street hierarchy

-  Primary - main street
-  Secondary - neighbourhood street
-  Tertiary - residential street
- Non-vehicular routes**
 -  Promenade/ecology trail
 -  Green links
 -  Town Hall
 -  Town Hall Plaza



Movement - Public Transport

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

The objectives of a mass transit system are to:

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

6.

6. PROPOSED MASTERPLAN



6: Proposed Masterplan

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

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

The proposed Masterplan details the construction of a new leisure centre to replace the existing Guinea Gap leisure centre. The proposed Masterplan relocates the new leisure centre adjacent to the new Riverside Primary School, delivering river frontage and closer links with the promenade, further supporting the health and wellbeing benefits already offered by the coastal location.

Relocating and providing a new modern leisure centre would offer several opportunities and challenges. The benefits would include;

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

The challenges include;

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

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

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

Potential Unit Housing Numbers Gains

New Apartments	466
New Houses (3 storey)	30
TOTAL	496

(Potential for 21 additional retail units)

Density

Proposed density per hectare based on the whole Wallasey Town Hall Quarter Masterplan area is 71Ha.

Proposed density per hectare based on the development areas is 215Ha *(excluding, school site, Open space, Town Hall and plaza).*

(including 30% 3 bedroom units - over whole Wallasey Town Hall Quarter Masterplan area)

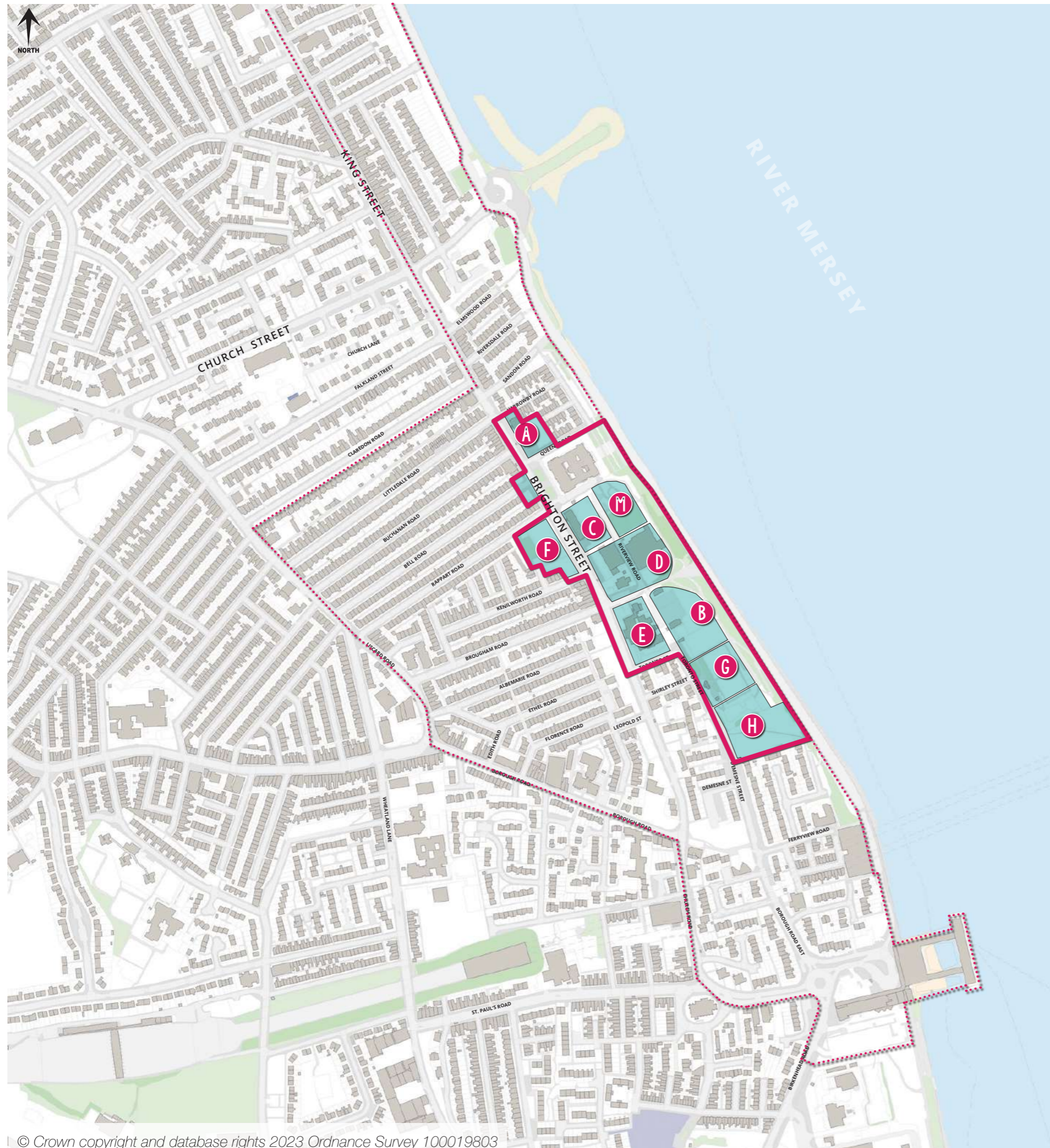


Fig 10: Opportunity Sites

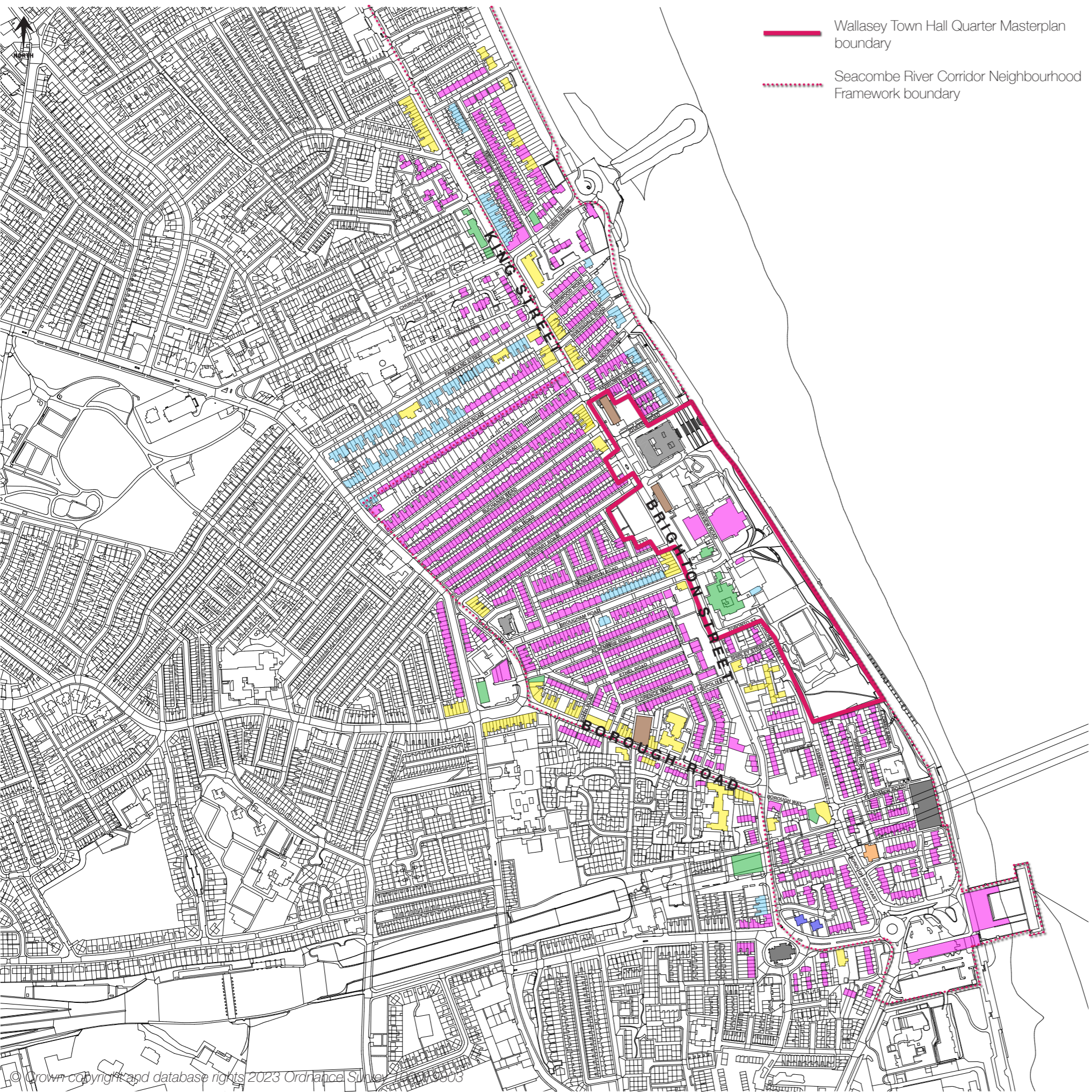
The wider Seacombe River Corridor Neighbourhood Framework began with an extensive review and study of the local areas unique character, which in turn lead to the identification of potential opportunity sites for further review and investigation.

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

— Wallasey Town Hall Quarter Masterplan boundary

⋯ Seacombe River Corridor Neighbourhood Framework boundary

- A** Redevelop residential/commercial mixed use
- B** Outdoor recreation (for new Riverside Primary School)
- C** Redevelop residential/commercial mixed use
- D** New residential and park
- E** New Riverside Primary School
- F** Residential Opportunity/ancillary development to support Wallasey Town Hall uses
- G** New leisure centre and park
- H** New residential and park
- M** New residential



— Wallasey Town Hall Quarter Masterplan boundary
 - - - Seacombe River Corridor Neighbourhood Framework boundary

Fig 11: Existing Massing Heights

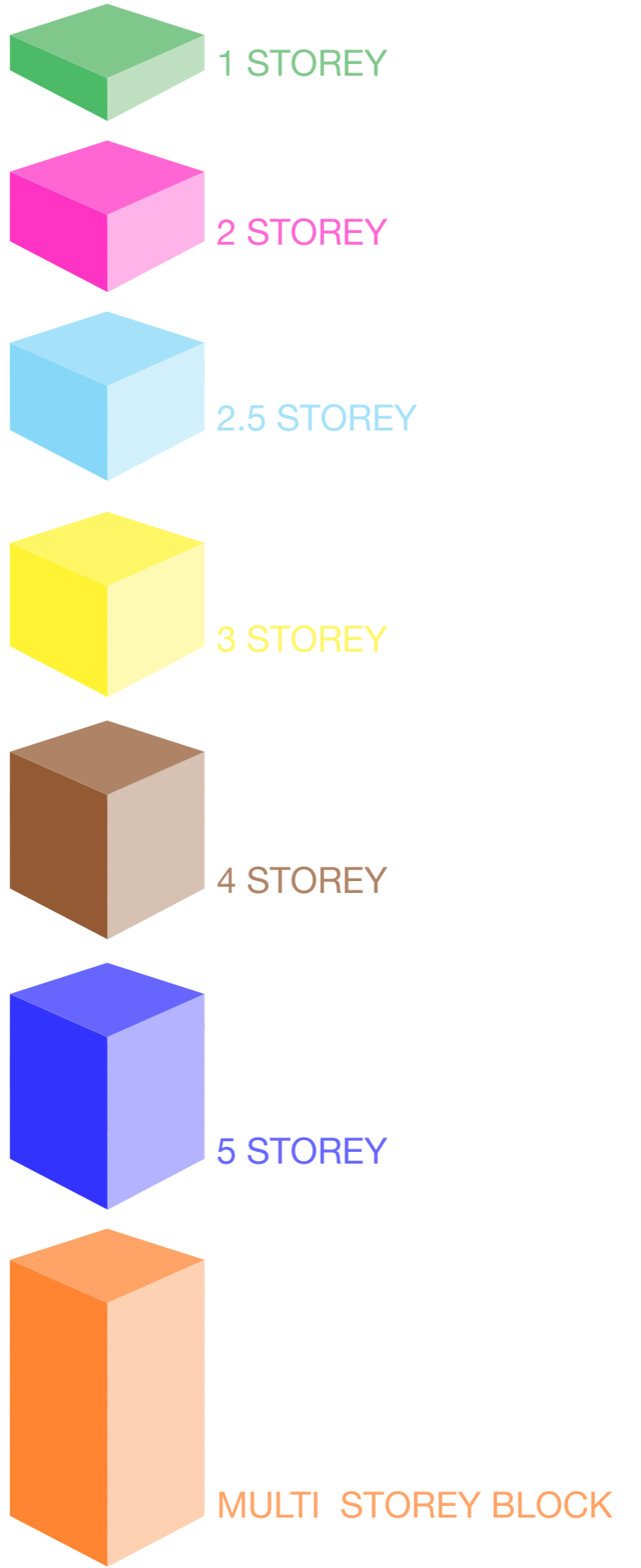

















Fig 12: Masterplan Context

-  Wallasey Town Hall Quarter Masterplan boundary
-  Potential of Town Hall Plaza
-  Main entrances to Town Hall
-  Secondary entrance to Town Hall
-  New accessible link connecting Town Hall Quarter to promenade
-  Potential mass transit hub
-  Potential mass transit route
-  Existing trees
-  Wallasey Town Hall
-  Potential phased development areas
-  Potential new park - green space
-  Potential site for new 21st century leisure centre linking down to promenade
-  New Riverside Primary school constructed on the footprint of the existing school

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Analysis

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

DESCRIPTION

A new Riverside Primary School is to be constructed on the existing school site. The Masterplan identifies potential to build a new Guinea Gap leisure centre on part of the existing bowling greens, with frontage to the promenade, with potential for the existing Guinea Gap site to be developed with high value accommodation. Consideration would need to be given to future sports provision to support Riverside Primary School. New park formed fronting onto Brighton Street.

STRENGTHS

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

WEAKNESSES

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

OPPORTUNITIES

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

CHALLENGES

1. Consideration would need to be given to the implications for the Royal Naval Association Club building and an appropriate solution should be mutually agreed.
2. Obtaining/accessing grant funding schemes for a new leisure facility to replace Guinea Gap. Getting community 'buy-in' for moving the existing facility.
3. Accommodating existing users of the facility - Merseyside Sub Aqua Club have a 5 year lease on part of the Drill Hall building which they utilise as a club house and storage for boats and equipment.

Relocation of Guinea Gap



As identified within the Masterplan and phasing plan, the relocation of the new leisure centre is key to releasing land for the development of new accommodation. The proposed location for the new leisure centre would offer 'like for like' river frontage views while also enabling closer links and integration with the new Riverside Primary School. Consideration would need to be given to future sports provision to support Riverside Primary School.

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





Fig 13: Conceptual Image of potential relocation of Guinea Gap

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

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

- New Guinea Gap leisure centre designed with integrated 3G 5-aside sports pitches located on roof
- New Playzone area located on new open space/ MUGA. Moved from Rappart Road
- New Guinea Gap leisure centre located adjacent to school sharing facilities.

STRENGTHS

1. Allows for a complete package of sports facilities under one roof.
2. Allows access to 3G 5-aside sports facilities during the full day.
3. Provides spectacular views of the river frontage towards Liverpool.

WEAKNESSES

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

OPPORTUNITIES

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

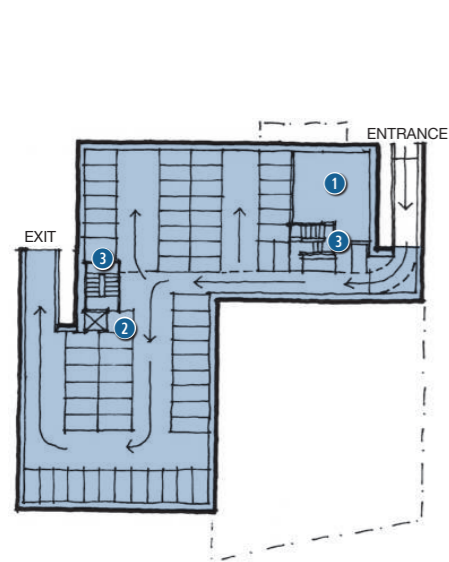
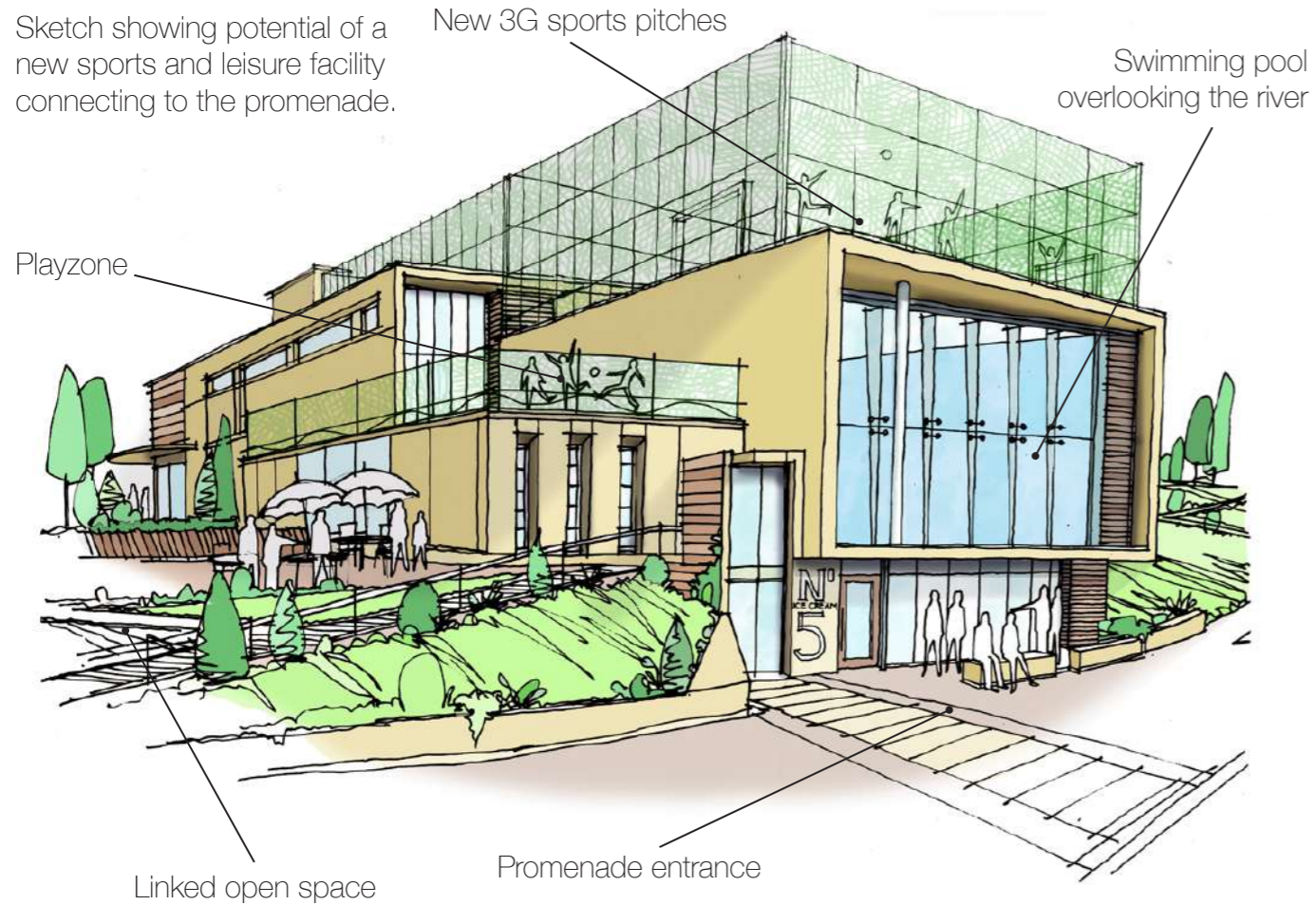
CHALLENGES

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



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

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



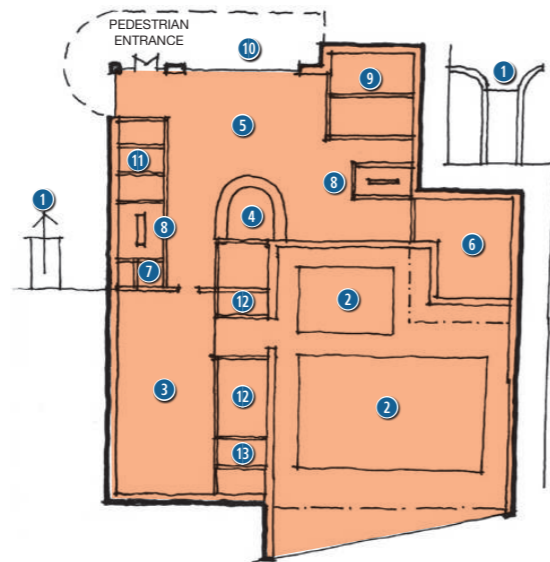
Lower Ground/Basement Car Park

**Lower Ground/
Basement Car Park**

- 1 Plant room
- 2 Lift
- 3 Access/escape stair

TOTAL 65 PARKING SPACES

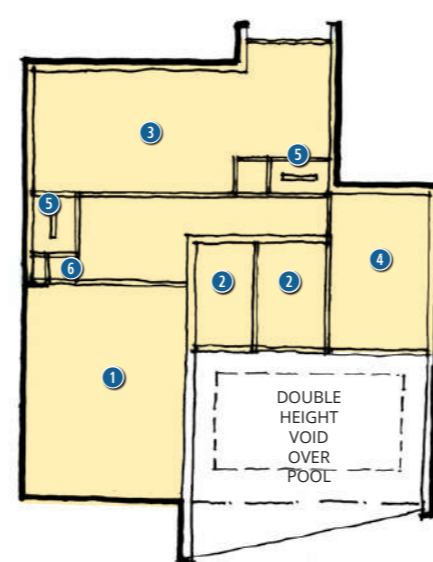
Potential addition 20 spaces above ground



Ground Floor

Ground Floor

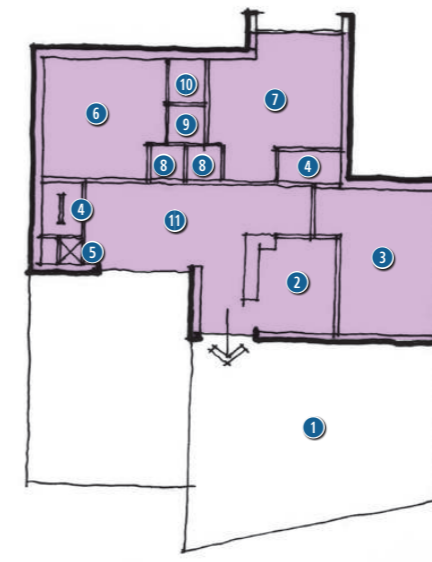
- 1 Access to basement car park
- 2 Pool 1&2
- 3 Wet village
- 4 Reception
- 5 Waiting/multi use area
- 6 Multi use rooms - view into pool



First Floor

First Floor

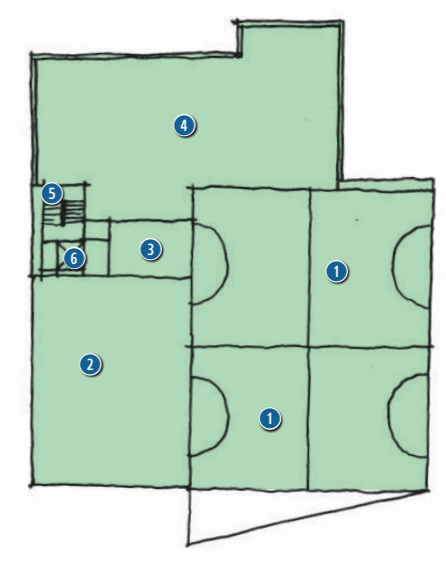
- 1 Outdoor kick about area
- 2 Gym changing facilities
- 3 Gym
- 4 Studio/multi use
- 5 Escape stair
- 6 Lift



Second Floor

Second Floor

- 1 Viewing point - views across river
- 2 Cafe
- 3 Studio multi use
- 4 Escape stair
- 5 Lift
- 6 Studio
- 7 Spin studio



Roof

Roof

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

Fig 16: Conceptual Modelling Town Hall Quarter Masterplan

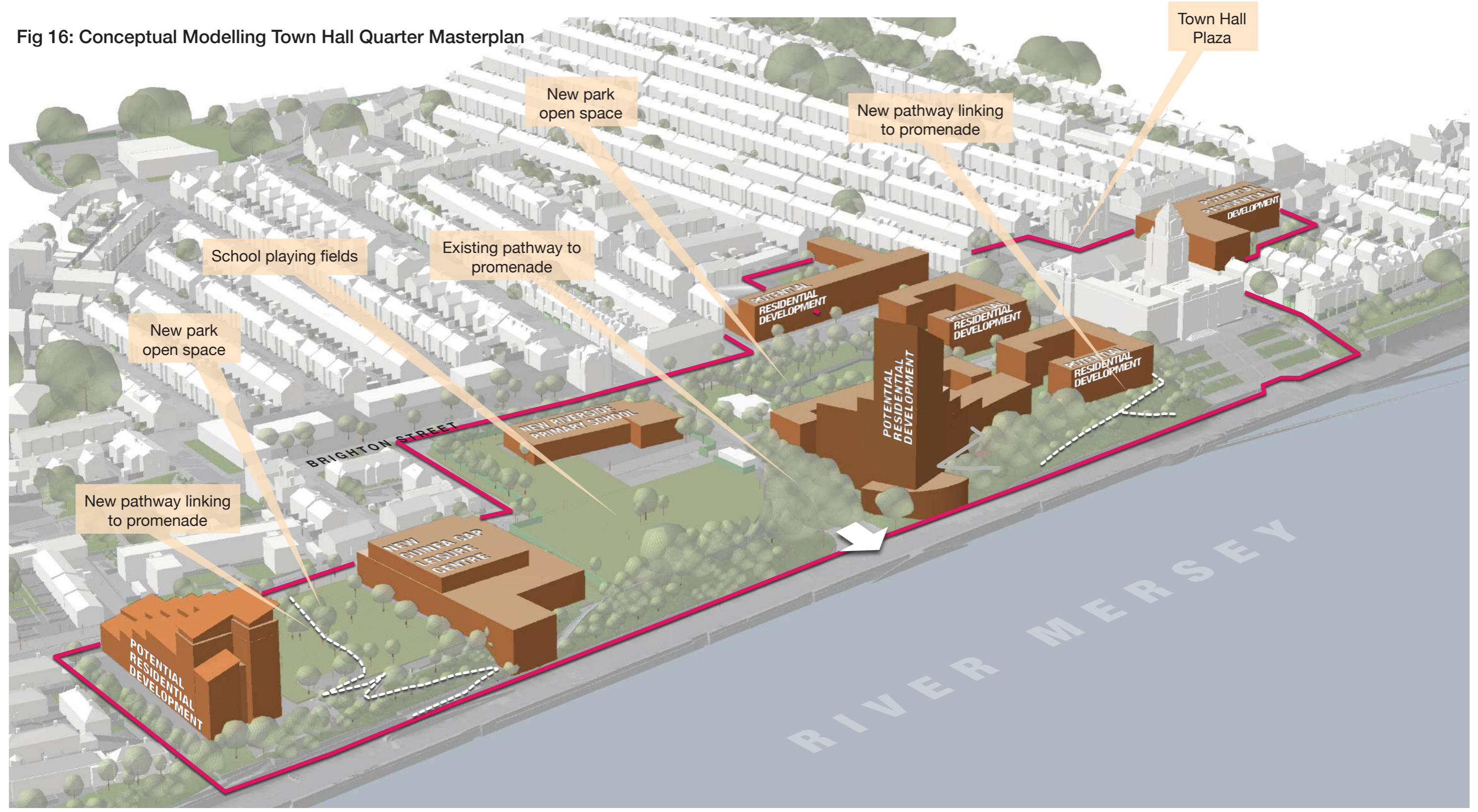


Fig 15: River Frontage Looking West



Fig 18: Conceptual Modelling Town Hall Quarter Masterplan

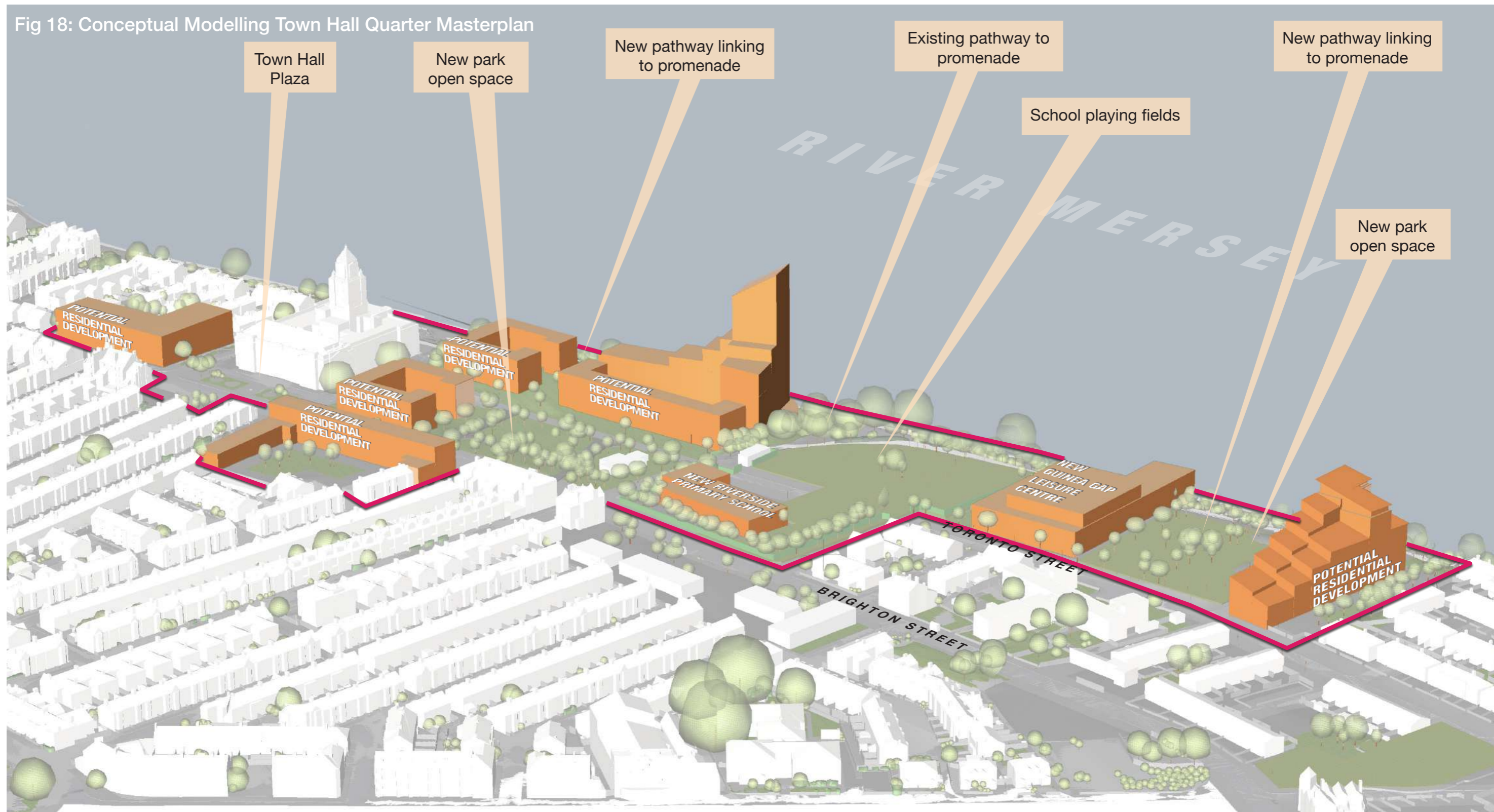


Fig 17: Demesne Street Looking East Towards The River



Fig 19: Conceptual Modelling Town Hall Quarter Masterplan

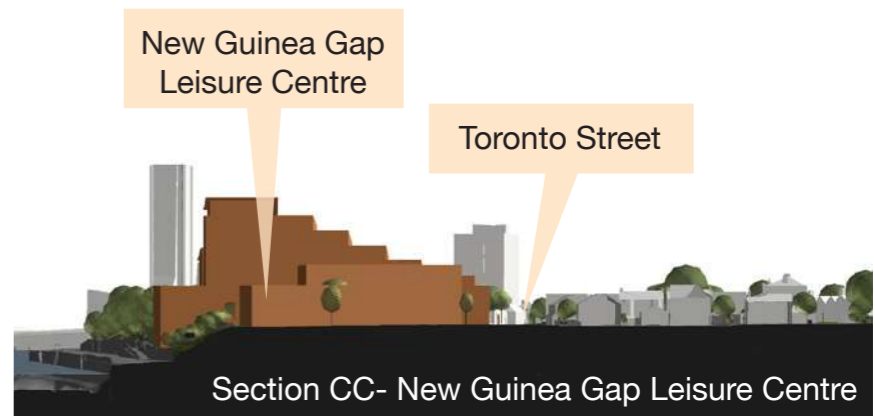
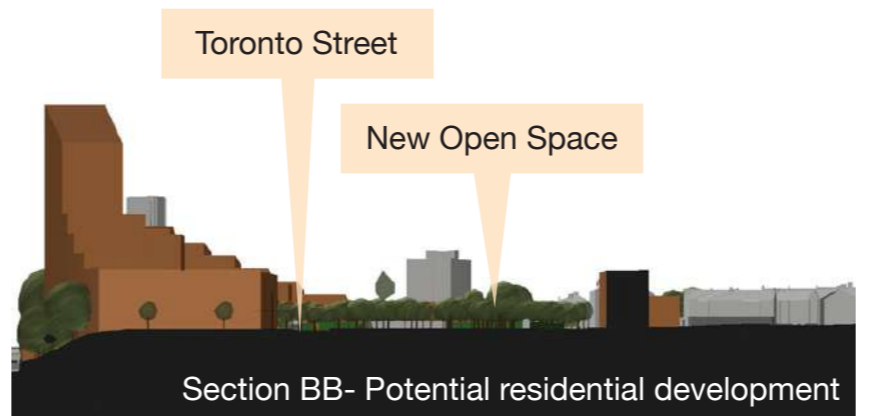
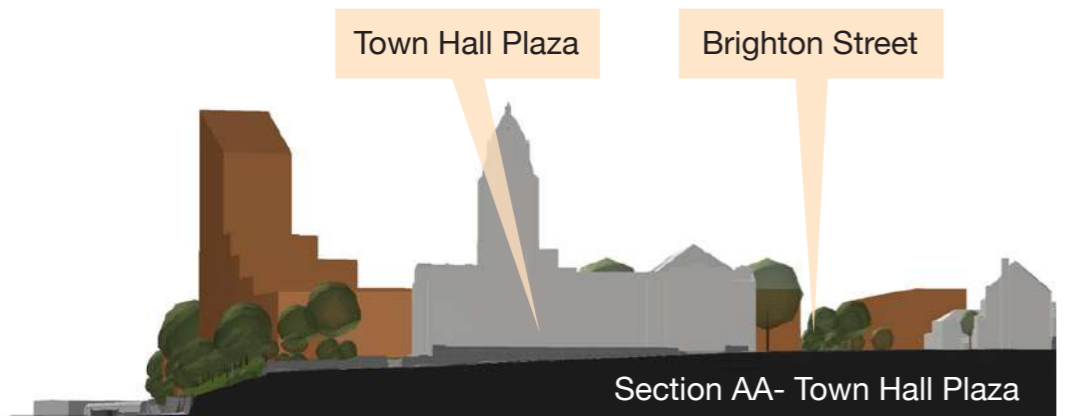
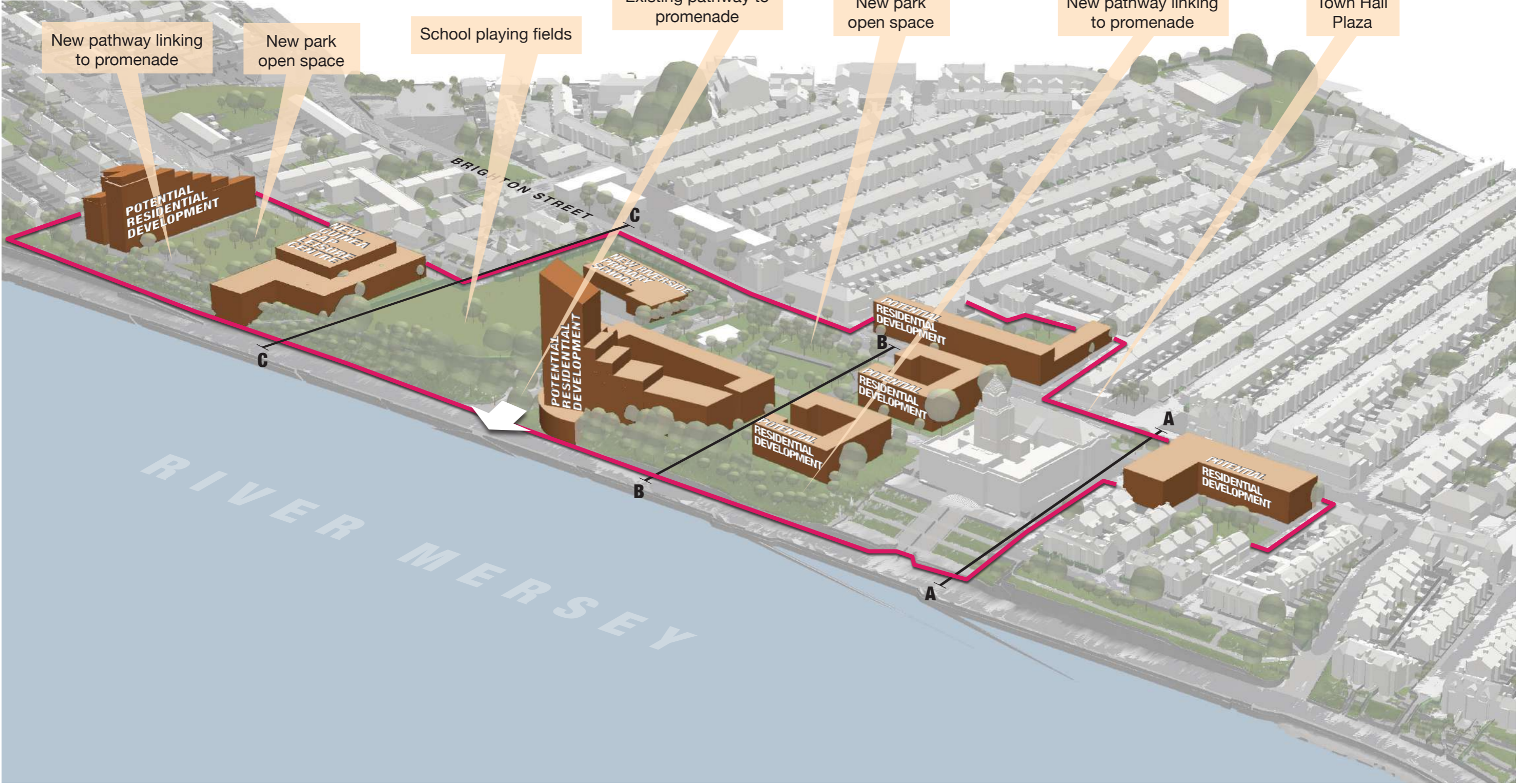


Fig 20: Illustrative Town Hall Quarter Vision

- 1 Town Hall
- 2 Residential development opportunity/ancillary development to support Wallasey Town Hall
- 3 New Riverside Primary School
- 4 New Riverside Primary School playing fields
- 5 Multi storey residential - iconic building
- 6 New Guinea Gap leisure centre
- 7 New park/open space
- 8 New links and pathways linking promenade
- 9 Improve Guinea Gap link to promenade
- 10 Improved promenade - new seating, lighting, artwork
- 11 Town Hall Plaza - new public realm
- 12 Roof top 3G sports pitches
- 13 Improved Demesne neighbourhood link connecting ferry and Town Hall
- 14 Improved Brighton Street - new public realm and tree planting
- 15 Mixed use residential/retail development
- 16 Refurbishment of Brighton public house
- 17 New park with underground parking



7.

7. PHASING







7: Phasing

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

Phase 1

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

Phase 2

Funding application submitted and announcement expected in October 2023. The funding would assist in the demolition of the north and south council annexe office blocks. Generating two prime redevelopment sites.

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

Potential for existing MUGA to be reprovioned by 'Playzone' as part of new Guinea Gap leisure centre development.

Phase 3

Potential site for New Guinea Gap leisure centre adjacent to new school with river frontage views connecting down onto promenade. The Masterplan details a relocation/reprovision of the sports pitches to the roof of the new leisure centre.

Phase 4

Potential to reprovide Guinea Gap leisure centre and open up existing site as opportunity for mixed residential development and new open space/park. (Discussions required with Merseyside Sub Aqua Club who hold a 5 year connected to the drill hall to agree alternative premises).

Commence discussions with Royal Naval Association Club to explore alternative accommodation options – building site to be utilised for new open space/car park.

Phase 5

Repurpose public realm and external environment works around the Wallasey Town Hall to create new plaza space and a new distinctive identity for the area - refurbish/remodel Town Hall to accommodate new uses/ownership.

Phase 6

Vacant small sites on Brighton Street - create some new opportunity sites for redevelopment with mixed residential accommodation including ground floor retail.

Phase 7

Enhance the promenade park experience by improving and creating new links between the upper Brighton Street/Demesne areas with the lower level promenade. Revitalise public realm of the promenade.



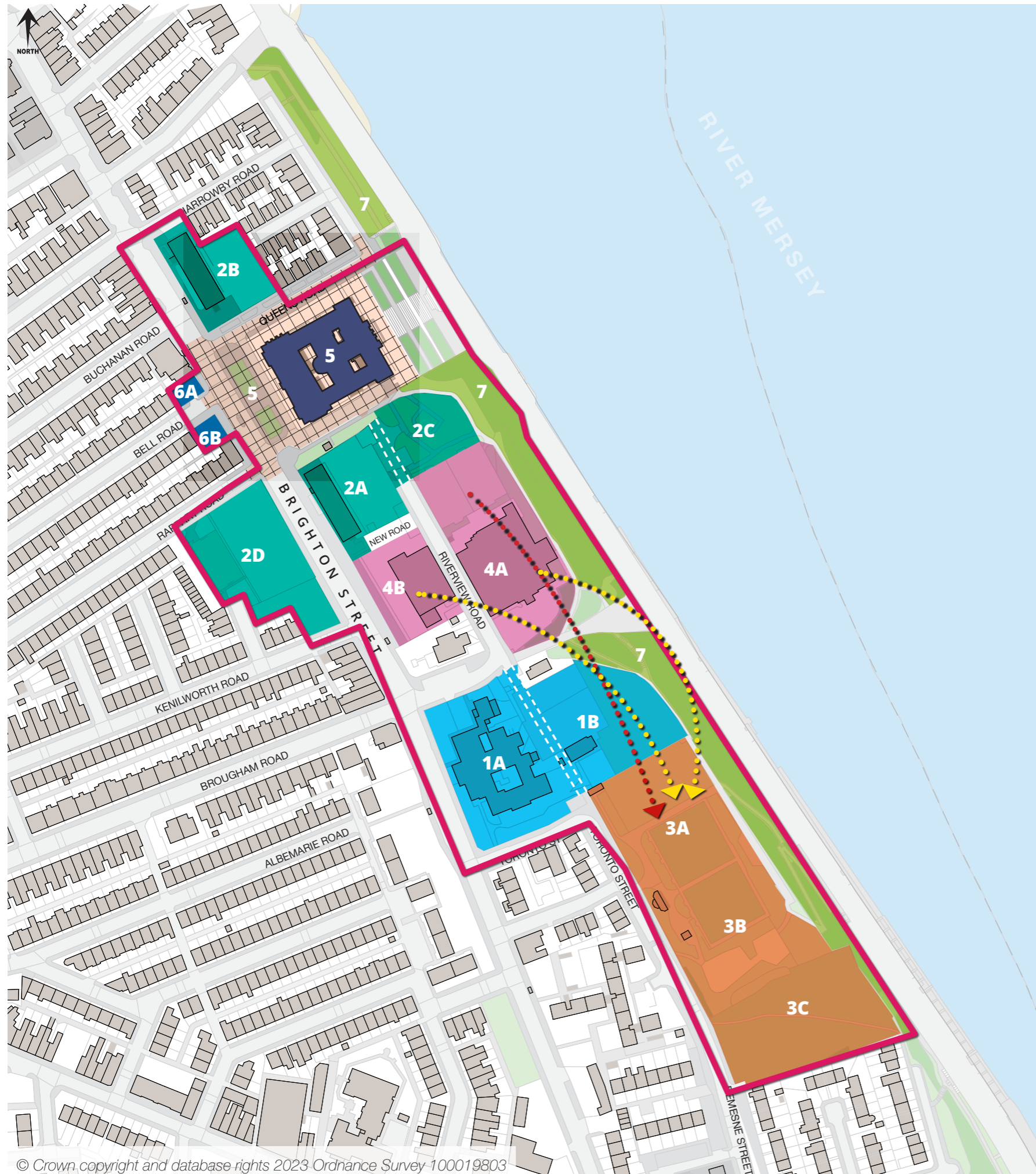


Fig 21: Draft Phasing Plan of the Masterplan

		Wallasey Town Hall Quarter Masterplan boundary
1	A	Department for Education approval for new Riverside Primary School on site of existing school building footprint
	B	Temporary school provision on existing school playing fields
2	A	Southern annexe building to be demolished – opportunity site for new residential multi-storey accommodation (<i>not to exceed Town Hall height</i>) with ground floor retail potential
	B	Northern annexe building to be demolished – opportunity site for new residential multi storey (<i>not to exceed Town Hall height</i>) accommodation with ground floor retail
	C	Vacant amenity space- opportunity site for mixed use residential development
	D	Potential development site on existing council car park and MUGA
3	A	Potential site for new leisure centre adjacent to new school with river frontage views connecting down onto promenade and open space
	B	Potential new open space/park
	C	Potential residential scheme
4	A	Potential to demolish Guinea Gap leisure centre and former Drill Hall Gym – opportunity site for mixed residential development and new open space/park
	B	Potential new public open space/park
5		Repurpose public realm – external environment works to create new plaza adjacent to Town Hall
6	A	Potential new mixed residential scheme
	B	Potential new mixed residential scheme
7		Enhance promenade park and improve linkages
		Relocate 3G sports pitches on roof of new leisure centre
		Construct new Guinea Gap leisure centre with waterfront location, adjacent to new Riverside Primary School

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8.

8. TOWN HALL QUARTER PROPOSALS



8: Town Hall Quarter Proposals - A New Town Hall Plaza

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

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

In addition to the Town Hall Plaza a possible walk/cycle link extending the Rappart Road route to the promenade/coastal cycle way has been explored.

The proposal could involve forming an accessible 1:20 gradient pathway from the Town Hall Plaza down to the promenade level, utilising the existing embankment gradient ensuring that the visual setting of the Town Hall remains undisturbed.

Liverpool Philharmonic Public Realm

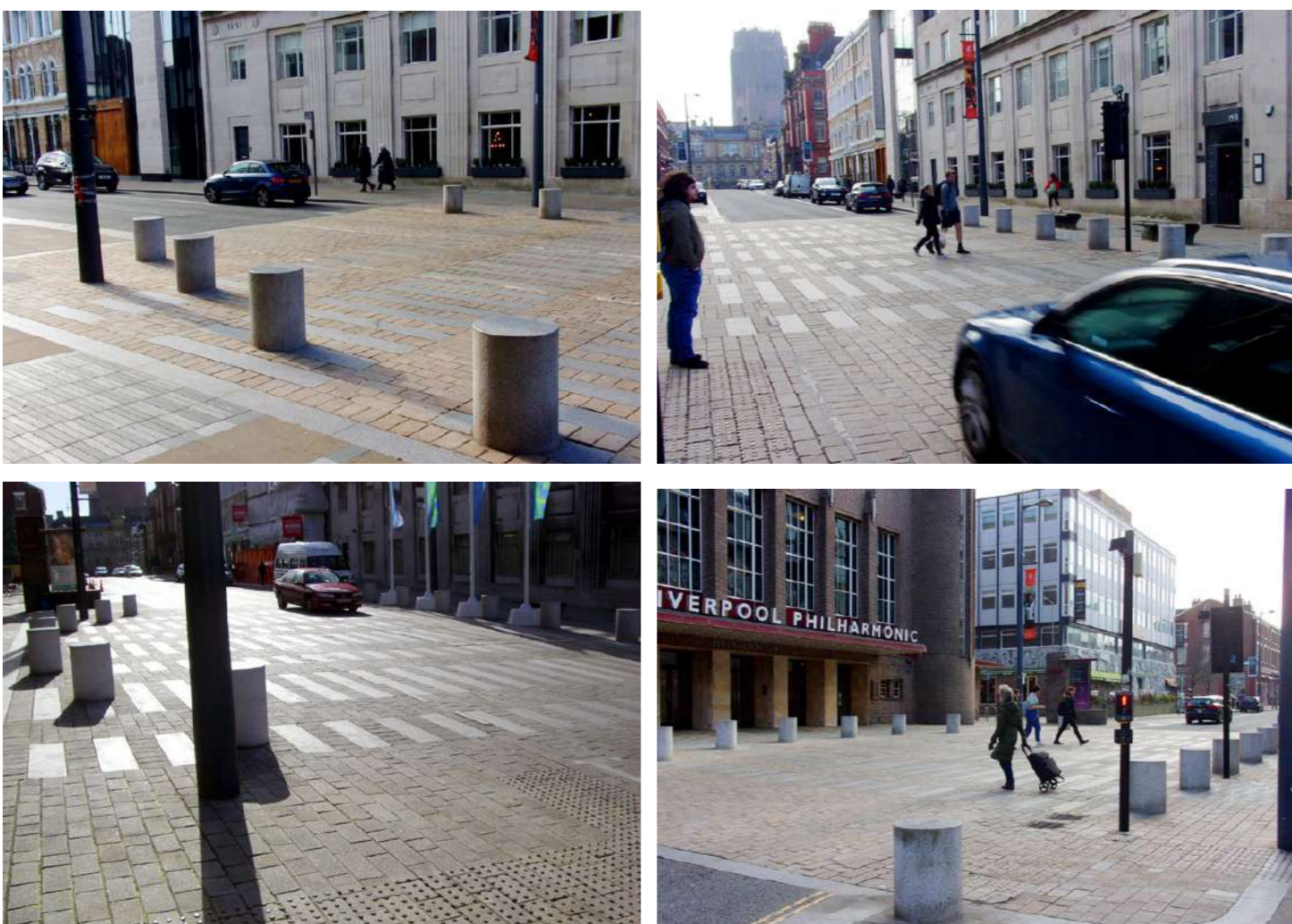


Fig 22: Potential Coastal Cycle Way

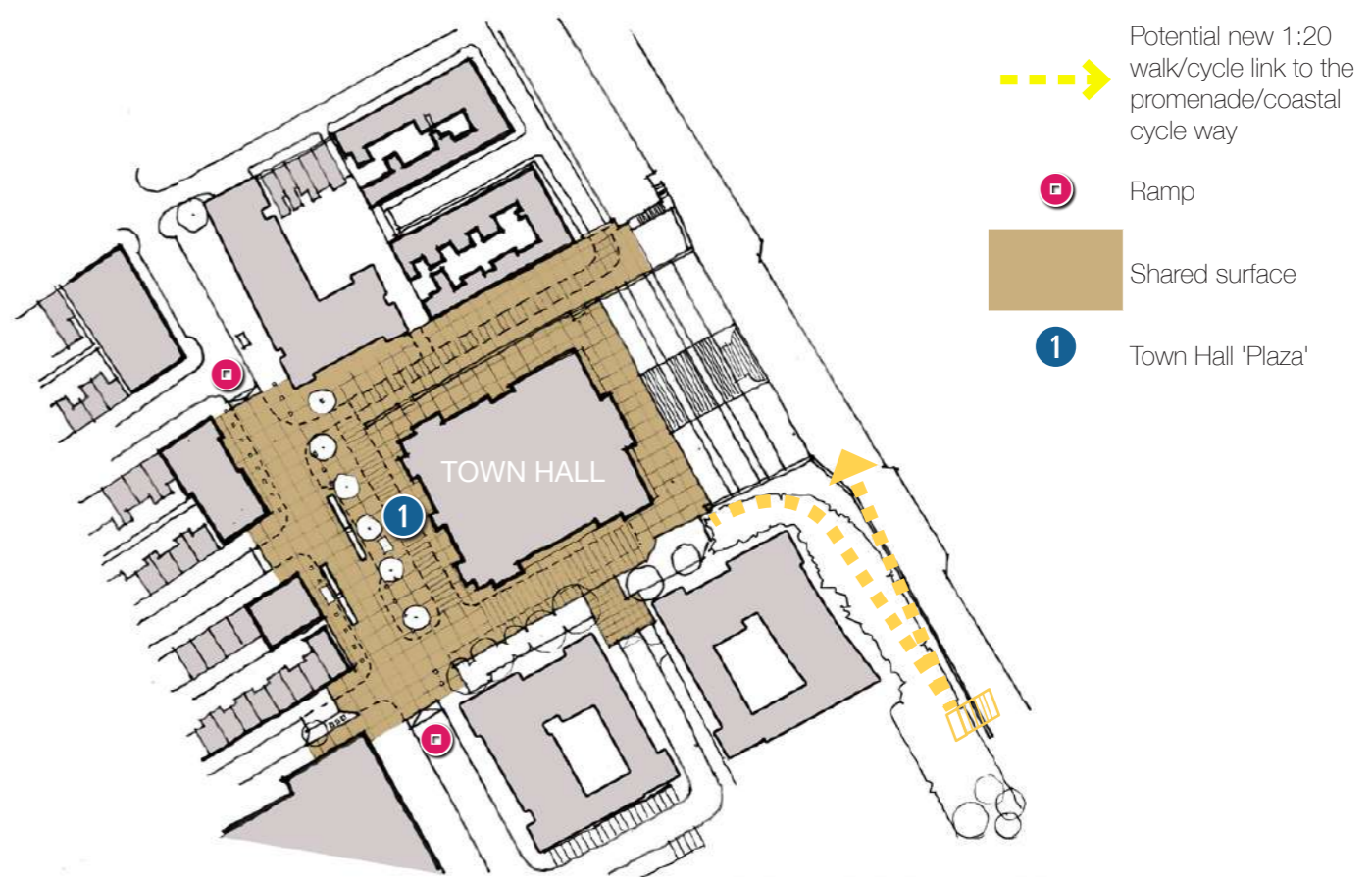
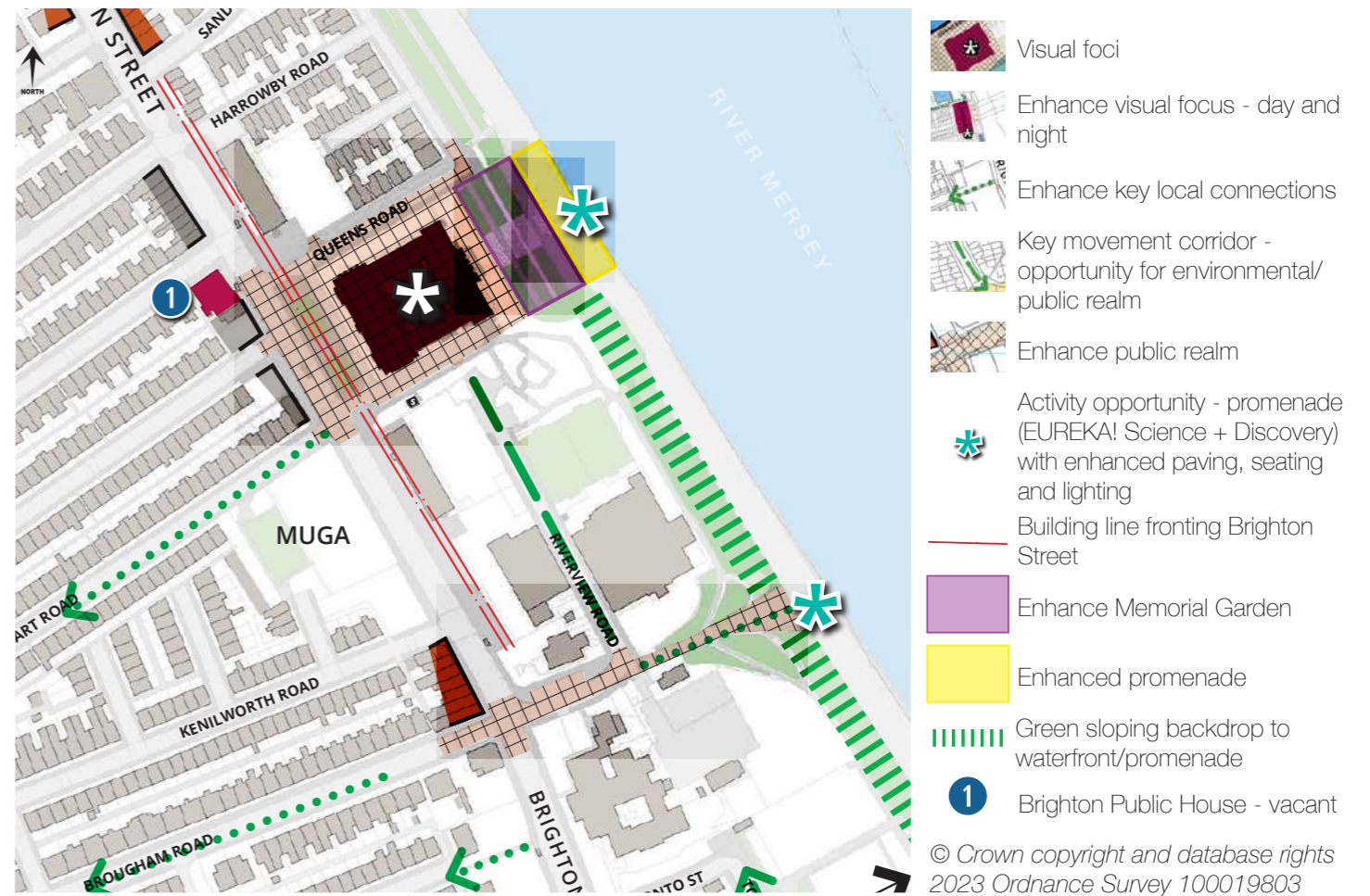














Fig 23: Town Hall Plaza Opportunities



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Fig 24: A New Town Hall Plaza

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

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Fig 25: Artists Impression - A New Town Hall Plaza

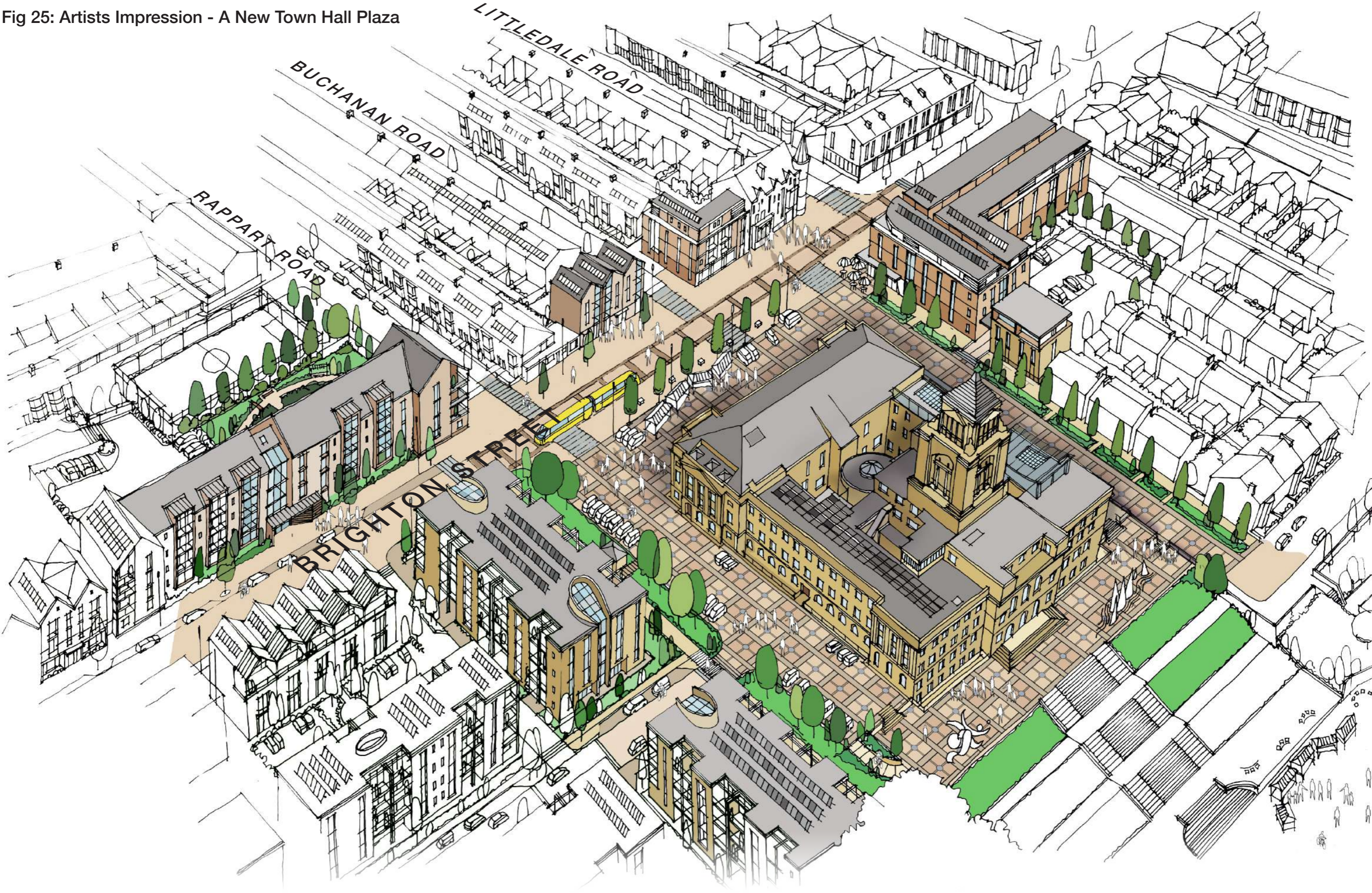
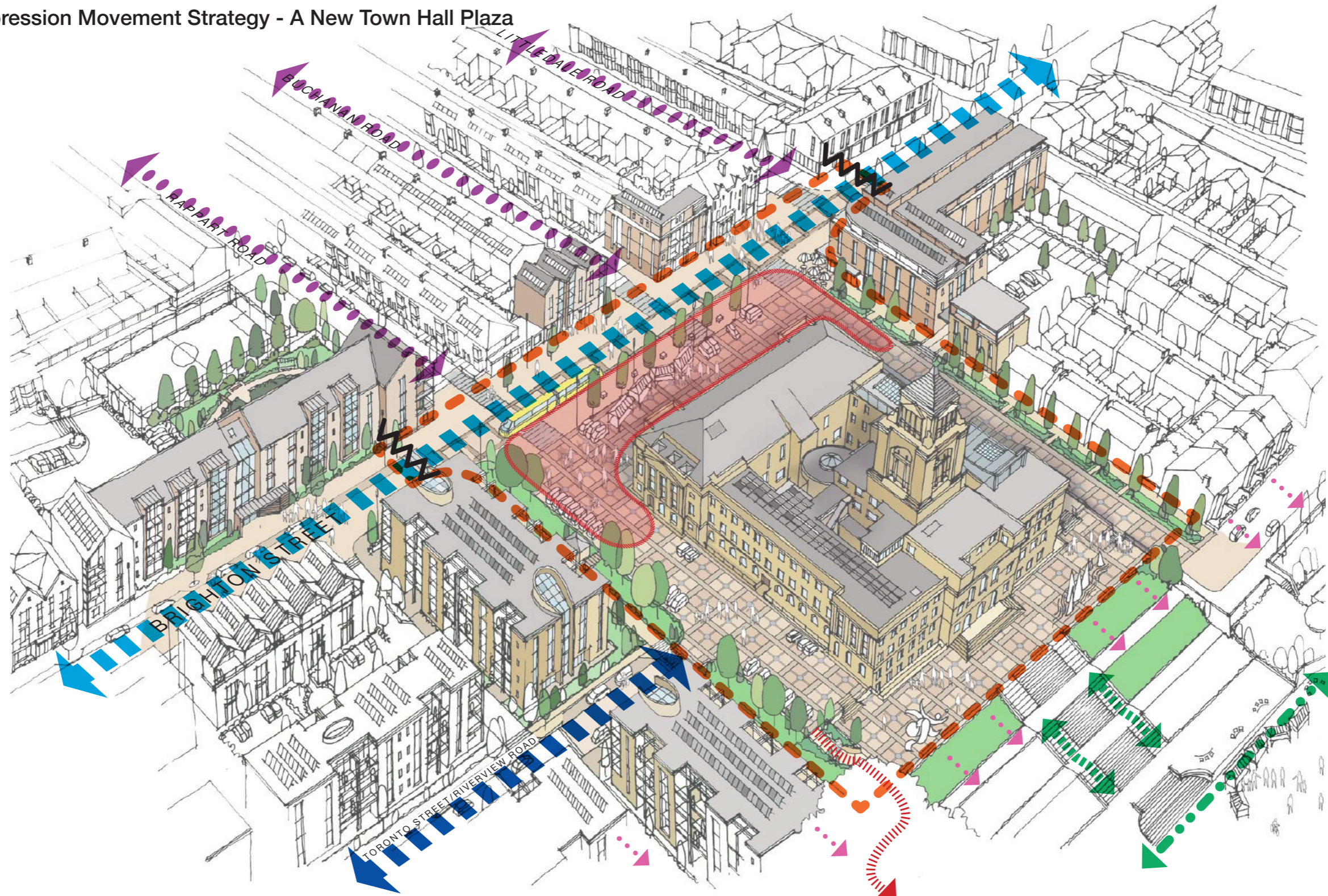


Fig 26: Artists Impression Movement Strategy - A New Town Hall Plaza



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



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



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



Event space - new street works, shared surface zone



Transition to Town Hall Quarter area - potential safe crossing point



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



Improved connection and interaction between promenade and Town Hall new uses; arts, cafe, park, lifestyle aspirational living



Link to new Riverside Primary School and car parking

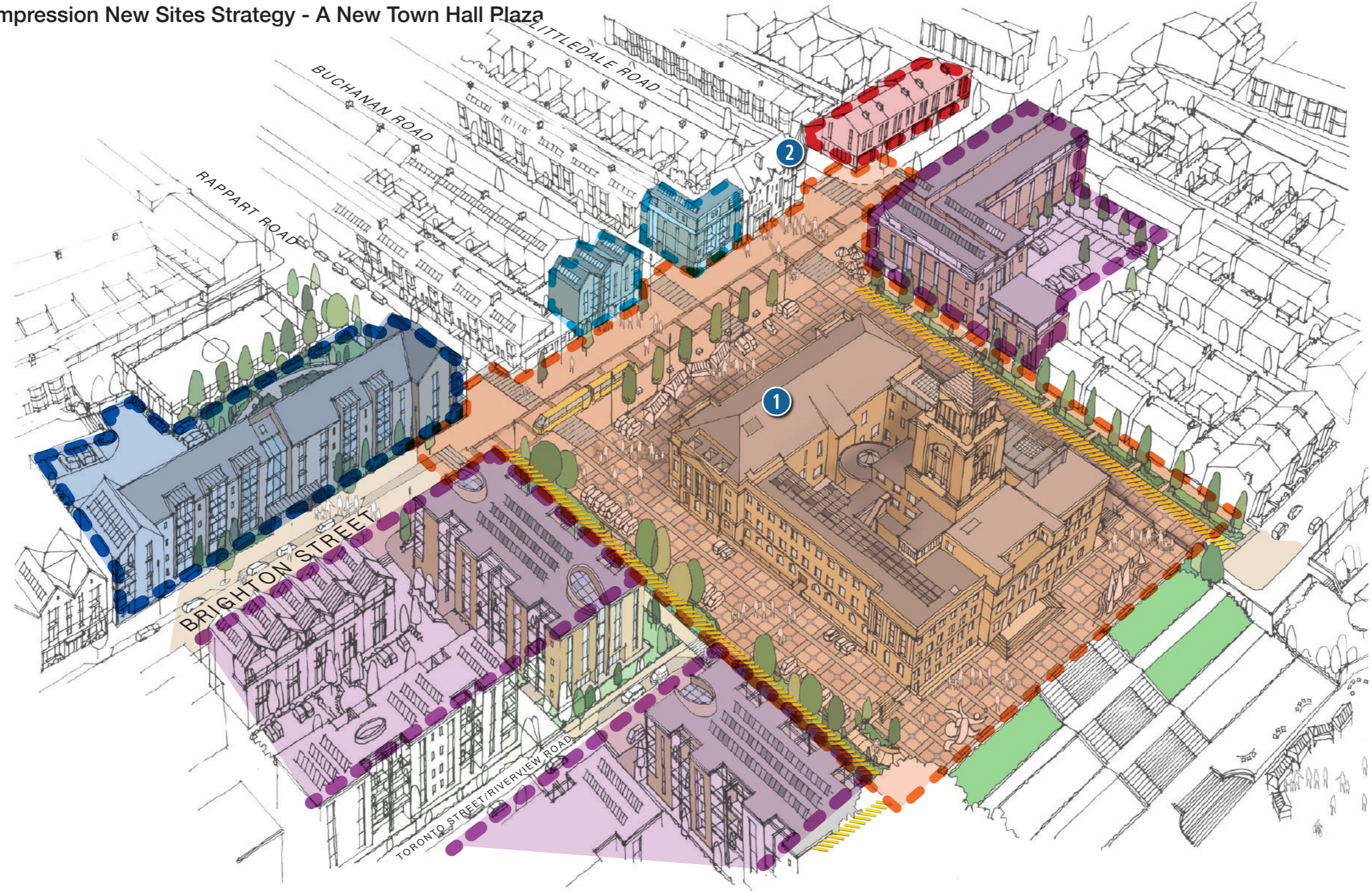


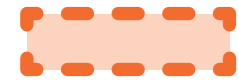
Views across river




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

Fig 27: Artists Impression New Sites Strategy - A New Town Hall Plaza

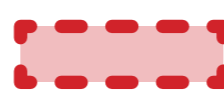



 Town Hall Plaza - multi-use area, event/market space - temporary parking, mass transit hub supporting Town Hall new uses

 Large development opportunity sites (within Wirral Council ownership). Potential mixed use development retail/apartment living - 3/4 storey adjacent to Town Hall opportunity to increase height with distance from Town Hall along river front

 Brighton Street council car park site (within Wirral Council ownership) Potential redevelopment opportunity

 Redevelopment opportunity (part Wirral Council ownership) mixed retail/apartment living (3/4 storey)

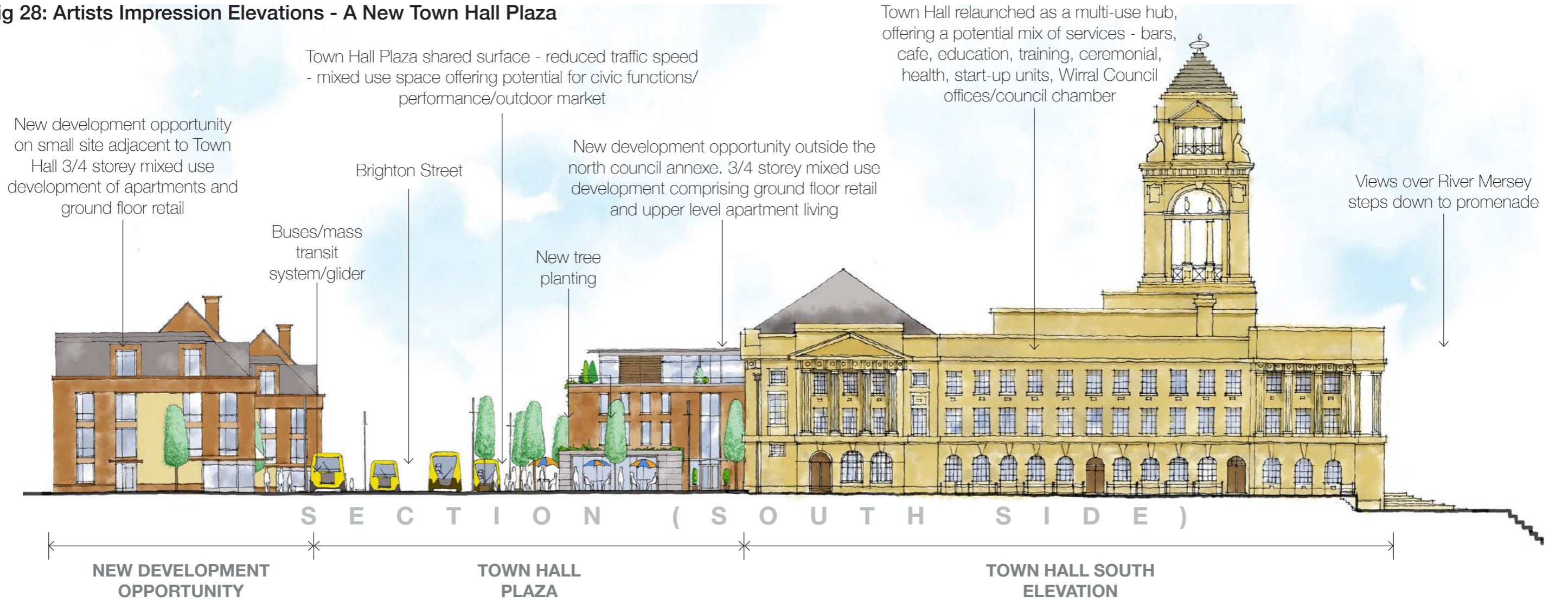
 Refurbishment opportunity exemplar project re-establishing/creating a selective retail environment with high quality apartments above

 Existing green corridors improved and expanded - existing trees retained - new tree planted - ecological corridors promoted

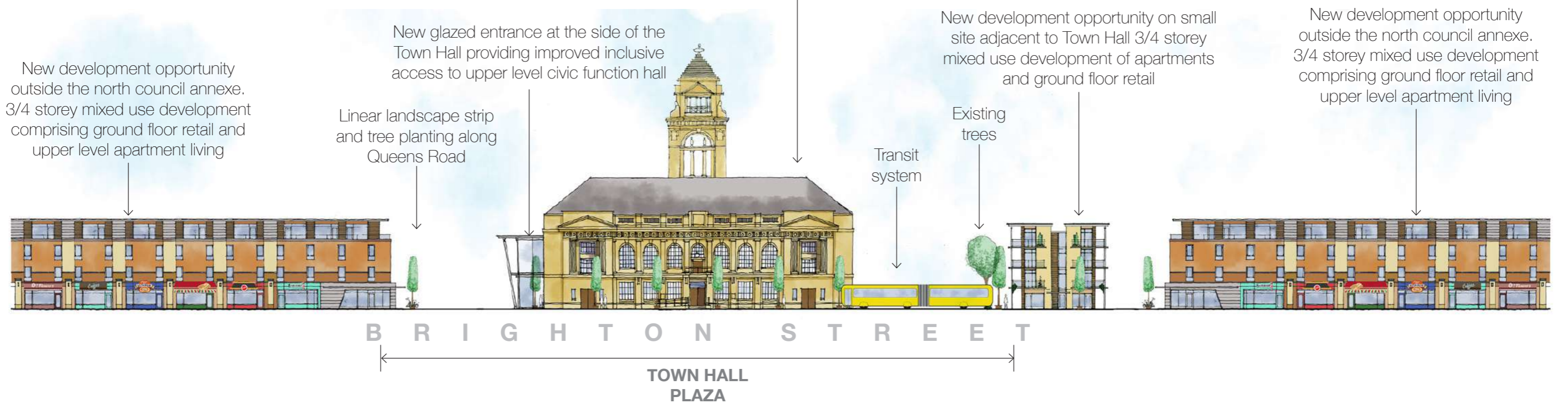
1 Town Hall listed building re-branding of building offering multi-uses; arts, cultural, education, start-up businesses, health - creation of the 'Town Hall Quarter'

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

Fig 28: Artists Impression Elevations - A New Town Hall Plaza



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



9.

9. OPEN SPACE



9: Open Space

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

The Masterplan reviews potential open space area needs in relation to increases in population numbers and accessible green space standards. The document also covers and summarises;

- Key objectives
- Policy, legislation and guidance
- Analysis of existing open space provision
- Proposed open space provision
- Quality and character.

As part of this Masterplan, proposals to generate new development opportunities and the resulting increase in households and population have been represented in the provision of open space in line with Wirral Councils standards.

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

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

- Amenity green space - 0.4Ha (4000m²)
- LAP play area - 0.01Ha (100m²)
- LEAP play area - 0.04Ha (400m²)
- MUGA - 0.1Ha (1000m²)

Within the local area - *Fig 31: Proposed Open Spaces <1.5Ha*, details the current distribution of open space < 1.5 Ha by typology

The area is served by two open spaces greater than 1.5Ha which have a 720m catchment radius. Central Park (approx 22.8Ha) is located centrally to the Seacombe, Poulton, Liscard and Egremont neighbourhoods. Lyncroft Road open space (approx 2.4Ha) is located between Seacombe and Poulton and comprises sports pitches with play area. As the image details, there is a theoretical catchment deficiency in the south of the Masterplan area.

Play opportunities are an additional local facility key to community health. A centrally located proposed equipped play area (e.g. LEAP) within the regeneration area would complement existing nearby facilities. Furthermore, a potential equipped play area on the promenade at the Egremont breakwater would provide an even catchment (a play area in this location will require an additional feasibility study to ensure its viability). A theoretical gap in the catchment remains for the streets meeting Liscard Road, however this could be met by additional play opportunities in Central Park. See *Fig 33: Location of Play Areas*.

The Masterplan seeks to include LAP opportunities for young children and toddlers with few fixed items of play within a 100m catchment of the home, distributed evenly throughout the neighbourhood. One existing children's play space serves the Wallasey Town Hall Quarter Masterplan area and is located at Demesne Street Recreation Ground. A MUGA is also located to the rear of the Town Hall parking site fronting onto Brighton Street which would be lost as the site is developed. The development options will seek to include a centrally located MUGA adjacent to Guinea Gap. See *Fig 32: Location of MUGAs*. While the promenade area is currently not included within the Wallasey Town Hall Quarter Masterplan boundary, or as part of the open space provision, it is still key to the delivery of long term sustainable transformational change.

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

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

Within the Wallasey Town Hall Quarter Masterplan area, the promenade is a key component of the neighbourhood framework and provides the opportunity to enhance the promenade to link Seacombe to New Brighton, and Scotts Quay, Wirral Waters and central Birkenhead to the south.

Issues and constraints

- Non-built zone of 15-17m wide (to be confirmed)
- Flooding
- Reduced maintenance regime
- Bylaws.

Key design solutions/requirements

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

Character

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

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

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

Brighton Street forms the primary vehicle access route connecting new Brighton with Seacombe ferry terminal and Birkenhead, in some locations the width of the street increases to 10m . The Masterplan proposes the introduction of trees planting along this route to create a boulevard aesthetic and further support biodiversity in the area. Appropriately sized species, resistant to pollution created by high traffic volumes would be proposed to minimise street disturbance and maintenance.

For more indepth study and analysis, refer to HLP document; Seacombe River Corridor Neighbourhood Framework - Open space, Landscape and Public Realm.



Fig 29: Existing Open Spaces

-  Wallasey Town Hall Quarter Masterplan boundary
-  Seacombe River Corridor Neighbourhood Framework boundary
-  Central Park
-  Toronto/Demesne Recreation Ground
-  Play field off Lyncroft Road
-  Playground on Gorsedale Road
-  Promenade river frontage
- 

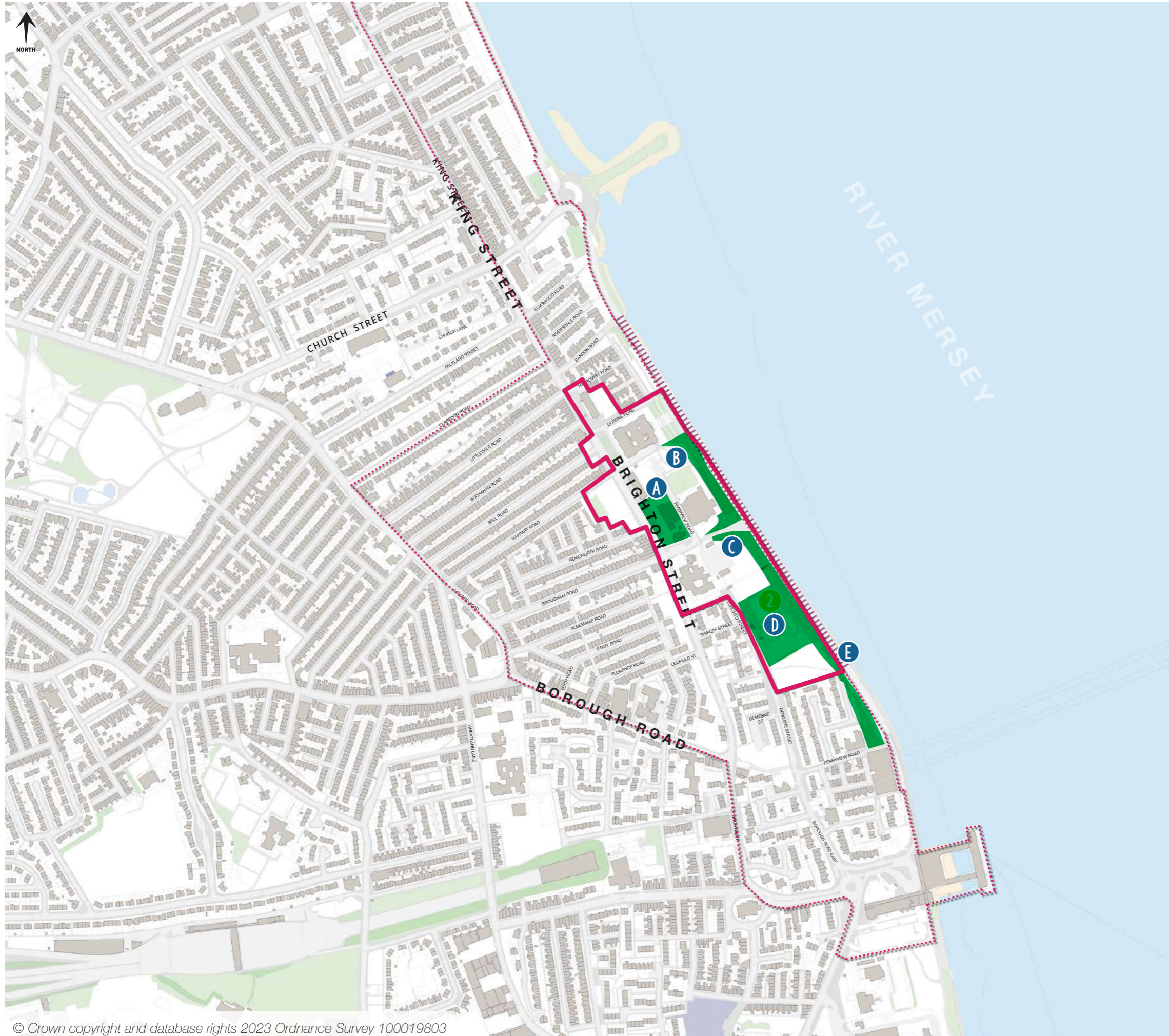


Fig 30: Proposed New and Improved Open Spaces

-  Wallasey Town Hall Quarter Masterplan boundary
-  Seacombe River Corridor Neighbourhood Framework boundary
-  Proposed Open Space Area A - (2493m²) Fronting onto Demesne Street and Brighton Street
-  Proposed Open Space Area B - (2186m²) Embankment between new development area and promenade.
-  Proposed Open Space Area C - (4867m²) Embankment between new Riverside Primary School area and promenade.
-  Proposed Open Space Area D - (5121m²) Open space area located adjacent to new leisure centre.
-  Open Space E - (9933m²) Riverfront Promenade

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Fig 31: Proposed Open Spaces <1.5Ha

- Wallasey Town Hall Quarter Masterplan boundary
- Parks and gardens
- Amenity greenspace
- Natural and semi-natural
- Children and young people - Play areas
- Children and young people - MUGAs
- Proposed development sites see Fig 10: Opportunity Sites
- Green routes e.g. street trees
- School pitches
- Existing tree locations, potential to be integrated in development - Green Infrastructure

Proposed MUGAs

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

Fig 32: Locations of MUGAs





-  Wallasey Town Hall Quarter Masterplan boundary
-  Children and young people - Play areas
-  Children and young people - MUGAs
-  MUGA catchment - 400m



Proposed Play Areas

Play opportunities - A centrally located proposed equipped play area (e.g. LEAP) within the Masterplan area would complement the existing nearby facilities

Fig 33: Locations of Play Areas

-  Wallasey Town Hall Quarter Masterplan boundary
-  Children and young people - Play areas
-  Children and young people - MUGAs
-  Play area catchment - 400m



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



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



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



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



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



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



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



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



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



Source: COAST Cafe bar and gift shop



Source: ©Google streetview

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

10.

10. PUBLIC REALM



10: Public Realm

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

The Town Hall Quarter is an opportunity to redefine the public realm and setting around Wallasey Town Hall creating an inviting interactive destination with vision and purpose.

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

HLP have advocated The Healthy Streets Approach, putting people and their health at the centre of the design, with the aim of making streets around the Town Hall Quarter healthy, safe, and welcoming for everyone. If a street is a healthy and inclusive environment, then it would encourage all members of the community out on to the street. There are therefore two main indicators:

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

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

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

A comprehensive feasibility study to establish alternative uses for the Town Hall is advocated. The Masterplan proposals aim to re-define the space around the Town Hall onto Brighton Street as a new plaza, with a shared multi use surface incorporating Brighton Street which can periodically transform into an outdoor market area, parking area, and function/display space for gatherings. The plaza would be defined by a raised platform junction to ensure traffic is slowed while accessing and exiting the space. Materials would be selected to re-define access into the plaza area further redefining the nature and fluid character of the space. A careful tree planting plan and tree selection would add further refinement to the plaza area establishing and branding it as a place of destination and focal link connecting down onto the promenade.

Wirral Council annexe sites to the north and south of Wallasey Town Hall offer further opportunity to redefine the public realm by reaffirming the edges of the space. Each annexe site is an opportunity to support the concept of a plaza, provided that the new designs are thoughtful, and heights are restricted to be submissive to the Town Hall ensuring that its visual appeal and status is not compromised. Incorporating a mix of ground floor retail and upper-level apartments, the new development and retail element would stimulate leisure activity with cafes bars and restaurants which could link down to the promenade level.

Both existing and new links to and from the Town Hall must be subject to redesign utilising a preferred pallet of materials to ensure continuity, this must also include street furniture and particularly street lighting to ensure that activity within the Town Hall Quarter offers a dawn to dusk safe experience.

The following pages of this public realm section contain a study of the existing spatial context around the Town Hall Quarter, establishing and outlining the key issues, constraints and opportunities that define this areas character which include;

- Open Space
- The Promenade
- Ecology
- Existing streets
 - Civilised streets
 - Existing streets - opportunities
 - Proposed streets - character

Open Spaces

Issues and constraints

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

Key design solutions/requirements

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

Complementary Strategies

- Governance and management arrangement through development
- Ecology Trail
- Promenade enhancement.

Character - Open Spaces

- Naturalistic planting - nature - rich areas maximise wildlife potential
- Integrated SUDs
- Well lit, safe access routes to the promenade
- Playful environment
- Visually attractive from adjacent dwellings - 'park-side' properties
- Soft edge to spine route, grade heights
- Encourage informal kick about and ball games.

Character - Courtyards

- Giving residents extra space for play and nature in addition to their own private gardens and balconies
- Includes grow-your-own spaces for residents
- Includes parking courts.

The Promenade

The promenade is a key component of the neighbourhood framework and provides the opportunity to enhance the promenade to link Seacombe to New Brighton and beyond, and to Scotts Quay, Wirral Waters and central Birkenhead to the south.

Issues and constraints

- Potential no-build zone of 15-17m wide
- Flooding
- Reduced maintenance regime
- Bylaws.

Key design solutions/requirements

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

Character

- Animated, multi-functional and flexible space
- Comfortable seating - designed to respond to the climate conditions along the riverfront
- Egremont ferry breakwater/slipway and Town Hall quarter provide opportunities for enhanced activity
- Steeped access to the river
- Enhance these opportunities for spectacular views along the river.

Ecology Trail - Seacombe Walk

Issues and constraints

- Very steep slope, typically 1:2.4 - access issues for mobility impaired/health and safety
- Existing trees screen views of the river from plateau level
- Existing trees and shrub roots help to stabilise the bank
- Governance and management - reduced maintenance regimes by Wirral Council to once/annum.

Key design solutions/requirements

- Access
- Linear greenspace
- Ecological planting and habitat creation on the Primary Green Infrastructure Corridor
- Maintenance and management plan
- Explore transfer of governance.

Complementary Strategies

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

Character

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



Ecology trail precedents - Seacombe Walk

Civilised Streets

Issues and constraints

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

Key design solutions/requirements

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

Complementary Strategies

- BRF 2040 Design Guide
- Wirral Waters exemplar
- Tower Road
- Transport and Movement Strategy
- Wirral Council Mass transit proposals
- Open space network.



Existing streets precedents

Proposed Streets - Character

Toronto Street/Demesne Streets - Green Route

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



Toronto Street/Demesne Green Route precedents

Residential Streets

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



Residential Street precedents

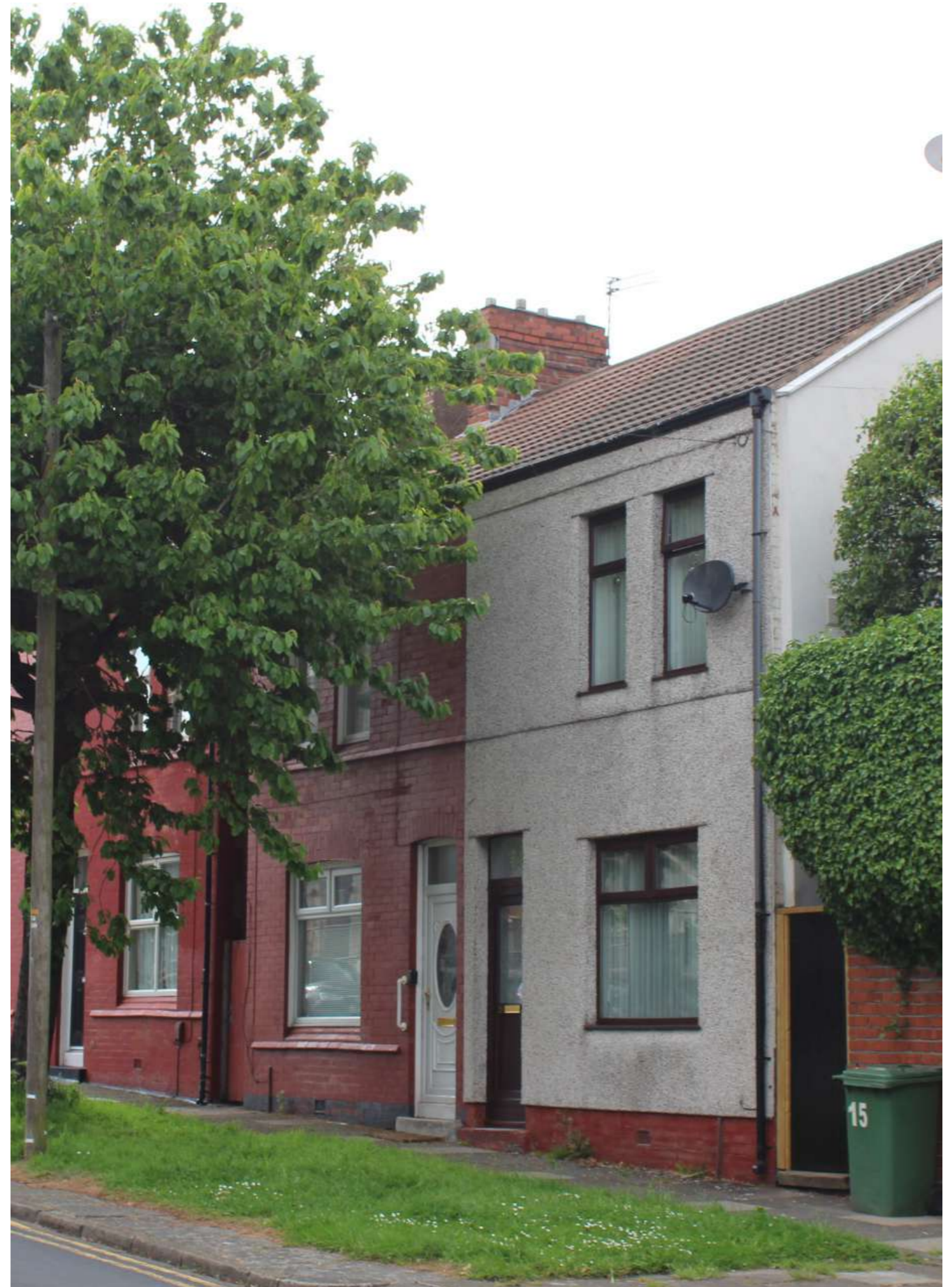
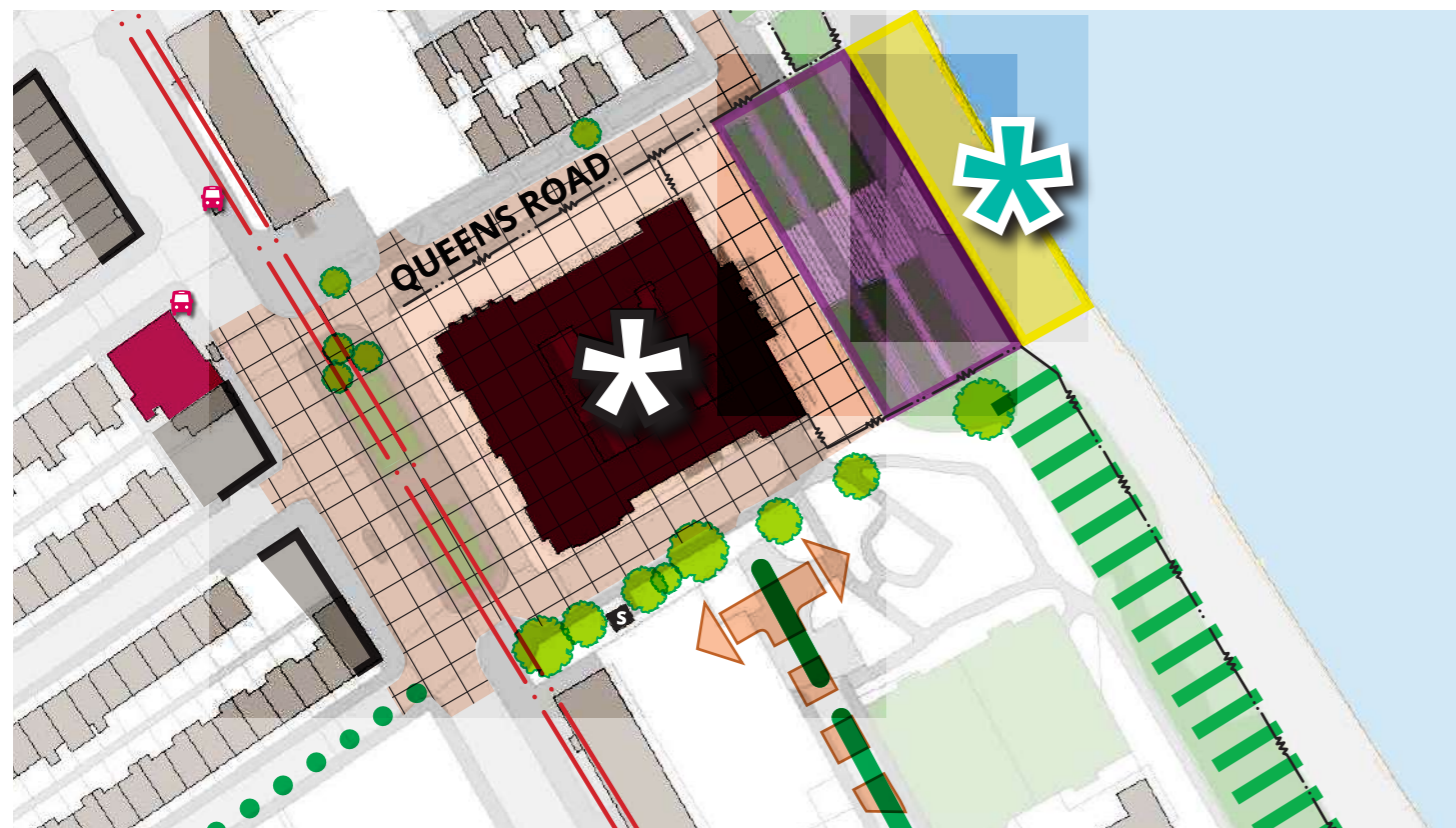


Fig 34: Aerial view of Town Hall Quarter Plaza



11.

11. CAR PARKING STRATEGY



11: Car Parking Strategy

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

Achieving 'Modal Shift'

Developing a parking strategy tailored to meet the unique needs of the area, that responds to the creation of the Town Hall Quarter and the delivery of additional housing is a primary consideration. Preliminary proposals are currently being developed by Wirral Council to provide a mass transport system. The Council is finalising a Parking Strategy for the Borough and preliminary proposals are the enhancement and expansion of the existing public transport system would reduce the reliance on the car as the main mode of getting about. Design solutions that encourage cycling and walking through safe neighbourhoods are also a fundamental part of a strategy for 'Modal Shift' from the car to other forms of transport. The emerging Local Plan 2021 – 2037 outlines parking standards for new development (see below), detailing one space per 2-3 bedroom apartment and two spaces per 3 bedroom apartment. Dispensations to this standard however can be put forward if the following criteria can be met;

- 400m walking distance from a designated town, district, or local centre.
- Within 400m of a bus stop, railway station with regular service with frequency of 20 minutes.
- Initiatives to reduce the level of traffic through significant investments in walking 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 shared use of space for example as part of mixed-use development.

With the potential increase in population and visitors to the area, establishing a robust parking strategy is essential. Pre-COVID-19, parking which served the Town Hall and the north and south annexe blocks comprised 202 spaces. With the majority of these parking sites, now regarded as opportunity sites for redevelopment, alternative parking solutions must be introduced. Exploring and implementing a number of solutions rather than a 'one cap fits all' approach would enable and create a responsive integrated, multi-stranded flexible strategy that meets the needs of the whole community:

Underground Parking

Located beneath new residential housing blocks, public buildings and the new park/open space. This potential parking solution allows for high density parking, it is secure and hidden from sight and is efficient in spatial terms. The new park area outlined in the Masterplan which fronts onto Brighton Street has potential to accommodate 200 parking spaces over two underground levels.

Car Barn - (multi storey parking)

The concept of a 'car barn' allows for large numbers of parking spaces to be provided in a multi storey format. The main considerations are the location of the building and its physical size and form. To ensure that it is utilised to its full potential it needs to be located close to the residential accommodation it is serving. Other considerations relate to its size, form, appearance and how it fits and integrates within the proposed new development area so that it does not detract from the new architectural character and identity being created.

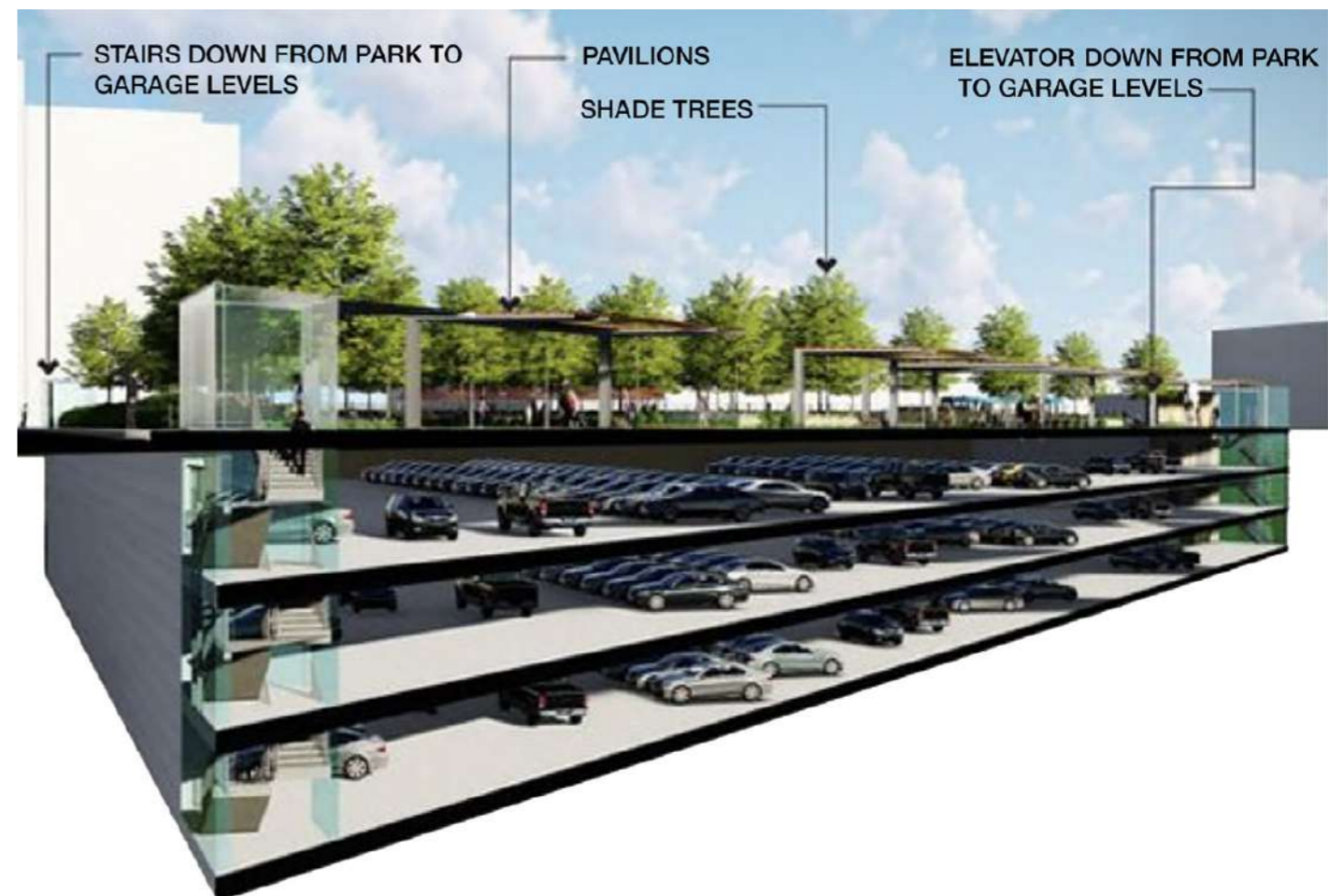
In-curtilage parking

In curtilage parking directly or adjacent to the property, enables ownership of the parking space by the resident. Suited best for housing developments, it is utilised predominantly for more out of town suburban development with lower density.

On Street Parking

Short stay on street parking is also available along Brighton Street which is up to 11m wide in some instances. The proposal to create a central plaza directly in front of the Town Hall would solidify the Town Hall Quarter as a unique multi use space, with potential to be utilised for intermittent parking, the new plaza has potential to provide 64 spaces.

A mixed approach to parking within the Town Hall Quarter, separating resident parking from visitor would reduce potential conflict and ensure that vehicles do not dominate the public realm. The Car Parking Strategy would also be considered as part of the wider Seacombe River Corridor Neighbourhood Framework.



Source: <https://walkerconsultants.com/blog/2019/08/20/underground-garage-with-above-ground-amenities-or-new-apartments/>

Exemplars- car parking solutions explored



Source: ©Google streetview



Source: ©Google streetview - parking under public square Rotterdam



Source: <http://modernmag.com/miamis-design-district-gets-a-surrealist-inspired-parking-garage/> Museum Garage for Miami Design District. Photo by Robin Hill



Source: <http://www.attika.nl/#filter=.projecten>

12.

12. RETAIL ANALYSIS



12: Retail Analysis

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

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

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

Improving connectivity with the existing residential areas in addition to improving access routes to the promenade to maximise the ease and movement of existing residents as well as visitors could allow the existing and new retailer to benefit from increased passing footfall generated by these Masterplan proposals, creating a strong shopping identity that is user friendly for the local community as well as visitors.

To stabilise and kick start the Town Hall Quarter regeneration area, an achievable design code for shop front renewal and refurbishment that is user-friendly and enforceable could be established that demonstrates and visually inspire future improvement works. Poor quality shop conversions into HMOs along Brighton street could also benefit from a more prescriptive design code for conversions. (Wirral's existing shop front guidance - SPG43 shop front design guide)

Outlining basic principles for owners and landlords for refurbishment and repair of shop fronts, listing the elemental forms which make up the façade would ensure a basic standard structure is followed. However, it is evident from the existing shops in this location that existing guidance is not being followed and that there is little or no enforcement. The result is a mismatch of styles, materials and shuttering which do little to enhance both the locality or the shoppers experience, contributing to a perception of neglect and local decline.

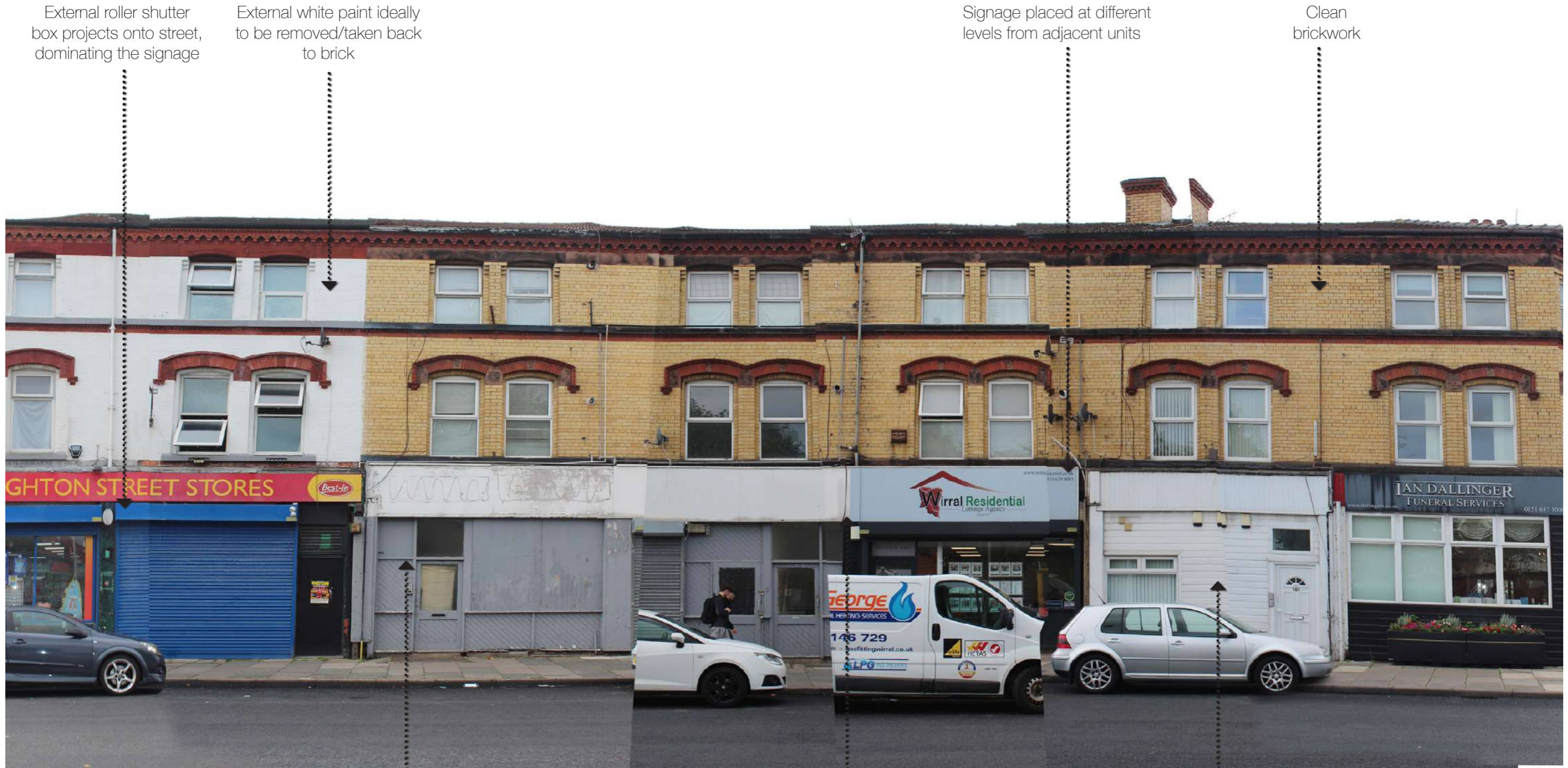
Ensuring that any future shopping offer is both realistic and meets the existing and future needs of the community is essential. Issues relating to poor connectivity and the ability to cross Brighton Street safely be addressed to support longer term viability, while highway improvements and redesign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

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



KING STREET (typical existing conversion on edge of Masterplan)

Fig 35: Poor shop fronts



External roller shutter box projects onto street, dominating the signage

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

Signage placed at different levels from adjacent units

Clean brickwork

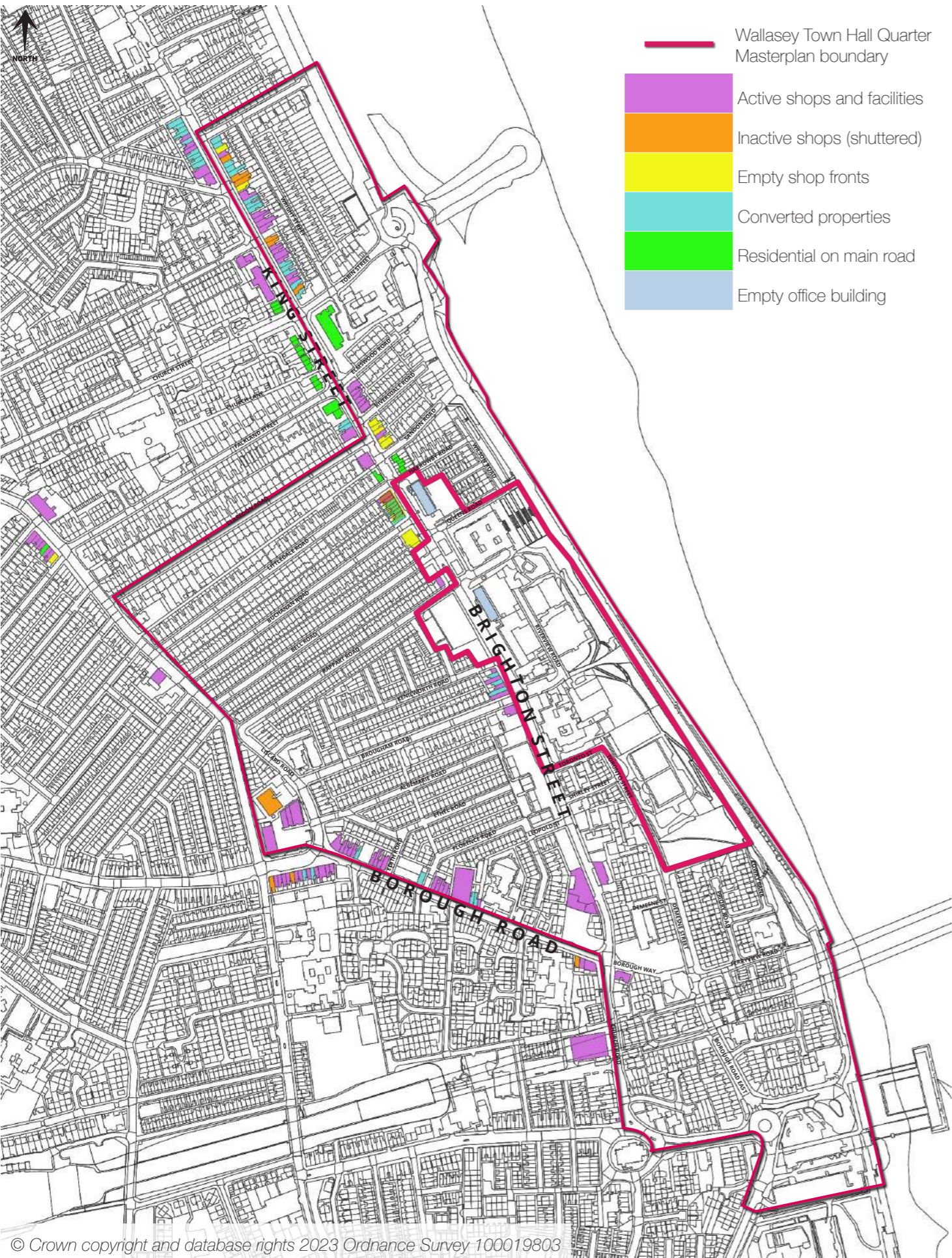
BRIGHTON STREET

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

Lack of definition to edges of shop front - no pilasters

Modern UPVC shop front lacks proportion and scale

Fig 36: Existing commercial/retail



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Fig 37: Typical approach to conversion and shop front

Using a more prescriptive approach to shop fronts in this area can facilitate a distinctive character to the street, forming a local shopping hub that meets the needs of the surrounding neighbourhood.



Fig 38: Typical colour palette to shop front



Fig 39: Shop conversion to residential



Render or brickwork (banding)

Fanlight

Entrance door

Gate to define boundary and provide security

Fascia used for house number

House elevation set back 1m

Pilaster

Historic shop front reinstated to create rhythm

Bins hidden behind wall or screen

Possible to use strong colours to create unique identity and brighten up the shop frontages

13.

13. STAGE 1 CONSULTATION SUMMARY





REIMAGINE SEACOMBE

HAVE YOUR SAY!

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

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

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

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

Here is what they had to say!

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



13: Stage 1 Consultation Summary

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

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

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

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

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

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



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



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