

Birkenhead Town Centre

Development Framework

Phase I Leisure Development

P2006658 (REP) A001 -

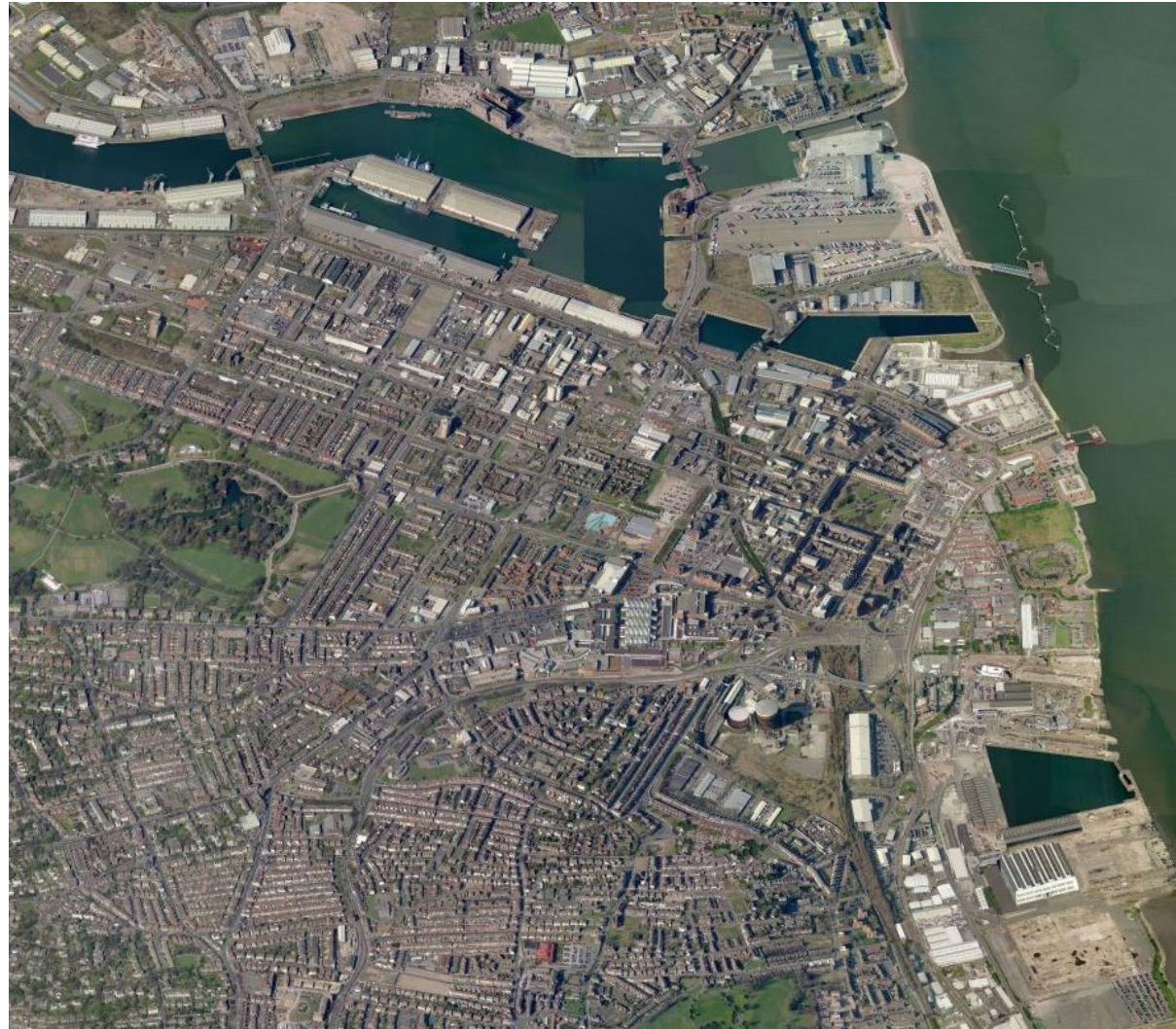
February 2015





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Introduction

This document sets out a framework for the first phase of a town centre vision including a mixed use leisure scheme to regenerate a key area adjacent to Birkenhead Town Centre.

It also sets a context for further phases of development that will see improvements made to the retail core focused around a remodelled Birkenhead Market and bus station.

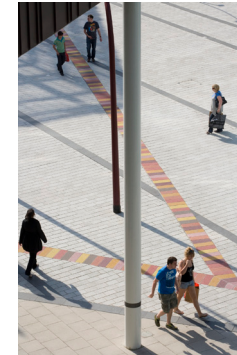
Birkenhead is a key service centre on the Wirral peninsula but the commercial core is widely recognised as not meeting its full potential. In particular there is an opportunity to improve the destination appeal of the town centre particularly to its core Wirral catchment, by delivering a broader family leisure offer. This will be complemented by improvements to the retail offer, public transport and car parking.

The proposals outlined in this framework address these issues by proposing a modern attractive setting which will attract a variety of new operators to Birkenhead and reignite this part of the town centre and provide a catalyst for further regeneration.

The Phase I Proposals

The proposed development comprises a leisure led mixed use town centre scheme on an approx. 4ha site, comprising circa:

- 2,500 m² of Food & Beverage or Leisure
- 500 m² Office / Hotel
- 3,855 m² Leisure Centre
- Car Parking



Policy Context

The site has long been identified as an opportunity area for the growth of Birkenhead town centre. The area is allocated in the adopted Unitary Development Plan (UDP) as being suitable for a mixed use business and leisure location under policy EM2 Conway Park.

Emerging Policy

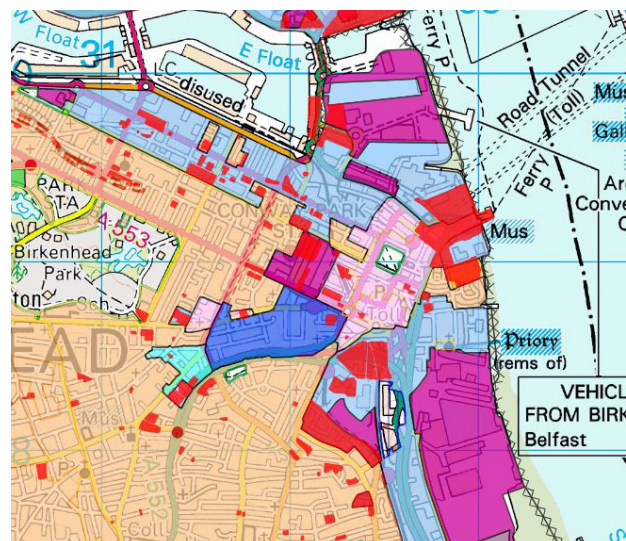
The proposed submission version of Wirral Core Strategy Local Plan is due to be published for public consultation in mid 2015.

Whilst the policies are not yet adopted they do carry weight and clearly set the policy direction for the borough over the next 15 years.

Policy CS5 sets the priorities for the Commercial Core of Birkenhead.

The aspiration is to safeguard and enhance the vitality and viability of Birkenhead town centre as the Borough's principal focus for retail, office and town centre uses, including services for leisure, entertainment, culture, health and education and other uses of Boroughwide significance that attract large numbers of people.

The proposals set out within this framework document clearly align with the aspirations for the growth of the borough and more specifically those set out for the site in both emerging and adopted policy.



Adopted Unitary
Development Plan
Proposals Map Extract

Site Analysis

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The Phase I site is located to the North of Birkenhead town centre adjacent to public transport facilities including the bus station and Conway Park railway station.

The Pyramids shopping centre lies to the south along with the Market Hall.

Wider Context

Proposals are being developed for a retail led scheme within the town centre relating to Birkenhead Market and parts of the Pyramids Shopping Centre and adjoining retailing. This is expected to be a second phase in the town centre proposals.

Details of this are outside of the scope of this scheme but an important part of the context.

It is envisaged that the proposed Phase I leisure and retail scheme will complement these wider plans and together will stimulate the wider revitalisation of the town centre.



Existing Public Realm outside the Vue Cinema



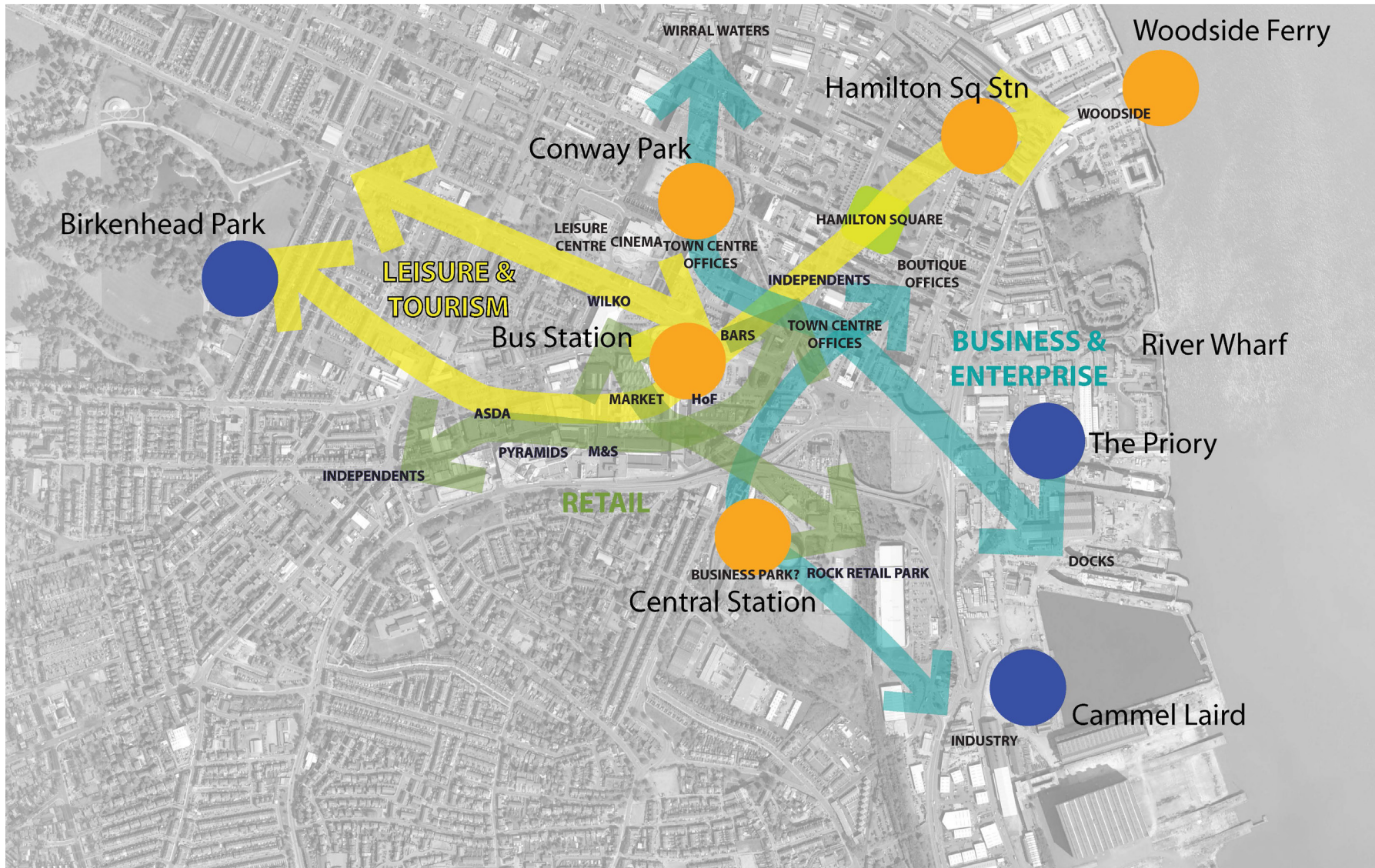
View of the nearby Pyramids Shopping Centre

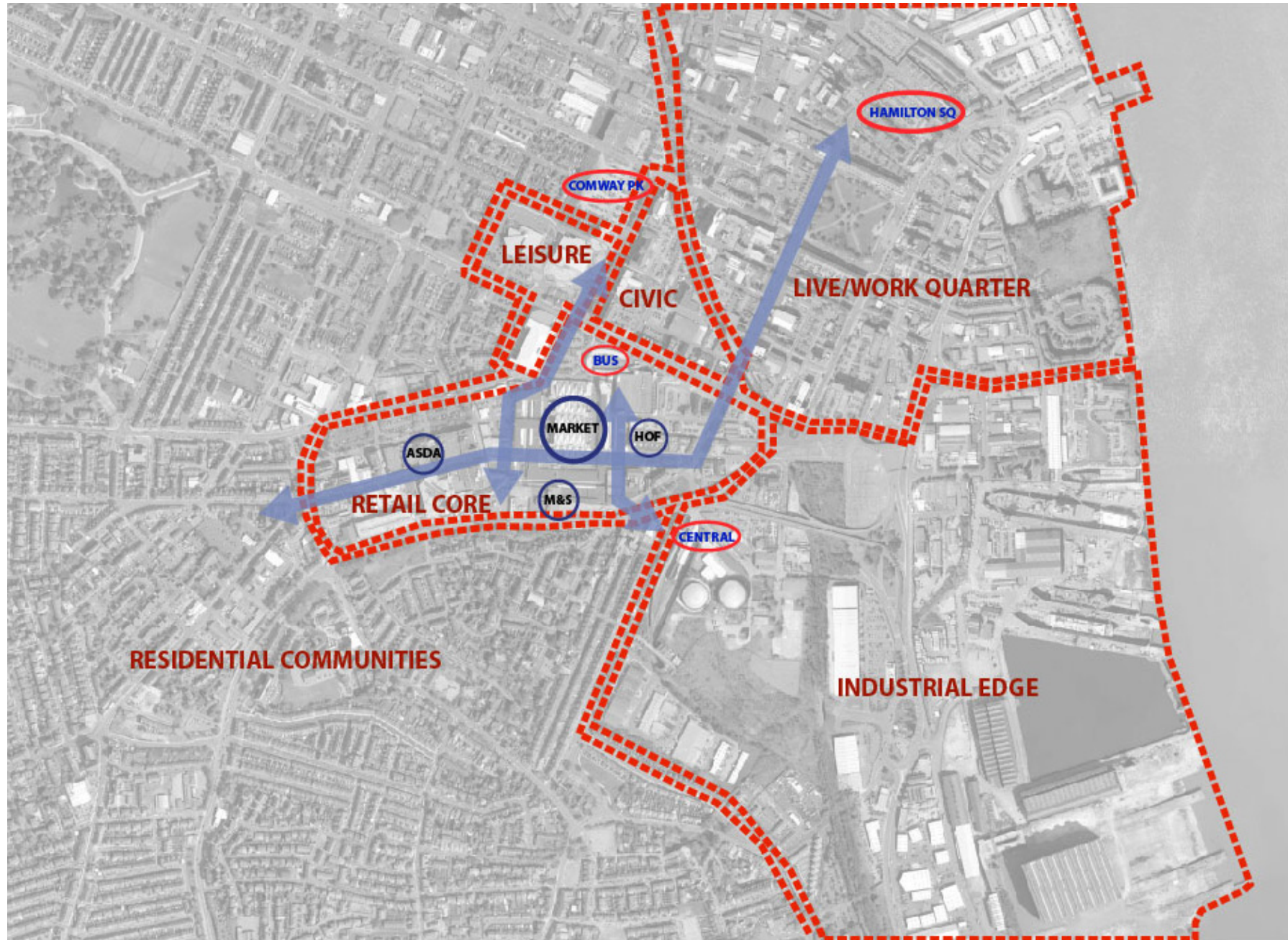


View North East along Europa Boulevard



View of Birkenhead Bus Station



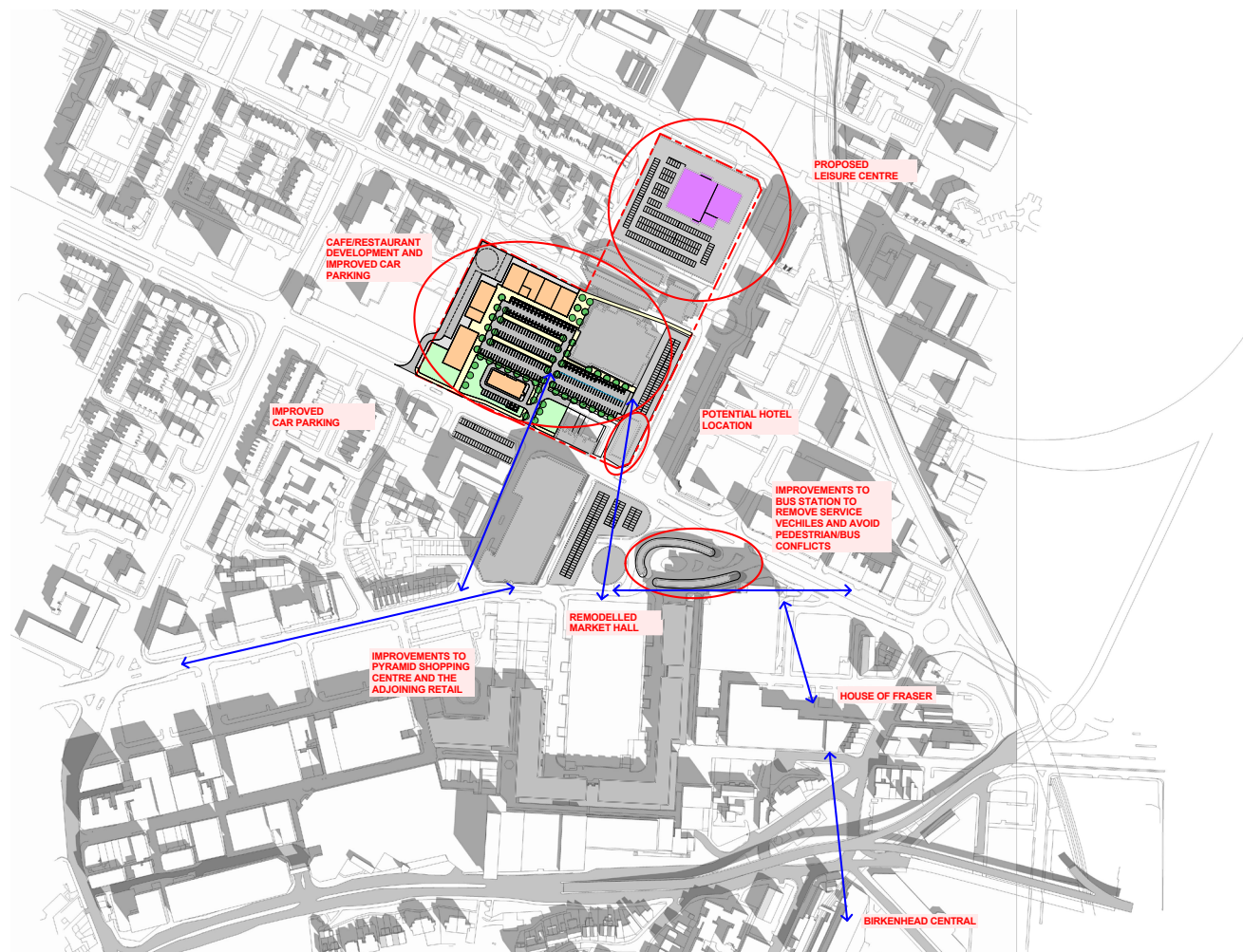


Framework

Emerging Opportunities

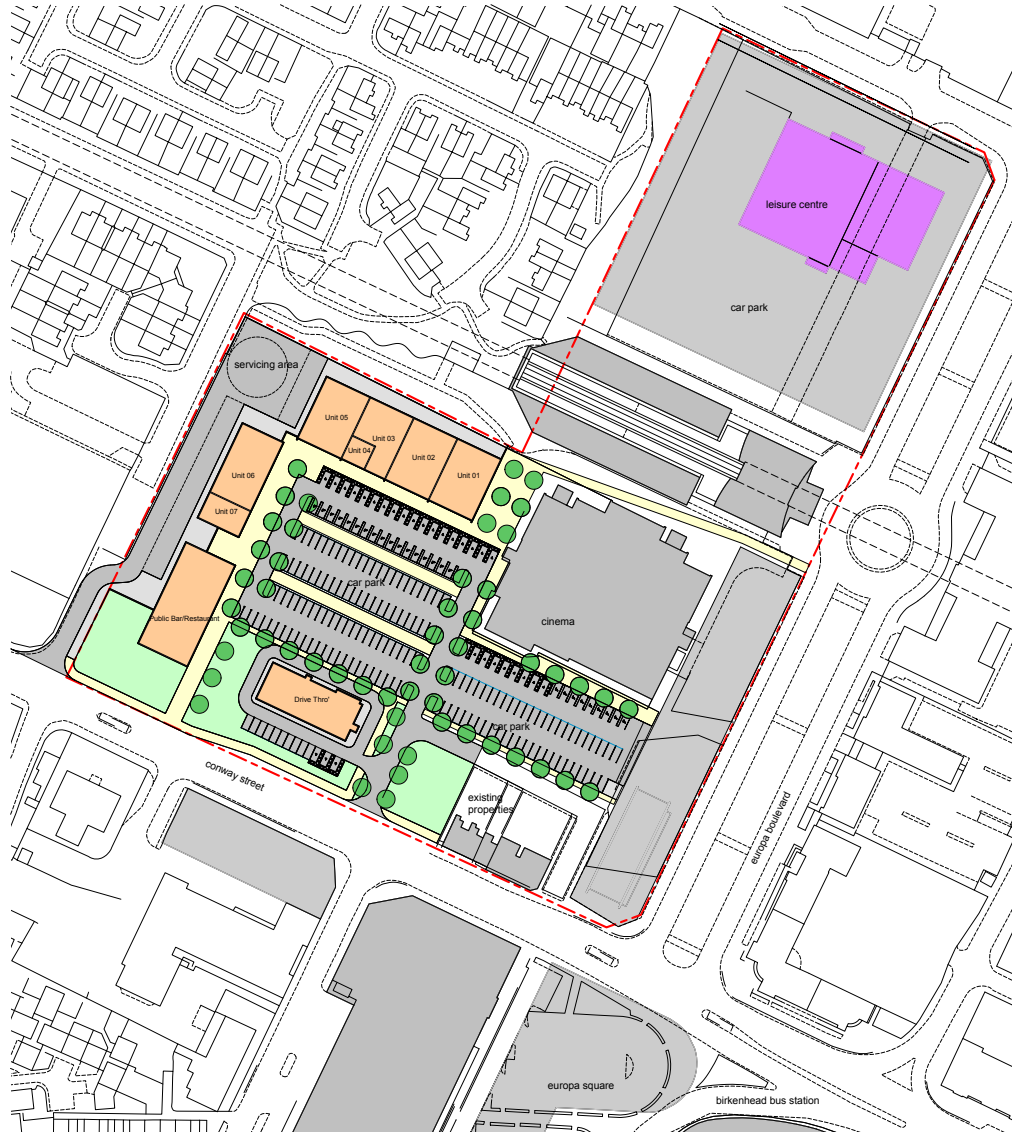
The proposals will;

- Support and expand the evening economy
- Strengthen the leisure offer
- Complement the existing cinema
- Integrate with the existing town centre fabric by creating clear pedestrian links to the Market Hall, Bus Station and Retail Core to the South.
- Remodel the bus station and remove conflicting uses
- Better integrate the remodelled Market with adjoining retailing



Phase I Indicative Masterplan

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Indicative Only

