

## Policy CS2 – Broad Spatial Strategy

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The Local Planning Authority will pursue a strategy of urban regeneration, economic growth and environmental enhancement, to ensure that full and effective use is made of land within the urban areas; neglected, unused or derelict land or buildings are brought into use; the need for new services is minimised by promoting the use of spare capacity in existing services; and new development provides positive benefits for local communities and the environment.

The priority will be to focus job, housing and population growth to areas of greatest need of physical, social, economic and environmental regeneration, particularly within the older urban areas of east Wirral, previously designated as part of the NewHeartlands Pathfinder. Medium to higher density development will normally be permitted within these areas and will be expected to make a positive contribution to local character, environment and amenity; make the most efficient and viable use of land, infrastructure and services; support a greater pace of regeneration, if the market can support it; and deliver the scale of transformation necessary to support a self-sustaining programme of regeneration.

Medium to higher density housing development will also be permitted on urban sites within an easy walking distance of an existing town, district or local centre or a high-frequency public transport corridor and will be expected to make a positive contribution to local character, environment and amenity; to support local centres and neighbourhood services; reduce the need to travel; provide local housing and/or employment to meet identified needs; and promote a sustainable pattern of development.

Outside areas of greatest need and areas within an easy walking distance of an existing town, district or local centre or a high-frequency public transport corridor, only smaller scale, lower-density development will normally be permitted, to maintain and enhance local character; to ensure that a sustainable pattern of development continues to be promoted and that a higher level of housing and employment growth continues to be supported in the most accessible locations and within areas of greatest need.

The primary focus for new jobs to drive forward the economic transformation of the Borough and support the economic competitiveness of the Liverpool City Region will be Wirral Waters, the Mersey Waters Enterprise Zone and its surrounding industrial and commercial hinterland; Birkenhead Town Centre, including Hamilton Square and Woodside; the industrial and commercial areas along the A41 Corridor in Tranmere; Wirral International Business Park and the Unilever factory and research complex at Port Sunlight; and the existing employment areas at Moreton, Upton and Prenton; where jobs will be accessible by a choice of means of transport to the greatest number of residents.

Port and marine-related facilities will continue to be promoted at Twelve Quays, West Float, Cammell Lairds and at the Eastham Dock Estate, to reflect their continued strategic importance for marine engineering, cargo handling and freight movements; and the opportunity to maximise the potential for off-road transport by rail and water and contribute towards a sub-regional SuperPort.

Borough-wide facilities and services will first be directed to the most accessible locations in and around Birkenhead Town Centre. Secondary and district-level facilities and services operating over a more local catchment will first be directed to the town and district centres of Bromborough Village, Heswall, Hoylake, Liscard, Moreton, Prenton (Woodchurch Road) and West Kirby and then to other accessible sites that will be well-served by public transport.

[continued...]

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Tourism investment will be targeted to support regeneration in Birkenhead; provide improvements within the coastal resorts of New Brighton, Hoylake and West Kirby and along the Mersey coastline; to enable the provision of appropriate visitor facilities; and to improve public access to the coast and countryside subject to the protection of European Sites, their supporting habitats and other biodiversity assets.

The focus within rural areas will be on strengthening and diversifying the agricultural economy; re-using existing buildings and previously developed land providing rural services within established settlements; supporting the beneficial use of best and most versatile agricultural land; providing for local food production and food security; and outdoor sport and recreation; subject to national Green Belt controls and Policy CS3.

Development in line with these priorities should, wherever possible and relevant, contribute to addressing identified physical, social, economic or environmental problems; promote the re-use of buildings of local quality and previously developed land; improve housing and living conditions; promote environmental improvements; preserve and enhance local character and distinctiveness, including visual amenity, biodiversity, geodiversity, landscape and heritage; protect and/or contribute to a linked network of green infrastructure and an appropriate level of provision for indoor and outdoor sport and recreation; reduce emissions; meet an identified local need; and promote sustainable design and construction, subject to the local priorities set out in Policies CS4 to CS11.

Mitigation for recreational disturbance to Natura 2000 sites, which may involve a mix of access management, habitat management and provision of alternative recreational space, will be provided through a Mitigation Strategy. Provision of alternative recreational space will be identified in a site-specific Local Plan, in consultation with relevant partners.

- 6.9 The Broad Spatial Strategy will principally be delivered through the policies for development management in Section 26 and by the each of the other policies of the Core Strategy. Access and habitat management and monitoring required as part of a Mitigation Strategy, for impacts on European Sites will be funded through the mechanisms identified in Policy CS45 – Developer Contributions and guided, where appropriate, by a Green Infrastructure Strategy.