

## Policy CS4 – Priorities for Wallasey

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The overall strategy to promote sustainable development in Settlement Area 1 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and the M53 Motorway;
2. Support integration with the new city neighbourhoods at Wirral Waters, while maintaining a clear interface between the residential suburbs and the commercial areas to the south in Settlement Area 2;
3. Maintain and enhance the facilities provided by the urban coastal resort of New Brighton;
4. Support market renewal to reduce the number of vacant properties and previously developed sites in and around Liscard, Seacombe, Egremont and New Brighton and tackle worklessness and low incomes;
5. Safeguard and enhance the vitality and viability of Liscard as the main convenience and comparison retail, office and service centre for the Area;
6. Safeguard and enhance the vitality and viability of the local centres at New Brighton (Victoria Road and Seabank Road), Seacombe (Poulton Road) and Wallasey Village as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;
7. Maintain the industrial areas at Alexandra Road and Cross Lane for small and medium scale industrial and commercial activities to provide additional local employment, subject to controlling the impact of flood risk at Cross Lane;
8. Monitor and manage traffic flows to maximise highway efficiency; promote sustainable transport; signed cycle routes including links to National Cycle Route 56; and manage the impact of noise from road transport along routes to New Brighton, Liscard, Wallasey Village and the Kingsway Tunnel;
9. Preserve and enhance the character and appearance of the Conservation Areas at Magazines and Wellington Road and the setting of other designated and un-designated heritage assets, including the Listed Buildings at Fort Perch Rock and Lighthouse;
10. Maintain and enhance the open aspect of the coastline; the national and international importance of the inter-tidal foreshores, part of which is in unfavourable recovering condition; and the facilities and open spaces associated with the coastal promenades between Seacombe Ferry and North Wirral Coastal Park;
11. Maintain and improve the provision of open space, to increase the number of allotments, and natural and semi-natural greenspace with biodiversity value, and strengthen the provision of green infrastructure, without compromising other open space functions;
12. Reduce flood risks along the coast; from the Birket and its tributaries; and from surface water; and address any local limitations in the supply of water; and
13. Maintain the physical separation and distinctiveness of Wallasey and Leasowe.