

## Policy CS5 – Priorities for the Commercial Core of Birkenhead

**Settlement Area 2 - Vision Statement**

By the end of the plan period, the Commercial Core will be in the process of being transformed driven by a major, mixed-use development at Wirral Waters. A thriving maritime, renewable energy and engineering sector will be centred on Cammell Lairds, alongside ongoing investment in a sustainable port economy at Twelve Quays, West Float and the International Trade Centre. Birkenhead Town Centre will have an enhanced retail offer, with a strengthened commercial hinterland centred on the outstanding heritage value of Hamilton Square, the re-development of Woodside and an extension of the Town Centre towards Hind Street. The scale of new development will be being used to establish a network of strategic renewable energy infrastructure to contribute to the transition towards a low carbon economy. A framework of blue and green infrastructure and sustainable transport improvements will be being established to integrate with the surrounding Areas and protect and enhance the natural environment in proximity to the Commercial Core.

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The overall strategy to promote sustainable development in Settlement Area 2 will be to:

1. Establish a series of new city neighbourhoods at Wirral Waters and around Birkenhead Town Centre, to deliver major economic growth, jobs and training alongside investment in significant levels of new high quality housing and employment and the provision of supporting leisure, retail, community, health and education uses in line with Policy CS12;
2. 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 Borough-wide significance that attract large numbers of people;
3. Support a mixed use scheme at Woodside to enhance the economic role and commercial offer of Birkenhead Town Centre;
4. Maintain and enhance specialist port-related employment and activities, alongside support for the manufacturing, logistics, maritime, offshore renewable energy and heavy engineering sectors, at Cammell Lairds, Twelve Quays and West Float, as part of a wider sub-regional SuperPort;
5. Support the delivery of the International Trade Centre at West Float;
6. Promote the physical enhancement and economic regeneration of the surrounding commercial hinterlands in Seacombe, Bidston, Birkenhead, Tranmere and Rock Ferry for small and medium scale industrial and commercial activities and services;
7. Support integration with Wirral Waters and access to employment and training from within the surrounding areas in Bidston, Birkenhead, Leasowe, Liscard, Rock Ferry, Seacombe and Tranmere;
8. Focus regeneration to preserve and enhance the character and appearance of the Conservation Area at Hamilton Square, to secure a long-term mixed-use commercial future for the designated Area; and the setting of other designated and un-designated heritage assets, including the Listed Buildings and Scheduled Ancient Monument at Birkenhead Priory;
9. Use the scale of new development within the Area to significantly reduce the amount of vacant and under-used previously developed land and support the delivery of strategic renewable energy infrastructure including district heating;
10. Establish a transport strategy to monitor and manage traffic flows to maximise highway efficiency and promote sustainable transport throughout the Area; manage the impact of transport noise; and address air quality issues at Tranmere;

[continued...]

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11. Maintain strong transport links and freight connections from the industrial areas and docklands to the M53 Motorway and promote the greater use of rail and water for freight movements to further support national and international trade;
12. Strengthen the provision of public transport to serve the new city neighbourhood and the provision of signed cycle routes within the Area; to link East Float to Leasowe and Wallasey, improve cycle access to Birkenhead and provide safe cycle links across the docks and to National Cycle Route 56;
13. Establish a linked framework of green and blue infrastructure throughout the Area; including a new public realm within the dockland waterways at East Float; with enhanced access to Hamilton Square Conservation Area, Bidston Moss and open space in adjoining Areas; and along the coast between Seacombe Promenade, Twelve Quays, Woodside and Tranmere, with open views of the Liverpool waterfront; and
14. Address the need for flood resilient design; reduce tidal, river and other flood risks.