

## Policy CS6 – Priorities for Suburban Birkenhead

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The overall strategy to promote sustainable development in Settlement Area 3 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and the M53 Motorway;
2. Support market renewal to reduce the number of vacant properties and previously developed sites in Birkenhead, Tranmere and Rock Ferry and focus additional local improvements to tackle worklessness and low incomes in areas of greatest need in Beechwood, Bidston, Claughton, Noctorum, Oxtan and Prenton;
3. 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 north and east in Settlement Area 2;
4. Safeguard and enhance the vitality and viability of Prenton (Woodchurch Road) as the main focus for district-level shops, offices, services and community facilities;
5. Safeguard and enhance the vitality and viability of the local centres at Claughton Village, Laird Street, Oxtan Village, Borough Road (Prenton Park), Tranmere Urban Village and Dacre Hill, as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;
6. Maintain North Cheshire Trading Estate for small and medium scale industrial and commercial activities to provide additional local employment;
7. Preserve and enhance the character and appearance of the Conservation Areas and Historic Parks and Gardens at Bidston Village; Birkenhead Park; Flaybrick Cemetery; Oxtan Village; Clifton Park; Rock Park and Mountwood and the setting of other designated and un-designated heritage assets;
8. Maintain and enhance the quality and character of the other older residential areas, particularly along the Noctorum Ridge, including the landscape character of Bidston Hill and the Wirral Ladies Golf Course;
9. Maintain and enhance the national and international importance of the intertidal foreshore at Rock Park;
10. Maintain and improve open space, to strengthen the provision of green infrastructure and to increase the amount of recreational open space and natural and semi-natural greenspace with biodiversity value;
11. Reduce flood risk along the coast at Rock Park, along the Fender Valley and from surface water;
12. 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 traffic noise along the A552 Woodchurch Road;
13. Support greater use of the Bidston-Wrexham 'Borderlands' railway line; and
14. Maintain the physical separation from the Mid-Wirral settlements of Moreton, Upton and Woodchurch.