

Policy CS9 – Priorities for Hoylake and West Kirby

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The overall strategy to promote sustainable development in Settlement Area 6 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and Chester;
2. Safeguard and enhance the vitality and viability of West Kirby as the main convenience and comparison retail, office and service centre for the Area;
3. Safeguard and enhance the vitality and viability of Hoylake as the focus for district-level shops, offices, services and community facilities;
4. Maintain Carr Lane Industrial Estate for small and medium scale industrial and commercial activities to provide additional local employment;
5. Maintain and enhance facilities for visitors, including provision for leisure, tourism, golf, coastal recreation and water sports and the open spaces associated with the coastal promenades and North Wirral Coastal Park, while maintaining and enhancing biodiversity assets, the national and international nature conservation value of the intertidal foreshores and their supporting habitats, the Hilbre Islands and the Victorian and Edwardian heritage of the coastal resorts;
6. Tackle worklessness and low incomes at Greenbank Road, West Kirby;
7. Preserve and enhance the character and appearance of the Conservation Areas at Hoylake, Caldy and West Kirby and the setting of other designated and un-designated heritage assets; the woodland setting of Caldy and Newton; the visual and biodiversity importance of the natural open coastline; and open (including hilltop) views across the Dee Estuary to North Wales;
8. Reduce tidal, river and other flood risks associated with the coastal waterfronts, the low-lying north Wirral coastal plain and surface water;
9. Monitor and manage traffic flows to maximise highway efficiency on routes to Hoylake and West Kirby; promote sustainable transport; and avoid adverse impacts from pedestrian and vehicular traffic on the rail crossings at Carr Lane and between Meols and Hoylake;
10. Improve cycle links between West Kirby and Greasby and between West Kirby and Meols to Three Lanes End;
11. Address any local limitations on the disposal of surface water; and
12. Maintain the physical separation between Newton and Greasby; Meols and Moreton; and the distinctiveness of Frankby Village, Hoylake and West Kirby.