

Policy CS25 – Hierarchy of Retail Centres

Summary of Comments Received	Recommended Response
Liscard should not be identified as a 'Town Centre' as it is a densely populated residential area.	The hierarchy of retail centres is based on the findings of the Strategy for Town Centres, Retail and Commercial Leisure in Wirral (Roger Tym & Partners, December 2009), which showed that Liscard is second only to Birkenhead (including Grange Road West and Oxton Road) in size and is significantly larger than the next largest centre (Heswall); is second only to Birkenhead in terms of comparison turnover and market share; and has one of the highest proportions of convenience turnover and market share in the Borough. On this basis, Liscard was placed in the second of the four categories of centre identified, which is consistent with national policy. Subsequent studies, including the Wirral Town, District and Local Centres Study and Delivery Framework (June 2011) and the GVA Retail Study Update (March 2012), have continued to support this analysis and do not suggest that Liscard's status as a 'town centre' is in any way inappropriate.
Residents quality of life, the market value of their homes and their marketability should be protected in and around Liscard.	No change is recommended, as Policy CS43 – Design, Heritage and Amenity, includes general measures to protect residential amenity and Policy CS27 – Food and Drink Uses in Existing Centres and Parades, includes measures to control the impact of food and drink uses and the night-time economy. A town centre Action Plan for Liscard, prepared in consultation with the local community, was completed in 2013.
Support the proposed hierarchy of retail centres but the inclusion of acceptable unit sizes is now contrary to national policy. Scale is no longer an appropriate test and suitability should only be considered through retail impact assessments under Policy CS28. Policy CS25 should solely focus on setting out the retail hierarchy.	Accepted. It is recommended that the floorspace guidelines are removed from Policy CS25; that revised thresholds are included in amended Policy CS28 – <u>Town and Local Centre</u> Impact Assessments; that consequential amendments are made to Policy CS26 – Criteria for Development within Existing Centres and its supporting text, to reflect the amendments to Policy CS25 and delete references to impact from Policy CS26; and to remove references to scale in Point 1 of Policy CS26 and from paragraph 21.14; and to delete paragraph 21.8 and paragraph 21.15.

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<p>The recently completed New Brighton Waterfront scheme should be designated as part of a New Brighton Town Centre to include Victoria Road Traditional Suburban Centre, the Floral Pavilion Theatre and the residential /commercial premises and public spaces in the immediate vicinity. The inclusion of Victoria Road alone as a Local Centre will not support the future strategic resurgence of New Brighton, nor protect the mixed use regeneration development that has been delivered at New Brighton Waterfront. The suggested Town Centre would include a mix of traditional and modern retail outlets of various sizes, including 2 supermarkets, a theatre, hotels, B&Bs, a casino, food and drink uses, Class A2 retail uses, a Post Office, a cinema, a mix of leisure uses, a lifeboat station and an indoor children's play facility. A new designation would raise the status of the area and help to focus the commercial market on the new Town Centre.</p>	<p>No change is recommended, as the Marine Point development is an out-of-centre retail and leisure development. Paragraph 21.12 of the Core Strategy clearly indicates that existing out-of-centre retail parks are not regarded as “centres” for the purposes of Policy CS25 and that new development in these locations will only be permitted subject to Policy CS29 – Criteria for Edge-of-Centre and Out-of-Centre Facilities, including the sequential approach and an assessment of impact on existing centres. The existing Unitary Development Plan identifies the New Brighton waterfront as a Tourist Development Site and this approach is expected to be carried forward into a site-specific Local Plan. The degree of separation of the Marine Point development from the New Brighton (Victoria Road) Local Centre and the sizeable intervening residential area, where the introduction of town centre uses would not be appropriate, make it inappropriate to include the Marine Point development within an expanded local centre boundary alongside the Local Centre at Victoria Road.</p>
<p>Policy CS25 should be amended to refer to the intention to designate a new town centre at East Float to read <u>“It is anticipated that a new Town Centre will be designated at East Float through a future review of the Core Strategy reflecting the level of retail and associated development which is expected to be delivered and the role this will play in serving the resident, working and visitor population at East Float.”</u></p>	<p>No change is recommended. It would be premature to anticipate or commit to the designation of a new town centre at Wirral Waters, as it is not yet clear how or when the proposed town centre uses at East Float will be developed until reserved matters applications have been submitted and implemented.</p>