

EXECUTIVE SUMMARY



Neighbourhood Framework for Liscard: An Integrated Masterplan

Introducing Liscard

Liscard town centre is the main retail and service centre for Wallasey and North Wirral. The town's main retail area is focussed on the pedestrianised Liscard Way and covered Cherry Tree Shopping Centre. Along the arterial roads that lead to the central core are a greater number of independent retailers and other business uses such as estate agents, banks, bars and eateries.

The town centre core was significantly redeveloped in the 1960s and has seen limited investment since the 1990s. A number of high profile retailers have left the town in recent decades and vacancy rates are rising. Recognising that this is part of wider changes to the nature and purpose of town centres, the Liscard Integrated Masterplan has been commissioned to shape a new vision for Liscard beyond retail.



The aim of the masterplan is to re-balance the town centre, focusing on the provision of an improved retail offer, along with opportunities for leisure, community and residential uses, and a complementary evening economy; all of which should encourage sustainable development and the growth of diverse independent businesses, re-establishing Liscard as a modern, vibrant and thriving town centre.

Existing Town Centre Boundary as defined in the current Unitary Development Plan



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Masterplan Purpose

The masterplan provides a Neighbourhood Framework for Liscard. It articulates an ambitious vision and a clear framework to drive forward and guide the sustainable economic growth and renewal of Liscard over the next 15 years. It will influence how the Council enables investment in social, economic and environmental regeneration and will inform the emerging Local Plan. The masterplan is not intended as a blueprint, however, and alternative options that support the overall principles of the masterplan will be supported.

The masterplan has been prepared within the midst of the COVID-19 global pandemic, which will undoubtedly have an impact on town centres. The production of this masterplan will therefore play an important role in enabling the Council to have a clear vision in place for Liscard so that a strong case can be put forward for any future development and funding opportunities.

The masterplan is a significant opportunity to reshape Liscard in a way that will improve the experience of residents, businesses and visitors ensuring it is a town centre fit for the future. A well-connected, more accessible and attractive town centre will provide an enhanced focal point and in doing so will play a part in enhancing community wellbeing.



Masterplan Vision

In 2004 the New Economics Foundation produced its report “Clone Town Britain: The Loss of Local Identity on the Nation’s High Streets.” The report identified the ‘assault on the character of town centres’ and their growing homogenisation through the loss of ‘real’ local shops and distinctive shop fronts to make way for near-identical chain stores. In the intervening period, however, people’s shopping habits have changed considerably and many once well-known chains common to towns like Liscard have either rationalised their portfolio away from second and third tier towns (Marks & Spencer) or disappeared entirely (Woolworths).

Potential lasting changes following the COVID-19 pandemic are only more likely to accelerate this process, leading to more store closures and an oversupply of floorspace, but whilst the well documented ‘death of the high street’ is potentially a threat to the social and economic vitality of Liscard, it also provides a fundamental opportunity to re-imagine a new type of town centre that is more locally distinctive, more interesting and more community focused; less of a ‘clone’ and ‘more Liscard.’

A town that is:

- **More diverse** – retaining a good range of retail in the town centre, but balancing this with a much wider range of uses including leisure, residential and workspace.
- **More people focused** – reducing the impact of traffic and making the town centre easier to navigate from surrounding communities by foot, cycle and public transport.
- **More social** – creating spaces (both internal and external) that bring people together and enliven the town centre both by day and into the evening.
- **More attractive** – enhancing the appearance of the town and the quality of spaces including more green infrastructure and colour.

These aspirations are the foundation for the Vision for Liscard, which is supported by five masterplan themes:

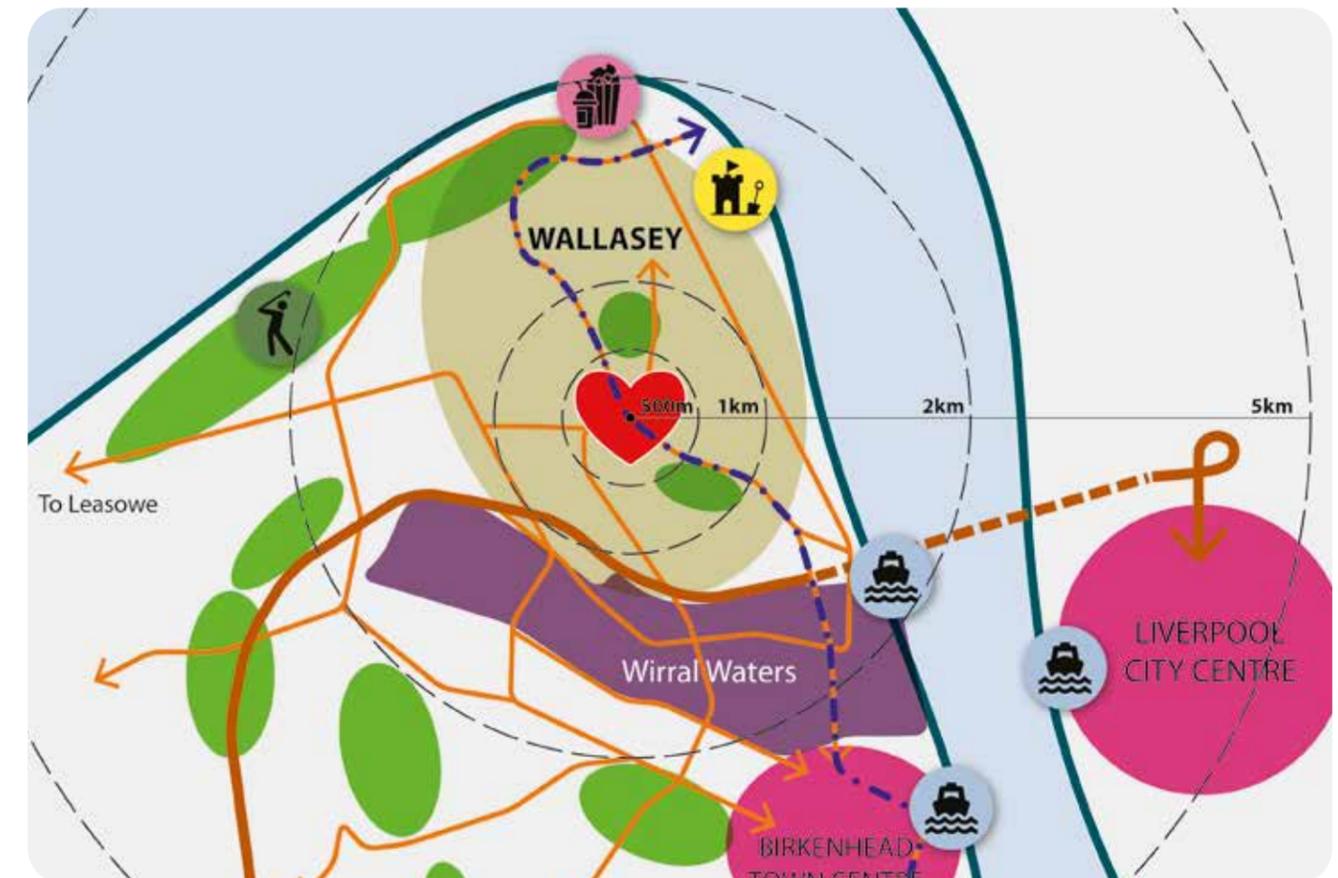
- **Connected Town** - creating a more accessible Town Centre.
- **Spaces for People** - forming a Town Centre that is more people focused.
- **Renewing the Core** - establishing a more diverse Town Centre.
- **Urban Village** - making the Town Centre more ‘lived in’.
- **Community Hub** - providing local people with a focal point in the Town Centre.

Our Vision

Liscard town centre is loved by local people because it is:

- Where everyone feels welcome
- Where people can live, work and play
- Where there is a strong sense of local identity
- Where people can come together

Liscard is the HEART of the community



The Masterplan



Tower Place proposal



Masterplan Projects

Connected Town

We want to reduce the dominance of roads and create a safer, calmer and more attractive environment for pedestrians, cyclists and bus users through the following projects:

CT01 Liscard Gyratory: This involves the re-organisation of roads that form the gyratory around the town centre – Liscard Crescent, Mill Lane, St. Alban’s Road and Wallasey Road to reduce the amount of space given over to vehicles and to create more space for pedestrians, cyclists and public realm.

CT02 LCWIP Cycle Route: The Liverpool City Region Combined Authority (LCRCA) is progressing a Local Cycling and Walking Infrastructure Plan (LCWIP) that is developing a cohesive network of high standard active travel routes across the region. A two-way cycle corridor is proposed through Liscard town centre that extends along Seaview Road in the north to Liscard Road in the south.

CT03 Parking: The overall amount of car parking should seek to meet the needs of those living, working and visiting the town centre while supporting a move towards walking, cycling and public transport usage. It is proposed that the Seaview Road car park will be developed as part of a high-quality housing scheme and that the amount of car parking would be retained at the Cherry Tree Centre, however, this would be re-provided as a multi-storey car park to release land for redevelopment. It is also proposed to provide Electric Vehicle (EV) charging points and to upgrade cycle parking provision in the town centre.

Spaces for People

We want to form more attractive and interactive public spaces through the following projects:

SP01 Liscard Way: A comprehensive redesign of the public realm with new paving, lighting, street furniture and green infrastructure.

SP02 Mother Redcap Place: An enhanced civic square around the Mother Redcap statue.

SP03 Gateways: Two enhanced public spaces at either ends of Liscard Way.

SP04 Wallasey Road: More space for outdoor café seating and enhanced public realm.

SP05 Tower Place: A new pedestrianised street and square formed as part of the redevelopment of the Cherry Tree Centre.

SP06 Lighting Strategy: As part of the upgrade of the public realm there is a particular opportunity to improve street lighting, but also accent lighting and other lighting effects.

SP07 Green Infrastructure: As part of the enhancement of the town centre there is scope to increase the amount of greenery and to improve its quality.

Renewing the Core

We want to reshape the town centre core through the following projects:

TC01 Cherry Tree Centre: The part redevelopment of the centre and car park to create space for a new food store and other commercial, business and service uses with residential above.

TC02 Dominick House: To refurbish or redevelop the building to bring it back into use – most likely residential with other uses on the ground floor.

TC03 Central Development Site: Redevelopment of buildings on Liscard Way for new mixed use development.

TC04 Empty Buildings and Frontage Improvements: This proposal identifies a number of key buildings and frontages for reuse and improvement.

Liscard Way visualisation



Urban Village

We want to create more housing in the town centre through the following projects:

UV01 Seaview Road car park: The development of the car park and former Community Centre site for housing along with the conversion of the vacant Municipal Buildings.

UV02 Burns Avenue: To redevelop the site currently occupied by two automotive businesses for housing.

UV03 Capitol Buildings: To develop land to the rear for residential as part of the wider redevelopment of the Seaview Road car park site.

UV04 Residential Conversion: Along the main arterial routes into Liscard (particularly on Seaview Road) it is acknowledged that long redundant commercial units may be proposed for conversion to a residential use. This project aims to ensure that this is handled sensitively in terms of the overall coherence of the town centre and the quality of residential accommodation created.

Community Hub

There is an aspiration to establish a community hub in the town centre. While every community hub is different, most community hubs host different partners in one or more buildings to deliver a wide range of services to the local community that meet community needs. Typically, community hubs are run and managed by a dedicated community organisation, but in other instances they may be owned or managed by a public agency such as a housing association, or local authority but with substantial input and influence from the community.

