



WIRRAL

MACCREANOR
LAVINGTON

Landscape
Projects

usefulprojects

CLEVELAND NEIGHBOURHOOD Strategic Framework

August 2023



INTRODUCTION

Location

Location:
Hamilton Park Neighbourhood, Birkenhead, Wirral.

Land between Corporation Rd, Duke St, Price St, Vittoria St, as shown below.

Site Area:
Approximately 17.5 ha

Current uses
Low-intensity employment uses and disused brownfield sites with residual residential uses around the edges.

Future uses
Residential-led mixed-use neighbourhood partially retaining and intensifying existing employment uses, with supporting commercial and social infrastructure, including a primary school.

Back to the mixed-use past
A short walk from the green Birkenhead Park and right next to the future neighbourhoods of Wirral Waters, Cleveland today is a unmistakably industrial. A mixture of storage, distribution and manufacturing businesses, the area is home to approximately 300 businesses. Many of them operate from the historic premises dating back to the early 20th Century, giving the streets and spaces of Cleveland a unique character that harks back to the era when the Birkenhead Docks were thriving.

But the past was not purely industrial. Terraces of houses interspersed with pubs and shops once featured among the predominant employment uses of the area. The Wirral Borough Council has set out an ambitious vision to turn Cleveland into a family-friendly residential neighbourhood that will take advantage of the proximity to the soon-accessible docks to the North, the Birkenhead Park to the south and the town centre directly to the West.

Movement framework diagram © Google Earth



Location plan



Executive summary

Content and purpose of this document

This report provides a summary of the high-level visioning and design exercise developed by Maccreanor Lavington, Landscape Projects and Useful Projects for the regeneration of an area known as Cleveland in the Hamilton Park locality of Birkenhead. It includes a proposed framework for a future development of the area and a strategic illustrative masterplan demonstrating how that framework could be delivered. This strategic masterplan was developed to support the Wirral Borough Council (thereafter the Council) in seeking consensus around the deliverability of the project, seeking funding and conducting viability appraisal and soft market testing.

Planning context

The Council submitted the Draft Wirral Local Plan 2021 - 2037 for examination in October 2022. The Draft Local Plan allocation seeks delivery of approximately 1,025 dwellings during the Local Plan period across the Hamilton Park Regeneration Area that contains Cleveland Street Neighbourhood (formerly known as Britannia Area). It seeks a new high-quality residential-led mixed-use neighbourhood with new public open space, a primary school and various public realm and building improvements.

Status of this document

It is the intention to adopt this strategic masterplan as a Supplementary Planning Document (SPD) to the Wirral Local Plan 2021 - 2037. At the time of writing (Jan 2023) it is anticipated that the examination will be held in Spring 2023 and, on the basis that the Local Plan is subsequently adopted, public consultation of the masterplan will then be undertaken and the document subsequently considered by the relevant council committee(s) prior to its formal adoption as a SPD.

Brief and quantum

The framework indicates that Cleveland has capacity to deliver 1,200 new dwellings with approximately half of them in houses and maisonettes. Overall, up to 60% of all dwellings will be family-sized (3-Bedroom and larger). In addition to housing, the framework seeks retention of suitable existing employment uses and creation of approximately 11,750m² of new workspace as well as 3,250m² of commercial space. A new primary school (1 or 2 Form Entry) will be accommodated.

Project objectives

Alongside providing a substantial number of new dwellings and non-residential spaces, Cleveland will improve connectivity between the regeneration areas around the East Float and Birkenhead Park, as well as with the Birkenhead Town Centre, supporting a town-wide modal shift toward sustainability journeys and active travel. It will foster creation of a liveable and sustainable community with local amenities on the doorstep, including along Duke Street that will be transformed into West Birkenhead's high street. Green, biodiverse, edible, playable and flood-resistant open space will permeate through the neighbourhood that will be designed to encourage families and people of all paths of life to live together. In the face of the changing climate, Cleveland will be designed to be a highly sustainable and resilient neighbourhood. It will encourage low carbon lifestyles in buildings designed for the climate emergency and with systems in place to retain and reuse resources where possible.

Stakeholder and community engagement

Initial business engagement by Ardent and Deloitte took place as part of the strategic masterplan stage. Further extensive community and stakeholder engagement may be required to ensure that the proposed brief and design are informed by and satisfy the needs of the local community.

Delivery Plan and Phasing Strategy

It is acknowledged that the delivery of this masterplan will require a significant land assembly programme along with public sector investment to fund the public realm and active travel elements, and to address any market viability issues. Work will continue to develop a robust Delivery Plan for the masterplan that will take account of the wider regeneration proposals throughout the Birkenhead 2040 Framework Area and consider an appropriate phasing strategy.

Next Steps

The key next steps are:

- Continue engagement with businesses and other organisations impacted on by the regeneration proposals;
- Undertake initial public consultation on the masterplan
- Develop the Delivery Plan and Phasing Strategy;
- Prepare funding strategies/business cases as required to secure investment funding.

↓ Duke St
West Birkenhead's high St



↓ Livingstone St
A green route between Birkenhead Park and East Float



↓ Corporation Rd
An interface with the docks



↓ Berner Square
Cleveland's neighbourhood hub



↓ Middle Walk
A playful green route through the heart of Cleveland



↓ Cleveland School
West Birkenhead's new primary school



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