

Marine Promenade Masterplan – Consultation Analysis

Responses from Statutory Consultees

Consultee	Section	Comment	Action Taken
Historic England	Marine Promenade Masterplan	Thank you for consulting Historic England on New Brighton Marine Promenade Masterplan. Historic England is the Government’s statutory adviser on all matters relating to the historic environment in England. With regard to the masterplan, we do not wish to offer any comments, and suggest that you seek the views of your specialist conservation and archaeological advisers.	No amendment to masterplan document
Natural England	Marine Promenade Masterplan	<p>Natural England supports the Masterplan vision and objectives and is pleased to see a strong emphasis on green infrastructure, the provision of and links to new areas of greenspace within close proximity to neighbourhoods, along with the increased connectivity between areas of new development and existing areas. We further encourage consideration of additional enhancements that could be made to existing areas of greenspace alongside the creation of new areas.</p> <p>We note that the area covered by this Masterplan includes areas adjacent to the Mersey. Please note that the boundary of the masterplan area abuts Dee Estuary Special Area of Conservation (SAC), Mersey Narrows and North Wirral Foreshore Special Protection Area (SPA), Mersey Narrows and North Wirral Foreshore Ramsar, and Mersey Narrows Site of Special Scientific Interest (SSSI) and North Wirral Foreshore SSSI. Development that is occurring adjacent or within close proximity to the European sites may have disturbance and pollution impacts and</p>	Masterplan amended. Further detail added regarding the potential to enhance green infrastructure through the provision of Sustainable Urban Drainage Systems.

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		will therefore require a Habitats Regulations Assessment (HRA). We welcome the goals of the Masterplan, particularly those pertaining to increasing connection with nature, the protection and enhancement of existing natural assets, and Green Infrastructure (GI).	
Canal and River Trust	Marine Promenade Masterplan	Thank you for your consultation on Marine Promenade Masterplan, the Canal & River Trust have no comments to make on this masterplan.	No amendment to masterplan document
National Highways	Marine Promenade Masterplan	Thank you for consulting National Highways regarding the New Brighton Marine Promenade Masterplan. As the proposals seek to improve upon the current offering along the shore and do not propose the development of any large scale employment or housing sites, it is not expected that there would be an impact to the Strategic Road Network. We therefore will not look to make comment on this specific Masterplan. However, if the plans do change substantially to the point where there might be an impact at M53 J1, this is a position we might need to reconsider in the future.	No amendment to masterplan document
Sport England	Marine Promenade Masterplan	Any identification of a site for an outdoor pool will need to be informed by a Needs Assessment. This Assessment should contain factual information around the demographic and socio-economic make-up of the area; current and future participation in swimming/physical activity using information from Swim England and Sport England's research tools. The Tower Grounds has a football pitch located within the Park off Egerton Street/Tower Promenade. The Council's emerging Playing Pitch Strategy should help inform how to maximise use of this pitch and create opportunities to make the formal sport element more sustainable. There are two Bowling Greens and Pitch and Putt at Kings Parade Gardens, and the smaller	No amendment to masterplan document. The open space referred to falls outside of the masterplan boundary.

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		<p>Golf facility adjacent to the main Wallasey Golf Course. Any development that affects the sports facilities should be in consultation with Sport England and informed by an up-to-date Sports Needs Assessment (Playing Pitch Strategy and Built Facilities Strategy). The area contains a significant amount of greenspace that appear to be underutilised. These areas could be maximised to increase opportunities for physical activity for all ages and abilities.</p>	
United Utilities	Marine Promenade Masterplan	<p>We understand that your proposals for Marine Promenade are to deliver a high quality, vibrant and attractive mixed-use quarter including new residential.</p> <p>We would specifically like to highlight the following:</p> <ul style="list-style-type: none"> - How water and wastewater assets, and our property interests represent a constraint to any masterplan which must be carefully considered; - The need to consider the proximity issues that arise due to the proximity of the proposals to a major wastewater pumping station and overflow. Pumping stations can result in odour, noise and vibration; -The risk of flooding from the public sewer; - How sustainable foul and surface water drainage can be integrated into your proposals; - How water efficiency measures can be incorporated into the proposals; and - The need for a co-ordinated and holistic approach to infrastructure delivery across the masterplan. 	<p>Masterplan amended. Further detail provided on the potential for Sustainable Urban Drainage Systems and water efficiency measures as part of new development.</p>

Analysis of Key Themes – Other Respondents

Theme	Action Taken
The Marine Lake is well used by open water swimmers and the lido proposal has the potential to impact adversely on other users of the Lake.	Masterplan amended. Reference to the use of the Marine Lake for recreational uses, including open water swimming, has been strengthened.
The Marine Lake should be rehabilitated in terms of dredging and water quality and subsequently maintained.	No amendment to masterplan document. The future maintenance of the Marine Lake is being reviewed by the Council outside the masterplan process.
The proposals may be too reliant on third party co-operation and finance, and the masterplan is too ambitious and not realistic.	No amendment to masterplan document. The masterplan has been subject to a high-level viability assessment, and it is considered that the proposals within the masterplan are achievable. Flexibility has been built into the masterplan in terms of the form of development to support delivery.
The plans should encompass the whole promenade.	No amendment to masterplan document. Policy RA10 in the Council's Local Plan sets out a policy for the wider regeneration of the New Brighton Regeneration Priority Area.
Concern expressed regarding the proposed loss of car parking around Marine Promenade and the displacement of parking to other parts of New Brighton.	No amendment to masterplan document. The Council is intending to review parking in New Brighton as part of a wider strategy.
Concern expressed regarding the impact of tall buildings.	No amendment to masterplan document. Section 3.6 sets out the detailed requirements under Local Plan Policy WS 7.5 regarding tall buildings.
Concern expressed regarding the loss of historic buildings.	No amendment to masterplan document. The masterplan seeks to conserve heritage assets where appropriate and sets out a requirement for development proposals which have the potential to impact upon a heritage asset or its setting to be supported by a Heritage Impact Assessment, in accordance with Local Plan Policy WD 2.1.

Theme	Action Taken
Marine Promenade is not safe for cyclists due to dominance of vehicles; there is a need for segregated cycle lanes.	No amendment to masterplan document. The Council is intending to review opportunities for active travel in New Brighton as part of a wider strategy.
Support the concept of a streetcar and/or park and ride facility at the western end of New Brighton	No amendment to masterplan document. The Council is intending to review parking in New Brighton as part of a wider strategy.
Affordable homes should be provided as part of any new development – this should include social rented accommodation to help address housing needs.	No amendment to masterplan document. The masterplan has been prepared in accordance with the affordable housing requirements set out in the Council's Local Plan.
There is a need for flexibility in development parameters where appropriate	Masterplan amended. An additional 'infill' option for the site at the corner of Rowson Street/Marine Promenade has been included.
Opportunity to enhance skatepark in Tower Grounds	No amendment to masterplan document. Tower Ground falls outside of the masterplan boundary.