

# Policy on Responses to Proposals in and around the Mersey Waterfront



Merseyside  
Civic  
Society

## When responding to a proposal for development in and around the Mersey Waterfront, the following questions should be considered:

1. Does the proposed development contribute to the regeneration of degraded neighbourhoods?
2. Will the scheme ensure the re-use of as many abandoned buildings and degraded areas as possible?
3. Will the proposals create spaces that open to the wider public? Specifically:
  - a. Provide a continuously walkable waterfront along the entire shoreline.
  - b. Punctuate the waterfront with a public space at five to seven-minute walking intervals.
  - c. Relate each of those public spaces to its specific area and surroundings.
4. Does the proposal respect the heritage of the locality and complement the World Heritage Site (where applicable)?
5. Can the development achieve high levels of accessibility?
6. Will there be a reduction in the use of private cars and the supply of alternative means of transportation?
7. Is there the possibility of waterborne transport?
8. Is the focus on the environmental and urban elements of the waterfront explicit?
9. Will the proposals protect water quality?
10. Will the investment secure inclusive growth and capital investment that enhances opportunities for as wide a range of people as possible?
11. Do new build proposals offer justification of the density of the scheme to support the other objectives?
12. For large scale projects, does the proposal enhance and develop the iconic skyline of the waterfront?

## In addition, have the following issues been addressed?

- **Design Principles** that are sympathetic to the character of the area, or adequate justification for offering an alternative. These include:
  - Urban Grain
  - New Buildings
  - Form, Scale, Mass, Height
  - Materials
  - Colour, Texture, Finish
  - Detailing
  - Landscaping
- **Identity** where the local culture and background needs to be considered and enhanced as the distinctive identity of the waterfront that represents the image of the waterfront to visitors.
- **Authenticity** that respects the cultural contexts for heritage properties and the resident communities that care for them. For tourism, a more flexible term can be used as the contexts find ways to tell the community's story of a place in ways that are meaningful, truthful and provide a strong experience for visitors.
- **A Sense of Place** where the city can create a distinct sense of place through preservation of heritage values and historical buildings to attract visitors and investors.

- **Landscape Design and Provision** that enhances and deepens the green environment and its sustainability including maintenance.
- **Public Art** including opportunities for public art and its continuing maintenance.
- **Safety and Well-being** that provides better safety and access to waterfront areas and reduces the fear of crime by both visitors and residents.
- **Meeting Spaces** that clearly define where people are able to congregate and socialise such as amphitheatres, restaurants, plazas, squares and promenades, and, performance areas.
- **A sense of enjoyment** which can be seen through an active waterfront site with diversity in activities and functions which creates an inclusive environment for a range of people, including children and old people, different mobility capacities, and is dementia friendly.
- **Habitat and natural preservation policies** that include productive and biologically diverse opportunities for wildlife including marine species.
- **Pollution control** that reduces the impacts of pollution originating from land on water resources.
- **Energy conservation** measures that can show how the development will result carbon neutral emissions by 2030.
- **Climate proofing:** The scheme should show how it will cope with the impacts of global warming including flooding (surface and tidal), storm impacts and longer periods of hot weather.
- **Accessibility** so that the area provides a clear opportunity for all people – including a diversity of age and mobility groups -- to move around the waterfront.
- **Walkable streetscapes** to improve the environment, the fitness of residents and visitors and the development of economic opportunities and landscapes.
- **Mixed Uses** that combine retail, office, housing and community facilities so that the wider local area can develop as a neighbourhood.
- **Employment opportunities** that cater for both the visitor economy and add additional jobs, ranging from living wage entry-level to high-paying professional positions in management and technical fields which bring income to the waterfront area. For large-scale projects, policies should be adopted by employers that benefit those who have found it difficult to access the employment market for a variety of reasons.



Merseyside  
Civic  
Society