

Hoylake Vision

A Neighbourhood Development Plan for Hoylake

2015 to 2020

Contents

1.	Introduction.....	<i>Page 2</i>
2.	Hoylake Today and Tomorrow.....	<i>Page 6</i>
3.	Developing a Consensus.....	<i>Page 14</i>
4.	The Vision for Hoylake.....	<i>Page 15</i>
5.	Policies and Priorities.....	<i>Page 17</i>
	5.1. Improving the Town Centre.....	<i>Page 18</i>
	5.2. The Promenade and Recreation.....	<i>Page 23</i>
	5.3. Getting Around Hoylake.....	<i>Page 27</i>
	5.4. A Distinctive Identity.....	<i>Page 31</i>
	5.5. Homes in Hoylake.....	<i>Page 35</i>
	5.6. Enhancing Carr Lane Industrial Estate.....	<i>Page 38</i>
6.	Making it Happen.....	<i>Page 41</i>
	Appendix 1: Character Buildings and Features Outside the Conservation Areas.....	<i>Page 43</i>

Schedule of Maps:

- Map 1: The Neighbourhood Development Plan Area**
- Map 2: The Neighbourhood Development Plan Proposals Map**
- Map 3: Built Heritage**
- Map 4: The Unitary Development Plan Proposals Map**
- Map 5: Hoylake Town Centre Use Classes Map**
- Map 6: Key Shopping Areas**
- Map 7: Areas of Secondary Frontage**
- Map 8: Open Spaces**

1. Introduction

We, the people of Hoylake, consider our town to be a special place. We have set out a vision which encompasses many aspects of community life and have prepared **A Neighbourhood Development Plan for Hoylake** (the NDP) for our area. This will allow us more local control of planning decisions and will help to co-ordinate actions and priorities to deliver our shared vision of how Hoylake should develop. The NDP will help to ensure that Hoylake continues to be a place with a distinctive identity – a place where people want to live and to visit.

Map 1 shows the boundary of the NDP area. This includes the promenade, the town centre, the residential areas and the Carr Lane Industrial Estate, representing all of the features and activity that make Hoylake a sustainable neighbourhood.

Background to Neighbourhood Planning

The NDP idea was enacted by the Government in the **Localism Act 2011**.¹ A NDP may be prepared by a “qualifying body”. In non-parished areas this body is termed a “neighbourhood forum” and its purpose is to consult with and represent the residential and business community during the making of the NDP. Hoylake’s neighbourhood forum is formally known as the *Hoylake Community Planning Forum* but is known more colloquially as *Hoylake Vision*.² Making a NDP allows a local community to have in place planning policies designed to shape development within the NDP area in a manner agreed by the people who live and work there. The NDP is a statutory document, which the Local Planning Authority (LPA) must take into account when deciding planning applications within and close to the NDP area.

This entire document forms the NDP for the *Hoylake Vision* area. Its policies must be in general conformity with both the **National Planning Policy Framework** (NPPF)³ and the strategic policies of the existing adopted development plan (DP) for the area. The NDP must not promote

¹ View [here](#).

² In order to comply with the [Localism Act 2011](#) and the [Neighbourhood Planning Regulations 2012](#), the *Hoylake Community Planning Forum* was formally designated as the Neighbourhood Forum for the plan area in 2013 (refer: Wirral Council, 30 April 2013, Minute 147)

³ View [here](#).

less development than is already provided for in the DP and its policies must be supported by a robust evidence base. The NDP cannot include policies relating to “excluded development” (i.e. minerals, waste or nationally significant infrastructure). The preparation of the NDP has followed a regulated process which entailed a substantial amount of community consultation. The **Consultation Statement** and **Basic Conditions Statement**, which are companion documents to the NDP, set out in detail how the NDP meets all of the requirements described above.

Planning Policy Context

The DP for *The Metropolitan Borough of Wirral* (the Council) currently comprises:

- The **Wirral Unitary Development Plan** (UDP), adopted February 2000⁴
- The **Joint Waste Local Plan for Merseyside and Halton** (JWLP), adopted July 2013⁵

The Council is at an advanced stage in preparing its **Core Strategy Local Plan** (CS) and a Proposed Submission Draft was consulted on between December 2012 and February 2013.⁶ Responses to the latest public consultation on the CS are being prepared before formal submission of the CS to the Secretary of State.

The CS currently carries little weight but, as it progresses closer towards adoption, it will accrue more weight. The Council considers that the NDP is in general conformity with strategic policies of both the UDP and CS.

Once ‘made’ (i.e. brought into legal force) the NDP will form part of the DP for the area. The DP is the principal basis upon which applications for planning permission are decided. When development is proposed within the *Hoylelake Vision* area, NDP policies will be referred to by the LPA and the Government as planning decisions are made.

⁴ The UDP written statement (including all UDP Policies referred to throughout the Hoylelake NDP) may be viewed [here](#).

⁵ The JWLP may be viewed [here](#).

⁶ Progress towards adoption of the CS may be viewed [here](#).

Each NDP policy, objective and priority has been assessed against relevant policies in the NPPF, UDP, JWLP and CS and these are compared in **Table 2** of the ***Basic Conditions Statement*** to demonstrate how the NDP would be in general conformity with national policy as well as existing and emerging strategic local policies.

The Plan-Making Process

Hoylake Village Life undertook an extensive community consultation exercise in order to understand what local people identify as their priorities for Hoylake and to help inform a vision for change. *Hoylake Vision* was established following an application for funding by *Hoylake Village Life*. *Hoylake Vision* took up the reins of community consultation. More detail about this process is contained in the ***Consultation Statement***.

In August 2013 *Hoylake Vision* commissioned *IBI Taylor Young* to help prepare the draft NDP. *IBI Taylor Young* worked closely with *Hoylake Vision* to translate the outcomes of community consultation and the issues identified into draft NDP policies. It has also liaised with the Council, which bears ultimate responsibility for making the NDP. Following this consultation (undertaken by *Hoylake Vision*) on the draft NDP, the amended plan will be submitted to the Council, which will be required to publicise it for a minimum of six weeks prior to independent examination and referendum. More detail on the plan preparation process can be found on page 41 of this document.

Six Themes of the NDP

The NDP provides a vision for the future of Hoylake and sets out clear objectives and policies to realise this vision. NDP policies will be in effect from 2015 to 2020 and are structured around six themes, which reflect the issues and priorities identified as important by people who live and work in Hoylake:

- **Improving the Town Centre**
- **The Promenade and Recreation**
- **Getting Around Hoylake**
- **Special Buildings and Places**
- **Homes in Hoylake**
- **Enhancing Carr Lane Industrial Estate**

Policies and priorities have been developed for each of these six themes. If to any extent a NDP policy conflicts with any statement or information in the supporting text, the wording of the policy will prevail. The associated priorities are intended to complement NDP policies as a focus for community action and may not be capable of being attributed weight in planning decisions.

Being a Good Neighbour

The NDP boundary divides Hoylake from Meols and West Kirby. The NDP will be reviewed regularly and the effect of its policies upon surrounding areas will be taken into account in any decision to introduce additional policies or modify existing ones.

Green Belt Land

The Carr Lane Industrial Estate, Meols Drive and Stanley Road border the Green Belt. However, a proportion of this land is also identified on the UDP Proposals Map (see **Map 4**) as an 'area requiring landscape renewal'. The NDP does not seek to alter the Green Belt boundary and cannot lawfully do so. However, it does support the improvement of Green Belt land requiring landscape renewal (see **Policy CL2** in **Section 5** below).

Protecting Wildlife and Habitats

Proposals for development which would be likely to have any significant impact upon any internationally important site must be accompanied by sufficient evidence to enable the Council to make a Habitats Regulations Assessment. Adverse effects should be avoided. If this is not possible they must be mitigated to ensure that the integrity of any internationally important site is protected. Proposals for development which would be likely to adversely affect the integrity of any internationally important site will only be permitted where the Applicant is able to demonstrate that:

- no less harmful alternative solution is possible;
- imperative reasons of over-riding public interest exist, and
- compensatory provision has been made.

These requirements also apply to sites and habitats outside the designated boundaries of any internationally important site that support species listed as being important in the designation(s) of the internationally important site(s).

2. Hoylake Today and Tomorrow

Hoylake is a popular and pleasant place to live with a vibrant local economy which encompasses a range of leisure uses, shops and services. The NDP seeks to retain the positive, distinctive features of the town and to continue to plan positively for the future.

The policies and priorities in this plan should not be viewed in isolation. It is important for them to be read in the context of the sort of place Hoylake is today; how and why it became the sort of place it is, and what is likely to change over the coming years. This section sums up these issues.

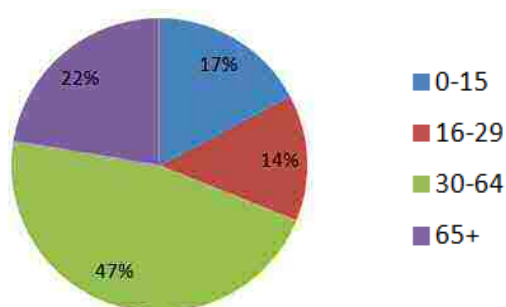
Socio-Economic Profile

Hoylake and Meols Ward has a population of about 12,834 (the population of the NDP area is considerably smaller than this) with an average household income of £35,608. This suggests that it is a relatively affluent part of Wirral.

The *Acorn* geo-demographic classification system identifies Hoylake's four most prominent population groups as:

- Group 1 – Comfortably-off retired people
- Group 2 – Young adults
- Group 3 – Most prosperous people
- Group 4 – Wealthy families with mortgages

The current age profile of Hoylake is shown below:



(2011 Census, ONS)

The 2011 Census figures also reveal the following trends in Hoylake since the last census in 2001:

- A 1.98% increase in total population;
- A slight fall in the number of people of retirement age;
- A 2.2% increase in the number of people of working age;
- More teenagers than the national average (10.4% in the 10-17 age group compared with 9.5% nationally);
- Fewer younger adults than the national average (28.1% in the 18-44 age group compared with 37.4% nationally);
- More older adults of working age than the national average (29.5% in the 45-64 age group compared with 25.4% nationally), and
- More retired people than the national average (22.4% in the 65+ age group compared with 16.4% nationally)

These figures indicate that Hoylake, whilst retaining a significant number of older people, is becoming a popular place for young families to settle and its population is increasing. This challenges the commonly held view that Hoylake is a predominantly retirement-age community with relatively few people of working-age and a declining population. The 2011 Census data confirms that there is a sound foundation in Hoylake on which to build a more sustainable community.

There follows a summary of available data and other evidence that has been used to inform the development of policies and priorities around the six themes derived from the consultation exercises.

THEME 1: Improving the Town Centre

In common with the majority of town centres across the UK, Hoylake experienced a drop in retail activity and high vacancy rates during the recent recession. In 2009,⁷ the Council found that there was a limited and contracting comparison retail sector, with particularly poor representation from clothing retailers. There was a better-performing service sector (including pubs and wine bars), although concerns were raised about anti-social behaviour associated with these uses. Nevertheless, such problems were (and still are) low in comparison with national and regional averages.

Since 2009, the town centre's performance has improved. As a result, in part, of the 2006 and 2014 *Golf Open Championship* events the service sector has continued to strengthen; most notably with the opening of the

⁷ [Strategy for Town Centres, Retail and Commercial Leisure: Volume 2 – Figures and Spreadsheets](#), Roger Tym & Partners, December 2009

Holiday Inn Express and associated Marco Pierre White restaurant brand. This has had the effect of increasing quality and boosting market confidence.

Vacancy rates have fallen from 20% in 2009 to almost zero in 2014. This is thanks, in large part, to local community action in running events as well as marketing and promoting Hoylake to its own residents and to visitors. Examples of these actions include: *Incredible Edible*, *Hoylake & Meols in Bloom*, *Hoylake Community Cinema*, *Hoylake Village Life* and *Oxjam*.

The Council's retail centres study of 2011⁸ shows evidence of a much recovered, vibrant and eclectic retail offer within the town centre. It found that, at ground level, the percentage of units given to convenience retailing was slightly below the average of 10% across all the centres studied. Service uses were slightly above the Wirral average of 50%, while the 9% vacancy rate was 3% below the study average. Upper floors were also well used, with the predominant use (59%) being residential.

Hoylake benefited from investment in its streetscape and public realm, following the adoption of a masterplan in 2004.⁹ This investment was focused primarily at the western end of Market Street due to limited funding. The 2009 Strategy⁷ recommended selective property upgrades and environmental improvements to the public realm and streetscape. This work has included new paving, street lamps, street furniture, signage and tree planting.

The town centre would benefit from an extension of these public realm improvements to the easterly end of Market Street and Birkenhead Road. Local people have commented that the maintenance of buildings needs to be improved because poor maintenance can detract from their distinctive character. The proliferation of unattractive security shutters in some parts of the town centre also undermines the quality of the streetscape.

These recommendations are supported by the findings of *Hoylake Vision* community consultation exercises (see **Section 3** below).

⁸ [Wirral's Town, District and Local Centres: study and delivery framework](#), Metropolitan Borough of Wirral, June 2011

⁹ [Regeneration Plan for Hoylake and West Kirby: Final Masterplan Report](#), Building Design Partnership with Jones Lang LaSalle, Locum Destination Consulting and Boreham Consulting Engineers, November 2004

THEME 2: The Promenade and Recreation

Enhancing Hoylake's promenade and recreation offers are identified as a medium to long term regeneration goal in the 2004 masterplan.⁹ It refers to a report¹⁰ which includes Hoylake amongst a number of other coastal resorts in North West England. At paragraph 2.4 (p.12) the masterplan sums up what this report considered that Hoylake, as a potential "Classic Resort", should aspire to be:

"...elegant, charming communities by the sea with nice places to eat, drink and shop and a pristine built and natural environment."

The masterplan recognises tourism as a key driver to achieve this because it would provide the spending power to sustain retail and food and drink offers of a quality beyond the capacity of the residential community alone to support.

In terms of recreation, the masterplan recommends, at paragraph 2.7 (p.12), the development of a 'variety of high quality recreational activities including':

"Sailing, windsurfing, swimming, paragliding, sand yachting, skateboarding, golf, beach volleyball, basketball, bowls, tennis, the best cycling network and facilities in the country, bird watching".

At paragraph 3.121 (p.44), the masterplan proposes an upgrade of facilities at Meols Parade Gardens in order to facilitate a better range and quality of family-oriented recreational facilities under the branding of a "Beach Activity Zone".

Hoylake then hosted a very successful *Golf Open Championship* in 2006, which raised hopes that Hoylake would be positioned at the centre of a region-level golf and spa resort brand. This would offer the prospect of long term investment and regeneration. The *Hoylake Vision* community consultation exercises have established that there is strong public support for more activity on the promenade.

¹⁰ [A New Vision for Northwest Coastal Resorts: summary report](#), Locum Destination Consulting, Northwest Development Agency, March 2003

Finally, Hoylake is identified in the **Wirral Tourism Strategy**¹¹ as one of four major hubs for the *Wirral Circular Trail*, which is an off-road cycling route connecting Hoylake with other Wirral locations utilising seafront and more inland routes.

An *Ipsos MORI* poll taken in 2011 found that 95% of all visitors to the area were satisfied with their visit.¹² In addition, 78% stated that Wirral is better than other places they visit – up from 50% when the survey was last conducted in 2006. Ahead of the *Golf Open Championship* of 2014 there was a 74% increase in visitors to the golf section of the Council's tourism website, www.visitwirral.com, which demonstrates the potential for golf related tourism in Hoylake.¹³

THEME 3: Getting Around Hoylake

Approximately 4,900 of the 12,864 residents of Hoylake & Meols Ward (38%) live within a 10 minute walk of Hoylake town centre.¹⁴ The NDP area is considerably smaller than the whole ward, so the majority of residents within the NDP area are within this 10 minute walk catchment area. Many more live within a comfortable cycling distance and there is a need for more safe cycling facilities. Bus services¹⁵ link Hoylake with West Kirby and Heswall in one direction and with Birkenhead and Bromborough in the other, with an average frequency of 15 minutes for most of the day from Monday to Friday.¹⁶ On Saturdays there is a half-hourly service for most of the day.¹⁷ On Sundays there is an hourly service throughout the day.¹⁸ Journeys to other places usually require passengers to change at

¹¹ Document restricted

¹² *Ipsos MORI Wirral Visitor Survey*, 2011

¹³ [VisitWirral.com: Connecting brand and consumer](http://www.visitwirral.com), Ipsos MORI, 2013

¹⁴ [*Wirral's Town, District and Local Centres: study and delivery framework*](#), Metropolitan Borough of Wirral, June 2011, p. 48

¹⁵ [Bus routes map](#) available from *Merseytravel*

¹⁶ Routes 38, 38a and 83a (Mondays-Fridays towards West Kirby/Heswall: every ¼ hour from 06:42-17:48, then every ½ hour until 19:20, then hourly until 23:32. Mondays-Fridays towards Bromborough/Birkenhead: every ½ hour 06:56-07:26, then every ¼ hour until 18:04, then every ½ hour until 20:02, then hourly until 23:02.)

¹⁷ Routes 38 and 38a (Saturdays towards West Kirby/Heswall: every ½ hour from 07:43-19:20, then hourly until 23:32. Saturdays towards Birkenhead/Bromborough: every ½ hour from 08:01-20:02, then hourly until 23:02.

¹⁸ Route 38a (Sundays towards West Kirby/Heswall: hourly from 08:42-23:27. Sundays towards Birkenhead/Bromborough: hourly from 08:57-22:57)

West Kirby.¹⁹ There are also two railway stations – Manor Road and Hoylake – with services running at a frequency of 15 minutes in each direction (West Kirby and Liverpool Central) during the daytime, and 30 minutes on Sundays and in the evening.²⁰

Hoylake is somewhat unusual in having a single main road (parts of the A540 and A553) on a south westerly to north easterly alignment running roughly parallel with a one-way seafront promenade. These are linked by a number of minor residential roads, on a south easterly to north westerly alignment. Vehicular and pedestrian access to the south of the railway is only possible by means of a number of level crossings into the Carr Lane Industrial Estate and as part of the wider public rights of way network.

THEME 4: Special Buildings and Places

Hoylake has a distinctive identity and a rich built heritage. This has been reflected in the designation of two conservation areas and a number of listed buildings.

Part of the [Meols Drive Conservation Area](#) falls within the NDP boundary, whereas the [King's Gap Conservation Area](#) falls entirely within the NDP boundary, including the primarily residential area between Beach Road and Queen's Road. Other parts of the NDP area, such as Market Street and much of the promenade also have a distinctive character but do not fall within either of the conservation areas.

There are six listed buildings and structures within the Hoylake NDP area:

- Drinking fountain, Meols Parade (1901, Grade II listed)
- Valentia Lighthouse and Keeper's house (1865, Grade II listed)
- Church of St Hildeburgh (1897-9, Grade II listed)
- Barclays Bank (1900s, Grade II listed)
- United Reform Church (1906, Grade II listed)
- Hoylake railway station (1938, Grade II listed)

¹⁹ Route 293 to Newton, Frankby, Greasby, Arrowe Park Hospital (also served by route 83a), Upton, Noctorum, Prenton, and Oxton; route 420 to Newton, Frankby, Greasby, Upton, Overchurch and Liverpool City Centre, and route 437 to Newton, Frankby, Greasby, Upton, Noctorum, Claughton, Birkenhead bus station and Liverpool City Centre

²⁰ [Timetables](#) available from *Merseytravel*

There are many more buildings that make a significant contribution to the distinctive character of Hoylake but are not currently covered by any formal conservation designation. There is no 'Local List' covering buildings in Hoylake, although there are many of appropriate quality if such a list were to be introduced. There are a number of unlisted buildings that have architectural, historical or community value and contribute to Hoylake's special identity (for example the Old Lifeboat Station, the Hoyle Road Community Centre, former Barclays Bank and Jessie's Yard). There are also small details that contribute to local character (e.g. railings, historic boundary walls, shop canopies, cobbled alleyways, historic street signs and decorative tiling). These may all be identified as heritage assets despite not enjoying statutory protection.

Hoylake's distinctive identity, resulting in large part from its built heritage, is a key factor in its attractiveness as a place to live and to visit. Therefore, it is crucially important that this distinctiveness is maintained, preserved and, where possible, enhanced. At present the existing conservation designations and UDP policies do not adequately recognise and protect this distinctive character. **Appendix 1** below lists those buildings and features identified by local people as making a contribution to the distinctive character of Hoylake but which are not already recognised or designated. These are also plotted on **Map 3**.

THEME 5: Homes in Hoylake

The Wirral [*Strategic Housing Market Assessment*](#) (SHMA) and [*Strategic Housing Land Availability Assessment*](#) (SHLAA) provide a useful overview of the current state of the housing market in Hoylake:

- Higher than regional average house prices (£165,983 compared with £144,450) (SHMA, 2010, p. 32).
- 40% affordable new-build housing recommended (SHMA, 2010, p. 80).
- Mix of market housing recommended to be 19% 1-bed, 37% 2-bed, 44% 3-bed (SHMA, 2010, p. 82).
- Nett annual requirement of 153 dwellings in Hoylake and Meols (SHMA, 2010, p. 61).
- Developable capacity within 5 years for Hoylake & West Kirby: 67 dwellings on previously developed land and 23 dwellings on greenfield sites (SHLAA, 2012, p. 15).

- The only significant planning consent since 2012 has been Hoose Court on Market Street (32 dwellings), which has now been implemented.²¹
- An application for 62 affordable homes near Carr Lane Industrial Estate was refused and dismissed on appeal on 18 March 2013.²²
- An application for 26 affordable homes near Carr Lane Industrial Estate was refused and dismissed on appeal on 24 November 2014.²³

The priority is to maintain Hoylake as an attractive residential environment for its existing and projected population.

THEME 6: Enhancing Carr Lane Industrial Estate (the Estate)

The Estate comprises a range of premises occupied by microbusinesses and small to medium size enterprises (SME). It usually takes no longer than 30 minutes to drive from the Estate into Liverpool and only 10 minutes to join the M53 mid-Wirral motorway. Hoylake railway station is adjacent to the Estate and it is a [29 minute ride](#) from here to Liverpool Lime Street, connecting Hoylake to the national rail network.

The Estate is a very popular and well-let location,²⁴ with more than 120 active businesses. The [Wirral Employment Land and Premises Study Refresh: Final Report](#) identified four small potential infill development sites in the vicinity of the Estate.²⁵

In addition to the Estate, Hoylake has a reputation as a quality financial and legal services hub with both national and boutique brands. It has also become a nationally important training centre for several organisations from both the private and public sectors (e.g. *Scottish Power*, *Peter Edwards Law*, *Talking Life* (NHS), *Royal Yachting Association*). The local labour pool comprises a skilled workforce from across many sectors.²⁶

²¹ Application Ref: [APP/12/00321](#)

²² Appeal Ref: [APP/W4325/A/12/2184753](#)

²³ Appeal Ref: [APP/W4325/A/14/2220745](#)

²⁴ *Wirral Employment Land and Premises Study Refresh*, BE Group, September 2012, p. 80

²⁵ *Wirral Employment Land and Premises Study Refresh*, BE Group, September 2012, Table 55, sites ref: 136, 222, 243 and 252, pp. 118-122

²⁶ [Core Strategy for Wirral – Preferred Options Report](#), Metropolitan Borough of Wirral, 2010, p. 9

3. Developing a Consensus

In the winter of 2011/12 *Hoylake Village Life* prepared a survey, which was distributed electronically and in hard copy to every household and business in Hoylake. This exercise was supported by a billboard campaign, extensive social networking and a series of ten open public meetings. Over 550 responses were received, representing 10% of all Hoylake households.

The results of the survey were then collated and analysed. Additional opportunities to contribute to the consultation were provided by the *Hoylake Vision* website.²⁷ A series of public ‘conversations’ in differing formats and at venues around Hoylake also contributed to the public consultation process.

The ideas and issues that generated a clear consensus from this exercise have informed the policies and priorities for the NDP which are set out in **Section 5**. The development of these ideas is discussed in the **Consultation Statement** which is a companion document to this Plan.

²⁷ <http://www.hoylakevision.org.uk/neighbourhood-planning/>

4. The Vision for Hoylake

The consultation process and subsequent analysis of existing conditions has allowed *Hoylake Vision* to prepare a Vision Statement and a series of objectives to inform the development of NDP policies and priorities. They will also form the basis upon which the policies will be monitored and assessed after the NDP is made. Furthermore, the priorities will underpin a wide range of activities and initiatives which are beyond the formal, statutory scope of the NDP but would complement it and support *Hoylake Vision's* holistic commitment to Hoylake.

The Vision Statement

“To maintain Hoylake as an attractive seaside town and a popular place to live in and to visit. To be a healthier, socially conscious community with a thriving economy which values creativity and entrepreneurialism. To support a vibrant town centre, which meets the day-to-day needs of local people and provides high quality food, drink and entertainment opportunities for residents and visitors. To support the town centre and the Carr Lane Industrial Estate as the foci for a wide range of easily accessible jobs.”

Objectives

1. To ensure that Hoylake remains an attractive, socially inclusive and sustainable place to live.
2. To strengthen the rôle of the town centre as a place for shopping, services and community facilities. To assist in increasing footfall in order to retain existing businesses and jobs as well as attract new businesses and grow the number of local jobs.
3. To support a vibrant evening economy which provides high quality food, drink and entertainment opportunities, cultural attractions and later retail trading without prejudicing good living conditions.
4. To more fully realise the potential of the promenade as an accessible leisure and tourism destination for residents and visitors.

- 5. To provide a range of good quality and socially inclusive public open spaces and outdoor leisure opportunities.**
- 6. To ensure that Carr Lane Industrial Estate remains an attractive location for micro-enterprises and small and medium-sized enterprises that provide local jobs.**
- 7. To preserve and enhance the distinctive Victorian and Edwardian character of Hoylake and its maritime and sporting heritage, recognising that these are key elements in making Hoylake a special place.**
- 8. To balance the need to maintain a safe and attractive pedestrian and cycling environment with the desire to improve on-street car parking within the town centre, promote public transport and minimise traffic congestion.**
- 9. To improve pedestrian links between the town centre, the promenade and the railway stations to meet the needs and expectations of residents and visitors.**

5. Policies and Priorities

This section forms the key content of the NDP. It contains a series of policies, organised around the six themes, against which planning applications will be assessed. Alongside these policies are a series of priorities which set out issues that the community have highlighted as important. They will need to be tackled through a range of actions by *Hoylelake Vision*, the Council and other partners moving forward.

5.1. Improving the Town Centre

Issues and Opportunities

Hoylelake has a vibrant and attractive town centre with a good range of shops and services. It has a particular focus on convenience retail, independent local businesses, bars/cafes/restaurants and the leisure economy. These uses and their relative proximity to the beach offer an opportunity to support the sustainable development of Hoylelake's traditional visitor economy, which balances the economic growth of the town centre with maintaining good living conditions for residents.

The town centre extends in a linear fashion along Market Street and part of Birkenhead Road (part of the A553) in a south westerly to north easterly direction. This corridor runs roughly parallel with the promenade to the north and the railway line to the south (with stations at Station Road and Manor Road). Residential streets running in a roughly north-south direction connect the town centre and the promenade. However, these connections are not as well-defined as they might be and involve passing through residential areas, with the consequent potential for disturbing residents.

In the run-up to the *2006 Golf Open Chamionship* there were improvements to the western part of Market Street, which remain attractive today, but areas to the north and east of Melrose Avenue did not benefit from this investment and are now in need of enhancement. It is also considered that the town centre would benefit from a more formal area of high quality public space. There is a possibility of such a proposal emerging in the vicinity of The Row and appropriate proposals as part of a phased masterplan exercise here would receive local support.²⁸

The town centre benefits from many fine Victorian and Edwardian buildings but some of these are underused or in need of improvement. In particular some upper floors are empty and the standard of shop-front design could be improved. Maintaining a continuous active frontage is important to ensure vitality. Making better use of upper floors would also benefit both vitality and the condition of buildings.

²⁸ See <http://www.hoylelakevision.org.uk/wp-content/uploads/2013/01/Market-Street-Layout-1.pdf>

The length and traditional linear form of the town centre is challenging, especially in its more easterly parts, where retail uses are becoming mixed with residential and other uses. Maintaining a viable and sustainable mix of uses and rôle for this part of the town centre is an important priority.

The town centre would benefit from premises extending opening hours into the early evening and by increasing the offer of high quality food, drink and cultural uses alongside traditional retail. It is important that any such changes be balanced with the need to protect the living conditions of people living nearby. Evening economy businesses should be encouraged to engage with the Council and other regulators and stakeholders, including *Merseyside Police*, and to conform to agreed collaborative actions to protect living conditions and promote community safety.

The CS proposes that Hoylake be redesignated from 'Key Town Centre' to 'District Centre' in the settlement hierarchy, with West Kirby being the closest Key Town Centre.²⁹ If this proposed redesignation takes place there may be serious implications for above-district level proposals in Hoylake. NDP policies must recognise this risk whilst also planning to ensure that Hoylake would continue to play an important rôle for residents and visitors as part of the north Wirral economy.

Community Views

There is a clear mandate from the community to address the issues covered by the policies and priorities in this section:

- 65% of respondents identified continuing the pavement improvements along the rest of Market Street and outside Hoylake Station as a high priority.
- 68% of respondents identified improving communication between bar owners, residents and local authorities to shape the future of the night time economy together as a high priority.
- 84% of respondents identified attracting uses which do not rely on alcohol consumption, such as a cinema, arts venue and later shopping, as a high priority.
- 57% of respondents identified encouraging retail/leisure at street level with offices/flats at upper floors as a high priority.³⁰

²⁹ [Draft Settlement Area Policy for Hoylake and West Kirby](#), Metropolitan Borough of Wirral, 2012, p. 2

³⁰ About 550 responses

Policies

HS1. Active Frontages

In each area defined on the Proposals Map³¹ as a 'key shopping area'³², development proposals, including those for a change of use to Use Class A1, A2, A3, A4, and/or A5, will be permitted, provided that a consistent active frontage would be maintained at ground floor level. In each area defined on the Proposals Map as secondary frontage³³, development proposals for a change of use to key shopping area uses and/or Use Class C1, C2, C3, D1 and/or D2 will be permitted.

HS2. New Development

Selective redevelopment of buildings within the town centre boundary shown on the Proposals Map will be supported where proposals are able to demonstrate that they would make a positive contribution to a vibrant mix of uses and would deliver buildings and external space of high quality design.

HS3. Public Space

In the area defined as HS3 on the Proposals Map a comprehensive redevelopment scheme, or individual proposals delivered as part of a phased masterplan approach will be permitted, so long as they would deliver a high quality public space that would be well-integrated into the key shopping area.

HS4. Shopfront Design

All proposals that would involve the alteration, replacement or creation of a shopfront within the town centre boundary shown on the Proposals Map will be expected to comply with the advice found in the Shopfront Design Guide, published in 2011 by Hoylake Village Life.

HS5. Evening Economy

Within the town centre boundary shown on the Proposals Map all development proposals, including those for a change of use, that would promote and/or support early evening activity related to high quality food and drink, arts and cultural uses and later retail trading will be permitted, subject to the proposal being able to demonstrate that it

³¹ Map 2

³² Map 6

³³ Map 7

would have no significantly adverse effect upon the living conditions of occupants of nearby buildings with a residential use.

HS6. Upper Floors

Within the town centre boundary shown on the Proposals Map all proposals for buildings with an active frontage at ground floor level that seek to create, rehabilitate or change the use of upper floors for a residential (Use Class C1, C2 or C3) use will be permitted, subject to the proposal being able to demonstrate that it would have no significantly adverse effect upon the living conditions of occupants of nearby buildings with a residential use. All proposals for upper storey office (Use Class B1) space will be permitted, subject to the provisions of Policy CL1. This policy shall apply equally to proposals where the upper floor use(s) would be either directly related to or separate from the existing ground floor use.

Priorities

In addition to these policies, *Hoylake Vision* has agreed a number of priorities that it would like to see addressed during the NDP period, but which cannot be delivered directly by planning policies. The relevant agreed priorities here are:

- The priorities and projects of the Town Centre Action Plan for Hoylake should be embraced and pursued by all partners and stakeholders.
- Continuing street improvements in the more easterly parts of the town centre, along Market Street and Birkenhead Road, should include improved paving, lighting, street furniture, crossing points, signage and parking bays.
- Better communication and co-ordination of traders, residents and the Council to shape the evening economy together will be encouraged. The Marketing Plan, endorsed by *Hoylake Vision*, *Hoylake Village Life*, *Hoylake Town Team* and *Hoylake Business Network* is focused on sports, arts, environment and food & drink. This is currently being promoted online and is a useful tool for co-ordination and inward investment.
- Proposals that would bring additional jobs to Hoylake will generally be encouraged.

Objectives Met

1, 2, 3, 5, 6 & 7

Policy Compliance

The policies in this section demonstrate general conformity with all relevant national and strategic local planning policies. They provide further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

5.2. The Promenade and Recreation

Issues and Opportunities

A key asset of Hoylake is its extensive promenade, which is an invaluable recreational amenity for residents and visitors alike. It is also a cultural resource for the community and a boon for the tourism and visitor economy. Hoylake needs to reap the maximum benefit it can from this asset and that means balancing the, sometimes competing, demands of visitors and residents and of the recreational needs and expectations of the young and not-so-young.

The promenade is extensive and links residential areas with a continuous sandy beach and open views of the Irish Sea. It has benefited from public realm improvements along much of its length and has attractions such as *Hoylake Lifeboat Station*, *Hoylake Lifeboat Museum*, *Hoylake Sailing Club*, a model boating lake and the park on Meols Parade. However, for much of its length there are no focal points to draw visitors. Residential properties are uniformly presented along the promenade, benefiting from enviable sea views. The needs of both residents and all other users of the promenade need to be fully considered and balanced.

Services for visitors are very limited along the promenade, including those for changing facilities and food and drink outlets. There is an urgent need for public toilets along the promenade. This lack limits the capacity of the promenade to attract visitors and inhibits the contribution that the promenade could otherwise make to the local economy. The promenade is physically removed from the town centre and linkages between them need to be strengthened, both perceptually and physically, in order for both areas to gain mutual benefit, thereby boosting the local economy.

The beach is an ecological asset and requires coastal management and maintenance. The beach lies outside the NDP area and its policies would not directly affect any internationally important wildlife and habitat sites in the vicinity of the promenade. However, a provision has been written into the NDP to ensure that no unavoidable ecological damage is caused indirectly by development proposals which would otherwise accord with NDP policies (see **Section 1** above).

The promenade is not, of course, the only recreational asset in Hoylake. There are a number of open spaces and facilities which are valued by the community, such as Grove Park, Sandringham Avenue allotments and a

number of playing fields.³⁴ Some of these require improvement. New facilities are required to fully meet the needs of all user groups. For example, the desire for a properly constructed skate park has been identified by some residents. It is important for all sections of the community to have access to good recreational facilities.

The CS includes within its priorities the need to: *“maintain and improve facilities for visitors including provision for leisure, tourism, coastal recreation and water sports, golf and facilities and open spaces associated with the coastal promenades”*.²⁹ The Council considers that Hoylake is generally well provided for as far as public open space is concerned, and that the paucity of outdoor sports facilities within the urbanised part of Hoylake is compensated for by less-structured recreational opportunities afforded by the surrounding Green Belt.

Community Views

There is a clear mandate from the community to address the issues covered by the policies and priorities in this section:

- 74% of respondents identified creating an area along the promenade for outdoor sports/activities for the young and not-so-young as a high priority.
- 51% of respondents identified a properly constructed skate park in Hoylake as a high priority.
- 71% of respondents identified creating better quality play areas and more activities for all age groups as a high priority.
- 72% of respondents identified promoting Hoylake to the wider region to attract more visitors as a high priority.³⁰

Policies

BR1. Seafront Recreation

Proposals that would meet an evidenced community need for better recreational facilities or would make sustainable use of the promenade for public recreation by:

- **Enhancing the public realm;**
- **Improving existing community and/or visitor facilities;**

³⁴ Map 8

- **Creating new community and/or visitor facilities, or**
- **Providing high quality and sensitively located food and drink outlets**

will be supported. Proposals that would accord with the above criteria and would be located within the areas defined on the Proposals Map as ‘focal points for seafront recreation’ will be permitted.

Development that would have a detrimental effect upon the character of the promenade or adjacent internationally important nature sites, will not be permitted.

BR2. Open Space and Recreation

Proposals that would meet an evidenced community need for new or enhanced areas of public open space and recreation (including Grove Park) will be supported.

Priorities

In addition to these policies, *Hoylake Vision* has agreed a number of priorities that it would like to see addressed during the NDP period, but which cannot be delivered directly by planning policies. The relevant agreed priorities here are:

- Enhancing existing public space on the promenade for relaxation, socialising and active leisure, for all age groups.
- Developing visitor facilities to support use of the beach, i.e. a car park and public toilets.
- Creating better quality play areas with activities for children of all ages.
- Providing a properly constructed skate park in an appropriate location.
- The Council’s ***Beach Management Plan***³⁵ should be supported and followed, with a regular review of practices for monitoring development.
- Improved cycle infrastructure.

³⁵ See: <http://www.hoylakevision.org.uk/wp-content/uploads/2012/11/Hoylake-Beach-Site-Management-Agreement.pdf>

Objectives Met

1, 4, 5, 7 and 9

Policy Compliance

The policies in this section demonstrate general conformity with all relevant national and strategic local planning policies. They provide further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

5.3. Getting Around Hoylake

Issues and Opportunities

Hoylake's location at the north-west corner of the Wirral Peninsula influences its connectivity. Parallel linear routes pass through the town, most notably parts of the A540 and A553 (Meols Drive, Birkenhead Road and Market Street) and the *Merseyrail* Wirral Line.

The A540/A553 corridor is a primary route for traffic flowing between the M53 motorway and West Kirby. Market Street and Birkenhead Road comprise part of this route, which brings mixed blessings. On the one hand it provides significant passing trade for the town centre and improves the visibility of local businesses. On the other hand, the volume of traffic and on-street parking on the relatively narrow Market Street tends to spoil the attractiveness of the pedestrian environment.

Whilst Hoylake's south westerly to north easterly road connections (A540, A553 and the seafront promenade) are strong; the connections between them are weaker. Although plentiful, they comprise residential streets unable to sustain high traffic flows. This is a significant issue because good connections are required to link the railway, the town centre and the promenade. Connections are typically poorly signposted and difficult for visitors to navigate. Thought must also be given to the possible negative impacts upon the living conditions of residents of promoting increased use of these streets by vehicles, cyclists and pedestrians. A strategy is needed to better link the railway, town centre and promenade at key points.

The presence of two *Merseyrail* stations – Hoylake and Manor Road – within the NDP area benefit Hoylake to a significant extent. They provide good levels of public transport accessibility³⁶ to residents and are close to the town centre. However, the quality of pedestrian connections between the town centre and the stations could be improved.

The railway also creates a barrier to the north-south movement of drivers, cyclists and pedestrians. There are a number of level crossings in the area (one main road crossing and several pedestrian/cycle crossings) but safety is always a concern at level crossings and it is considered that connections across the railway line could be improved.

³⁶ Although only the Liverpool-bound platform at Manor Road is universally accessible.

Local bus services could be improved through a wider range of direct destinations, better passenger facilities at bus stops and better integration with *Merseyrail* services. The latter should hopefully be addressed with the proposed Hoylake Station gateway and passenger interchange.²⁹

Carr Lane Industrial Estate and an adjoining residential development lie on the southerly side of the railway line and connectivity is a key issue here. **Section 5.6** deals with this issue further.

Relevant CS priorities are to: *“maintain attractive residential areas with good access to Birkenhead, Liverpool and Chester”* and to *“monitor and manage traffic flows to maximise highway efficiency”*.²⁹ *Department for Transport Traffic Master Data* identifies existing congestion on routes into Hoylake. The CS opines that: *“there is little scope to implement major highway infrastructure improvements, so the focus will be on monitoring traffic levels, traffic management measures and minor highway improvements along with enhanced provision for public transport, walking and cycling”*.³⁷

Designated cycle lanes on the promenade would help reduce the potential for pedestrian/bicycle conflict.

Most of the issues discussed above would need to be addressed through co-ordinated multi-agency action and investment. They are issues less suited to planning policies, which relate only to the development of land. Nonetheless, it is envisaged that the NDP will play an important rôle by highlighting these issues and seeking community consensus as a first step for action.

Community Views

There is a clear mandate from the community to address the issues covered by the policy and priorities in this section:

- 56% of respondents identified making it easier, quicker and safer for the whole community to cross Market Street and the railway line as a high priority.

³⁷ [*Draft Settlement Area Policy for Hoylake and West Kirby*](#), Metropolitan Borough of Wirral, 2012, paragraph 3.14, p. 5

- 55% of respondents identified improving access for the whole community to, and within, the Carr Lane Industrial Estate as a high priority.³⁰

Policies

TR1. Market Street

Inside the 'key shopping areas' defined on the Proposals Map, proposals that would assist in:

- **Managing traffic speeds;**
- **Improving pedestrian and cycle connections between Market Street, the promenade and the railway stations;**
- **Addressing traffic congestion, or**
- **Providing well-designed on-street parking that supports local businesses**

will be supported.

Priorities

In addition to this policy, *Hoylake Vision* has agreed a number of priorities that it would like to see addressed during the NDP period, but which cannot be delivered directly by planning policies. The relevant agreed priorities here are:

- Working in partnership with *Network Rail* to ensure safe and convenient rail crossings for all users.
- Working in partnership with *Merseytravel*, *Merseyrail*, bus operators and the Council to improve public transport by extending services to include a wider range of destinations and making physical improvements at bus stops and railway stations, including the proposed 'Hoylake Station gateway and passenger interchange'.²⁹
- Improving the quality and accessibility of public rights of way by influencing the Council's Rights of Way Improvement Plan.

Objectives Met

1, 2, 8 and 9

Policy Compliance

The policy in this section demonstrates general conformity with all relevant national and strategic local planning policies. It provides further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

5.4. A Distinctive Identity: Special Buildings and Places

Issues and Opportunities

The built environment of Hoylake has special local character. This can be seen in the survival of good examples of Victorian and Edwardian domestic and civic buildings, which chronicle the growth of the town as a seaside resort. There are also several interesting examples of inter-war (1930s) architecture. Special character can also be identified in the maritime environment and its subsequent influence upon the built environment and public realm. Key buildings from the historical development of Hoylake include:

- Royal Hotel (1792, demolished 1950s);
- Lido (opened 1913, rebuilt late 1920s, now closed);
- Valentia Road Lighthouse (1865), and
- The Clubhouse of the *Royal Liverpool Golf Club* (1895).

This heritage is well recognised and celebrated locally. It has also been reflected, to some extent, in the designation of two Conservation Areas (see **Section 2**). There are however, large parts of the NDP area that fall outside either of the conservation areas – most significantly Market Street and long stretches of the promenade.

There are also a number of unlisted buildings that have architectural, historical or community value and contribute to Hoylake's special identity. These include:

- Old Lifeboat Station;
- Hoyle Road Community Centre, and
- Former Barclays Bank.

There is a cluster of distinctive buildings (both listed and unlisted) around the roundabout at the western end of Market Street, which forms a major gateway into the town centre from Meols Drive. These include:

- Former Town Hall (c.1900);
- Former HSBC Bank;
- Former Fire Station (1930s);
- Old Fire House;
- Hoylake railway station (1938, Grade II listed), and
- Church Hall and adjacent Chapel (c.1900, Grade II listed).

Relevant CS priorities are to: *“maintain the Victorian and Edwardian heritage of the coastal resorts”* and *“Preserve and enhance the character and appearance of the Conservation Areas at Hoylake”*.²⁹

Other significant groups of buildings are:

- Villas on Meols Drive;
- Villas on The Kings Gap;
- Maritime buildings and structures along the promenade, and
- Market Street, which has a concentration of Victorian and Edwardian buildings (although not uniformly of significant value, there are a number of distinctive character buildings).

Distinctive features of heritage buildings include:

- Sandstone walls;
- White-rendered villas;
- Red brick Edwardian buildings, and
- Arts & Crafts detailing (e.g. spiral chimneys, black-and-white timber facades and stonework decoration).³⁸

It is important for the NDP to contain policies that protect buildings and features that do not yet enjoy statutory protection and the loss of which would harmfully degrade the special local character of Hoylake’s built environment.

Community Views

There is a clear mandate from the community to address the issues covered by the policies and priorities in this section:

- 60% of respondents identified introducing greater controls to protect buildings and places of historic, cultural and natural importance as a high priority.
- 58% of respondents identified enhancing the appearance of buildings and places through creative lighting as a high priority.
- 66% of respondents identified displaying a clear identity for Hoylake, such as at main approaches, as a high priority.

³⁸ For further information see <http://www.hoylakeconservationarea.org/>

- 54% of respondents identified higher standards of shopfront design as a high priority.³⁰

Policies

DI1. Character Buildings

The extension or alteration of any building identified at Appendix 1 of this Plan will be permitted unless the proposed change(s) would materially diminish the significant character of the building. Proposals must identify how the design would preserve or enhance the significant character of the building.

DI2. Scale and Design of New Development

All proposals for new buildings and for the extension or alteration of existing buildings, whether inside or outside the Conservation Areas, must respond to the distinctive character of the area in terms of their size, design and materials of construction. Where development is likely to affect the significance of any heritage asset identified on the Proposals Map, whether listed or not, the proposal must specify how it would preserve or enhance that significance.

Priorities

In addition to these policies, *Hoylelake Vision* has agreed a number of priorities that it would like to see addressed during the NDP period, but which cannot be delivered directly by planning policies. The relevant agreed priorities here are:

- Heritage interpretation including building plaques, signs (that do not create street clutter), leaflets and online resources.
- The creation of a heritage trail.
- Improving local identity by celebrating Hoylelake through the physical improvement of key gateways into the area.
- Creative lighting of key character buildings and listed buildings.
- Better promotion of Hoylelake to attract more visitors.
- Hosting events such as arts festivals, film nights and street parties.

Objectives Met

1 and 7

Policy Compliance

The policies in this section demonstrate general conformity with all relevant national and strategic local planning policies. They provide further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

5.5. Homes in Hoylake

Issues and Opportunities

With its seaside setting, good mix and quality of housing stock and vibrant community life, Hoylake has long been an attractive place to live. Even so, both the availability and affordability of housing remain a national and local priority.

An analysis of the housing market in Hoylake (see the SHMA data summary in **Section 2**) indicates that there is a need to identify and manage the provision of windfall sites for more new homes that meet existing local demand. Affordability is likely to be a significant issue and all major housing proposals should include an affordable component.

The CS indicates that the population of Hoylake and West Kirby has declined *‘from 24,800 in mid-2008 to 24,700 in 2010 and is expected to decline further to 24,400 by 2027’* and that *“almost a quarter of the population is of retirement age or above”*.³⁹

Hoylake alone, though, presents a very different picture and should be considered separately. The population of Hoylake and Meols Ward is 12,834 (Census, 2011), which represents an increase of around 2% since 2001. There has also been a slight decrease in the number of people of retirement age and the current proportion of the 30-59 age group is very close to the national average (39.4% in Hoylake compared with 40.0% nationally). This is a strong indication that Hoylake is an increasingly popular place for younger families to live and that consequently the town is likely to increase in population rather than decrease and to display a more balanced age profile than West Kirby.

The CS indicates that the Hoylake and West Kirby area: *“could accommodate between 193 and 308 new homes”*. It considers that: *“the main opportunities to provide new housing are associated with infill plots within the curtilage of existing properties”* and that *“achieving the higher level would involve providing new housing on greenfield sites and on sites designated for employment uses”*.⁴⁰ It will be important to ensure that

³⁹ [Draft Settlement Area Policy for Hoylake and West Kirby](#), Metropolitan Borough of Wirral, 2012, paragraph 3.2, p. 3

⁴⁰ [Draft Settlement Area Policy for Hoylake and West Kirby](#), Metropolitan Borough of Wirral, 2012, paragraph 3.5, p. 4

development of such sites does not compromise the distinctive character of Hoylake, or its ability to provide sufficient local employment.

The surrounding Green Belt provides very limited opportunities for major new residential schemes. It will be important to ensure that all new housing proposals are well designed and that they contribute positively to the special character of Hoylake. A growing residential population must also have access to improved public facilities (i.e. schools, medical facilities, parks and so on).

Community Views

There is a clear mandate from the community to address the issues covered by the policies in this section:

- 60% of respondents identified encouraging the reuse of vacant buildings, land or larger dwellings into residential development as a high priority.
- 59% of respondents identified encouraging the use of upper floors in the town centre for residential use as a high priority.³⁰

Policies

H1. Residential Development

All proposals for the construction of new dwellings and those for a change of use of buildings or land to a residential use (Use Classes C1, C2, C3 and C4) will be supported, provided that they would accord with Policy DI2 and would not have a significantly adverse effect upon the living conditions of occupants of surrounding dwellings.

H2. Housing Type and Tenure

All major residential proposals (i.e. 10 dwellings or more) must ensure that they address the housing needs of the whole community, including those who require affordable and specialist housing, based upon an up-to-date assessment of housing need in Hoylake.

H3. Infill Development

Infill development of existing residential areas and the residential development of garden land, whether sub-divided or not, is likely to prejudice the distinctive character of Hoylake and will not be supported unless exceptional circumstances can be demonstrated. An example of

an exceptional circumstance is development required to allow an elderly or disabled person to continue living independently in their own home.

Objectives Met

1 and 7

Policy Compliance

The policies in this section demonstrate general conformity with all relevant national and strategic local planning policies. They provide further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

5.6. Enhancing Carr Lane Industrial Estate

Issues and Opportunities

An important element of creating and maintaining sustainable communities is providing local jobs. Hoylake has the Carr Lane Industrial Estate (the Estate), which provides significant local employment opportunities in addition to the service sector and retail jobs in the town centre.

The Estate is located on the opposite side of the railway tracks to the rest of Hoylake and access can sometimes be problematic. Vehicular and pedestrian access is gained via a manned barrier level crossing monitored by CCTV at Carr Lane/Station Road, adjacent to Hoylake Station. There is also a pedestrian level crossing at the northern end of the Estate linking Melrose Avenue with Carham Road. If proposals for a new Golf Resort⁴¹ off Carr Lane progress, there would be an opportunity to create a new vehicular access into the Estate from Saughall Massie Road or Heron Road, which would reduce the need for industrial traffic to pass through Hoylake. Any such strategic development proposals would necessarily extend beyond the NDP area boundary and are not therefore directly addressed by any NDP policy.

The environment of the Estate would also benefit from enhancement. Physical improvements to the Estate should be accompanied by a wider re-branding exercise to ensure that the Estate continues to be an attractive employment destination for modern businesses and entrepreneurs.⁴²

There is a small residential development to the east of the Estate. Better physical integration of this area with the wider residential community of Hoylake is needed.

One CS priority is to: *“maintain Carr Lane Industrial Estate for small and medium scale industrial and commercial activities to provide additional local employment”*.²⁹ This densely developed Estate is one of relatively few designated employment areas to the west of the M53 motorway. It

⁴¹ See: <http://www.hoylakevision.org.uk/wp-content/uploads/2013/01/Hoylake-Golf-Resort-Brochure.pdf> and <http://www.hoylakevision.org.uk/wp-content/uploads/2012/11/Eco-resort-Layout-1.pdf>

⁴² for instance, changing the name of the Estate to ‘Carr Lane Business Park’.

has only four infill sites, sufficient only to accommodate up to five years development at past rates, unless additional sites become available.²⁴

Community Views

There is a clear mandate from the community to address the issues covered by the policies and priorities in this section:

- 64% of respondents identified targeting investment to promote, improve and develop the manufacturing base of the Estate as a high priority.
- 72% of respondents identified the need to improve the environment around the Estate as a high priority.
- 55% of respondents identified improving access for the whole community to, and within, the Estate as a high priority.³⁰

Policies

CL1. Local Employment Development

Proposals for local employment development (Use Classes B1, B2, B8 and sui generis) shall be subject to a sequential test, with suitable and available sites within the existing Carr Lane Industrial Estate being the sequentially most preferable. Only if there are no suitable and available sites within the Carr Lane Industrial Estate will proposals for other sites be considered, subject to the proposal being able to demonstrate that it would have no significantly adverse effect upon either the living conditions of occupants of nearby buildings with a residential use or the distinctive character of the area.

CL2. Comprehensive Redevelopment

In the area defined as CL2 on the Proposals Map a comprehensive mixed-use redevelopment scheme, or individual proposals delivered as part of a phased masterplan approach will be permitted, provided that:

- the living conditions of existing residents would be improved;
- the long term needs of businesses would be catered for, and
- any area in need of landscape renewal would be improved.

Priorities

In addition to these policies, *Hoylake Vision* has agreed a number of priorities that it would like to see addressed during the NDP period, but which cannot be delivered directly by planning policies. The relevant agreed priorities here are:

- Improving the environment of the Carr Lane Industrial Estate.
- Targeting investment to promote and develop the manufacturing base.
- Proposals that bring additional jobs to Hoylake will generally be supported.
- Improving access to and from the Carr Lane Industrial Estate near Hoylake Station.

Objectives Met

1, 2 and 6

Policy Compliance

The policies in this section demonstrate general conformity with all relevant national and strategic local planning policies. They provide further detail on the local application of these policies. For more information please see **Table 2: Policy Appraisal** in the **Basic Conditions Statement** which supports the NDP.

6. Making It Happen

How the NDP is “Made”

This draft version of the NDP will be subject to consultation by the local community, which will help to amend and refine its content. This is a major step on the road to having the NDP made and included as an integral part of the development toolkit for securing a successful future for Hoylake. Following this consultation, and once an amended version of this NDP is approved by *Hoylake Vision*, it will be submitted formally to the Council along with a **Consultation Statement** and a **Basic Conditions Statement**. These documents will demonstrate how consultation with Hoylake people has influenced the production of NDP policies and how the NDP accords with all other legal requirements for having it made, including how it fits in with existing strategic local policies and national guidance. The Council will also consider whether the NDP requires a Strategic Environmental Assessment and/or a Habitats Regulations Assessment, which may be required by European Law. The Council will be required to publicise the NDP for a minimum of six weeks.

The NDP will then be checked by an Independent Examiner, who will consider to what extent it meets all of the applicable legal tests. The Independent Examiner may recommend some alterations or amendments, which would then need to be addressed and publicised by the Council, working together with *Hoylake Vision*.

Once the Independent Examiner is satisfied, the Council will arrange for a referendum to be held, at which those within the referendum area will vote to support or reject the NDP. If more than 50% of those voting in the referendum support the NDP, it will have been “made”.

The NDP would then form part of the statutory development plan for the area. Planning applications would be assessed in the light of its policies, alongside existing Council and national policies.

After the NDP is Made

Work should not stop once the NDP is made. It will need to be regularly reviewed and updated (perhaps once every 5 years). The effectiveness of its policies should be judged against how well they are helping to achieve the NDP Vision and Objectives.

It is recommended that *Hoylake Vision* becomes a statutory consultee for planning applications within and adjacent to the NDP area, commenting on these applications in the same way that a Parish Council would.

The NDP also includes a large number of priorities, alongside its policies. These cannot be framed as planning policies but, if they are to be met, they would require proactive measures to be taken, which should be co-ordinated and led by *Hoylake Vision*. These actions should be pursued in parallel with making the NDP and beyond. Such action would involve organising local community and business stakeholders for collective action, lobbying the Council for spending and action, and seeking alternative funding sources and partners.

The inclusion of priorities in the NDP is an important way to crystallise identified community aspirations around a coherent vision, supported by evidence and consultation responses, and integrate them with the formal NDP policies. The inclusion of priorities in the NDP also allows for local consensus to be reached through an extensive consultation regime. Having been forged through such a rigorous process, the priorities will gain status as part of the NDP. This will help to increase their credibility and importance when lobbying for funding and/or seeking delivery partners.

Finally, an important part of the vision for Hoylake relies upon increasing visitor numbers. This will require an active promotion and marketing effort. This need has already been recognised by *Hoylake Vision* and formed a part of the initial consultation exercise (for more detail see the accompanying **Consultation Statement**). A multi-media promotional strategy should be developed and co-ordinated with appropriate partners (including the Council) alongside the NDP, emerging CS policies and any other relevant plans.

Appendix 1: Character Buildings and Features Outside the Conservation Areas

Hoylelake is a predominantly residential coastal town with a distinctive local character derived from its seafaring history and with royal connections. This is evidenced by the survival of historic place names (e.g. The Kings Gap, Stanley Road) and a range of interesting Victorian and Edwardian buildings, which pay tribute to the town's maritime origins (Hoyle Lake) and its early growth as a seaside resort. From its early roots as a fishing village, the prosperity of Liverpool and the advent of the railway line in the late 19th century encouraged more intensive development of substantial houses in the Arts and Crafts style as well as more suburban terraces which make up much of the existing housing stock.

Identification of key buildings and places within the plan area but which lie outside the designated conservation areas brings no additional planning consent requirements but can inform and influence planning decisions in a way that conserves and enhances the local character. Criteria for inclusion in this section, based upon guidance from *English Heritage*, include: age, rarity, quality of design, materials, craftsmanship, historic association and setting which individually or in combination make a positive contribution to the attractiveness of the town. Each item is assessed according to its relevance to Policies DI1 and/or DI2.




This representative list of non-designated local heritage assets supports the NDP and aims to strengthen the importance of local heritage as a material consideration in the planning process.






THIS LIST OF CHARACTER BUILDINGS AND PLACES IS SUGGESTED FOR FURTHER DISCUSSION.





SUGGESTIONS TO ADD OR DELETE ENTRIES WILL BE CONSIDERED DURING THE PRE-SUBMISSION CONSULTATION PROCESS.





01	<p>One of a number of similar alleys, cobbled and with central guttering, giving rear access to older, terraced houses adding a visual contribution and special interest throughout the town. This one is between Marine and Valentia Roads.</p> <p>[Policy DI2]</p>	
02	<p>Group value of early 19th century cottages at Lake Place near the old village centre behind a typical sandstone wall.</p> <p>[Policy DI1]</p>	
03	<p><i>The Lake</i> public house (c.1835) reflects Hoylake's maritime heritage.</p> <p>[Policy DI1]</p>	
04	<p>The disused but interesting and dominant former public conveniences on the beachfront opposite Trinity Road complete with cobbled slipways to both sides.</p> <p>[Policies DI1 and DI2]</p>	


05	<p>35 Market Street (c.1894) is a well-maintained and visually significant property. It features a copper-clad turret, terracotta tile detailing and two interesting cow head wall plaques in relief marking its early use as a butchery.</p> <p>[Policies DI1 and DI2]</p>	
06	<p>The distinctive <i>Plasterer's Arms</i> public house in the old village centre illustrates typical 19th century design and fenestration.</p> <p>[Policy DI1]</p>	
07	<p>Cottages in Grove Place behind a distinctive and characteristic sandstone wall demonstrate group value.</p> <p>[Policy DI1]</p>	
08	<p>Cottages at the junction of Back Sea View with Trinity Road display a sizeable bay window and stone features.</p> <p>[Policy DI1]</p>	
09	<p>The White House, Trinity Road. A charming example of a detached Victorian cottage with a slate roof.</p> <p>[Policy DI1]</p>	

10	<p>The former churchyard of Holy Trinity church (opened 1831) is a treasured community asset containing the graves of members of many local families, including two winners of the Victoria Cross and the legendary golfer John Ball Jr. Original sandstone wall. In need of sympathetic restoration and maintenance.</p> <p>[Policy DI1]</p>	
11	<p>Old Fishermen's Cottages, Sea View. Representative of the Victorian era, they have been lovingly maintained with their original low-pitch slate roofs.</p> <p>[Policy DI1]</p>	
12	<p>Cottages and large, late Victorian red brick corner property (1889) at the spacious, beach end of Trinity Road overlooking the promenade.</p> <p>[Policy DI1]</p>	
13	<p>Long terrace of three storey houses with integral balcony overlooking North Parade providing a distinctive frontal edifice towards the beach.</p> <p>[Policy DI1]</p>	





14	<p>North Parade defines the beach front. The promenade with railings was completed in 1899. The date stone survives further along the sea wall. Former wc building (004) in the distance.</p> <p>[Policies DI1 and DI2]</p>	
15	<p>Detail of a cast iron stanchion and railings, which are a feature along the entire length of the promenade.</p> <p>[Policy DI2]</p>	
16	<p>A good example of the many cast iron road signs which add to the town's sense of history.</p> <p>[Policy DI2]</p>	
17	<p>The former <i>Parade Higher Elementary School</i>, Hoyle Road (built 1909). Now <i>The Parade Community Centre</i>.</p> <p>[Policy DI1]</p>	
18	<p><i>Sanderlings Day Nursery</i>, North Parade, formerly part of the <i>Parade Higher Elementary School</i>.</p> <p>[Policy DI1]</p>	


19	<p>A fine but slightly careworn milestone on Birkenhead Road, dating from 1896.</p> <p>[Policies DI1 and DI2]</p>	
20	<p><i>Mansell's Antiques</i>, Market Street. A pleasing shop front and historic 19th century building in good condition.</p> <p>[Policy DI1]</p>	
21	<p>The distinctive terrace of cottages, set back from and below Market Street at its junction with School Lane, complete with original sandstone boundary wall.</p> <p>[Policy DI1]</p>	
22	<p>The former <i>Market Street School</i> (opened 1891) is now School House Cottages. The conversion to dwellings retained features of the original school, thereby preserving an important link to Hoylake's past.</p> <p>[Policies DI1 and DI2]</p>	

23	<p>Another section of School House Cottages – red brickwork rendered and painted white with black detailing.</p> <p>[Policies DI1 and DI2]</p>	
24	<p>The former <i>Punch Bowl</i> public house (built 1936) retains most of its original stone detailing, including: plinth, string courses, window and door surrounds. A dominant building in Market Street. Any conversion should respect its design and materials.</p> <p>[Policies DI1 and DI2]</p>	
25	<p>Smithy Yard off Market Street (1882) is ripe for sympathetic re-development. Note the sandstone walls and cobbled access.</p> <p>[Policies DI1 and DI2]</p>	
26	<p><i>The Ship Inn</i> is a distinctive former coaching house in a central position on Market Street, which adds to its special character.</p> <p>[Policies DI1 and DI2]</p>	

27	<p><i>Jessie's Yard</i>, Market Street (1882) with a fine Dutch gable, terracotta detailing and fine fenestration.</p> <p>[Policies DI1 and DI2]</p>	
28	<p>The former Doctor's House (1896) provides a good example of bay windows on a residential property and sits behind the only remaining sandstone wall on Market Street.</p> <p>[Policy DI1]</p>	
29	<p><i>St Luke's Methodist Church</i>, Market Street, where the tower is an important element in the street scene.</p> <p>[Policy DI1]</p>	
30	<p>The <i>Welsh Presbyterian Church</i> (c.1905), Alderley Road, and distinctive white painted terrace beyond. The tower is a key contributor to the street scene opposite the Methodist Church across the road.</p> <p>[Policies DI1 and DI2]</p>	

31	<p>The <i>Monte Carlo Restaurant</i> on Market Street retains a Victorian cast iron canopy with bay windows above. [Policies DI1 and DI2]</p>	
32	<p>One of a few pairs of handsome semi-detached villas set back from Market Street, with bay windows a characteristic feature. [Policy DI1]</p>	
33	<p>The appealing Jasmine Cottage (3 Cable Road). A white-painted Victorian property with black quoins and many original features. [Policy DI1]</p>	
34	<p>Former Public Hall, at the junction of Market Street with Albert Road. Red brick with terracotta detailing and gabling. A good example of a late 19th century civic building. Existing development at ground floor level detracts from its character. Future development should respect the original design and materials. [Policies DI1 and DI2]</p>	

35	<p>An alluring example of an Arts and Crafts style villa in Cable Road with fine bay windows to the front and side and Della Robbia detailing (c.1895). [Policy DI1]</p>	
36	<p>One of a number of large and well-built 3-storey terraces: Kranji (1896), Perak (1898) and Raub (1899). Named after places in Singapore and Malaysia, they add interest and substance to similar properties in Queen's Road. Note the terracotta pressed brick detail below the guttering. [Policies DI1 and DI2]</p>	
37	<p>Former gas works building, Carr Lane. Parapetted gables, kneelers and ball finials provide character. Capable of sympathetic re-development. [Policies DI1 and DI2]</p>	
38	<p>New Hall Farmhouse, Carr Lane. Built as part of Lord Stanley of Alderley's estate. [Policies DI1 and DI2]</p>	

39	<p>New Hall Farm buildings. Note the Eagle and Child motif (crest of the Stanleys of Alderley). If the buildings are demolished then the crest should be saved as a reminder of Hoylake's agricultural past. [Policies DI1 and DI2]</p>	
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





Schedule of Maps

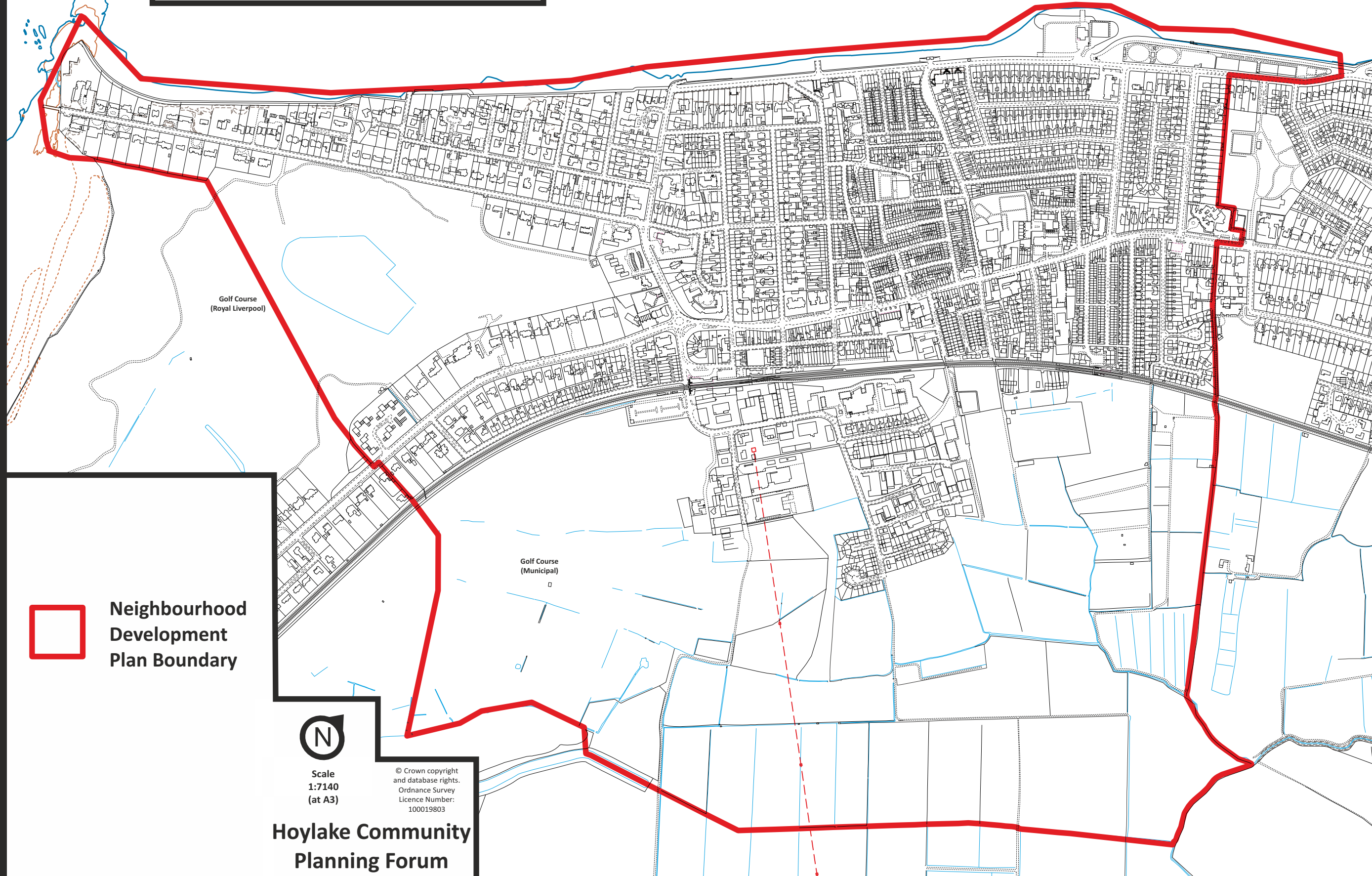
Map 1
The Neighbourhood Development Plan Area


Hoylake Neighbourhood Development Plan 2015-2020

Map 1: The Neighbourhood Development Plan Area

COMMON KEY

	Neighbourhood Development Plan boundary		Water
	Overhead features		Building, fence or wall
	Rock		Edge of path or track
	Sand dunes		Edge of public road
	Mean high water level		Electricity transmission line
	Slopes and vegetated dunes		



 **Neighbourhood Development Plan Boundary**



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(at A3)

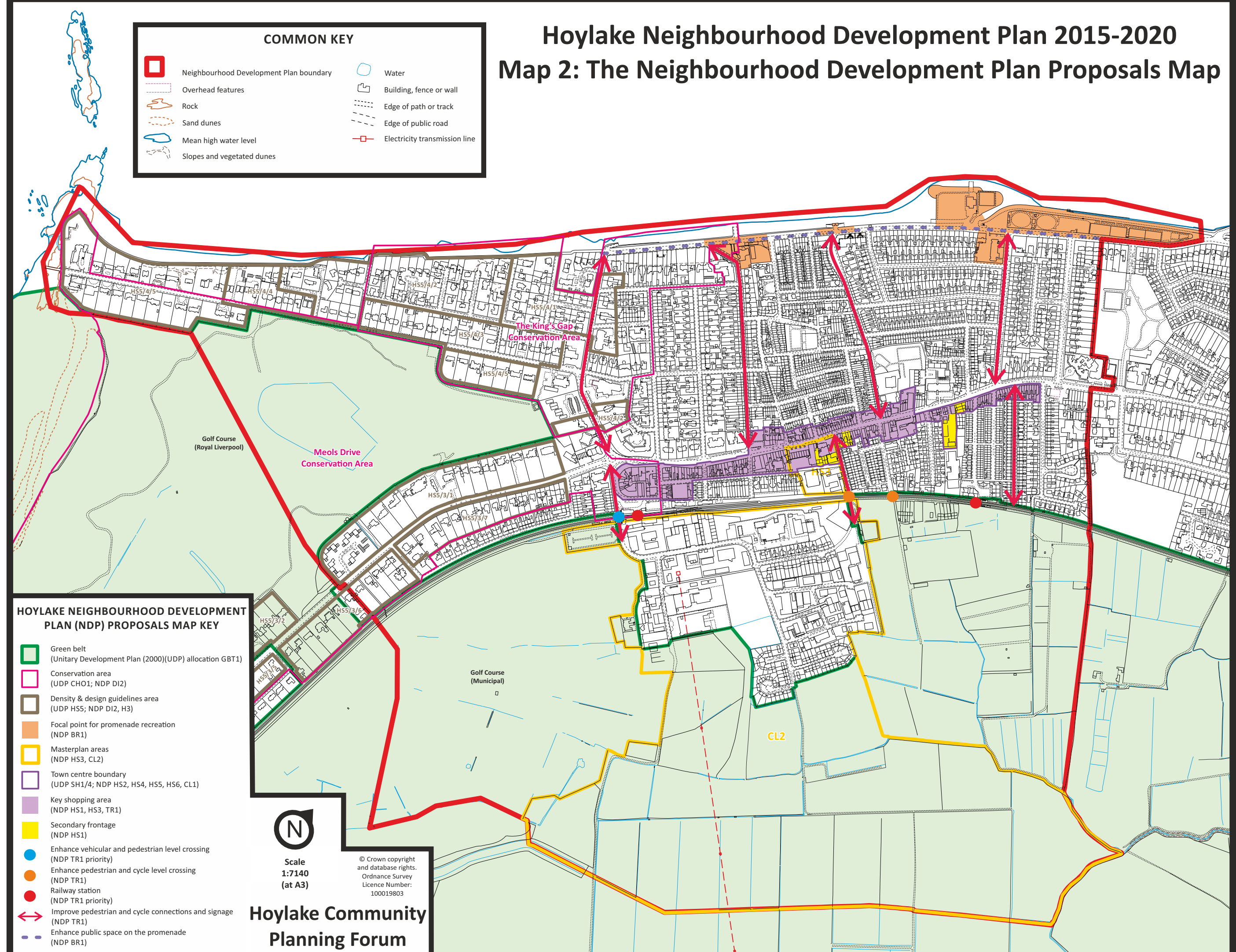
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**Hoylake Community
Planning Forum**

Map 2
The Neighbourhood Development Plan Proposals Map

Hoylake Neighbourhood Development Plan 2015-2020

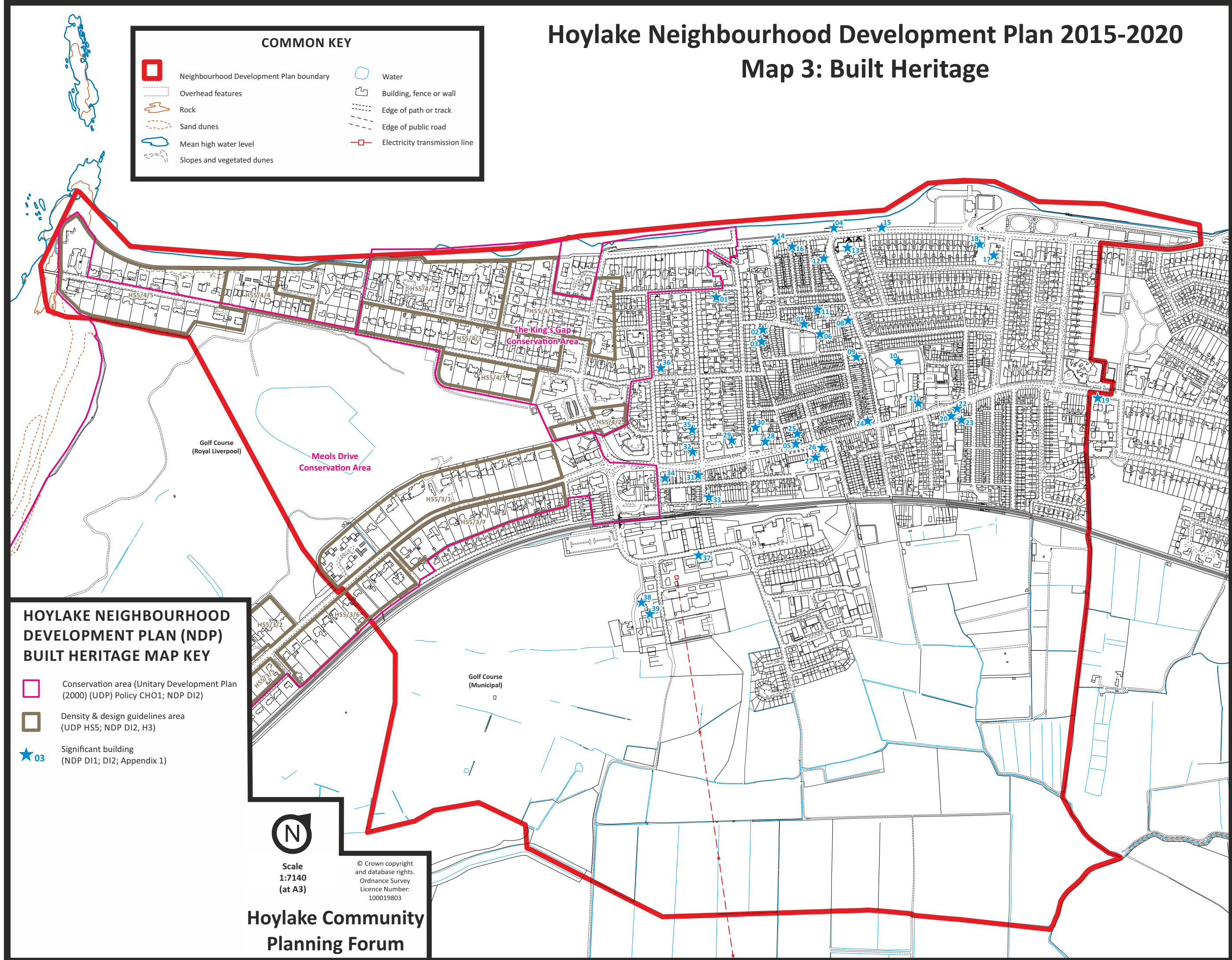
Map 2: The Neighbourhood Development Plan Proposals Map



Map 3
Character Buildings

Hoylake Neighbourhood Development Plan 2015-2020

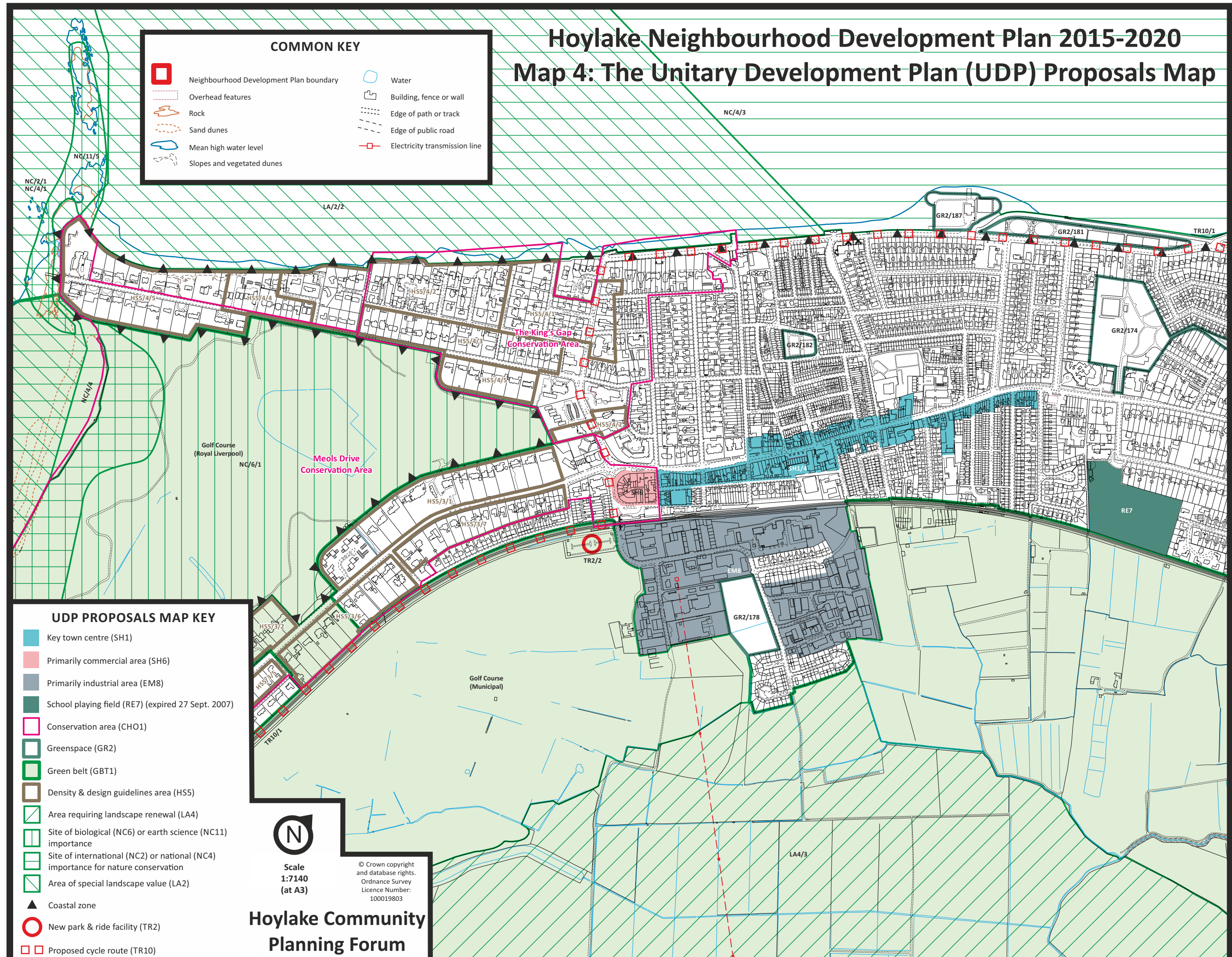
Map 3: Built Heritage



Map 4
The Unitary Development Plan Proposals Map

Hoylake Neighbourhood Development Plan 2015-2020

Map 4: The Unitary Development Plan (UDP) Proposals Map



Map 5
Hoylake Town Centre Use Classes Map

Hoylake Neighbourhood Development Plan 2015-2020

Map 5: Hoylake Town Centre Use Classes Map



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TOWN CENTRE USE CLASSES KEY

■ A1 (retail shops)	■ B8 (distribution)	■ D2 (assembly and leisure)
■ A2 (financial & professional services)	■ C1 (hotels)	■ sui generis
■ A3 (cafes and restaurants)	■ C2 (residential institutions)	□ Town Centre Boundary
■ A4 (pubs and bars)	■ C2A (secure residential institutions)	■ Key Shopping Area
■ A5 (hot food takeaways)	■ C3 (dwellings)	■ Secondary Frontage
■ B1 (offices and industrial processes)	■ C4 (houses in multiple occupation)	
■ B2 (light industrial)	■ D1 (non-residential institutions)	

Hoylake Community Planning Forum

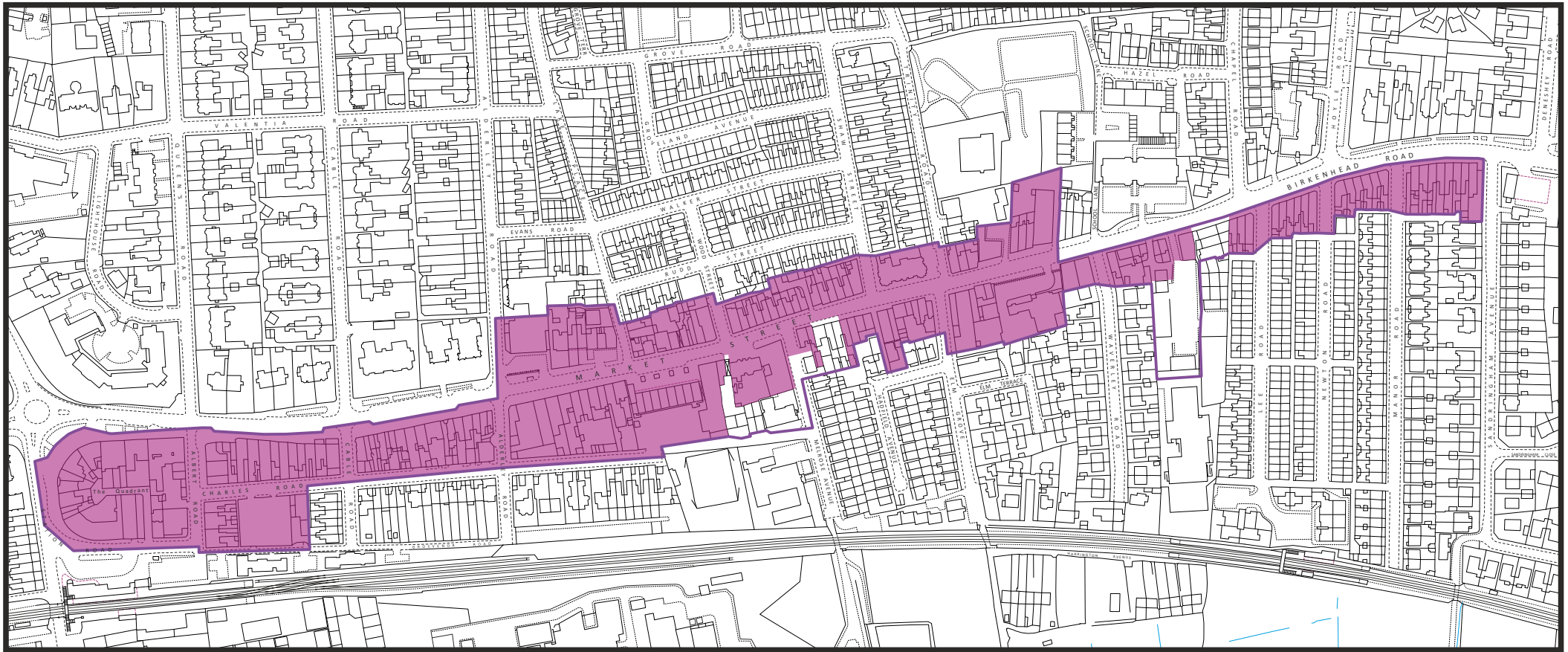


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Map 6
Key Shopping Areas

Hoylake Neighbourhood Development Plan 2015-2020

Map 6: Key Shopping Areas



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TOWN CENTRE USE CLASSES KEY

■ A1 (retail shops)	■ B8 (distribution)	■ D2 (assembly and leisure)
■ A2 (financial & professional services)	■ C1 (hotels)	■ sui generis
■ A3 (cafes and restaurants)	■ C2 (residential institutions)	□ Town Centre Boundary
■ A4 (pubs and bars)	■ C2A (secure residential institutions)	■ Key Shopping Area
■ A5 (hot food takeaways)	■ C3 (dwellings)	■ Secondary Frontage
■ B1 (offices and industrial processes)	■ C4 (houses in multiple occupation)	
■ B2 (light industrial)	■ D1 (non-residential institutions)	

Hoylake Community Planning Forum



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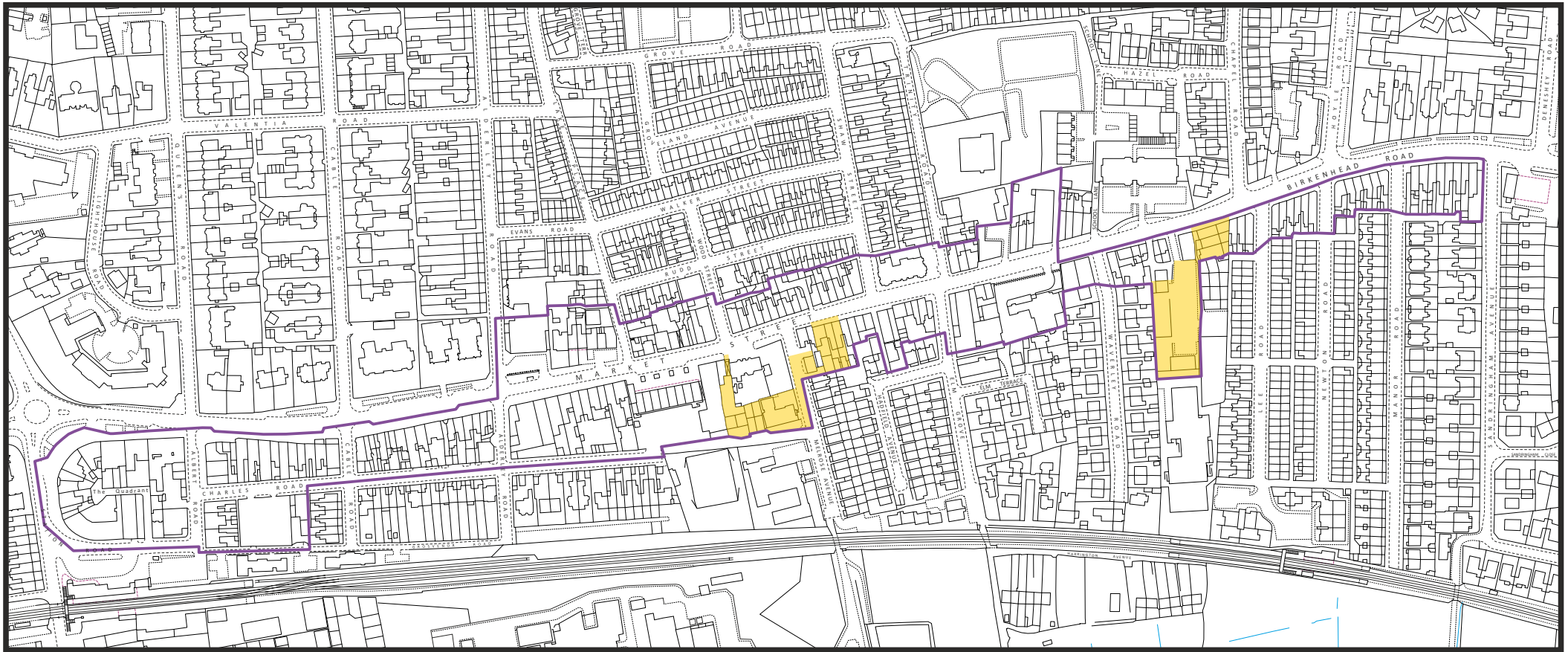
METHODOLOGY

Buildings or plots in Use Classes A1, A2, A3, A4, and A5
This plan supports Hoylake Neighbourhood Development
Plan Policies HS1, HS2, HS4, HS5 and HS6.

Map 7
Areas of Secondary Frontage

Hoylake Neighbourhood Development Plan 2015-2020

Map 7: Areas of Secondary Frontage



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TOWN CENTRE USE CLASSES KEY

 A1 (retail shops)	 B8 (distribution)	 D2 (assembly and leisure)
 A2 (financial & professional services)	 C1 (hotels)	 sui generis
 A3 (cafes and restaurants)	 C2 (residential institutions)	 Town Centre Boundary
 A4 (pubs and bars)	 C2A (secure residential institutions)	 Key Shopping Area
 A5 (hot food takeaways)	 C3 (dwellings)	 Secondary Frontage
 B1 (offices and industrial processes)	 C4 (houses in multiple occupation)	
 B2 (light industrial)	 D1 (non-residential institutions)	

Hoylake Community Planning Forum



Scale
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METHODOLOGY

Three or more adjacent buildings or plots in Use Classes B1, B2, B8, C1, C2, C3, D1, D2 and sui generis. This plan supports Hoylake Neighbourhood Development Plan Policies HS1, HS2, HS4, HS5 and HS6.

Map 8
Open Spaces

Hoylake Neighbourhood Development Plan 2015-2020

Map 8: Open Spaces

