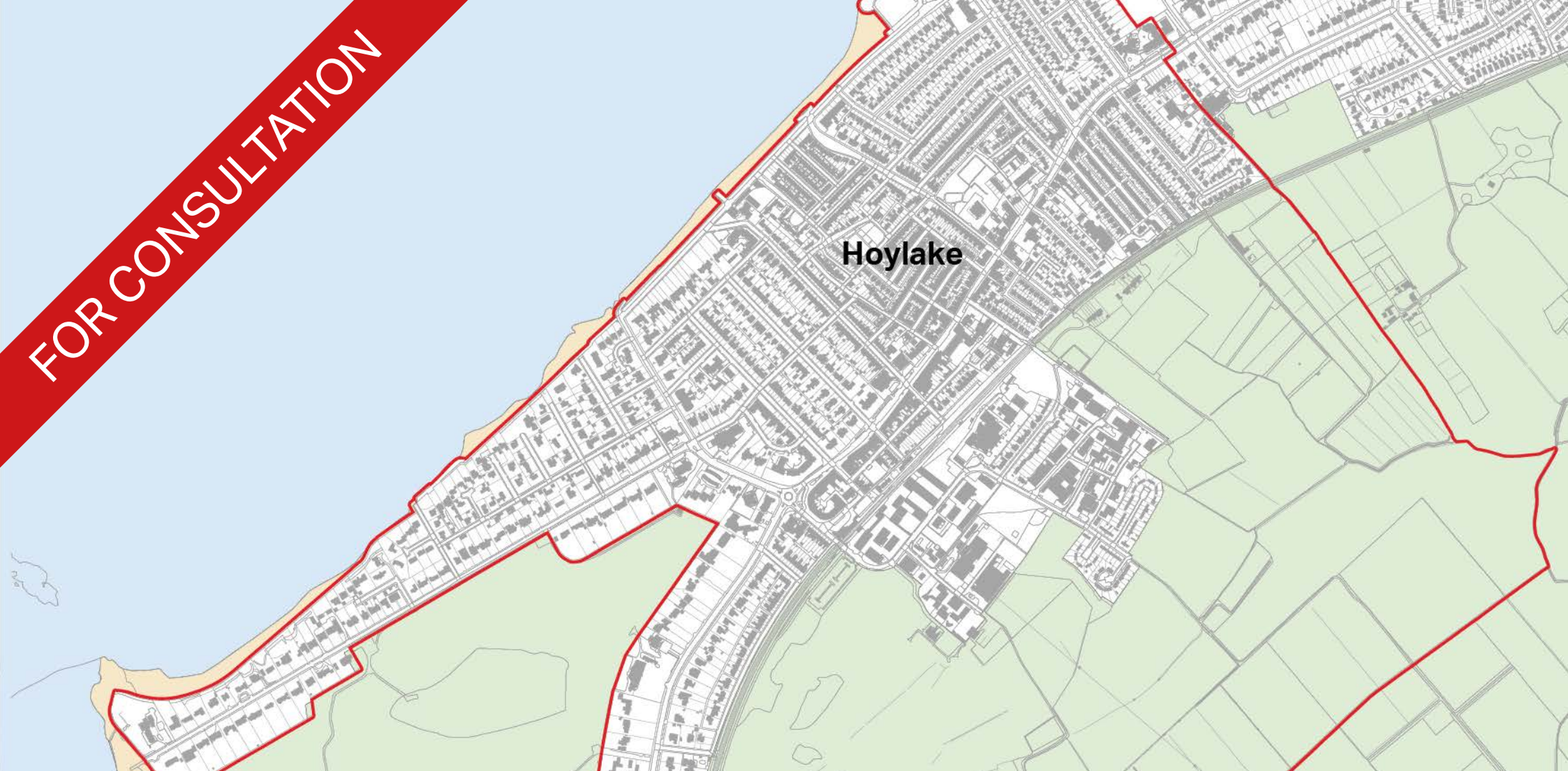


FOR CONSULTATION



# HOYLAKE

## DESIGN GUIDE & CODES



**AECOM**

**March 2022**



Quality information

Document name	Ref	Prepared for	Prepared by	Date	Approved by
Hoylake Neighbourhood Plan Design Codes	DR-10785	Hoylake Neighbourhood Planning Forum Management Group (Hoylake Vision)	Ilja Anosovs, Elliot Joddrell, Nick Beedie AECOM	November 2021	Lee Wood AECOM

Revision History

Issue no.	Issue date	Details	Approved by	Position
1	14 Feb 2022	For sign-off	Mark Howard	Hoylake Vision Chair
			Nigel Blacow	Hoylake Vision Management Group
			Chris Moore CBE	Hoylake Conservation Areas Association Chair
2	17 March 2022	Final issue		

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# Executive summary

This Hoylake Design Guide & Codes document is an important, more specific companion to the Hoylake Masterplan which presents a vision for the town's development based on consultation held so far.

A design code is a set of simple, concise, illustrated design requirements to provide specific detailed parameters which govern the physical development of the area. It aims to give coherent and consistent guidance which developers and householders should apply when preparing any development proposal.

This document complements and supports the Hoylake Neighbourhood Masterplan (2021). It sets out the unique characteristics and features which define Hoylake as a coastal town of historic significance and is a first step in setting out design rules and requirements to be followed within all planning applications.

This Design Guide promotes sympathetic development. It steers developers and householders to address all the issues raised **before** submitting a planning application and the criteria against which applications will be assessed. It is pro-development. Quality is paramount and

change must make a positive contribution.

The main sections of this document are:

## **1. Introduction**

## **2. Townwide Analysis – An Evaluation**

This section describes the history and heritage of the town and its location, its buildings, its spacious landscape which make up its character and features which are worthy of conservation.

## **3. Character Codes**

The main areas are listed as Meols Drive/ Kings Gap Conservation Areas and Market Street/Town Centre. Particular emphasis is placed on respecting existing density, plot size, street types, architecture and materials which define the charm and character of the area.

## **4. Design Guidance**

This section provides guidance on the design of residential development that applicants for planning permission in the neighbourhood area will be expected to address. It covers: distinctiveness, streets and space, building

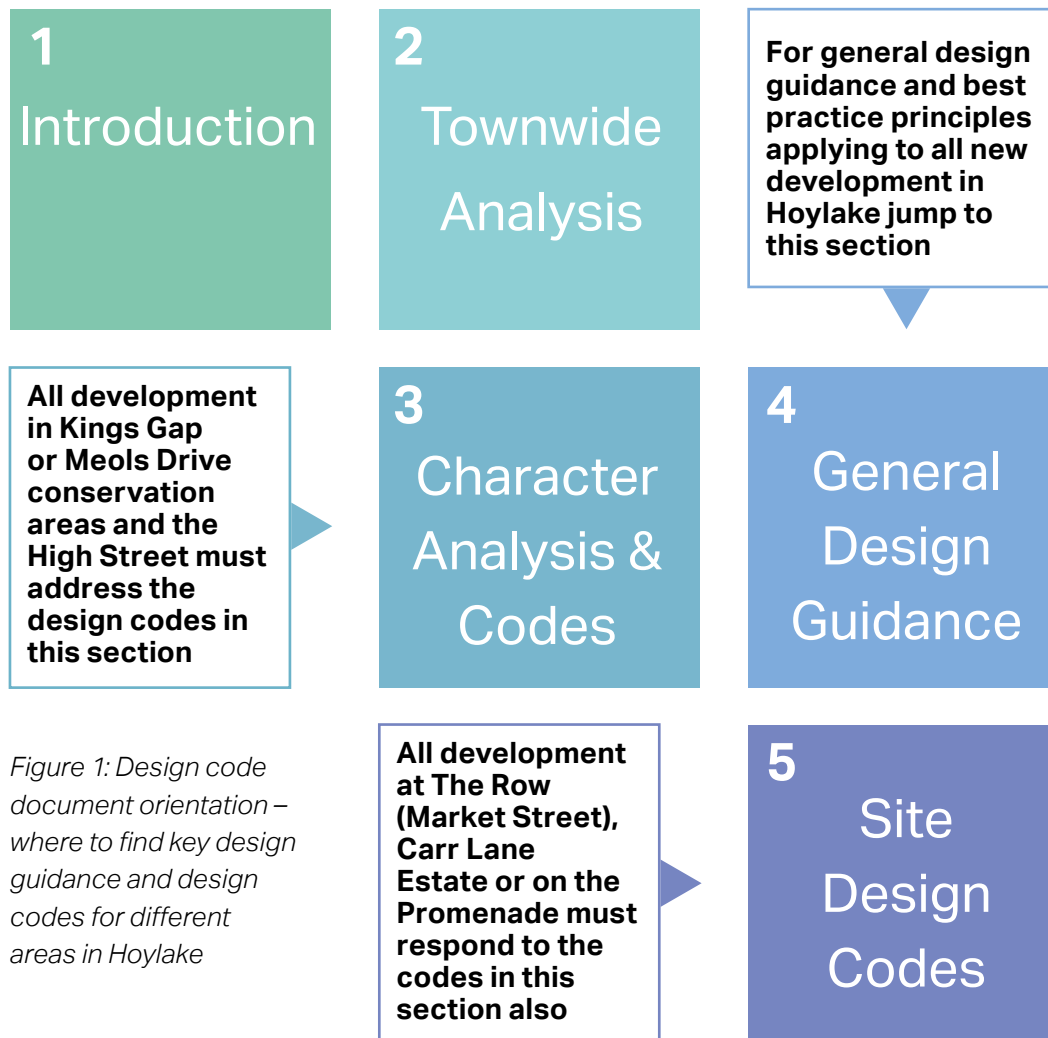


form, scale and massing, density, buildings and homes, materials and detailing, conservation and climate change.

## 5. Site Design Codes

These cover 3 specific areas – The Row, Carr Lane and the Promenade. These are intended to capture the aspirations of the community and these projects will only be realised with local desire and support.

Residents, businesses, developers and local interest groups are invited to contribute to ongoing development of this design code and the Masterplan. Together, these documents provide a baseline for a clearer understanding of Hoylake and how best to approach future development in different situations. Such documents cannot possibly give all the answers but should be used to inform further ideas and developments. It is pro-character, heritage and infrastructure. It is pro-sustainability, pro-reuse and recycle. It supports the right kind of development in the right place. The language is specific (must, should, can) and so instructions will be addressed as such.



*Figure 1: Design code document orientation – where to find key design guidance and design codes for different areas in Hoylake*

Figure 2: Photographs of Hoylake showing a range of physical features that contribute to the 'sense of place' in and around this attractive coastal town



# Introduction

1

## 1.1 Introduction

This Design Guide has been created to ensure new development is in-keeping with the character of the town, especially the Victorian and Edwardian character. It is especially important that development is reflective of the character of the conservation areas. It covers the whole town area and includes design codes for 'Masterplan Areas' from the Made Plan.

## 1.2 Background

Hoylake has a diverse built environment including two Conservation Areas. It also has a vitally important landscape context of coastline and wetlands/floodplain surrounding the town.

To fully understand the importance of the two Conservation Areas and other areas a character study is included in section three. This study informs design recommendations that will support and uphold the heritage value of these two key areas and Market Street. Likewise, reference is made to local landscape character assessment and how this relates to the settlement edges and how overall it informs the sense of place and new infill site development.

In addition, two site specific design codes for two major area allocations – The Row and The Carr Lane Industrial and Residential Areas are included. The area allocations are strategic and follow on from the Hoylake Masterplan and the extant NDP. Furthermore, The Promenade was identified as a key opportunity site through a consultation process undertaken for the Hoylake Masterplan and Design Guide and codes.

## 1.3 Aims and objectives

To ensure new development is:

1. In-keeping with the character of the town, especially Victorian and Edwardian character;
2. Reflective of the character of the two conservation areas and upholds the heritage value of these two areas;
3. Responsive to the landscape character of the town's surroundings and edges; and
4. Designed in accordance with the briefs set out in the Masterplan Sites and Opportunity Area design code;
5. Protective of Hoylake's historic character and attractiveness as a coastal town to be enjoyed by residents and visitors alike.
6. Supporting innovative place-making on key development sites and opportunity areas

## 1.4 Process and Engagement

Two town-wide site visits and photographic surveys were conducted on **19 February 2020** and **10 July 2020**. Regular meetings were held with Hoylake Community Planning Forum (Hoylake Vision) throughout the process (often bi-monthly).

Public and stakeholder consultation was also carried out to inform the Hoylake Masterplan. PLACED were commissioned to deliver key parts of this local engagement, which sought to better understand what the local residents thought should happen in three key areas: the town centre (including a possible town square); the beach and promenade; and the Carr Lane Estate.

The consultation was primarily delivered online in and the Hoylake Social Pinpoint website was open for comment from July to October 2020. An online Zoom workshop was also delivered by PLACED.

The Hoylake Conservation Area Association were also consulted on issues and opportunities for the design guidance to address the two conservation areas and their important contexts.

## 1.5 Local planning context and policy

The Wirral Metropolitan Borough Council is the local authority. The development plan for the area currently comprises:

- 'Made' Neighbourhood Plan (2016-2020)
- The Wirral Unitary Development Plan (UDP), adopted February 2000
- The Joint Waste Local Plan for Merseyside and Halton (JWLP), adopted July 2015

Wirral Metropolitan Borough Council (WMBC) is at an advanced stage in preparing its Local Plan (LP) to cover the period from 2020 to 2037. It is timetabled for adoption in mid-2022.

The Hoylake Vision 'made' Neighbourhood Plan, adopted by referendum in December 2016, sets out objectives, priorities and policies that continues to carry weight until replaced. This design guide and codes accords with these.

The Hoylake Masterplan (2021) is a companion document to this Design guide and codes. Like this document the aim is that it becomes part of an updated neighbourhood plan, aligned with the new Local Plan, that will run for the next 5 years.

Key Local Guidance documents	Date
Wirral Landscape Character Assessment	2019
Proposed Residential Development SPD	TBC - under preparation to support the Core Strategy Local Plan

**Table 01:** Key local planning a policy and guidance documents

Hoylake Neighbourhood Plan documents	Date
Neighbourhood Development Plan	2016-2020 (continues to carry weight until replaced)
Hoylake Neighbourhood Masterplan	2021 (currently published on Hoylake Vision website for continuing consultation)

**Table 02:** Neighbourhood Plan companion documents



## 1.6 Who should use the guide

This Design Guide and Codes should be a valuable tool in securing context driven, high-quality and sustainable development in Hoylake. It will be used in different ways by different participants in the planning and development process, as summarised in the table opposite.

It should be used as part of a process of co-design with the involvement of local people that seeks to understand and takes account of local design preferences and expectations of design quality from developers. The guidance and codes can help to facilitate conversations on the design topics that will help to align expectations and help to balance the approach to a range of locally important issues.

This document will not secure optimum design outcomes automatically by itself but should help to prevent many of the worst outcomes by providing direction to developers and a voice to local residents on design in the planning process.

Potential users	How they will use the design guide and codes
<b>Applicants, developers, &amp; landowners</b>	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
<b>Local Planning Authority</b>	As a reference point, embedded in policy, against which to assess planning applications.  The Design Guidelines should be discussed with applicants during any pre-application discussions.
<b>Parish Council or Neighbourhood Plan Group</b>	As a reference point embedded in policy, against which to assess planning applications in making comments.
<b>Community groups &amp; Local Residents</b>	As a tool to promote community-backed development and to inform comments on planning applications.
<b>Statutory consultees</b>	As a reference point when commenting on planning applications.

**Table 03:** Who should use the guide

# Townwide Analysis

## 2.1 The Neighbourhood Area

Hoylake is a coastal town within the Metropolitan Borough of Wirral, Merseyside, England. The town is located at the north western corner of the Wirral Peninsula, near to the town of West Kirby and where the River Dee estuary meets the Irish Sea.

The neighbourhood area is designated as shown in the plan on the following page (red line). There is also a proposed update to the boundary in the emerging neighbourhood plan (dashed red line). The population of Hoylake & Meols ward area is approximately 13,350 people (2011 census).

The Greenbelt is drawn tightly around the main built area of the town. Elements of the town such as the municipal golf course, a few small housing terraces and arable farmland lie within the Greenbelt.

The allocated sites are within the town boundary. The Row (site HS3) is the smaller of the two and sits adjacent to Market Street. Carr Lane (site CL2) covers the whole of the existing Industrial Estate to the south of the railway line, surrounded by the Greenbelt.



Figure 3: Photographs (clockwise from top) Land south-west of CL2, CL2 and 'The Row'



Figure 4: Green belt, conservation areas, Neighbourhood plan & Sites boundary



## 2.2 The History of the Area

Hoylake, originally known as Hyle or High-lake (then Hoyle Lake) originally referred to a channel of water between Hilbre Island and Dove Point which was protected by a wide sandbank known as Hoyle Bank and with a water depth of between 15 and 30 feet. The lake provided a safe anchorage for ships too large to sail up the Dee to Chester. This was the probable location of departure for multiple Kings armies crossing to Ireland in C17.

Today's township grew up in C19 around the small fishing village of Hoose meaning 'hollows'. The principal inhabitants of Hoose, in and around the location around what is now Grove Park, were noted as boatmen and fishermen, who often showed great courage and swiftness in rescuing mariners from annually occurring shipwrecks on the large banks of sand extending for miles on the north-west side.

### Early settlement/ Georgian/ Victorian (C19)

Place names:

- Hoose
- Hoylake
- Little Meolse

Buildings:

- Station/ Hotels
- Lighthouse
- Life Boat House

Streets:

- Kings Gap
- Market Street
- Warren Terrace

Open spaces:

- The Grove
- Lake Place
- Race Course

### Victorian growth post railway (late C19)

Noted additions to the built form and character:

- Development of large houses on large plots along Stanley Road and Meols Drive;
- Larger terraces developed on Queens, Cable and Alderley Roads;
- Smaller terraces developed between Shaw Street and Lake Place; and
- Royal Liverpool golf course replaces race course; Gas works south of the railway.

### Victorian / Edwardian Growth (early C20)

Key additions to the built form and character:

- Development of semi-detached houses and terraces on Lee, Newton and Manor Roads;
- The Quadrant buildings by the Town Hall;
- The North Parade now connects from Kings Gap to Church Road and beyond;
- Further developments completed between Stanley Road and the coast; and
- Electricity Works/ golf course.



Figure 5: Ordnance Survey map (1871, published 1881)



Figure 6: Ordnance Survey map (1897, published 1899)



Figure 7: Ordnance Survey map (1908, published 1913)





Figure 8: Ordnance Survey map (1938-48)

### Inter-war suburban expansion (to mid-C20)

Key additions to the built form and character:

- Development of detached houses on North Parade, Dovedale and Avondale Roads;
- Refuse disposal works on Carr Lane;
- Numerous sports grounds, allotments and recreation areas provided to the south of the railway line; and
- By this mid C20 stage the core settlement is largely 'complete' in terms of the notable good character that remains today bar some later half C20 intensification, infill and arrival of some apartments, stores, and modern homes.

## 2.3 Built form and heritage

Following clues from the historic maps we can better analyse the remaining historic fabric today and reveal core characteristics (good or bad) and where they are likely to apply throughout the different built areas of the town.

This can help to guide any future patterns of development, whether small scale infill or regeneration of unsuccessful parts of the town, in order to help develop a strong 'sense of a place' that is rooted in history.



**Lighthouse guidance:** The existing urban fabric is a local design resource to be used to identify different eras / precedents and explore their specific characteristics, according to period, style and layout. New development should respond to local character and identity or justify why not, e.g. special use or construction requirements, excellent sustainability credentials or high quality design that is of its place and time or has innovative value.



### Typical Victorian features and details:

- Victorian features:
- Coloured brickwork
- High pitched roof
- Ornate gable trim
- A brickwork porch
- Front door to the side of the façade
- Narrow hallway
- Stained glass windows
- Bay windows to sit in
- Elaborate design details reflecting wealth

### C19/C20 (turn of the century) Edwardian

- Houses built in a straight line
- Red brickwork
- Porch with wooden frames
- Mock-Tudor cladding and timbers at the top of the house
- Wide hallway
- Parquet wood floors
- Wider, brighter rooms
- Simple internal decorative features
- Influenced by Arts and Crafts movement

### Later additions / Contemporary styles

- Semi-detached suburban homes laid out in a regular fashion to the east of the area;
- 3.5 storey apartment blocks on main streets - these are some of the less characteristic additions due to scale and pastiche details;
- Infill development, including; redevelopment of buildings on plot; extensions; and building or redevelopment of secondary buildings on plot to the rear or side on larger plots.



Figure 9: Plan showing areas of different urban grain in the town's figure ground plan, highlighting different types and periods of development

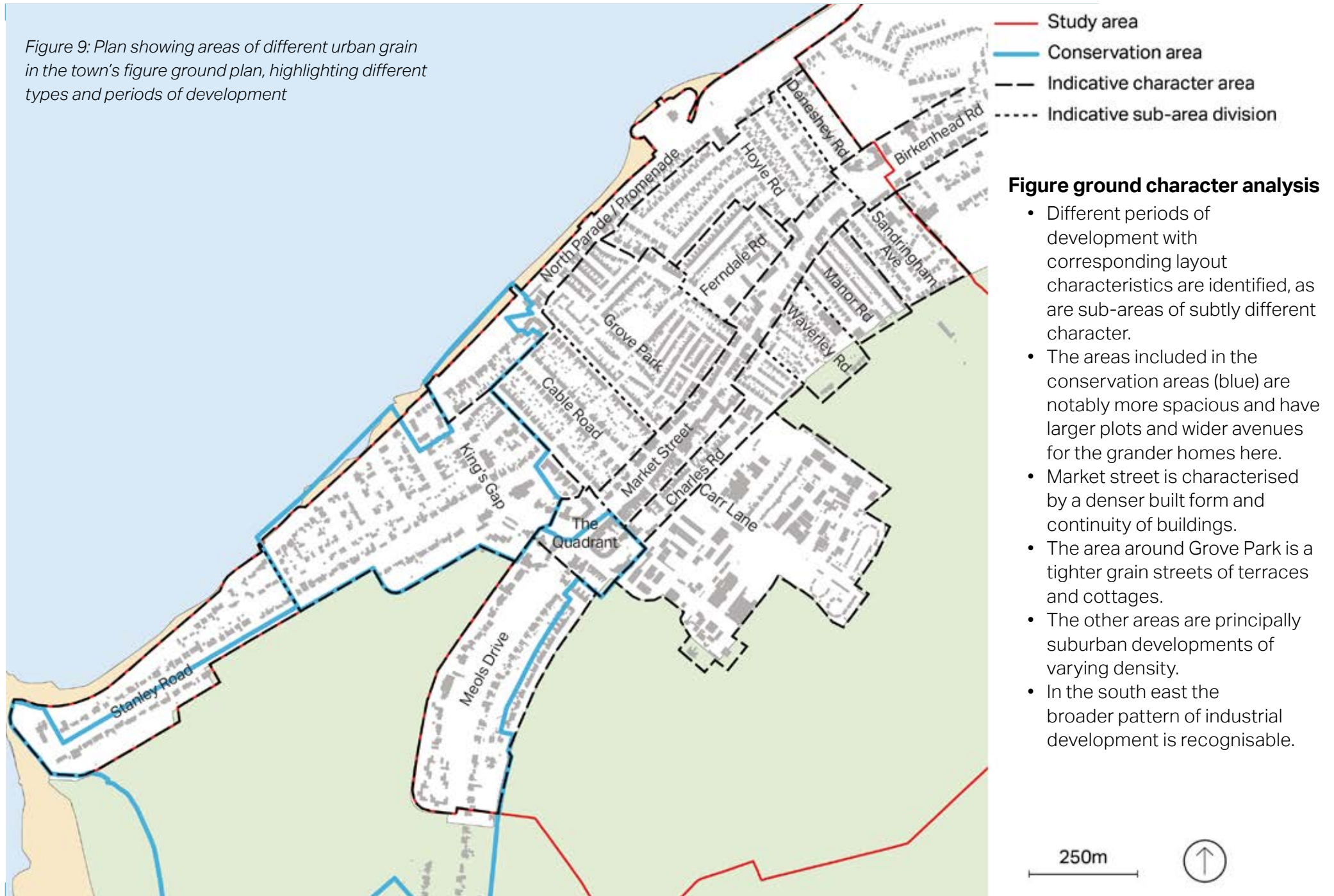
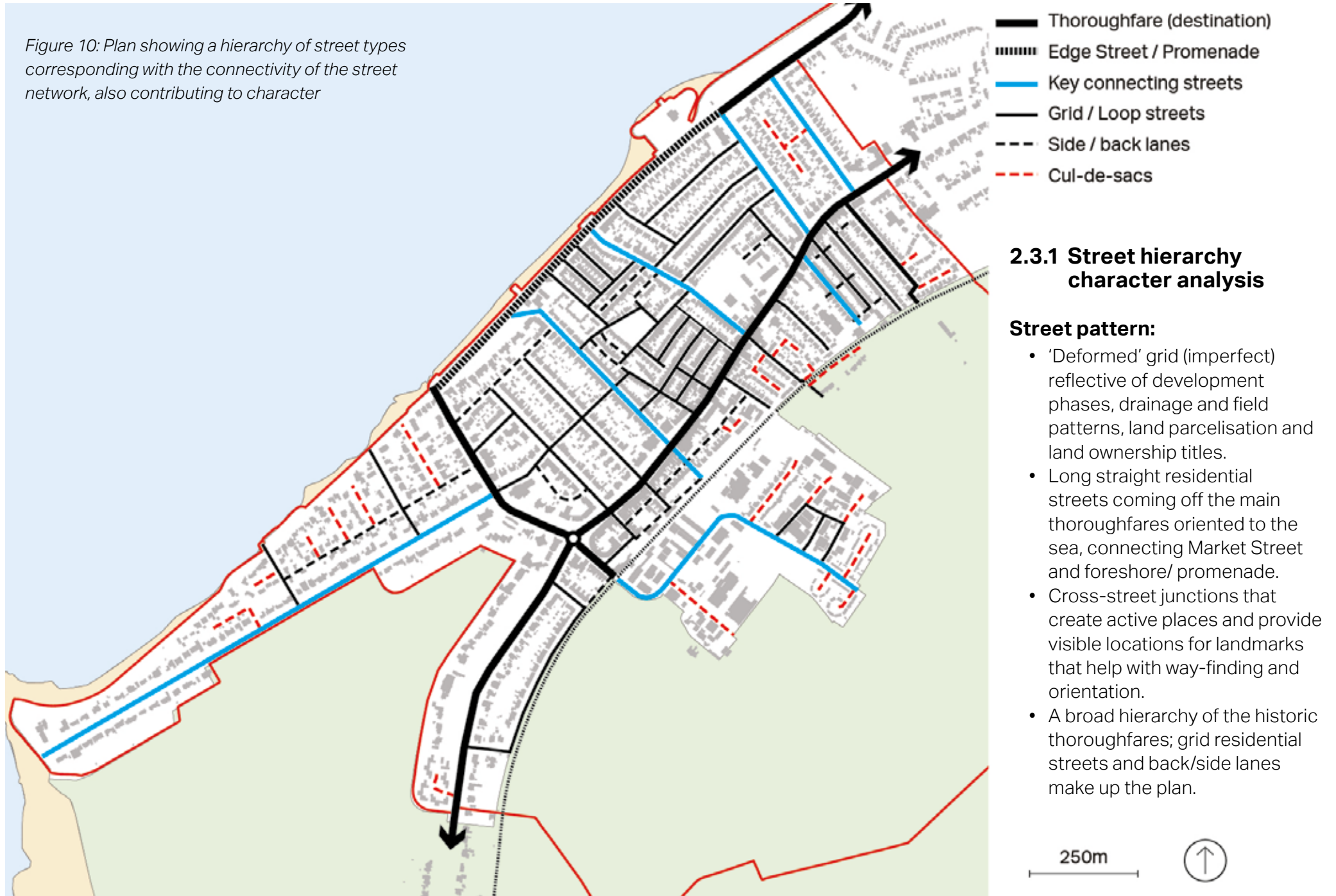


Figure 10: Plan showing a hierarchy of street types corresponding with the connectivity of the street network, also contributing to character







### Key Thoroughfare: Market Street

- Long, sinuous high street
- Local widening and narrowing
- On-street parking in segments
- Mixed-use/residential frontage
- No/ minimal building set-backs
- Rich detail, varied built-form
- Street trees / trees on plot
- Boundary walls for residential plots that meet the public realm



### Type: Connecting Streets

- Long, straight connectors
- Connected to thoroughfare
- Medium carriageway section
- On-street parking dominates
- Attached residential frontages
- Short (3-5m) building set-backs
- Variety of house types/ periods
- Street trees and hedges/plants
- Typical length: 250m - 400m
- Flanked by 1.5m footways



### Edge Street: North Parade

- Long, straight segment
- Wide carriageway section
- On-street parking dominates
- Residential/ community frontage
- Varied, elevated home set-backs
- Variety of house types/ periods
- Some hedgerows and planting
- Length: approximately 1km
- Alongside wide promenade



### Type: Side/Back lanes

- Long, straight rear/side lanes
- Connected part of street grid
- Narrower carriageway section
- On-street parking/rear access
- Residential frontage / rear plot
- Consistent building set-backs
- Variety of house types/ periods
- Street trees and masonry walls
- Typical length: 50m - 150m



### Type: Grid/Loop pattern

- Short, straight segments
- Narrow carriageway section
- On-street parking dominates
- Attached residential frontages
- Short (2-3m) building set-backs
- Variety of house types/ periods
- Trees, hedgerows and planting
- Typical length: 125m - 250m
- Flanked by 1.5m footways



### Type: Cul-de-sac

- Short, straight segments
- Connected to grid or loop
- Medium carriageway section
- On-street parking/ plot access
- Residential/ community frontage
- Set-backs form courtyard space
- Variety of house types/ periods
- Some hedges, trees / planting
- Typical length: 30m - 90m

### 2.3.2 Conservation Areas

There are two designated conservation areas adjacent to each other within the neighbourhood area as outlined on the map overleaf. These are Meols Drive and The Kings Gap, both consisting of mainly grand C19/ C20 housing on large plots relating to their named key streets (plus Stanley Road) and including landscape areas (coastline and golf course).

### 2.3.3 Listed buildings

There are six listed buildings and structures within the Hoylake neighbourhood area (see adjacent plan for locations). Only two are outside of the above named Conservation Areas.

The Listed Buildings are as follows;

- **Drinking fountain** at west end, Meols Parade (1901, Grade II)
- **Valentia Lighthouse and Keeper's house** (1865, Grade II)
- **Church of St Hildeburgh** (1897-9, Grade II)
- **Former Barclays Bank** 52a Market Street (1900s, Grade II)
- **United Reform Church** (1906, Grade II)
- **Hoylake railway station** (1938, Grade II)

### 2.3.4 Character buildings: A Local List

There are non-designated heritage assets 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, and Jessie's Yard) but are not listed. 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) that enjoy no protection either. These elements should be formally acknowledged in a Local Listing under the authority of the NDP but approved by the Local Authority to ensure that their significance is taken into account despite not enjoying statutory protection.

Key heritage assets within the neighbourhood area that lie outside the designated Conservation Areas are nonetheless of value to residents and the sense of place. These are:

- i. Kings Gap CA (adjacent): 01, 36
- ii. Market Street Area: 05, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35
- iii. Promenade: 04, 12, 13, 14, 15, 16, 17
- iv. Remaining (Lake place/Grove Park): 2, 3, 6, 7, 8, 9, 10, 11
- v. Carr Lane Area: 37, 38, 39

See Neighbourhood Development Plan Built Heritage map (appendix) and building listings.





Figure 11: Plan showing statutory listed buildings and character buildings according to a local list



## 2.4 Landscape character and open space

### 2.4.1 Landscape Character Types

The following landscape character types (LCT) provide the setting to the town as set out by the Wirral Landscape Character Assessment (2019).

#### Coastal Edge (LCT 1a)

A narrow strip of open coastal landscape along the north shore of Wirral. Selected 'Key Characteristics' / 'Valued Landscape Attributes' from Wirral Landscape Character Assessment October 2019:

- Marine-influenced habitats, including sand dunes, saltmarshes, intertidal mudflats, maritime cliff and slopes and reedbeds extend along the foreshore;
- Large links-style golf courses are a distinctive feature. The Royal Liverpool Golf Course is designated as part of Meols Drive Conservation Area; and
- Despite surrounding coastal settlement, the area retains a sense of remoteness with strong sensory characteristics including the contrasting colour and texture of habitats and changing sea moods – enhancing the dynamic 'sense of place'.

#### Birket River Floodplain (LCT 2a)

The Birket River Floodplain lies in the north-west of the Wirral peninsula. It is a flat open area of mixed farmland, with a geometric field pattern defined by watercourses. Selected 'Key Characteristics' / 'Valued Landscape Attributes' from Wirral Landscape Character Assessment (2019):

- Flat, low-lying farmland inland from the coast generally between 5m and 10m AOD; the flat landscape provides an open character, with views across rural farmland; The geometric pattern of streams and drainage ditches add interest;
- Numerous tributary streams and ditches drain the surrounding farmland into the engineered River Birket. Field ponds are common and man-made pools from former quarrying and industry, many of which contain priority habitat reedbeds;
- Ecologically important grassland and wetland habitats associated with the River Birket and its tributaries, man-made ponds and ditches which provide important habitats for birds and are valued locally and nationally as Local Wildlife Sites and SSSI; and
- Recreational value including woodlands, playing fields, caravan parks and public rights of way which enable enjoyment of the landscape.

#### Foreshore and Coastal Waters (LCT 5a)

The North Wirral Foreshore and Coastal Waters SCA comprises the coastal waters off the north Wirral coast, extending from the shoreline to the borough boundary in Liverpool Bay, a maximum of 18km from the shore. The area includes the East Hoyle Bank. Selected key characteristics from Wirral Landscape Character Assessment October (2019):

- Sand dunes and a wide sandy foreshore along the length of the frontage provide natural protection to the settlements of Hoylake, Moreton, Leasowe, Wallasey and New Brighton as well as the golf clubs along the coast. Nascent sand dunes forming to the front of coastal defences give them a more natural appearance;
- Mudflats, sand flats and saltmarshes are important as breeding grounds and overwintering sites for a range of wildfowl, wading and migratory bird populations, reflected in overlapping international designations;
- Expansive and spectacular views over the open water of Liverpool Bay and adjacent estuaries; and
- Wide sandy beaches fronting coastal towns are tourism draws.



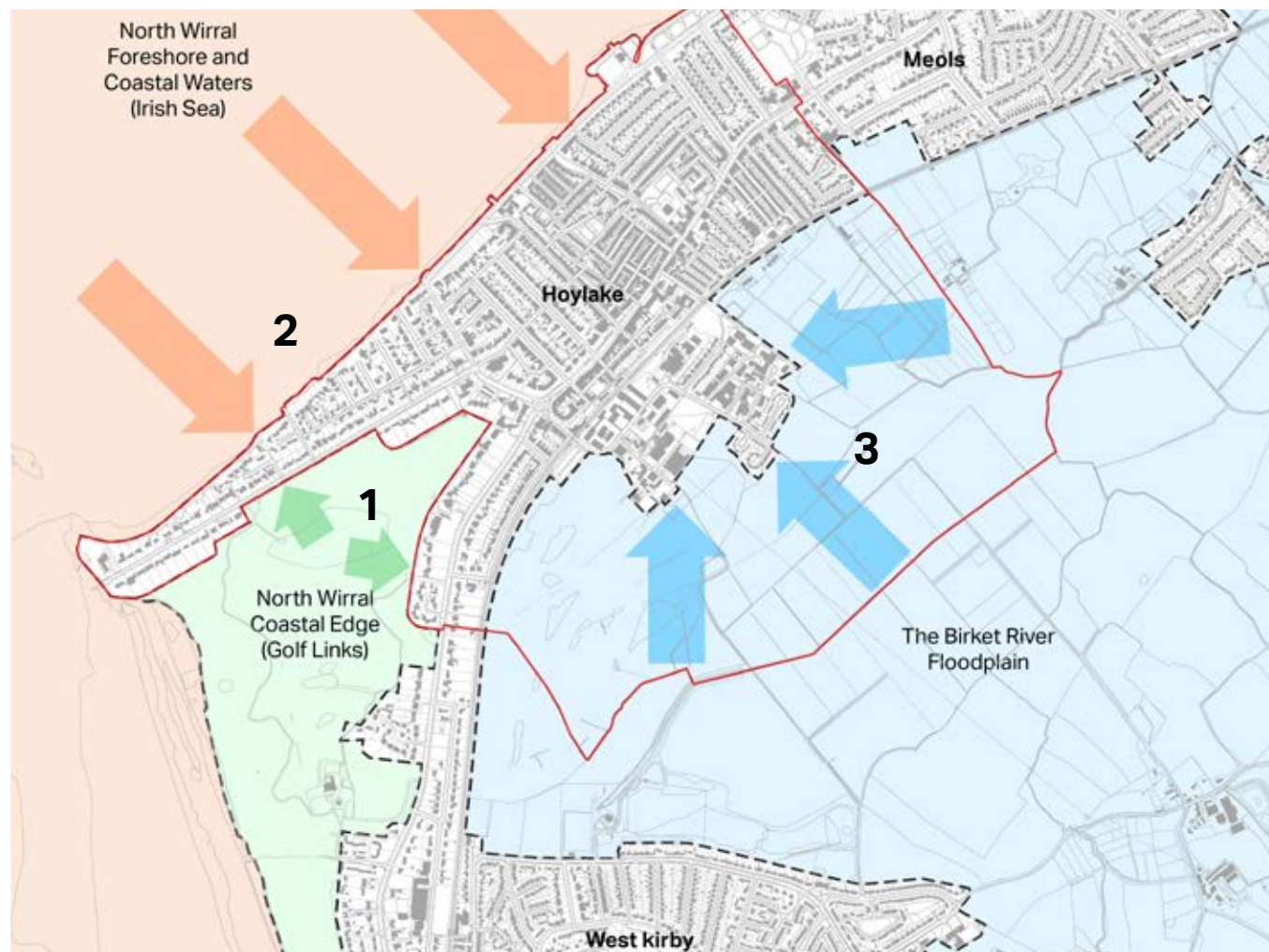





Figure 12: Landscape character influence

-  Foreshore and Coastal Waters Influence
-  Coastal Edge Influence
-  Birket River Floodplain Influence

250m





Figure 13: Key open spaces



## 2.4.2 Landscape, open spaces and recreation

With the urban activity concentrated in a funnel-like corridor between the coast and the inland Birket floodplain, these landscapes (types set out in the previous section) have given rise to a series of unique opportunities for open spaces and recreational activities at the town's edges on almost all sides, together with long distance walking and cycling routes.

This coastal edge is utilised by golf courses, the historic Royal Liverpool gold club links course with its undulating terrain that occupies the area of coastal sand dunes, then transitioning to the parkland which makes up the municipal course east of Meols Drive, within the Birket floodplain area. The sandy beach links down to West Kirby.

The flood plain has been carved up and irrigated south of the railway and is used by several key open spaces – Carr Lane recreation field, the Hoylake rugby club and the municipal golf course mentioned previously. Several Public Right of Ways access the countryside amongst this pastoral and agricultural landscape alongside the ditches.



Figure 14: Meols Parade Gardens

The third key edge is accessed by North Parade and the promenade and consists of not only an extensive beach and foreshore but also the Meols Parade Gardens which contain courts for a variety of sports including basketball, tennis and bowls. These are protected from sand by a wall and include some peaceful gardens.

Grove Park is a 'pocket park' that sits within a higher density residential area with lots of terraces, also having a play area.

Holy Trinity graveyard is a valued remembrance space, together with other churchyards. St Lukes Church frontage in the centre of the High Street offers another key congregational space for local residents.

The Row has considerable potential for improvement as an outdoor seating and gathering space. Outdoor seating spaces on wider sections of pavement along Market Street provide much valued space for licensed public house patrons, which contributes to the vibrancy of the centre..





### 2.4.3 Topography, flood risk and views

Hoylake town is positioned on topography that gently slopes towards the north-west coast, focussing movement down to the coastline in terms of streets alignment and natural flow. To the south the land rises more steeply and there are views to West Kirby which sits on north facing slope to the south. Also, Hilbre Islands are seen to protrude in the Dee estuary to the west, providing a significant local landmark and one that can be reached on foot at low tide. Due to the coastal, estuary and floodplain areas, the town is nearly surrounded Flood Zone 2 or 3, with significant areas benefitting from flood defences confirming the ongoing need for consideration of flood mitigation measures within a resilient and adaptable urban form.

The town's coastal setting, beach and accessible promenade offers near-continuous high-quality views across the Hoyle Bank, Dee estuary, to Hilbre Islands and the coastal hills of North Wales (to the west) and to the nearby offshore wind turbines to the north. The views identified on the following pages are important because they provide a connection to the landscape character areas that surround the town. Views 1, 5 and 7 are to the North Wirral Foreshore and Coastal Waters. Views 2, 4 and 6 are key vistas to the sea/ estuary that aid legibility. Views 3, 8 and 9 are key views to the North Wirral Coastal Edge and Birket River Floodplain areas.

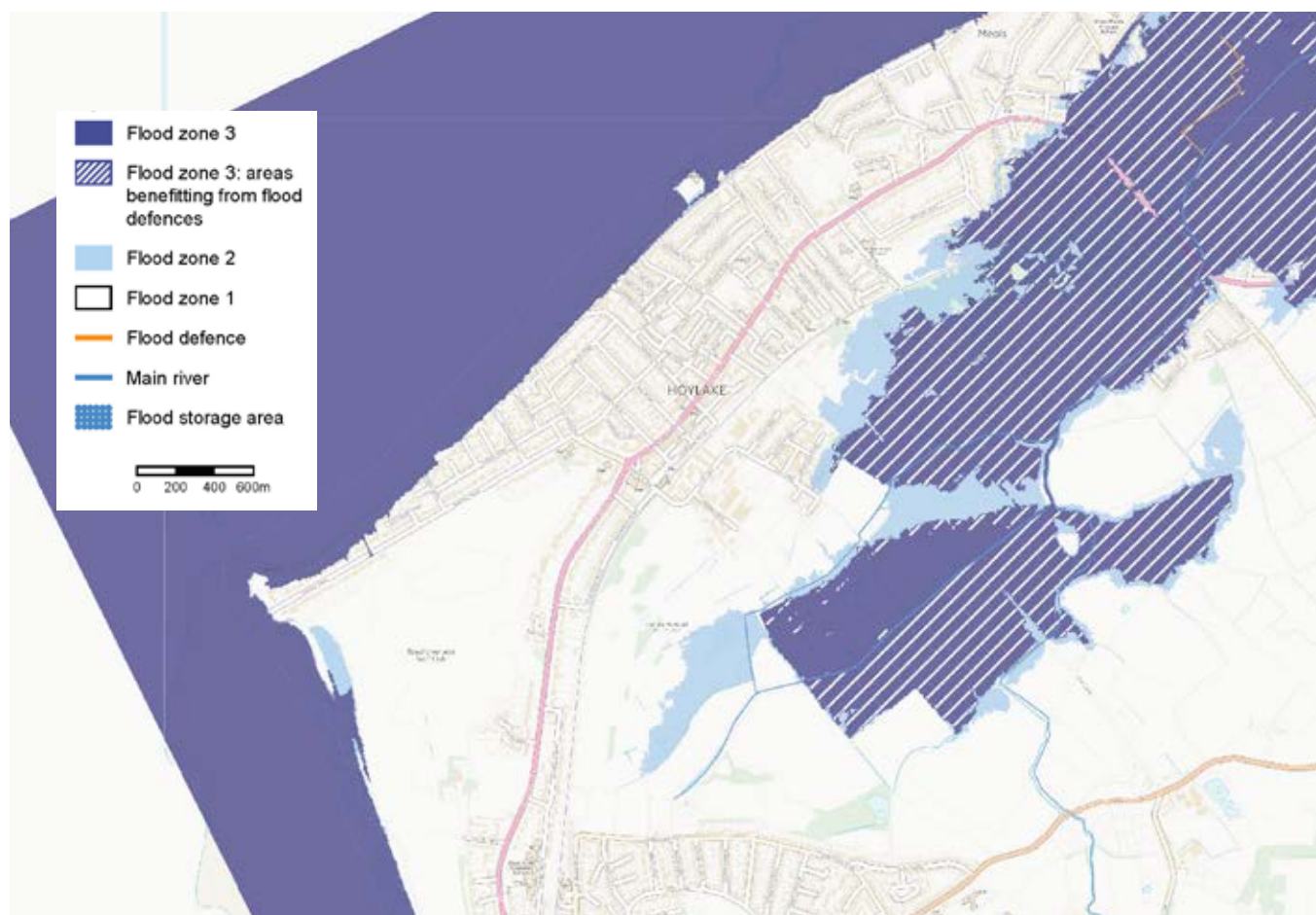


Figure 15: Planning flood risk from rivers and sea Environment Agency data (note: flooding from surface water is a second type of flood risk not illustrated above that may compound the overall flood risk at certain times).







Figure 16: Key views to the surrounding landscape



# Character Codes

## 3.1 Conserving and enhancing

New development should conserve or enhance the character of the town in particular by responding to the distinctive Victorian/Edwardian character of the two conservation areas. These codes are not intended to stifle creativity. Excellent design solutions that are in keeping with or complimentary to the historic character of the town or enhance the sustainability, affordability or meet local needs for housing within the village should be considered on their merits, as long as they are well-designed.

Exceptions to some details of the code are inevitable but must be robustly justified and in keeping with the spirit of the code. However, copying the past in inauthentic ways with 'bolt-on' elements is not a suitable design response.

Recreating details and features of the historic town if done in a thoughtful and considered fashion is not ruled out if it shows respect to the craftsmanship of the original features while avoiding pastiche. Likewise, reinterpreting the local vernacular architecture in an up to date way, using contemporary building technology and

materials is certainly not prohibited but will require a locally distinctive design approach so as to enhance the character of the town overall.

**The following character codes apply to all infill developments, housing sites, conversions and extensions:**

### C1. Meols Drive and Kings Gap Conservation Areas

Sites within or adjacent to either of the two conservation areas must respond to the special characteristics identified for each Conservation Area as set out in the following Focus Area studies and with reference to **Meols Drive Conservation Area Appraisal** (WMBC, 2004) and **Kings Gap Conservation Area Appraisal** (WMBC, 2000). Design criteria are more strict in a conservation area than outside it, the aim being to preserve the key features and characteristics of the area for both current and future generations to appreciate.



**Lighthouse guidance:** Key landmark buildings (Hillstone Grange, RLGC Clubhouse) are designated as Category [Cat] 'A' (buildings of particular value) which confers special protection against demolition and alteration. Other character buildings are identified as Cat 'B' (making a positive contribution) with a degree of protection against demolition but below Cat 'A'.

## C2. Market Street

Sites within or directly adjacent to Market Street must respond to the characteristics identified in the following Focus Area Study, particularly where building frontages face the main route through the town (Market Street) where the prominence means that character, function and flexibility are of the greatest importance as 'high streets' ebb and flow over time. Of particular importance is the changing role of the high street post-covid and expanding craft, retail and community that enhances the independent spirit of the town.

These two overall areas are the Focus areas and all other development must be aware that they set the tone for the town and its heritage. Further aspects of general urban form and development are covered in the General Guidance in section 4 and will also be relevant to these Focus Areas.



Figure 17: Character Focus Areas Overview Plan







*"The Kings Gap is located on the north west corner of Wirral Peninsula. It mainly consists of 19th and early 20th Century houses in generously sized plots. The Lighthouse – with adjoining Keepers House – and St Hildeburgh's Church are Grade II listed. The focus of the area is the grouping of St Hildeburgh's Church, Green Lodge and Kings Gap Court Hotels."*

*(Wirral Council, 2020)*

# C1. The Kings Gap

## 3.2 Focus Areas

### 3.2.1 The Kings Gap Conservation Area

The area includes development between the coastline and the Royal Liverpool golf course at the western end of Hoylake. It is a predominately residential area with some community facilities including a pub, hotels and a church.

#### Typical Characteristics:

- The street scenes are generally uniform with building types ranging from large detached and semi-detached houses to terraces and occasional uncharacteristic apartment buildings;
- Building heights are typically 2-2.5 storeys with some examples of 3 storey developments;
- Plots are generous with big and well vegetated rear gardens, arranged in low-density regular orthogonal blocks;
- The streetscape is characterised by long building setbacks and front gardens. However, established front boundaries and vegetation create strong and well-defined streetscapes. Streets mostly have pavement on both sides;

- Parking for modern dwellings it is usually in rear courts and for historic properties where achievable it is usually to the front of plot but well screened by walls and hedges;
- Front boundaries well pronounced and are present in almost all properties and are mixed, including; brick, stone and low-walls; and sometimes combined with hedgerows or planting strips;
- Building materials are mixed but predominantly consist of; red brick; structural timber frames; render; stone sills; variety of timber windows and tiled roofs;
- Details include; Flemish bond brick-laying; decorative brick patterns; dormer windows; quoins; stone lintels and arches; and
- The roofscape is comparably uniform in height, is generally double pitched in-line with the street but broken by gable ends.

For a further assessment see the The Kings Gap Conservation Area Appraisal (WMBC, 2000).



## Density and Urban Grain

- The Kings Gap is the area of large detached and semi-detached properties arranged in low-density manner within large, vegetated plots. The development density is around 10-15 dwellings per hectare.
- Sub-dividing plots to increase density will erode the character of the area. Individual houses, not flats, that will not drastically alter the plot pattern, are preferred. Blocks of flats will negatively alter the grain.

Figure 18: The Kings Gap Density and Urban Grain Plan

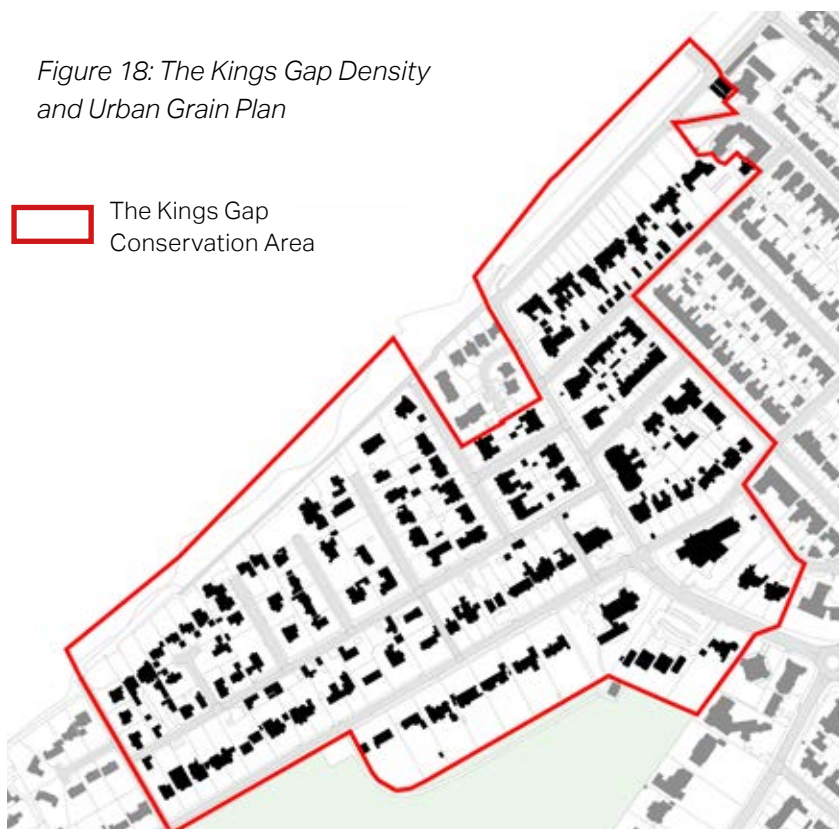


Figure 19: The Kings Gap bird's view. The area is characterised by the mature landscape of large vegetated regular plots and vegetated street scenes.

## Plot-size and building position

- Building footprint generally covers between 1/3 and 1/5 of the plot area,
- Buildings overlooking the foreshore should have a minimum setback of 15m; and
- Gardens and planting will form no less than 75% of the remaining plot compared to driveways and hardstanding.

**Detached buildings** in Kings Gap Conservation Area generally have large plots and sit within the boundary and garden vegetation, that has matured over a considerable time. This provides a setting to buildings that is as important as the buildings themselves, moderates the local micro-climate and aids biodiversity across the area.

## Street types, Character and Enclosure

The Kings Gap has an established street hierarchy and residential streetscapes that provide subtle variations in character according to planting, views, boundaries and sense of enclosure. Main buildings should have a consistent setback according to street type and neighbouring buildings, generally between 10m (tertiary streets) and 20m (Stanley Road). Out-buildings on rear access streets integrate with boundary walls.

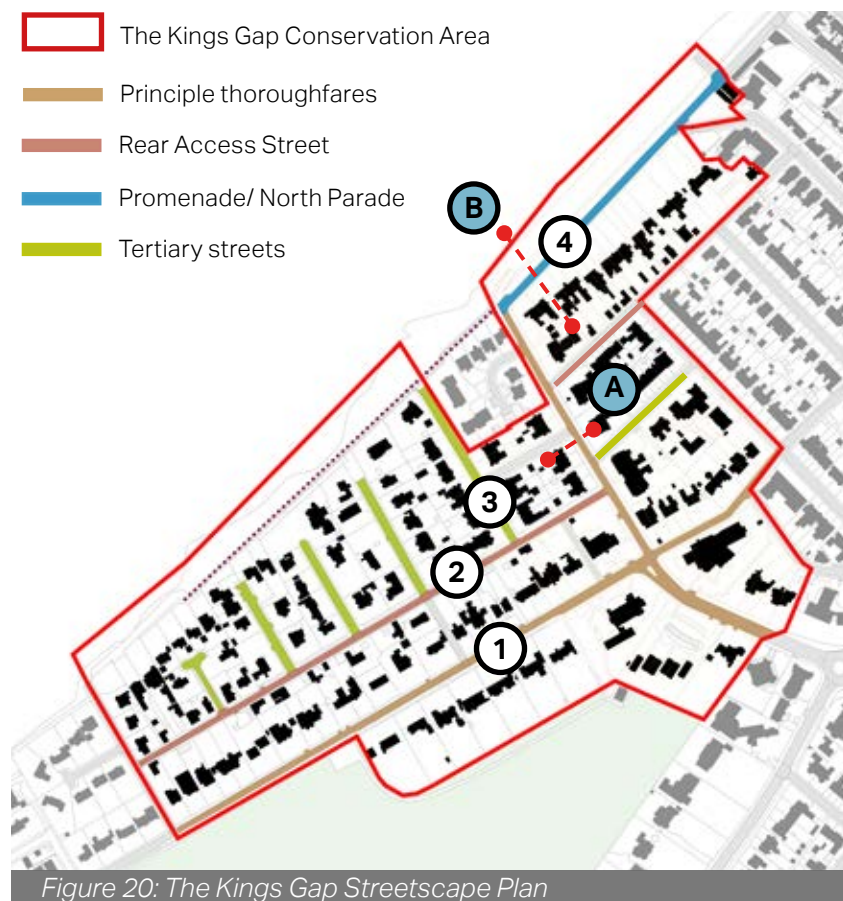
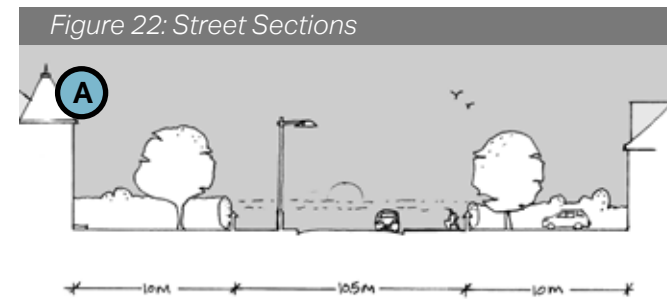


Figure 20: The Kings Gap Streetscape Plan



**Historic thoroughfares** have deeper building setbacks (15-20m). Well vegetated gardens screen buildings and create a greener frontage, combined with low stone front walls/hedges to define a property line.

**Rear Access Streets** are defined by the rear garden stone walls, gates and out-buildings which integrate with the plot line.

The **Promenade** has a sense of openness with panoramic views to the sea with stone retaining walls and raised gardens to the front of properties.

**Tertiary Streets** are generally narrower, with narrow vistas directed towards the coast and low brick boundary walls and privet hedges.







Figure 23: Example of semi-detached properties



Figure 24: Example of a detached property

## Traditional building types and architecture

- The Kings Gap mainly consist of medium, large and grand private residences.
- Architectural styles include Edwardian, Arts and Crafts and Victorian Architecture.
- The buildings are generally red brick or rendered in light colour.
- Features include; bay windows, chimneys, half-gables and steeper pitched roofs.

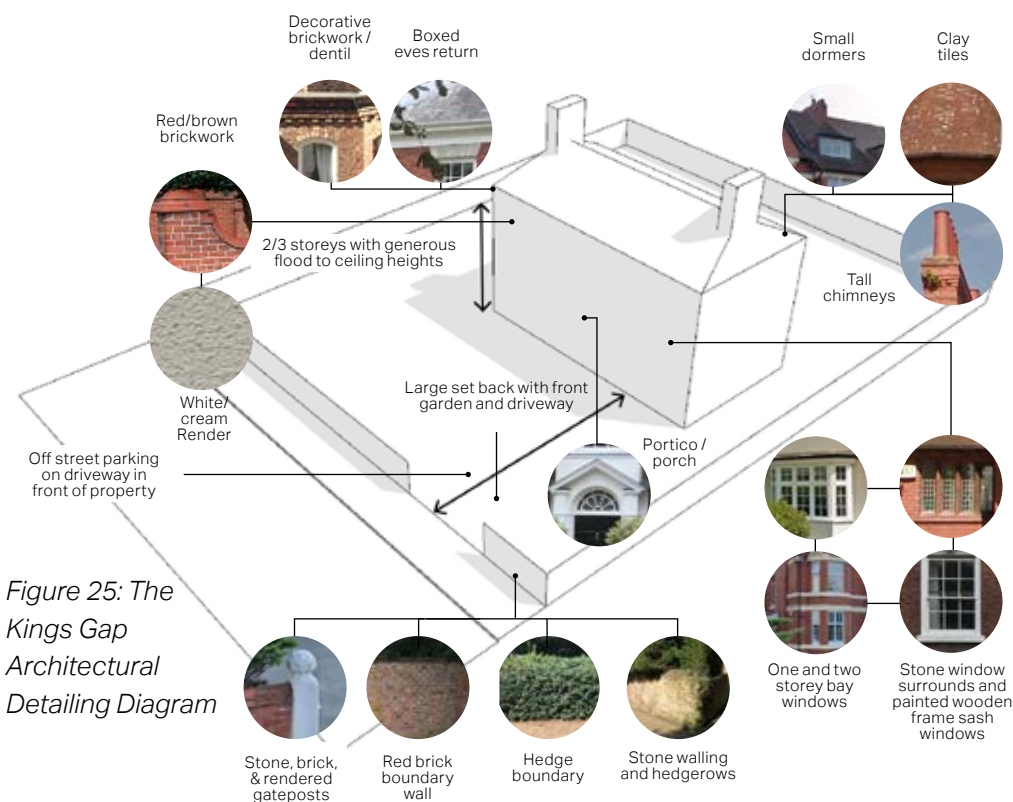


Figure 25: The Kings Gap Architectural Detailing Diagram

## Materials & details

in Kings Gap Conservation Area are varied but there is a richness in the variety that is distinctive and adds to the interest and expression of different styles and periods of architecture. The overriding sense of place is a traditional settlement with a rich heritage that is well preserved and has a strong connection to the past to cherish.



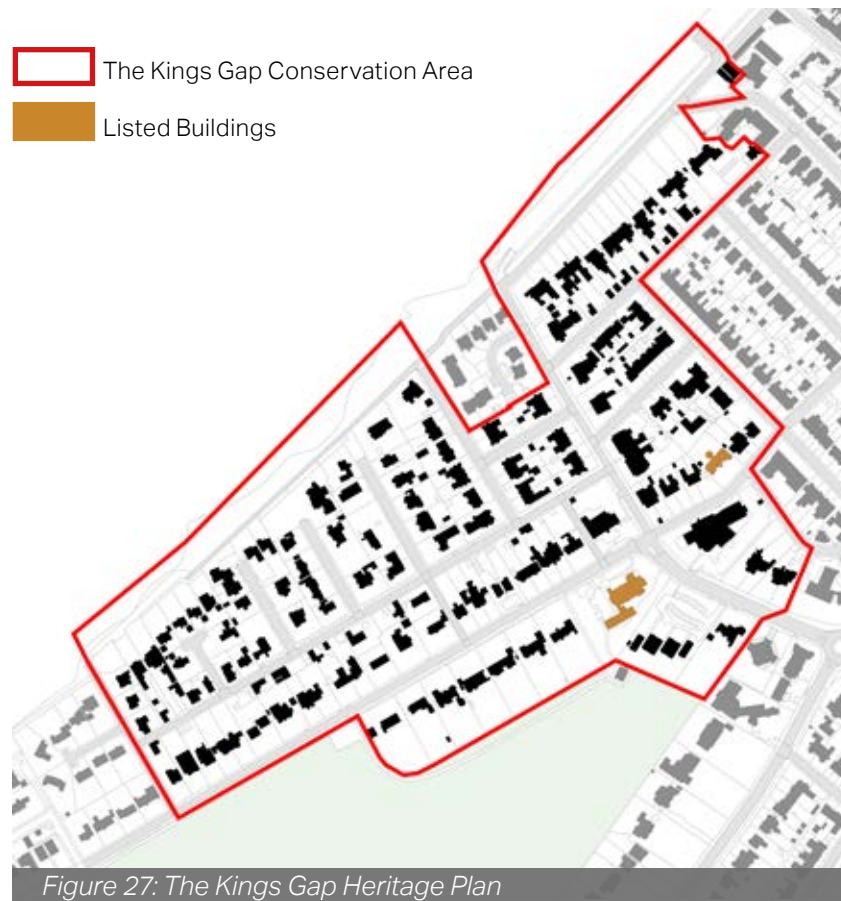
Figure 26: Notable unlisted building, Stanley Road



## Heritage assets

There are only two listed buildings but a wealth of characterful residences which already have the protection of the conservation area status.

- Grade II - **The Lighthouse;**
- Grade II - **St Hildeburgh's Parish Church;**





### Key distinctive features:

- The building stock reflects development styles of English and other architecture, from villas and terraces of the 1840's to the mansions of the Edwardian era, within the coastal context.
- The coastline location and key vistas along streets and panoramas from the promenade give a great interaction with the changing atmosphere and nature.
- Kings Gap Court Hotel and associated is an interesting modern addition.
- Lack of public open space within the area is offset by the considerable resource of the coastline and informal coastal paths.
- Within the network of buildings there are occasional side gardens which interrupt the regularity of the street scene.
- Well-vegetated gardens and mature trees but not many of high-quality within the public realm.



Figure 30: Aerial photograph of The Kings Gap Conservation Area

### Key takeaway

The traditional style, generous proportions of plots and properties with clearly defined plot boundaries ensure this area retains its impressive character. This must not be eroded by incremental change or attrition of these attributes. Sensitive development of a scale and style that adds to the conservation area will be more acceptable.



Figure 31: Kings Gap Court Hotel



Figure 32: An example of the streetscene and architecture



Figure 33: Sandstone wall and Edwardian back land building





***“The Meols Drive Conservation area located within the north west corner of the Wirral Peninsula between the Hoyle and West Kirby. As a result, the southern part of the area falls outside the Hoyle Neighbourhood Plan Development Area. The development within Hoyle is generally residential, which span a period of approximately 40 years from the 1890s to the 1930s”***

***(Wirral Council, 2020)***

# C1. Meols Drive

## 3.2.2 Meols Drive Conservation Area

Meols Drive is a low density arterial street with generous gardens and mature green verges at one end but becomes urbanised at the east as it provides the gateway to the town centre. Overall, the area is comprised of a portion of the Royal Liverpool golf course (including the clubhouse) and the two rows of 19th and early 20th Century residences along Meols Drive and several urban streets around the train station. The dual focus are the arrival spaces of the railway station forecourt and the roundabout with Kings Gap is important. ‘The quad’ is arguably the most important mixed-use block in Hoyle as it addresses Meols Drive, Market Street, Kings Gap and Carr Lane. It contains the District Council offices, new Beacon Arts Centre and has several other community buildings (two churches, post office) important to the town.

- Residential types are predominantly detached along Meols Drive and occasional semi-detached with terraced properties closer to the Town Centre;
- Building heights are generally two to three storeys (often they are 2.5 storey);
- Development around The Quad is typically attached frontages in an urban block style;

- Building setbacks are greatest along Meols Drive with front gardens ranging from 10 to 40m. The terrace on Station Road has a 5m setbacks. Mixed use frontage around quad is set to back of pavement;
- Residential parking is accommodated on plot and mainly in front courts for larger dwellings behind hedges/low walls. Landscaped street parking bays are provided in the urban area;
- Front boundaries generally consist of brick or stone walling, hedgerows and low brick walls;
- There is a variety of high-quality detailing, craftsmanship and materials; typically red brick, timber framing, stone dressings, small clay roof tiles, welsh slates, timber windows and leaded windows. The Victorian, Edwardian and Arts and Crafts style are exemplified across the area; and
- The skyline of the area is characterised by the steeply pitched roofs frequently punctuated with hips, gables, dormers, turrets and highly decorative chimneys.

For a comprehensive assessment see the Meols Drive Conservation Area Appraisal (Wirral Council, 2004).

## Density and Urban Grain

- The Meols Drive area consists of principally linear plot series backing onto the open space of the golf course and the more urban block structure at the gateway to the town centre to the north east;
- Properties to the south and west are typically very low-density (less than 10DpH) with an increase to 30DpH plus for the small area of terraces.



Figure 34: Royal Liverpool Golf Club



Figure 35: First Church of Christ Scientist

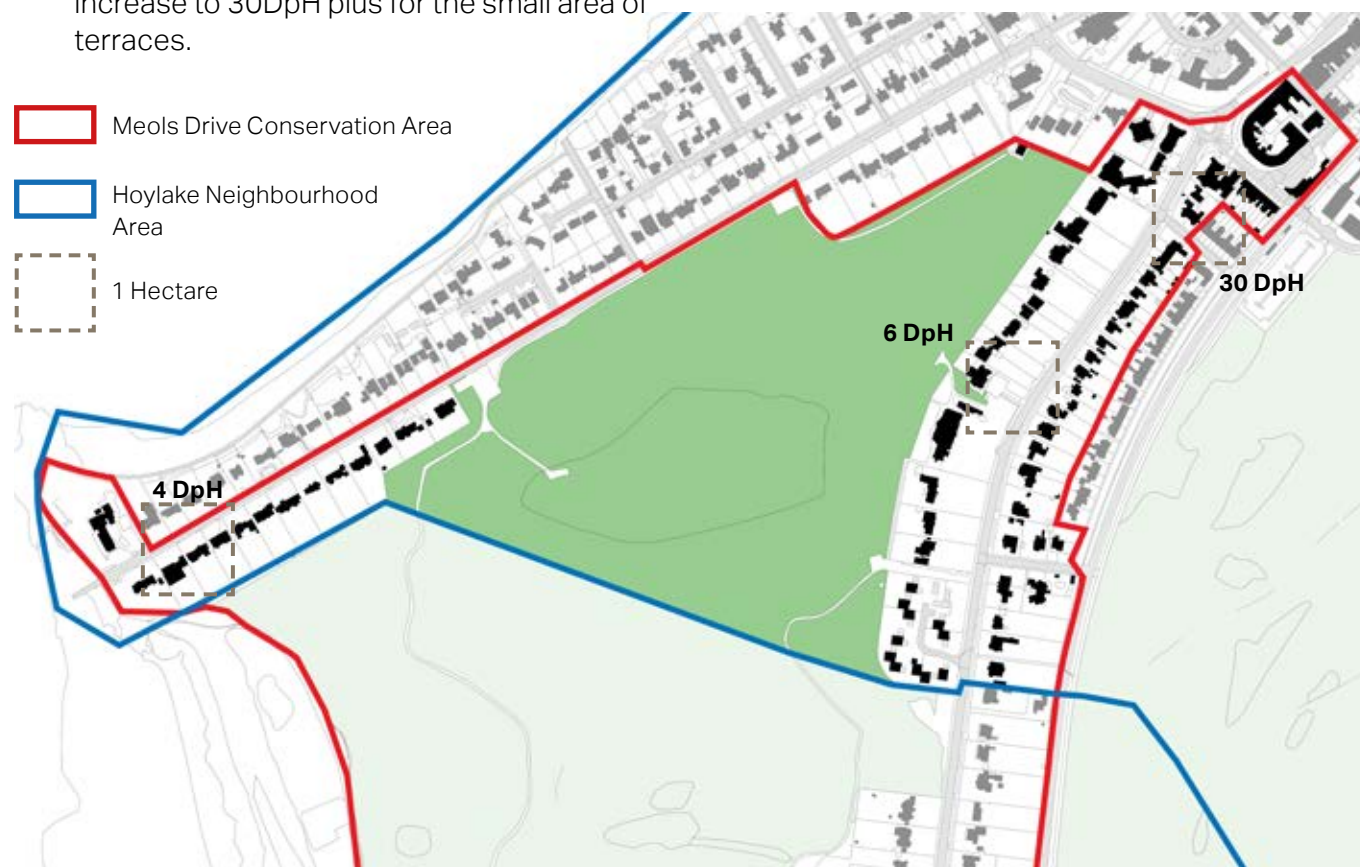


Figure 36: Meols Drive Streetscape Plan



Figure 37: Meols Drive bird's eye view. The area is characterised by the mature vegetated landscape, low density plots (with some later infill) and large detached properties in the main.



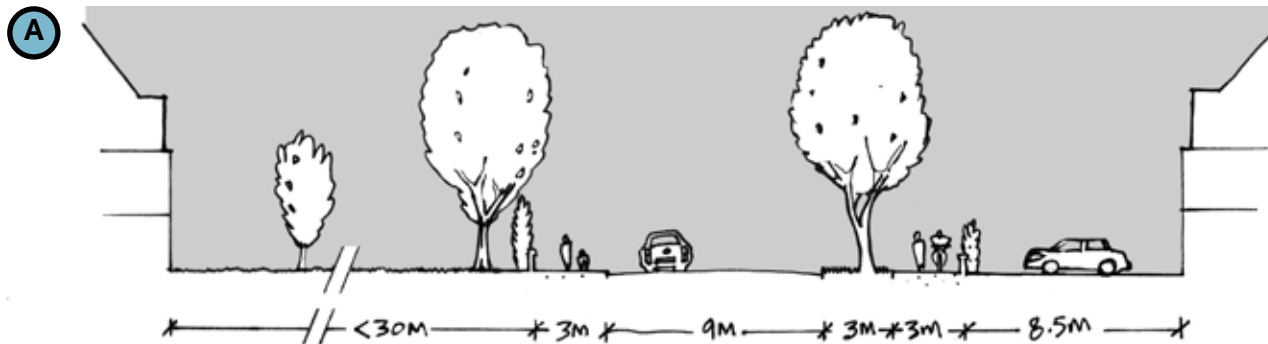


Figure 38: Street Section: Meols Drive

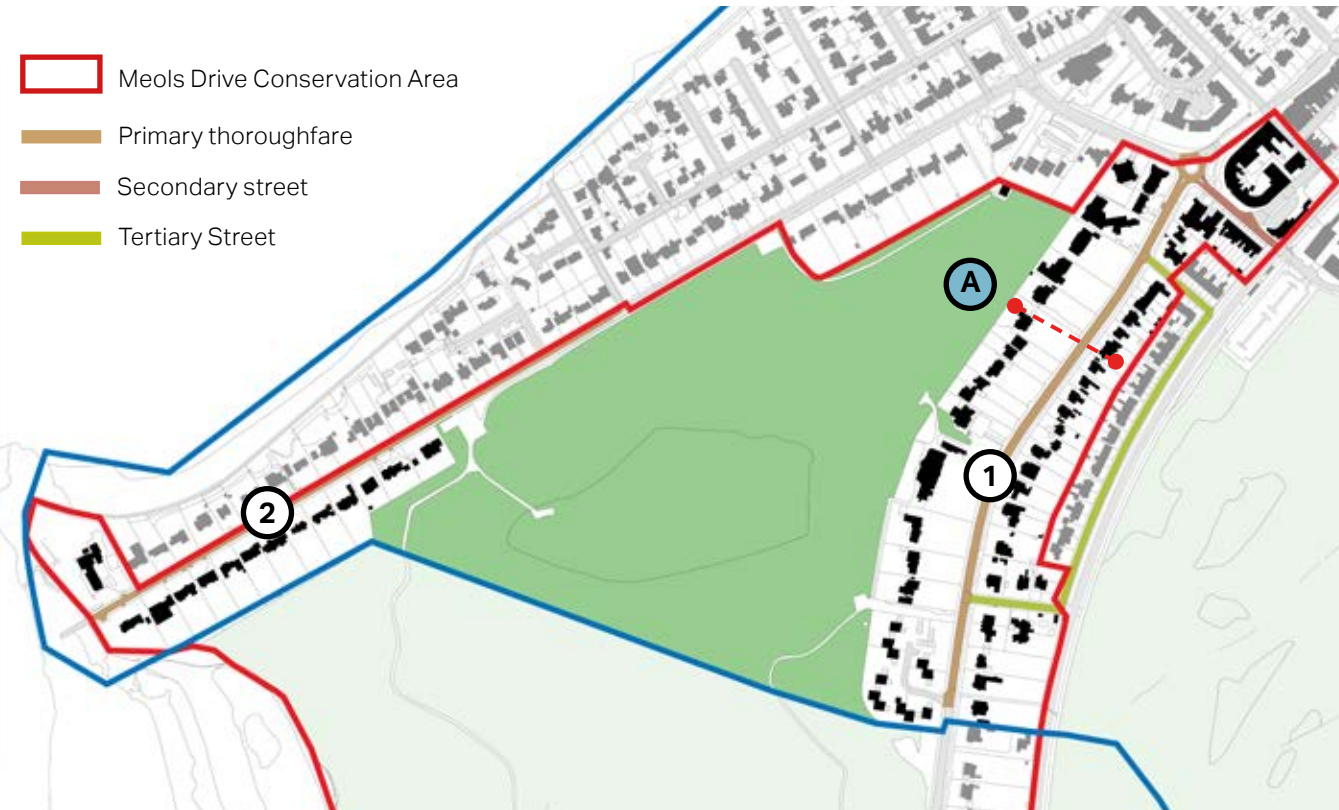


Figure 39: Meols Drive Streetscape Plan

## Streets Types

The **primary thoroughfare** is Meols Drive. Long setbacks and rich vegetation in addition to the strategic movement role define the streetscape, which retains a green character in front of grand homes.

**Secondary street** and key link to the station and across the railway line to Carr Lane. Proximity to the Town Centre area and higher density creates a much more enclosed and active streetscape.

**Tertiary Streets** are smaller scale in terms of space and have a close knit residential character, with parking on the street.



Figure 40: Meols Drive &amp; Stanley Road Streetscene



Figure 41: Example of semi-detached properties



Figure 42: Large Category 'A' property on Stanley Rd

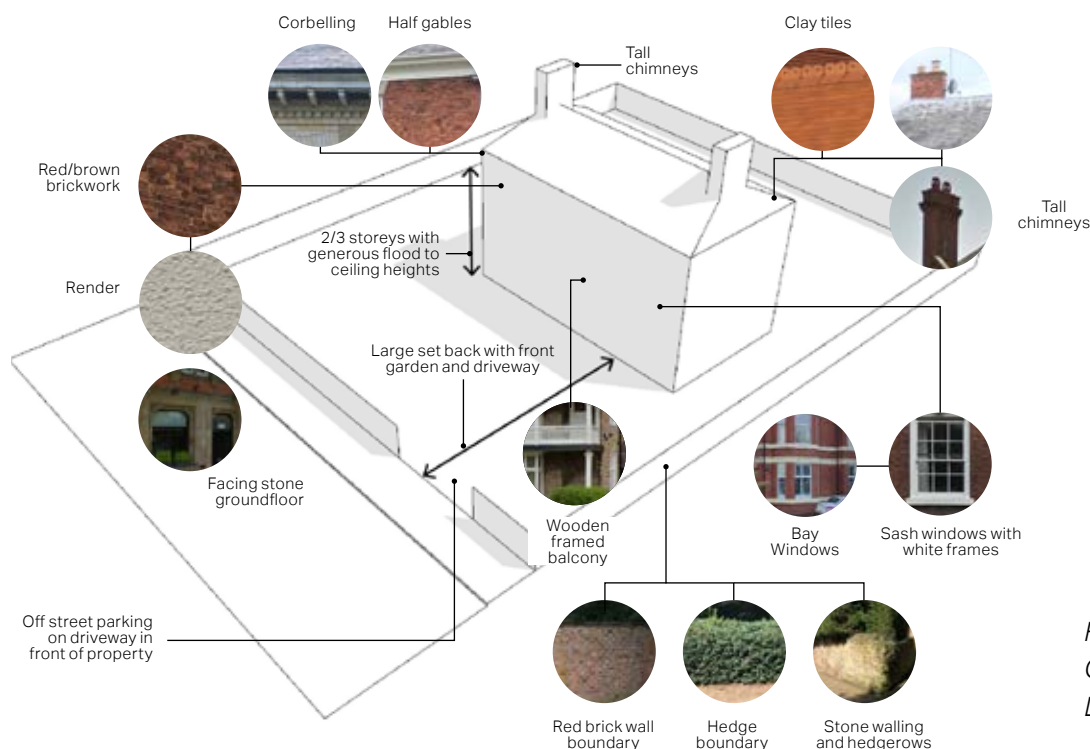


Figure 43: The Kings Gap Architectural Detailing Diagram

## Building types and architecture

- Meols Drive is architecturally varied. The architectural styles range from Edwardian, Arts and Crafts and Victorian with some inter-war, post-war and contemporary new builds.
- The overall character is traditional with some pastiche design.
- The quad is urban in form and a semi-formal, joined-up building frontage.
- The buildings are generally red brick or rendered (with some pebble-dash).
- Detailing include bay windows, tall chimneys, boundary walls and pitched roofs.
- Generous storey heights for pre-WW1 buildings compared to later development.

**Materials & details** in the Meols Drive Conservation Area are varied and there is a richness of detailing in both grand homes and in the more urban civic buildings that is distinctive. This adds to the interest through the expression of different styles and periods of architecture. The sense of place in this area is greatly enhanced by application of decorative detailing to certain periods and styles of building but it may be expensive and difficult to replicate in modern buildings.





### Heritage assets

There are two listed buildings but a wealth of characterful residences/frontages which have the protection of the conservation area status.

- Grade II Listed **Hoylake Chapel**
- Grade II Listed **Hoylake Railway Station**



Figure 44: Grade II Listed Hoylake Chapel



Figure 45: Hoylake Railway Station. Grade II Listed

**Key features:**

- Grand detached and semi-detached residences of high design and material quality; Royal Liverpool Golf Club and course; Urban frontages on 'The Quad';
- Large contemporary detached houses in large open garden settings;
- Victorian, Edwardian and 'Arts and Craft' architecture;
- Non-designated heritage assets; Hoylake Christian Science Church; Hoylake Chapel;
- Lack of public open space but generous gardens and access to golf course PRow; Well-vegetated gardens, well planted with trees and shrubs; and
- Attractive public realm that was set out in time for the Open golf tournament at the Station and Quad (and up Market Street).



Figure 46: Aerial photograph of Meols Drive Conservation Area



Figure 47: Contemporary detached houses in Barn Hey



Figure 48: Detached Villas on Meols Drive



Figure 49: Higher Density Development. Station Road



Figure 50: 'Arts and Craft' house



# Market Street

*“Hoylake Town Centre is a long linear development focused along Market Street. It is the largest district centre in Wirral, containing some 169 units. 47 of these units are occupied by comparison and convenience retailers. It is mostly comprised of mixed use development which accommodate Hoylake’s cultural, retail, commercial and transport uses.”*

*(Wirral Council, 2020)*

## 3.2.3 Market Street / Town Centre

**A denser Town Centre mixed-use area, with buildings set to the back of the pavement and a higher degree of street enclosure.**

The role of the town centre or high street in the United Kingdom has changed over the last century, and the last decades have seen the most significant changes. The retail boom has subsided and been replaced by online provision of goods and services which is forcing us to re-imagine our high streets and to create new opportunities in order to rebalance our centres with a greater community and social focus. Demand for shopping has changed. Demands for culture has also changed. Alongside this, flexible spaces in the town-centre to live, work, meet, create and be entertained are key to continued recovery.

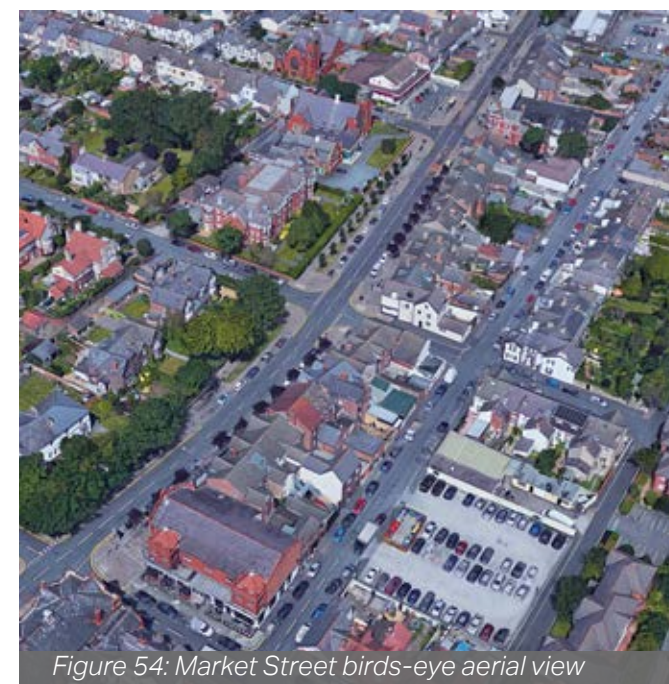
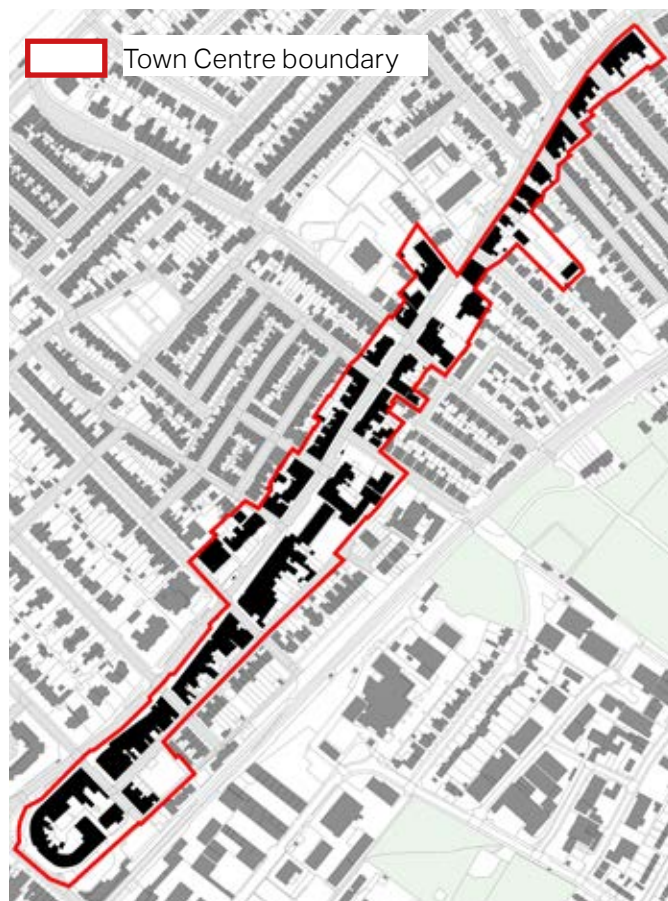
### Typical Characteristics:

- Building types are predominantly terraced houses with some small low-rise apartments blocks and semi-detached properties. There are also retail single storey, low density establishments that break the urban form.;
- Building heights are consistently 2 - 2.5 storeys across the area (occasionally 3);

- Plots are generally regular and narrow due to the attached building forms and hence higher density;
- Building setbacks are relatively consistent with no or minimal setbacks along Market Street with some large front gardens west of St. Luke Methodist church associated with larger suburban homers;
- Parking is generally accommodated to the rear along back lanes and publicly on street and in the car parks behind Market Street;
- Front boundaries are mostly not required but for residential homes generally consist of low brick walls or hedgerows;
- The predominant building material is red brick with stone features or render with white or brown window surrounds/doors;
- The detailing is ornate on key buildings (e.g. district council offices); otherwise it is simple, some timber frame and hung-tiles on upper storeys; and
- The roofscape is fairly uniform in height and broken with half-gables and dormer windows that create a strong and interesting rhythm. The main pitch is in-line with the street but punctuated by the gable ends.

## Density and Urban Grain

The density of the town centre is perceived as high due to the continuity of frontage and typically high percentage of urban block that is developed or has been in-filled over time. The commercial frontage is at a premium so plots are generally narrow, creating variety.





## Streets and connectivity

The Town centre hangs off of one main street which is Market Street, the historic thoroughfare through the town. This functions as the main through route of Hoylake (to Meols and West Kirby) and also the main shopping street and community hub. This historic street provides access to all of Hoylake and is highly connected, making it a well used pedestrian focus, particularly to the west, linking from the station. As the 'spine' of Hoylake it links many areas from Carr Lane to the Promenade and various residential areas. It has both a very strong movement function and a very strong place function for pedestrians which needs to be balanced carefully with steady traffic flow.



Figure 55: Market Street is a busy main spine route



Figure 56: Market Street plot and roofscape rhythm

Figure 57: Market Street corridor and context diagram



Market Street, the **historic thoroughfare**, and spine of the town benefits from wider pavements/thresholds in front of buildings which create space for trees, parking, pedestrian movement and seating areas.

The **Rear Access Street** to the south-east of Market street allows visitor parking bays along the main street. This back lane is defined by the rear garden stone walls, gates and out-buildings which integrate with the plot line.

**Residential Access Streets** are numerous and branch off of Market street. These are a range of widths depending on significance (e.g. linking to the Promenade). The narrower streets are sometimes one way. They are often defined by low brick walls and privet hedges.



Figure 58: Ornate Edwardian development



Figure 59: Uncharacteristic development



Figure 60: Simple townhouses with ground floor shops



Figure 61: Former bank acts as corner/ marker building

## Building Types and Architecture

- Market Street contains a variety of building types but predominantly urban street frontage. The architectural styles range from more detailed and interesting Edwardian, Arts and Crafts and Victorian to pre-war, post-war and contemporary mixed-use development of a simpler nature.
- The quad is urban in form and a semi-formal, contiguous building frontage
- The buildings are generally red brick with stone courses, lintels and sills or simpler brick and render commercial units with less ornate detailing; and
- A limited number of retained features include oriel bay windows, turrets, tall chimneys, pediments, decorative stone features and mouldings, dormer windows and pitched roofs with half-gables.



## Heritage assets

There is only one listed building on Market Street but a wealth of non-designated heritage assets which have been identified in a local list (see locations in map on page 17).

- Grade II - **Former Barclays Bank**;
- Numerous character buildings including landmarks such as **St Luke's Methodist Church**



Figure 62: St Luke's Methodist Church



Figure 63: Former Barclays Bank. Grade II Listed

## Key features:

- A variety of independent local shops and services;
- Greater sense of enclosure in streetscape due to joined-up frontages set in a linear pattern along Market Street;
- High quality palette of street furniture and public realm materials on south-east portion of market street;
- Street tree planting along Market Street and planters, beds and baskets;
- Robust and hard-wearing palette of materials

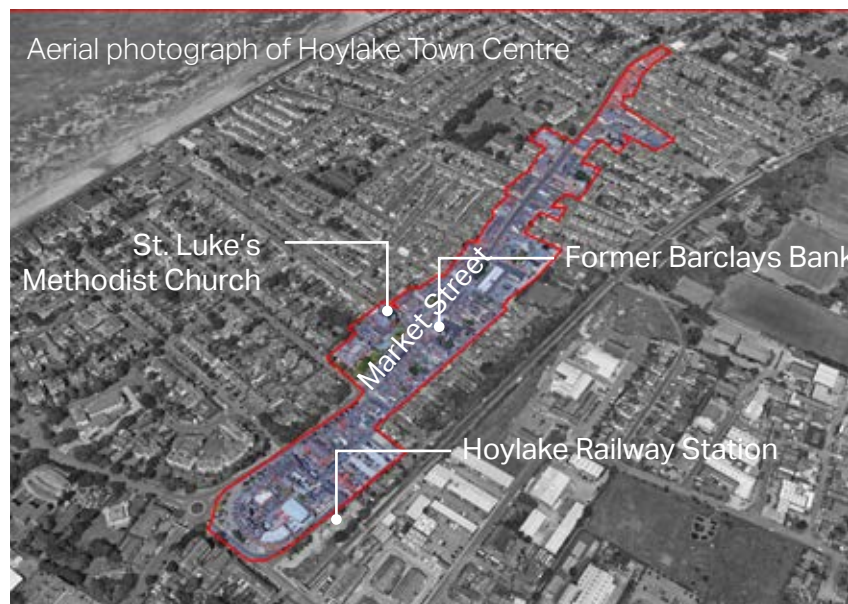
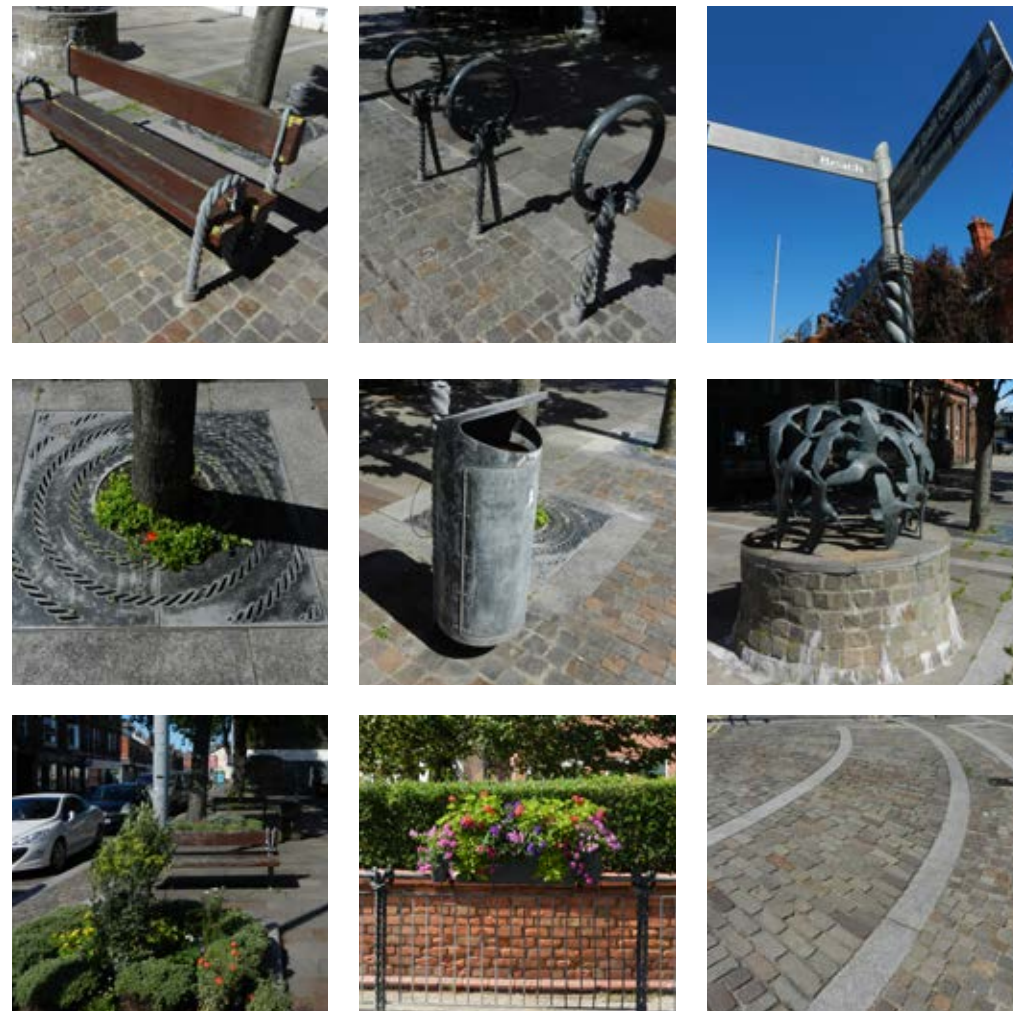


Figure 64: Unsympathetic development

## Street Furniture & Materials Palette

Market Street benefits from a high quality public realm materials and furniture palette, running from the Railway Station to just beyond Melrose Avenue. It would benefit the town centre to extend this high-quality surfacing and bespoke nautical themed palette of street furniture further along market street, particularly as part of any redevelopment of the The Row site for a new town square. It may be possible to introduce new elements that sit within the spirit and



*Figure 65: Existing high quality public realm materials palette within the town centre*



# Design Guidance

**The design codes and guidance set out in this section will relate to major development sites, infill development sites and redevelopment or extension of existing buildings throughout the neighbourhood area. They should be read in conjunction with the Character Codes in section 3 for specific Focus Areas and Site Codes in section 5 which relate to specific masterplan sites from the Neighbourhood plan.**

This section provides guidance on the design of development, setting out the expectations that applicants for planning permission in the town will be expected to address.

The guidelines developed in this section focus on residential environments. However, new housing development should not be viewed in isolation and mixed-uses are encouraged generally. First and foremost the design and layout of urban form must respond to the wider urban and landscape context.

The design codes and guidance set out in this section will provide that context and direction for major development sites, infill development

sites and redevelopment or extension of existing buildings throughout the neighbourhood area.

The local pattern of streets and spaces, building traditions, materials and the natural environment should all help to determine the character and identity of a development. It is important with any proposal that full account is taken of the local context and that the new design embodies the 'sense of place', both in terms of local character and overarching distinctive settlement pattern.

Response to context means using what is around, as identified in chapters 2 and 3, as inspiration. How this influences a scheme could be by adopting a traditional approach or a contemporary design that is innovating with purpose, whilst being in harmony with the town. It is acknowledged that this is not always clear cut and architectural taste is subjective to a degree.

Contemporary design must improve and enhance the setting and sustainability of the town whilst not detracting from the appearance of this coastal location, with it's rich Edwardian and Victorian heritages.

## 4.1 Local Distinctiveness

All new development should try to be part of Hoylake's story and have a strong connection to the place; its history, its current pattern of buildings and streets and also help to safeguard its future sustainability.

Promoting local distinctiveness is about protecting and enhancing the essence of the place. In Hoylake's case this relates strongly to the landscape and the coastal setting of the town. It also relates to the built-form of the town, particularly the special buildings, streets and spaces that make up the urban form. The conservation areas, promenade and Market Street are particularly strong defining features and areas that should be enhanced, as are the listed buildings and character buildings that should be respected by new development.

As such, this is more than just having regard to local building character and the traditional buildings of the Victorian, Edwardian periods and arts and crafts style. Each of these has a characteristic identity but it is the combination and layers of development that make Hoylake unique.

New development should have an appropriate identity that makes a positive contribution to local distinctiveness, relevant to its urban character area and the sensitivity of it. This may be inspired by heritage assets and sense of place within the key focus areas but in some areas innovative designs can respond to challenges of achieving sustainability by reducing energy use and enhancing biodiversity; adding a new chapter.



Figure 66: Photo-grid of various of distinctive features including; views, activities, natural materials; art and built-forms



## 4.2 Streets and spaces

The town's traditional pattern of connected streets and spaces has proved adaptable over time and will continue to do so. Creating characterful streets for people and not just cars is key to continuing this longevity. Understanding the existing hierarchy and character of streets (see figure 11) for infill development and adding to this within any major development will help to produce an attractive and legible built environment.

Accessibility to all users, particularly the young, wheelchair users and the elderly is key to making an inclusive streetscape. All vehicles, particularly emergency vehicles should be catered for appropriately but the overarching design should be to encourage and aid walking / cycling first and foremost.

Key junctions, streets and spaces (see over page) should be considered for using high-quality materials; public art, signage, information points and EV charging points.

Low-traffic neighbourhoods and street improvements can be locally led. For example making streets one way or access only to residents (and trades) can increase space for pedestrians, green infrastructure and events. Community forums can mediate interests and ensure different interests are well balanced.

### 4.2.1 Infill development

Infill development must:

- Respect and connect with the existing Victorian street grid, historic main routes and key public spaces;
- Positively integrate with the existing character of streets and spaces according to the existing hierarchy, particularly in terms of scale, setback and access arrangements;
- Integrate and screen parking with masonry boundaries and hedgerows or position parking on plot behind the building line;
- Introduce complementary planting and green infrastructure to streets in keeping with street character; and
- Introduce appropriate street trees and planting to plots and buildings where possible.

### 4.2.2 Major development

Major development must:

- Establish an integrated pattern of routes linked to new and existing destinations;
- Establish movement networks based on pedestrian - cycle desire lines linked to a multi-functional green infrastructure network;
- Consider the place (for people) and movement function (for all) of streets and then insert traffic routing and management within this network;
- Extend the town's hierarchy of local street types and spaces to create areas of distinctive character within development; and
- Integrate tree planting for all new streets in, spaces avenues and on plots.



*Figure 67: Selection of key streets and places of different character that aid legibility around Hoylake*



### **Key node – junction of Kings Gap and Market Street**

A key arrival point within the town at the confluence of major routes (Station Road, Meols Drive, Kings Gap and Market Street). Although highways design dominates somewhat the landscaping of the roundabout, larger scale of built development frontage, high quality public realm and planting areas create an attractive and legible junction.

### **Key street – Market Street**

A mixed-use, commercial street serving many functions including; parking; shopping and movement through the town for all modes. Tree planting moderates micro-climate and creates a green corridor. Strong place and movement function. An informal social space on wide pavements is balanced with a busy through route for traffic.

### **Key pathway – Promenade**

A pedestrian and cycle focussed recreational coastal path (and access street - North Parade) providing access to the beach, parking, views; and movement around the coast via the Wirral Way for all modes. An atmospheric sense of place connecting the town with the sea. Degradation of the promenade surface can be a trip hazard to the elderly.



## 4.3 Building Form, Scale and massing

Scale, mass and form are interlinked. The scale of a building refers to its height, length and width. The mass is its overall shape and size, considering the building's scale and resultant volume. The form is more than the 3D envelope of the building and includes the floor plan and extrusions such as porches, extensions and roof form.

New development should respect the scale and simplicity of smaller scale buildings where these are common, avoiding elements such as projections and bay windows which may diverge from this local character. All major design elements should be considered together (porches, entries, eaves, façades and chimneys).

Where larger scale buildings do exist, new development should be informed by an understanding of their historic form. This can range from symmetrical and formal to informal compositions with varied projections and roof-lines.

Building scales do change in mixed-use areas but underlying their design must be a human scale that maintains interest at street level.

### 4.3.1 Infill development

Infill development must:

- Respond and adhere to existing form, scale and massing of buildings in the conservation areas and other character areas so that incremental development does not change the character of the conservation area;
- Infill development must not overwhelm neighbouring buildings or compromise their daylighting or shadow gardens to an unreasonable extent;
- Be no more than 0.5 storeys taller than adjacent buildings or the predominant building height on the street; and
- Justify exceptions in special situations, for example, a prominent corner site, a key gateway, a key focal point or along a key corridor like Market Street.

### 4.3.2 Major development

Major development must:

- Provide a rationale for appropriate form, scale and massing of buildings based on its landscape context, urban context or the character area context.
- Integrate sensitively with the landscape on the periphery of the town if located here;
- Consider scale in relation to the size of spaces or streets that the buildings will define, for example, a wide street or larger square may require more definition by taller buildings; and
- Include housing that is generally two storey up to a maximum of 3 storeys in key locations or on mixed-use streets.

## Bungalows

- Tall chimneys (or equivalent ventilation flues) break up this long roofline
- Steeper pitched roof 40-50' allow for loft-space conversion (with a space-truss choice)
- 1 - 1.5 storey with dormer as necessary
- Oriented parallel to street arguably works better than perpendicular without an entrance



## Apartments

- Tall chimneys (or equivalent ventilation flues)
- Steeper pitched roof 40-50'
- Adaptable loft-space (truss choice key)
- 1 - 1.5 storey dormer
- Oriented parallel to street
- The contemporary style pictured exceed the pastiche attempt which lacks bays / features



## Townhouses / Terraces

- Vertical window proportions ensure light enters the plan unlike mean modern ones
- Solid to void ratio is key to fenestration
- End terraces can have a unique form to respond to their visibility on two streets





## 4.4 Grain and Density



### Lower density:

Generally towards the west of Hoylake around the two conservation areas of Meols Drive and Kings Gap are found the lowest density, largest plots and housing. The typical density in this area is 5-15DpH with large detached houses on their plots.

Threat: Due to the large plot sizes and less demand for large properties there is a the possibility that individual plots and homes could be subdivided to develop a greater number of small homes, likely apartments within a single plot. This would change the character of the area in a negative fashion.



### Medium density:

Often found towards the eastern end of the town, incorporating later suburban development and expansion of the town.

The typical density in this area is 15-40 DpH with semi-detached houses on narrow plots.



### Higher density:

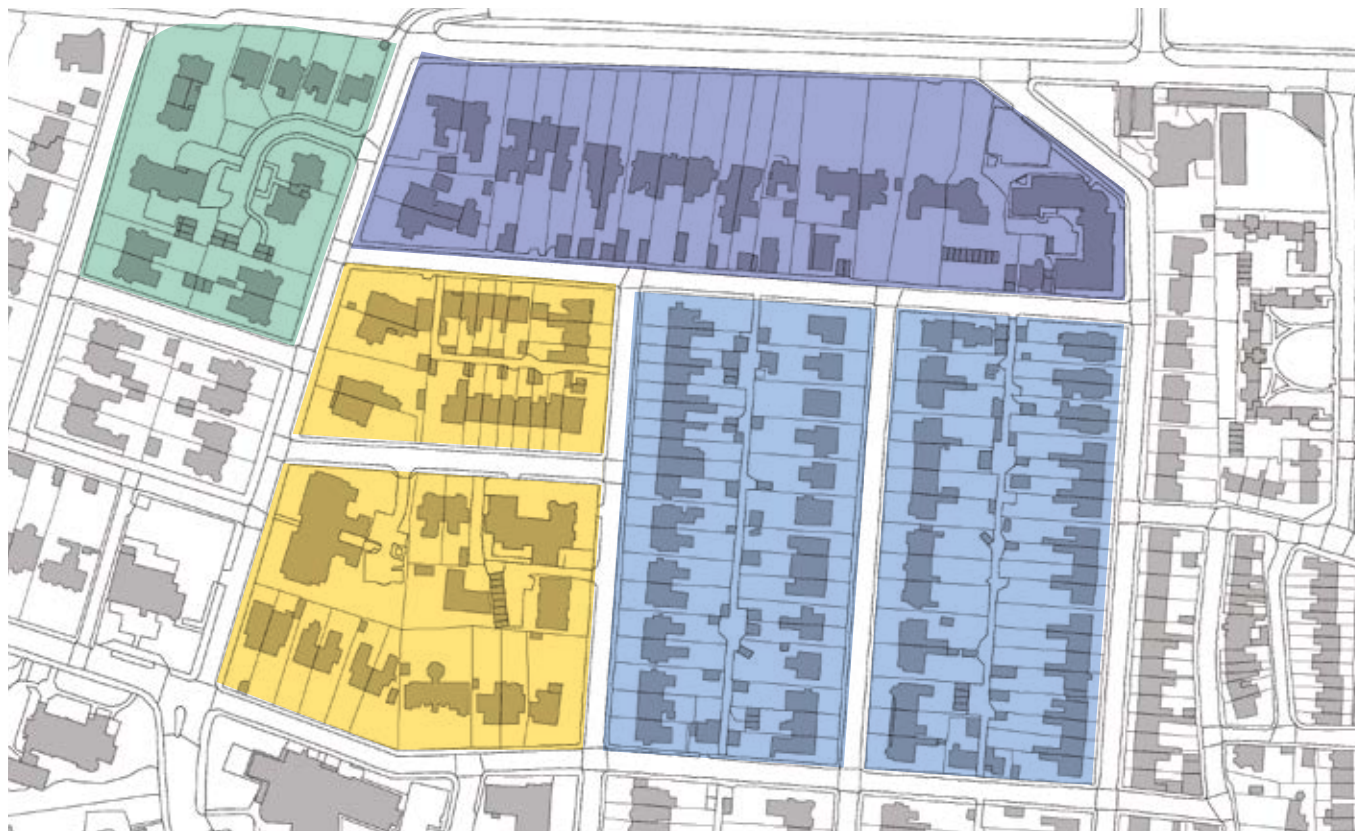
Broadly focussed around the core residential areas of town between Market Street and the North Parade, consisting of terraced houses on short and narrow plots. The typical density laid out is between 40- 80 DpH.



**Lighthouse guidance:** To preserve the character of these areas both the overall and individual plot density plays a very important role in distinguishing and protecting the distinctive character of different areas in Hoylake. New development proposals must respect and respond to these density ranges so that they are appropriately sited and integrated within the context in which they sit.

### Block form and types:

- 'Perimeter blocks' (i.e.. a secure perimeter of houses) on all sides forming private gardens;
- Linear blocks, i.e.. single rows of plots with a main street in front and a back lane giving access to gardens, garages and parking or secondary buildings at the back of long plots with walls and gateways defining the street;
- 'Uncapped' perimeter blocks, i.e.. no houses on the short ends, with gated back lanes giving access to back gardens / yards; and
- In a minority of cases there are 'Cul-de-sac blocks' which have the secure perimeter but include an internal lane or close that is also 'fronted'. These reduce connectivity but are okay in the small minority as long as they are short and straight to aid legibility / security.



- Perimeter block
- Single-side block
- 'Uncapped' block
- Cul-de-sac block



**Lighthouse guidance:** Perimeter blocks that define most edges with outward looking development, enable the streets and spaces in the neighbourhood to become positive places, or urban rooms. In the town centre, placing commercial uses in contact with the public realm in this way provides the best conditions for access, activity and exchange.





### Perimeter block

A secure perimeter (this will sometimes be punctuated by gated alleys to move bikes and bins) on all sides does not mean a non-varied housing layout. The plots and buildings will likely be of different depths/ size to address different streets in the route hierarchy on the various sides, as here.



### Uncapped block

Masonry walls and secondary building frontage must address the street at either end of the block in order to maintain enclosure to the street scene. Gates to back gardens add interest and activity. Narrow rear access lanes should be gated to not compromise security of rear plots.



### Linear block

Larger building types may be able to address the street scenes from both street aspects (front and rear) but will likely need a strong boundary treatment to the back. Here, some garages and cottages address the rear lane. Masonry walls, gates or secondary building frontage must define the rear boundaries.

This type of block can be used on the edge of settlement but is not outward facing so a balance is needed.



### Cul-de-sac block

Generally, this type is not promoted as they reduce connectivity and direct walking routes but are okay in specific instances (e.g. no onward route), possible or desired). There must be a balance of active, attractive frontage to both the internal and external routes within and around the block.

## Density: Plot size and series

- Residential plot sizes generally vary in tandem with the size of houses they provide a setting to (rather than a 'one size fits all' approach which looks like cramming);
- With terraced houses this changes to apply to the overall depth of plot only as they are attached to give quality street enclosure;
- Generally buildings are positioned further back on plot dependent on size but with terraced houses that form streetscapes these setbacks are often relatively small; and
- How buildings are sited on plot, planting, repetition and consistency of the building alignment all have an effect on the 'outdoor rooms' or street-scenes they help to create.



Figure 70: These higher density Victorian terraced housing plots are undersized by today's standards (~ less than 21m back to back) but can be made acceptable with regard to issues of overlooking and access to private outside space. Some people prefer a smaller plot with garden walls that they can talk over.



Figure 68: Detached buildings generally have larger plots and provide a situation where the landscape planting, matured over time, provides a setting to buildings that is as important as the buildings themselves.



Figure 71: Mixed-use buildings with shop-fronts on the ground floor are pushed right up to the front of plot and due to their relative depth (at least on the ground floor) cover a higher percentage of the overall plot with service space to the rear rather than garden space.



Figure 69: Semi-detached homes create a suburban feel, which on a wider scale is less compatible with producing and maintaining a walkable compact settlement with local amenities



**Lighthouse guidance:** street 'enclosure' is important and helps to determine the degree to which the public realm feels safe and overlooked by a continuous boundary of homes/ buildings or is looser and interspersed with planting for a more green look with benefits for mental health. A tighter knit grain should still have greenery (in the street) and likewise a spacious plot pattern should not be without greenery on plot or the effect is very much different. These various qualities should be balanced within new development to maintain or improve the existing context.



## 4.5 Buildings and homes

A key design challenge is to reinforce the existing 'sense of place' with buildings that is distinctive and high-quality but somehow recognisably local and rooted in the town and its landscape context.

A variety of house sizes and building types should be considered to provide variety and diversity within each development whilst also catering to local housing needs.

Meeting local housing needs of making a local connection, particularly providing affordable housing which should be indistinct from market specification.

New buildings should also refer in form and appearance to those found in the town or in the landscape character area in terms of vernacular forms common to the district.



### Common building types and locations:

- Attached cottages/ terraces/ townhouses - Victorian and Edwardian street grid, North Parade and mixed-use areas such as Market Street.
- Inter-war and post-war semi-detached houses – suburban expansion and infill on wider streets.
- Detached villas and cottages – Conservation Areas (Meols Drive and Kings Gap), wide avenues.

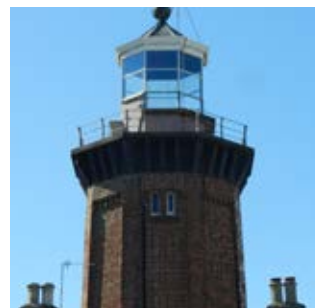


Figure 72: Typical building types

## 4.5.1 Built-form features

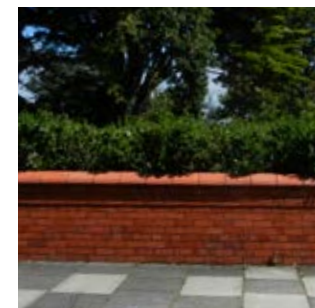
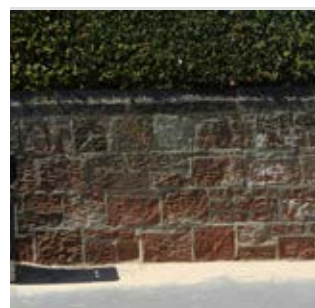
### Landmarks

Typical landmark features on special buildings of importance, community value and in key locations include: lighthouse tower (functional), turrets (corner plots) and spires (symbolic). These features add to Hoylake's sense of place and assist way-finding.



### Boundaries

Typical masonry boundary treatments include: red sandstone walls and brick walls (often with hedgerows). These features help to define public and private realm, adding a sense of quality, ownership and enclosure to the streetscape, defining 'outdoor rooms'.



### Roofscape

Hoylake has an interesting and varied roofscape according to different periods and styles of development, including different pitches (steeper is typical of traditional buildings), half-gables, small gable dormer windows and tall chimneys with decorative chimney pots.





## 4.6 Materials & details

Hoylake has a varied pallet of materials according to periods of development. This should be considered as a baseline to work with in the various character areas. This is especially the case if the building is listed or in a Conservation Area.

Natural building materials that are found locally and are not man-made should be used wherever possible on buildings and structures (for example sandstone boundary walls). Materials and details found in the town's context that typify the landscape character reinforce the sense of place naturally.

Non-local materials are common-place already and key to character areas. Such imported materials have a place but where proposed should have a story behind them that adds to local interest.

Likewise new building materials are not discounted but must complement the local vernacular. Innovative materials (e.g. solar tiles) and sustainably sourced materials (timber) are good practice and will help to minimise resource usage and keep supply chains local, saving embodied energy.

High-quality materials are important for all buildings and must be of a standard so buildings can endure for a long time. They must be maintainable and also delightful in order to encourage people to maintain them.



Figure 73: Photo-grid of the varied material palette in Hoylake



Figure 74: Photo-grid of the varied details used on different buildings in Hoylake

### Richness: Brickwork patterns:

- Contrasting brick patterns
- Dentil brickwork
- Quoins
- Arches

### Façades and proportions:

- Solid to void ratio should be designed to maximise light penetration / insulation
- Decorative or contrasting window surrounds add character
- Verticality emphasised on terraces and townhouses

### Bays and window:

- Single and double height bays depending on building height
- Semi-octagonal bays, projecting
- Sash and picture # windows
- Windows
- Stone sills and lintels



### Detail Design response:

Explore the potential for new buildings to creatively reflect features on locally characteristic buildings within the relevant character area. This might include exterior chimneys, roof pitches, characteristic materials. Bolt-on pastiche design is not advised and an authentic approach required.



## 4.7 Conservation areas and heritage assets

### Conservation Area

The design of development should maintain the special characteristics of the conservation area. There is a presumption against development that would result in the loss or alteration of features which contribute positively to the character of the conservation area.

Any development must retain areas of positive character by retaining as much historic fabric as possible, including: built-form, floorscape, landscape and mature planting.

Any development should respect the historic layout and pattern of the conservation areas, responding to positive characteristics in terms of street pattern, density and layout, plot series and boundary treatments.

Any development should respect the character of the historic built-form within the conservation area, including; building types, scale, massing, height, details and materials, especially where visible from the publicly accessible beach, promenade or informal coastline paths.

Further recommendations: Consider the local designation within the neighbourhood plan of a 'heritage area' that includes both conservation areas and additional important or characterful areas in the immediate vicinity

### Listed Buildings

There is a presumption against development that would result in the harm to or loss of designated heritage assets such as listed buildings and scheduled monuments.

Proposals which involve the substantial harm to (or significant loss of) Listed Buildings, including demolition, will not be permitted unless it can be demonstrated that the substantial harm or loss is necessary to achieve overriding public benefits which outweigh that harm or loss.

Materials and architectural styles applied by new developments or alterations to existing buildings must respond to local character and the significance of the listed building and its setting.

Development within the setting of listed buildings should relate appropriately in terms of siting, scale, storeys heights and massing.

### Non-designated heritage assets

New development should consider the significance of non-designated heritage assets such as Character Buildings (see figure 13) within or in proximity to the site and respond appropriately in terms of design.

There will be a presumption in favour of retention of non-designated heritage assets and investigating the potential for retention, reuse of non-designated historic buildings is appropriate.

Development within the setting of non-designated buildings should relate appropriately in terms of design, scale and massing so as not to diminish the contribution of the asset to local character.

## 4.8 Climate change

### Flooding and coastal erosion

Hoylake's location on the coastline and its potential vulnerability to flooding on all sides should draw the issue of climate change into sharp focus. Sea-levels are forecast to rise and so the adaptability of the town, its buildings and environments is crucial for it to not only become safer and more prosperous but to survive.

To combat this Hoylake must become more resilient to the effects of more violent weather patterns brought on by climate change. This includes the places where people live work and travel including access roads, railways, the promenade, and housing areas closest to the coast and flood plains to the south-east of the town.

A key part of the wider strategy must be to restore natural systems that absorb carbon and hold back rainwater across the region, starting in Hoylake.

As well as increasing flood defences, designing in measures that future proof development and infrastructure from flood risk must be part of the design response. Climate change requires resilience, which can be designed into every new development somehow.

### Temperature change, biodiversity and micro-climate

Rising temperatures, both averages and peaks, require design adaptation to future-proof development. Development must:

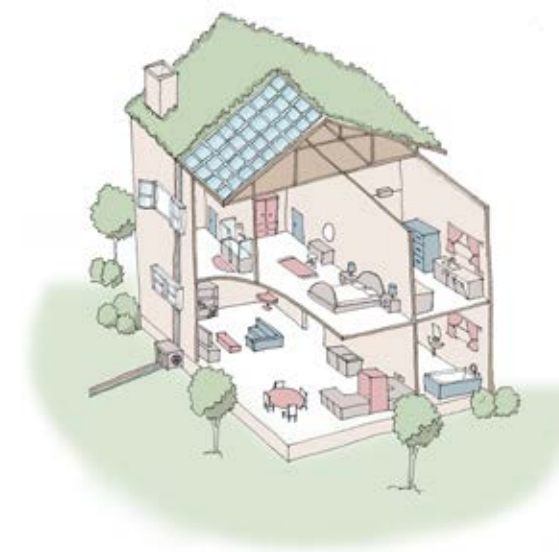
- Both communities and nature must adapt to climate change so protect threatened habitats;
- Eco-systems cannot adapt as fast as the climate is changing, leading to loss of biodiversity;
- Especially freshwater species, making Hoylake's wetlands environment all the more important;
- Design development in order to promote co-dwelling with nature;
- Include more trees in streets, on plots and in open spaces; and
- Consider air-source heat pumps; solar shading; solar energy; mechanical ventilation and green roofs / walls to provide and moderate heating and cooling to all buildings and spaces.

### Water shortages

Wetter winters and dryer summers require better use of water supplies in homes and gardens.

Development must:

- Include water butts on plots with gardens;
- Integrate recycling of water in homes; and
- Use water efficient appliances and fixtures that use less of this resource within homes and buildings.





# Design Codes

*These site design codes have been developed from previous masterplan and engagement exercise and will act as site design briefs that capture the creativity and aspirations of the local community.*

*These projects will only be realised with desire and further evidence of support of the local community and exploration of partnerships to develop proposals and funding.*

**This chapter sets out the design codes for two site allocations within Hoylake; (1) The Row and (2) Carr Lane. It also includes an additional opportunity area (3) The Promenade (following the public consultation).**

## 5.1 Site Design Codes

This chapter has three sections, one for each of the two sites allocated in the neighbourhood plan and one for the key opportunity area.

Where possible, images from Hoylake are used to illustrate the design codes. Where these images are not available, the following outputs are used:

- Design principles and guidance text
- Images from best practice examples
- Illustrations and explanatory diagrams

For both sites and the opportunity area, the Character Codes in section 3 and general principles in section 4 still apply and should be referenced within any design proposals.

These Site Design Codes can be a valuable tool in securing context-driven, high-quality development that reflects local aspirations for locally distinctive sustainable design that will benefit the community. However, they must be a tool for engagement and balancing design priorities. As such, the Site Design Codes are categorised based on topics within the National Model Design Code (2021) using different combinations to best express the principles without being over-long.

The 10 topics used to describe well-designed places in the National Design Code are;

1. Movement
2. Nature
3. Public Spaces
4. Uses
5. Homes And Buildings
6. Resources
7. Lifespan
8. Context
9. Identity
10. Built Form



Figure 75: Photographs of The Row, Market Street



Figure 76: Photographs of the Promenade / North Parade



Figure 77: Photographs of the Carr Lane estate



## S1

# The Row, Market Street Site Design Code

## 5.2 The Row, Market Street

**Location:** East of Market Street, Town Centre

**Site Area:** The indicative site area is 0.29Ha excluding the Market Street carriageway.

**Designations:** The site is within Hoylake town centre, classified as a district centre by Wirral but looking to regain its status as a town centre.

**Physical character:** There are two connected buildings on site; 'The Row' and the former CoOp (currently vacant). 'The Row' is a parade of shops from circa 1970. Buildings are unsympathetic in style to their surroundings. There is a set-back from the pavement with tree planting and 'spill-out' space for ground floor uses and a private rear car-park.

**Current uses:** Mixed-use; shops and services with dwellings above

**Access:** existing vehicle access to rear

### Introduction

This Design Code for a 'Town Square' is a high-level set of design requirements, both mandatory and optional, to set broad parameters for any future redevelopment of 'The Row' and associated public space on Market Street that make up NDP site HS3. The design code is also mindful of the need to promote the right kind of development opportunity and so allows some flexibility. This site and project can be a key to the recovery of Hoylake's retail and commercial leisure sectors after the COVID-19 pandemic is under control; it is important to Hoylake's continued economic success and recovery as a town centre.

### Character Code C2: Town Centre/Market St.

Sites within or directly adjacent to Market Street and the Town Centre must respond to the characteristics identified in the character study in section 3, particularly where building frontages face the main route through the town (Market Street) and their prominence means that both character, function and flexibility are of great importance, especially with the changing role/responsibility of the high street post-COVID (Grimsey Covid19 Supplement, 2020).

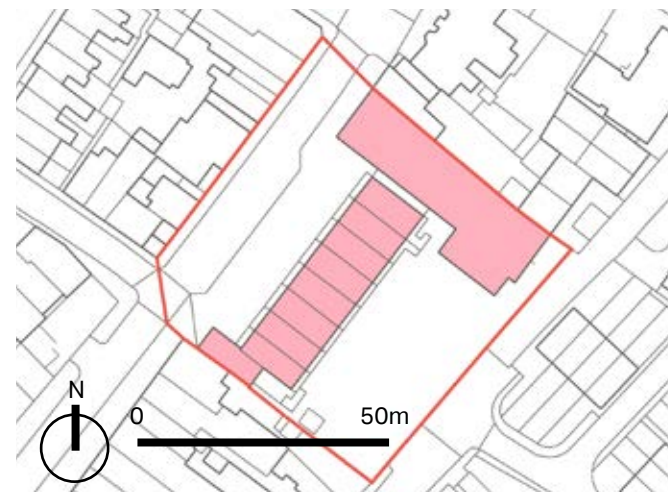


Figure 78: Site area highlighting existing buildings

### Considerations

1. Existing stakeholders, businesses and residents must be consulted should future proposals come forward.
2. Hoylake lacks a market square that can accommodate events and provide green community space in the urban setting.
3. A new town square must be inclusive and designed by the people, for the people to meet a range of access requirements and abilities.

### Illustrative layout option

The indicative layout shows just one option for how the site could be developed to provide more community space and facilities in line with community aspirations.

It shows a community venue with roof garden and a number of apartments over commercial space set further back from Market Street. New public space is provided in front.

The former Co-op building footprint remains broadly unchanged, illustrating the possibility for some reuse and adaptation of existing buildings.



Figure 79: Oxford Castle Square has mixed-use on the ground floor and flexible public space for events



Consider carriageway materials which could be integrated with the square to reduce traffic speeds and create a high quality space.

Retaining existing mature street trees and enhance with additional native / urban suitable planting.

Retain and integrate with the on street parking and quality public realm along the site frontage.

Potential reuse / adaptation of the Coop building as a community venue and performance space.

Multi-functional public space for: playspace, a market, events, seating and public art.

Re-provide or adapt mixed-use building on site including housing and active use on groundfloor.

Potential pavilion building with green roof for events, food and drink, storage or community use.

Private parking area and servicing reduced at rear of the square to increase public space at front

Figure 80: Illustrative masterplan option from Hoylake Neighbourhood Masterplan (2021)





Figure 81: Concept sketch of transition zones - vehicle route, planted area and flexible space



Figure 82: Precedent images of quality hard surfacing, planting and flexible street furniture



## 1. Movement & Context

- Balance the movement needs of pedestrians, cyclists and vehicles along Market Street with the place function of a new square for the town and programme of events that it can hold.
- Rebalance space within site by attributing less space to parking for private motor vehicles.
- Consider the options for a 'holistic space' that includes the carriageway within the design, slowing traffic speed for safety but keeping it flowing efficiently so not to affect capacity. Alternatively, if the carriageway remains unchanged then the square will step back from it and co-exist comfortably.
- Consider desire lines and access requirements between the present front and back of site from Charles Road (which provides for access and vehicle delivery requirements).
- Cycle parking is essential, both public and private if vehicle parking is to be minimised.
- The square complements a legible town plan with direct, convenient walking routes east and west to the promenade.

## 2. Nature, Homes & Buildings

- Where landscape space is at a premium and public space is required to be hard surfaced and flexible (for events and accessibility) then consider how to incorporate moveable planters.
- Incorporate green infrastructure on walls, buildings and roofs with green balconies and roof gardens for public buildings or residential properties
- Planting aims: incorporate local / native planting species and themes relating to coastal character and retain (and add to) existing mature trees on site.
- Integrate sustainable drainage systems and visible expressions such as rain gardens.
- Consider micro-climate and potential to shelter from the elements (sun, wind, rain).
- The architecture will be clearly of its place – distinctively local – yet also of its time by making use of the latest technology to add positively to local character.
- New homes should have access to private outdoor space via balconies terraces and roof gardens.



### 3. Uses & Lifespan

- Encourage active uses (e.g. play, recreation, meeting and resting) for a wide range of participants of different ages and abilities and incorporate facilities to increase their dwell time, inside and out.
- Complement and expand the existing offer of the town centre, providing new resources and opportunities that nurture business, creativity and community through meeting and interaction.
- The program of space for homes and buildings should be designed flexibly, for adaptability and future proofing different use (like townhouses have in town centres all over the country with accessible, active uses on the ground floor and offices and residences above).
- Requirement for a mix of uses:
  - Commercial business and service (E) – shops, cafés, gym, incubator space / shared office / studios
  - Sui Generis – anchor performance space (music/ theatre/ spoken word)
  - Learning and Institutional (F1) – art gallery / education and training
  - Residential (C3/C4) – to bring supervision and ownership to the town centre
- Any multi-functional community buildings (e.g. cafés / work place / performance venue) should maximise the mix of uses and user groups that will access it to help build community there
- Involve the community in the design of the place and ensure it meets their future needs





#### 4. Built Form & Resources

- Building heights should be compatible with the town centre context of 3 and 4 storey elements may be appropriate to define increased public space
- Width of building sub-divisions and frontages should provide interest at ground floor level
- Depth of buildings should not create monolithic buildings within the traditional building scale of the town figure ground plan
- Build less – consider either or both built elements of the existing site for continuation, reuse or adaptation of these existing assets. Intensifying development should include community benefit.
- Build clever – design in low carbon materials and minimise resource use where possible
- Build efficiently – embrace new construction technologies and recycle existing materials on site
- High quality, attractive and robust natural materials that enhance the sense of place

#### 5. Public Space & Identity

- Use designs, materials and motifs inspired by the coastal location and landscape or by the people and creativity of creators within the town, e.g. the artistic and musical heritage for example
- Integrate the town square with the town centre via accessible routes and signage
- Draw on the history of the place for public art, poems, sculpture and motifs for design
- Consider design features within the square to promote interaction, play and dwell time
- Provide a variety of seating locations (with backs for comfort) for all age groups
- Consider a clear spatial typology (e.g. square) and layers or zones of activity and use
- Complement the existing public realm 'palette' of materials, lighting and street furniture (particularly the existing cycle racks and benches)
- Consider scope to double the size of public space within the site by halving the size of private parking currently on site

## S2

# Carr Lane Estate Site Design Code

## 5.3 Carr Lane Estate

**Location:** To the south-east of the town centre, beyond the railway line.

**Site Area:** The indicative site area is 17.5Ha excluding the Ellerman Lines site beyond.

**Designations:** The site is allocated within the Hoylake neighbourhood plan. The adjacent surrounding land is within the greenbelt.

**Physical character:** The site character is a mix of typical industrial estate roads, 'sheds' and security boundary treatments. Two pockets of housing are located at Proctor Road and the east of Carr Lane.

**Current uses:** Industrial (circa 12.5 Ha) residential; open space & recreation; landscape

**Access:** existing main vehicle access via Carr Lane level crossing of the railway

### Introduction

The Design Code for The Carr Lane Estate is a high-level set of design aims to support a community vision for this mixed-use industrial estate and residential area. The design code is also mindful of the need to upgrade the infrastructure serving the communities that live here, particularly with regards to connectivity across the railway line, character of streets and spaces and need to adapt the industry in order to limit and respond to climate change.

This site and project can be a key in the transition of Hoylake's employment and industry towards a greener economy, but particularly improve social integration and infrastructure for existing communities. Continued consultation with businesses and residents is key to this.

To the south-east there is a potential opportunity site (Ellerman Lines) adjacent to important landscape areas. There are aspirations to establish a wildlife and wetland centre on this site to enhance this landscape in line with landscape character guidance. This can help to increase biodiversity and link to education and recreation opportunities.

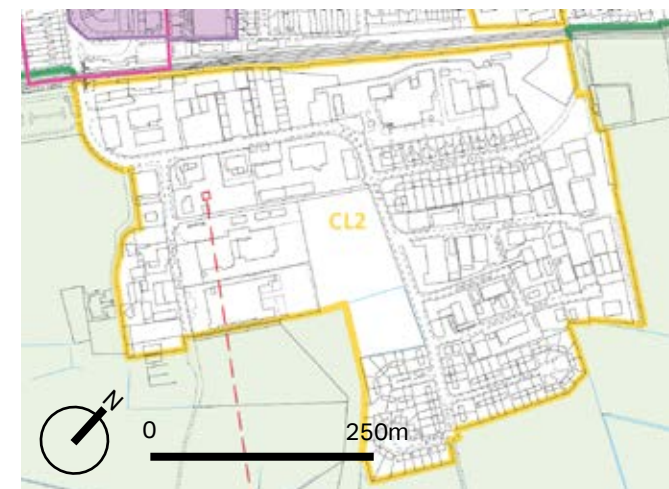


Figure 83: Site area highlighting existing buildings

### Considerations

1. Existing stakeholders, businesses and residents must be consulted with for any proposals.
2. The long term industrial use of the site may require some remediation, subject to investigations
3. This is a longer term (30 years) opportunity to develop a more connected and sustainable mixed-use neighbourhood, phase by phase.



## Indicative Layout

The indicative layout demonstrates one option for how the site could be developed according to the existing parcels structure, in order to provide maximum flexibility and opportunity to incorporate existing communities.

A significant area of open space is retained and incorporated within a green finger running into the site.

See Hoylake Neighbourhood Masterplan (2021) for further details.



- Carr Lane and adjacent community

- Potential improvement to access for emergency vehicles across railway

Indicative development parcels for phased delivery

Potential green bridge  
across railway line to Town  
Centre for pedestrians and  
cyclists

- Potential community hub building as a focal point to the future neighbourhood

- Existing open space is retained and enhanced

- A continuous pedestrian and cycle link runs through the site

- Existing homes to be retained and consulted on proposals

Potential for Visitor Centre with access to newly designed Wildfowl and Wetlands Centre on the land to the South and East of the site

Figure 84: Indicative concept from Hoylake Neighbourhood Plan Masterplan





## 1. Movement, Homes & Buildings

- Improve connectivity for pedestrians, cyclists and vehicles (particularly emergency) from Carr Lane to the town centre by upgrading level-crossings and engaging with Network rail on a potential new bridge.
- Existing homes should be better integrated with the town and with any new development.
- Any new homes should meet national space standards and address local housing need.
- Provide electric vehicle charging points as part of any new development.
- Enhance legibility and access to surrounding countryside footpaths and rights of way.

## 2. Public Space & Nature

- Retaining and enhancing open space, recreation and play at the heart of the site should be at the heart of any proposals to serve the existing and potential expanded community.
- Retaining and improving elements of the public realm can set the scene for new built form.
- Tree planting is an important priority for any new development for character, micro-climate and softening views of development (both within and from surrounding areas).
- Integrate sustainable drainage systems (rain gardens, ponds and swales to manage rainwater and run-off).
- Create a green spine along Carr Lane, acting as a green finger towards the town.

## 3. Built-Form & Identity

- The built form that fronts the main streets or existing spine (Carr Lane) is important as it shows the 'face' of development and sets the urban street-scene for everyone entering.
- The scale of development should not impact unduly on the surrounding landscape or neighbouring townscape of the town centre. Building heights of 2 storeys will suffice.
- Development should support and integrate the existing community foremost but must have a future-facing outlook in terms of environmental sustainability.
- Involve the community in the design of development and ensure it meets their future needs.





#### 4. Resources & Lifespan

- The built form that fronts the main streets or existing spine (Carr Lane) is important as it shows the 'face' of development and sets the urban street-scene for everyone entering.
- The scale of development should not impact unduly on the surrounding landscape or neighbouring townscape of the town centre. Building heights of 2 storeys will suffice.
- Development should support and integrate the existing community foremost but must have a future-facing outlook in terms of environmental sustainability.
- Involve the community in the design of development and ensure it meets their future needs.

#### 5. Uses & Context

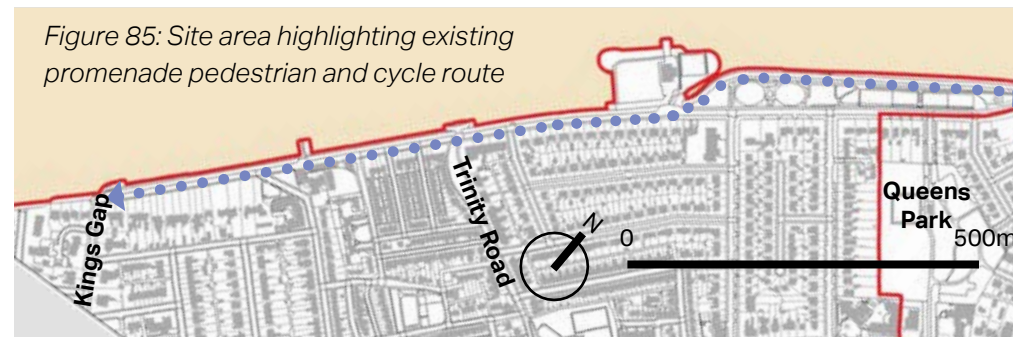
- Encourage active uses (e.g. play, recreation and sport) for a wide range of participants of different ages and abilities and incorporate facilities to support healthy lifestyles.
- Complement the town and expand the existing offer of the estate, providing new resources and opportunities that nurture business, sport and connection with nature.
  - Retail (E) – shops, cafés
  - Leisure (F2, Sui Generis) – anchor performance space (music/ theatre/ spoken word)
  - Business (E) – incubator space / shared office / studios
  - Institutional (F1) – art gallery / education and training
  - Residential (C3/C4) – to bring supervision and ownership to the town centre

- Potential uses can include;
  - Wildfowl and wetland Centre (sui generis)
  - Local community uses (F2) – local shop/ café / community space
  - General industry (B2) – existing businesses (electric vehicles) / incubator units / manufacturing / hi-tech or research
  - Residential (C3/C4) – to bring supervision and expanded community to the estate
  - Associated open space, green infrastructure and recreation
- Integrate design concepts and materials with the context and draw inspiration from the existing town to the north-west and landscape character of the Birket floodplain to the south-west.
- Integrate the site and countryside with accessible routes and signage.

## S3

# The Promenade Site Design Code

Figure 85: Site area highlighting existing promenade pedestrian and cycle route



## 5.4 The Promenade

**Location:** North-west of the town centre along the coastline

**Site Area:** Over 1km in length

**Designations:** The promenade is adjacent to several marine designations including Special Protection Area and Special Area of Conservation making solving beach pollution a key issue

**Physical character:** The promenade is 120 years old and represents a Victorian idea for providing access to the coast and flood protection and has endured but degraded over time. The western end of the promenade lies within the Kings Gap conservation area, as one of the most important features / spaces, giving access to views of Hoylake's distinctive location, particularly its iron railings and open outlook set above the beach area.

**Current uses:** Recreation and leisure

**Access:** North Parade is one-way and access to the beach needed for the RNLI

### Introduction

The design code for 'The Promenade' is a high-level set of design principles to set out the community aspirations for the upgrading of both the Victorian promenade and streetscape along North Parade. The design code is also mindful of the need to promote this community led redevelopment option, taking on board further ideas and aiming to secure funding and partners to work on the project. As such flexibility remains key.

This site and project can be a key to the development of Hoylake's sense of place as a coastal town, expressing its traditional roots and ability to provide accessible leisure and recreation opportunities to residents and visitors alike. The potential to remodel the promenade in a manner befitting Hoylake's unique character opens up the opportunity to solve drainage problems and address the quality, beauty and sustainability of this valued community space.

### Character Code C1: Kings Gap/Meols Drive

The south west end of the promenade is within the Kings Gap Conservation Area and must respond to the special characteristics identified in the previous Focus Area study in section 3 with reference to the Kings Gap Conservation Area Appraisal (WMBC, 2000).

### Considerations

1. There is great potential to promote tourism, day trips and education opportunities in response to recent and potentially ongoing change in tourism and to encourage sustainable lifestyle and travel behaviour.
2. The original form and aesthetic of the Victorian promenade has been impacted by the motor-car which now can dominate the streetscape through kerbside parking (yet this is crucial for many visitors).
3. Conflict exists between pedestrians and cyclists could be addressed through design.
4. Drainage onto the beach can be addressed with sustainable drainage solutions.



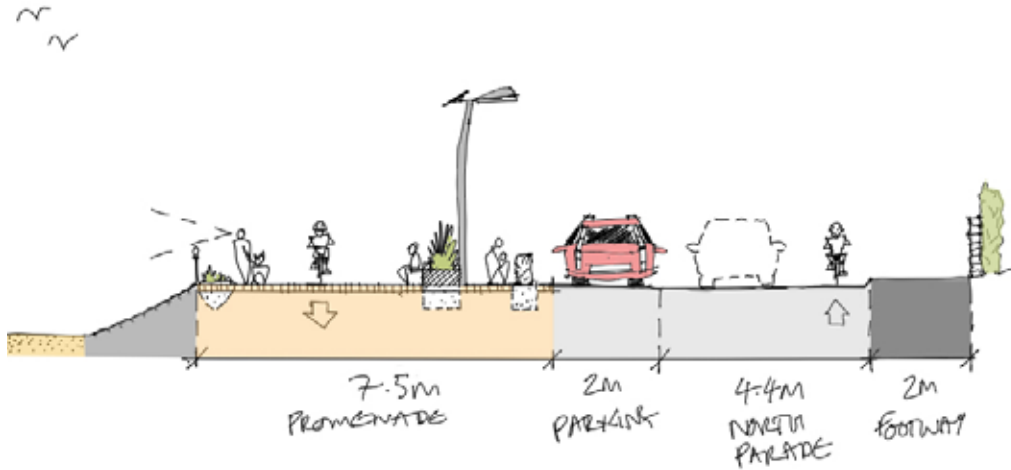


Figure 86: Indicative cross-section of promenade and north parade for illustrative purposes and to understand the available space (do not scale)

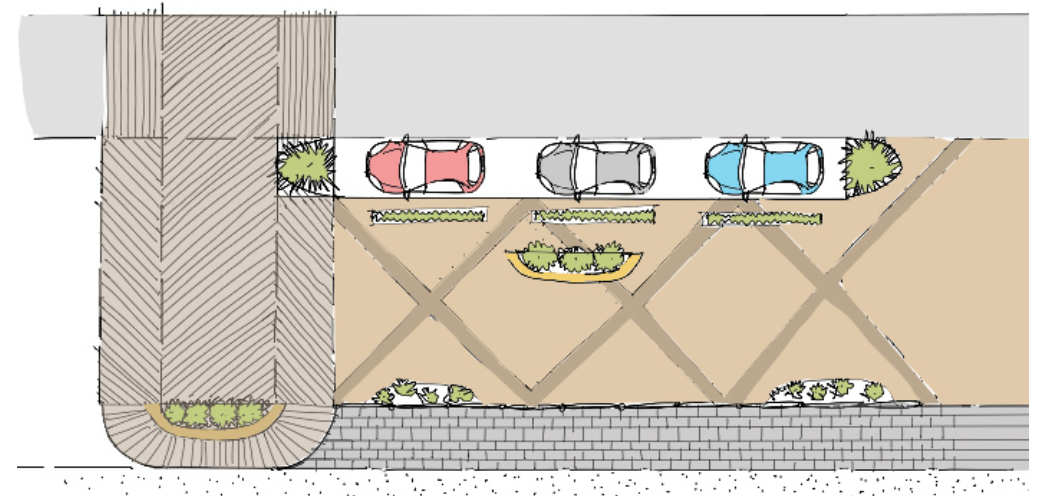


Figure 87: Indicative plan of segment of promenade for illustrative purposes and to understand the space available (do not scale)

## 1. Movement & Public Space

- Balance the movement needs of pedestrians and cyclists along the promenade (clarifying rights of usage, direction of flow on and off the promenade and easing passage of cyclists past pedestrians without surprising them, a particular concern of the elderly).
- Respect the slower movement of elders and children along the promenade.
- Rebalance space by attributing less space to private motor vehicles.
- Maintain levels of beach access for safety vehicles in consultation with the RNLI.
- Provide electric vehicle charging points to serve the incoming generation of vehicles
- Provide a variety of seating locations (with backs for comfort) for all age groups

## 2. Nature & Identity

- Integrate sustainable drainage systems under the promenade to solve existing pollution of the beach and Incorporate surface features such as planted rain-gardens to express this function.
- Use designs, materials and motifs inspired by the coastal location to celebrate and enhance the natural beauty of the coastal environment. Engage with local artists to provide public art at key locations. Promote the use of hardy, coastal plant species (native species preferable).
- Integrate the promenade with the town centre via accessible routes and signage.
- Draw on the history of the place for public art, poems, sculpture and motifs for design.
- Create a series of design features along the promenade to encourage exploration and learning,
- Provide places to rest and appreciate views. Potential to incorporate nature hides to watch wildlife at key locations.

## Illustrative concept visualisation

This indicative view opposite highlights the advantages of improvements to the promenade and existing concerns, such as the quality of the surface for elderly users and the significant trip hazard it is in places currently.

This vision of a inclusive and high quality promenade for the next century is important to the vitality of Hoylake as a place to visit and for the community. See Hoylake Neighbourhood Masterplan (2021) for further context also.

## INDICATIVE EYE-LEVEL VISUALISATION OF IMPROVEMENTS TO HOYLAKE PROMENADE FOR CONSIDERATION BY THE COMMUNITY



Shift in emphasis from car dominance to "people before cars"

Parking retained with provision for electric vehicle charging points

Porous surfaces reduce trip hazards and increase safety, particularly for the elderly

Attractive smaller scale lighting columns that address pedestrian safety and provide 'atmosphere'

How to incorporate the Wirral cycle route in both directions is a challenge, cycling (one-way only?) must be safely managed

Viewpoints and seating that enable engagement with nature (potential for 'hides' also to facilitate watching undisturbed wildlife)

One way street remains for all modes, including improved cycle provision (to be consulted on further)

Soakaway planting areas help to control surface water drainage on to beach

A variety of seating, with backs for comfort

Safe level-crossing points at key locations for pedestrians, wheelchairs, prams and the elderly

Retention of Victorian railings maintains an aspect of the promenade's heritage in the conservation area





### 3. Uses & Lifespan

- Potential provision of toilets, baby changing, showers and additional visitor information facilities.
- Encourage active uses (e.g. play, recreation, observing nature) for a wide range of participants of different ages and abilities and incorporate facilities to increase their stay.
- Maintain flexible areas for event spaces, such as for the RNLB Lifeboat open day.
- Consider climate change and the future role of flood defences in design proposals.
- Involve the community in the design of the space and ensure it meets their future needs.

### 4. Built Form & Resources

- Use attractive and robust local and natural materials that enhance the sense of place.
- Look to reuse or recycle any existing materials from the promenade.
- Adapting the design of the existing promenade may be viable.
- Consider a phased approach to delivering new components.
- The promenade must address future scenarios in terms of flood risk, ecology and a space for the community for the next 100 years and beyond.

### 5. Context, Homes And Buildings

- Respect the outlook and amenity of existing homes, properties and gardens facing the promenade.
- Any small-scale new buildings (e.g. Café's / education / cycle or visitor facilities) should carefully consider their impact on the promenade, beach, existing properties and views to and from the coastline.
- New buildings may be temporary or built to be capable of disassembly but must be durable and attractive.
- Sympathetic beach hut style storage and/or stalls could help to facilitate additional activities and make the promenade a more practical and attractive place to spend time.

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