

HAMILTON SQUARE

Conservation Area Regeneration Plan

The Hamilton Square Conservation Area in Birkenhead is one of the most architecturally significant squares in the UK, notable for its Georgian townhouses and planned layout. Designed in the early 19th century by Scottish architect James Gillespie Graham, it was commissioned by William Laird to create a prestigious residential area. The square is named after John Hamilton, Laird's father-in-law.

It has the largest collection of Grade I listed buildings outside London. The buildings are in a classical Georgian style, featuring sandstone facades, symmetrical layouts, and elegant proportions. The central square is a landscaped public space, which enhances the historic setting. Birkenhead Town Hall, Grade II*, stands on the square's west side. The square includes monuments such as the World War I Cenotaph and Queen Victoria Monument, adding to its heritage value. Hamilton Square was designed as a high-status residential area but later saw a shift towards commercial and civic uses.

The Hamilton Square Conservation Area was first designated in 1977, with an Appraisal produced in 2006. This Plan is about the conservation area and is forward-facing. Its purpose is to update the existing conservation area appraisal and set out new preservation and enhancement proposals for the conservation area. These proposals also support the multi-billion pound regeneration programme currently underway in Birkenhead via the 2040 Regeneration Framework. The intention is for this Plan to undergo statutory public consultation in order to update the boundary and management proposals for the conservation area. This way, it will form part of the suite of regeneration plans and frameworks that support the Birkenhead 2040 Framework.

The conservation area's significance, and its character and appearance are fundamental to informing the entire conservation area regeneration plan.

Following the understanding of the conservation area's significance, the next step is to look at the area it covers. The Case for Change that supports this Plan assesses the boundary in more detail, an extension of the conservation area boundary has been proposed following the assessment.

The Plan can support the wider regeneration programme through the preservation and enhancement of the conservation area, actions are identified on the plan. By understanding and analysing the study area and its context, proposals have been identified for the area. An action plan for the delivery of these proposals is in Chapter 9: the Delivery Plan.

