

**From:** [Redacted]  
**To:** [Local Plan](#)  
**Subject:** Wirral Local Plan - Main Modifications  
**Date:** 05 November 2024 13:01:44

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### Part A - Response from:

[Redacted]
[Redacted]
[Redacted] Regeneration & Public Affairs Director
Magenta Living
[Redacted]
[Redacted]
[Redacted]
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### Part B - To which Modification does your representation relate?

- Main Modification Reference numbers: MM 2 & 23, 5, 10, 14, 56.
- Housing Trajectories.

If your comment is on a Main Modification, do you consider that the Main Modification is:

- Legally Compliant – Yes
- Sound – Yes

### Comments...

Magenta Living broadly supports Wirral`s Local Plan Main Modifications which we believe to be both sound and legally compliant but, we would make the following observations:

**MM2 & MM23** - we welcome the deletion of Scotts Quay as a regeneration area requiring an approved masterplan. The other regeneration areas rightly need to be given priority over Scotts Quay.

**MM5** - The net additional figures for the Seacombe corridor commence from 2027 - it is possible to bring this date forward - but there appears to be no reference to the time period for new properties to be built within the Wallasey Town Hall masterplan.

**MM10** - This Main Modification should clarify if the waterfront minimum density figure of 70 applies to the Seacombe corridor.

**MM14** - This Main Modification should clarify that a separate masterplan will be approved by the Council for both the Wallasey Town Hall Quarter and Seacombe corridor. However, the overarching principles should be cross referenced with them being adjacent to each other. Also relating to this point, the Housing Trajectories table should clearly display two separate figures for the Seacombe Corridor and the Wallasey Town Hall Quarter to reflect this separation.

**MM56** - The Main Modification in relation to tall buildings should cross reference and dovetail with the role of the recently created Building Safety Regulator which has responsibility for setting standards for the design and construction of higher-risk buildings.

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Regeneration and Public Affairs Director  
Magenta Living

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