



re-planting of the memorial avenue dedicated to the Battle of the Atlantic. More than 90 semi-mature trees were planted and existing plaques and interpretation carefully salvaged and reinstated.

The palette of materials and construction method adopted standards from Liverpool's Public Realm Implementation Framework. All pavements were designed to take vehicular loadings. Finally, the work at Pier Head was to be fully integrated with the adjoining mixed-use Mann Island development, also masterplanned by AECOM Design and Planning.

ENCOURAGING ACTIVITY

The paving beneath which the interlinking culverts pass enables unhindered pedestrian access to the river edge, and provides ample space for civic festivities to occur. This stretch of busy waterway brings movement and interest to the waterfront and provides sheltered places to sit, watch the passing narrow boats and enjoy the views. At 650 metres in length, this is the first major urban canal extension in the UK in a generation.

For navigational reasons the canal's water level needed to be several meters below the surface of the public realm itself. This potentially divisive situation has been ingeniously overcome by conceiving the entire space as a gently folded surface, akin to a beautiful piece of origami, fluidly enabling access for all to the water's edge. The crease lines that create these folds run the length of Pier Head, yet seamlessly change their nature as they move through the space. These are highlighted with a warm-



Providing a contrast with the pale stone, mid-grey varied-tone granite paving forms a rich, textured pattern that takes its inspiration from the variety of stone sizes used in the surrounding historic docks. Within the scheme a gradation of five module sizes are used, with large flagstones in open expanses of paving blending to cobbles in areas requiring an intricate finish or where the surface is required to take particularly high weights such as river wall maintenance cranes. A subtly varied colour palette of mid-grey granite not only highlights these unit changes to great effect, but also masks surface dirt. The effect is the creation a rich patina across the plaza surface, the subtle colouration being brought to life when wet. The centre-piece of the design is a new lawn surrounding the restored statue of Edward VII which sits on the central axis of the space between the Cunard Building and new Mersey Ferry terminal. In spring, purple crocuses provide a dramatic splash of colour; in summer it is hard to see the grass for people enjoying the sunshine



The new-look Pier Head is a key highlight when visitors promenade the Liverpool waterfront, and is highly successful in terms of bringing new animation to a once desolate space. The liveliness of the canal with its boat traffic, rippling water and reflections attract visitors to sit in shelter from the wind and enjoy the new spectacle. The ferry terminal creates vibrancy, with an outdoor café overlooking the river; rooftop restaurant with outdoor terrace and Beatles Story attraction. Visitor numbers are on the increase, and visitor spend has increased since the completion of the public realm regeneration project (see below for details)

THE VALUE OF QUALITY DESIGN

Recent economic impact figures tracking the success of Liverpool's year as European Capital of Culture, 2008, reveal the city region's visitor economy is on target to be £2bn a year by 2020. These days, it is hard to remember now how unattractive the centre was to visitors and shoppers before comprehensive public realm regeneration transformed the city. Official data compiled under the tourism industry's STEAM model show visitor spend during the city's year in the international spotlight rose from £1.4billion to £1.6billion. The figures also highlight the number of jobs supported by businesses in the visitor economy: a rise of 11 per cent from 7,697 to 8,521.