

LIVERPOOL WATERFRONT REIMAGINED

SWOT

STRENGTHS:

- WELL LOCATED SHARED PARKING
- NICE LANDSCAPE FEATURES: PLAYGROUND, BOAT, VIC AREA, WATERFRONT EDGE
- EXCELLENT FOR LARGE FESTIVALS/EVENTS
- BEAUTIFUL EXPANSIVE RIVER/VIEWS
- LAND OWNERSHIP BY MUNICIPALITY
- MAIN STREET IS VERY CLOSE - FACADE IMPROVEMENTS ARE TAKING PLACE
- STILL WATER AREAS FOR KAYAKS AND SWIMMING

WEAKNESSES:

- RAPIDS AT BOAT LAUNCH AREA
- PARKING UNDIFFERENTIATED & BARE
- DOWNTOWN + WATERFONT ARE PHYSICALLY AND VISUALLY SEPERATED
- WATERFRONT COSTLY TO DEVELOP AND FLOOD PRONE (OTHER PLANS NOT IMPLEMENTED)
- VACANT BUILDING SITES/UNDERUTILIZED PROPERTIES/DATED MURALS
- HENREY HENSLEY DRIVE USED AS DOWNTOWN BYPASS
- LARGE UNDIFFERENTIATED OPEN SPACE

CHALLENGE

Activating the waterfront and animating the downtown

DRAFT