

Challenges

Despite its key city centre location and high footfall, there is a real need to bring fresh energy and ideas forward to re-shape the potential of Williamson Square as an attractive and vibrant open space.

The key challenges are:

- How do we make the square more than a through route, and make it a place where people want to stay and spend time?
- How can we improve the night-time economy in the area to support the Playhouse Theatre and nearby Royal Court and Empire theatres?
- How do we make the most of the fountain or do we need a new attraction or public art centre-piece?
- Can we improve lighting in the square and surrounding areas to make it feel safer and more attractive?
- How can we improve a sense of connectivity between the square and its neighbouring areas including Church Street and the St George's Quarter and its venues and events?
- How do we ensure the square supports a thriving and varied daytime economy which attracts and retains visitors?



Why now?

The area around Williamson Square has been transformed by major investment. In the past decade more than £100m has been invested into high profile improvements to neighbouring Clayton Square and Church Street as well as the Royal Court Theatre, St George's Hall and St Johns Shopping Centre and Market.

Williamson Square feels like it has been left behind. It could be a huge asset and provide the city centre with a missing element – a high quality public space and gathering place.

With more major investment in the pipeline it's time to re-imagine Williamson Square as a place that will help knit the city centre together and become a vibrant new destination.

What next?

The future of Williamson Square is in your hands. You, the people of Liverpool, have a unique opportunity to help redefine how this public square works for you.

How?

We want to hear your views, opinions and ideas on what the square should offer over this coming year and decade.

Fill in one of the forms available at Liverpool Playhouse Theatre and Marks & Spencer café.

Or send an email to: contact@regeneratingliverpool.com

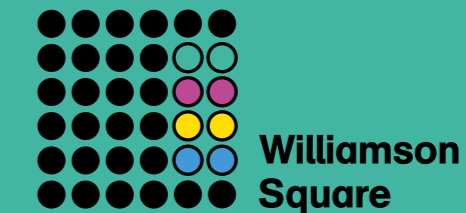
Or you could even tweet your suggestions, using the hashtag [#NewWilliamsonSq](https://twitter.com/NewWilliamsonSq)

The public consultation will run from **Friday, 23rd February** until **Monday, 30th April**

Thank you for your time.

Ten years on from being the European Capital of Culture, Liverpool needs its pre-eminent public square to reflect the city's cultural prowess and ambitions.

A NEW FUTURE FOR WILLIAMSON SQUARE



[#NewWilliamsonSq](https://twitter.com/NewWilliamsonSq)

www.regeneratingliverpool.com/project/williamson-square



Williamson Square - The story so far...

City squares are vibrant meeting places – spaces where people congregate to celebrate, relax, exchange ideas or do business. They are vital to the experience and enjoyment of urban life.

Williamson Square is one of the main public spaces in Liverpool city centre.

It should be a vibrant and attractive hub but is seen by many people today as “a square that people walk through, rather than meet and gather.”

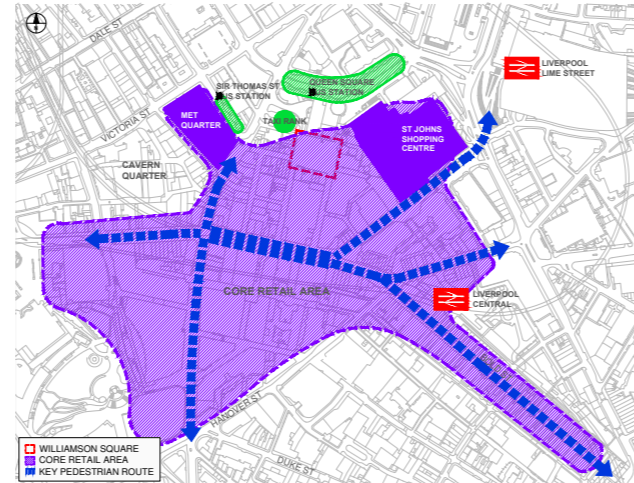
Past - Initially laid out as a residential square in 1745, Williamson Square has been an entertainment venue since 1772 when the Liverpool Theatre Royal opened on the northern side of the square. The Playhouse Theatre was built in 1866, originally as a music hall, and was later converted to a theatre in 1911. The square became traffic-free in the late 1980s.

Present – Today Williamson Square is the city centre’s largest pedestrianised open space at the heart of a busy retail area and is well connected to both major bus and rail stations. The square benefitted from a £5.75m regeneration investment in 2004 creating a new fountain, new granite paving, semi-mature trees and new seating. The square is home to the award-winning Playhouse Theatre, Marks & Spencer, Matalan and Liverpool Football Club store, as well as a mix of cafes, bars and street traders. It also currently hosts commercial events managed by the Liverpool BID Company.

Future – In 2012 the Liverpool City Centre Strategic Investment Framework set out a 15-year blueprint to transform and revitalise the city centre through major investment and regeneration projects. Williamson Square was identified as a key priority. On 23rd February 2018, businesses and stakeholders in Williamson Square came together to start a conversation to bring new life and energy to the square and exploit its potential to be a thriving space and asset for the people of the city.

Williamson Square, Liverpool, England

Latitude: 53° N. Longitude: 2° W



Current pedestrian flow in Williamson Square



Williamson Square in the 1950's

Vision

Our vision is built on four key principles and six objectives:

- **Re-imagine** the square’s potential – both day and night.
- **Re-animate** the square with a revitalised Playhouse Theatre at its heart.
- **Re-connect** the square to its surrounding areas.
- **Re-engage** the public and surrounding businesses with an imaginative events programme



Williamson Square at night

These cornerstone principles are underpinned by six objectives to:

1. Bring all the partners and players together to create a new vision.
2. Provide a vibrant cultural leisure destination.
3. Make the square a catalyst for the regeneration of the wider area.
4. Market the square as a visitor attraction.
5. Make better connections and access.
6. Create a square that is beautiful and environmentally sustainable.



Image courtesy of BCA Landscape



Potential usage and open space design ideas