
Report to:	Cabinet	Date of Meeting:	Thursday 5 November 2015
Subject:	Crosby Investment Strategy	Wards Affected:	Manor; Victoria; Blundellsands
Report of:	Chief Executive		
Is this a Key Decision?	Yes	Is it included in the Forward Plan?	Yes
Exempt/Confidential	No		

Purpose/Summary

To seek authorisation to publish the final report of the Crosby Investment Strategy following the final round of public consultation on the final draft document. It is important to emphasise that when reading the strategy it is high level document and has taken a long term view in respect to some of the potential opportunities for development and improvements. The strategy will be used to guide future developments and attract investment

Recommendation(s)

That Cabinet approves the Crosby Investment Strategy to guide future development and investment strategies

How does the decision contribute to the Council's Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		/	
2	Jobs and Prosperity	/		
3	Environmental Sustainability	/		
4	Health and Well-Being		/	
5	Children and Young People		/	
6	Creating Safe Communities	/		
7	Creating Inclusive Communities	/		
8	Improving the Quality of Council Services and Strengthening Local Democracy		/	

Reasons for the Recommendation:

An approved Crosby Investment Strategy will help promote the opportunity for investment and development potential that can support the town centre.

Alternative Options Considered and Rejected:

Not applicable

What will it cost and how will it be financed?

(A) Revenue Costs

There are no revenue financial implications arising from this report.

(B) Capital Costs

There are no capital cost implications arising from this report. Any enabling costs required as part of the strategy will be subject to separate report.

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Financial		
None		
Legal		
Depending on how the Investment strategy is progressed, there may well be a need for legal work to be completed by the Council.		
Human Resources		
None		
Equality		
1.	No Equality Implication	<input checked="" type="checkbox"/>
2.	Equality Implications identified and mitigated	<input type="checkbox"/>
3.	Equality Implication identified and risk remains	<input type="checkbox"/>

Impact of the Proposals on Service Delivery:

Not applicable

What consultations have taken place on the proposals and when?

The Cabinet Member for Transportation has been briefed on the Strategy. Officers have been consulted in Built Environment and Public Health. The Crosby Steering Group have

been consulted throughout the strategy process. This included representatives of the Town Team and Better Crosby. Comments have been incorporated into the final report of the Strategy.

The Chief Finance Officer has been consulted and notes the report does not indicate any direct financial implications for the Council at this stage.(FD 3852/15)

The Head of Regulation and Compliance have been consulted and any comments have been incorporated into the report. (LD 3135/15)

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet Meeting

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Background Papers:

None

1. Introduction/Background

- 1.1 The final Crosby Investment Strategy is the culmination of the analysis, consultation and appraisal work undertaken in Crosby with Stakeholders and the public and presents a high level vision to bring forward regeneration and investment. The Investment Strategy has been prepared at a time when local authorities are operating with significantly reduced budget settlements. This underlines the importance of working in partnership with the private sector alongside the community and local business, to deliver improvements that are needed. This Investment Strategy:
- Is consistent with and has clear strategic links with the emerging Sefton Local Plan;
 - Supports the planning and regeneration priorities for the area and identifies specific development proposals;
 - Will be used to guide the future of the Council's current property and land holdings in the area;
 - Will inform future Council parking strategies and studies;
 - Is intended to enhance investor confidence and assist private sector developers to either dispose of or develop their assets within the village;
 - Will facilitate the use of private and public sector resources to improve the overall economic health and vitality of the town.
- 1.2 In developing the vision for Crosby Village Centre the Strategy process has given consideration to the following issues:
- Proposals that are capable of attracting inward investment;
 - Proposals that allow a more permeable town centre, increase densities, achieve a broader mix of uses and increase access;
 - The possibility of bringing traffic (one direction) through the village by introducing a shared surface;
 - Incorporating excellent urban design and high quality public realm;
 - Greater physical integration and connectivity to the surrounding shopping areas to form a vibrant and distinct district centre;
 - The wider regeneration benefits of the evening economy while minimising negative impacts, for example noise, crime and disturbance;
 - The wider regeneration opportunities for small businesses, particularly the independent offer;
 - Proposals capable of capturing more of the spending power of local residents, employees and visitors, and the retention of a convenience shopping offer for local residents;
 - Whether the village centre is made more of a focus for accessing leisure and community services;
 - Parking proposals that meet the strategic needs of the Council and the private sector while also creating an excellent parking experience for visitors;
- 1.3 As part of the final Strategy there is a Delivery Strategy. This considers the approach to taking forward the vision and delivering change outlined in the Development Framework of the Strategy.

2.0 Delivery Approach

- 2.1 The retail development proposals in the Investment Strategy are of significant potential interest to developers and occupiers. There is also undoubted demand for good residential sites in Crosby, as seen by the emerging McCarthy and Stone development on Moor Lane.
- 2.2 A significant occupier anchoring a future development, would provide the confidence needed for independent traders (both new and existing) to invest and will provide the driver for broader environmental improvements, including the public realm. Hence a comprehensive redevelopment proposal for the key sites in this Strategy is required to underpin visitor footfall.
- 2.3 As a legacy of their past development proposals, Sainsbury's retain significant land ownership in the Village Centre. A small number of other private sector organisations own some sites and properties also. Both Sainsbury's and other private sector landowners have engaged in the preparation of the Investment Strategy and appear open to exploring redevelopment options for the development sites within their control. Land and property owned by Sainsbury's (other than the existing store) will now be the subject of disposal.
- 2.4 The Strategy states that the Council intends to facilitate this process through negotiation with major landowners and potential developers. This approach will be kept under review to assess whether adequate progress is being made in bringing forward a comprehensive scheme.
- 2.5 Regeneration Area 1 – Moor lane (North) is the priority site (owned by Sainsbury's) representing 'the preferred strategy'. It is suitable for a comprehensive, retail-led mixed use scheme that could comprise of a 20,000sqft food store and potential residential use on the upper floors.
- 2.6 In summary;
- This Strategy provides the high level vision for future investment in Crosby Village Centre and a vehicle for a comprehensive regeneration approach
 - Local Plan Policy and the Supplementary Planning Document for Crosby Village Centre will support the Strategy
 - The Strategy aims to inform and provide clarity to investors, so they have the confidence to commit
 - The Council will facilitate this process through negotiation with major landowners and potential developers. It will actively consider the role, use and potential disposal of its property assets to create a viable scheme and facilitate the regeneration of Crosby
 - The Council is committed to ensuring that retail-led, mixed use regeneration is delivered through comprehensive redevelopment proposals for each site.
 - The Council is prepared to appoint its own developer partner if it is subsequently felt necessary to realise the outcomes in the Strategy
 - It provides a framework for sustained stakeholder involvement in the regeneration of Crosby Village

- Redevelopment proposals take time and the Council is willing to facilitate shorter, medium term actions in the form of an Action Plan with the community and a new representative group – in accordance with ‘New Realities’ agreement

2.7 Draft versions of the Investment Strategy have previously been brought to appropriate Cabinet Members and to Cabinet. The draft Strategy has also been through 3 rounds of public consultation. All comments from these have been incorporated into the final Strategy.

3.0 Final Consultation

3.1 The Crosby Steering Group were closely involved in the wording of the final Draft of the Crosby Investment Strategy prior to consultation, which finished on 9th August 2015. There were 77 responses, of which 33 provided comments. A range of comments were received about the three sites proposed as suitable for development and more generally about the Town Centre proposals. Whilst these are to be welcomed many of the points made will be addressed through the planning process, should a development proposal be brought forward.

3.2 For example the following comments were made about the multi-storey carpark:

- 4 responses were in favour of a multi-storey carpark
- 8 responses did not want a multi-storey carpark
- At least 3 level multi-storey required to allow repurposing of other carparks
- Any wall built round carpark should be brick, wood looks tatty over time and need maintenance. Iron railings look cheap and will be full of rubbish
- Proposed parking changes and improved bus access could potentially make Village more vibrant
- Improve existing carparks

3.3 The full document of collated responses is attached.

Crosby Investment Strategy – Final Consultation Collated Comments

Number of responses received: 78 (1 duplicated, so 77)
Number through e-consult: 67
Number through post: 11
Number of responses with comments: 33

How did you find out about the Crosby Investment Strategy:

Newspaper 18
Sefton website 11
Sefton Twitter 1
Email 5
Other: A Better Crosby 1
Other: Streetlife website 1

Gender of respondents:

Male 10
Female 21

Age of respondents:

16-17	0	60-69	8
18-29	2	70-79	6
30-39	1	80-84	1
40-49	6	85+	0
50-59	6		

Generally positive feedback: 7
Generally negative feedback: 5
Neither positive or negative: 21

Specific Comments

Site 1

- Agree with all suggestions
- Unclear if development will involve demolition of buildings on Moor Lane, which I'd object to. More southerly ones have nice distinctive Deco cream tiles, match those on other side and Cremona corner, should be preserved (even as frontage)
- Agree with proposals and priority
- Doubt a medium foodstore stands much chance against Sainsbury's
- Don't want new foodstore
- Need another supermarket
- Don't need more supermarkets
- New medium sized foodstore unnecessary

Site 2

- Want residential use
- With removal of Cooks Road roundabout we lose greenspace in middle of Crosby, needs offsetting with more planting in pedestrianised area and entry points
- Doubt medium foodstore stands much chance against Sainsbury's
- Don't agree with removal of Cooks Road roundabout

Site 3

- Keep for retail/leisure/bars+restaurants

- Don't remove garden space
- Only needs a bit of tidying and new shops by Crown Buildings
- Proposal adversely affects public 'square'
- Leave public toilets
- Remove recycling yard
- Plant trees + shrubs along Moor Lane South/By-pass carpark
- Need to keep toilets
- Need to keep Rotary-funded area

Pedestrianisation

Remove	3
Keep	19
Not sure	2

Parking

- Multi-storey carpark yes: 4
- Multi-storey carpark no: 8
- At least 3 level multi-storey required to allow repurposing of other carparks
- Simple cheap (preferably free) parking
- Longer parking times required
- Parking is currently adequate but feels punitive
- Need removal of time limits on parking
- Pay parking has been a disaster, need free parking
- Need to extend free parking time
- Lengthen free time at carpark
- Pay on foot good idea
- Suggest 1 hour free
- Manage parking better
- Pay on exit for carparks

Transport

- Cycle path through Village is positive
- Don't move bus stops
- Do move bus stops
- Good to encourage cyclists
- Proposed bus stops much less convenient
- Encourage pedestrians and cyclists
- Moor Lane should be buses and taxis only
- At pedestrian connection points road should be raised as both calming and crossing point

General Comments

Retail & Other Uses

- More shops, bars + restaurants required, including national chains
- High quality foodstore required
- Not convinced more retail units needed, protection of greenspace should be priority
- Need more big brand shops, less pound shops
- Too many charity shops and shops selling cheap tack

- Sainsbury's: more consideration given to company business plans than to people of Crosby
- Who will take small convenience store
- Need good quality shops
- College Road is a great example of the way Crosby people want to shop
- Needs a good cross-section of shops
- Looking for more upmarket shops/restaurants/bars
- Instant positive driver for scheme is M&S
- Would prefer outlets or anchor stores aimed at more affluent market
- Shoppers now prefer out of town supermarkets
- Village has very good small shops
- Increase diversity of shops in Village

Other

- Any wall built round carpark should be brick, wood looks tatty over time and needs maintenance. Iron railings look cheap and will be full of rubbish
- Moor Lane roundabout needs fancying up
- Exterior of Village not inviting
- Nothing to invite people in to shop or relax or keep them there
- Need to be greenspace in and outside Village
- Proposed parking changes and improved bus access could potentially make Village more vibrant
- Crosby needs to look like Hoylake or Didsbury
- More reasons to be there needed
- Some effort to harmonise/standardise look of Village
- Need replacement/renovation of existing ugly buildings
- Changes should try to keep buildings that are useful, attractive and functional
- Pedestrian area needs upgrading
- Maghull Holdings need to be publically challenged on land/lack of investment
- Need some greenery and small garden areas
- The whole Village will be incarcerated by carparks
- Glaze Moor Lane from The George to the Post Office to make a mall
- Improve existing carparks
- More greenery in carparks and Village
- Fencing round the waste collection area