



Crosby

Investment Strategy

Crosby Investment Strategy

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On behalf of Sefton Council

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Foreword

Sefton Council has identified Crosby Centre as a regeneration priority and is committed to promoting development and investment in the Centre in order to deliver the step-change needed to make the centre of Crosby an attractive and successful place. This is a long term strategy to 2030, but the strategy recognises there is much that can be achieved in the shorter term as well with the support of the community.

Town centres are in many ways the heart of a community. They represent a place with which people can identify, a place where people can meet, a place which offers many things to all people, a place to be proud of. Town centres are not just about retail, but it is a key ingredient; providing a critical service, breathing life into a centre and supporting its economic vitality. Part of the vision for Crosby is to re-establish a strong retail core that is complemented by a wide range of other uses including food, leisure, civic and community, office and residential. These uses will need to be supported by good and well-managed infrastructure that is set in an accessible, high quality environment.

In recent years proposed development projects have not been implemented. Together with the well-documented changes and challenges to high streets and town centres and the impact of a recession, Crosby is just one of many centres across the UK which has struggled to maintain its position as an important destination for its community. The nature of town centres and

retailing has, and will continue to, evolve as will the needs of the community.

Despite these challenges Crosby Village offers potential for economic and social rejuvenation. This can be achieved if the Council, local community and future investors work together, with the aim of providing a quality, mixed-use offer capable of drawing the local population in and creating a vibrant, viable and sustainable centre. Crosby benefits from being a relatively affluent area, with a close-knit community. The Centre is an attractive prospect and capable of regaining its full potential.

This strategy aims to inform and provide clarity to the private sector, so they have the confidence to commit to investing in the area. It also aims to provide confidence to the existing traders and local community that a realistic and deliverable strategy is in place. One particular key message is that well thought out comprehensive proposals for each of the key sites in this Strategy will be required to deliver wider regenerative benefits, thereby delivering on our shared vision.

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Crosby Village, aerial view

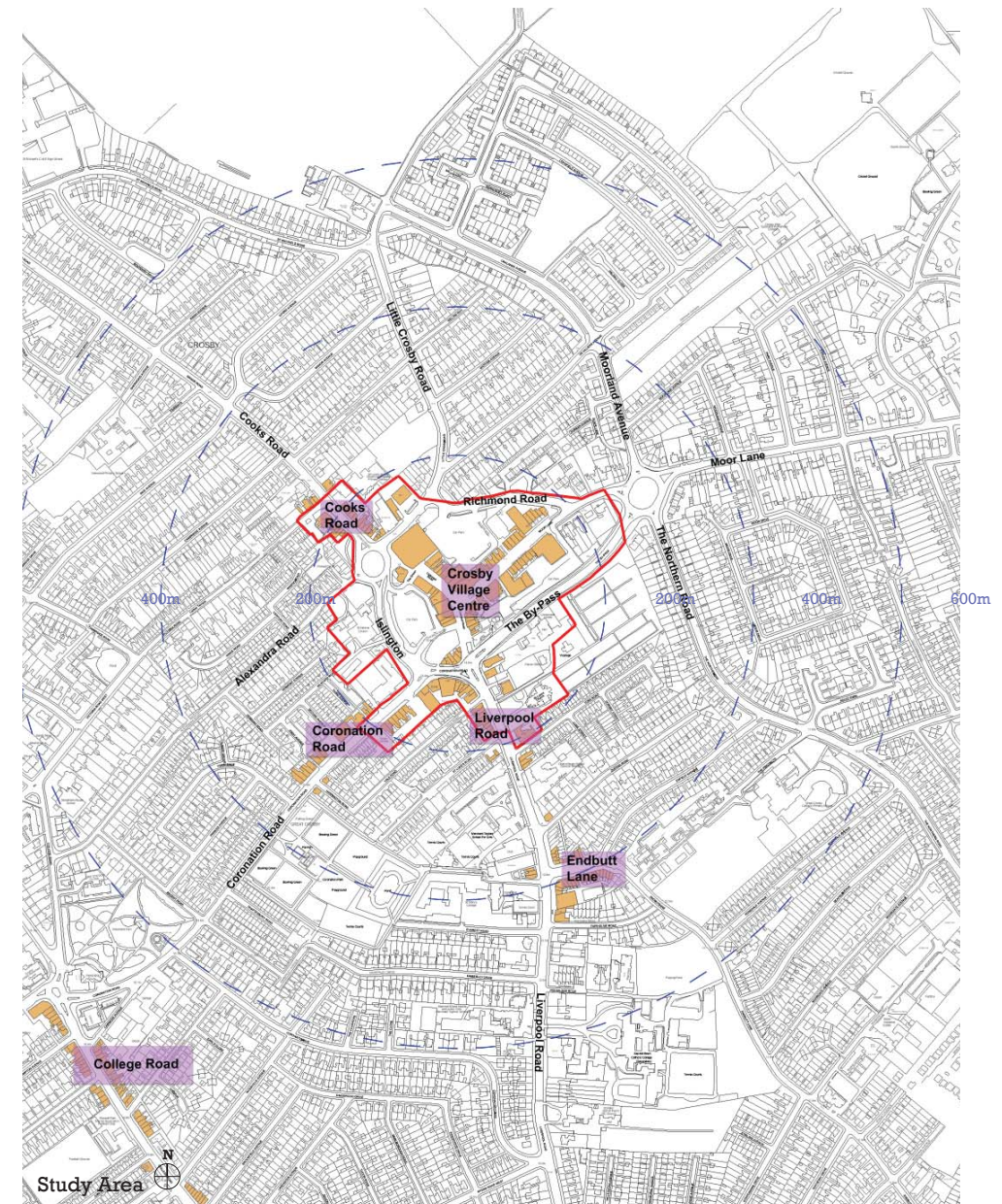
Introduction

Nexus Planning and Broadway Malyan, supported by Aspinall Verdi and JMP were appointed by Sefton Council in April 2014 to prepare an Investment Strategy for Crosby Village Centre. The Investment Strategy is intended to be used to guide future development and investment decisions by Sefton Council, the public and private sectors and to provide a framework for sustained stakeholder involvement in the regeneration of Crosby Village. Importantly, the Investment Strategy needs to unlock the potential of Crosby Village which has suffered from uncertainty over how and when key regeneration opportunity sites are to be brought forward.

The overriding purpose is to have a deliverable strategy to 2030 that will maximise the economic potential of Crosby having established and secured a consensus with stakeholders. A Supplementary Planning Document for Crosby Town Centre will be prepared alongside the Local Plan, so that is can come into effect as soon as the Local Plan is adopted in 2016.

This document 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.





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 improve 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.

At the start of the process it was clear that a key potential driver of change would be decisions over the future of land in the ownership of Sainsburys (other than the existing store). These properties – around the northern end of Moor Lane in Crosby Village had been acquired by Sainsburys as part of a former proposal for a larger foodstore and other retail developments.

Since being acquired and following the refusal of planning permission for the redevelopment proposals in 2010, the properties owned by Sainsburys have not been actively managed with a long term strategy in mind, and increased vacancies have followed. The subsequent impact on this key area in the village has affected the centre's prosperity including a reduced footfall that is affecting the investment decisions of the other businesses – to the detriment of the centre overall.

Creating certainty over the future of the properties in the ownership of Sainsburys to the north end of Moor Lane, and ideally unlocking direct investment in them or their redevelopment is an important precursor to wider private sector investment in the centre. The cleared Central Buildings site in the ownership of Maghull Developments is also important at the top of Liverpool Road.

Content

The Crosby Investment Strategy as set out in the remainder of this document comprises the following sections:

Section 2 - Crosby in Context – an overview.

- Brief History and Location
- Catchment Area profile
- Land Ownerships
- Other District Centres, Village and Parades

Section 3 - Analysis – considerations of key influences on a strategy for Crosby Village.

- Property Market
- Accessibility Appraisal
- Townscape Analysis
- Engagement – a summary of the approach and outcomes of public and stakeholder engagement

Section 4 – Development Framework

- Crosby Village Vision – confirmation of the shared Vision and the basis of the Strategy
- Development Principles and Development Opportunity sites
- Access and Parking

Section 5 – Delivery Approach

- Sefton Local Plan and Community Involvement
- Development and Delivery Approach
- Conclusions

Acknowledgement

The Council would like to thank the consultant team, members of the Crosby Investment Strategy Steering Group, consultees, the local community and other stakeholders for their time, support and guidance in the preparation of this strategy.



Crosby Investment Strategy

PART ONE

Introduction and Background



Crosby in Context

Introduction

This section of the Investment Strategy provides an overview of Crosby and Crosby Village to inform the development of a strategy that responds to local character, context and circumstances. This touches on recent issues, as well as the historical development of the area and Village Centre, its current character and connections.

particularly from the 1900s onwards and led to the increasing importance of now suburban locations such as Blundellsands and Waterloo. The Bypass, which diverted traffic around the core of the village was constructed in the 1950s. Moor Lane, through the heart of the village was pedestrainised in the 1990s.

Location

The village centre is well connected to the local transport network with the M57/ M58 junction at Switch Island located around 4 miles away. This connection is set to improve in the near future with the opening of the Thornton Link Road, connecting the A565 to the motorway junction.

Liverpool city centre is approximately 6 miles away, accessed via the A565 from the village centre. Blundellsands and Crosby rail station provides regular services to central Liverpool and is located at round ¾ mile to the west of the village. Regular bus services connect the village to all the major centres locally, including Bootle, Liverpool, Formby and Southport.

Crosby is a relatively affluent area, predominantly residential in use with core clusters of local retail serving the community. It is well served by schools, both independent and state. To the north, Crosby quickly opens up to the countryside forming the edge of the Liverpool conurbation. This openness continues northwards, interspersed with numerous settlements including Ormskirk and Skelmersdale, plus Southport, Ainsdale and Formby along the coast.

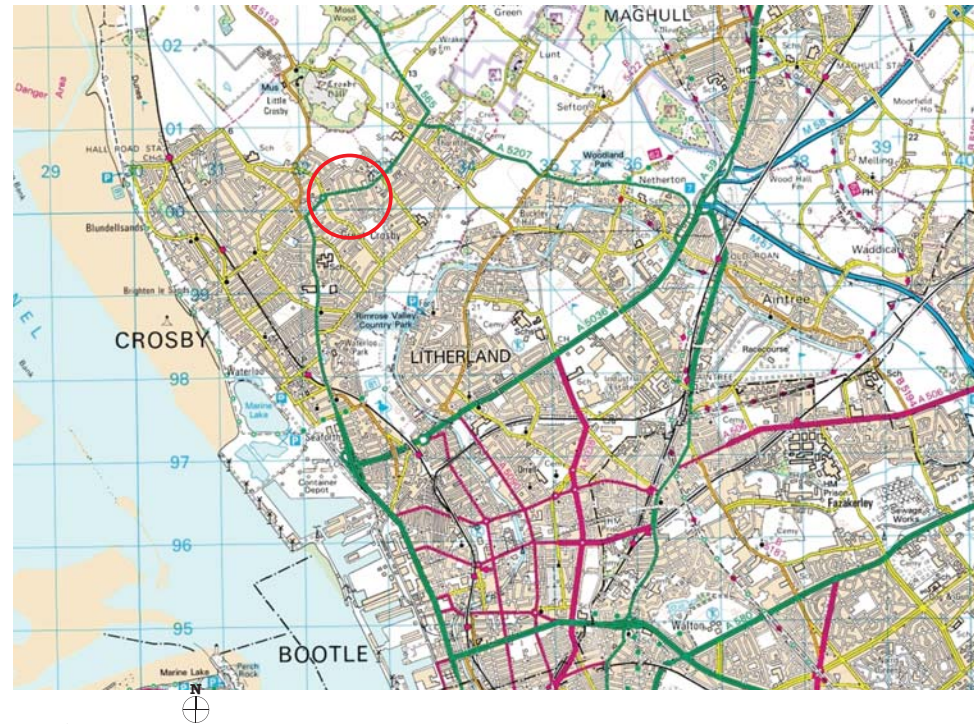
Brief History and Location

Crosby is located to the north-west of Liverpool. It is in close proximity to Formby, Waterloo, Bootle and Maghull, and the area generally enjoys a relatively high profile in region partly due to the 'Another Place' art installation at Crosby beach by Antony Gormley.

Brief History

Crosby has a long history with its origins as a Viking settlement.

It is understood Crosby may have originally been known as Krossabyr (Old Norse) which means 'village with the cross'. Up until the mid 1800's Crosby was a small village in a rural hinterland. The opening of the Liverpool, Crosby and Southport Railway in 1848 resulted in the growth of the Liverpool conurbation towards and around Crosby,



Location Plan

To the south, Crosby is defined by the open space of the Rimrose Valley Country Park which provides a green 'buffer' to the adjacent urban areas of Litherland and Bootle, which continue south merging with the Liverpool urban area.

To the west, Crosby continues to the Irish Sea coast, merging with the communities of Blundellsands (with whom Crosby shares a railway station), Waterloo and Brighton le Sands.

Catchment Area profile

There are three wards that form the immediate catchment in respect to Crosby village centre. These are Victoria, Manor and Blundellsands. This area taken together has an estimated population of 36,930, which makes up 13% of the borough's residents.

Population

The population estimate of the three wards combined has declined by around 1,059 or 3% since the 2003 population estimates. Young people age 0-17 account for 19% (6,909) of the population, and working age people make up 61% (22,068) of the population. The proportion of older people (65+) that reside in the area is 22% (7,953). Around 52% of residents are female and 48% are male. The age profile of the area shows there is a slightly higher proportion of working age people living in the area compared to Sefton as a whole and slightly fewer children (0-17). The 2011 census data indicates a population density of 20.8 people per hectare, 16% higher than Sefton

as a whole. This is largely due to the high population density within Victoria Ward.

Housing Tenure

There are a total of 15,035 residential properties in the Crosby Investment Area, which represents 13% of the borough housing stock. Properties tend to be owner occupied with 80% of properties in the area owned, however between 2001 and 2011 the proportion of properties owner occupied has fallen by 3%. As with the borough there have been reductions across all tenure types with the exception of private rented properties, which within the Crosby Investment area have almost doubled from just 766 privately rented properties in 2001 to 1,476 in 2011.

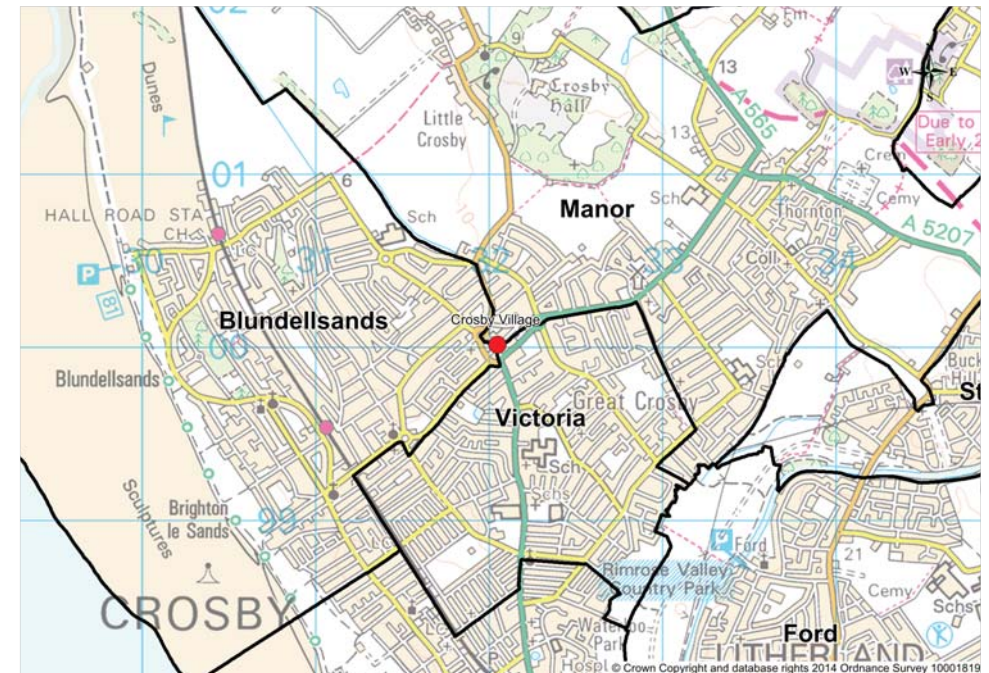
One and two person households make up almost two thirds of households across the three wards, similar to the proportions across the borough as a whole. However, the Crosby area does have slightly fewer one person households as a proportion of total households than across Sefton.

Land Ownerships

The majority of Crosby Village Centre, by land area, is controlled by a small number of landowners, namely:

- McCarthy and Stone
- Maghull Developments
- Sainsburys plc
- Sefton Council

During earlier consultation, discussions have



Ward Plan

been held with each of these organisations to understand their intentions and objectives for the sites within their control and to understand their aspirations from the Investment Strategy. It is important to recognise that these were views (from the private sector) gathered at a particular point in time.

McCarthy and Stone have acquired the site of the former villas on Moor Lane from Sainsbury's and are progressing with site construction. The plans are for the development of approximately 46 one and two bedroom apartments, alongside facilities including a resident's lounge and an office for the House Manager. This is further evidence of the potential of the area for housing and for retirement housing specifically. McCarthy and Stone previously advised that they have a variety of housing products for older people and would like to secure further sites in Crosby.

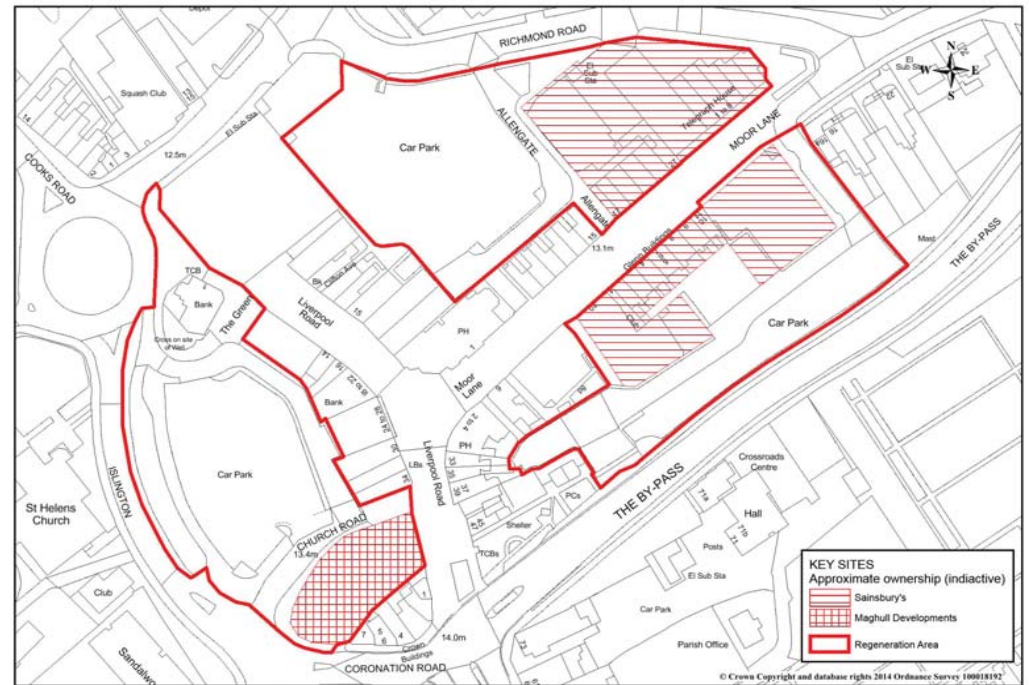
At the time of discussion Maghull Developments suggested that they were likely to wait for a finalised strategy, or significant development proposals and a new retail anchor to emerge prior to progressing development of their site on Liverpool Road.

To facilitate a Sainsburys led application in 2010 (S/2010/0350) for a former major redevelopment of the village centre including a new foodstore, Sainsburys had acquired substantial land and property in the village, focussed either side of the northern end of Moor Lane, including Telegraph House. This application was subsequently refused and since that time the commercial properties

held by Sainsburys have been available on short term lettings whilst the long term disposal strategy was determined. This has contributed to a significant sense of uncertainty in the centre, constraining investment by other retailers and businesses, whilst Telegraph House, formerly a key part of the Moor Lane retail offer, has become increasingly under-occupied with little prospect of the units being re-let to higher end town centre businesses (in large part due to the relatively small floorplates and out-dated specification but also due to long term leases being unavailable). This has contributed to the challenges faced by Crosby Village in retaining and attracting customers and investment.

During the development of this Strategy, Sainsburys advised that they have no further intentions to redevelop their existing foodstore in Crosby, and will continue to trade from their existing store, which has been the subject of some investment. Sainsburys have also confirmed that they intend to undertake a disposal process of their remaining property assets (other than the existing store held on a long term lease from the Council).

Central to this investment strategy is the creation of a framework whereby the long term future of key parts of Sainsburys remaining property assets are brought to the market at an early point. A future disposal process should take full account of this strategy, such that it does not constrain or restrict comprehensive town centre redevelopment proposals of the key sites in this Strategy from coming forward. This point



Land Ownership Plan

is essential and necessary to realise the vision and strengthen the retail core of the village centre.

The Council are, subject to financial considerations, willing to release sites (principally the 3 car parks) to realise the objectives of this investment strategy.

Other District Centres, Villages and Parades

Whilst Crosby has traditionally been the key retail and service area in this part of the conurbation it now increasingly faces 'competition' from other similar sized centres and edge of town retail parks. In addition Liverpool City Centre and the Liverpool One retail destination is a very accessible regional centre for Crosby residents.

Locally Waterloo District Centre (comprising St Johns Road and South Road) at over 200 commercial units (WYG Retail Study 2012) is significantly larger than Crosby centre but comparable in terms of quality of offer and only around 1 mile from Crosby Village, and directly off the A565, a key route into and out of Bootle and Liverpool. Between Crosby and Waterloo on the A565 are civic amenities, including the Plaza Community Cinema, and Crosby Library, Police station and office accommodation. Waterloo and Crosby is also the gateway to 'Another Place' at Crosby Coastal Park. Several consultees viewed Formby as a benchmark for Crosby given its similar size. Formby is about 6 miles or 15 minutes' drive to the north. Formby centre has a number of food retailers including

Waitrose, Marks and Spencer Simply Food and Morrisons Local. Aldi, Lidl and Tesco on the main highways network also provide competition for the village centre.

The competition Crosby village faces is far from unique and many smaller centres have experienced relative decline, certainly in terms of retailing, when compared against larger regional centres and out of town destinations, and of course the increasing role of the internet in shopping. However unlike many comparable centres, Crosby Village does appear to face a more fundamental challenge in maintaining its relative position as the primary location in its local area for new higher quality retailing, restaurants, coffee shops and so on. Increasingly these businesses are locating in higher profile, more accessible locations – hence the 'spreading out' of retail and café provision into local parades along Liverpool Road, Endbutt Lane, Cooks Road, Coronation Road and College Road. This is particularly the case for new independent businesses.

The concern is that if this trend continues there will be an increasing disconnect between the offer of the Village and the shopping and leisure habits of the local population, particularly those with more disposable income. Crosby Village has the opportunity to benefit from this type of local investment and the interest and animation that such businesses offer as centres adapt to new trading circumstances and a reduced presence from national retail multiples.

Crosby Village therefore needs to broaden,

enhance and diversify its offer to respond to the relative affluence of the area so it remains the focal point for the community. Similarly it needs to embrace and reinforce links to some of the complementary parades local to the immediate area. This is a particular issue for future potential development of land held by Maghull Developments and also the Islington car park site.



Analysis

This section of the Investment Strategy draws on baseline work undertaken as part of this study and considers some of the key influences on Crosby Village to establish a way forward. Key topics are:

- Property Market
- Accessibility Appraisal
- Townscape Analysis

Property Market

The consultant team prepared a high level overview of the commercial and residential property markets relevant to Crosby village centre. The findings of that work are summarised here.

Retail

Crosby is a historic village and a key district centre for the local area. The village is the third largest district centre within Sefton and comprises approximately 100 units. The greatest concentration of retail units are found along the central pedestrian area of Liverpool Road and Moor Lane; however, a number of vacant units are also found within this area. National operators include Boots, Superdrug, Hallmark and Home Bargains. There is a modest selection of comparison and convenience retail, and a range of supporting service facilities, such as financial and food and beverage services.

A Sainsburys store (circa 20,000 sq ft) is located within the village centre, in which the operator has recently invested in the modernisation of its existing premises. This particular Sainsburys store has traditionally overtraded significantly, although increasing competition from edge and out of centre stores such as the Tesco Express on Coronation Road and the Aldi in Moor Lane, Thornton and the challenges faced by Crosby village is likely to have an increasing effect on its' trading position.

The remainder of the centre is dominated by local occupiers, which make up a total of 7,040 sqft of the retail floorspace. There was a decrease in the estimated available comparison goods expenditure in Crosby by 1.1% of market share in 2007 to 0.7% in 2011 in part due to low capacity caused by the limited population growth. In line with national trends, there has been a general decline in the number of retailers seeking to locate within the district centre.

The Retail Strategy Review Update (WYG 2012) household survey identified that 37.4% of people travelled to Crosby District Centre to do their main food shopping trip, whilst 49.5% travel to the village to do their 'top up' food shop. 26% of people link their shopping for convenience goods with other activities in Crosby such as shopping for comparison goods, visiting services or leisure activities. Crosby evidently still draws a large proportion of the local population to its district centre, which provides the potential to transform the village into a high quality retail and leisure environment.

There are a number of retailers with requirements for additional floorspace who may wish to locate within Crosby, particularly in the discount and upmarket convenience subsectors.

Within Crosby professional and financial and local services are an important part of the offer such as banks, post office, estate

agents and hairdressers. Crosby also has a modest selection of commercial leisure facilities, including a range of public houses and restaurants, a leisure centre, and a gym. Two cinemas are also located nearby, namely the four screen Plaza Cinema in Waterloo (1.4 miles) and the ODEON Cinema with multiple screens located at Liverpool Switch Island in Dunning's Bridge (4 miles).

There are several local and independent restaurants and cafes within or just outside Crosby village centre, including several newly opened and privately run food outlets and bars.

Residential

At the time of writing the residential property market, similar to other sectors, remains subdued in the post-credit crunch recessionary environment. The tightened credit crunch situation is serving to restrict the supply of mortgages, and this combined with the reduced level of house building has perpetuated the drop in properties sold. From 2008 the number of properties sold in Sefton witnessed a significant fall, however sales began to steadily increase again in 2011 and reached their peak towards the end of 2013.

House prices in Sefton are currently approximately £50,000 below the average of England and Wales, yet are approximately £15,000 higher than those in Merseyside. However, whilst house prices in England and Wales show slight signs of recovery, house prices in Sefton continue to fall.

Crosby is an area within the Borough of Sefton which exhibits higher value homes and has a higher proportion of owner occupiers (77%). Crosby's coastal strip at the Waterloo end is partly lined with distinctive Regency terraces, and at the northern end of the coastal strip there are a large number of character homes. There is an above average supply of purpose built retirement housing in the area. Agents stated larger apartments in Crosby are in higher demand than small flats and studios, which generally take longer to let.

Crosby village centre falls within the postcode area of L23¹.

Crosby has the highest property values when compared to L23 and Merseyside, though are mostly comparable to property values in the wider L23 postcode area with the exception of detached houses.

McCarthy & Stone are redeveloping vacant properties to the south of Moor Lane with retirement living accommodation, as mentioned previously.

¹ L23 postcode comprises Little Crosby, Great Crosby, Moor Park and Blundellsands Sands

Market Conclusions

The market conditions would suggest that there is an opportunity to attract new complementary investment to Crosby subject to the availability of appropriate development opportunities. This opportunity is afforded in the cluster of village centre sites with the potential to make a significant contribution in helping mitigate current pressures on the economy by bringing new job and retail opportunities into the village. Opportunities exist to transform Crosby into a modern, high-quality village centre to serve local residents and also to attract more visitors to the area.

Given the limited supply of existing offices within Crosby and the large proportion of home workers in the area, there is likely to be potential demand for a managed workspace or incubation office which provides business support for start-ups.

Other village centre uses may include retail, leisure and community. Viable and deliverable development will potentially include:

- A medium sized new foodstore
- Additional comparison retail floorspace
- Additional leisure facilities, including restaurants / bars and health and fitness
- Community services

There is also interest in the village centre for residential development, providing it is part of a mixed offer of residential development, including open market housing, affordable accommodation and further older persons' housing, subject to site characteristics.

Accessibility Appraisal

Crosby Village turns its back on its surroundings as a consequence of decisions made in the 60s and 70s and reflects the thinking of that period. The current road network in effect wraps around the village and restricts ease of access to surrounding streets. A key issue is how to deal with this to create a better concentrated and functioning heart to the village centre.

Pedestrians

Pedestrian crossing provision at key gateways into the Village is distinctly uneven relying on uncontrolled crossings in parts, such as across Islington and The By-Pass at the Moor Lane roundabout. Once within the village, the streets are pedestrianised, and although somewhat dated in design they are safe for pedestrians. Much could be done to improve the situation.

To the west of the Village at the Cooks Road / Little Crosby Road / Islington / Alexandra Road roundabout a signalised pedestrian crossing is provided on the Little Crosby Road arm and an uncontrolled crossing on the Islington arm. There is no provision however for crossing on the Cooks Road arm for pedestrians approaching from the northwest which includes an absence of dropped kerbs across the central island or footways. The situation is the same on Alexandra Road although the need for a crossing here is arguably less pressing than on Cooks Road.

For pedestrians approaching the Village from the north on Little Crosby Road there are no crossing facilities north of the Cooks Road roundabout, despite this being the main gateway to the Village for pedestrians on Richmond Road.

For pedestrians approaching from the east at the Moor Lane / The Northern Road / The Bypass / Moor Lane / Moorland Avenue

roundabout there is a signalised crossing on the Moor Lane arm (east), an uncontrolled crossing on Moorland Avenue (although this is far from the pedestrian desire line) and a dropped kerb crossing at The Bypass arm. There is no crossing on the Northern Road arm.

To the south for pedestrians approaching from Liverpool Road a signalised crossing is provided across all arms of the Liverpool Road / The Bypass junction. However for those approaching from Coronation Road uncontrolled crossings are provided away from the desire line at the Islington / Coronation Road / Church Road double roundabout. This location is typically busy with traffic and the use of the uncontrolled crossings at this location is unattractive.

Cycling

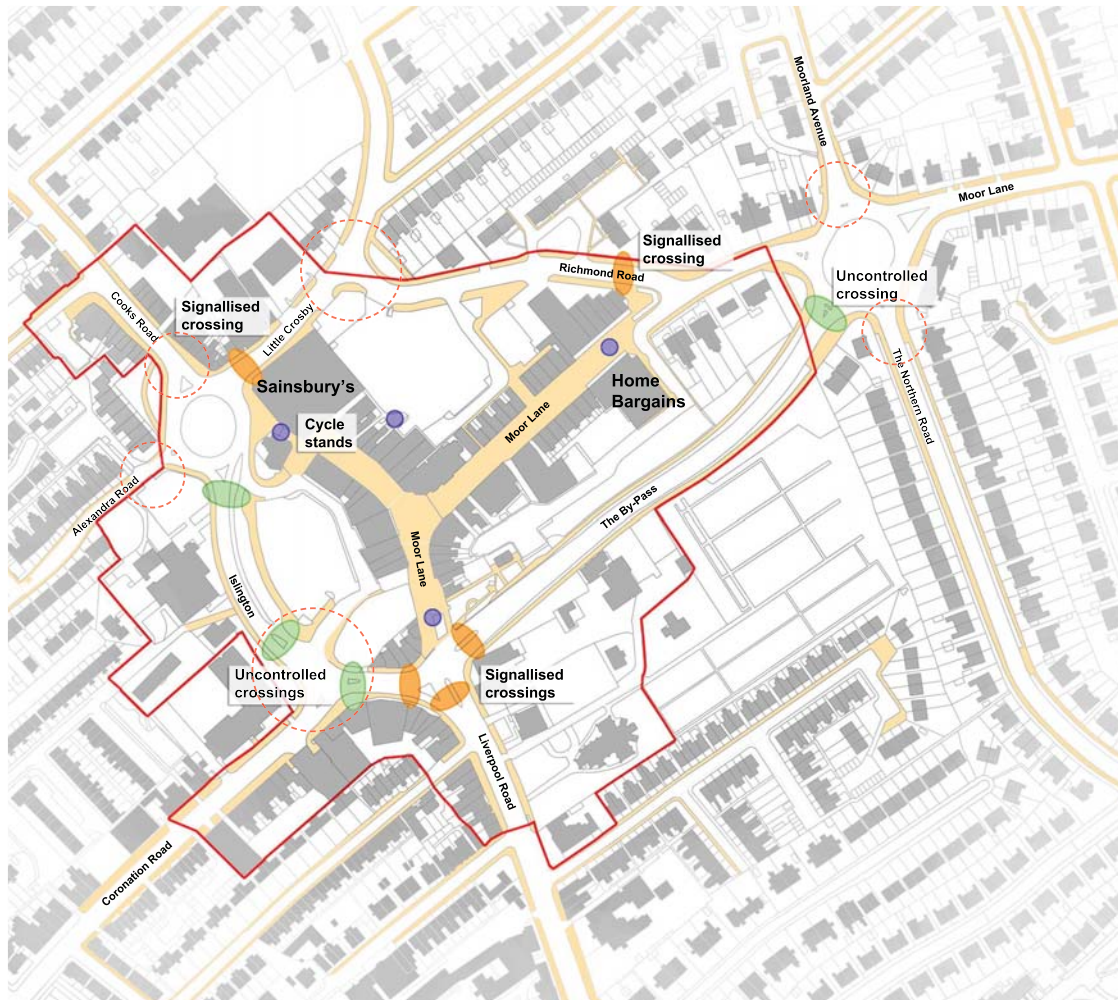
All the radial traffic routes into Crosby Village are recommended cycle routes as set out in the Travelwise Sefton Cycle Guide. In addition the vehicular routes around the village, Richmond Road, The By-pass, Coronation Road, Little Crosby Road and Islington also form part of this network. Although the routes are recommended for use they would benefit from improved standards in order make cycling an attractive choice for travelling to and from the village centre.

It is currently prohibited to cycle within the pedestrianised areas of the village centre, which legally means that cyclists ought to use

the circular road network. Clearly this does not send out a positive message to encourage cycling trips. Crossing through the village centre east to west and north to south would be made much easier due to a shortened journey, quieter and car free nature of the centre.

Cycle parking facilities are concentrated at entrance points to the Village: approximately 10 at Sainsbury's, 5 at the Richmond Road / Moor Lane junction to the east, and 5 at the Liverpool Road Gateway. Additional cycle parking should be provided within the central areas of the Village to encourage visits by cyclists who wish to use village centre facilities.

In summary key gateways into the village would benefit from a programme of improved crossing points, cycle route access and information through and into the Village plus well positioned cycle parking stands or shelters. In this way the village can become much better connected.



Key

- Signalised crossing
- Uncontrolled crossing
- Cycle stands
- Improvements to crossings

Existing Pedestrian/ Cycle Infrastructure



Car Parking

Currently there is time limited free on street parking on the periphery of the village centre as well as private off street parking available such as Tesco Express, Optisavers Opticians and St Lukes Church grounds as well as St Helens Church grounds.

There are currently some 350 public car parking spaces within the Village in the ownership and management of the Council, split across three sites as follows:

- Allengate: 163
- Cooks Land: 60
- The Green/Islington: 126

Observations of car park capacity undertaken for planning applications at the car parks demonstrate that the car parks currently reach capacity during weekdays with peak occupancy occurring around 14:00 – 16:00.

However it should be noted that during this peak that although spaces in one car park may be full spaces are available in others. On Saturdays usage is spread over a longer period with peak occupancy occurring between 10:30 to 14:00.

The user data that can be gleaned from the existing pay and display machines (due to be replaced in 2015) is limited but the overwhelming number of car trips are registered as under 30 minutes.

Traffic

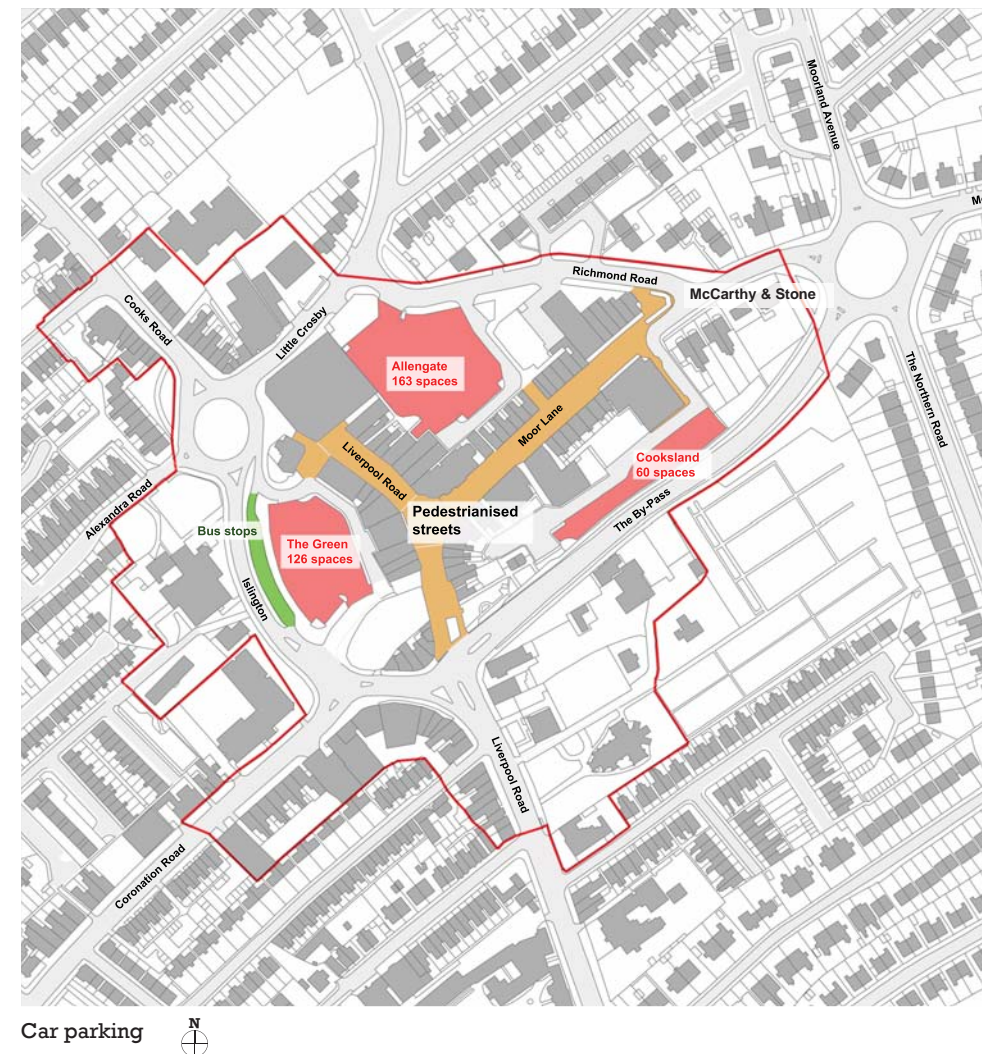
In terms of peak time delay and queuing at junctions around Crosby Village the key junctions of note are:

- Moor Lane / The Northern Road / The Bypass / Moor Lane / Moorland Avenue roundabout.
- Islington / Coronation Road / Church Road double roundabout and Coronation Road / The Bypass / Liverpool Road Junction.

At the Moor Lane Roundabout in the peak hours queuing occurs on account of demand from the Moor Lane A565 Route. The junction not only serves local traffic but also provides a more strategic function connecting Bootle and Liverpool in the south to Thornton, Formby and Southport to the north. The route also connects Crosby to the 'Switch Island' junction for the M58 and M57.

At peak times queuing takes place on the circulatory carriageway in the morning peak on account of traffic heading northbound on Moor Lane. Queuing also takes place southbound on Moor Lane on approach to the junction. Site observations show however that outside of peak times the level of queuing observed is significantly diminished.

At peak times queuing occurs at the Islington double roundabout and the Coronation Road signal junction. The two junctions are located in close proximity.









Queuing at the signal junction at peak times leads to queues forming through the double roundabout. Similar to the Moor Lane roundabout these junctions serve not only a local use for Crosby but also a wider strategic function.

Baseline junction capacity analysis accepted by Sefton Council as part of the 2010 Sainsbury's application demonstrates that during peak time (PM weekday peak and Saturday afternoon peak) although queuing does occur at these junctions they are currently operating within capacity.

Public Transport

Blundellsands and Crosby rail station provide regular services to central Liverpool and is located at round ¾ mile to the south west of the village. It can be accessed on foot from Crosby village centre or via the bus network. Improved way finding and legibility would improve the experience and help encourage travel by public transport.

Regular bus services connect the village to all the major centres locally, including Bootle, Liverpool, Formby and Southport as well as the Aintree Hospital complex at Fazakerley. The existing Crosby bus interchange is located on Islington, providing good access to public transport links to and from the village.

-  Primary vehicle route
-  Secondary vehicle route
-  Tertiary vehicle route/ local access
-  Vehicle access into village/ access to carparks
-  Service vehicle access
-  Bus interchange



Movement and Accessibility 

Land Use

The village centre is primarily retail, consisting of a mix of chain stores, independent retailers, banks (most of which are located on Coronation Rd/ Liverpool Rd), food & drink/ café/ pub etc and professional services e.g. accountants/ dentists.

The anchor store of Sainsbury's and the Natwest bank tie the retail environment to the western end, with Home Bargains acting as the primary anchor to the east. The southern end of the village centre's pedestrianised area links to Liverpool Road via signalised pedestrian crossings.

Outside of the immediate centre, retail use continues some way down Cooks Road, Coronation Road and Liverpool Road, with residential uses forming the major part of the remainder. There are community uses in the way of schools, churches and clubs distributed across the village. North of Sainsbury's is a Health and Fitness Club and two commercial garages.

Part of the existing character of Crosby with potential for strengthening is the range of independent retailers. A lack of 'clustering' means they are well dispersed around the village, interspersed with high street chain stores.



Townscape

This part of the analysis provides an overview of the townscape and urban design characteristics of Crosby village. It captures the existing townscape structure and looks at some of the environmental aspects of the village centre to provide the basis of a framework for future improvements and opportunities.

Townscape and Urban Design

Crosby village is a compact, walkable centre offering a variety of uses, close to residential neighbourhoods making it ideally placed to serve its community. The village centre is structured around three main streets extending from the junction of Liverpool Road/ Moor Lane. These pedestrianised streets are continuously fronted by two and three storey retail units for the most part, which form the heart of the village.

At the junction of Moor Lane and Liverpool Road, the two inns built around 1900 contribute to a strong historic core where the quality of buildings in terms of townscape is greatest. Also along Moor Lane are Victorian shops and two blocks of 1936 two storey Art Deco shops faced in buff coloured faience tiles. The remaining buildings are much later post war buildings located to the east and west of the town centre, which whilst respecting the building line of the village centre are of poorer quality in terms of their contribution to the street scene. Moor Lane towards the east also suffers from having a lack of a destination (other than for residential reasons) compared with the west of Moor Lane and the pedestrian part of Liverpool Road. This has resulted in poorer footfall.

Due to Crosby village being encircled by the by-pass and ring road, this has caused an isolating effect between the 'historic' centre of the village and the surrounding residential areas.

Notwithstanding this, the 'village centre' boundary to Crosby Village, (defined in Planning terms), is larger than this; as illustrated on the plan opposite and reflects commercial uses beyond the village core in a southerly and north west direction.

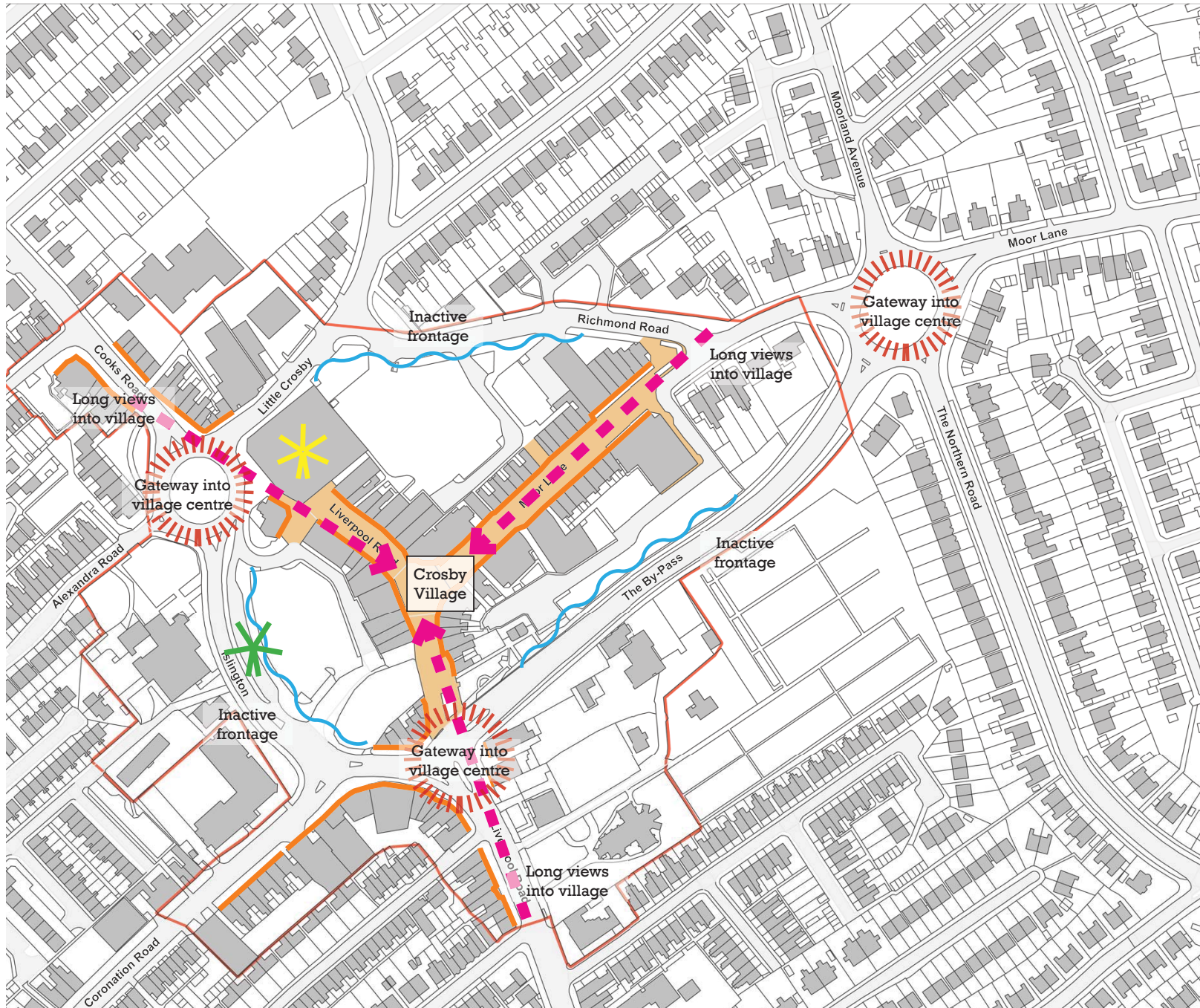
Some later retail development does front Islington and Liverpool Road on one side of the main road/by pass, but most of the town centre premises present a 'back of house' aspect. The lack of visibility into the village centre from the main road/by-pass forms a 'psychological' barrier around the centre, to accompany the physical barrier of the road system.

There are three key arrival points into the village centre; these are formed by the roundabouts at Moor Lane and Cooks Road, and the Liverpool Road/ Coronation Road/ The By-Pass junction.

The Liverpool Road access is the most attractive of these, with the historic Crown Buildings addressing the junction. That said there is an over-abundance of street furniture, railings and road signage at this particular junction causing visual separation from the surrounding area. Other frontages to the perimeter ring road are weak and lack activity and generally present an unattractive face to the centre on the approach. This is accentuated by the currently empty houses adjacent to the Moor Lane roundabout (proposed retirement flats McCarthy and Stone Development), empty units in Telegraph House, and vacant plots within the centre.

Therefore all three arrival points are in need of strengthening with future redevelopment and public realm improvements in mind.

There is little in the way of publicly accessible greenspace within the town centre boundary other than amenity space on the corner of 'the By-Pass' with Liverpool Road. Cooks Road and Moor Lane roundabouts and their grassed areas offer limited visual amenity. There is also the historic cross on "The Green" next to NatWest Bank and the Rotary clock in the historic core. This suggests the importance of creating an attractive public realm within the centre of the village to compensate for this.



- Inactive frontage
- Gateway into Village centre
- Retail frontage
- Long views into the village
- Anchor store
- Bus interchange



Retail circuits and activity

There are no real retail 'loops' established within the village, as it is formed of a 'T' shape in plan, with each arm creating a 'cul-de-sac' in terms of continuous retail circuits. The three pedestrian shopping streets converge at what is generally regarded as the centre of the village outside the George Hotel.

These routes continue down Cooks Road and Liverpool Road, linking the respective minor centres into the village, albeit via pedestrian crossings over the ring road.

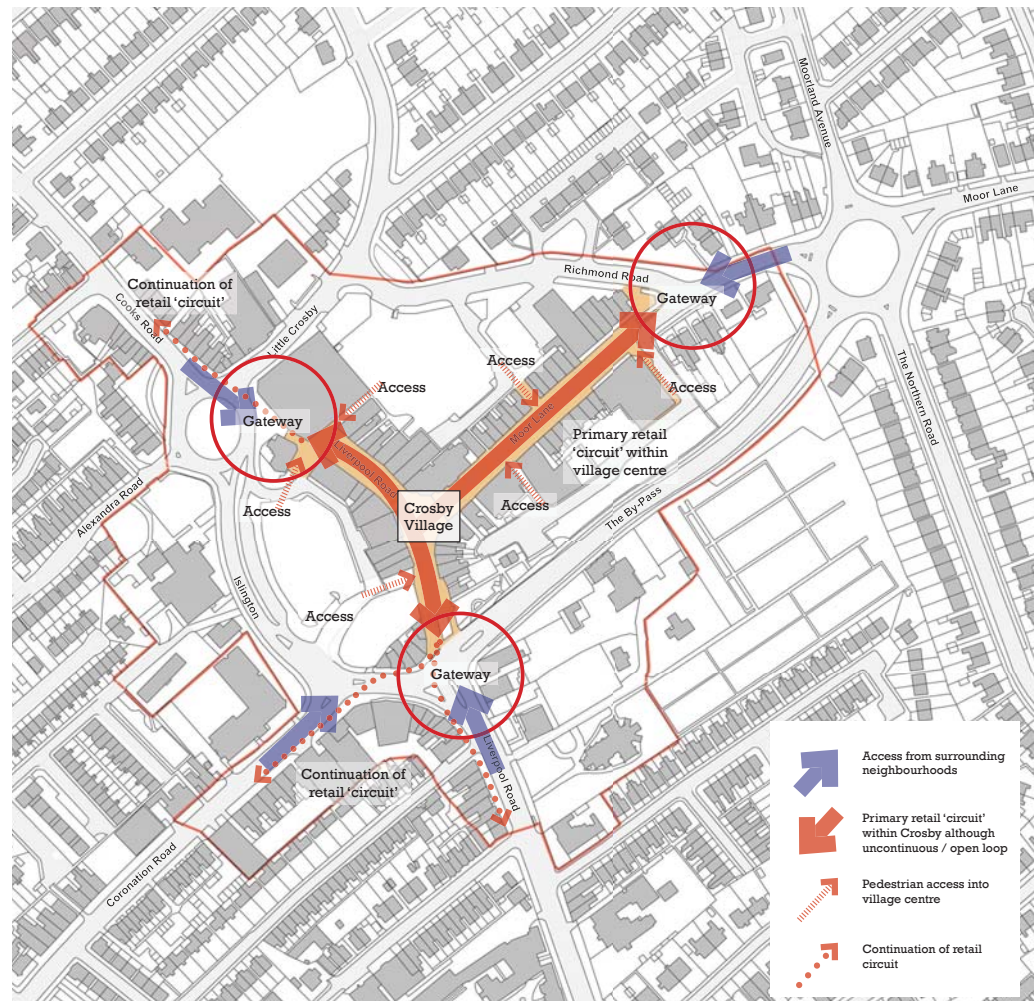
Access into the village is either via one of the key gateway spaces if approaching on foot, or from one of the three main car parks. A number of passageways and alleys link the shopping areas to the car parks.

Activity in the village is very much focussed around the Liverpool Road/ Moor Lane junction, although active retail frontage continues along both sides of the primary retail routes in the village.

Despite this, there is very little to advertise the village centre offer from the outside, given the dominance of the surface car parking and vacant sites/ service yards facing the ring road.

Opportunities for strengthening impressions of the village through new development should include:

- Strengthen the sense of place and local distinctiveness by retaining the elements that work and help inform future proposals. For example consider how Moor Lane works as a public space.
- Reconnect the town centre visually to the surroundings by creating new frontages to key approaches and improve existing or retained key frontages where possible.
- Enhance arrival points and approaches and consider how the 'backlands' might be improved to support better connectivity to the centre
- Improve Moor Lane to the east as a destination through a new anchor development that can create footfall at this end of the centre.



Retail Circuits and Activity



Engagement

The Investment Strategy summarises the engagement approach and importantly the outcomes of public consultation

Steering Group

A Steering Group of community representatives, business and civic minded individuals was established by Sefton Council to provide overarching input and advice during the course of the project. The remit of the Steering Group was to capture the knowledge, views and expertise of the local community in the production of this strategy. Members of the Steering Group also assisted in publicising consultation events. The Steering Group was intended to be broadly representative of the local community and relevant interest groups and sectors.

The Steering Group (or properly the members of it) are encouraged to be part of a new, overarching and representative group with others to focus community energy and action in the regeneration of Crosby Village.

Public Consultation

A two staged approach to Public Consultation was taken as part of the preparation of the Crosby Investment Strategy. Both stages involved an open exhibition (in a vacant shop unit on Moor Lane) which included consultation material, supported by a feedback form. Consultation material has been made available on the Council's web-site. The events were publicised through the local media and via social media. An advertising banner was also placed at the junction of Liverpool Road and the Bypass.

Around 2,000 leaflets advertising the exhibition were distributed at Stage 1 to local businesses and residents.

Full consultation reports have been prepared in support of the Strategy and to record comments received during public consultation.

Stage 1 Public Engagement

Around 500 people attended the public exhibition and 240 questionnaires have been received. The response to the draft strategy (which has broadly been carried forward into the final strategy) was generally positively received with support for the overarching Vision and the development of the key regeneration sites supported.

- 70% broadly agree with the Vision and Objectives (see section 6)
- 83% broadly agree with the Regeneration Opportunity Sites (see section 7)
- 76% broadly agree with the Design Principles (see section 7)
- In summary other feedback was as follows:
 - The Moor Lane North Site Regeneration was generally seen as the highest priority regeneration opportunity.
 - Moor Lane improvements – a mixed response was received on whether to keep it pedestrianized or de-pedestrianise. Low level intervention was less favoured.
 - Car Parking – people were supportive of maintaining the number of parking spaces. Respondents were generally in favour of providing deck parking, albeit more were supportive of deck parking on Regeneration Site 1.
 - Access and Environment – the majority of respondents supported the potential improvements proposed.

The top priorities for action were recorded and included in the Stage 1 response document :

- A general tidy-up
- Develop derelict plots
- Lower rents / rates to encourage new businesses
- Consider further the possibilities for de-

- pedestrianising aspects of the centre
- Longer free / free / better parking facilities
- Vacant units to be occupied
- Improve shop fronts
- Encourage national retailers
- Seating to be provided
- Remove boarding around the vacant Liverpool Road site

like to see the village centre change for the better and are supportive of the preferred strategy as a means of achieving improvements.

Discussions with people attending the exhibition were generally around: options for improvements to Moor Lane; car parking improvements; attracting the right type and quality of occupiers; supporting small businesses; how development would be delivered, when and by who including the Council's and Sainsburys' role.

A number of people wrote down their suggestions on the Crosby Action Planning graffiti wall. These are summarised in the Consultation report and can be used as an aid to further discussion on priorities and action by the community and stakeholders.

Stage 2

The second stage of public engagement took place on the final draft proposals for the Crosby Investment Strategy between late September and mid October 2014. 64 completed feedback forms were received. Around 320 people attended the public exhibition over 2 days. The response to the preferred strategy was largely positive with 89% broadly agreeing with the preferred strategy (again this has been carried forward into this strategy).

- 58% agree that their views have been interpreted correctly from the stage 1 public engagement
- 89% broadly agree with the preferred strategy
- 70% would be encouraged visit Crosby more often as a result of the proposals

A range of comments were made and discussions had with people attending the exhibition. Overall the response is encouraging as most people would

Moor Lane North Site

Based on your feedback, we have considered in more detail a comprehensive approach for the re-development of Moor Lane North.

This site is identified as the most important regeneration site in the village centre and the Council's first priority in the short-medium term. It is considered to be a catalyst for regeneration due to its location, its capacity to provide the type of accommodation needed, and to provide car parking and environmental improvements to Moor Lane. By prioritising this site it would help to promote wider investment in other areas and sites, such as Islington.

Preferred Development Strategy - Moor Lane North



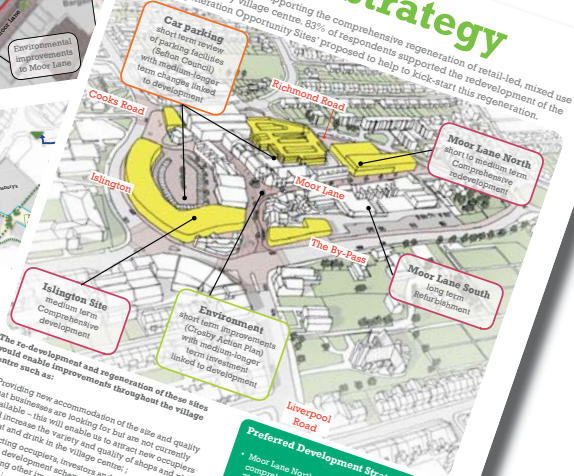
Potential Development Scenario (illustrative only)

- A comprehensive, retail-led, mixed use development scheme comprising:
 - A medium size food store (approximately 20,000 sqft) and/or retail at ground floor
 - Potential for residential on upper floors (around 24 apartments)
 - 1 or 2 levels of deck parking on the existing Allergate car park
 - Enhanced access via Allergate to Moor Lane
 - Environmental improvements to Moor Lane (details to be agreed)
 - Potential to relocate bus stops to Richmond Road



Preferred Strategy

The Council is committed to supporting the comprehensive regeneration of retail-led, mixed use development in Crosby Village Centre. 83% of respondents supported the redevelopment of the three key Regeneration Opportunity Sites proposed to help to kick-start this regeneration.



The re-development and regeneration of these sites would enable improvements throughout the village center such as:

- Providing new accommodation of the size and quality that businesses are looking for but are not currently available - this will enable us to attract their occupiers and increase the variety and quality of shops and places to eat and drink in the village centre;
- Attracting occupiers, investors and developers with viable development schemes means we can look at promoting other improvements across the village centre, such as:
 - Environmental improvements, particularly along Moor Lane;
 - Better parking provision and management;

Preferred Development Strategy

- Moor Lane North - a short to medium term comprehensive re-development opportunity. Investment and development on other sites.
- Islington - a medium term comprehensive development opportunity. This site is more likely to be developed once Moor Lane North is underway.
- Moor Lane South - a long term project. At this stage it is likely to involve refurbishment, but could be considered for something more comprehensive should the opportunity arise.

