

# Crosby Investment Strategy

## PART TWO Proposals

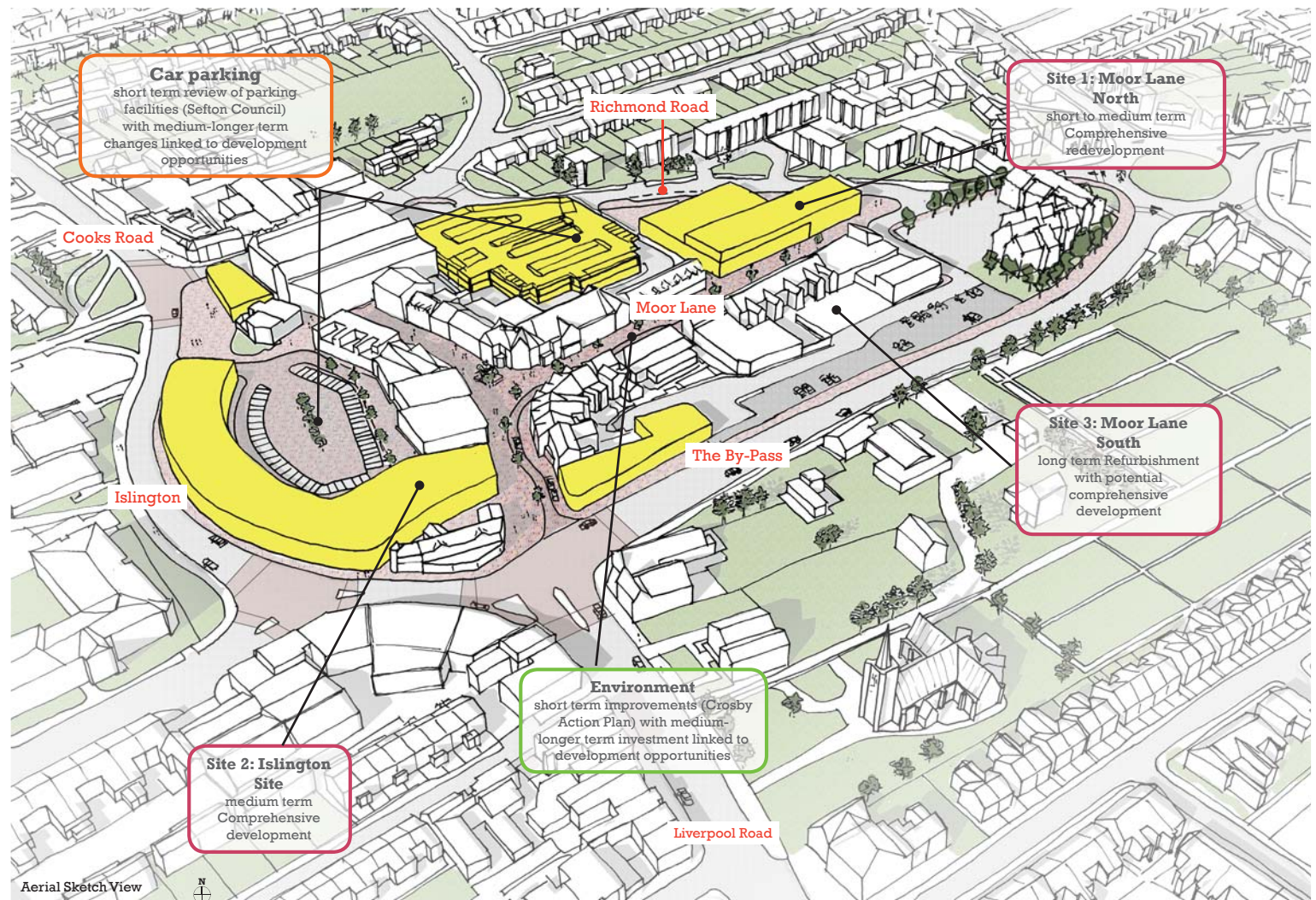
November 2015





# Development Framework

This section of the report sets out the development strategy for Crosby village. The framework comprises the high level vision, a set of development principles, proposals for the key regeneration sites, access and parking. It explores the potential for de-pedestrianisation of Moor Lane.



## Crosby Village Vision

**This section of the Investment Strategy confirms the Vision and objectives for Crosby Village developed through the project and endorsed at public consultation. The Vision seeks to look forward to 2030 (in line with the emerging Local Plan) but action and improvements should be delivered in the short to medium term**

### Crosby Vision 2030

We, the community and businesses of Crosby, Sefton Council and other stakeholders want Crosby village to have a vibrant and characterful centre at the very heart of community life with an attractive mix of community services, meeting places, pubs, cafés and restaurants as well as independent and national retailers.

We want the village to be accessible, well-connected, welcoming and safe for all sections of the community to visit and enjoy throughout the day. It will cater for day to day needs, as well as opportunities for leisure, arts, enterprise, community life and fun.

We want all new developments to be distinctive and reflect the history and future of the village whilst contributing to the unique qualities of the town and community.

### Objectives

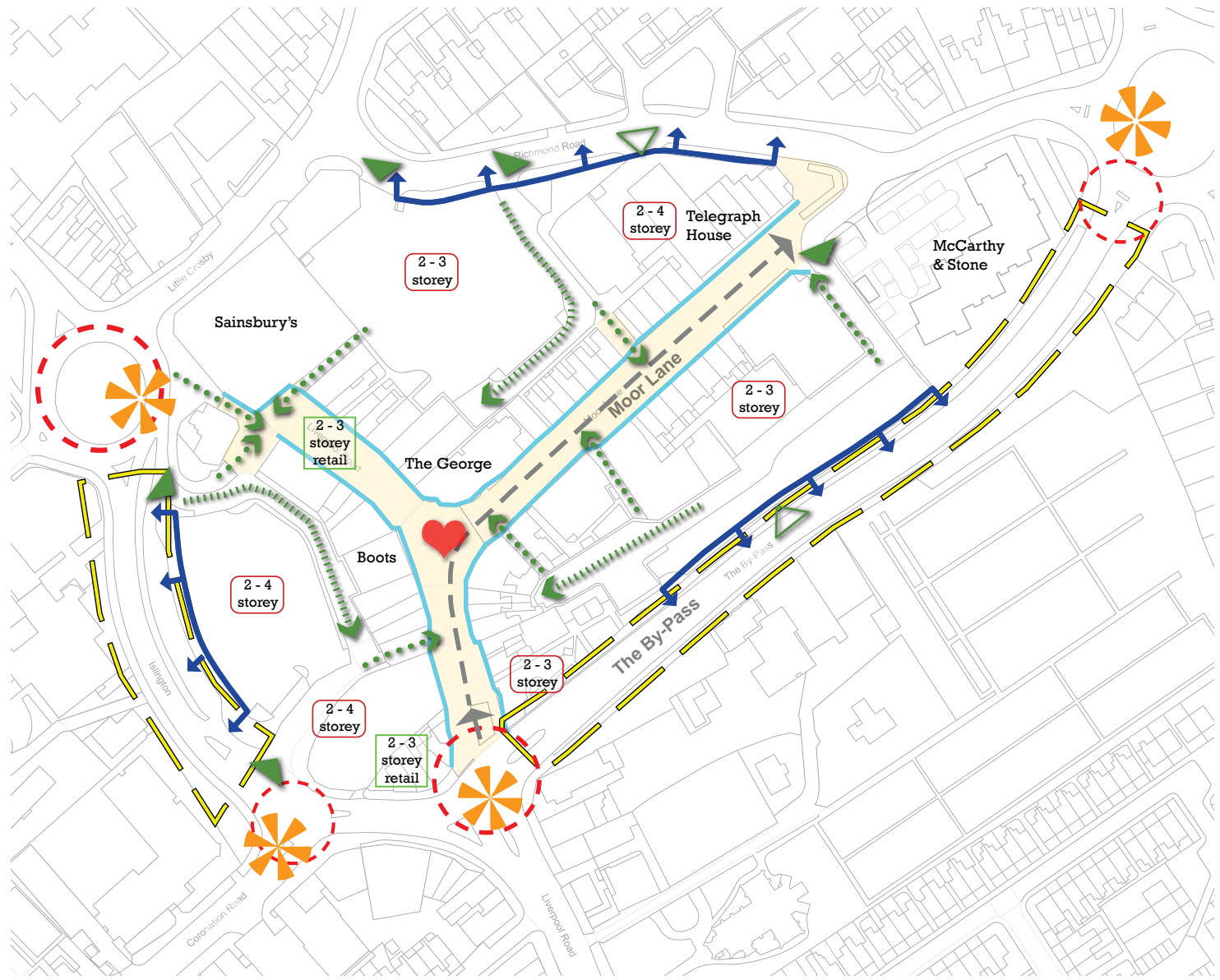
Objectives which underpin the development strategy and should form the basis for further initiatives are as follows:

- To re-establish Crosby village centre as the heart of the community, whilst complementing other pockets of activity in neighbourhoods through Crosby

- To have an attractive, clear and shared plan of action for Crosby village that the Council, community and investors can work together to achieve
- To improve the fabric and appearance of the village centre through development, creating new futures for existing buildings and environmental improvements particularly along Moor Lane
- To enable the redevelopment of key sites to introduce new uses and occupiers, including national retailers, to increase footfall and activity within the centre that will support local independents
- To deliver a series of short, medium and long term community and development projects.

This Vision and the supporting objectives underpin the approach for the Development Framework.





-  Improve gateways - create more attractive points of arrival to the village centre
-  Public realm improvements to Moor Lane
-  Make the streets look more appealing
-  Improve pedestrian and cycle access routes into village
-  Maintain building line and promote active ground floor frontage
-  Improve roadside environment
-  Potential for one-way limited vehicle access and parking along Moor Lane to be explored further
-  Retain/ enhance existing pedestrian connections
-  Existing access points retained where appropriate
-  Potential for new access point if appropriate
-  Retain servicing access
-  2 - 3 storey Heights of potential development
-  2 - 3 storey retail General heights of surrounding areas
-  Heart of village centre - focal point for events

## Development Principles

These have evolved from thorough analysis of the existing village centre. They respond to the items identified in the Townscape Analysis as being detrimental to the performance of the village, and are based on an understanding of retail and shopper requirements.

## Crosby Village Vision

The key aspirations for Crosby are:

- To improve the visual aspect and urban environment around the perimeter of the village,
- To improve pedestrian connections at key gateway spaces,
- To promote footfall and encourage access into the village centre,
- To improve the streetscape by infilling vacant shop/ retail frontages,
- To improve the public realm and external environment, and
- To improve inactive frontages to the perimeter road system.

It is anticipated that the aspirations and objectives will be achieved by:

- Creating a deliverable Investment Strategy for the future of Crosby to encourage private investment and retailer confidence in the village centre.
- Providing a tangible framework for future investment in Crosby.
- Creating a vibrant and pleasant village centre with a variety of retail and leisure offer, with the potential for some residential use.
- Creating a centre that operates an evening economy in conjunction with daytime retail.

- Improving the visual appearance of the centre from the approaches and perimeter road network.
- Better linking the centre to the surrounding residential and retail areas.

The Investment Strategy is intended to bring together a series of short, medium and long-term deliverable suggestions to achieving these aspirations, and demonstrate how commercially viable development opportunities exist and can be delivered in line with the Urban Design Principles which have been established.

### Regeneration Areas - Sites 1, 2 and 3

**This section of the strategy sets out the preferred development scenario. It identifies three key 'Regeneration Areas - Sites 1,2 and 3' and aims to deliver viable development schemes that will encourage investment and kick-start wider regeneration in Crosby. Of the three, Moor Lane North is the priority and its delivery as the first should be seen as fundamental to the long term health of the town centre.**

Site 1 Moor Lane North is key as it:

- has the potential to deliver an anchor development at the northern end of Moor Lane, underpinning footfall and activity along the length of Moor Lane.
- offers the opportunity for comprehensive, high quality development on an underused site which is detracting from the quality of the Moor Lane environment.
- is of a scale to deliver a substantial development and one that can accommodate some of the demand for larger format retail space evident from national retailers and in this way give the fresh impetus that is needed in Crosby village.
- Is a deliverable, commercially viable site that can be brought forward through a straightforward arrangement between the existing or future landowner and the Council, as owner of the adjacent car park.

Other sites such as Islington should follow-on in the knowledge of what is to be delivered on Moor Lane North. Bringing other sites forward ahead of Moor Lane North which captures current retailer demand, may preclude its short term future and development potential could remain unresolved. In such

circumstance the structure of Crosby village may be fundamentally altered – as trade, footfall and retail space would move away from Moor Lane North, focussed increasingly around Liverpool Road. This would not create the best context for retaining smaller units along Moor Lane which are important to its character and the vision of a vibrant mix of independent and national retailers.

Overall the redevelopment and regeneration of the three opportunities sites would enable improvements throughout the village centre such as:

- Providing new accommodation of the size and quality that businesses are looking for, but is not currently available in Crosby
- Attracting new occupiers and increasing the variety and quality of the retail offer including places to eat and drink
- Attracting new occupiers, investors and developers to invest in Crosby will enable other improvements across the village centre, linked to public realm, environment and car parking.

Each site can now be considered in turn.

## Site 1: Moor Lane North

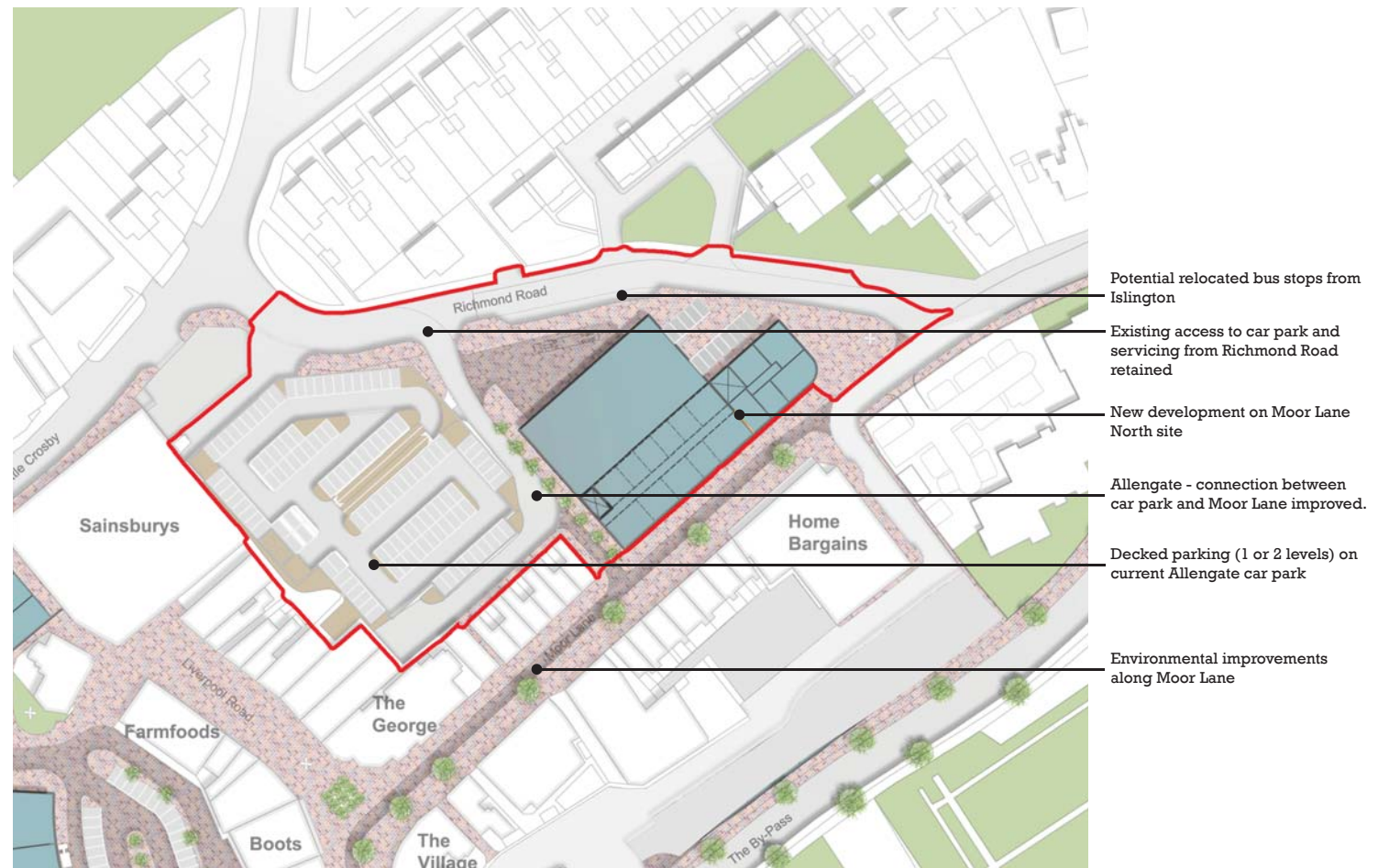
As noted earlier this site is considered as the priority for redevelopment. The site area incorporates:

- The existing Council car park at Allengate
- The currently vacant site behind the terrace on Moor Lane
- The terrace on Moor Lane: and
- Telegraph House.

This site provides an opportunity for short to medium-term comprehensive redevelopment, with an opportunity for incorporation of improvements to Moor Lane in conjunction with the redevelopment of the site. It is considered to be a catalyst for regeneration due to its location, capacity and links to Moor Lane and car parking. By prioritising this site it would help to promote wider investment in other areas and sites.

A potential retail-led mixed-use redevelopment of Moor Lane North is illustrated here and could comprise:

- A medium-size foodstore (approximately 20,000sqft) and/ or other retail at ground floor
- Potential for 1 and 2 bed residential development on upper floors
- 1 or 2 levels of deck parking on the existing Allengate car park
- Enhanced access via Allengate to Moor Lane
- Environmental improvements to Moor Lane (details and scope of which to be agreed)
- Potential to include relocated bus stops along Richmond Road



Site 1: Moor Lane North Illustrative Masterplan | 



Design parameters include:

- The site has capacity to take a three-storey development, which ties in to the adjacent building heights along Moor Lane.
- Building frontage line will tie in with existing buildings on Moor Lane to create a continuous retail frontage and define the street edge.
- There will be a co-ordinated signage zone consistent across the village centre, above shop fronts.
- Tree planting to ensure that tree canopies do not obstruct views to shop signage. Canopies should be above ground floor level.
- Roofscape to be articulated in keeping with the character of Crosby village centre.



Use of streets as spaces



Example of decked parking



Streets for people and vehicles





Artists impression - sketch view of Moor Lane





## Site 2: Islington

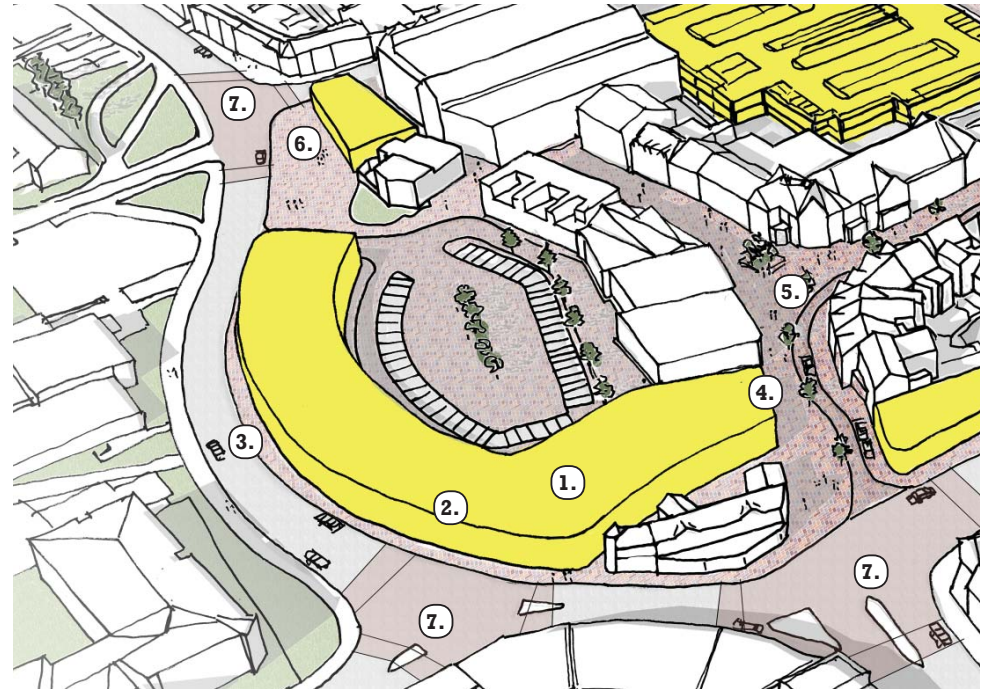
This site is envisaged as the second major opportunity site for redevelopment which should be brought forward following Moor Lane North. The location and nature of the site combine to ensure that the site has the potential to form a key part in delivering enhanced profile for the village and importantly enhancing the connectivity, and the sense of connection between Crosby village and wider area, notably College Road. Similarly its location offers the opportunity to bring a new dimension to the offer of Crosby village. The site area incorporates:

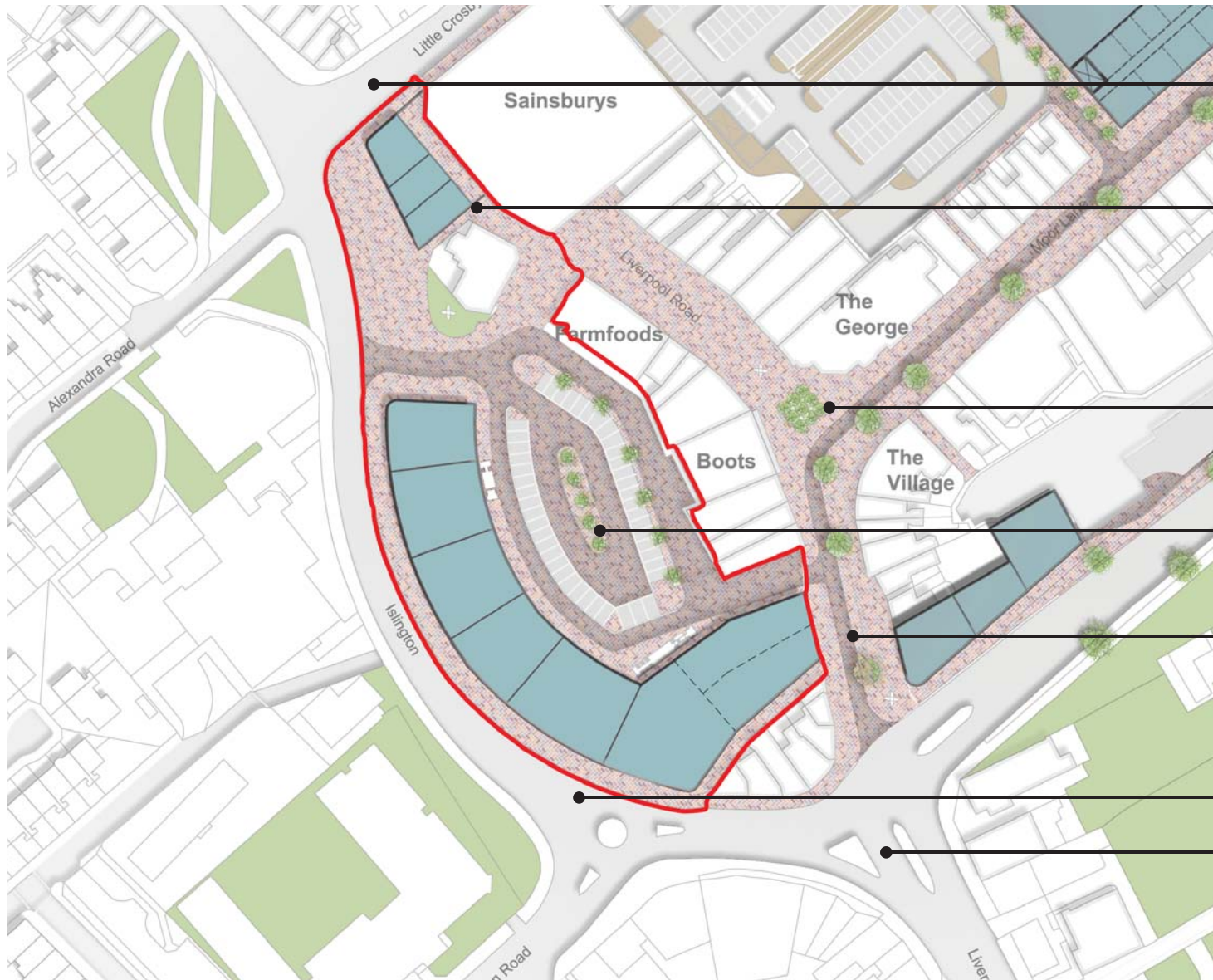
- The existing council car park at The Green
- The currently vacant site between Liverpool Road and Islington,
- The bus stands on Islington, and
- The area around Natwest Bank extending to incorporate Cooks Road roundabout.

This redevelopment site provides opportunity for medium-term comprehensive redevelopment. A potential retail-led mixed-use redevelopment of Islington is illustrated here and could comprise:

1. A small foodstore (approximately 12,000sqft) and/ or other retail at ground floor
2. Potential for residential or commercial office/ hotel development on upper floors
3. Improvements to the public realm along Islington
4. Infill of the streetscape along Moor Lane
5. Environmental improvements to Moor Lane (details and scope of which to be agreed)
6. Environmental improvements and potential for limited new build retail linking to Cooks Road
7. Improved pedestrian connections via new/ improved crossings

The redevelopment of this site would be linked to environmental improvements along Islington, including upgraded pedestrian crossings at the Liverpool Road junction and Coronation Road double-roundabout. The potential to relocate the bus stops to Richmond Road/ The By-Pass, would need to be agreed with the Council and Merseytravel subject to adequate new facilities being provided





Pedestrian crossings to be improved

Potential to review requirement for Cooks Road roundabout creating wider public open space and small development opportunities to link to Cooks Road retail parade.

Public realm improvements to Moor Lane. Potential to create public 'square' at the junction of Moor Lane and Liverpool Road

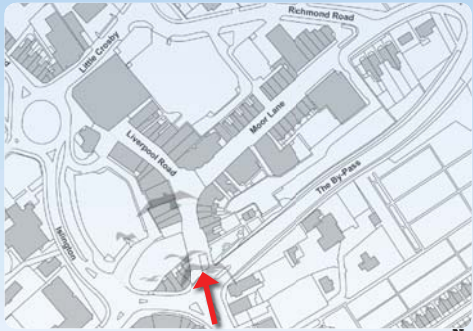
Development on 'The Green' carpark with potential to relocate the existing bus stops to increase developable area. Some car parking retained.

Improvements to public realm at the entrance to the village, including new signage and removal of 'cluttered' street furniture.

Pedestrian crossing to be improved

Pedestrian crossing to be improved





View Location Plan



Illustrative View of Liverpool Road

## Site 3: Moor Lane South

This site is envisaged as the lowest priority site for redevelopment, due to the presence of existing anchor tenants and constraints of the site impacting access and quantity/ quality of development opportunities. The site area incorporates:

- The existing Cooksland Council car park between Moor Lane and the By-Pass
- The retail parade running from the unit currently occupied by Home Bargains in the north, to the unit occupied by Best DIY in the south
- The pavement/ public realm along The By-Pass
- The service road, public lavatories and recycling centre
- The small park at the Liverpool Road entrance to the village.

This redevelopment site provides longer-term opportunities, envisaged once some of the shorter-medium term improvements have been implemented.

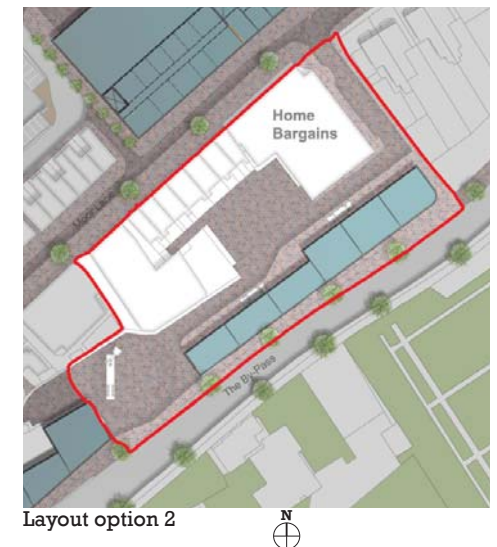
A likely option currently for the site would be the refurbishment of the existing building stock, providing upgraded retail space at ground floor with commercial office space above. Alternative ideas which might be considered include:

- A Medium-size foodstore with comparison retail (potentially with residential use/ office space above), or
- Refurbishment of the existing buildings coupled with new build retail on the current car park. It should be noted that in the current market this option is unattractive to potential retailers due to the shallow depth of the proposed units. Should other funding become available to support local start-up/ independent businesses. However, this option could be explored further.

The redevelopment of this site would be linked to environmental improvements along The By-Pass, including upgraded pedestrian crossings at the Moor Lane roundabout.

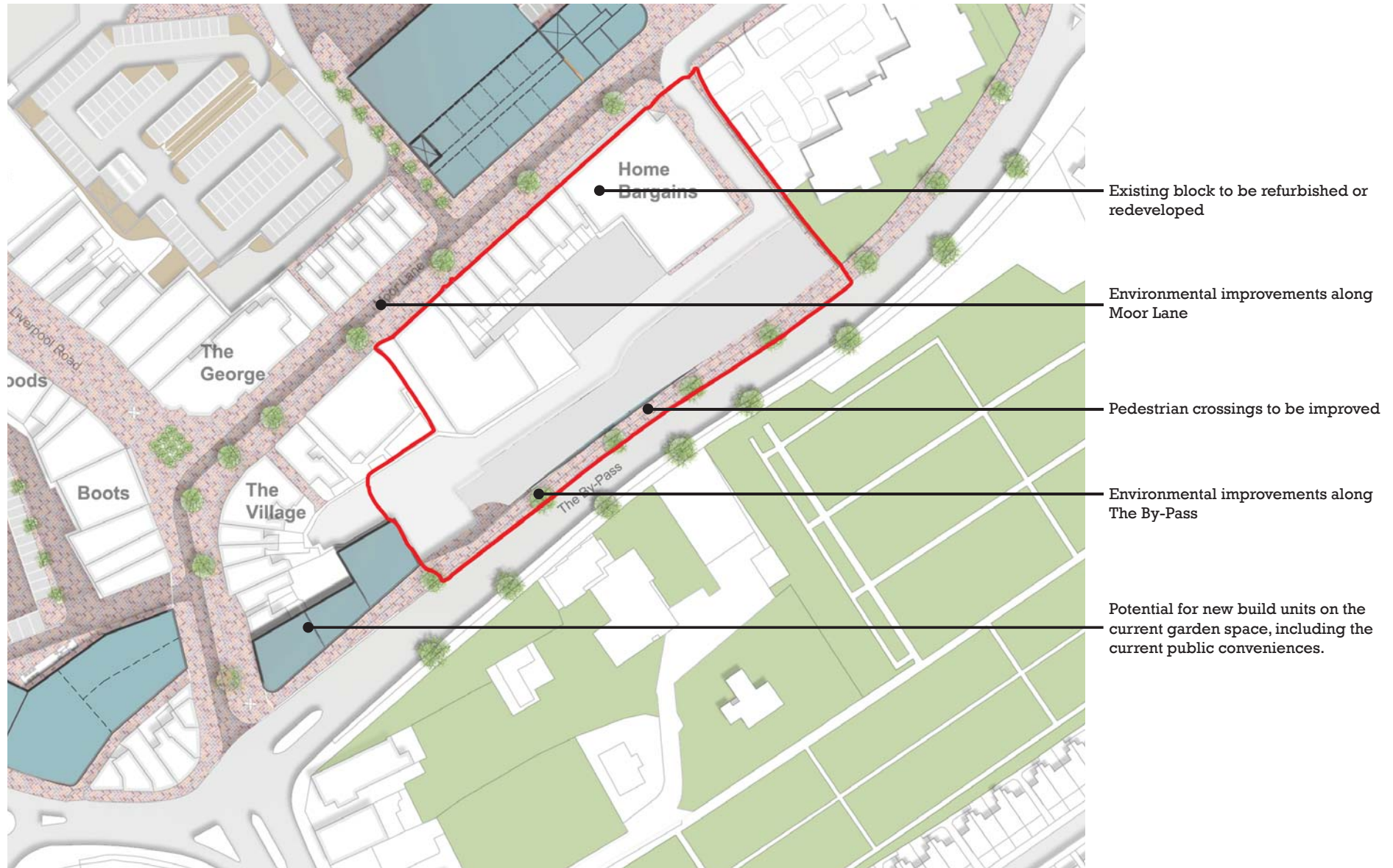


Layout option 1



Layout option 2





Moor Lane South Illustrative Masterplan





# Access and Parking Strategy

**The development strategy is importantly underpinned by an approach to accessibility. Accessibility is key to any town centre and as part of an approach to revitalise Crosby, a positive balance needs to be achieved between enhancing the accessibility of the centre (and importantly its profile) whilst protecting the quality of the environment for pedestrians, cyclists and shoppers and making efficient use of resources, notably car parking.**

## Parking in the Short Term

As noted earlier the key development sites will inevitably take a number of years to be realised. The existing parking regime in Crosby centre encourages the vast majority of visitors to spend half an hour or less in the Village. This results in most visitors only shopping at Sainsburys and not visiting any other facilities. Parking revenue data confirms that the majority of tickets are bought at the free half hour rate. Future pricing should consider how visitors can be incentivised to visit during the evenings at 'off peak' periods.

Sefton Council will be replacing outdated existing pay machines in 2015. The new machines once installed will provide much better data on parking numbers and the length of stays including when the car parks are being occupied by customers. The Council also intend to introduce a pay by phone system so that those who unexpectedly stay longer than the permitted period have the opportunity to pay for the extended stay without having to return to the car park. These machines will allow the Council to monitor more accurately trends in town centre parking and how charging might best support both longer stays as well as sustaining revenue income.

## Parking in the Long Term

In respect to future regeneration development options it is proposed that the number of parking spaces in Crosby Village should not fall below existing levels. At present between all three car parks some 350 spaces are provided. Depending on the quantum of development coming forwards in future and the level of predicted demand, options to increase parking numbers beyond 350 should be given serious consideration with the provision of decked or multi storey car parking.

The existing 350 spaces are used to near capacity during peak times at present. With Crosby providing a superior offer to shoppers and visitors in the future, demand for parking will increase as Crosby becomes more of an attractive destination.

In terms of future parking management, whether this is undertaken by Sefton or is in private hands as part of a redevelopment scheme, it is recommended that future regimes consider the use of pay on foot systems. These systems can encourage longer stays by visitors as there is no threat of a fine should the stay be longer than expected as is the case with Pay and Display.

## Introduction of Traffic on Moor Lane

The Strategy is suggesting that an attractive public realm / environment can be created in Crosby Centre which either includes or excludes traffic.

During the development of this Strategy the potential for traffic to be accommodated on Moor Lane, has been discussed from the perspective of:

- Increasing the accessibility of the centre.
- Adding to the profile of businesses in the village.
- Improving short stay parking provision.
- Adding animation and security to the centre at night-time.
- Allowing the village to 'compete' on an equal footing with locations such as College Road.

Should the possibilities of a de-pedestrianised scheme be investigated further, it is not envisaged that traffic should be allowed into the centre on a 24/7, 365 days per year basis. On sunny, Saturdays in the summer the centre is still a vibrant place with plenty of shoppers with outdoor sitting to the front of café's and bars, with the potential for this to increase. In these circumstances, cars travelling along Moor Lane, albeit at slow speed would add little to the street scheme or the ability of businesses to trade successfully.

Alternatively of course, on a wet weekday evening in January there are likely to be relatively few pedestrians in the centre, with few if any dwelling for a long period. Cars in this instance would add animation to the street and enhance the sense of security and allow businesses to attract additional custom.

Similarly, events may be planned for the centre which would require the area to be free of traffic.

Therefore should traffic be reintroduced to Moor Lane (and Liverpool Road) it should be done in a way which effectively manages speeds and car numbers, but also where access can be suspended at appropriate times as agreed with stakeholders.

The preferred option is for one way traffic headed northbound from Liverpool Road and exiting on Richmond Road. One way running would allow the retention of as much space as possible for pedestrians away from traffic and retain some outdoor seating near cafes and bars. Space would also be available for on-street short stay parking.

It is not envisaged that Moor Lane would act as a through route or short cut for traffic. This is because vehicles headed to the Moor Lane/Northern Road roundabout from Liverpool Road would have a shorter journey using the Bypass than they would if using Moor Lane at a restricted speed. It is not envisaged buses would be allowed through the Village. As such the key attractor for traffic onto Moor Lane will be the short stay parking spaces. These spaces would allow visitors to park directly

outside shops, cafes and bars on Moor Lane without the need to park within high capacity car parks.

Based on indicative drawings around 20 car parking spaces could be provided on Moor Lane and still allow space for pedestrians and cafe seating. As such the attraction for visitors to park on Moor Lane will be limited and it is not expected that this level of provision would attract large volumes of traffic as there will be more freely available parking elsewhere in the Village.

Some traffic including taxis may choose to pick up or drop off passengers on Moor Lane and we envisage that this will become attractive through the day and evening.

A number of options are possible for highway / public realm treatments for traffic through the Village. It is recommended that a shared surface treatment be considered for Moor Lane. It is the considered view that (subject to further feasibility studies) a shared surface would have considerable benefits over a more standard layout in terms of pedestrian movement and traffic behaviour.

A satisfactory highway / public realm scheme could be developed to accommodate the needs of all users including traffic through the Village. The cost of such a scheme however would be significant. The re-introduction of traffic through the centre with minimal intervention (based on the existing block paved layout using signs and lines to delineate parking areas, highway and footway) has been considered also. Although this would be a considerably cheaper option, the impact this would have in terms of the



Improve external environment



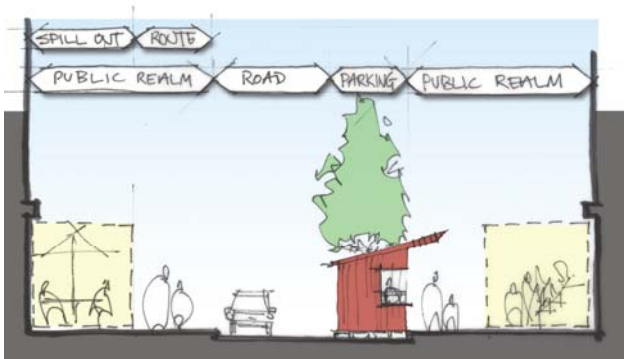
Potential to create one-way vehicular route



Short stay parking



Consider new street tree planting and maintain sight lines and visibility across the street



Space to allow spillout from retail units and opportunity for occasional markets/events. Opportunities to public realm features - play performance

attractiveness of the public realm and safety would need to be carefully considered. Furthermore ground investigation works would be required by Sefton Council to assess whether the existing paved structure can accommodate loading or to help develop a specification for a new public realm scheme.

#### Pedestrian Access in the Shorter Term

Based on the survey undertaken for the baseline by the consultancy team the conclusions were that some relatively low cost improvements could be made to improve pedestrian access.

Consider improved / new pedestrian crossings at the following locations:

New crossing facilities required at the Richmond Road / Little Crosby Road junction

- Cooks Road / Little Crosby Road / Islington / Alexandra Road roundabout. New uncontrolled / signalised crossing on the Cooks Road arm. New uncontrolled crossing on Alexandra Way.
- Moor Lane / The Northern Road / The Bypass / Moor Lane / Moorland Avenue roundabout. Improved uncontrolled crossing on the Moorland Avenue arm and a new crossing at The Northern Road arm.

#### Pedestrian Access in the Longer Term

As part of the wider regeneration of Crosby Centre, a number of improvements would improve pedestrian access. These interventions would be made at a significantly higher cost than the short term improvements and are therefore longer term aspirations.

- Consider signalling the Islington / Coronation Road / Church Road double roundabout to provide signalised crossing facilities. Signals would be linked to the existing Liverpool Road / The Bypass junction. Roundabouts would be removed.
- Consider the removal of the Cooks Road / Little Crosby Road / Islington / Alexandra Road roundabout, with option for a signalised junction.

#### Cycle Access

It is currently prohibited to cycle within the pedestrianised areas of the Village Centre. Clearly this does not send out a positive message to cyclists who legally would have to use the road network to cross the village east to west and north to south rather than use a quieter and car free route through the centre of the Village.

As noted in the previous section, the key gateways into the village suffer from a lack of or poor layout of formal crossing points and are in need of improvement. Furthermore there is a lack of cycle route access into the Village. In this way the village is not currently well connected for cycle access.



Cycle parking facilities are concentrated only 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. Limited cycle parking is provided within the central areas of the Village meaning cyclists must park their bikes away from their destination.

In the light of this it is recommended that:

- Permission for cyclists to use pedestrianised areas should be considered where this would improve the permeability of the Village.
- The provision of further cycle stands in central areas of the Village should be considered.
- The provision of cycle facilities should be considered at key junctions to aid cycle access from the surrounding road network.
- Consider a new cycle link into the pedestrianised Liverpool Road from the Coronation Road / The Bypass / Liverpool Road junction
- Consider a new cycle link from the Cooks Road / Little Crosby Road / Islington / Alexandra Road roundabout at the pedestrianised Liverpool Road between Natwest and Sainsbury's.

### Public Transport Access

Crosby Village is well served by buses with a dedicated bus stop area on Islington comprising of three stops, one on Richmond Road to the north of the Village and bus stops on Liverpool Road and Coronation

Road located within a short walking distance. However the location of the bus stops and the existing layout of the village centre mean that the stands do not connect well with the Village.

### Removal of Islington Bus Stands

In the interest of providing active street frontage bus stands on Islington could be relocated as one of the regeneration options. These would be replaced by southbound bus stands on Richmond Road and northbound bus stands on The Bypass. The Council's consultants discussed this option with the Council's highway team; this solution would not detrimentally impact on current bus routing. Merseytravel have suggested that in the longer term both northbound and southbound bus stands on Richmond Road and the Bypass would be required. Appropriate pedestrian connectivity should be provided between the Village and the new bus stop locations.

# Delivery Strategy

This section of the strategy considers the approach to taking forward the vision and delivering change outlined in the Development Framework of the strategy.

As noted earlier, the framework is recommending that early emphasis is placed on bringing forward the development opportunity at Moor Lane North (Telegraph House and surrounding properties). However this may take a number of years to realise and therefore it is important that other activity and smaller scale investments relevant to the village centre that would foster a more positive sentiment are not put on hold unnecessarily, ahead of new development.

## Sefton Local Plan

Sefton Council are currently preparing a Local Plan. The Local Plan (which is available on the Council's web site) is intended to set out how new development will be managed in the period from 2012 to 2030. A date for the Examination in Public is not anticipated until later in 2015. Adoption would hopefully take place sometime in 2016, but this will always be subject to change and what happens at the Examination stage.

The Local Plan supports this strategy and in particular that Crosby Village should be the primary focus for any significant 'town centre' development in the area. In line with the National Planning Policy Framework, the Local Plan provides the opportunity to be positive and promote a competitive Crosby Village environment' It will also identify the suitable sites to meet the scale and type of development needed in town centres and importantly have deliverable town centre sites that can be given priority in the application of the sequential test to the location of development. In this way the demand and need for additional retail space in the Crosby area and notably larger format convenience retailing can be focussed into the village and into the delivery of the key sites.

In line with the National Planning Policy Framework and the above policy approach being taken in respect to Crosby Village, this will emphasise the quality of development that will be expected in the Village. A Supplementary Planning Document for

Crosby Town Centre will be prepared alongside the Local Plan, so that it can come into effect as soon as the Local Plan is adopted.

## Community Involvement in Crosby Village

There has been substantial public and stakeholder engagement in the preparation of this strategy. The project has been overseen by the informal steering group of community representatives, businesses and civic minded individuals. Local ward councillors have been consulted, as have the general public. It is believed there is an appetite for a new community group for Crosby Village through a structure that brings all sections of the community together and to establish an action plan for community and business led initiatives. The Action Plan may also act as a focus for any future funding 'bids'.

The process of establishing this group is underway and it will rightly develop its own focus and agenda. However the Council is committing officer time to assist in its initial establishment, and to facilitate a main Steering Group or similar going forward.

At this stage it is envisaged that a steering group is made up of representatives of several action orientated groups and represent key themes – such as business, environment and community.

As noted earlier the group (with the support and advice of sub-groups) should establish an Action Plan around which to lobby, focus action and seek funding. The public

consultation events undertaken as part of the preparing this strategy contributed a number of ideas that could form part of a single 'Action Plan'. The consultation reports published as background to Strategy provide full details, but some noteworthy ideas included:

### Public Realm

- Management and cleansing
- Environment - street trees, amenity space and street furniture
- Access – pedestrian, cycling, wayfinding
- Feasibility into improved public realm infrastructure on Moor Lane/Liverpool Road

### Destination Management

- Events – commercial and community
- Place marketing and promotion

## Development and Delivery Approach

The fundamental theme for the Crosby Investment Strategy is the delivery of the key development opportunities in the Village. Currently given the market and the prospect of land disposal by Sainsburys, it is reasonable to expect private sector delivery of these sites and the successful realisation of the overall vision.

### Development Approach

New development and investment will, if done in the right way, enhance the retail and leisure offer of the village, improve the appearance of the centre, increase footfall, improve business confidence, and attract more independent traders and so on in a virtuous circle of regeneration. Investor confidence is evident in the relative success of nearby locations such as College Road.

In Crosby Village Centre, the Council is committed to ensuring that retail-led, mixed use regeneration is delivered through comprehensive site redevelopment proposals. In response to this commitment, the Crosby Investment Strategy provides a deliverable mix of uses and supports phased delivery, on the three 'Regeneration Areas', Sites 1, 2 and 3. Most of the existing shops outside the 3 key areas therefore would not be directly affected by the new building programme, but would benefit from associated improvements, such as the environment, public realm, parking and access. The potential exists to attract a range of smaller, often independent shops, restaurants and other businesses in the medium to longer term on the back of an anchor development.

The priority site is Regeneration Area, Site 1 - Moor Lane North – Here there is short to medium term opportunity for a comprehensive, retail-led mixed use development comprising a medium sized food store and / or retail at ground floor (approximately 20,000 sqft) and potential residential use on upper floors, along with

one or two levels of deck car parking on the existing Allengate Car Park. This is the priority site which could kick-start investment and development on other sites.

### Delivery Approach

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.

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.

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 also own some sites and properties. 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. It is understood that land and property owned by Sainsbury's (other than the existing store) will now be subject to a marketing exercise in 2015. Sainsburys wish to work with the

Council on this exercise to take account of this Investment Strategy.

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. The Council is prepared to use its powers as landowner, landlord, and as a highway and planning authority to ensure comprehensive site redevelopment proposals do come forward. This includes the prospect of preparing a development brief and procuring a developer partner, if this becomes necessary.



# Conclusions and Recommendations

There is demand from some major retailers for space in the Crosby area to cater for a relatively affluent population. This Investment Strategy process has also confirmed that there is a strong and vibrant community spirit in Crosby and a loyalty to Crosby village, which can be capitalised on through positive action - by all.

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 take forward 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 the 'New Realities' agreement

