



Crosby Centre

Supplementary Planning Document September 2017



Central Square from the northern part of Liverpool Road

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1. Introduction

Introduction

1.1 This Supplementary Planning Document (SPD) sets out detailed planning guidance for the development of Crosby Centre. It also provides guidance on the interpretation of other Local Plan policies relevant to the development of the Centre.

1.2 Sefton Council has identified Crosby Centre as a regeneration priority and is committed to promoting new investment within the Centre. In the Sefton Local Plan, Crosby Centre is identified as a priority for regeneration in policy ED6 'Regeneration Areas', and as a 'District Centre' in the retail hierarchy. It is also subject to site-specific policy ED11 Crosby Centre, which this SPD seeks to expand upon. In addition Crosby Centre is also subject to policy ED2 "Retail, leisure and other town centre uses"

1.3 The SPD sets out a framework for development within Crosby Centre and will be a material consideration in determining planning applications. It is structured as follows:

- **Crosby Centre development principles**- general principles that will apply to developments within the Centre.
- **Site 1 -Moor Lane North Regeneration Site** - development principles relating to the Moor Lane North site.
- **Site 2- Islington Regeneration Site** - development principles relating to the Islington site.
- **Site 3- Moor Lane South Regeneration Site** - development principles relating to the Moor Lane South site.

1.4 This SPD has been informed by the recommendations of the Crosby Investment Strategy (Nexus, 2015), and public consultations associated with both this document and with the Sefton Local Plan. It has also been subject to early consultation with the Crosby Investment Strategy Steering Group and key landowners within the Centre.

1.5 The draft SPD was subject to public consultation in spring 2017. Where appropriate the document has been amended to reflect comments received.

What is a Supplementary Planning Document (SPD)?

1.6 Supplementary planning documents are defined by Annex 2 of the National Planning Policy Framework, as follows:

"Documents which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan."

1.7 In addition, Paragraph 153 of the National Planning Policy Framework states that::

"Supplementary planning documents should be used where they can help applicants make successful applications or aid infrastructure delivery, and should not be used to add unnecessarily to the financial burdens on development."

Purpose of Crosby Centre Supplementary Planning Document (SPD)

1.8 The Council approved the 'Crosby Investment Strategy' in 2015 to explore options to regenerate and revitalise Crosby Centre. In particular, the Investment Strategy identified 3 key 'opportunity sites' and made a series of other recommendations. The document was subject to public consultation with relevant stakeholders and was adopted in November 2015. This SPD provides a planning framework to support the regeneration of the centre and implement the key recommendations of the Crosby Investment Strategy.

1.9 The SPD supports Policy ED11 of the Sefton Local Plan which is intended to guide the regeneration of Crosby Centre. Policy ED11 is set out in Appendix A.

Vision

By 2030 Crosby Centre will be:

A vibrant centre recognised for its distinctive character, high design quality and diverse mix of uses, and accessible and welcoming for all sections of the community.

Objectives

1.10 The SPD has the following objectives:

- A. To re-establish Crosby village centre as the heart of the community, whilst complementing other pockets of activity in neighbourhoods through Crosby.
- B. To have an attractive, clear and shared plan of action for Crosby village that the Council, community and investors can work together to achieve.
- C. 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.
- D. 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.
- E. To deliver a series of short, medium and long term community and development projects.

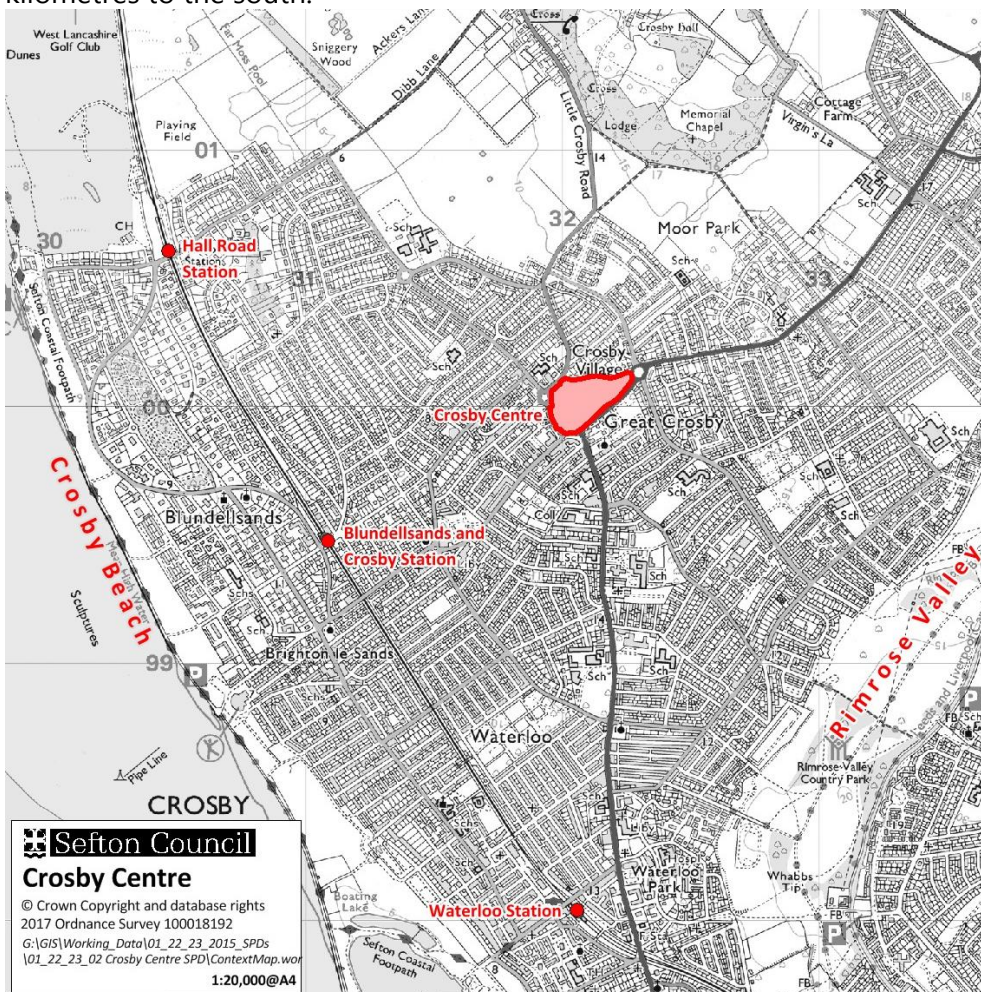


Moor Lane looking North East

2. Crosby Centre context

Crosby

2.1 Crosby is a medium-sized coastal town (population: 48,013) situated approximately 6 miles from Liverpool City Centre. It is located north-west of Bootle, and in close proximity to the settlements of Litherland, Netherton, and Maghull. Most of Crosby dates from the late 19th century and the first half of the 20th century, and much of the town grew up alongside the Liverpool-Southport railway line. Distinctive features of Crosby include its long beach and marine lake. Crosby is perhaps best known for the iconic “Another Place” by Anthony Gormley at Crosby beach. Crosby has 2 district centres, Crosby Centre and Waterloo 1.5 kilometres to the south.



Crosby Centre

2.2 Crosby Centre is the main retail and leisure destination within the town. It has frequent bus services to and from Bootle, Liverpool, Southport, Aintree and Thornton, but has more limited services west of the A565. Blundellsands and Crosby railway station is located approximately a kilometre away and there are no services to Crosby Centre from this station.

2.3 Crosby Centre is surrounded by busy main roads. These roads act as a physical barrier that restricts pedestrian access, and discourages local trips into the centre.

2.4 Most of the premises within the Centre face inwards towards the pedestrianised areas of Liverpool Road and Moor Lane. When viewed from the surrounding roads and streets, the main views are of the rear of shops, servicing areas, and public car parks. This presents a visually unattractive image of centre. Moor Lane and part of Liverpool Road are pedestrianised within the Centre.

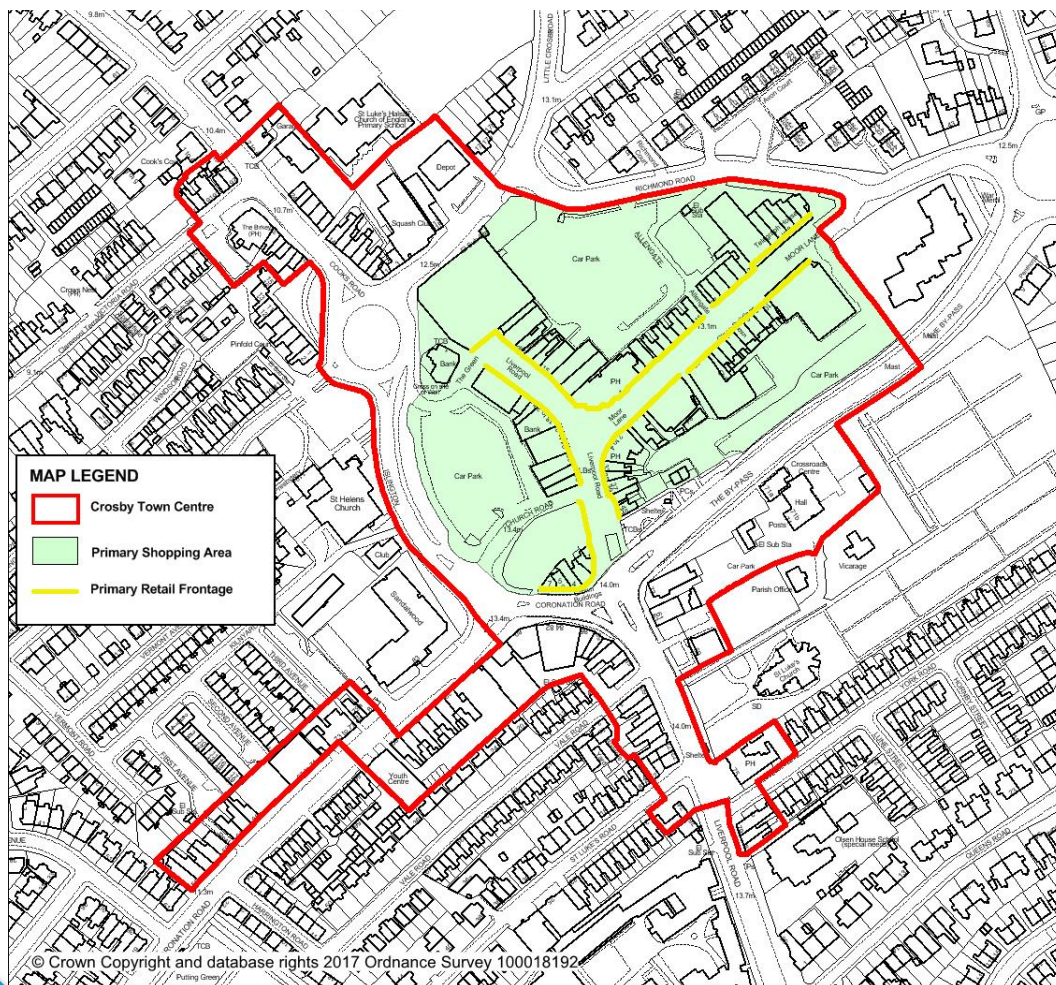
2.5 Crosby Centre also includes the designated heritage asset of St Michaels Cross which is a nationally important Grade II listed Building. It comprises a restored wooden cross upon original square stone steps with rounded corners. It is probably 18th Century in origin although its location is thought to mark the site of an holy well, chapel and earlier cross from which Crosby takes its name (Norse word 'Kross' Scandinavian 'bye' meaning village).

2.6 In 2010, Crosby Centre was subject to a major planning application for a new Sainsburys store. This application was locally controversial and was refused in June 2010. The parts of the Centre that were subject to this application are some of the areas most in need of redevelopment and regeneration.

2.7 Crosby Centre has a slightly lower proportion of vacant shops than the national average (10.3% compared to 11.3%) (Sefton Retail Strategy Review 2015 WYG) ,

Area covered by Crosby Centre SPD

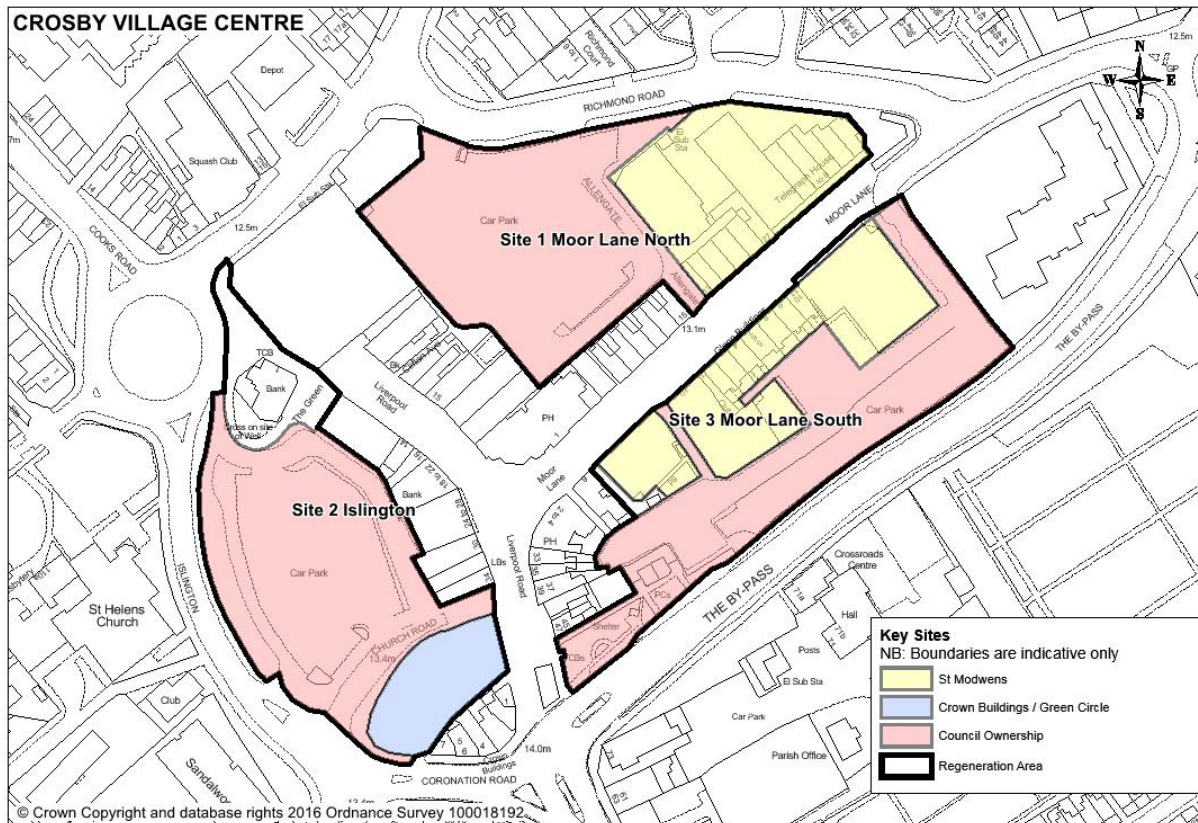
2.8 The Crosby Centre SPD covers the area shown within the red line of the map below.



Land Ownerships

2.9 The majority of Crosby Centre, (by land area) is controlled by a small number of Landowners, namely:

- St Modwen
- Sefton Council
- Green Circle





*Crown Buildings and Clock near entrance
at junction of Coronation Road and the bypass*

3. Crosby Centre Development Principles

Development Principles

3.1 The development principles section of this SPD applies to all new development within Crosby Centre. These principles are intended to ensure that new developments contribute to the wider regeneration of the Centre and address existing weaknesses where possible.

CC1 Development Principles

1. New development should be of high design quality and contribute to the regeneration of Crosby Centre.
2. Developments adjacent to the perimeter road system should incorporate high quality frontages to improve the external appearance of the Centre and should form attractive gateways into the Centre. Developments in these locations should be at least 2 storeys in height.
3. New developments should take opportunities to create new (or improve existing) pedestrian connections between Liverpool Road / Moor Lane, and the perimeter road network.
4. Proposed uses within the Primary Shopping Area (Local Policy ED2) should provide active frontages during the day that support vitality and viability.
5. Proposals that would prejudice the comprehensive development of any of the 3 Opportunity Sites will not be supported, unless:
 - A. It is demonstrated that comprehensive development is not possible; and
 - B. The proposal can demonstrate significant regeneration benefits.
6. Complimentary uses on upper floors will be encouraged, including residential uses.
7. Proposals for the consolidation of car parking in Crosby Centre are acceptable in principle, provided that development:
 - A. Preserves and enhances the character and amenity of the area and
 - B. Maintains or increases the number of parking spaces within the Centre boundary (existing level - 350 spaces).
8. Proposals should incorporate green infrastructure, enhance the public realm and improve the immediate environment.

9. Proposals should incorporate features to enhance biodiversity.
10. Proposals should take into account the presence of archaeological remains.

Explanation

3.2 At present, the perimeter road frontages on the edge of the Centre are of poor quality and mostly comprise the rear of shops or car parks. New developments adjacent to the perimeter road network should create attractive frontages that create a positive image of Crosby Centre from the outside. The 'perimeter road network' comprises Islington, The Bypass, Little Crosby Road, Richmond Road, and the non-pedestrianised section of Moor Lane.

3.3 Where possible, new developments should create new or improve existing pedestrian connections from the perimeter road network to Liverpool Road / Moor Lane. This is to improve permeability, and to encourage pedestrian access into the Centre.

3.4 Proposals for the refurbishment and enhancement of existing buildings will be supported where they positively contribute to the environment and appearance of the centre.

3.5 Whilst uses that support the night time economy may be supported, these should create active frontages during the day to support vitality and viability.

3.6 Within the Primary Shopping Area, non retail main town centre uses (such as health or community facilities, leisure and recreation uses, offices, tourism development,) may be acceptable where they complement the retail function of the centre, enhance its vitality and viability and do not lead to unacceptable clusters of non-retail uses.

3.7 Outside of the Primary Shopping Area, non-retail main town centre uses (such as health or community facilities, leisure and recreation uses, offices, tourism development) are considered acceptable in principle.

3.8 The Council's strong preference is for the comprehensive development of each of the Regeneration sites identified in this SPD. However, there may be circumstances where this is not possible and where a partial redevelopment would be beneficial. In these circumstances, a partial redevelopment should be justified by the regeneration benefits that the scheme would deliver.

3.9 The provision of green infrastructure within development offers significant benefits by improving health and wellbeing, reducing surface water flood risk and improving air quality. Green Infrastructure should be designed to reduce the adverse impact of traffic emissions from adjacent roads on users of the centre. Appropriate examples in the urban area include green roofs, roof gardens, green walls and new tree planting.

3.10 The provision of biodiversity features within developments can help to achieve net gains in biodiversity in line with the National Planning Policy Framework. Bats, red squirrel and breeding birds among others and invasive species such as Japanese knotweed are known from Crosby Centre. Development proposals will need to consider ecology and should be accompanied by an Ecological Appraisal that meets BS 42020:2013 in accordance with policy NH2. Further guidance is available in the Nature Conservation SPD.

3.11 Cartographic sources show that sites 1 & 3 have the potential to contain below-ground archaeological remains dating to at least the late 18th century, whilst those on Site 2 may date to the 16th century and possibly earlier. Development proposals will need to be accompanied by an Archaeological Desk-based Assessment undertaken by a professional archaeological contractor in accordance with recognised industry standards and guidance such as that issued by the Chartered Institute for Archaeologists. Developers should be aware that further pre-and post-determination archaeological investigation of the sites may also be considered necessary and policies NH9, NH14 and NH15.



Moor Lane looking South West

4. Crosby Centre Regeneration Sites

Regeneration Sites within Crosby Centre

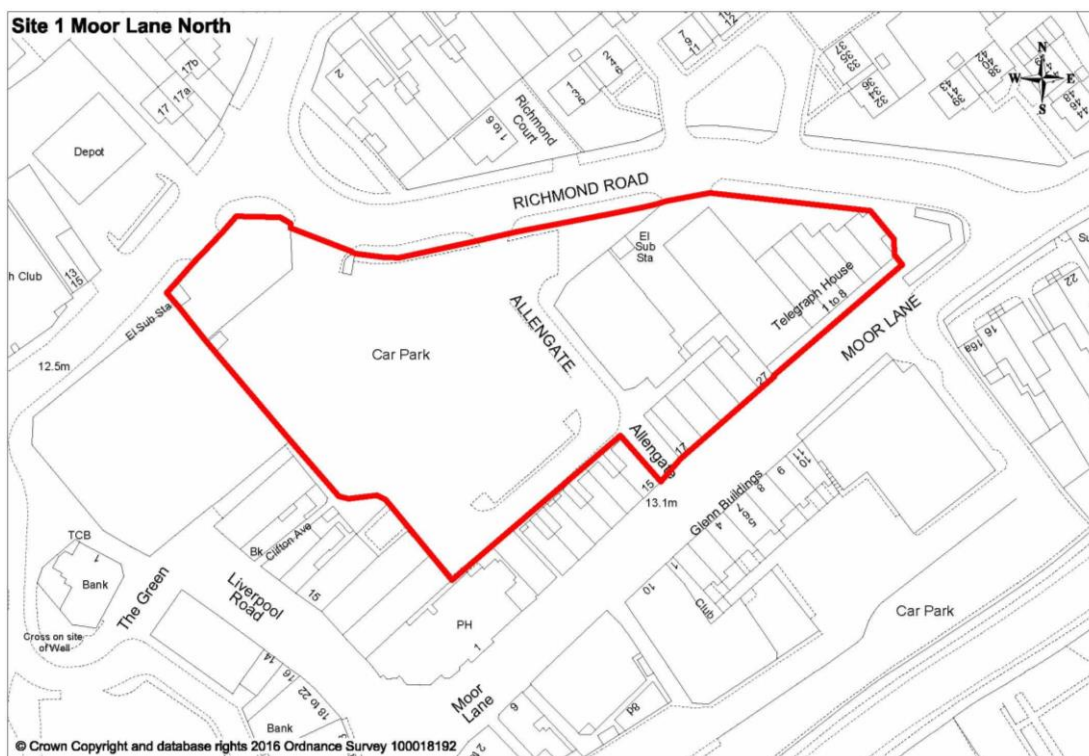
4.1 The Crosby Investment Strategy identifies 3 key sites that could support the regeneration of Crosby Centre. These are the largest and most prominent opportunities to secure new investment in the Centre and each have more than one owner. The 3 sites are:

- Site 1 - Moor Lane North
- Site 2 - Islington
- Site 3 - Moor Lane South

4.2 Each of these sites is subject to detailed guidance below.

Site 1-Moor Lane North Site

4.3 Moor Lane North is located at the eastern end of the pedestrianised section of Moor Lane and Richmond Road, as illustrated below:



4.4 The Moor Lane North site is currently occupied by a parade of small shopping units and Allengate car park. Approximately half of this parade is of inter-war construction, and the other half of poorer quality post-war design. The site has the potential to deliver an anchor development that attracts footfall and activity along the length of Moor Lane. In addition the site offers an opportunity to consolidate visitor parking in Crosby Centre into a single large car park potentially comprising 2 or more levels.

CC2 - Moor Lane North

1. The redevelopment of Moor Lane North should deliver a comprehensive, retail-led development.
2. The redevelopment of the site should be of high quality design, with particular emphasis on the corner of Richmond Road and Moor Lane. Development of this site should be at least 2 storeys in height.
3. The redevelopment should include the redevelopment of Allengate surface car park in order to provide additional levels of parking (in partnership with Sefton Council).
4. Pedestrian Links between Moor Lane and Richmond Road should be enhanced.
5. The building frontage line should correspond with existing buildings on Moor Lane to create a continuous retail frontage.
6. An attractive frontage should be created to Richmond Road.

Explanation

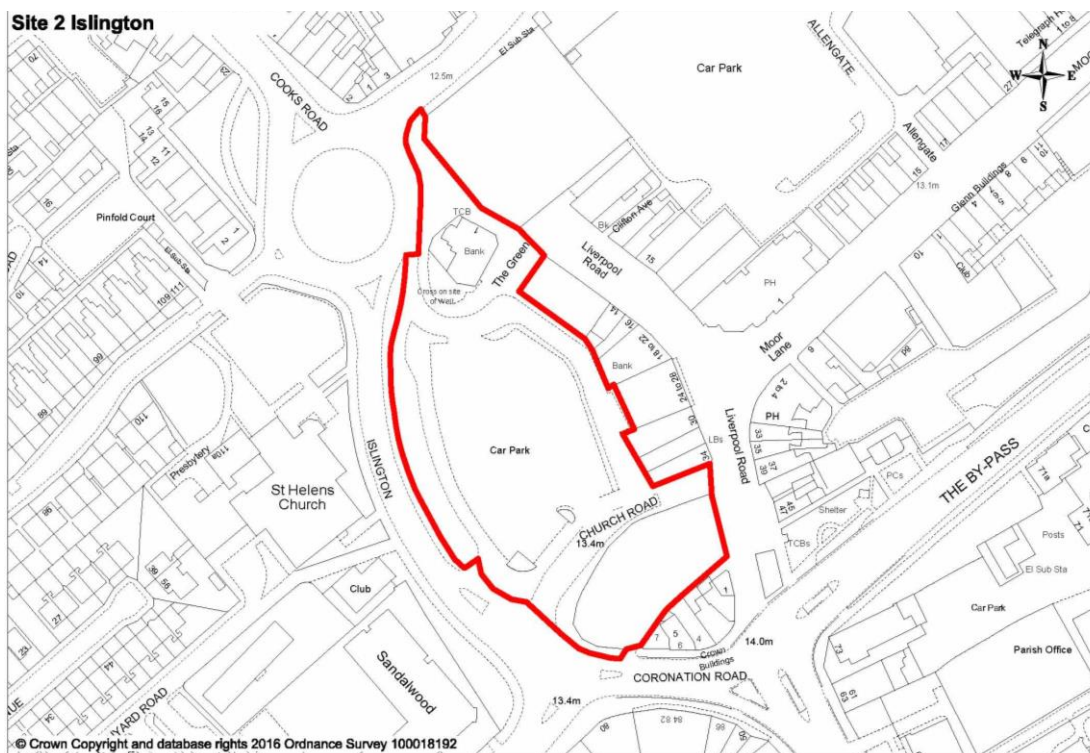
4.5 The Crosby Investment Strategy identifies this site as the priority for a comprehensive redevelopment proposal within the Centre. The site has the ability to create an anchor at the eastern end of Moor Lane that will attract footfall along the length of Moor Lane. The site also offers an opportunity to enhance and increase the visitor parking available at Crosby Centre, by securing the construction of a large car park as part of the development proposals.

4.6 The site is located in a prominent gateway location on the eastern entrance to the Centre. High quality design is therefore important in this location, particularly at the corner of Richmond Road and Moor Lane which is visually prominent to the east. The creation of an attractive frontage to Richmond road is also important.

4.7 Allengate is a route which allows pedestrian access into the Centre. This route should be enhanced as part of development proposals for this site.

Site 2 - Islington

4.8 Site 2 - Islington is located on the western edge of the centre, and currently comprises a Council-owned car park and the former Crown Buildings site. Its location is illustrated below:



4.9 Islington has the potential to deliver a high quality development in a prominent location. The site has the potential to create an enhanced profile for the Centre and improve connections between Crosby village and wider area.

CC3 – Islington

1. The redevelopment of the Islington site should be for a comprehensive development for appropriate town centre uses. This should be at least 2 storeys in height and be of high design quality particularly along the Islington frontage.
2. Redevelopment proposals should take opportunities to improve existing vehicle access into and within the site for parking, public transport and servicing arrangements.
3. The redevelopment of the site should enhance existing pedestrian routes from Liverpool Road to Islington, and to the surrounding area.
4. The redevelopment of the site should infill the building frontage line along Liverpool Road.
5. A high quality public realm should be created within and along the boundary of the site.
6. The redevelopment of the site must preserve as well as look for opportunities to enhance and better reveal the significance of the Listed Building of St Michaels Cross and its setting.

Explanation

4.10 The Islington Site is envisaged as the second major site for redevelopment in the Crosby Investment Strategy.

4.11 The site is in a highly prominent location, and the creation of an attractive frontage to Islington is of particular importance, including through enhanced boundary treatment or the erection of a new building. In addition, existing vehicle access and pedestrian routes into and through the site should be enhanced to improve access into the Centre from the west.

Site 3 - Moor Lane South

4.12 Moor Lane South is located in the south eastern part of the Centre, between The Bypass and Moor Lane, as illustrated below:



4.13 The site comprises a Council-owned car park (Cook'sland) fronting the Bypass, an adjacent service road and a shopping parade containing both small and medium sized units. Part of the parade is of inter-war construction, with the remainder comprising poorer quality post-war design.

CC4 - Moor Lane South

1. The redevelopment of Moor Lane South should be for a comprehensive development for appropriate town centre uses. This should be at least 2 storeys in height and be of high design quality.
2. The building frontage line should correspond with existing buildings on Moor Lane to create a continuous town centre frontage.
3. An attractive frontage and environmental improvements should be created to The By-Pass.
4. The redevelopment of the site should create new pedestrian routes from Moor Lane to The By-Pass.

Explanation

4.14 Moor Lane South is envisaged as the third major site for redevelopment in the Crosby Investment Strategy.

4.15 The site is in a prominent location, and the creation of an attractive frontage to the South and East towards the bypass is of particular importance. At present there are no pedestrian connections from The By-Pass through to Moor Lane along the southern perimeter of this site. Such a connection should be created to improve accessibility into the Centre.



Crosby Centre from the junction to the south.

Appendix A: Sefton Local Plan Policy

CROSBY CENTRE

7.79 The regeneration of Crosby Centre is a Council priority. In recent years the Centre has suffered from under-investment and development projects which have not been implemented. The Centre is poorly laid out and faces in on itself, with unattractive car parking and servicing areas facing outwards. Busy main roads also sever the Centre from adjacent residential areas. This policy aims to support the Crosby Investment Strategy in promoting the regeneration of the centre. This will include supporting high quality new development on key sites within the Centre, making it more accessible, and enhancing the Centre's overall appearance.

ED11 CROSBY CENTRE

1. Within Crosby Centre proposals should be consistent with, and make a positive contribution to, the regeneration of the centre.
2. New retail and other town centre developments of an appropriate scale will be supported in order to improve the vitality and viability of the centre.
3. Proposals that would prejudice the comprehensive development of key sites within the Centre will not be permitted.

Design and Townscape

4. Development within the Centre should be of high quality design, particularly on the key routes and gateways of Liverpool Road, Coronation Road, Islington, Cooks Road, The Bypass and Moor Lane.
5. Development should contribute towards a high quality public realm, to ensure that the centre benefits from attractive outdoor areas.
6. Development should facilitate and improve pedestrian connections to Moor Lane to support its role as the focal point for the Centre.
7. Development proposals should have active ground floor uses facing key routes, gateways and public spaces. Development on key routes should be at least two storeys in height. The use of upper floors for appropriate uses will be encouraged.
8. Development proposals in proximity to the listed St Michael's Cross should enhance its setting.

Accessibility

9. The improvement of traffic flows and accessibility within and beyond the centre will be supported. Improvements to facilitate pedestrian, cycling, and vehicular access within and beyond the Centre will be required as part of development proposals.

Policy links:

- ED2 Retail, leisure and other town centre uses

- ED6 Regeneration Areas

Explanation

- 7.80 A comprehensive and co-ordinated approach will be pursued to the planning, regeneration and development of Crosby Centre. The Council is preparing an Investment Strategy for Crosby Centre that will provide further guidance on the identification of key sites and on the overall vision for the Centre. A Supplementary Planning Document (SPD) will also be prepared to support the regeneration of Crosby Centre. Where proposals would prejudice the comprehensive development of key sites, planning permission will be refused.
- 7.81 New development within the Centre should be of high quality design, consistent with the requirements of this policy, and policy EQ2 Design.
- 7.82 At present, the Centre is poorly connected to the surrounding residential neighbourhoods. Development proposals offer opportunities to include improvements to access for pedestrians, cyclists and vehicles, both within and beyond the centre.



Appendix B: Further Sources of Information

National Policy/Guidance

National Planning Policy Framework and Planning Practice Guidance.

<http://planningguidance.planningportal.gov.uk/>

Building for Life Design Principles

<http://www.hbf.co.uk/media-centre/news/view/building-for-life-relaunched/>

Local Policy/Guidance

Sefton Local Plan

www.sefton.gov.uk/localplan

Crosby Investment Strategy

<https://www.sefton.gov.uk/your-council/plans-policies/sefton-economy/crosby-investment-strategy.aspx>

Liverpool City Region Green Infrastructure Framework

<http://www.merseyforest.org.uk/our-work/liverpool-city-region-green-infrastructure-framework/>

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