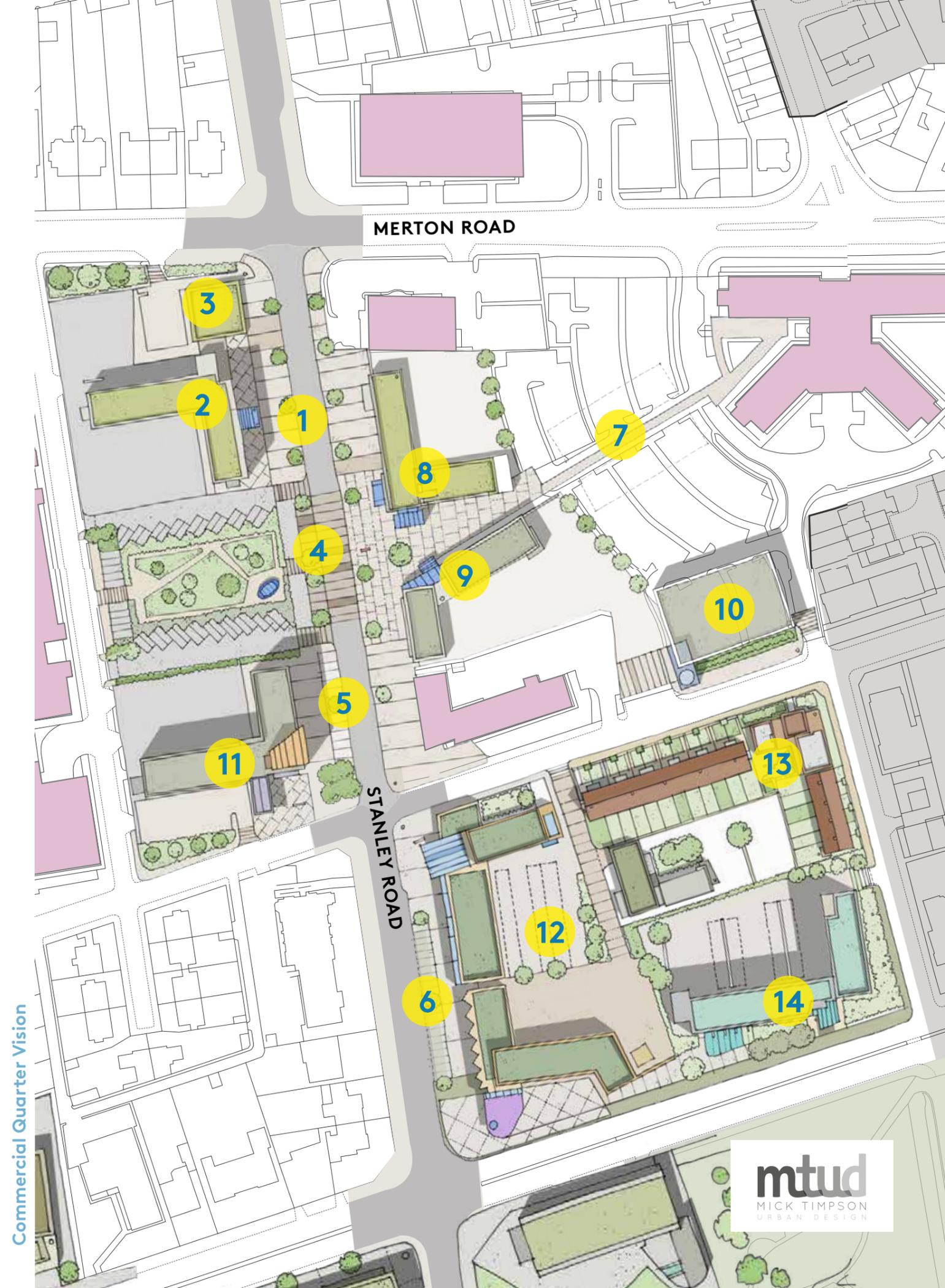


Commercial Quarter

A more diversified Commercial Quarter is proposed, which can meet the requirements for the future needs of business, a hotel leisure offer and education. Opportunities for new homes are anticipated on vacant land or through conversion of vacant offices. Long stay public parking provision has been improved.

1	Improvements to Stanley Road with some on-street parking
2,3	Buildings refurbished and converted for other uses
4,5,6	Public realm improvements and off street public parking
7	Potential development plots
8, 9	New commercial development
10	Multi storey
11	Daniel House- residential conversion
12	Commercial/education/hotel
13	New residential
14	New residential or conversion



Commercial Quarter Vision

Commercial Quarter- Bootle Town Hall and Hugh Baird College

Technical feasibility work for Bootle Town Hall Complex is proposed. This will include its future potential as a main Council accommodation building. The civic function of the Town Hall will continue in the future. Depending on the outcome of the feasibility work there may be the potential to consider other types of uses in parts of the complex, such as business enterprise, cultural, leisure and community activities. However this would be subject to market testing.

Hugh Baird College have ambitious plans to grow the further and higher education offer in the town centre. The potential exists to redevelop the main college building on the existing footprint, as well as expand onto neighbouring sites along Stanley Road.



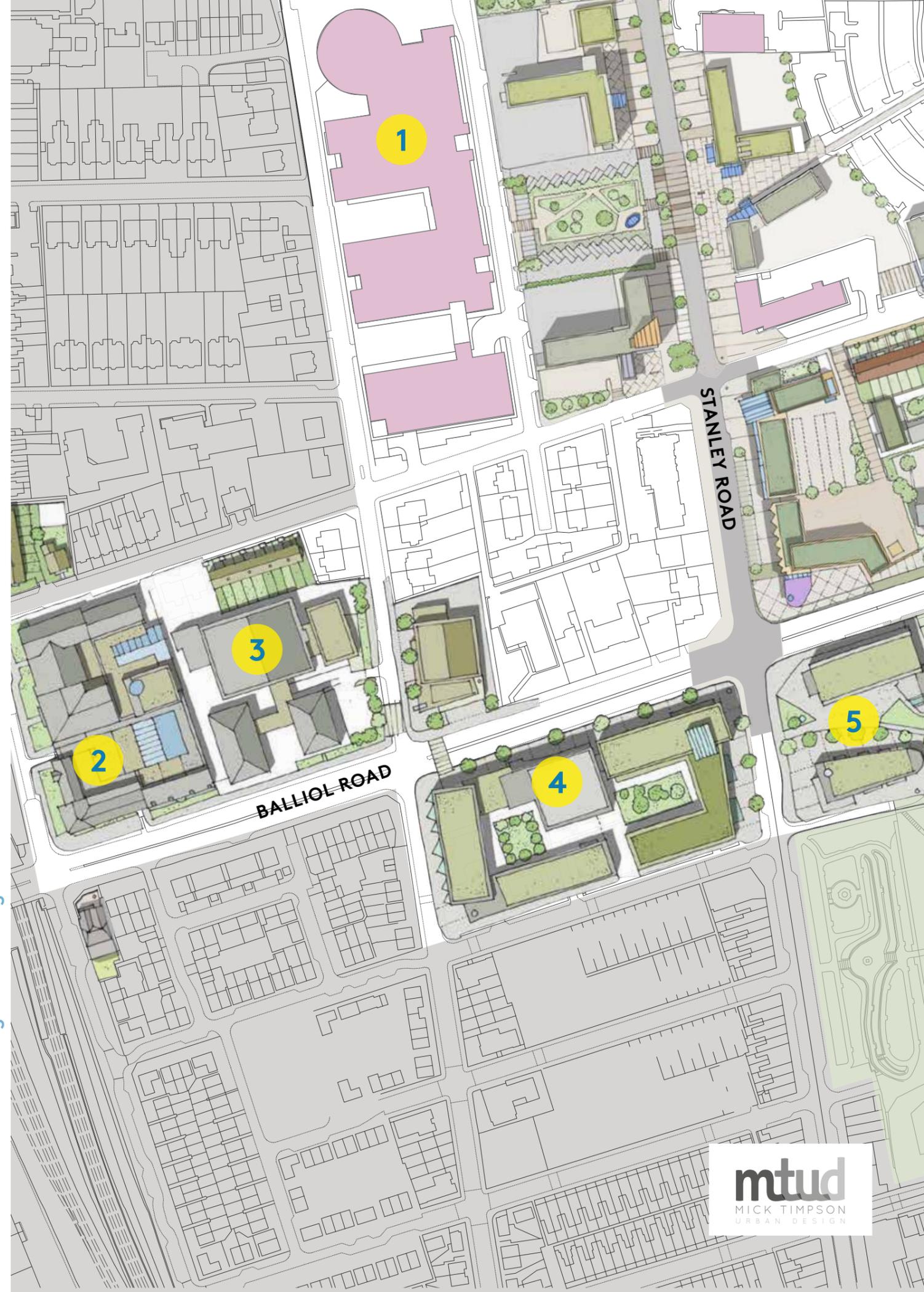
Hugh Baird College



Bootle Town Hall

1	Health and Safety Executive
2	Bootle Town Hall Regenerated Complex
3,4,5	Hugh Baird College Development

Bootle Town Hall and Hugh Baird College Vision



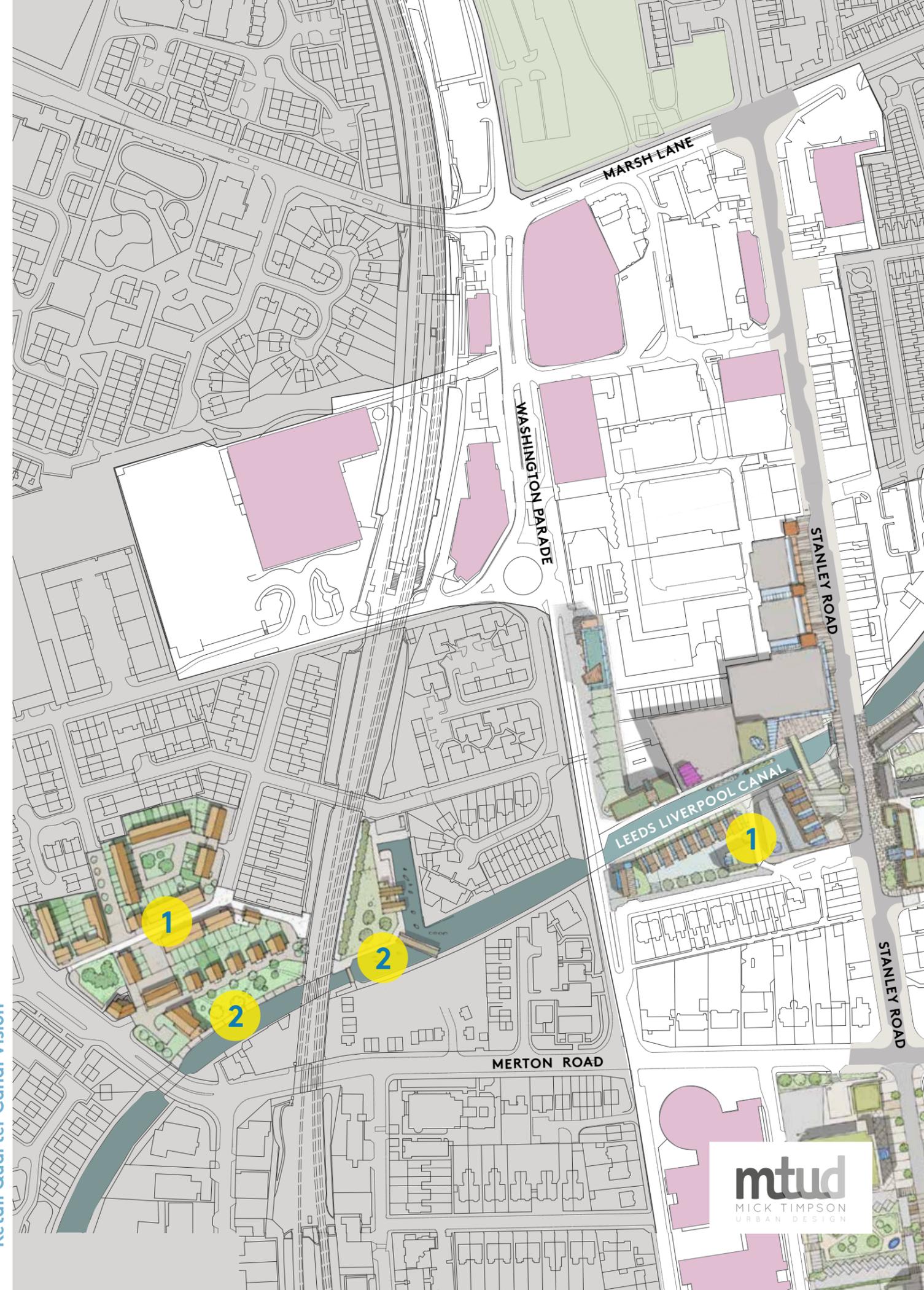
Retail Quarter- Canal

Safe Productions a creative social enterprise have advanced plans for a small hotel, workshops and a community canoe hub at the canal basin on Carolina Street, with the Canal and River Trust. These proposals will inject increased visitor activity, support local enterprise and provide a more secure environment along the canal. It's envisaged that 40 new homes will come forward in the next 5 years.

- 1 | New Residential Development
- 2 | New Canal Side Leisure/Education



Retail Quarter Canal Vision



Masterplan Vision Outputs

The 2030 Vision for Bootle represents up to £100m plus of investment potential.

- 150,000 Sqft of new office floorspace and hotel
- 15,000 Sqft of new and converted start up space
- A vibrant and connected canal setting – bars, restaurants, a canoe and creative hub and small hotel
- 15,000 Sqft of leisure space
- An improved Bootle Town Hall complex
- An expanded higher education offer and student accommodation
- Potential for 200 rental apartments if further buildings are converted
- 80 new homes and apartments through redevelopment opportunities
- An Integrated health care facility anchoring a new community hub
- 800 space multi storey car park
- Branding and placemaking activity to give Bootle Town Centre a unique identity



Overall Masterplan Vision



Delivery

In developing the vision for Bootle Town Centre the Framework process has given consideration to the following issues:

- Proposals that are flexible and adaptable to reflect changing needs and growing aspirations;
- Proposals that are capable of attracting inward investment;
- Proposals that allow a more permeable town centre, increase densities, achieve a broader mix of uses and increase access;
- The possibility of some limited re-opening of Stanley Road in the retail quarter to private vehicular traffic;
- The need to incorporate excellent urban design and high quality public realm;
- The wider regeneration benefits for the evening economy through a diversified leisure offer;
- Parking proposals that meet the needs of businesses whilst also creating an excellent parking experience for visitors in the commercial quarter;
- Proposals that promote a unique identity for the town centre
- In embracing future opportunities for Bootle Town Centre local communities should be at the heart of this. The pride and sense of history that they have in their area needs to be built upon.





Approach

In summary

- This document provides the high level vision for future investment in Bootle Town Centre and a framework for a comprehensive regeneration approach.
- The framework aims to inform and provide clarity to investors, so they have the confidence to commit.
- It provides a framework for sustained stakeholder involvement in the regeneration of Bootle Town Centre.
- Sefton Council is willing to work in partnership with other public and private organisations to make the most effective and efficient use of town centre assets.

Public sector rationalisation in the next five years will generate surplus land and property for other uses. These uses could include employment, housing, commercial, education and health. These opportunities must be taken.

The Council is committed to ensuring that comprehensive redevelopment proposals come forward and will adopt a proactive approach with key stakeholders, including assembly of land and property where appropriate. It will actively consider the role, use and potential disposal of its property assets to create viable schemes. The Council is prepared to appoint its own developer partners if it is felt necessary to deliver specific schemes within the town centre.

Sefton Council will act as a facilitator and enabler to stimulate long-term sustainable growth. It will act as a champion for Bootle Town Centre.

Conclusion

The Bootle Investment Framework is a high level vision to guide forward regeneration and investment. It will require close partnership with both the private and public sector estate and continued engagement with the community and local business to deliver the improvements that are needed.

This Investment Framework is a starting point and;

- Is consistent with and has clear strategic links with the emerging Sefton Local Plan;
- Complements the aims of the Growth Strategy for the Liverpool City Region;
- Supports the planning and regeneration priorities for the area and identifies specific development opportunity;
- 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 town centre;
- Will facilitate the use of private and public sector resources to improve the economic health and vitality of the town;
- Will be flexible to adapt to development/aspiration.

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