

KNOWSLEY

Prescot Town Centre Masterplan
Supplementary Planning Document
2016-2028







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Prescot Town Centre Masterplan Supplementary Planning Document

It gives me great pleasure to introduce the Council's ambitions for the regeneration of Prescot Town Centre and specifically the development of the Masterplan Supplementary Planning Document (SPD) which will guide future development up to 2028.

Prescot, being one of the oldest settlements in Merseyside is a town with a unique and rich heritage which has an improving cultural, heritage and housing offer for residents, visitors and commerce with significant potential for future investment. The Town Centre's local retail is experiencing growth in footfall which reflects the increasing number of independent shops, craft retailers and cafes which is complemented by our expanding high quality housing provision.

The Prescot Townscape Heritage Initiative is making a visible difference to the town centre and the Council and our partners wish to support and encourage the long term prosperity and success of the town centre. The masterplan SPD will help us to do this by providing a clear strategy for future investment. We all want to encourage a range of development for a variety of uses including heritage, culture and leisure, residential and commercial uses, as well as reinforcing our existing retail offer whilst promoting and enabling new and further investment in the town centre.

I hope that everyone with an interest in the area will work with us to deliver this much needed investment to ensure a bright and successful future for Prescot Town Centre.

Cllr Mike Murphy
Cabinet Member for Regeneration and Economic Development
May 2016



Knowsley is distinct in having three town centres of a similar size across the Borough; Prescot, Huyton Village and Kirkby. This creates the opportunity for each centre to develop a distinct role both within its immediate area, the surrounding district and the wider Liverpool City Region. Ensuring that each centre complements the others is vital to the town centre masterplanning process in ensuring the future sustainability of all centres.

Prescot Town Centre

The regeneration of Prescot Town Centre will build on the existing **heritage, culture and leisure** offer of Knowsley, offering residents and visitors indoor and external spaces to shop, learn, relax and unwind. It will also provide opportunities to learn about the heritage and history of Prescot and the surrounding area. With a number of prime residential and employment sites on the periphery of the town centre, the potential for Prescot to develop as the heritage, cultural and leisure centre will become stronger as these sites are developed.

Huyton Village

The regeneration of Huyton Village will focus on strengthening the Borough's **civic centre** which incorporates a large number of employers operating in the locality, along with a large employment site on its periphery. With its excellent public transport links including rail, bus and road, Huyton Village has the ability to attract many people from the wider City Region area. To ensure the Village continues to cater for the needs of residents and visitors frequenting the village, it will evolve in line with recent shopping habits and trends. Its excellent connectivity and employment development sites will allow it to strengthen its role as the civic centre for the borough.

Kirkby Town Centre

The regeneration of Kirkby Town Centre will focus its **retail** offer delivering a wide range of independent and national stores complemented by its successful permanent market. The provision of high quality public open space within the town centre will also offer residents and visitors a unique shopping destination. As changing retail trends such as an increase in on-line shopping place pressure on local centres, Kirkby will evolve and strengthen its role as the retail centre within the Borough. A number of residential, mixed use and employment sites within and around the town will play a vital role in allowing Kirkby to strengthen its role across the Borough and the wider City Region.

Purpose of the Masterplan SPD

- 1.1 The Prescott Town Centre Masterplan SPD sets out the Council's strategy for the development of Prescott Town Centre in the period to 2028. In doing so it seeks to promote the regeneration of the town centre and ensure that its future development delivers the Council's wider objectives for the sustainable development of the Borough.
- 1.2 The production of the masterplan SPD has been informed by two other documents that should be read alongside the masterplan SPD. These are:
 - The Baseline Report of March 2015 that provides the evidence base for the development of the masterplan SPD, available [here](#); and
 - The Future Options and Next Steps paper of April 2015 which sets out and evaluates the strategic options for the future development of the town centre, based on the evidence presented in the Baseline Report, available [here](#).

Relationship with the Development Plan

- 1.3 The Statutory Development Plan currently comprises:
 - Knowsley Local Plan Core Strategy (2016);
 - Merseyside and Halton Joint Waste Local Plan (2013); and
 - Saved policies: Knowsley Replacement Unitary Development Plan (UDP) (2006).
- 1.4 The masterplan SPD will support policies contained within other Development Plan Documents and specifically the Knowsley Local Plan Core Strategy. In particular, it will assist with the implementation of the following Local Plan Core Strategy policies:
 - Policy CS 1 which seeks to enhance the Borough's town centres and identifies Prescott Town Centre as a Principal Regeneration Area.
 - Policy CS 6 which sets out the overall strategy for town centres and retail in Knowsley, including how Prescott will enhance its equal role in providing comparison and convenience shopping which will be supplemented by a complementary mix of uses.

- Policy CS 14 which sets out regeneration priorities for Prescot Town Centre including encouraging a wider mix of town centre uses, intensifying the retail function in a consolidated primary shopping area, improving linkages and integration between Cables Retail Park and the town centre, and using heritage assets to maximise tourism and cultural opportunities.
 - Policy CS 20 which seeks to manage the Borough's historic environment by securing appropriate integration of new development and Knowsley's heritage assets.
- 1.5 In addition, the masterplan SPD will support the objectives of saved Policy S2 of the UDP which supports the diversification of uses within the Borough's town centres, subject to various criteria being satisfied.
- 1.6 The masterplan SPD does not 'allocate' land for development but provides guidance for investors, developers and decision makers. It sits alongside the Prescot Town Centre Conservation Area - Management Plan (KMBC, 2012), the Design Quality in New Development SPD (KMBC, 2016), the Shopfront and Signage Design SPD (KMBC, 2016) and Town Centre Uses SPD (KMBC, 2016). Together these documents provide detailed guidance in respect of the design of future development within the town centre.
- 1.7 The masterplan SPD also responds to the objectives of local economic development strategies including the Single Economic Growth Strategy, the Liverpool City Region Visitor Economy Strategy, and the Knowsley Economic Growth Plan. These include regenerating town centres to respond to changing market dynamics, expanding the visitor economy asset base, and improving the attractiveness of Knowsley to existing and potential investors.
- 1.8 Local Plan Policy Links are highlighted throughout this document and are listed in the glossary at page 39. Further details of the policy context are also contained within the Baseline Report.

Consultation Process

- 1.9 The preparation of the masterplan SPD has been informed by consultations with key stakeholders in the town centre. This has included landowners, operators, public bodies and voluntary organisations, whose views are critical to the successful delivery of the masterplan SPD.
- 1.10 A stakeholder event was held in March 2015 at Prescot Town Hall to discuss the masterplan SPD vision and emerging approaches to its delivery. The draft masterplan SPD, which detailed the strategy for the town centre and proposed development projects was subject to a wider public consultation in early 2016. This consultation

process included a number of events for stakeholders and members of the public to contribute to the masterplan SPD, including sessions in the town centre, a business event and attendance at community groups.

1.11 The Town and Country Planning (Local Planning) (England) Regulations 2012 do not require a Sustainability Appraisal to be carried out in respect of SPDs. However, the potential requirement for a Habitat Regulation Assessment (HRA) and/or Strategic Environmental Assessment (SEA) based upon any environmental concerns introduced or influenced by the masterplan SPD must be considered.

1.12 In response, HRA/SEA screening documents have been prepared and conclude that a full HRA and/or SEA assessment is not required in this instance.

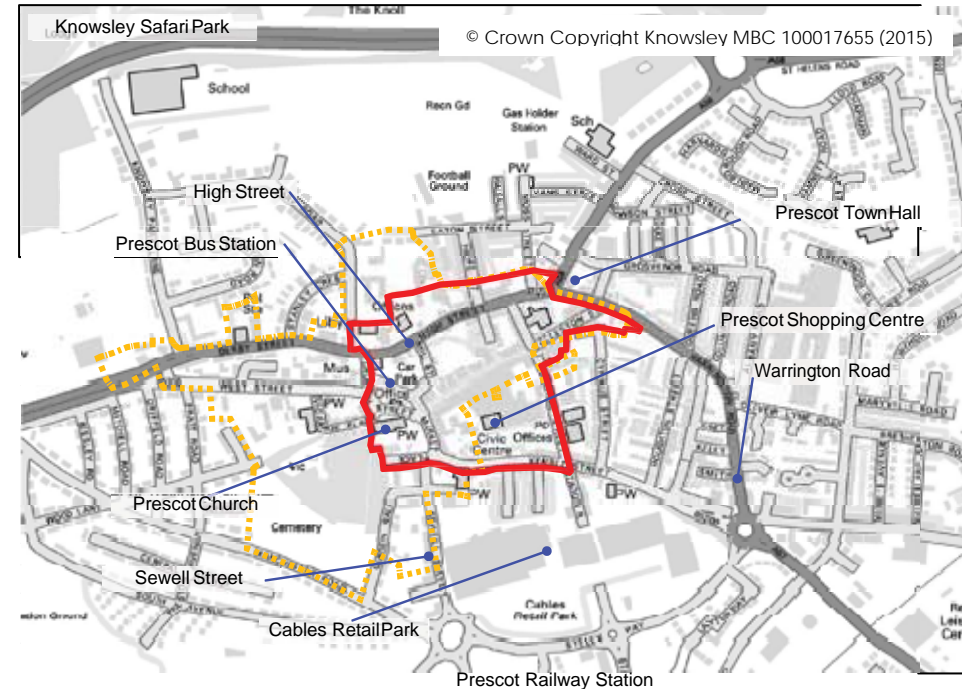
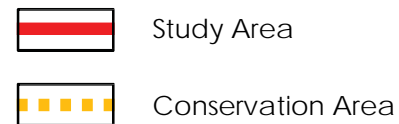


Figure 1.1 Prescot Town Centre Masterplan SPD Study Area



The Current Performance of the Town Centre

2.1 This section summarises the existing conditions within Prescot Town Centre based on the findings of the Baseline Report. This considers the performance of:

- the town centre's heritage, culture, leisure and retail sectors that play a crucial role in attracting visitors and trade to Prescot;
- the local retail property market which is key to the viability of future development in the town centre;
- the town centre environment which has an important role in making Prescot a distinctive and attractive destination for visitors; and
- transport and connectivity infrastructure in the town centre, including ease of access for visitors.

2.2 The baseline evidence collected in respect of these issues forms the basis for setting out a coherent vision for the future of the town centre and identifying opportunities to be addressed by the strategy that will influence the successful delivery of the masterplan SPD's vision.


Retail and Leisure Performance

2.3 The current retail offer of the town centre (as per the Local Plan boundaries that exclude the retail park, see Figure 1.1

on page 8) is limited, particularly in terms of key comparison goods sub-sectors such as clothing. It has suffered from the withdrawal of national multiple retail operators over recent years. Whilst convenience retail provision is reasonable, there is no significant retail, heritage, cultural or leisure anchor, driving footfall and supporting trade within the town centre.

2.4 However, there is a reasonable provision of service based businesses within the town centre (such as banks, accountants and hairdressers) and a small but emerging independent craft based retail offer. At the time of the baseline study there was a high vacancy rate within the town centre, with vacant units concentrated in the Shopping Centre (due in part to the loss of the centre's anchor foodstore and long term leases coming to an end over recent years) and little vacancies elsewhere in the centre. Changes to town centre floorspace between 2008 and 2013 are shown below.



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- 2.5 As with the town centre's retail offer, its leisure offer is limited, particularly in terms of hospitality and the evening economy. However, there are significant opportunities for future leisure development to facilitate the regeneration of the town centre. These include the town centre's heritage and links to Shakespeare, including a proposed theatre and the capacity for other forms of leisure provision to complement Cables Retail Park and nearby attractions such as Knowsley Safari Park.

Local Retail Property Market Review

- 2.6 A review of the local retail property market in Prescot has made clear that demand for additional retail development in Prescot Town Centre is very weak. Many of the better quality units in the shopping centre remain vacant and the geographic pattern of retail and leisure uses dissipates footfall. However, there is healthy demand for residential development in the Prescot area. One of the fundamental drivers of retail and leisure demand is the number of households within the catchment and their spending power. It is therefore important that opportunities are created to enable more people to live close to the town centre.

Environmental Review

- 2.7 Prescot has a number of significant and important heritage assets that distinguish it from other town centres within

Knowsley. These include its prominent hill top location, the key Grade 1 listed landmark of St Mary's Church, the remains of a medieval street layout, a concentration of listed buildings, and other buildings of architectural merit. Its Conservation Area is the only designated heritage asset within the Borough that is currently listed in Historic England's 'Heritage at Risk' register.

- 2.8 In spite of these significant heritage assets, Prescot has a number of existing challenges that detract from the environmental quality of the town centre. The main transport routes bypass the town centre thereby reducing its prominence and visibility. There is also a lack of clearly defined gateways providing a poor sense of arrival combined with poor and difficult pedestrian connectivity between the town centre and Cables Retail Park.
- 2.9 Whilst there is evidence of good levels of investment in the town centre's public realm, including around Church Street and recent improvements to Leyland Street there are vacant premises with non-active facades, shop fronts of variable quality and evidence of dilapidation. A number of derelict sites also detract from the overall quality of the environment, although these sites also offer significant opportunities for refurbishment and to deliver new, high quality development.

Transport Infrastructure Review

- 2.10 Prescot has good connections to the strategic road network and rail links to Liverpool and other destinations. However, there are various issues associated with access to the town centre, car parking and pedestrian links. Signage is not currently comprehensive enough to efficiently direct visitors to the main services and destinations within the town centre.
- 2.11 On-street parking in the town centre is limited, however this is not considered to be a particular issue given the number of off-street parking spaces that are available. There are approximately 1,300 off-street parking spaces within the vicinity of the town centre and occupancy runs at about 50 per cent, although spot-checks and previous survey data indicate that the free, well-signed car parks at the Shopping Centre and Cables Retail Park have much higher occupancy than Council-owned car parks.

- 2.12 The pedestrian environment in Prescot Town Centre and the immediate vicinity is generally of good quality, however there is a lack of signage to direct pedestrians around the town centre and to key facilities. This is particularly the case for any person trying to find their way between the rail station and the town centre. Bus services are frequent in the town centre and the bus station itself is well located to provide easy access to the town centre.





Assets and Areas for Improvement

- 2.13 In concluding, an assessment of the current performance of the town centre has identified its key assets are:
- a strong local community with an active interest in the future of the town centre;
 - a concentration of historic buildings, including a number of listed buildings within a conservation area, and a prominent hill top location;
 - significant redevelopment opportunities providing potential for future growth;
 - the potential to assemble a cultural and leisure offer that might attract new visitors;
 - the delivery of a Townscape Heritage Initiative to repair, restore and re-use historic buildings and spaces in Prescot town centre;
 - a good service sector offer;
 - a reasonable range of non-retail uses including a library, museum, registry office, and a community football club;
 - a reasonable complement of convenience retail facilities and a distinctive role as a destination for top-up food shopping;
 - good connections via the strategic road network and rail connections to key destinations;
 - good levels of public investment in the public realm; and
 - good quality open spaces at Eaton Street Park, and Prescot Churchyard and Cemetery, that have both been awarded Green Flag status.
- 2.14 The town centre's challenges and areas for improvement include the following key issues:
- the absence of a main 'anchor' within the town centre that would attract footfall and help to drive trade;
 - a high proportion of residents' expenditure 'leaks' to more distant retail destinations;
 - a high vacancy rate that has increased in recent years, concentrated within the Prescot Shopping Centre;
 - uncertainty over the future of the Prescot Shopping Centre that was until recently in administration. The centre has recently been purchased and the Council continues to work with the new owners to lower the high vacancy rate and bring forward new opportunities for Prescot;
 - a limited food and drink offer and poor provision of other leisure facilities;
 - poor visibility from the primary road network and a lack of clearly defined gateways;
 - poor north-south connections, including pedestrian links with Cables Retail Park; and
 - vacant and derelict premises, and general dilapidation that blights the town centre

3 A Vision for Prescot Town Centre

- 3.1 Having established the town centre's baseline position, a Future Options and Next Steps report was prepared to consider the strategic objectives for its future development, which is set out below.

The Strategic Options

Strategic Option 1 - Enhanced Management

- 3.2 This option would focus on improved management of the town centre in order to create the conditions that would support investment. It would involve limited interventions designed to provide a coherent approach towards future initiatives within the town centre. These interventions would be focused on management of the conservation area, public realm improvements, improved accessibility and destination management.

Strategic Option 2 - Retail Rebuild

- 3.3 A 'Retail Rebuild', would seek to focus on the reinvigoration of the retail sector within the town centre. This would serve to reduce the vacancy rate within the town centre (concentrated within the Shopping Centre) and improve its capacity to complement alternative destinations. Such a strategy would concentrate on encouraging independent retailers as well as retailers

that would help to meet day-to-day shopping needs. Taken together this strengthened retail offer might serve a different market to out-of-centre retail parks and higher order centres.

Strategic Option 3 - Strategic Reorientation

- 3.4 Reorientation of the town centre's existing offer would allow it to serve different markets and encourage new uses that are currently absent or under-represented within the town centre. The focus here would be on heritage, culture and leisure uses that would help to establish Prescot as a distinctive destination, changing perceptions of the town centre and allowing it to provide something different to competing town centres and out-of-centre retail parks.

The Strategic Solution

- 3.5 The strategic solution for the development of the masterplan SPD is based on the option for **Strategic Reorientation**. This option was considered to strike the most appropriate balance between seizing the available opportunities and managing the risks of delivery. The strategic solution will also incorporate complementary elements of other strategic options where appropriate.

3.6 The key advantages of this approach are considered to be:


- Supporting the Knowsley Core Strategy and local economic growth plan which seek to address gaps in existing town centre provision and encourages the use of Prescot's historic assets to maximise cultural and tourism opportunities.
- Capitalising on known developer and operator interest in delivering significant new leisure and cultural developments in Prescot which could, in turn, attract further investment, for example from food and drink operators.
- Whilst the delivery of this option is dependent on the implementation of strategic developments that would change visitor and market perceptions of the town centre, existing interest in such developments is considered to reduce overall risk and residual risks could be mitigated through the masterplan SPD strategy.

3.7 Whilst the 'Retail Rebuild' option was considered to be unfeasible and the 'Enhanced Management' option was unlikely to be sufficiently ambitious, it is recognised that these options are not mutually exclusive and elements of these approaches should be combined in developing the vision and objectives of the masterplan SPD. For example, leisure and residential development in the town centre could strengthen retail activity by creating opportunities for new trade.

Town Centre Vision

3.8 The vision set out seeks to articulate the preferred approach to the development of the town centre in a short statement. This statement highlights key objectives and priorities for achieving those objectives.

3.9 The preferred approach envisages significant change to the town centre's visitor offer. This would be facilitated by leisure and cultural-led development that would realise the potential of its heritage assets and complement other improvements to the environment of the town centre, its accessibility and physical and functional linkages with Cables Retail Park and Knowsley Safari Park



'By 2028 Prescot Town Centre will be a thriving attractive destination with a successful evening economy for local residents and visitors.

It will offer a distinctive mix of uses including new cultural and leisure facilities, a consolidated and reinvigorated independent based retail offer, and excellent local services, supported by new residential development that will enable more people to live in the heart of the town.

The regenerated town centre will have excellent connectivity, be easy to access and provide a high quality environment that showcases Prescot's heritage whilst creating a strong sense of place'.

4 The Town Centre Strategy

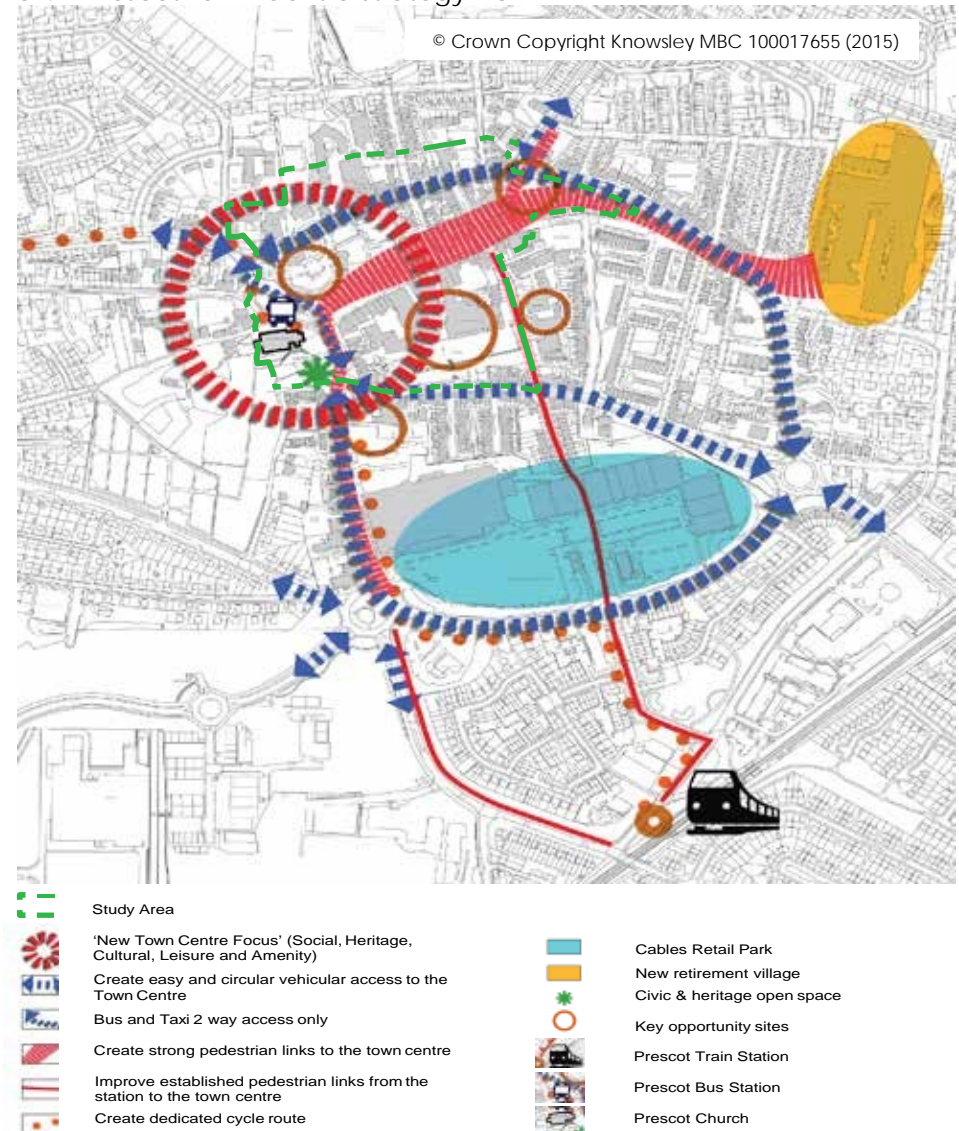
4.1 This section sets out the strategy that supports the masterplan SPD for Prescott Town Centre. The strategy explains how the various masterplan SPD projects set out in detail in Section 5 will be co-ordinated to support the strategic objectives that will deliver the vision for the town centre.


Strategic Objectives

4.2 The strategic objectives that will help to achieve the reorientation of the town centre and the realisation of the masterplan SPD's vision are as follows:

- a) Growing the leisure and cultural sector to provide an improved visitor offer, develop a more diverse evening economy and change perceptions of Prescott.
- b) Consolidating the town centre's retail offer by focusing activity and footfall in key locations, supporting independent retailers and exploiting the opportunities provided by new leisure development.
- c) Restoring and enhancing the town centre environment to showcase Prescott's heritage assets, create a stronger sense of place and support further investment.
- d) Encouraging residential development in the town centre as a means to regenerate key sites and support local shops and services.
- e) Increasing the prominence, connectivity and accessibility of the town centre so that it provides an attractive and convenient destination for visitors.

Figure 4.1 Prescott Town Centre Strategy Plan





4.3 These strategic objectives are in line with the Local Plan Core Strategy Policies SD1, CS2, CS4, CS6, CS13, CS14, CS19 and CS20. The implementation of the strategic objectives will be achieved by projects and initiatives falling under four key approaches. These approaches are explained in the remainder of this section.

Re-orientating the Town Centre Offer

4.4 Prescott's existing town centre offer is currently focused on a limited convenience retail offer, a small and contracting comparison retail offer and a good, but basic, range of local commercial services. The vision for the town centre anticipates the re-orientation of the visitor offer through leisure and cultural-led development to capitalise on existing opportunities and help create a distinctive offer that enables Prescott to complement Knowsley's other town centres and compete with destinations outside of the Borough.

4.5 In order to achieve a genuine shift in perceptions of the town centre, develop a re-orientated evening economy and a viable new visitor offer, it will be necessary to create a critical mass of new leisure development. Once a critical mass of new development is established it will be important that this works to support further investment in the town centre. It is also important that such development facilitates links between Cables Retail Park and the town centre to capitalise on the higher numbers of visitors to the retail park.

4.6 New leisure developments within the town centre could include a new Shakespearean theatre to capitalise on Prescott's historic links with Shakespeare and/or a major leisure-led development such as a cinema, that would address an existing deficiency in the Borough's leisure provision. The preferred site for the proposed theatre is land at Mill Street West and there are opportunities for new leisure development at land at Sewell Street and Prescott Shopping Centre. The delivery of high quality new development on these sites would help to showcase the historic heart of the town centre to visitors.

4.7 New visitors to the town centre attracted by new leisure facilities should be encouraged to use other facilities within the town centre, including shops, restaurants and cafes. New development, investment in the existing building stock and the revitalisation of the public realm will create the right conditions to encourage investment from existing and new town centre operators.

TCS1 - Creating a Critical Mass of Leisure Development

The following interventions will be supported in order to create a critical mass of new leisure development within Prescott Town Centre:

1. The delivery of significant new leisure and cultural facilities, potentially including a new cinema, a new Shakespearean theatre and major leisure-led developments.
2. Facilitating linked trips between Cables Retail Park and the town centre, including through the development of land along Sewell Street to create physical and functional links between the two destinations.
3. Locating these key developments around Eccleston Street, Sewell Street and Market Place in order to maximise their potential to transform the town centre.

- 4.8 The challenges of the town centre's retail offer is also a longstanding problem brought about by a combination of changing market trends, competition from other destinations and a lack of private sector investment in Prescott. However, it is important for the overall health of the town centre that it continues to perform a viable role as a shopping destination. There are no 'quick fixes' to existing issues and so an innovative approach will be taken to reinforcing the town centre's independent and craft retail offer.

TCS2 - Reinforcing Retail

To reinforce retail activity in Prescott Town Centre, the following measures will be supported:

1. Concentrating retail activity on High Street, Eccleston Street and the Prescott Shopping Centre to support trade and footfall within this area.
 2. Encouraging new residential development within the town centre to regenerate key sites and create additional demand for shops and services.
 3. The promotion of independent retailers, building on new opportunities arising from the development of an improved visitor offer in the town centre.
- 4.9 Within the town centre, retail and other commercial activity is currently dispersed between the Eccleston Street area, High Street and Warrington Road and this dilutes both footfall and trade. Shopping frontage policies, local development orders and/or Article 4 directions may be used to protect retail uses on Eccleston Street and in the shopping centre whilst encouraging non-retail uses in other more peripheral areas. Public realm investment will reflect these priorities. The design of new and replacement shopfronts should take account of the Shopfront and Signage Design SPD.

4.10 Residential development is currently viable in Prescot, will help to regenerate key sites and will provide additional demand for shops and services. Capitalising on the growing market for retirement living may be particularly beneficial as it allows for high density residential development and would provide a loyal customer base.

Project or Proposal	Relevant Components
Mill Street West	<ul style="list-style-type: none"> New theatre that capitalises on the historic links between Shakespeare and the Earls of Derby.
Land at Sewell Street	<ul style="list-style-type: none"> Major leisure-led development with modern food and drink units and potential hotel.
Prescot Shopping Centre	<ul style="list-style-type: none"> Potential to accommodate markets and commercial leisure uses such as a gym or cinema.
Land at Aspinall Street	<ul style="list-style-type: none"> Redevelopment of commercial units to provide new residential development.
Land at Church Street	<ul style="list-style-type: none"> New residential or commercial development at gateway site.
Public Realm Strategy	<ul style="list-style-type: none"> Redeveloped public realm including spaces for outdoor performances and other leisure activities.
Various Opportunity Sites	<ul style="list-style-type: none"> Potential residential developments at Eccleston Street East and infill sites to High Street.

4.11 As with many small town centres, Prescot has suffered from the withdrawal of national retailers. The centres most resilient to this trend have been those with a good complement of quality independent retailers. Such an

offer is dependent on the demographics and affluence of a centre's catchment but the development of a high quality leisure-led visitor offer in Prescot will create opportunities to grow this sector by changing the town centre's visitor profile.

Local Plan Policy Links

Core Strategy Policies: CS1, CS3, CS6, CS7, CS14, CS15, CS16.
 Saved Replacement UDP Policies: S2, S5, H7, EC6, OS6

Restoring and Enhancing the Environment

4.12 The quality of the town centre environment is critical to the objectives of changing visitor perceptions and attracting new investment. The distinctiveness of a town centre's environment is a key factor in its ability to assemble a visitor offer that is able to compete with other destinations. Prescot's heritage assets have the potential to provide a strong sense of place but this potential has not been fully realised.

4.13 Some work has already been undertaken or is in progress as part of the town centre Townscape Heritage Initiative. The Council has also published the Prescot Town Centre Street Design Manual (KMBC, 2015) which includes a Public Realm Palette. The masterplan SPD builds on this and seeks to create a co-ordinated approach that prioritises key interventions that would support wider objectives for the town centre.

TCS3 - Creating a Stronger Sense of Place

In order to achieve an enhanced sense of place in Prescot future development within the town centre should:

1. Ensure that new developments and activity enhance the character and setting of the historic core formed by St Mary's Church, Church Street, Market Place, Eccleston Street and the conservation area.
2. Use the town centre's topography as an asset and point of interest to reveal and protect key views where appropriate.
3. Encourage high quality design that complements the historic environment.
4. Create new, and enhance existing, public spaces for outdoor events that will add vitality to the town centre.

TCS4 - Supporting New Investment

Improvements to the town centre's environment also have a role to play in supporting new investment. This will be achieved by:

1. Setting a standard for high quality new development, including public realm.
2. Using public investment to improve the setting of key development sites and encourage high quality private development.
3. Facilitating the delivery of new investment through the targeted use of public sector resources.

Project or Proposal	Relevant Components
Various Opportunity Sites	<ul style="list-style-type: none"> • New high quality development on the periphery of the historic core at Mill Street West, land at Church Street and land at Sewell Street.
Public Realm Strategy	<ul style="list-style-type: none"> • High quality public realm designed to showcase and reveal historic assets. • New, multifunctional public open spaces. • Redeveloped public realm to Sewell Street, Market Place and Ackers Street to support the development of key sites.

Local Plan Policy Links

Core Strategy Policies: CS2, CS8, CS14, CS20

Saved Replacement UDP Policies: CP1, CP2, S9, S10, OS2, DQ1, DQ4, DQ5, DQ6, DQ7

Improving Profile and Accessibility

- 4.14 The town centre currently has a poor sense of arrival with indistinct gateways. This exacerbates the layout of the existing highway network which largely bypasses and conceals the town centre. The masterplan SPD aims to address these issues and increase the accessibility of the town centre to maximise its potential.
- 4.15 New gateways and linkages are to be created within the town centre and between the town centre and external destinations to raise its profile and encourage

linked trips. Town centre trade and footfall will be supported by improvements to the accessibility of the town centre. It is recognised that for a centre of the size of Prescot it is very important that access is convenient, including by car. This will encourage local residents to undertake day-to-day shopping in the town centre and support more sustainable shopping patterns.

TCS5 - Creating New Gateways and Linkages

To create new gateways and linkages in Prescot Town Centre, the following interventions will be supported:

1. New outer and inner gateways to give a sense of arrival.
2. Improved connections from the town centre to the railway station and Knowsley Safari Park.
3. Improved public transport services.
4. New and improved signage for the town centre. In accordance with the Prescot Conservation Area Character Appraisal this should not add clutter to the public realm.
5. Supporting the development of the St Mary's Churchyard and Prescot Cemetery Masterplan in recognition of its Green Flag status.

Local Plan Policy Links

Core Strategy Policies: CS7, CS13, CS14, CS20, CS27
 Saved Replacement UDP Policies: CP3, T1, T6, T7, DQ1, DQ2, DQ3

Project or Proposal	Relevant Components
Movement Strategy	<ul style="list-style-type: none"> • New cycle and pedestrian links to Knowsley Safari Park and Prescot Railway Station. • Improved public transport services. • New signage to identify gateway locations, increase visibility of town centre parking facilities and support pedestrian movement within and around the town centre.
Public Realm Strategy	<ul style="list-style-type: none"> • New pedestrian links between Warrington Road and Ackers Street.
Various Opportunity Sites	<ul style="list-style-type: none"> • Creation of new hard and soft landscaping at the gateway sites of Eccleston Street East and land at Church Street. • Improved links between Prescot Shopping Centre and Kemble Street/Market Place.

Managing the Town Centre

4.16 The masterplan SPD proposals set out in the preceding strategy largely refer to physical interventions in the town centre. However, these interventions will need to be managed to ensure that they maximise benefits for the wider regeneration of Prescot.

TCS6 - Town Centre Management

Future management of Prescot Town Centre will:

1. Create an appropriate mix of uses, including supporting the retail core.
2. Provide the capacity for effective events management.
3. Support investment in transport infrastructure to support local services and businesses.
4. Encourage the use of new technology to create heritage trails and new links with Knowsley Hall.
5. Review the supply and operation of town centre car parking.

4.17 Supporting the retail core will require a positive approach to be adopted to proposals for change of use from commercial uses to residential uses in peripheral areas. Conversely, non-commercial uses should be discouraged in the retail core. In the short term period to 2020 a relaxed approach should be taken to non-retail commercial uses in the Prescot Shopping Centre that would help to reduce the existing vacancy rate

4.18 Events will be an important component of the new visitor offer, helping to differentiate the town centre from other destinations, support leisure and culture-led development and make effective use of the new public realm.

4.19 Investment in transport infrastructure to support local services and businesses will be supported and existing parking restrictions will be more rigorously enforced. There are currently issues with unauthorised on-street parking within the town centre, particularly at Church Street where existing high quality public realm is blighted by such parking. Parking restrictions should be robustly enforced to ensure that future public realm improvements within the town centre are not undermined.

4.20 Allied to signage strategies, new technology and the assets of the Prescot Museum could be used to create heritage trails, especially where this would complement improved links between the town centre, Knowsley Hall and the Safari Park.

4.21 Future town centre management will also include the monitoring of the masterplan SPD's implementation. This could include creating a forum to regularly engage with stakeholders and respond to unforeseen changes that may have impacts on the overall strategy



Figure 4.2 Artist's impression of potential new development and public realm improvements to new town centre heart

5 The Town Centre Masterplan

The Masterplan

- 5.1 The town centre masterplan sets out the spatial framework for the implementation of the town centre strategy. The full masterplan is shown overleaf and sets out the key opportunity sites, public realm and transport improvements that are proposed for Prescot in the period to 2028. This shows the physical connections between the various schemes which are described in further detail later in this section as three action areas covering the Western, Central, and Eastern areas of the town centre.

Town Centre Design Principles

- 5.2 All of the proposals set out within the masterplan will need to be subject to detailed design in due course. The masterplan sets out the preferred uses and key design principles for the town centre's main opportunity sites, and identifies the key principles that will be applied to future public realm and transport improvements by setting out a Public Realm Strategy and a Movement Strategy. The masterplan images, including the siting of buildings, access arrangements and landscaping such as tree planting, are indicative and for illustrative purposes only.
- 5.3 It is nevertheless important that new development in the town centre is of a consistent quality so that it protects and enhances the conservation area and delivers the

distinctive sense of place that is an objective of the town centre strategy. The general design principles that should apply to new development within the town centre are set out below, in line with Local Plan Core Strategy Policies CS2, CS17, CS19 and CS20. These principles complement the Prescot Conservation Area Management Plan (KMBC, 2012), the Design Quality in New Development SPD (KMBC, 2016) and the Shopfront and Signage Design SPD (KMBC, 2016).

- 5.4 Set out below are the key design principles that should be applied across the town centre:
- revealing important views and taking account of strategic views from the south and west whilst using the town centre's topography to add interest to new development;
 - enhancing or replacing buildings and structures that detract from the character and appearance of the conservation area;
 - ensuring new development respects the scale, proportions and plot widths of neighbouring historic buildings;
 - encouraging active ground floor frontages, especially where new development is located adjacent to existing and improved pedestrian links;


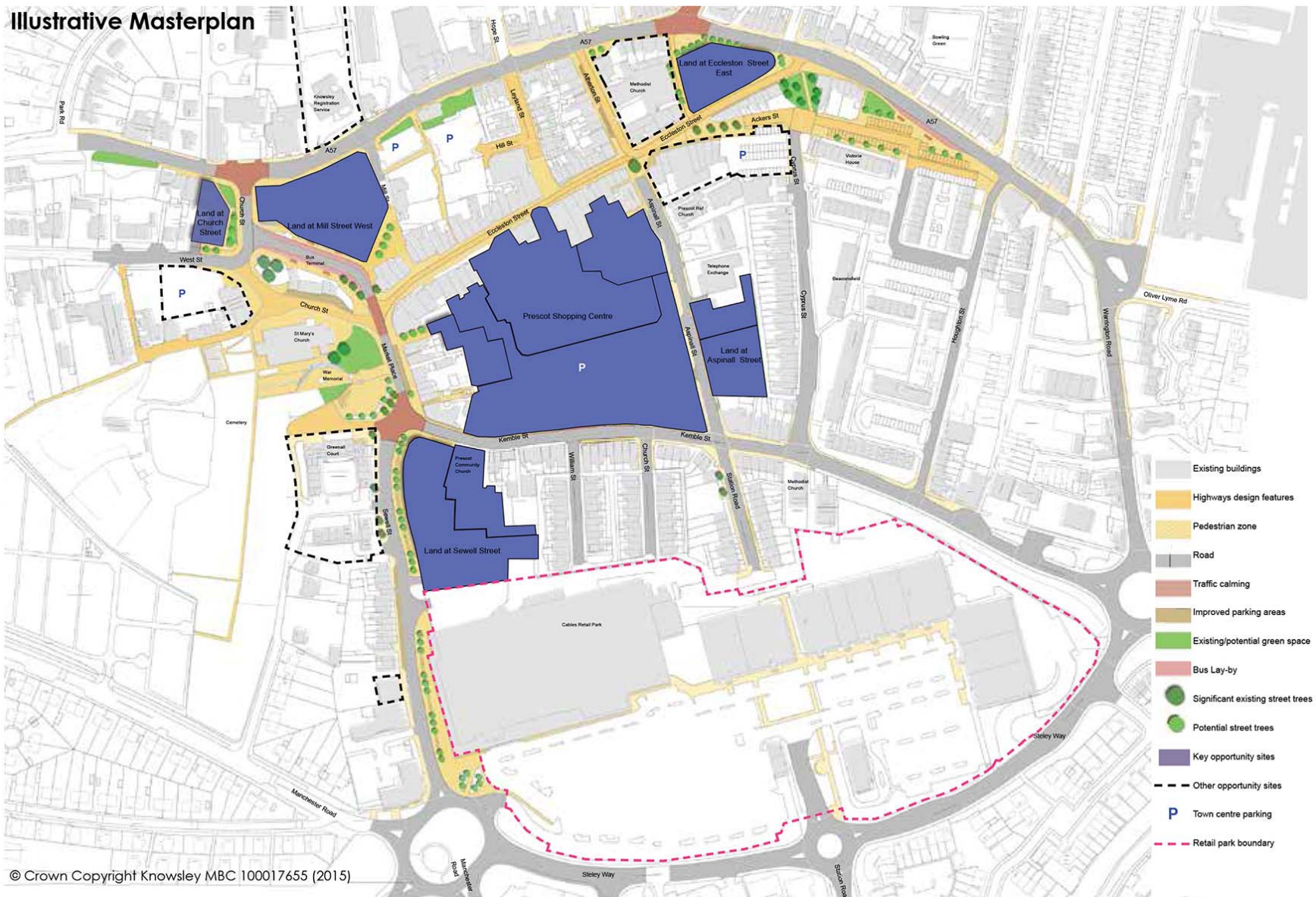
- 
- encouraging the use of high quality traditional local materials in new development and public realm improvements (where works should accord with the Prescott Street Design Manual of 2015);
 - where contemporary materials are used, ensuring that they are of a high quality and harmonise with existing buildings;
 - retaining trees, historic boundary walls and gateways that contribute to the distinctive character of the town centre;
 - planning applications should be supported by full landscaping schemes in accordance with the Prescott Conservation Area Management Plan. Any appropriate soft landscaping should include native species, encourage informal recreation and protect historic features;
 - integrating street planting to improve the appearance of key routes and to assist way-finding, where appropriate;
 - encouraging feature lighting to significant buildings, routes and gateways;
 - promoting features to enhance the town's sense of identity, distinguish key routes and key gateways;
 - encouraging the use of highway design features so that good access can be maintained without being detrimental to the sense of place;
 - widened footways to improve pedestrian connectivity and safety where appropriate; and
 - ensuring accessibility for all, including the mobility impaired.

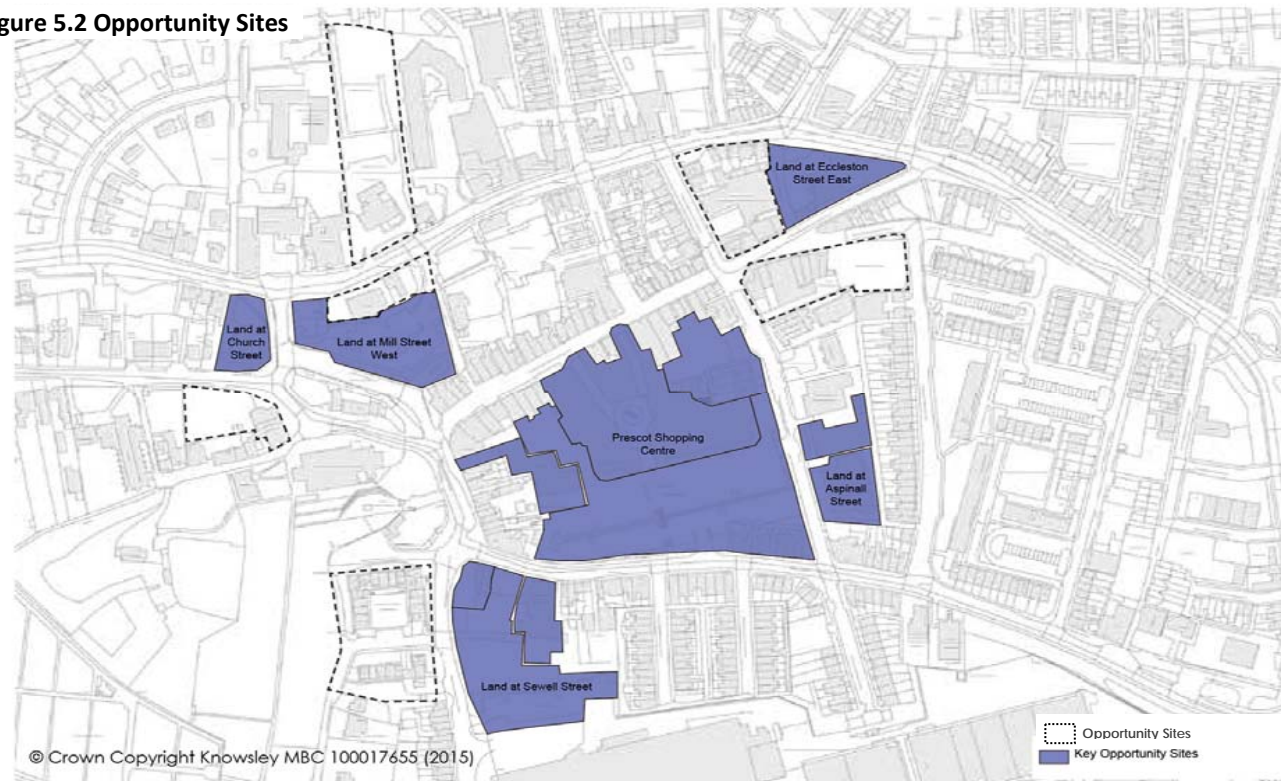
Figure 5.1 Prescott Town Centre Masterplan



Opportunity Sites

- 5.5 There are number of key sites throughout the town centre whose redevelopment will help to transform its visitor offer, create landmark developments and introduce new residential development that will support local shops and services. In this section we describe the preferred uses and key design principles for each of these sites. The plan below identifies the key opportunity sites within the town centre.

Figure 5.2 Opportunity Sites



Local Plan Policy Links

The following policies are relevant to the opportunity sites and proposals that may come forward for their redevelopment:

Core Strategy Policies - CS2, CS7, CS8, CS17, CS19, CS20, CS21

Saved Replacement UDP Policies - CP3, S9, T6, OS2, DQ1, DQ2, DQ3, DQ4, DQ5, DQ6, DQ7

Public Realm Strategy

5.6 The public realm strategy for Prescot Town Centre has the following objectives:

- to create new public realm of an outstanding quality that enhances the historic environment of Prescot and creates a distinctive sense of place, such as by the use of Public Art, animation and illumination;
- to support the development of key sites and encourage new investment elsewhere in the town centre;
- to complement proposals that will improve access to the town centre.

5.7 The strategy concentrates on three key elements:

- the enhancement of the historic environment through public realm improvements along a north-south corridor from High Street to Sewell Street;
- the creation of a new town centre heart at Market Place; and
- significant improvements to town centre gateways on the A57 including at the junctions with Church Street, the A58 and Ackers Street

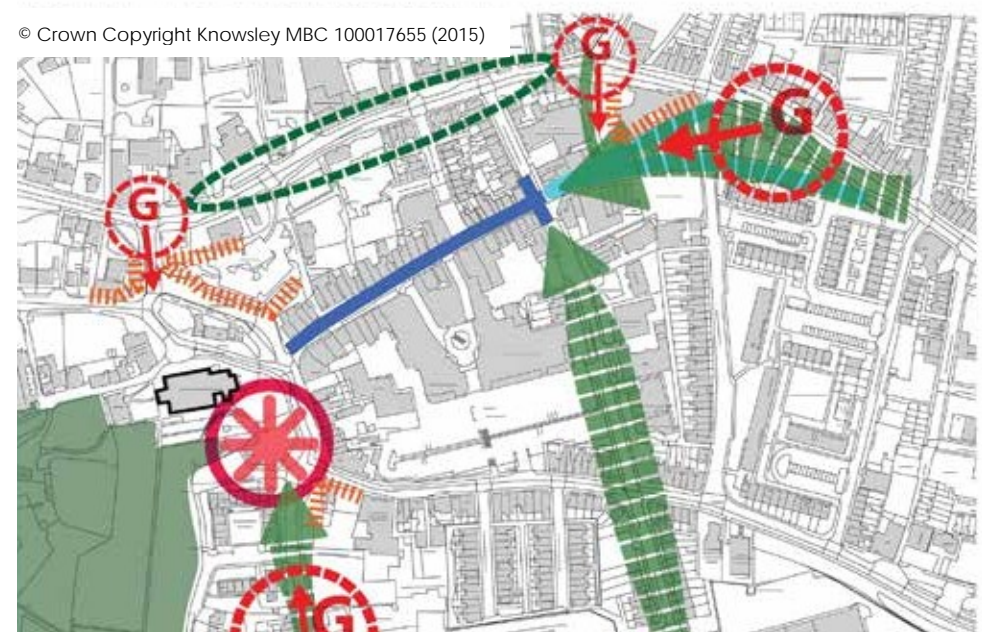


Figure 5.3 Public Realm Strategy Plan

-  Create inner town centre gateways
-  Potential strategic improvements to High St
-  Established pedestrianised street
-  Rationalisation and improvements
-  Key opportunity site with active frontages
-  Strong landscaped pedestrian links
-  Key Open mature landscape space
-  Create new multiuse civic space

5.8 The town centre has already benefited from public realm improvements to Church Street and Leyland Street (with similar proposals for Atherton Street at an advanced stage). The Prescott Town Centre Street Design Manual (KMBC, 2015) has also been published. The future strategy prioritises the creation of a multi-use civic space at Market Place, gateways to the north and east of the town centre and reinforced pedestrian links. At the heart of the town centre the new civic space will be linked to public realm improvements on Sewell Street, open space to the west, and potentially a refurbished Eccleston Street that will provide connections to the improved Leyland and Atherton Streets and potential future improvements to Ackers Street and High Street.

Local Plan Policy Links

Core Strategy Policies: CS2, CS7, CS8, CS14, CS19, CS20, CS21, CS27
Saved Replacement UDP Policies: CP2, CP3, EC6, T7, OS2, DQ1, DQ2, DQ3, DQ4, DQ5, DQ6, DQ7

Movement Strategy

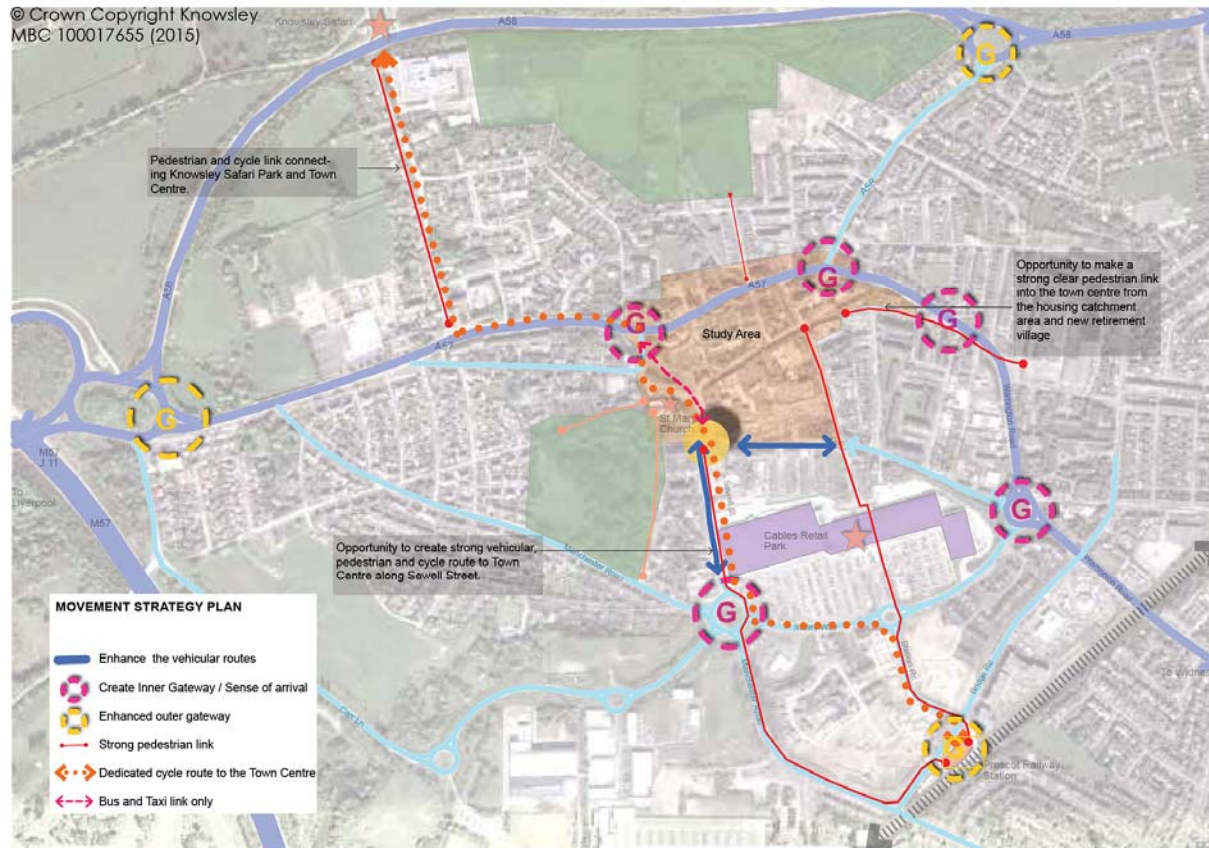
5.9 The focus of the town centre's movement strategy will be a new multi-modal transport corridor to be created between High Street and Steley Way on the western side of the town centre. This route links two under-utilised town centre gateways, key opportunity sites and the town centre's existing environmental assets around St Mary's Church. It provides the only genuine opportunity to

create links between the town centre and Cables Retail Park and also allows new connections to be made with Prescott Railway Station to the south and Knowsley Safari Park to the north. Elsewhere, the priority will be to improve pedestrian links to the east of the town centre and introduce new, high quality signage to improve the profile of the town centre and assist access to encourage trade and footfall

5.10 The key elements of the movement strategy are:

- improved links between bus stops to Warrington Road and Eccleston Street;
- the creation of a new pedestrian and cycle route between the railway station, town centre and Knowsley Safari Park. This will support emerging proposals to provide a pedestrian crossing of the A58 from Knowsley Park Lane and to improve the Safari Park's offer to non-car visitors;
- signing of this new route and the introduction of wayfinding signage elsewhere including to link the town centre with Eaton Street Park;
- new advance signage to town centre car parks including those at Mill Street, Cyprus Street and High Street; and
- the introduction of new gateway signage welcoming visitors to the town centre at five inner gateways

Figure 5.4 Movement Strategy Plan



Local Plan Policy Links

Core Strategy Policies: CS2, T7, CS13, CS14, CS19, CS27

Saved Replacement UDP Policies: CP3, S5, T1, T7, DQ1, DQ5



Western Action Area

- 5.11 The Western Action Area comprises the area between the Cables Retail Park and St Mary's Church. It extends from the junction of Sewell Street and Steley Way in the south to High Street in the north. This area includes some of the town centre's principal heritage assets as well as three key opportunity sites that provide important opportunities to improve connections between the town centre and the retail park, and support some of the masterplan SPD's other strategic objectives.
- 5.12 The key opportunity sites within the Western Action Area are:
- Land at Sewell Street (WAA1) - this largely vacant site to the north of Cables Retail Park provides important opportunities to create stronger physical and functional links between the retail park and the town centre. The preferred use is for high quality mixed use, leisure-led development that creates active frontages to Sewell Street, and respects and enhances the character and appearance of the conservation area.
 - Mill Street West (WAA2) - this site comprises part of the public car park at Mill Street and has long been established as the preferred location for the theatre development proposed by the Shakespeare North Trust.

This development would help to significantly re-orientate and improve the town centre's visitor offer. New development here should be of a high quality and provide a landmark building that respects and enhances the conservation area and the setting of St Mary's Church and other listed buildings within the vicinity of the site.

- Land at Church Street (WAA3) - a smaller site at the junction of Church Street and High Street that provides opportunities for new development to reinforce this inner gateway and enhance the conservation area and setting of surrounding listed buildings.

- 5.13 In addition to the key opportunity sites there are other opportunity sites to the west of Sewell Street, at West Street and at the Knowsley Registry Office on High Street. Public realm and movement improvements in this Action Area will be concentrated at Market Place but will also include improvements to inner gateways on Sewell Street and High Street, and the creation of a clear north-south pedestrian/cycle route that will better connect the town centre with the railway station to the south and Safari Park to the north

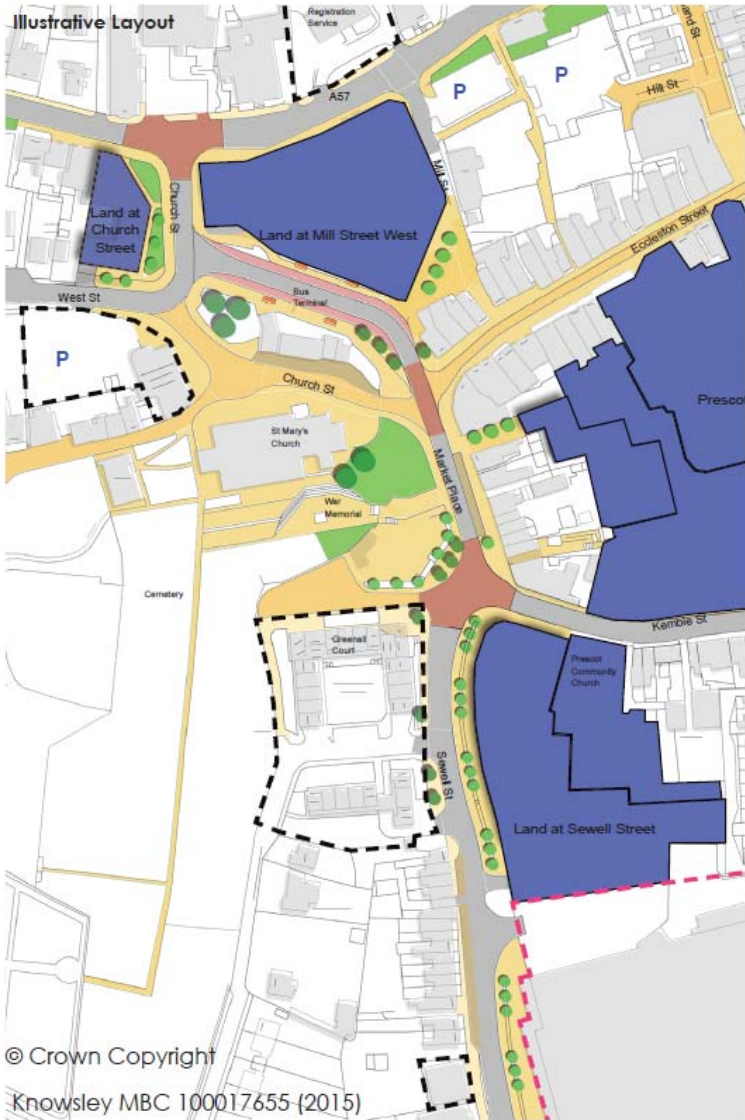


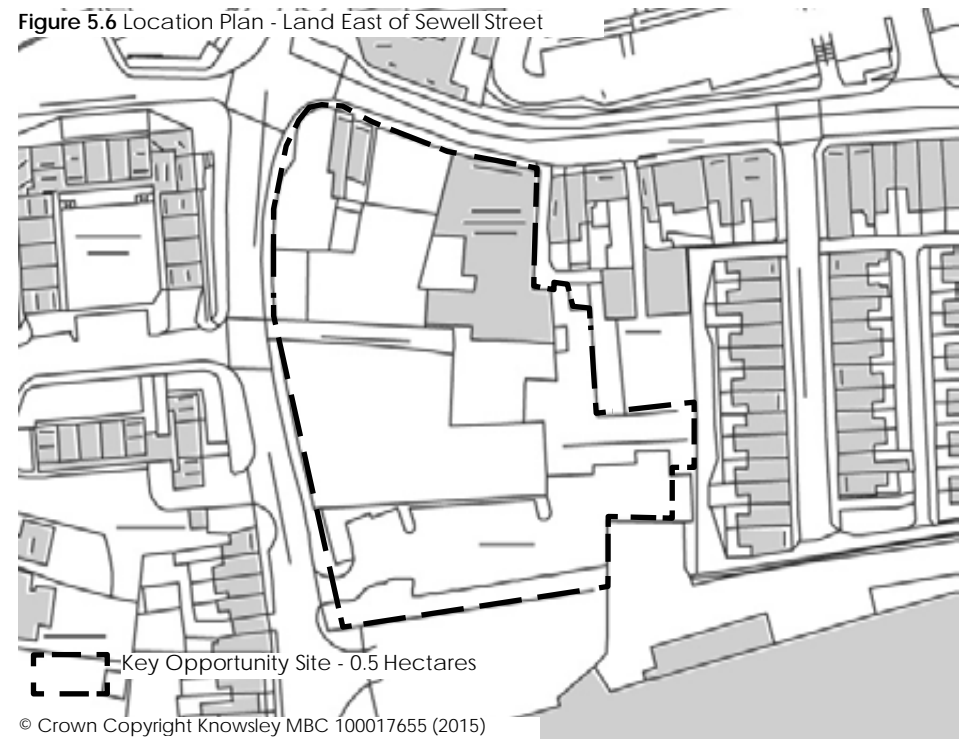
Figure 5.5 Western Action Area

- Existing buildings
- Highways design features
- Pedestrian zone
- Road
- Traffic calming
- Improved parking areas
- Existing/potential green space
- Bus Lay-by
- Significant existing street trees
- Potential street trees
- Key opportunity sites
- Other opportunity sites
- Town centre parking
- Retail park boundary

WAA1 - Land at Sewell Street

- 5.14 Land to the east of Sewell Street comprises a former garage site that is now vacant, two small commercial units fronting Kemble Street and an area of planting at the junction of Sewell Street and Kemble Street. The site of the garage has previously benefited from planning permission for the development of a small foodstore and a range of smaller retail units fronting Sewell Street. The Prescott Community Church to the east is a former picture house with an attractive frontage to Kemble Street. This site is available for alternative uses and should preferably be developed with land at Sewell Street in a comprehensive manner.
- 5.15 Site WAA1 is considered to be of strategic importance to the future development of the town centre. It sits between the historic core of the town centre and the retail park providing the main opportunity to create physical and functional linkages between the two. So as to complement the objective of concentrating retail activity on Eccleston Street and supporting the long-term future of the Prescott Shopping Centre, the preference is for this site to accommodate leisure uses. The existing building occupied by Prescott Community Church could be integrated into the new development and could be utilised as an alternative location for leisure uses such as a theatre or cinema.

Figure 5.6 Location Plan - Land East of Sewell Street



Preferred Uses

1. Mixed use, leisure led development, supported by food and drink units.
2. Small-scale retail uses and hotel or residential accommodation to upper levels.

Key Design Principles

1. High quality development that respects and enhances the character and appearance of the conservation area with the creation of a corner feature at the junction of Sewell Street and Kemble Street.
2. Active frontages to Sewell Street to add interest to the street scene.
3. Multi-level development that responds to the topography of the site.
4. Development should seek to retain and incorporate the historic buildings on Kemble Street, unless any losses associated with a comprehensive redevelopment scheme can be suitably justified.
5. Pedestrian entrances located to create links with the shopping centre and retail park.
6. Parking and service areas concealed to the rear of the site.

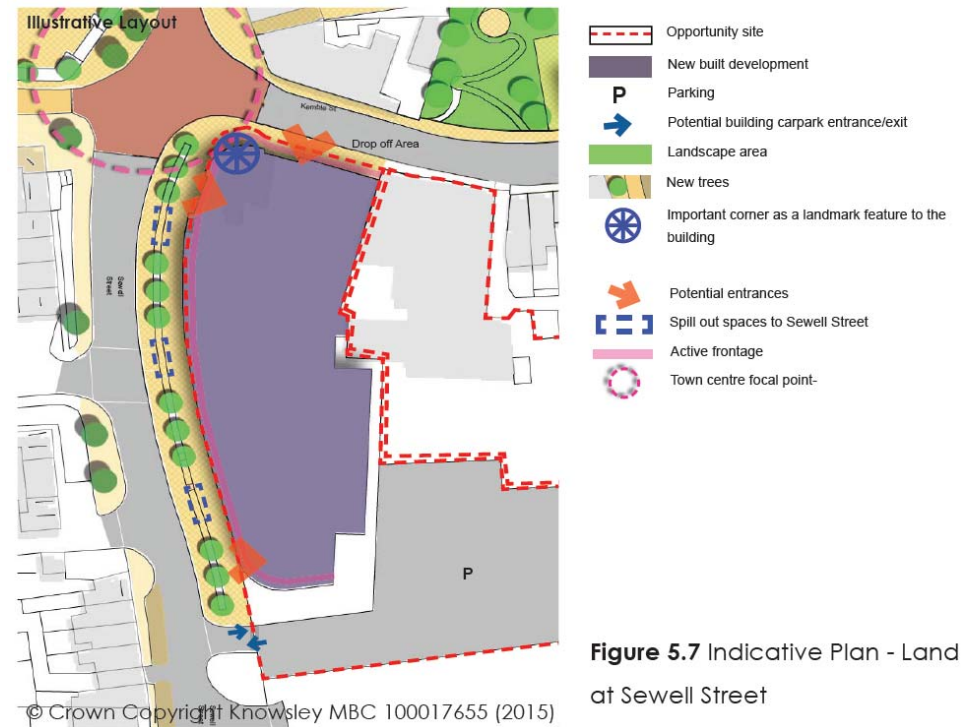
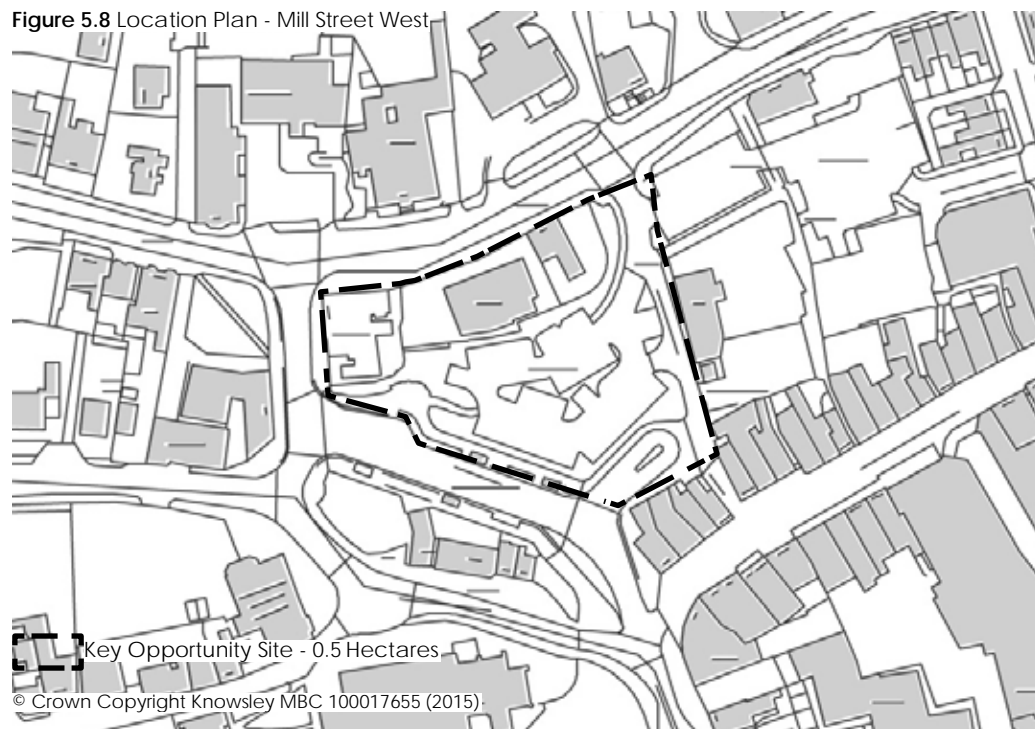


Figure 5.7 Indicative Plan - Land at Sewell Street

Figure 5.8 Location Plan - Mill Street West



WAA2 - Mill Street West

- 5.16 Mill Street West is currently part of a Council-owned car park to the north of the bus station and the south of High Street. It has long been established as the preferred site for the theatre development proposed by the Shakespeare North Trust. The Trust has already acquired an interest in the former Prescott Museum at the corner of Church Street and High Street. This building should be retained and could potentially be used to provide complementary facilities to the theatre development, such as student accommodation.
- 5.17 If appropriate, a forecourt area could be created at the site of the existing taxi rank. Options for relocating the taxi rank may need to be considered depending on the nature of the development which comes forward. Opportunities should be explored to incorporate land fronting High Street into the development to enable any landmark building to address the A57.

Illustrative Layout



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	Opportunity site
	New built development
	Enhanced pedestrian crossing
	Potential building carpark entrance/exit
	New trees
	Important views
	Active frontage
	Strategic signage location
	Upgrade existing building fabric
	Upgrade - repave paving areas
	Bus Station Stops
	Bus and Taxi only two way street

Figure 5.9 Indicative Plan - Mill Street West

Preferred Uses

1. New landmark development.
2. Theatre development that would meet the aspirations of the Shakespeare North Trust.
3. The theatre may also include educational facilities and ancillary food and drink uses.

Key Design Principles

1. High quality, landmark building that respects the character and appearance of the conservation area, and the setting of St Mary's Church/ other listed buildings in terms of its scale, massing and design.
2. Active frontages to the bus station, the Mill Street pedestrian route and, if feasible, the A57.
3. Improve the appearance of rear elevations of properties fronting Eccleston Street and Church Street.

WAA3 - Land at Church Street

5.18 This site occupies a prominent location at the junction of High Street and Church Street. It is occupied by a retail unit, vacant garage and a small landscaped area surrounded by advertising hoarding. The site has significant potential to improve a gateway location and enhance the setting of the town centre's historic core.

Preferred Uses and Key Design Principles

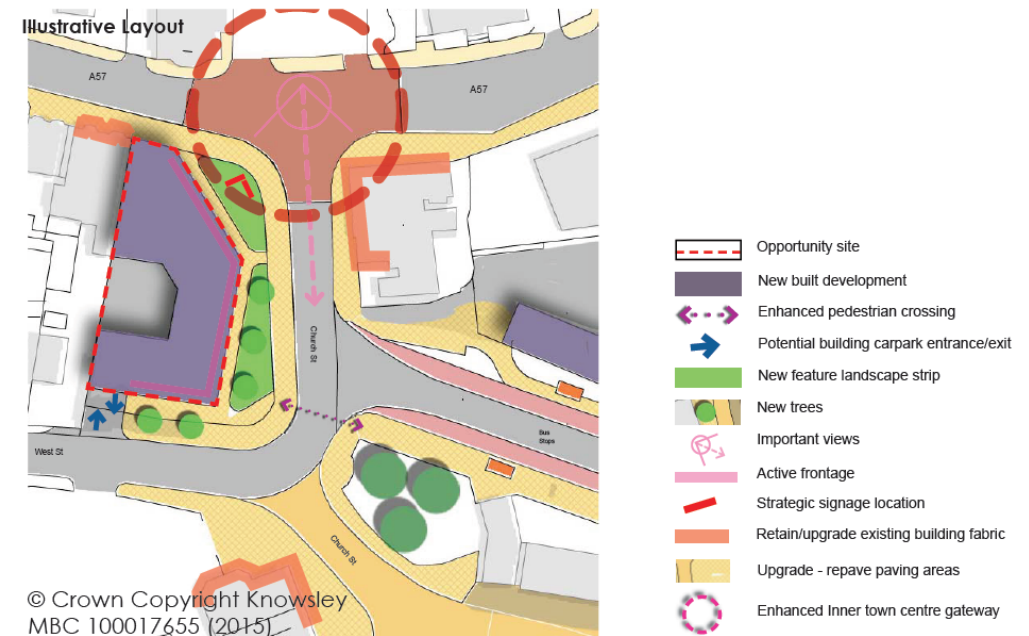
1. New residential or commercial development.
2. Active frontage to the corner with High Street including potential small commercial units at ground floor.
3. Layout and design of new development to complement future redevelopment

Figure 5.10 Location Plan - Land at Church Street



Left: Land at Church Street as viewed from junction with High Street.

Figure 5.11 Indicative Plan - Land at Church Street



WAA4 - Other Opportunity Sites

Deanes House and Car Park

- 5.19 Deanes House is an attractive building that should be retained. However, the car park area to its rear provides opportunities for redevelopment and the potential to accommodate new, high quality residential development that would enhance the setting of the town centre's historic core. This would be subject to ensuring adequate overall levels of parking within the town centre to meet existing and future needs.



Knowsley Registry Office

- 5.20 The registry office currently performs an important range of civic functions and is located on High Street in an attractive building with rear gardens. If the site were to become available in the longer term then the existing building should be retained. Appropriate new uses would include a hotel (to take advantage of its location opposite the proposed theatre site) or residential uses.



Greenall Court

5.21 In the short term, opportunities should be sought to improve the external appearance of Greenall Court, a large social housing development at the top of Sewell Street. The existing building is dated and would benefit from modest refurbishments to its fenestration that would improve the street scene. Over the longer term comprehensive redevelopment of the site for new residential or commercial uses will be encouraged, where this respects and enhances the conservation area, the setting of St Mary's Church, and provides improved access to open space to the west.



Garage to the West of Sewell Street

5.22 Redevelopment of the vacant garage site to the west of Sewell Street for residential or non-retail commercial uses will be encouraged. New development here should help to improve the setting of the inner gateway at the junction of Sewell Street and Steley Way.



WAA5 – Public Realm and Movement

Market Place

5.23 Market Place is the focal point of the town centre, a role that is expected to be reinforced by new development on nearby sites in the Western Action Area.

The identified opportunities for public realm and movement improvements within Market Place and the surrounding area include:

1. Reviewing the operation and design of the bus station to increase patronage, account for the potential redevelopment of land at Mill Street West, and to reduce the scope for vehicular conflict in this area. This could include relocation of the bus station to an alternative town centre site with good accessibility.
2. An improved western entrance to Eccleston Street including possible gateway features.
3. The redevelopment of the elevated square at Market Place to provide a new space for outdoor events including performances associated with the proposed theatre.
4. Resurfacing and soft landscaping around Market Place, and the creation of spill-out spaces to commercial properties on its eastern boundary.
5. Improved links to green spaces to the west of the town centre.
6. The continuation of a dedicated cycle route from Sewell Street to the A57 via Market Place and Church Street.



Left: Existing buildings to the eastern edge of Market Place

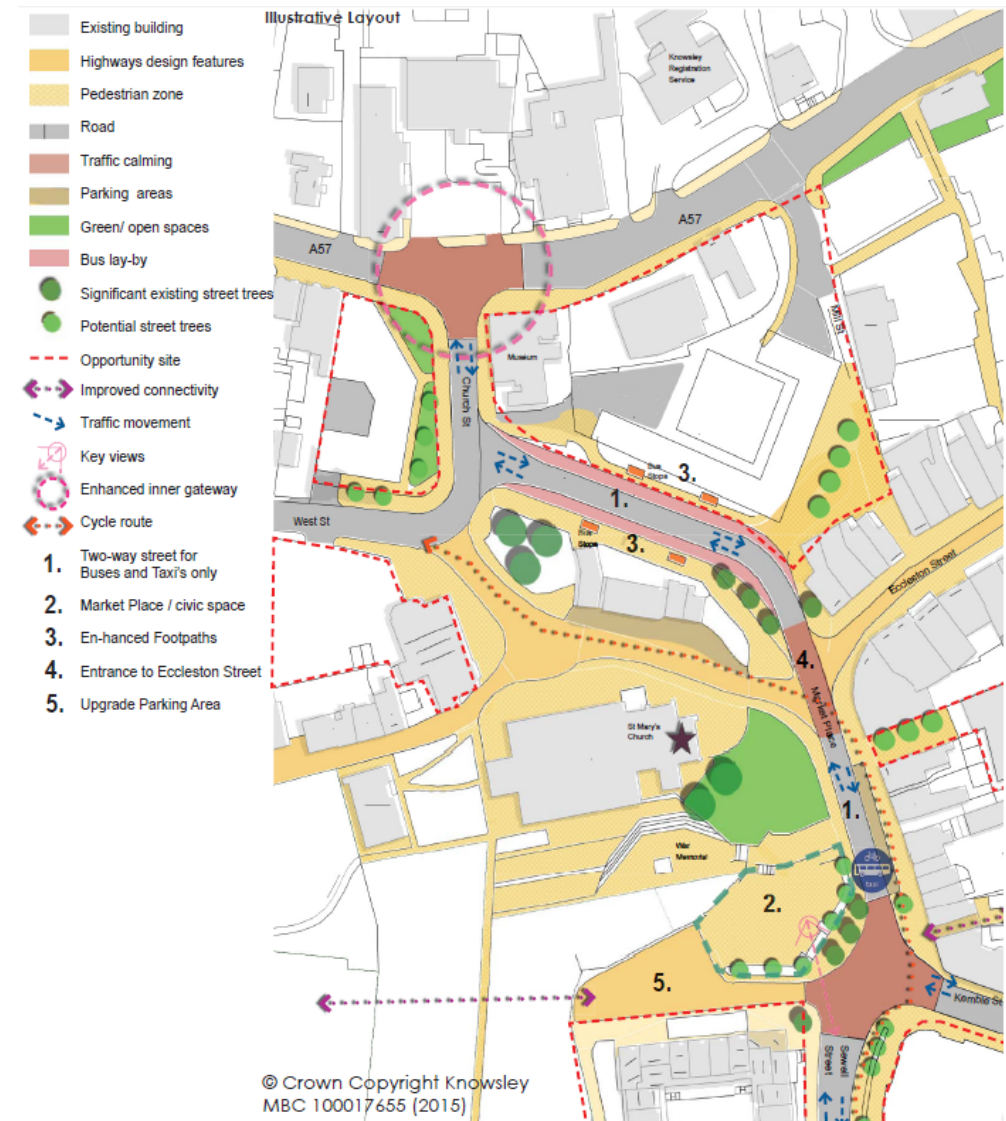


Figure 5.12 Indicative Proposals for Public Realm and Movement

WAA5 – Public Realm and Movement

Sewell Street

5.24 Sewell Street extends from Market Place to the Steley Way roundabout. It provides the most legible route between Cables Retail Park and the town centre and has an important role to play in improving footfall between the two destinations, as well as better connecting the town centre to new residential development to its south and forming part of a new route to the railway station.

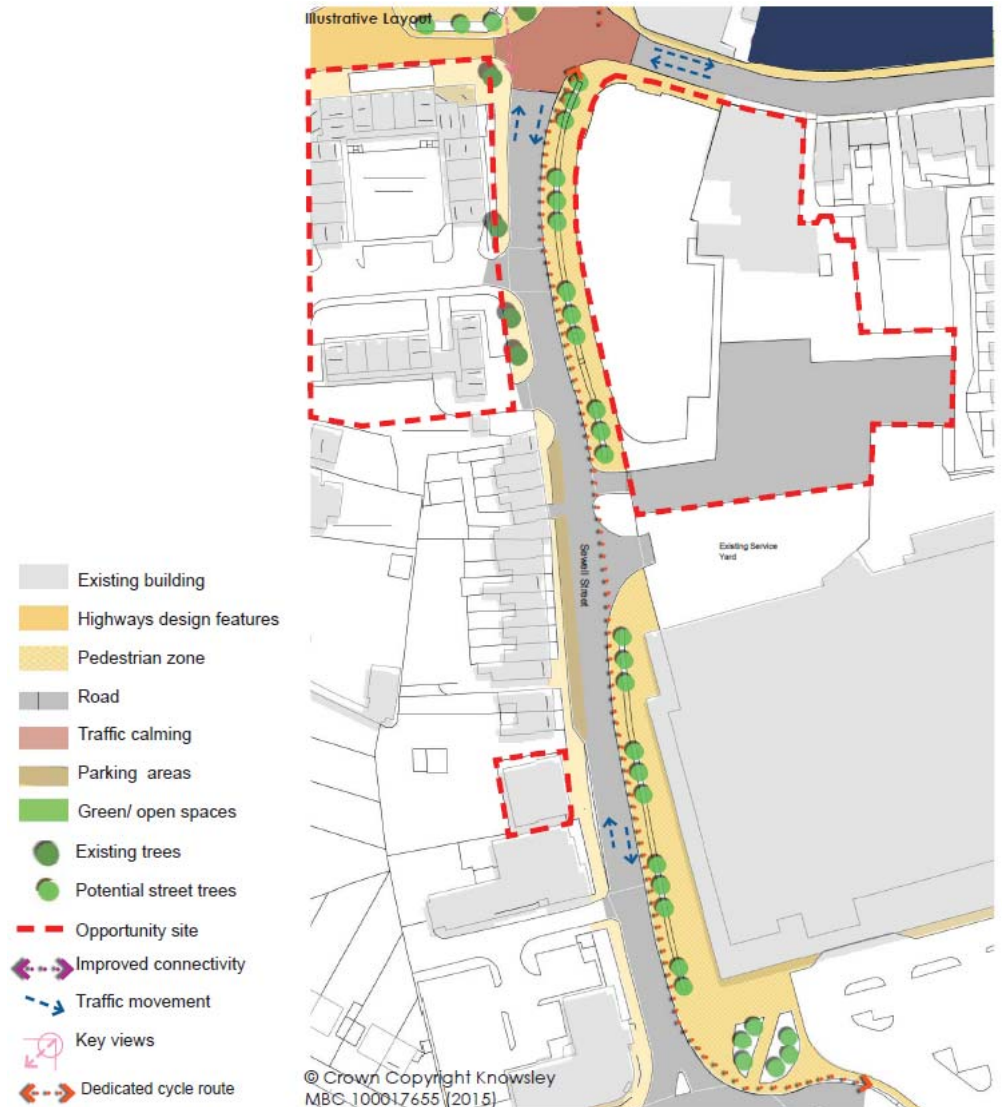
The identified opportunities for public realm and movement improvements within the Sewell Street Action Area include:

1. Maintaining wide pavements and using suitable hard and soft landscaping to create a more appealing pedestrian route.
2. Where appropriate, the creation of spill-out spaces to potential new food and drink units on the Sewell Street development site to add interest and vitality to the street scene.
3. The continuation of a dedicated cycle route from Manchester Road to Market Place.
4. Retaining residents' parking to the western side of the road.



Left: View north along Sewell Street from Steley Way

Figure 5.13 Indicative Proposals for Public Realm and Movement Improvements at Sewell Street



Central Action Area

5.25 The Central Action Area is located between Eccleston Street and Kemble Street and is dominated by the Prescott Shopping Centre, other commercial development to Aspinall Street and adjoining residential properties. This action area provides opportunities to regenerate the shopping centre complex and provide complementary uses on adjoining sites to support trade and footfall within the retail core of the town centre.

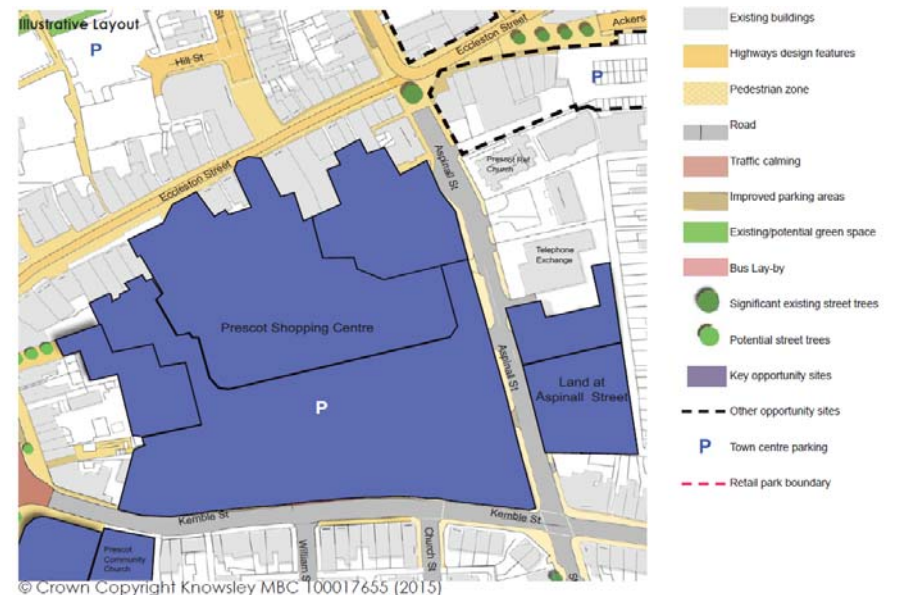
5.26 The following key opportunity sites are located within the Central Action Area:

- Prescott Shopping Centre (CAA1) - comprising the two-level shopping centre and parking area to the south, together with the derelict printworks site to the west. The site provides opportunities for partial or comprehensive redevelopment to attract new retail activity and other complementary commercial uses.
- Land at Aspinall Street (CAA2) - this site comprises low grade commercial accommodation and will provide future opportunities to accommodate new residential development that will enhance the street scene.

5.27 In addition, there is an opportunity for Eccleston Street to be resurfaced in high quality materials and to be provided with new street furniture that complements works in the action area and to the east of the town centre. This refurbishment should retain service access

where appropriate and could also enable the street to accommodate a market and other occasional outdoor events that would support footfall and trade within the retail core.

Figure 5.14 Central Action Area



Right: Illustrative Example - Improved entrance to Eccleston Street



CAA1 - Prescott Shopping Centre

5.28 The Prescott Shopping Centre was built in the 1980s and provides a range of retail units over two levels. The shopping centre is subtly integrated with Eccleston Street to the north but, to the south, the car park is subject to significant changes in level that create a poor quality street scene to Kemble Street and Aspinall Street. The site is also blighted by the derelict former print works to the west. Despite providing a range of modern retail units and being well-maintained, the centre suffers from a high vacancy rate. The Council is committed to working with the new owners of the shopping centre to reduce this vacancy rate.

5.29 The preferred uses for the shopping centre site are retail uses, including independent retailers and markets. Complementary non-retail uses would also be supported including a range of leisure uses and office or service uses. The former print works building could be demolished and incorporated into the wider site to provide new car parking and to ensure that sufficient parking is available to serve the shopping centre and new developments at Mill Street West and Sewell Street. Whilst the majority of the former print works site could be used for new car parking, there is potential for a new commercial unit to be created that would take access from Market Place, where an attractive forecourt area could be created.

Figure 5.15 Location Plan - Prescott Shopping Centre



Above: Covered courtyard to Market Place

Preferred Uses

1. Retail-led mixed-use development.
2. Complementary leisure uses.
3. Office and service uses.

Key Design Principles

1. Better integrating the site with surrounding sites to help increase footfall.
2. Improved integration with Kemble Street and Aspinall Street to improve the appearance of these streets.
3. Refurbishing the prominent elevations of the shopping centre.

CAA2 - Land at Aspinal Street

5.30 Land to the east of Aspinal Street, facing the rear of the Prescott Shopping Centre, currently comprises a number of buildings including a postal depot and the small Prescott Business Centre. The existing accommodation is of low quality with a limited life span and this site therefore provides opportunities to introduce new residential accommodation in the heart of the town centre.

Figure 5.16 Location Plan - Land at Aspinal



Right: View of Land at Aspinal Street from South

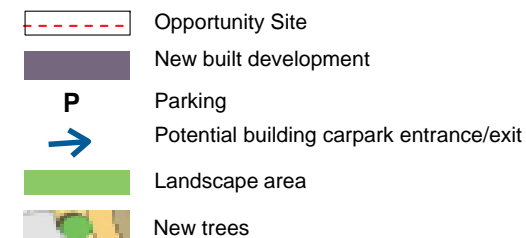


Figure 5.17 - Indicative Plan - Land at Aspinal Street

Preferred Uses and Key Design Principles

1. New residential development creating a strong frontage to Aspinal Street.
2. Buildings set an appropriate distance from existing residential dwellings to Cyprus Street to protect amenity.
3. Car parking concealed to the rear of the new buildings.

Eastern Action Area

- 5.31 The Eastern Action Area is located to the northeast of the town centre and is concentrated on land between the A57, Ackers Street and Atherton Street. This area contains some attractive historic buildings but suffers from indistinct connections between the town centre and residential areas to the north and east.
- 5.32 The Eastern Action Area contains one key development site at land at Eccleston Street East (EAA1). This site is located to the south of Prescott Town Hall and the inner town centre gateway located at the junction of the A57 and A58. It provides opportunities for new mixed use development and improved public realm to redefine the town centre gateway and create enhanced pedestrian links.
- 5.33 In addition to the key opportunity site, there are a number of other opportunity sites within this action area. These include land and buildings between Atherton Street and Chapel Street that are focused on Prescott Methodist Church, and Cyprus Street car park and buildings to the west that front onto Eccleston Street.
- 5.34 Public realm and movement improvements within this action area are focused on Ackers Street where there are opportunities to strengthen connections between the town centre and residential areas to the east (including the new housing development at the Watch Factory), improve

access to bus stops on Warrington Road, and improve the setting of the distinctive 'Flat Iron' building on Eccleston Street.

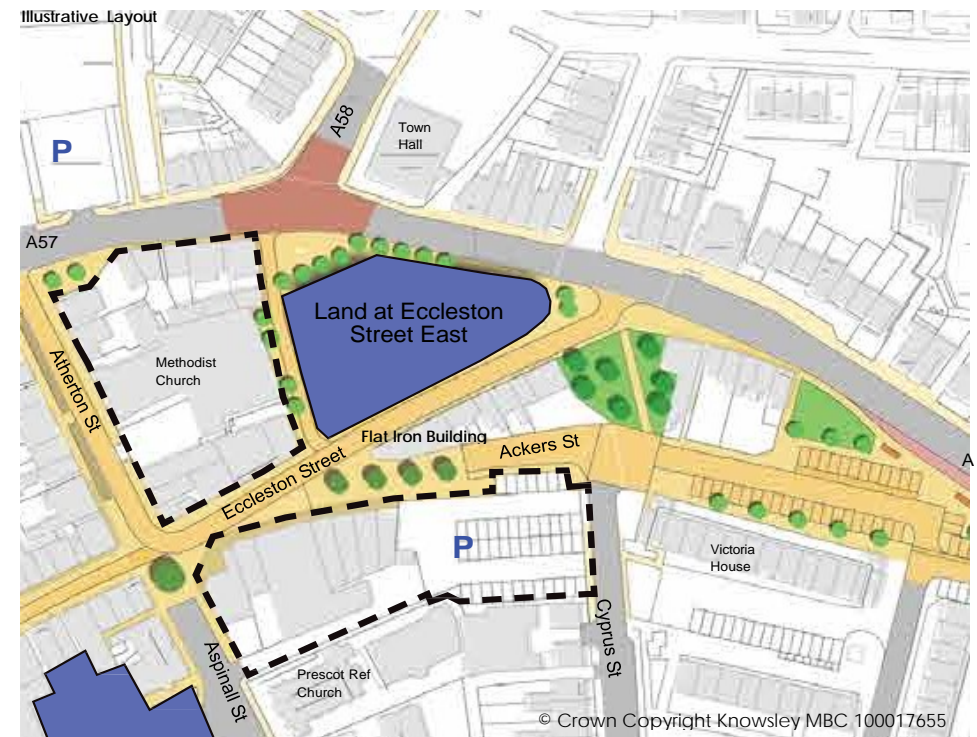


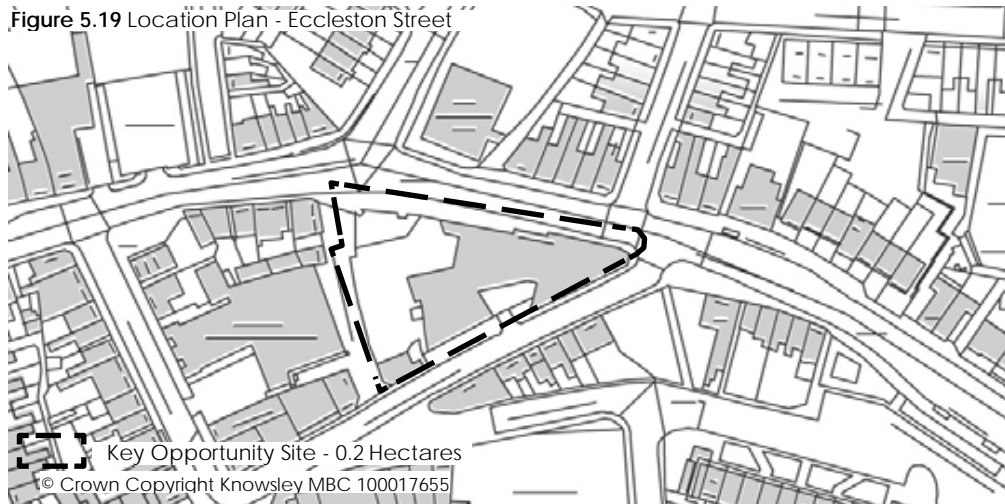
Figure 5.18 Eastern Action Area



EAA1 - Eccleston Street East

5.35 The opportunity site at Eccleston Street East comprises a parcel of land bounded by Eccleston Street, Chapel Street and Warrington Road. It provides a key opportunity to address the indistinct eastern boundary of the town centre and create a new gateway at the junction of the A57 and A58. The site is currently occupied by a collection of 2-3 storey buildings that step down to single storey buildings on the northern side of Eccleston Street. The existing buildings are tired and present inactive frontages to the main roads. On the corner of Warrington Road and Chapel Street is a small area of soft landscaping that is dominated by advertising hoardings.

Figure 5.19 Location Plan - Eccleston Street



Preferred Uses

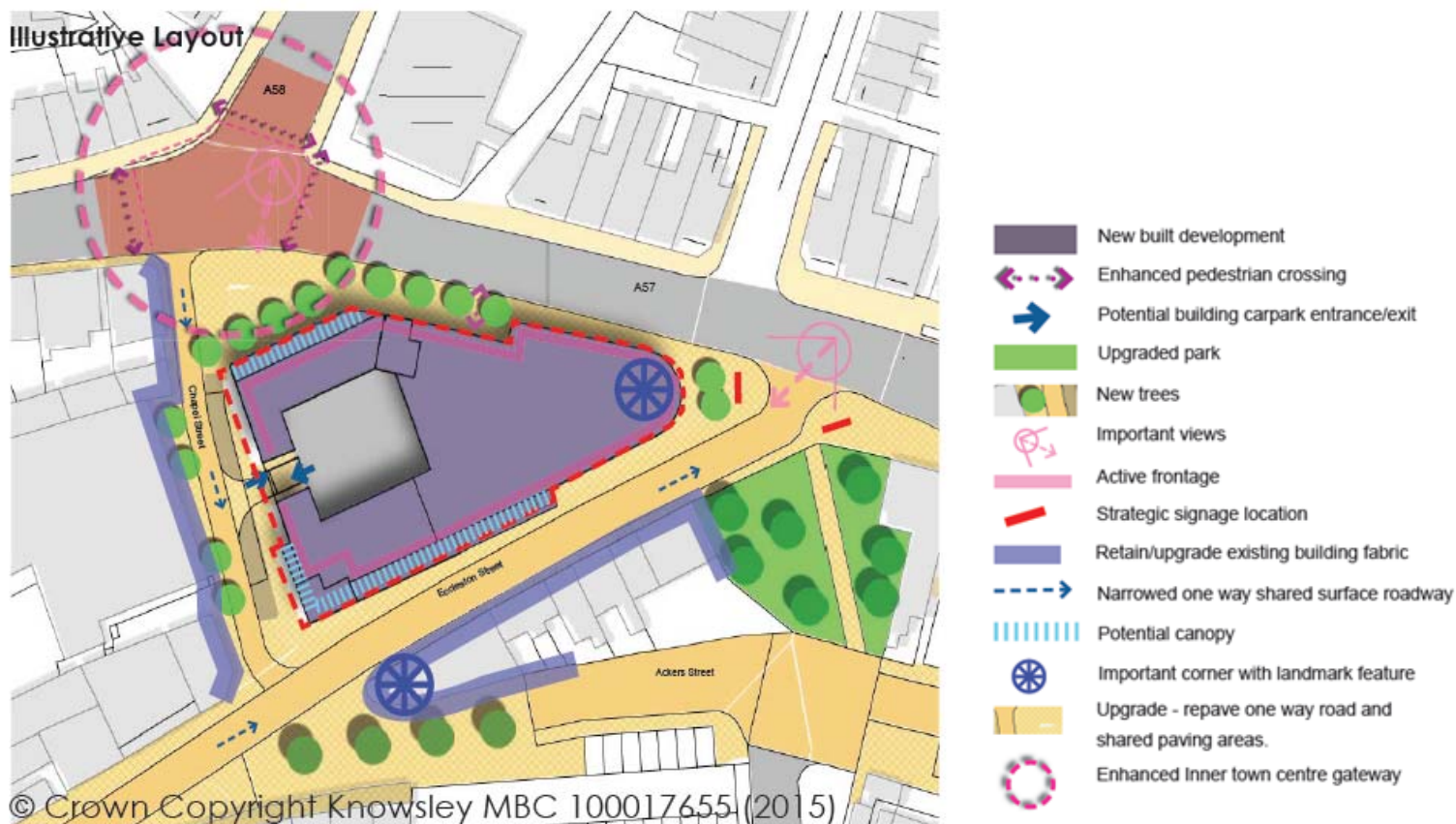
1. Mixed use development to support footfall along Eccleston Street.
2. New or refurbished ground floor commercial space with residential units at upper levels.
3. Active frontages should be encouraged to the eastern corner of the site to identify the entrance to Eccleston Street, and to a new public space that would be formed to the north of the site.

Key Design Principles

1. The creation of a strong corner feature to the junction of Warrington Road and Eccleston Street through building design or a feature frontage, as appropriate.
2. New buildings of two to three storeys to fit with the existing urban grain.
3. Setting back new buildings at the A58 junction to create small public space with high quality landscaping opposite Prescott Town Hall and at the town centre gateway. This will provide a sense of arrival for visitors arriving from the north and help to raise the prominence of the town centre at this busy junction.
4. Narrowing the existing one way route to Eccleston Street to widen pavements and create a more attractive pedestrian route.

5.36 It is anticipated that the site at Eccleston Street East could be comprehensively redeveloped through refurbishment and the introduction of new buildings to provide a high quality, mixed use development in this prominent location

Figure 5.20 Indicative Plan – Eccleston Street East



EAA2 - Other Opportunity Sites

Land between Atherton Street and Chapel Street

- 5.37 The Prescott Methodist church on Atherton Street is still in use but is partially vacant. The attractive main church building should be retained and re-used for appropriate town centre uses. Ancillary church buildings to the rear of the site could also be redeveloped for appropriate uses.
- 5.38 It is possible that the Prescott Methodist Church site could be redeveloped in a comprehensive manner together with other buildings between Atherton Street and Chapel Street, or with the key opportunity site at Eccleston Street East.



Above: Prescott Methodist Church from Atherton Street



Cyprus Street Car Park

- 5.39 The small public car park at the northern end of Cyprus Street is adjoined by a two-storey commercial block dating from the mid twentieth century. Whilst the commercial units are largely occupied, there is potential here to redevelop all or part of this site in the longer term for residential or appropriate commercial uses.



Above: Cyprus Street Car Park from the east

EAA3 - Public Realm and Movement

5.40 The area around Ackers Street provides opportunities to complement the proposed development at Eccleston Street East, the new town centre gateway at the junction of the A57 and A58, and connect the town centre to new residential development to its east that is currently under construction.

The identified opportunities for public realm and movement improvements within the Ackers Street Action Area include:

1. Resurfacing of Ackers Street with high quality materials to improve links with the car park at Cyprus Street and the setting of the 'Flat Iron' building.
2. Rationalisation of car parking to the Beaconsfield housing development to create clear pedestrian links between Warrington Road and Eccleston Street.
3. Improved bus stop facilities to Warrington Road.
4. Widening of pavements to the eastern end of Eccleston Street and Chapel Street.
5. The improvement of 'pocket parks' located between Eccleston Street and Cyprus Street, and between Warrington Road and Beaconsfield.



Left: Example of urban pocket park, London

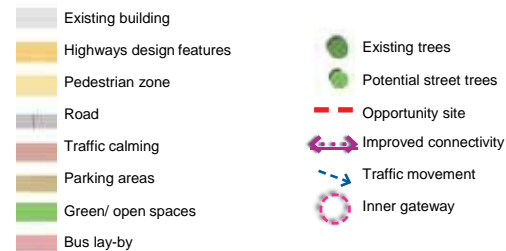


Figure 5.21 Indicative Proposals for Public Realm and Movement Improvements in Eastern Action Area



Right: Artist's sketch of Ackers Street Proposals



Local Plan Policy Links Glossary

Knowsley Local Plan Core Strategy

Policy SD1: Sustainable Development
Policy CS2: Development Principles
Policy CS3: Housing Supply, Delivery and Distribution
Policy CS6: Town Centres and Retail Strategy
Policy CS7: Transport Networks
Policy CS8: Green Infrastructure
Policy CS13: Principal Regeneration Area - South Prescot
Policy CS14: Principal Regeneration Area - Prescot Town Centre
Policy CS15: Delivering Affordable Housing
Policy CS16: Specialist and Supported Accommodation
Policy CS17: Housing Sizes and Design Standards
Policy CS19: Design Quality and Accessibility in New Development
Policy CS20: Managing the Borough's Historic Environment
Policy CS21: Greenspaces and Trees
Policy CS27: Planning and Paying for New Infrastructure

Knowsley Replacement Unitary Development Plan (Saved Policies)

Policy CP1: Regeneration and Development
Priority Areas Policy CP2: Environmental Assets
Policy CP3: Development Quality
Policy H7: Provision of Flats, Nursing and Residential Homes, Hostels, and Housing in Multiple Occupation (HMOs)
Policy EC6: Tourism and Cultural Development
Policy S1: Retail and Town Centre Development Strategy
Policy S2: Diversification of Uses with existing Centres
Policy S5: Prescot Town Centre
Policy S9: Shopfronts and Security Shutters
Policy S10: Advertisements
Policy T1: An Integrated Transport System
Policy T6: Ensuring Choice of Travel to Serve New Developments
Policy T7: New Development and Walking and Cycling Routes
Policy OS2: Urban Greenspace
Policy OS6: Location of Major New Sporting and Recreational Facilities
Policy DQ1: Design Quality in New Development
Policy DQ2: Security in the Built Environment
Policy DQ3: Gateway Sites and Corridors
Policy DQ4: Trees and Development
Policy DQ5: Development in Conservation Areas
Policy DQ6: Demolition of Buildings and Structures in Conservation Areas
Policy DQ7: Listed Buildings

For further information regarding the masterplan SPD,
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