



## MAYORAL RECOMMENDATION

KIRKDALE WARD  
PUBLIC

RTC/48

<b>Cabinet Member:</b> Councillor Malcolm Kennedy Cabinet Member – Regeneration, Transport & Climate Change	<b>Director:</b> Nick Kavanagh Director – Regeneration & Employment Services
<b>Date of submission:</b> 31 <sup>st</sup> March 2017	<b>Subject:</b> Ten Streets – Next Steps
<b>Report No.:</b> EDR/02/17 <b>Background papers:</b> ERD/38/16	<b>Contact Officer:</b> Mark Kitts Assistant Director – Regeneration <a href="mailto:Mark.kitts@liverpool.gov.uk">Mark.kitts@liverpool.gov.uk</a>
<b>Executive summary:</b> <p>Following the endorsement by Cabinet of the Atlantic Corridor Development Framework document in October 2017, the City Council has been working with partners to launch a vision for the area within the framework identified as the Ten Streets investment cluster.</p> <p>A vision for the Ten Streets area, underpinned by 10 big ideas, was launched by Mayor Anderson and partners on 2<sup>nd</sup> February 2017. The launch also marked the start of a period of public consultation to ascertain views and feedback on the vision and the 10 big ideas. Four public consultation events were held in February at the Titanic Hotel and FACT centre. Feedback from over 200 respondents was overwhelmingly positive and has demonstrated support for both the vision and the 10 big ideas.</p> <p>The Ten Streets area covers circa 125 acres of former dockland and could involve up to 1 million square foot of development and deliver around 2,500 new jobs.</p> <p>This report provides an update to Cabinet on progress made to date with the Ten Streets launch and subsequent consultation events including the introduction of governance arrangements to steer and engage on the project and update on general progress with the project.</p> <p>This report also seeks endorsement to move forwards with the production of a Spatial Regeneration Framework which will incorporate the findings from the</p>	

public consultation events and feedback forms received.

## **Background**

In October 2016, Cabinet endorsed the Atlantic Corridor Development Framework document which establishes an overarching context for regeneration and development for the wider framework area. The Development Framework identified the Ten Streets Investment Cluster, the area located between the successful Harcourt Development at Stanley Dock to the north and the city centre to the south, as a potential economic driver and connector.

To realise the potential of this area, the City Council has been working with partners to launch a vision for the Ten Streets area, underpinned by 10 big ideas to shape future development in this important part of the city, whilst building on the good work happening in this particular area to date.

## **Vision and 10 Ideas**

**Ten Streets is a vital component in Liverpool's future economy and is part of an integrated city vision that will deliver an £11 billion investment and create 40,000 new jobs.**

The vision proposed for Ten Streets is something new and different to around 125 acres of Liverpool's Northern City Fringe – to create a vibrant creative quarter located within the Liverpool City Enterprise Zone that will drive future prosperity and enhance the city's status as an international destination with a unique offer and character.

The vision is based on Ten Big Ideas – a set of guiding principles and initial ideas that will define a place with a distinctive personality and purpose. It's important to note however, that we are not starting with a blank slate.

Looking at international examples of city neighbourhoods and employment districts that have been reborn and reinvented, the vision is about nurturing the assets and opportunities that are unique to this part of the city - stunning maritime architecture, a diverse commercial and industrial heritage and a pivotal location.

The Ten Streets vision seeks to revitalise and make new spaces for pioneers, innovators and entrepreneurs to become a vibrant place for those who reimagine and renew cities, and who will help us to shape, populate and animate Liverpool's most fertile and interesting urban neighbourhood.

The 10 ideas that underpin the launch are set out below:

### **1. An Engine for Growth**

Ten Streets is a key piece in Liverpool's future economic vision and will be an engine for growth and renewal.

**We are facilitating the creation of a new cultural enterprise industry hub with the potential to create up to 2,500 jobs and to generate additional business rate income for the city.**

## **2. A Cultural stage**

Building on the trailblazing work of Kazimier, Make Liverpool and Sound City, we will strengthen the North Shore area's emerging reputation as a ground-breaking cultural and events destination.

**We'll add a new dimension to the Ten Streets offer with a stunning new theatre and music venue. The cutting-edge revolving stage will provide audiences with a genuinely immersive experience built around an international quality performance programme.**

## **3. Embracing Innovation**

Ten Streets will be a neighbourhood with its own ambience and energy, reflecting its maritime heritage, but also a vivid expression of cutting-edge style, architectural invention, smart technology and sustainability.

**Ten Streets will be an exemplar neighbourhood for renewable energy and environmentally sustainable design and construction.**

## **4. Making new Connections**

This is not a place apart, but a new integrated part of an expanding city centre - an open, permeable neighbourhood easily accessible to all transport modes.

**Major investment on Great Howard St (A565), Regent Road and investment in new rail connections will be the key to connecting Ten Streets to the wider city and city centre.**

## **5. Creating new Spaces**

Squares, public spaces and pocket parks will be an essential part of Ten Streets' creative alchemy – places to gather, relax and imagine, places for ideas to germinate and coalesce and where chance encounters spark new creative collaborations.

**We're creating a new pedestrian and cycle-friendly avenue, at the heart of a vibrant and open neighbourhood.**

## **6. A Creative catalyst**

Cities are changing with new patterns of commerce and creativity taking root in unexpected places and former industrial districts. It's vital that Ten Streets remains fertile, accommodating and permissive –

making space for every kind and scale of creative innovator.

**We'll identify sites and buildings within the emerging masterplan that will be specifically allocated for start-up businesses, artists, independent creatives and makers.**

#### **7. Thriving community**

We envisage a neighbourhood with a distinctive and original residential ambience. The scale and style of residential development within Ten Streets will be tailored to complement rather than dilute its creative identity.

**We'll limit the scale and location of new residential development within Ten Streets to safeguard its mixed-use, commercial and creative identity.**

#### **8. A Vibrant destination**

Interesting, diverse and independent places to eat and drink will be vital ingredients to the area's appeal to those who want to work, live and invest there. Ten Streets' intense energy and personality will be a magnet also to visitors keen to experience and stay in a unique Liverpool neighbourhood.

**We're encouraging the creation of a distinctive, diverse and independent leisure and hospitality offer in Ten Streets to add to its energy and personality.**

#### **9. Celebrating Heritage**

The Ten Streets area sits within Liverpool's Mercantile World Heritage Site boundary and contains some of the city's most important and dramatic maritime architecture. Heritage, history and character are our most precious assets and will be the foundations for the area's new identity.

**We're conserving and refurbishing all the area's Listed and important heritage buildings, starting with Liverpool's largest Listed structure – the Tobacco Warehouse at Stanley Dock.**

#### **10. A Collaborative approach**

Ten Streets is a different kind of regeneration project. We are not imposing an identity or blueprint, but are working collaboratively with partners to support and nurture an identity that is already emerging and fulfils the potential of the area's extraordinary assets.

**We'll work closely with local businesses, new occupiers, investors and co-creators to shape and deliver the Ten Streets Vision.**

## **Consultation**

Following the launch event, which was well attended by circa 200 attendees from a cross section of the regeneration sector, including local stakeholders in the area, a period of public consultation was launched. The purpose of the community engagement campaign was to canvass the views of key stakeholder groups and the wider public on a set of core aims and ideas underpinning the future vision for Ten Streets.

The campaign specifically targeted occupiers and stakeholders within the area, but also sought to engage those creative and business sectors who are the potential occupiers for this new employment zone.

Data and feedback from the engagement campaign would help to shape the next phase of master-planning and policy work leading to the development and adoption of a Spatial Regeneration Framework for the Ten Streets area.

## **Methods**

1. High profile launch event with invited audience from the local area and stakeholder communities.
2. An integrated engagement and communication campaign was designed to maximize participation in the process and help engage specific target groups and stakeholder communities. The key strands of engagement activity were;
  - Development of a strong visual identity and place-making creative for the Ten Streets area. The identity and visual style were devised to express the unique urban form and heritage of the area and the underpinning creative ethos for Ten Streets. Together with selection of internationally renowned master-planning practice - AWP, the visual style part of an important place-making strategy to establish Ten Streets as a neighbourhood with a distinctive identity and location.
  - A travelling physical exhibition which visited three venues over a week-long process with five open sessions. The exhibition included large-scale and visually engaging boards explaining the Ten Big Ideas for the area, explanatory brochure and survey forms, an overview film and an immersive film featuring footage from urban neighbourhoods with a similar character and creative mix to Ten Streets.
  - An engagement website featuring the exhibition content and with comment section and downloadable survey form.
  - Proactive social media campaign to raise awareness of Ten Streets project, promote exhibition and website and generate qualitative interaction and feedback.
  - Media campaign to promote launch, exhibition and website targeting local, regional, property, creative, business and

- architectural media.
- Ongoing face to face meetings with local businesses and stakeholders

## **Engagement Metrics**

Launch Event – The launch event was attended by nearly 200 people and generated with speeches and presentations from The Mayor of Liverpool, Liverpool City Council and development partners Harcourt. There was also a lively Q&A session with a panel that included speakers, a local creative business and the lead architect for the masterplan team.

Public Exhibition – The exhibitions at Titanic Hotel, V Lounge and FACT Centre were visited by 317 people over five days with 169 surveys completed and returned.

Website – The website had 2,147 visits over the duration of three weeks. 25 comments and completed surveys were made on-line.

Social Media – Twitter and Facebook were used proactively in the build up to the public consultation events. Both were used daily to share information and engage with the public about the Ten Streets project. Throughout the lead up to the final public event, we generated an engagement level average of 3.2%. Over the three-week period up to and during the consultation process, there were 37,000 impressions on Twitter. Facebook posts were reaching an audience of between 4,000 and 6,000 during the engagement campaign with virtually all comments generating a reaction, comment or like.

Media – The media campaign generated 19 separate pieces of print, broadcast and on-line coverage with 15 with total readership viewers of 578 million. There were 84.5k views across all on-line media with 1.16 social shares.

## **Analysis**

Survey forms asked respondents to agree / disagree with the Ten Big Ideas for Ten Streets with space for additional comments, ideas and feedback. The analysis of the 189 physical and on-line survey forms responses and comments reflected a very high degree of support for the underlying principles and ideas for the vision for Ten Streets. Full details of the consultation responses can be found at Appendix 1.

The level of support for each of the ideas consistently ranged between 80 and over 90%. This represents strong mandate for a more detailed phase of planning and urban design work aimed at creating a robust framework for delivery.

Analysing the comments from survey forms, social media data and qualitative data from face to face engagement from stakeholders and exhibition attendees, there are a number of emerging common themes and conclusion.

These are:

- Heritage/History – There is a very strong desire to conserve the area's architectural heritage and distinctive urban character.
- A cultural destination – There is support for the creation of a strong cultural offer within the Ten Streets area including the proposed revolving theatre, but a need to focus on improving connectivity to make any new destinations and attractions accessible and sustainable.
- Independent and local – There is a clear desire that the independent, local business profile of Ten Streets should be nurtured and encouraged through planning, marketing and targeted engagement. Lessons needed to be learnt from the Baltic Triangle if the independent, creative and local business profile of the area is to be safeguarded.
- Better connections – Improvement in infrastructure were essential in terms of road and rail improvements, as well as pedestrian and cycle access to and through the area. There was support for the proposed road and rail improvements, but concern that these need to be delivered quickly to help the area to fulfil its potential.
- Sustainability and affordability – There must be a long-term view to development and management of the area to realise and safeguard the vision for a distinctive urban neighbourhood / business district. Ensuring that rents and property values in the area remained affordable was identified as a key consideration in realizing the business and employment vision for the area. There was also positive support for the idea of a green energy strategy and high speed digital connectivity.
- Quick wins – There is a clear desire to begin to change perceptions of the area in the short term to encourage investment and relocation through a series of quick win projects.
- Collaboration with partners and the existing Ten Street community – This needs to be more than a rhetorical commitment. Ongoing dialogue with current occupiers, stakeholders and potential co-creators must become a reality with robust and properly supported engagement structures in place. There needs to be adequate support and sites available to help businesses from the area relocate if they need to.

## **Conclusion**

Whilst recognising the broad-brush approach of the proposals presented for this phase of engagement the responses, comments and data provide a very positive mandate for the ideas and principles informing the vision for Ten Streets.

## **Spatial Regeneration Framework and further engagement**

Now that support for the vision and each of the ten ideas has been established, the Council intends to commission the production of a Spatial Regeneration Framework (SRF) that will establish a planning framework and development principles to shape development in the Ten Streets area and support a CPO should such powers be required as a last resort for any necessary property acquisitions. The boundary for the Ten Streets will be established throughout the development of the SRF.

This document will be considered for adoption as a Supplementary Planning Document (SPD) to assist in the determination of future planning applications in the framework area and to ensure that employment generating uses are encouraged in the area. Further engagement with the public and key stakeholders will be undertaken as part of this process with feedback used to inform the draft SRF document.

The SRF process will be completed before the end of 2017. The cost of the SRF will be budgeted from within existing council resources, however a contribution towards the cost of the SRF may be provided by other partner organisations as the project progresses.

### **Governance**

To ensure that the project is governed by local stakeholders, a Steering Group is to be established which provides representation from a range of organisations. It is envisaged that representation supporting Liverpool City Council will include local businesses representing both the broader creative sectors and land and property owners and other stakeholders representing education and business.

### **Mayoral Recommendation:**

That –

- (i) the success of the launch of the Ten Streets project and the positive response to the public consultation events be noted and welcomed;
- (ii) the production of a draft Spatial Regeneration Framework document to incorporate the findings from the public consultation events forms to shape the development of the area going forwards be endorsed; and
- (iii) delegated authority be granted to the Director – Regeneration & Employment Services to procure the team to produce the Spatial Regeneration Framework via the Pagabo Framework and to budget accordingly.



**Mayor's Priorities**

The Ten Streets project is strategically important to the City and is located within the Liverpool City Enterprise Zone. It has the potential to deliver up to 2,500 jobs for the City Region and will stimulate business rate growth for the City which supports the priorities outlined by the Mayor to improve stability and growth through creating employment opportunities in the City to make Liverpool the best for business.

**Corporate Aim(s):**

*We will make Liverpool the preferred choice for investment and job creation.*

Ten Streets will deliver in partnership between LCC, its partners and stakeholders a comprehensive regeneration project in this part of north Liverpool which has the potential to deliver up to 2,500 new jobs and up to 1 million sq. ft. of new floorspace. This will deliver fundamental step change for this part of the city as well as creating much needed space for the variety of creative industries in Liverpool.

**Key Decision:**

No.

**28 Day Notice.**

Not required.

**Implementation effective from:**

7 April 2017

**Timescale for action:**

Procure team to undertake SRF work – Spring 2017

Prepare draft SRF for consultation – September 2017

Seek Cabinet approval for the adoption of SRF as SPD -- December 2017

**Reason(s) for Recommendation:**

To progress the Ten Streets project by developing a Spatial Regeneration Framework document which will support the comprehensive development and regeneration of the area.

**Alternative options considered:**

Not establishing a spatial development framework for Ten Streets.  
The proposed decision enables the Council to produce a document that establishes a set of development principles to shape and guide the delivery of development at Ten Streets and support a CPO should such powers be required.

**Consultation including consultation with Ward Councillors and outcome:**

To ensure that the vision and 10 big ideas are considered acceptable and receive public support, a series of consultation events have been held, the results of which have been incorporated into this report. Ward councillors have been consulted throughout.

**Financial implications (Efficiency Savings)/ Budget & Policy Framework:**

The cost of the launch and consultation events has been covered using existing resources and private sector contributions.

£90-100k is to be set aside from existing resources to fund the Spatial Regeneration Framework work.

**Legal implications:**

The Spatial Regeneration Framework is intended to be a Supplementary Planning Document (SPD) for the Ten Streets project. The document once adopted would constitute a material consideration in the determination of planning applications and in any use of CPO powers in the area.

The consultants who are to be appointed subject to Cabinet approval of this approach will be procured through the Pagabo 'Asset Management, Surveying and Design' Framework. Pagabo is a contracting body and central purchasing body that is able to purchase on behalf of any public body. Pagabo is bound by UK and EU Procurement directives and UK legislation and has been procuring various strategic construction and service frameworks for many years, including the OJEU compliant Pagabo.

**Risk Management:**

For the Spatial Regeneration Framework to become a Supplementary Planning Document, the relevant statutory requirements must be satisfied.

**Equality implications/Equality Impact Assessment:**

An Equalities Impact Assessment will be undertaken for as part of the consultation process for the compilation of the SRF document.

**Climate Change Strategic Framework and Climate Change Adaption Framework:**

One of the 10 big ideas is to improve sustainability of the area so this will be picked up through the emerging SRF document.

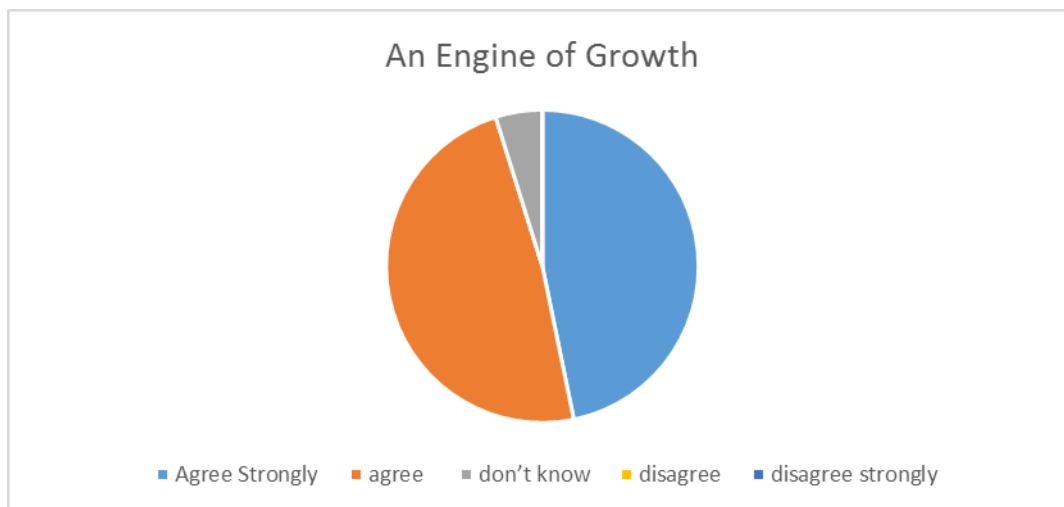
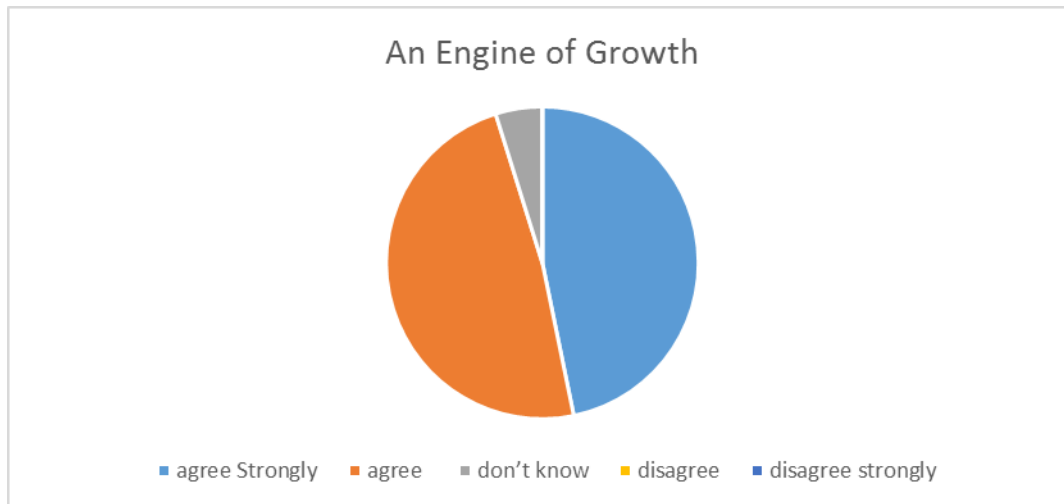
**Report attached:**

Appendix 1 – Ten Streets Consultation Feedback

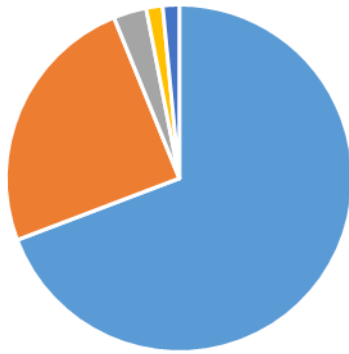
## Appendix 1

### Ten Streets – consultation feedback

#### 1- Quantitative Analysis

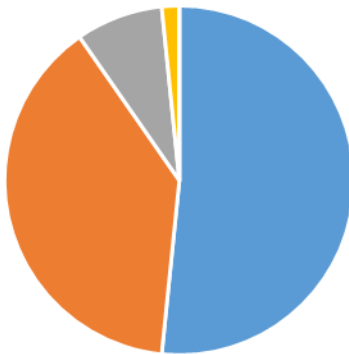


### Creating new Spaces



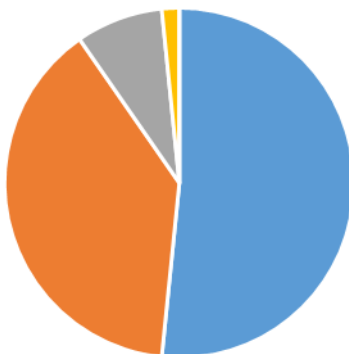
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### A Cultural Stage



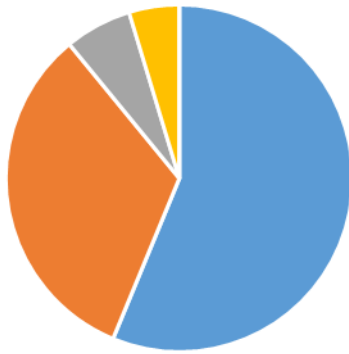
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### A Cultural Stage



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### Making new Connections



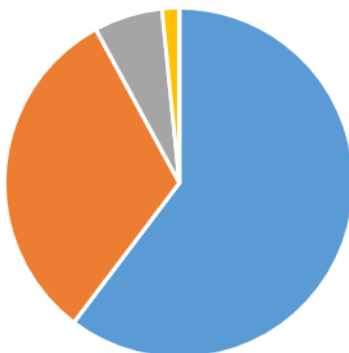
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### Embracing Innovation



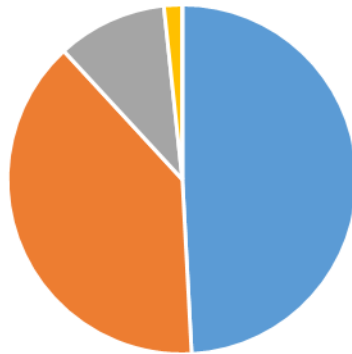
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### A creative Catalyst



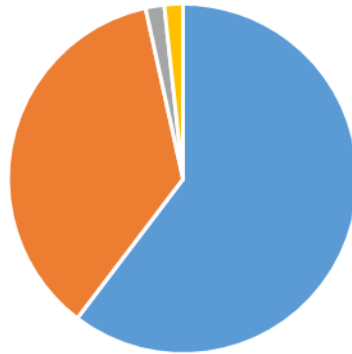
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### A thriving Community



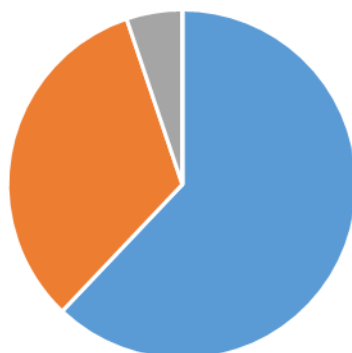
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### A collaborative Approach



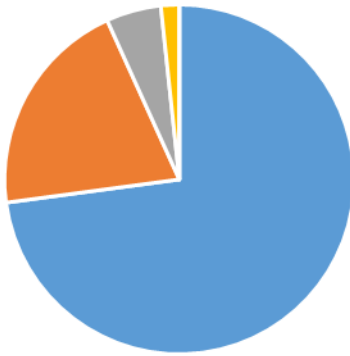
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### A vibrant destination



■ agree strongly ■ agree ■ don't know ■ disagree ■ disagree strongly

### Celebrating Heritage



■ agree strongly ■ agree ■ don't know ■ disagree ■ disagree strongly



## Appendix 1 - Feedback comments

### An engine for Growth

**Ten Streets will be an engine for economic growth and renewal. We are designing a new home for tech entrepreneurs, digital businesses, and the connected economy.**

*“There is already momentum to engage with.”*

*“Need more than a location, need the council to support finally.”*

*“Why are tech and digital always lumped together?”*

*“Concerns about impact on Baltic. Can Liverpool support two creative quarters?”*

*“Whilst I agree, I think business need to look outside the region for growth and adopt a more international mindset.”*

*“What about other creative industries (small businesses)?”*

*“Something North Liverpool has been crying out for years”*

*“Smart. Avoid Shoreditch II; small doses of Hipster is good; Hipster saturation can be counterproductive, corrosive even.”*

*“Don’t overdesign, allow it to grow organically.”*

*“Based on Park West in Dublin caution is needed. This area has no soul.”*

*“Good to finally have plans for growth outside the city centre.”*

*“Fully support the objective. We can’t sit back and watch the area decay.”*

*“What about other creative industries? What is the plan for existing businesses, relocation?”*

*“Positive move. Liverpool currently lacks any significant clusters of uses relating to this sector.”*

*“Many people working in these industries tend to be young and prefer a more walkable lifestyle; connections must be improved for pedestrians and cyclists.”*

*“This will be a good idea to increase this tyre of economy as there is limited scope at the minute in Liverpool. However, young tech must have equal*

*affordable and connected homes, small tech entrepreneurs and pricy flats are not a good objective.”*

*“It is good, although there is a concern over whether there is enough scale to support here and Baltic.”*

*“My main concern is, where will the existing industrial users be accommodated?”*

*“Clearly this is a welcome objective – any way to bring a deprived area into use and to create jobs clearly is – my only issue is that, as is so often the case, the high-end jobs are for highly-trained and (likely) already relatively affluent and successful people, possibly from outside Liverpool. It would be great if jobs were also created for those that need them the most – low skilled locals from deprived areas of the city, who would benefit the most. Otherwise this scheme will increase inequality rather than decrease it.”*

*“Increased attention on creative and digital economies due to rapidly expanding industry. Providing a large area for companies to work collaboratively will be a boost to the city.”*

*“Will land and rent values rise as a result of this initiative and actually price the entrepreneurs out of the market?”*

*“If the theatre/music project goes ahead why not get LIPA involved – maybe a second campus.”*

*“Collaboration.”*

*“Could a community benefit scheme be put in place to give back to community of Vauxhall etc.?”*

*“Way to broad! I do agree an engine for growth but how will you attract the desired businesses?”*

*“The combination of business enterprise opportunity, the enterprise zone and the hotel/leisure offer will create significant opportunity for LCR and contribute positively to the strategy for LCR.”*

## **Creating new Space**

**Squares, public spaces and pocket parks will be an essential part of Ten Streets’ creative alchemy – places to gather, relax and imagine, places**

**for ideas to germinate and coalesce and where chance encounters spark new creative collaborations.**

*“Liverpool has once been the city of parks; inspiration for New York’s Central Park etc. Postage stamp spaces can work, if budget for maintenance; private businesses e.g. Cares given autonomy.”*

*“Need to be careful. This area needs to be considered in terms of the overall area regen and not against town.”*

*“Will landscape architects and urban designers take a lead role in this?”*

*“Having spoken to Russian entrepreneurs on this very subject, they agreed that UK culture needs more spaces which let strangers collaborate, without feeling awkward about it.”*

*“Need more information.”*

*“I love this as an objective but think a huge amount of footfall is required if these spaces are not to feel lost/forgotten.”*

*“We can never have enough open spaces and parks.”*

*“Definite potential to create mixed space. Needs stitching in with existing cultural offer i.e. Hope University/ Capstone.”*

*“Nice to have pedestrian only avenues and spaces with greenery.”*

*“The area’s selling point is its industrial buildings. Use the rail siding on Love Lane, and planters on Dock Road.”*

*“You need to bring people in, and therefore the public transport system has to also reach the destination.”*

*“Has to be balance between creation of ‘place’ and urban grain and nor losing industrial identity and heritage. But balance of old and new can be done.”*

*“Parks should be overlooked 24/7.”*

*“Spaces for charity innovation/ community could be proposed.”*

*“Make a start by relocating the scrap yards and using the space regained.”*

*“Who implements? Who retains? Need to create an interconnected structure.”*

*“Grand Idea.”*

*“Creating positive spaces will be vital for the success of the project. The area has a negative stigma. Well planned open spaces will give a more positive feel to the area.”*

*“Noise, general pollution from nearby industrial sites may be a blight.”*

*“Again, this is obviously welcome – I would particularly recommend prioritising greenspace. This could be traditional parks, tree planting etc., or more creative ways including green walls and roofs. Green space is one of the most effective ways to improve public health and Liverpool is one of the worst cities in the country for that.”*

*“Agree, though it’s difficult to see it happen at the moment and for a long time.”*

*“Buy Costco and Toys’R’us sites and connect property to Old Hall Street. Major Park with development around it.”*

*“The urbanisation of this will particularly need greenspace to both contribute to environmental sustainability and also will be extremely useful for social interaction given the current lack of greenspace in this area.”*

*“Quality > Quantity. Random patches of grass are NOT parks or spaces in which people collaborate. Do NOT tear historic buildings down for park space.”*

*“These are vital! Particularly for making visitors want to dwell in the area – help the local economy.”*

## **A Cultural stage**

**The Northshore area has already become an established events destination thanks to the trailblazing work of Kazimier and Sound City. We’ll add a new dimension to the Ten Streets offer with a stunning new performance venue, The Hangar Theatre – a unique performance space providing audiences with genuinely immersive experience and an international quality theatre and musical programme.**

*“The more the merrier.”*

*“An area needs a well thought out spread of industries and uses to provide a successful and desirable location.”*

*“Utilise local creative practitioners.”*

*“Opportunity to attract artists of various kinds from London driven out by high price of properties. Produce cheap studio space.”*

*“It should complement what is in the city already and not compete with it.”*

*“Brooklyn’s BAM is a strong boilerplate for this.”*

*“Arts is known for shortage in revenue. The stage should only be seen as a way of bringing life to an area and be ‘less leading’.”*

*“Does Liverpool already have theatres and performance venue in the city centre? Will people travel to the new venue or will it become a white elephant?”*

*“Depends on where it is.”*

*“I agree but give the Kaz and Shore a chance to do their thing without being overwhelmed by developers.”*

*“Good for all ages, maybe things that local schools can get involved in.”*

*“One of the strengths of the area is employment and manufacturing; would not like to see the area exclude these as they can be creative industries in their own way.”*

*“This part of Liverpool is close enough to the city centre to support these uses. May help grow the city centre.”*

*“Parking lots destroy the fabric of communities so alternative modes of transport should be implemented to connect patrons to these venues.”*

*“As Liverpool is already a hub for social and cultural events adding to this would be extremely exciting and would really help the area regain a place back on the map.”*

*“Need to find right site...how does this go with Peel’s proposed cultural project?”*

*“I like it and there is precedent at Baltic and Cains Brewery. How is it being funded though?”*

*“Offering these performance areas will draw new people to the area and spill over for other businesses.”*

*“At the moment, the area is not particularly accessible by public transport or attractive to visit.”*

*“Not enough info yet but slightly concerned about future-proofing sustainability when so dependent on a single operator/operation.”*

*“Find a way to engage with Liverpool Biennial.”*

*“Really depends on who commissions and builds.”*

*“Great idea, however no plans of The Hangar Theatre and will this be all year round?”*

*“Is an operator in place?”*

*“Creating a unique offer that does not compete with elsewhere in the city region will be an advantage.”*

## **Making new Connections**

**This is not a place apart, but a new integrated part of and expanding city centre – an open, permeable neighbourhood easily accessible to all transport modes.**

*“The arteries between Stanley Dock and both Moorfields and Sandhills are obscene. There must be a massive revamp, one that incorporates interactive boulevards that offer everything from bridle paths (yes, seriously) to bike paths to high speed electric vehicles or trams.”*

*“It could be, but it is far from the city i.e. not within easy walking distance. A new rail station will be beneficial to its success.”*

*“Very important. Communication’s not good at moment for public transport.”*

*“Public transport in this city is patchy at best. Again, good as an ambition but not easy to achieve.”*

*“New station essential. Expanding Merseyrail network to Preston, Wigan and Manchester would help in terms of connectivity.”*

*“KEY!”*

*“Bike lane good idea. Should be well connected.”*

*“An integrated area but with a strong sense of individual personality will be key.”*

*“Walking/Cycling route from tow path to Liver Building are should be a priority. Alongside walking/cycling route docks should allow passage via kayak/canoe/SUP from the canal into the city. See Stockholm as an inspiration.”*

*“Strong transport links need to be put in place 24h.”*

*“A train station and bus route are easily achievable.”*

*“The grid system of the ropewalks combined with the wide cycle lanes of Copenhagen would help to breed an accessible, youthful, responsible atmosphere within the area.”*

*“New rail link station will assist. Needs to be a destination to attract visitors. Doesn't feel part of the city centre offer.”*

*“Integral.”*

*“We need more affordable transport and more of it in this area.”*

*“Connectivity to waterfront as well as City Centre and north Liverpool and beyond (coastal paths, cycle routes, vehicle and water routes).”*

*“What potential for new rail connection?”*

*“Great opportunity for good access to city.”*

*“Could cause a cut of for the community and wall in the opposite side.”*

*“Best of energise and synergise.”*

*“I see Ten Streets as an inland extension of Liverpool Waters (or vice versa!) – the two integrating (despite the wall).”*

*“Transport links will be key to achieving this. Has anyone spoken to Merseytravel?”*

*“Connections to city centre are very important. At the moment, there are parallel streets – need to be able to connect between them. Public transport – rail and bus – accessibility needs to be addressed.”*

*“This will be extremely difficult to achieve. Site is bordered by three major roads. Will need careful consideration of public transport and walkability. Widening pavement along Leeds Street and Dock Road important along with a new train station.”*

*“Absolutely necessary – this wouldn't work as an enclosed bubble – wider participation should be a must and good transport key – sustainable transport would be even better.”*

*“Agree, it will happen an awful lot quicker if EFC go to Bramley Moore Dock. If not, it is at least medium term.”*

*“Needs new station on Northern Line. See also Costco and Toys'R'us site.”*

*“Extremely important to ensure routes are improved to increase street attractiveness for walkability and allow them to feel safe – to create an accessible neighbourhood. Train station really good idea for this.”*

*“Need new Mersey Rail station; slow traffic on Regent Rd. and Great Howard St. between Ten Streets and city centre to enhance the pedestrian experience (i.e. buildings should be built close to the streets with retail facing those*

*streets, parallel parking should be implemented, trees should be planted, etc.).”*

*“This is really important that the area doesn’t become an island. Buildings facing into Regent St. will be pivotal in securing this.”*

## **Embracing Innovation**

**Ten Streets will be a neighbourhood with its own ambience and energy, reflecting its maritime heritage, but also a vivid expression of cutting-edge style, architectural invention, smart technology and environmental sustainability.**

*“You should research more of the history.”*

*“Keep the heritage.”*

*“An area to live/work with a focus on sustainability and design built in is a hugely attractive proposition.”*

*“Will depend on usual impact of Liverpool Waters. More creative thinking needed i.e. Trafalgar Dock and how they would fit together.”*

*“Reminiscent of Meat quarter or Alphabet City in Manhattan – connecting to rest of Liverpool essential. Also, soft spaces needed.”*

*“Yes!”*

*“The solar panels in the sun shield on the display is excellent, however they have been stuck there with no thought on integrated design.”*

*“Lots of potential for high quality, functional public realm spaces.”*

*“Important to keep connection with city centre as well.”*

*“Needs to be organically developed and not over planned.”*

*“Bringing life into the area is vital.”*

*“It’s good to be innovative but also not forget our passed history in this area.”*

*“Some concern that these industries are nor particularly economically resilient.”*

*“Protect every single building built before 1940 if you want the character to remain. New buildings should be built on existing parking lots. Historic walls should be torn down if needed.”*



*“If the sustainability is executed as presented in this screening then this is definitely and objective we need more of. The community lack this currently. Environmental sustainability will be particularly good with walkability and train station.”*

*“Sounds good – sounds like a lot of intervention needed before developers and investors will have necessary confidence.”*

*“A mix of new style with maintained heritage buildings would be great – and any improvement to environmental sustainability would be fantastic – a car free zone maybe?”*

*“Transport options, I think, will be a big problem.”*

*“It is important to create its own sense of identity to improve public perception of the area.”*

*“Need to protect identity, remove poor quality and introduce sensitive modern.”*

*“Ambitious aspiration but will it be realised?”*

*“Devil’s in the detail when using terms such as ‘smart technology’ and ‘environmental sustainability’.”*

*“To attract high-tech enterprises, build or encourage some radical new architecture (low-medium-standalone buildings).”*

*“Natural capital, green energy.”*

*“Atlantic links.”*

*“Sustainability needs to be addressed. However, I think keeping heritage or buildings is most important! Titanic Hotel is a great example.”*

*“Work with the existing heritage assets and urban grain.”*

*“Think about energy strategy early, before opportunities missed.”*

*“Its strength will be creating a new place and not an ‘anywhere place’ with no identity.”*

## **A Creative Catalyst**

**Cities are changing with new patterns of commerce and creativity taking root in unexpected places and former industrial districts. It’s vital that Ten Streets remain fertile, accommodating and permissive – making space for every kind and scale of creative innovator.**

*"This is marketing baloney, however at least you are thinking about the principle."*

*"Low rents for small businesses and support."*

*"Yes, but needs to be lead by creative organisations/artists/entrepreneurs aka Berlin."*

*"Fertile for creatives until it works and they're moving on."*

*"The area will require a diverse and bold group of businesses to sustain and provide for itself. From Pharmacist to theatre."*

*"There is never enough space for creativity."*

*"You haven't yet assessed the side of creative businesses here yet."*

*"I would be weary of inviting the larger scale shops and attractions as the rent at the vale increases and smaller businesses end up being priced out."*

*"Inclusive and diverse business and community base crucial to long term sustainability."*

*"Make spaces adaptable."*

*"Too broad!"*

*"Massive opportunity to create European village here and unite artists in residence."*

*"Must keep 'found spaces' to enable a layered fabric of users in the area."*

*"It has to remain affordable to enable artists and start-ups to communally energise the area."*

*"Flexible development framework? Use of a local developer?"*

*"Regeneration om the area is well needed, but keep old buildings as best you can."*

*"Not clear what this means."*

*"Work spaces should vary in size to accommodate firms of all kinds."*

## **A Thriving community**

**We envisage a neighbourhood with a distinctive and original residential ambience. The scale and style of residential development within Ten**

**Streets will be tailored to complement rather than dilute its creative identity.**

*“There should be affordable housing for everyone. And keep the names of the Streets.”*

*“Needs to be mixed age and cultures.”*

*“However without residents there is a risk of a development without soul.”*

*“Needs to be controlled. Baltic is now being swamped by residential squeezing cultural activity.”*

*“The uses (residential/commercial) must be planned together built together and live together.”*

*“Will introduce more zoning and displace long established industrial companies.”*

*“Yes, some residents will be needed but working creative spaces are more important.”*

*“Will affordable housing be accommodated?”*

*“But must also be affordable for local people.”*

*“Balance needed between commercial business activity development and residential aspiration.”*

*“Will be interesting to see how the community is integrated to such an affluent development.”*

*“Have to ensure connectivity with nearby neighbourhoods!”*

*“Human scale and texture is key.”*

*“But what about connections to the existing communities?”*

*“Not sure local scousers would favour living here – young professionals definitely.”*

*“Style of residential development important. Need to avoid another Baltic Triangle of poor development.”*

*“Sounds good – Harcourt’s flats are plentiful and will take a long time to sell. Will social housing be part of it?”*

*“The identity must not be lost within this neighbourhood as this will not affect economic pull factors but degrade existing social and cultural identity.”*

*“Don’t want to risk excluding certain demographics from both visiting and living in the area.”*

*“To ensure the neighbourhood remains original, all buildings built before the 1940’s should be saved. Those buildings have character that developers aren’t willing to build anymore.”*

## **A collaborative approach**

**Ten Streets is a different kind of regeneration project. We are not imposing an identity or blueprint, but are working collaboratively with partners to discover and nurture an identity that is already emerging and fulfils the potential of the area’s extraordinary assets.**

*“The drive has to come from creative industry to make sure the area doesn’t become sterile.”*

*“Who are the partners/stakeholders/potential investors etc.? What will be the public sector’s input?”*

*“Land ownership is key. Need to acquire land from LCC.”*

*“Work with Peel/Liverpool Waters.”*

*“Strong mix – not over embraced by one big lead partner.”*

*“Opportunity to work with Enterprise Zone to maximise impact and drive change. Elements of planning needed to ensure infrastructure.”*

*“Yes – incremental regeneration spilling out from larger adjacent programmes and from further afield.”*

*“If you want to truly regenerate the area you must make it more pedestrian and cyclist friendly, connect it to public transport, keep older buildings, build on top of parking lots, and prohibit the construction of single-family homes with yards.”*

*“Recommend taking a collaborative approach.”*

*“Collaboration is definitely an exciting idea for this; will ensure all property and community ideas are included.”*

*“Tap into Irish roots.”*

*“Such an approach is refreshing. Thank you.”*

*“By using urban designers and landscape architects, this will be achieved.*

*They are one of the few professions who connect people to the development.”*

*“Marketing...”*

*“Good top down approach does not work.”*

*“So far too little engagement has been done by council with the already established creative businesses.”*

*“I think we have a lot of good assets in this area. I was brought up in the 60’s and 70’s on Scotland Rd. which was a thriving community with lots going on but then witnessed the terrifying decline of the 80’s. I now live off Stanley Rd. (other forgotten area of the north side).”*

*“There is enough room in north Liverpool to grow and create a unique area of the city. Went to a talk on regeneration and the speaker said areas like this are developed by creative people and eventually if successful become gentrified. This is happening in the Baltic and is a natural progression. This area offers the chance to stimulate creativity in north Liverpool which would be great.”*

*“I don’t know much about these projects. But I’m supportive if developers don’t just bring schemes in from elsewhere.”*

## **A Vibrant Destination**

**Interesting, diverse and independent places to eat and drink will be vital ingredients to the area’s appeal to those who want to work, live and invest there. Ten Street’s intense energy and personality will be a magnet also to visitors keen to experience and stay in a unique Liverpool neighbourhood.**

*“Provisionally agree, but I’m weary of an emergent bubble in restaurant culture – what is needed are affordable places (think Bold Street Coffee, Italian Club on Bold Street).”*

*“It’s a unique area and the Stanley Basin and Dock are unrivalled in the setting and history and succeed all the new developments. Need to link together.”*

*“This can only be a good thing for local people as we have no nice places to eat or drink and maybe try and build our community.”*

*“Recreation time facilities will be key to attracting visitors, residents and businesses.”*

*“Look forward to it, but am weary of shifting the same offer around the city i.e. Church St, Lord St, to Liverpool One – them all moving to Ten Streets should be considered.”*

*“It has a rich identity already, you should encourage instead of govern.”*

*“Residents will keep an area alive after the ‘FAD’ of being the newest and coolest dies. A good range of food and beverage venues of appropriate size is vital.”*

*“Alongside eat/drink have a focus on leisure activities – open water swimming, cycling, kayaking, canoeing, SUP.”*

*“Visitors will need to be aware – Liverpool focuses so much communication/tourism around the past; The Beatles...”*

*“All the local shuttered pubs in the area must be saved, renovated and offered to entrepreneurs not breweries. They can be true rivets for the community.”*

*“I think a mix of uses with a particular focus on eateries will be really useful.”*

*“Diverse and independent stores will only open in this area if people can access the area and if the retail bays vary in size – 6m wide is good for a small business.”*

*“Hopefully – it is a shame how it is now. EFC will help.”*

*“Related to other points though – this sounds like another area where the middle-classes (like myself) who already have many options in the city can afford to come, but not the poorer parts of the city. As this area borders some of the poorest, making sure they are not excluded is important – this should improve everyone’s city life, not just those of us who are already fine.”*

*“Diversity is key.”*

*“Use a connection with the Biennial (if they will play ball).”*

*“One can hardly disagree. But a key issue is the perception/image of the area. At the moment is not very good and needs changing.”*

*“Increases in population density will lead to an increase in demand.*

*Restaurant/Bars etc. are important to encourage footfall.”*

## **Celebrating Heritage**

**The Ten Streets area contains some of Liverpool's most important and dramatic maritime architecture. Heritage, history and character are our most precious assets and will be the foundation for the area's new identity.**

*"Some of the most obscure architecture, should be maintained but shouldn't impact investment."*

*"History is a major part of Liverpool, key driver for tourism."*

*"Heritage site issues and relationship to Peel's Liverpool Waters proposals need to be carefully considered. Leeds/Liverpool canal?"*

*"Should be made a conservation area."*

*"Some of the surviving brick warehouses were 'topped' – why not restore to original height and use for office/studio or residential?"*

*"Definitely! Titanic is a great example for keeping heritage."*

*"As noted work with the heritage grain."*

*"Agree, try to retain as much as possible as part of area identity and history."*

*"If you believe this is the case, then they should be saved!"*

*"This may be more important than the presence of any new development."*

*"This needs to be kept intact and not degraded for this is an integral part of the area and people visit this area and a major influence on an already debated UNESCO heritage status."*

*"Irish and migration history!"*

*"...and remembering the former residents of the Ten Streets."*

*"Recreate the nautical brands in splashes of colour throughout the area, e.g. White Star, Murals etc."*

*"Including historical bars come and gone."*

*"Baltic has shown how new development can be designed to fit in with existing built heritage."*

*"Whilst they are precious assets, a younger and more creative generation should not be hindered by them, as this equates to inhibiting its future possibilities."*

*“So far you have failed to demonstrate this. Many old buildings have been marked as detrimental to Ten Streets on your map of October 2016.”*

*“Can’t be done without the added value of the history etc.”*

*“The industrial heritage gives the development its unique selling point.”*

*“We should never forget our past and the greatness of Liverpool as a fabulous port and city.”*

*“As above one of the last untouched industrial landscapes, the walk to the tobacco warehouse is a fantastic experience. The waterway connection should be exploited more. A water taxi from the Pier Head every 30 minutes would help.”*