

The Anfield Project

A consultation document
June 2013

A vision document for people, place and park.

In October 2012 the Mayor of Liverpool, Joe Anderson announced that Liverpool City Council had established a partnership with Your Housing Group and Liverpool Football Club to develop the regeneration ideas for Anfield. The new ideas build on the Council's existing ideas to revitalise the housing in the area and follow on from the considerable investment already made to make Anfield a better place. These new ideas will enhance the ongoing regeneration of the area, giving long term benefits to the current and future residents and businesses based in Anfield.

The document provides for further regeneration and focusses on:

- Anfield Village & Rockfield housing refurbishment
- New build housing
- The Walton Breck Road (High Street) corridor
- New Public Space and Village Square
- The completion of Stanley Park
- LFC's preferred option to expand Anfield Stadium

The document outlines a number of ideas which could be delivered with the support of residents, businesses and other stakeholders. The ambition is for neighbourhood renewal of national importance based on local interests with strong community involvement.

We want to hear from you.

It's all about Neighbourhood



Neighbourhood

Through **housing renewal**, a new **health centre and school**, the restoration of **Stanley Park and Isla Gladstone Conservatory**, the regeneration of Anfield is well underway.

These proposals focus on further initiatives delivering **complementary development**, community involvement and **renewed area pride**.



Neighbourhood renewal

The new Mere Lane Health Centre, Four Oaks Primary school and ongoing neighbourhood renewal form a foundation for further environmental and housing stock improvements. The Anfield Project will build on existing initiatives, **greening the neighbourhood**, **strengthening the sense of place** and linking to a new health, employment and leisure initiatives centred around the High Street and Stanley Park.



Community action

The healthy living agenda set by the wider proposals could be encouraged to spread through the neighbourhood in the form of **community gardens** and **use of open space**. As an example, the Community Gardens movement in New York has turned **wasteland and gap sites into green oases**, through involvement from individuals, Community Interest Companies and Land Trusts.

Green Buffers

Existing housing can rub along uncomfortably with matchday crowds. Landscape and planting around refurbished and new housing together with new commercial buildings on Village Square will **emphasise privacy and provide a buffer**.



Housing

New house building and **intelligent refurbishment** of existing Victorian terraces will deliver improved housing standards. **Pocket Parks** on gap sites and **imaginative greening** of streetscapes will return Anfield to its origins as a **desirable leafy suburb** of a thriving and lively Liverpool.

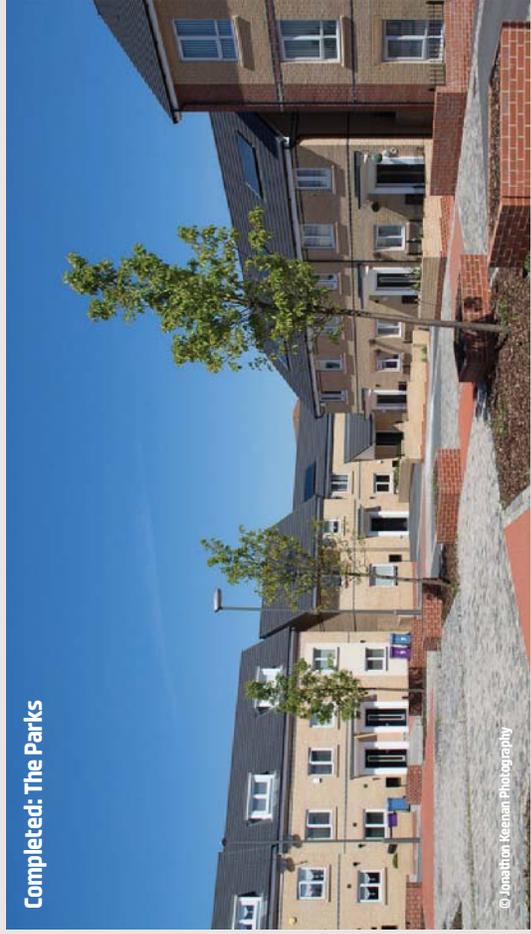


Anfield Village and Rockfield Neighbourhoods

As part of the wider renewal, the terraces of good sized Victorian family houses are being refurbished, **maintaining larger housing** for existing and new residents. The smaller terraces to Anfield Village are already providing opportunities for reformulating to create new family housing such as the 'two into ones'. These proposals focus on providing a suburban environment with **good quality streetscape**.



Completed: The Parks



High Street

Careful restoration and exciting new buildings, including the potential training hotel, aim to **anchor the regeneration of Walton Breck Road**. Improvements to buildings must be matched by improved public space with sustainable new uses including both **community and commercial enterprise**.



New Investment

The proposed training hotel can be a **catalyst for increased activity on Walton Breck Road**, investment in new business, training and jobs together with increased visitor numbers from an expanded stadium and improved range of non-matchday facilities. There will be **new opportunities for start up businesses to occupy the shop fronts along the High Street**.

The High Street

Walton Breck Road has suffered from the draw of both city centre and out of town shopping. The dominance of the stadium is a key focal point creating a 'sense of place' but with limited appeal outside matchdays. The High Street requires **new uses serving local needs and adding to the visitor experience**.



Business Hub

High quality commercial buildings, offices and retail can become catalyst for **reclaiming public space**, bringing life to areas around the potential Village Square. A strongly defined public square, with clear uses **could be as purposeful on a wet weekday morning as a sunny matchday afternoon**.



Enterprising community

At the centre of these proposals there will be a plan to bring new business to the area. New commercial uses adjacent to the Village Square would help support existing and new home-grown business. A lively and local commercial centre, would help create a **more desirable neighbourhood**.



Enterprising buildings

A new suite of commercial buildings, **aiming to attract significant employers to Anfield**, would form a new edge to the village square. Large employers will attract associated uses and businesses, generate training, employment and enterprise opportunities.



Stanley Park

The recent restoration has reinvigorated Stanley Park. This **important restoration** leaves room for new and complimentary uses. As a whole the Park should aim to be the **perfect balance of historic** and **modern recreation space**, reconnecting the people to 'the People's Park'.



The Evolving Park

Promenading may have given way to dog-walking and a kick-about in the constant evolution of Park life, however the ideals of **community access, health and recreation** remain constant. The proposals facilitate and encourage activity that will **engage and involve new generations** of Park users and visitors.



The People's Park

Dubbed 'The People's Park' by Mayor Hubback in 1870, it encouraged **team sports, children's sports days and fetes**. The 21st century Park must be multifunctional, accessible and engaging. The Park should aspire to accommodate events and uses that **bring more people to the Park, for more reasons, more of the time**.



Parklife

The 21st century Park should seek relevance for the modern age, **preserving heritage value** while delivering more **activity, health, recreation and cultural use**. The Park should support established health and recreation uses while encouraging new uses that will bring new people to the Park.



Outdoor Gym



Parkour

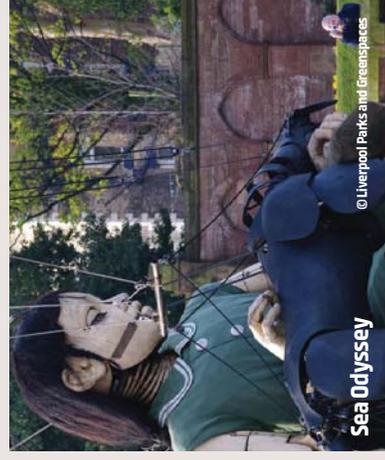


Culture Park

The explosion in family friendly music, food and arts festivals has brought new life to many Parks and public spaces. Open recreation space could contribute to an **active programme of summer events**. Working with other festivals and building on links with cultural sector partners to make Stanley Park a hub for north Liverpool.

Park & Ride

The proposals will facilitate and encourage healthy living, exploring emerging sport and recreation that would **engage and involve new generations** of Park users and visitors. The rising popularity of outdoor gyms may suggest an **interactive sculpture Park, urban art and recreation**. For example, The British Horse Society is looking to support **new urban riding schools** as part of its **Olympic legacy**, recreation that we could attract at Stanley Park.



Sea Odyssey

© Liverpool Parks and Green Spaces

The Food Hub

The Food Hub would create direct links between food partners and the local community, becoming a **good-food distribution point** for North Liverpool, attracting local and regional producers, creating jobs and **improved access to high quality produce** as a focus for healthy lifestyles.



Market Garden

The Food Hub proposal is arguably incomplete without the recreational and training value of horticulture and the **pleasure in growing**. Encouraging kitchen and 'market' gardens around the Food Hub and wider neighbourhood would have recreational value as well as the obvious educational and community value. Creating **verdant and vibrant productive gardens** for the neighbourhood and a visitor attraction for the Hub and Park.

Learning and Working

The Food Hub has the potential to offer direct **employment, training and education** opportunities in food production, preparation and service. Through links to other production, hospitality and recreational partners and distribution partners the Hub could offer training opportunities and access to new **careers** for local residents. Links to local schools would provide education opportunities in food production, policy and healthy eating.

The Avenue

The Avenue would become an **animated and landscaped route** connecting the Walton Breck High Street through Stanley Park to Priory Road. Improving community access to Stanley Park, better connections to both football stadia and parking, supporting employment and recreational uses.



Kimnear Landscape Architects



EMW Landscape Architecture

Stalls, Delis and Markets

The Avenue would become a focal point for **celebration and enjoyment**. Through links with food producers and event programmers it could look to support a programme of events, markets and festivals. A cluster of initiatives, including a matchday covered market that could connect **grass-roots urban agriculture** to national and **international food tourism**.

The Avenue

This bold move would place the Park as a focal point for a new community emphasis. Improved family friendly space, better connectivity for all neighbouring communities, new commercial, community, health and recreation uses along and around The Avenue.



Matchday

The aim is to provide an **extended enhanced matchday experience**, using matchdays to encourage greater participation in other sporting, health and recreational activities with more diversity and activity in purpose designed facilities to encourage **greater family participation**.



Public space

At the junction of The Avenue and Walton Breck Road an adaptable 'year round' Village Square would be able to accommodate **markets, family workshops and weekday activity**. A space capable of accommodating matchday crowds and supporting small events as a focus for activity.

Fan-park

These proposals seek to offer an **wider range of activities on matchdays for fans and local residents alike**, using matchdays to encourage greater participation in other healthy living activities. More diversity and activity would **encourage greater family participation** and relieve crowd management through staggered arrival and departure while bringing more money into the local economy.



21st Century Stadium

The proposed expansion of Anfield stadium maintains the idea of a stadium in the Park by **extending open space (The Avenue) around the stadium and creating an enhanced modern stadium within a high quality landscaped setting**. This will bring club, place and Park together.



Anfield Stadium

In October 2012, Liverpool Football Club confirmed its preference is to stay and expand Anfield stadium subject to detailed feasibility studies and the community and home owners' support. The Club believes the wider Anfield regeneration vision is an **important step to transforming the area for the better**.

Any expansion of the stadium will include **vibrant and useful public open spaces**. These open spaces will be created in keeping with the wider Anfield regeneration plan and be used for everyday activities while also providing a buffer between the residential neighbourhood and the stadium.

Liverpool FC

LFC has been playing at Anfield for over 120 years and it is one of the most famous football grounds in the world, drawing large numbers of visitors to the area on match and non-match days. **LFC makes a significant contribution to the local economy of the area** and this will be enhanced through the proposed regeneration plans.



Anfield – the possibilities

Key

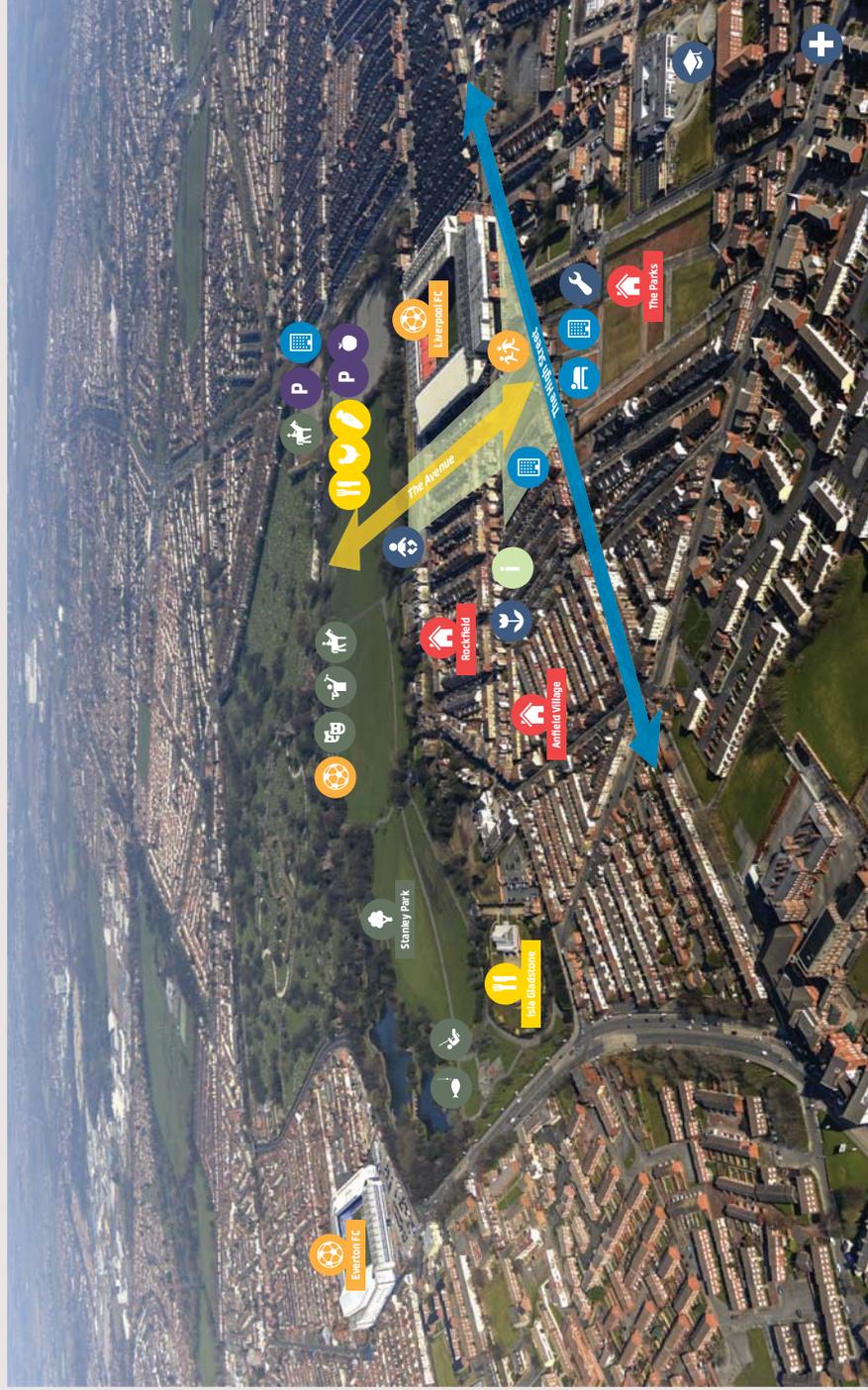
- | | | | |
|--|--|--|--|
|  Regeneration |  Information |  Commercial |  Training Hotel |
|  Housing |  Project Office |  Commercial |  Training Hotel |
-
- | | | | | |
|--|--|---|---|--|
|  Landscape Events |  Urban Bldg |  Fitness Trail |  Fishing |  Children's Play Area |
|  Stanley Park |  Urban Bldg |  Fitness Trail |  Fishing |  Children's Play Area |
-
- | | | | |
|---|---|---|--|
|  Match Day |  Food Hub |  Food Livestock |  Food Production |
|  Football Fan Park |  Food |  Livestock |  Production |

Community

- | | | | |
|---|---|--|--|
|  Education |  Health Centre |  Training |  Social |
|  Education |  Health Centre |  Training |  Social |

Getting There

- | |
|---|
|  Parking at Ortoford |
|---|





Questions

Anfield Project Does the overall vision have something in it for you? If not, what would you suggest?

Housing There have been improvements to housing in the area. What do you think about the existing and planned improvements?

High Street There is a need to find different uses for the High Street. What can we do to turn the High Street into a thriving centre of Anfield, both on and off match days?

One of the options for the High Street is a mix of residential, commercial and local employment and training opportunities. How could this help boost the local economy and improve the High Street?

Business Hub One of the options under consideration is the development of office accommodation in the area. This is intended as a way of providing local employment and training opportunities. What do you think about this idea?

Stanley Park Which of the proposals to improve the recreational uses of the Park do you think will be successful?

What other simple things could be done to make Stanley Park a place you would choose to visit and spend more time in?

Stanley Way There is a proposal to develop a landscaped walkway between the Park and better connect it to the wider area. It is proposed that Stanley Way could also provide a location for markets, festivals and other outdoor activities. What sort of uses for Stanley Way would you like to see?

Food Hub There are proposals to grow and produce food locally in Stanley Park, providing employment, training and education opportunities. What do you think of this idea?

Matchday Whether filling in the neighbourhood or only visiting on matchdays - what would you like included to improve the matchday experience for you? If a visitor, what additional local facilities would you like to spend more time in the Anfield area?

Project Office It is proposed to open a dedicated project office, how can this be used to keep you informed and involved in the future of the Anfield Project?

Project Office

This document sets out some bold ideas, the new Project Office will be a hub for testing these ideas. During 2013 these proposals will bring together people from the local community with other stakeholders to help **shape and refine the vision** and develop the mechanisms for delivery and operation.



Project Office

The Project Office will be an open invitation to engage with the project, to view the proposals, pass comment, contribute ideas and influence the outcome. This vision document aims to get everyone talking and thinking about what regeneration should be about, what it should deliver and how it can be achieved.

Community Involvement

Community involvement is the key to successful neighbourhood regeneration. While exhibitions and questionnaires have their place, summer fairs, mobile park-lets and pop-up cafes would help spread the word. Focusing on the quality of the environment, access to jobs, training and recreation, health and wellbeing and adding up to pride in the neighbourhood.

Consultation programme

2013	Start public engagement.
June	Open Project Office.
July	Formal consultation on Spatial Regeneration Framework for Anfield.
September	
November	Adoption of Spatial Regeneration Framework.

2014

Submission of Planning Applications.

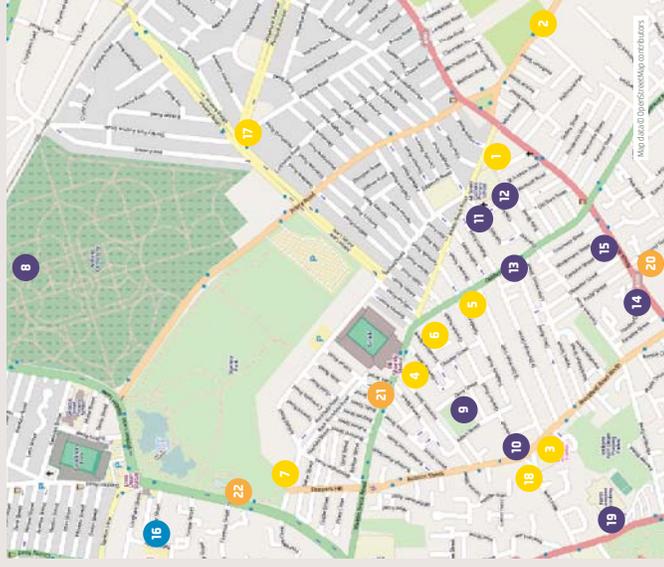
Next Steps

The views expressed in response to this vision document will be used to shape and inform the development of a more formal planning framework or masterplan to provide more detail on the proposed way forward which will be subject to further consultation and engagement in due course.



Find out more and get involved in creating a vision for Anfield

In June and July our engagement team will be out and about in Anfield. There'll be lots of opportunity for you to get involved in developing ideas for the area...



1. Anfield Breckside Community Corner (ABC) - Lower Breck Road
2. Anfield Sports & Community Center (ASCC) - Lower Breck Road
3. Breckfield & North Everton Nhood Centre (BNENC) - Breckfield Road North
4. Christ Church - Walton Breck Road
5. The Lighthouse - Oakfield Road
6. Home Baked (Mitchells) - Oakfield Road
7. Isla Gladstone Conservatory / Kemps Bistro - Anfield Road
8. Oakmere Centre - Cherry Lane
9. Four Oaks School - Davey Street
10. Keepmoat Sales Office - Robson Street
11. All Saints Catholic Primary School - Oakfields
12. Anfield Children's Centre - Oakfields
13. Oakfield Day Centre - Oakfield Road
14. Veteran's Centre - Breck Road
15. Breck Road Library - Breck Road
16. Positive Futures - Telfow Way
17. St. Columbus - Pinehurst Road
18. Mere Lane Neighbourhood Health Centre - Mere Lane
19. North Liverpool Academy - Heyworth Street
20. Asda Breck Road - Breck Road
21. Opposite The Kop - Walton Breck Road
22. Children's Play Area - Stanley Park

Further information can also be accessed at Liverpool City Council, Millennium House, 60 Victoria Street, Liverpool, L1 6DG.

Info Point Plus

Drop into any of these community venues to find out more about the vision, explore the proposals and help shape the vision for Anfield.

Outreach Activities

There'll be some other activities aimed at young people and other groups in the community. Find out more by dropping into the trailer or one of the information

Trailer

We'll occasionally have a trailer out and about in the community so you can pop-in and have a chat while you're out and about.

Info Point

Find out where and when activities are happening in the local area.

This document **is brought to you by:**

Liverpool City Council



Liverpool Football Club



Your Housing Group



A vision document for people, place and Park and a template for new business, neighbourhood renewal, community action and healthy living. Some bold ideas for jobs, education and recreation in an enhanced family friendly neighbourhood. Delivering year round uses for active, connecting, engaging, animated, inclusive public and community space. Encouraging exercise, recreation, a healthier lifestyle and a focus for community involvement.