



**AGENDA ITEM: 5(g)**

**CABINET: 13 January 2014**

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**Report of: Assistant Director Housing and Regeneration**

**Relevant Managing Director: Managing Director (Transformation)**

**Relevant Portfolio Holder: Councillor D. Griffiths**

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**SUBJECT: DRAFT ORMSKIRK TOWN CENTRE STRATEGY**

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Borough wide interest

**1.0 PURPOSE OF THE REPORT**

1.1 To agree the draft Ormskirk Town Centre Strategy for public consultation purposes.

**2.0 RECOMMENDATIONS**

2.1 That the draft Ormskirk Town Centre Strategy (Appendix A) be approved for consultation from 14 January to 14 April 2015, having regard to any agreed comments of the Executive Overview and Scrutiny Committee.

2.2 That delegated authority be given to the Assistant Director Housing and Regeneration to make minor amendments to the Strategy to correct typographical or factual errors, prior to it going out to public consultation.

2.3 That call-in is not appropriate for this item as this report has already been considered by the Executive Overview and Scrutiny Committee on 27 November 2014

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### **3.0 BACKGROUND**

3.1 Executive Overview and Scrutiny Committee received a report on the Draft Ormskirk Town Centre Strategy on 27 November 2014 and resolved:-

#### **“37. DRAFT ORMSKIRK TOWN CENTRE STRATEGY**

Consideration was given to the report of the Assistant Director Housing and Regeneration that provided information in relation to the draft Ormskirk Town Centre Strategy and the consultation exercise proposed between 14 January and 14 April 2015 that sought the views of the Committee prior to consideration by Cabinet on 13 January 2015.

Members raised comments and questions in relation to:

- Long-term Car Parking Issues – maintenance of car parks/ creating car parks suitable for purpose / fee initiatives / alternatives to open-space car parks (mixed use).
- Consultation – ensuring wide audience participation within and outside the Borough.
- Format of documentation – font size; layout etc.
- Branding of the Town Centre – wider Marketing; Ormskirk as a visitor destination; Identity.
- Environmental considerations – road surfacing; layout of the Market; pedestrian areas.
- Traffic movement in/through the Town – traffic flow / management / road lay-out / “bottle-necks” / closer working with Lancashire County Council (LCC).
- Timetable relating to proposals.

The Deputy Assistant Director Housing and Regeneration attended the meeting, provided an overview of the consultation proposed and provided clarification on issues raised.

**RESOLVED:** That, as a consequence of the discussion on the report and Draft Ormskirk Town Centre Strategy document (Appendix A), the following agreed comments of the Executive Overview and Scrutiny Committee to Cabinet be:

- (i) the need to sort out the car parks as an urgent priority and attention be given to signage, road markings, removal of vegetation and in the long-term make them suitable for purpose and in the short term fit for purpose.
- (ii) that the timescales listed in the report be revised.
- (iii) that the Cabinet Member seeks information from the County Council (LCC): on the “bottle-neck” (traffic movement) at Church Street (A570) to find a remedy to this problem and to consider the latest Transport Study relating to the A570 through Ormskirk to Southport.”

3.2 A copy of the report is attached as Appendix 1.

#### **4.0 COMMENTS OF THE ASSISTANT DIRECTOR HOUSING AND REGENERATION**

- 4.1 The Executive Overview and Scrutiny Committee wanted particular attention and priority to be given to car parking issues and a report is being brought to this meeting of Cabinet to review certain elements of car park charging. There are some longer term issues that are flagged up within the Strategy though, such as consideration of new technology and pay on exit car parking. These will need to be given further consideration in due course.
- 4.2 In relation to timescales on the Ormskirk Movement Strategy being undertaken by LCC, officers have clarified the position with the County Council and it is understood that the Strategy work will take 2 years with a further 5 years for implementation. The timescales set out in the draft Strategy will be amended accordingly.
- 4.3 There were detailed discussions about many aspects of the Town Centre at the Committee meeting and the long consultation period on this document will enable all stakeholders to input into the process, and all these comments will be brought back for consideration before the Strategy is finalised.

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#### **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

#### **Appendices**

1. Executive Overview and Scrutiny Committee held on 27 November 2014 report of the Assistant Director Housing and Regeneration