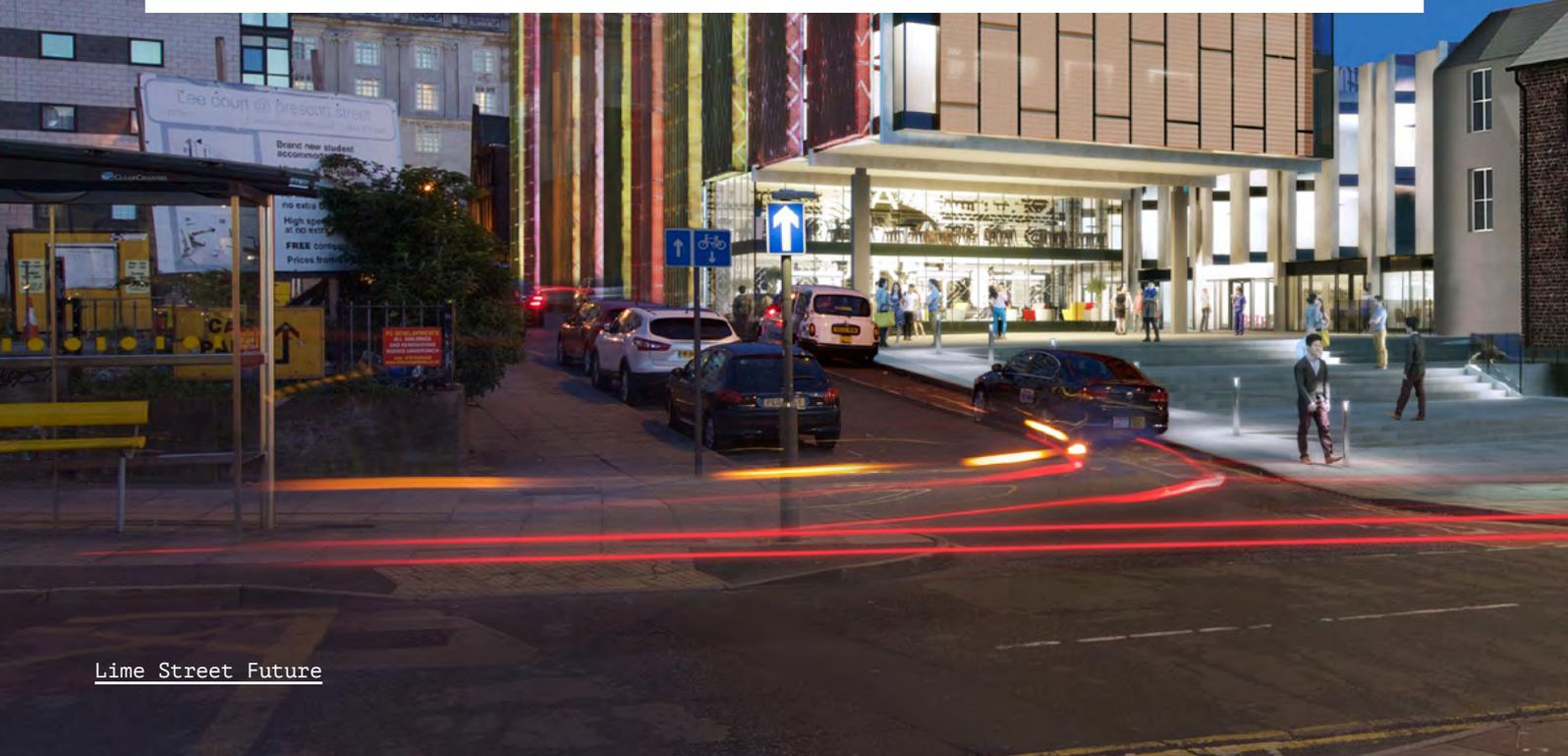


**People bring
streets to life,
so let's give
it back to them...**



Introduction

Great Streets are not defined or designated in master-plans and strategies. They are etched into the fabric of cities. They are an essential part of its story and its soul.

They live and breathe with the city. They mirror the ebb and flow of its economic fortunes. They are part of its collective memory and are impregnated with its hopes for the future.

We have had a chance to regroup, rethink and redesign... To reconnect with Lime Street's personality and history and remember what makes it extraordinary and exceptional...

To think about a bigger picture and a more comprehensive vision of the future.

History



Interview with Rob Mason – Development Director Neptune Developments

What's the thinking behind this scheme and your proposals for Lime Street?

"Well this is part of a bigger and emerging vision for a unique Street that is part of the emotional and physical fabric of Liverpool. Our first priority has got to be to fix the bit that's broken and create a more positive and interesting experience for people arriving here."

"But we have to make sure that what we do on the Eastside of Lime Street points in the right direction and gives people a sense of what the area's future is going to be."

"We have started with some simple principles that express Lime Street's historic identity but are also foundations for its future."

"We've set out to create a positive sense of arrival and a distinctive sense of place. We wanted to recapture the vibrancy and 24 hour feel that seems to be part of the street's DNA, and we knew we had to create a destination that would be a completely original kind of offer. "

"It's interesting that Lime Street's entertainment offer was based around electronic

media, its cinemas and the neon illuminations, and now with our proposals for the ABC it will be at the forefront of a new kind of digital entertainment. It's a little example of how history underpins and provides inspiration for a future vision."

What happens next?

"Hopefully we get planning permission for the Eastside and deliver that development along with the ABC. At the same time The Council and partners are taking a wider look. This will include the Westside of Lime Street, connections with the Knowledge Quarter all the way long to, and including, the former 051 Cinema site."

"The area has so many extraordinary assets and treasures including, of course, St George's Hall and the plateau. That could be one of the most extraordinary and impressive performance / gathering spaces in Europe. As I said at the beginning, we are fixing the broken bits and providing the sign posts, but the future can be incredible.",

4 Big Ideas

01

Arrival

02

Performance

03

People

04

24 Hours

01 Arrival

When you arrive in a city, you want to discover its difference, taste its pleasures, unveil its secrets... feel the beat of its heart and warmth of its embrace.

Welcome to Lime Street.
Welcome to Liverpool.



“If Lime Street is a gateway to Liverpool, then it must condense, embody and express what Liverpool is about. You must know that you have arrived.”

Steve Parry, Neptune Developments

02 Performance

Lime Street is a street of stages, screens, songs and stories. At the heart of its future is a new kind of performance space - a destination that will attract world-class creative talent, and will showcase Liverpool across the globe.



“The music industry has undergone a revolution. It needs a new kind of creative space where music can be performed, recorded and shared with the world. We are the city that globalised popular music, so let’s be the place that re-invents the music venue.”

Mark Cowley - MULU Media

Interview with Mark Cowley - CEO Mulu Media

What's the idea behind your plans for the ABC?

"To present Lime Street and Liverpool to a worldwide audience by creating a multi-functional entertainment and media hub."

"It's such an incredible and versatile building it has inspired so many different ideas and possibilities. In addition to being a place for world-class performances, we envisage a high quality restaurant in partnership with a Michelin-starred chef, a coffee shop and basement bar, as well as containing state-of-the-art facilities to enable TV content to be filmed, edited, broadcast or streamed from the same venue."

What plans have you got for the studio production side of the business - is there a particular kind of programme that you will be making?

"The anchor programme will be a live weekly talk show with international guests and music acts with the majority filmed in Liverpool, but an interview segment coming live from a New York coffee shop. This would use many of the building's new facilities to create a lively, vibrant show offering an amazing experience for the audience."

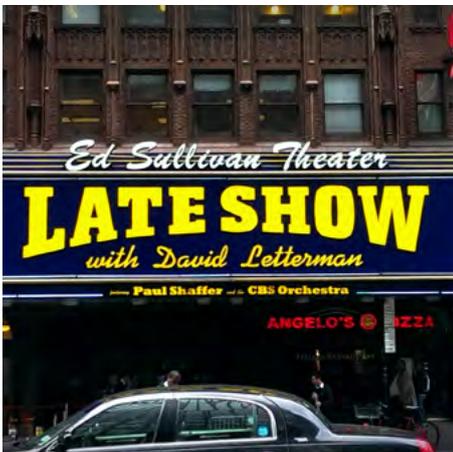
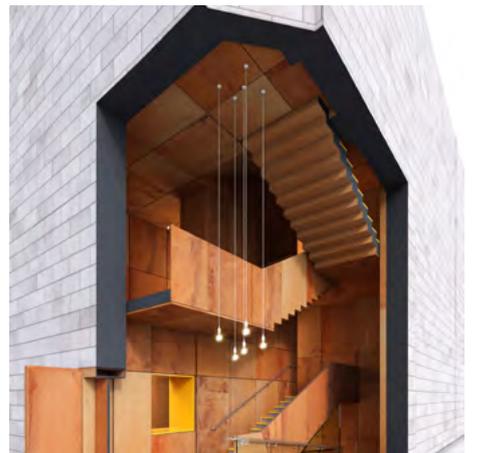
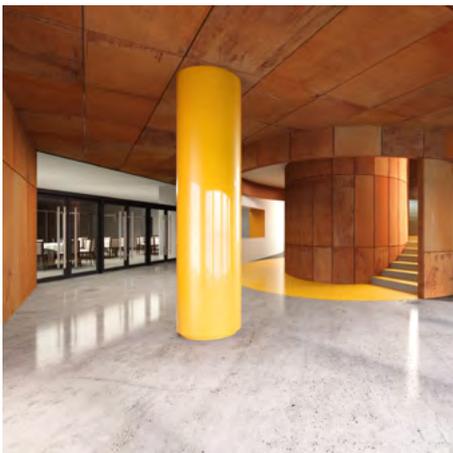
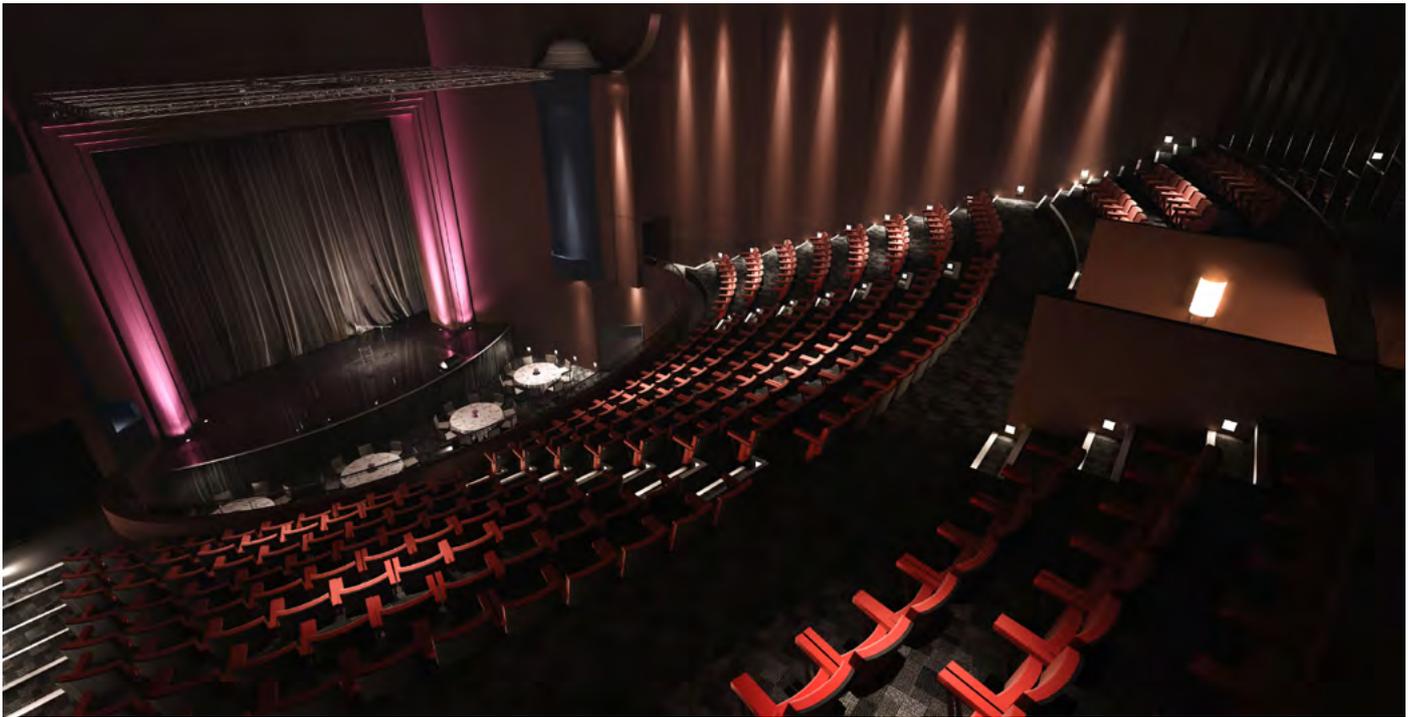
'There's no reason why an American TV show has to be filmed completely in America. We can have high profile hosts both here and in New York with the backdrop to the interviews in Liverpool looking out over St George's Hall and Lime Street, and the New York interviews capturing the city's essence with all the hustle and bustle, and the yellow taxis in the background.'

'New York is where we would start, but you could do the show and have a similar segment coming live from a coffee shop in Shanghai or Sydney, while the bedrock of the programme is transmitted from Liverpool.'

"The building will be kitted out with the very latest broadcast technologies allowing performances to be screened as they happen. For instance, in the basement there will be a speakeasy style jazz club and we could stream the artist's show as a direct feed."

"Digital media are transforming both the music and broadcasting industries. We are embracing those new possibilities using broadband as a distribution platform rather than traditional broadcast channels, and the building's infrastructure will give us the flexibility to do this."

"We are creating experiences. For artists playing a different type of venue, for our audiences, for visitors to our restaurant and for those watching unique performances online - and we're doing it all from Lime Street."



03 People

Lime Street has ceased to be a Great Liverpool Street. It's become a road - a thoroughfare carrying people to more interesting places and more appealing destinations.

City streets are places to eat, live, explore and breathe. They are places for chance meetings and unexpected discoveries. People bring streets to life, so let's give it back to them.



“If we want people to come to Lime Street we need to do two things. Create more attractions and provide more and better designed space.”
Matt Brook, Broadway Malyan Architects



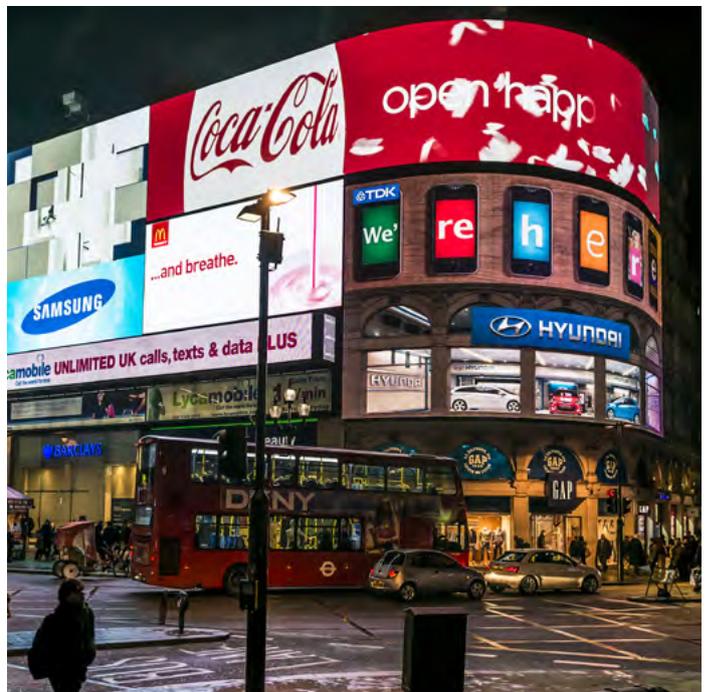
Lime Street public realm spaces



Georgia Street - Indiana
Champs Elysees - Paris

04 24 Hours

There are cities and streets that don't stop and don't sleep. They are engines with perpetual motion. They live, move and breathe 24/7. When it gets dark we switch on the lights!



Times Square - New York
Piccadilly Circus - London

Interview with Matt Brook (Broadway Malyan) – Lead Architect for Lime St Eastside

What's the starting point for your redesign of Lime Street's Eastside. It's a very different and dramatic design.

"We had time to listen and think. Our starting point was rediscovering what's unique about this place - in terms of its story, character and urban function."

"What is unique about Lime Street is that it is both a gateway and a destination. It's a place where people arrive in Liverpool, and historically it's been a draw and an attraction. The street with four cinemas and of course further along a major theatre as well.

"This part of the street was about electronic entertainment and drama - , cinema and neon, it was intense, urban and vibrant."

"Architecturally there is one other feature that is distinctive and people love. Its form and grain are determined by blocks - different spaces occupied by different businesses and uses. There's variety, intimacy and discovery."

"It's hard to replicate that when we have different kind of uses occupying bigger spaces, so we have had to find other ways to bring that vertical rhythm to the street. We are introducing a different kind of facade through the metal panelling

that sits in front of the building elevation. Each of these can be treated individually to ensure that each block has an individual identity and personality."

"It also gives us a device to illuminate the buildings and recreate that dramatic transition from day to night which is a part of the collective memory of Lime Street."

It's not all about buildings though?

"Not at all. Spaces and buildings are what make urban spaces, so the development and design team has been thinking about the public realm, and what we see as one of the big challenges, to make Limes Street more accessible and attractive for people."

"This is one of the ideas that we want to talk to people about and help the City make decisions about the wider vision for the area. Part-pedestrianising Lime Street may seem radical, but it could really be the key for bringing back life and vibrancy to this part of one of our Great Streets."



“The definitive images of Lime Street are at night. It’s the glimmer and glamour of neon that frame its identity. It’s something that we set out to capture and revive.”

Rob Mason Neptune Developments