

Monarchs Quay@Kings Dock

Statement of Community Engagement

Iceni Engagement

November 2017



Statement of Community Engagement Summary

- This Statement of Community Engagement has been prepared by Iceni Engagement on behalf of Monarchs Quay Leisure Limited in support of their planning applications in relation to Phase 1 development on Monarchs Quay, Kings Dock, Liverpool.
- This consultation and the methodology have been designed to satisfy the National Planning Policy Framework (NPPF) 2012 and adheres to the 2014 National Planning Practice Guidance. The project team remain committed to ongoing engagement and will continue to maintain dialogue with elected members, third-party stakeholders and members of the local community as appropriate.
- The Monarchs Quay at Kings Dock site comprises the remaining undeveloped 4.5 hectares / 11 acres on Liverpool's central waterfront. The phase 1 proposals cover 2.49ha / 6.25 acres of the site.
- The Monarchs Quay site is bounded to the west by the service yard of the Exhibition Centre Liverpool (ECL) and Pullman Hotel. And to the north by the Arena and Conference Centre (ACC), 'The Block' residential complex and multi-storey car park. To the east lies Wapping Dock and Queens Docks and to the south lies 'The Keel' residential complex.
- The site is already allocated for mixed-use development in the Liverpool Unitary Development Plan (2002) as site M17 – Queens Dock/Kings Dock. The site is also the subject to the Kings Dock Masterplan and Planning Brief (2016), which is a material planning consideration and was endorsed by Liverpool City Council's Cabinet on 17 March 2017.
- The public consultation and engagement activity related to the Phase 1 proposals detailed below, which have been submitted in two separate planning applications:
 - A four storey commercial office with temporary car parking space – the application for this element was submitted to Liverpool City Council on 31 August 2017 (Application Ref No: 17F/2490)
- The second planning application is for a mixed use redevelopment:
 - Residential development of up to 120 new apartments and 2 x 400 sqm ground floor retail units
 - Ground floor retail unit (c 2,500 sqm) and a 640 space Multi-Storey Car Park
 - A split level Heritage Interpretation Centre with three storey office space (C. 400-500 sqm)
 - Associated landscaping and works

Monarchs Quay@Kings Dock



Monarchs Quay@Kings Dock



1,558 newsletters and letters delivered to residents, businesses, community & business organisations and political stakeholders within the central waterfront area.



25 feedback forms have been received to date.



54 attendees at the public exhibition held at the Pullman Hotel on Friday 29 and Saturday 30 September 2017.



A dedicated consultation website was launched on Friday 29 September 2017.

Monarchs Quay@Kings Dock



Stakeholder meetings with:

- Louise Ellman MP
- Cllr Hetty Wood
- Engage Liverpool
- Glenbrook Property
- Liverpool in Work



63% of respondents so far have ticked the box to say they 'fully support' or 'broadly support' the proposals.



Media coverage in local and trade press including:

- Liverpool Echo
- Place North West



Information shared on social media platforms including:

- Twitter
- Facebook

Key Feedback Themes



Car Parking



Public Transport



Design



Community



Employment

Car Parking - Sample Feedback



Provision of car parking: “Love the idea of the development but it does need parking.”



Impact on nearby residential areas: “We are concerned about traffic management issues as the area is already congested.”



Coach parking provision: “Please provide space for coach parking. We have up to 20 coaches at the weekend bringing visitors to Liverpool.”



Availability of contract parking: “As a car park permit holder I would be interested to see the new car park facilities offered out on contract.”

Public Transport - Sample Feedback



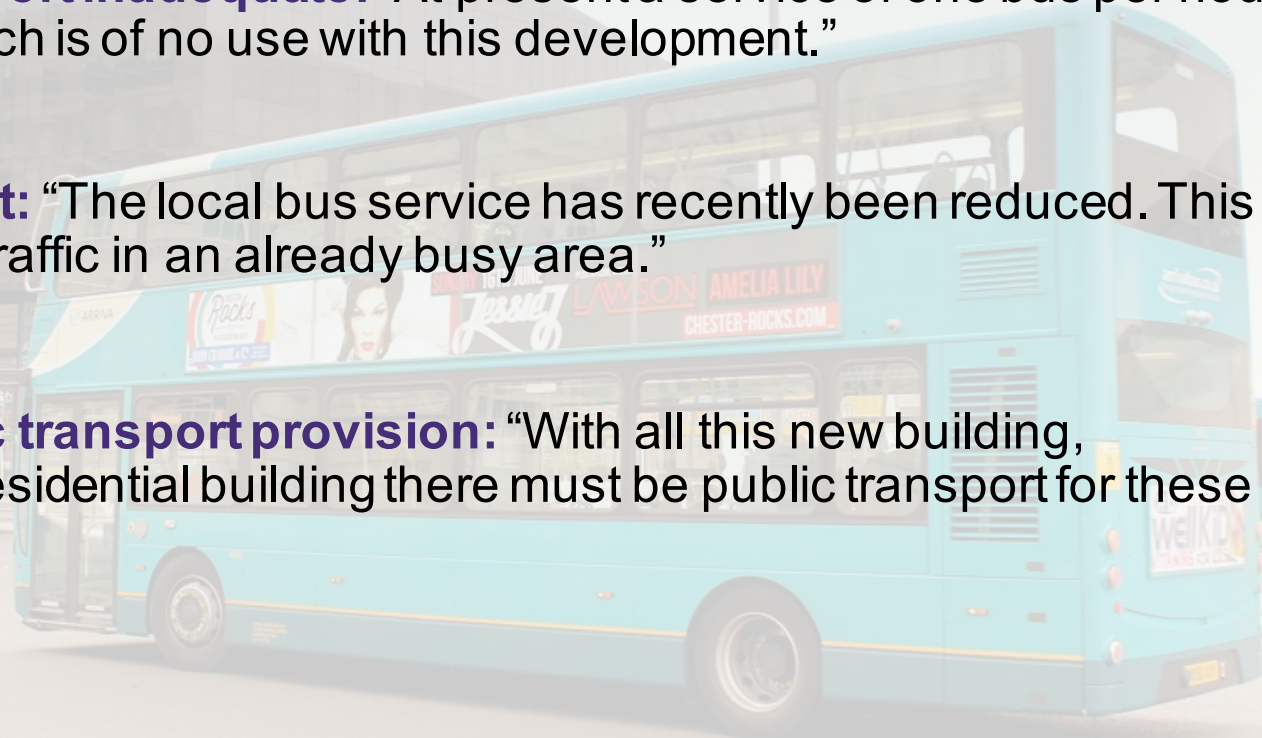
Public transport inadequate: “At present a service of one bus per hour is available, which is of no use with this development.”



Traffic impact: “The local bus service has recently been reduced. This means more traffic in an already busy area.”



Future public transport provision: “With all this new building, commercial/residential building there must be public transport for these premises.”



Design - Sample Feedback



Complementary to existing waterfront: “A really positive scheme to build on the success of the Arena and the Albert Dock.”



Importance of public realm: “The idea of a landscaped area down to the edge of Queens Dock should be commended.”



Incorporating docks heritage into new development: “The building in corten steel, I think should be given approval as the material used in my view reflects the fact that the area around it was the centre of Merseyside shipbuilding trades until the late 1880s/1900s.”



Support for the proposed Phase 1 development: “The overall look and concept are welcome.”

Community- Sample Feedback



Delivering regeneration: “I think it will help to continue the regeneration of Liverpool’s south docks area.”



Existing residents support: “I was very impressed with the proposals. This development will definitely improve the area.”



Creating a vibrant community: “At the forefront of this development should be coffee shops (independent or artisan) and places for people to hang-out and people-watch. This is what creates a vibrant community atmosphere.”



Improving provision for existing residents: “Being a resident in the area I personally think it needs a shopping area.”

Employment - Sample Feedback



Waterfront Employment : “Great news that it will bring employment to the city centre.”



Office provision location: “Surely it would be more prudent to explore already developed alternatives rather than risk a new development of a contact centre in the area.”

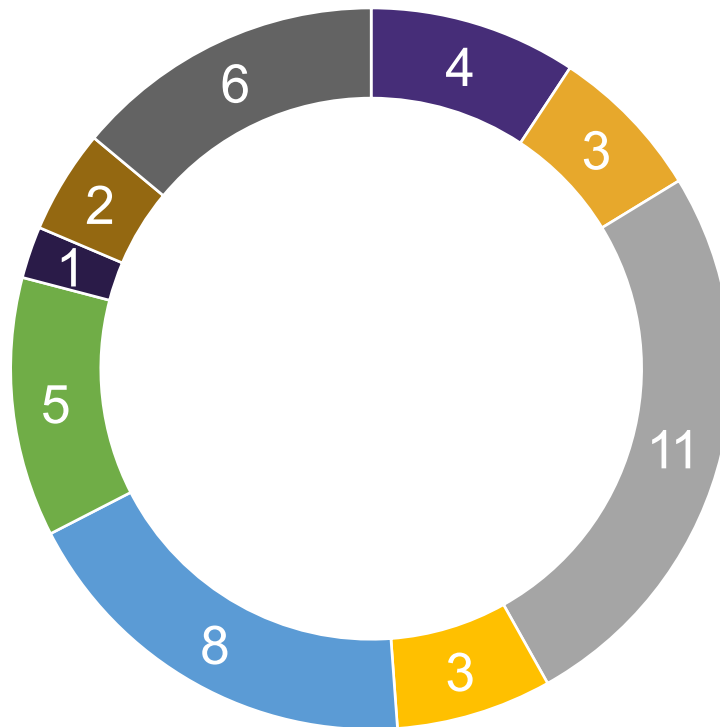


Employer-led development: “Excellent news The Contact Company has signed up to Phase 1.”



Securing jobs: “Jobs are key to the city’s future.”

Feedback Analysis



- Employment
- Public Realm
- Car Parking
- Road Infrastructure / Traffic
- Public Transport
- Community
- Consultation
- Retail
- Design

Geographical Spread of Responses



Project Teams responses to issues raised

Theme / issue	Response
Development Uses	
Why does this site need to be developed at all?	<p>It is a long-standing ambition of Liverpool City Council to bring forward the regeneration of the Monarchs Quay, Kings Dock site.</p> <p>The site is identified in the Unitary Development Plan (UDP) (2002) as site M17 – Queens Dock/Kings Dock for redevelopment. There is also a Kings Dock Masterplan and Planning Brief, which has been endorsed by the Cabinet of Liverpool City Council outlining development uses on this site.</p>
Why is an office building being built on the waterfront and not in the business district?	<p>Development of an office space is one of the stated development uses as set out in the UDP (2002).</p> <p>The Phase 1 development proposals are an occupier-led proposal and this is The Contact Company's preferred location for their new office.</p>
Does this mean the leisure facilities will now not be built?	<p>Liverpool City Council's stated aim is for a leisure-led destination development at Kings Dock. This is still the Council's stated position as the leaseholder on the site.</p> <p>This public consultation only relates to the proposals for Phase 1 of the development. Leisure uses are a matter for the later development phases.</p>
Will the site be accessible to the public?	<p>Yes. Within the Phase 1 planning applications there is a proposal for a landscaped public realm area, improving access to the water from the quayside.</p> <p>More detailed design proposals are contained within the planning application.</p>

Project Teams responses to issues raised

Theme / issue	Response
Amenity	
How tall will the buildings be on this site?	The massing of the buildings has been detailed within the planning application. In general terms a maximum building height for all plots is the height of the Echo Arena/BT Convention Centre, which is 21.92m (6 to 7 storeys).
Will the view from my home to the Queens Dock and Wapping Dock be affected by building on the dockside?	A more detailed assessment on daylight and sunlight impact from the Phase 1 proposals has been included in the planning applications.

Project Teams responses to issues raised

Theme / issue	Response
Transport	
Developing this site will mean losing essential waterfront car parking spaces?	The redevelopment will replace existing car parking facilities with a 640 space multi-storey car park as outlined in the Phase 1 proposals.
Losing car parking spaces will force drivers to park in neighbouring streets.	The phase 1 proposals include provision for 640 car parking spaces in a new multi-storey car park. Any impact on car parking provision will be considered in more detail within the transport assessment which forms part of the planning application.
Will there be any coach parking provision?	Coach parking provision is considered in more detail within the transport assessment undertaken in relation to the Phase 1 proposals.
Vehicular access points to the waterfront and docks area is limited, what will happen during the construction of this site?	If planning consent is granted a detailed Construction Management Plan will be agreed with Liverpool City Council prior to the commencement of any works on site.

Project Teams responses to issues raised

Theme / issue	Response
Employment Opportunities	
What employment opportunities will this development create?	<p>Over new 1,500 jobs will be created if planning consent is granted for the Phase 1 proposals, largely through but not limited to The Contact Company.</p> <p>The developer will explore with the Council a local labour market agreement in relation to the construction phase and has met with Liverpool in Work.</p>
Heritage	
How does this site fit into the World Heritage Site and Buffer Zone?	<p>The site has been designed to be complementary to the World Heritage Site and respond to the existing World Heritage Site Supplementary Planning Document.</p> <p>It will respond to the World Heritage Site and Buffer Zone, in terms of design, height, and massing through high quality sensitive building and public realm design that meets the highest environmental standards.</p>
In what ways will this development actually protect the heritage and history of this area of the docks?	<p>The proposed development will have no effect on the integrity of the World Heritage Site. It will however contribute to the authenticity of the World Heritage Site by improving this element of the Kings Dock area.</p>

Monarchs Quay@Kings Dock

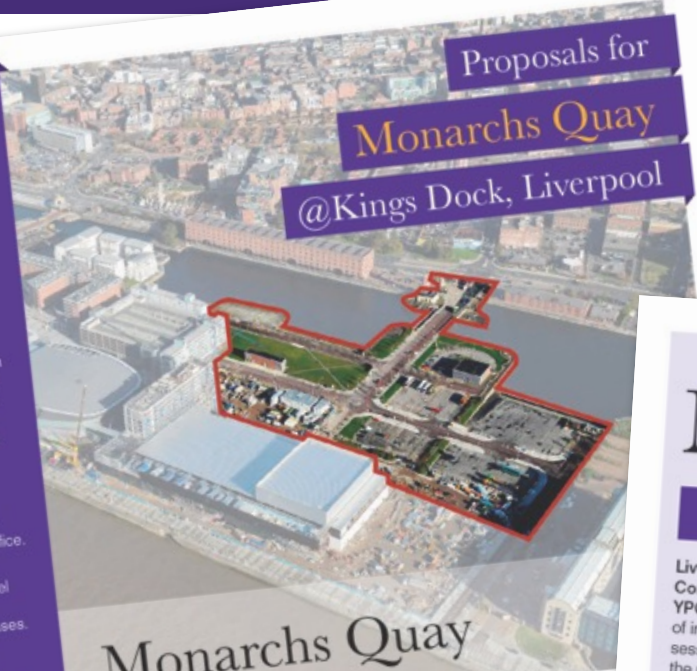
**Proposals for
Monarchs Quay
@Kings Dock, Liverpool**

Monarchs Quay is a large, undeveloped site on Liverpool's central waterfront. Liverpool City Council has allocated the site for a vibrant, leisure-led, mixed use destination development for which there is an approved masterplan, which has been subject to extensive public consultation.

The phased proposals for the Monarchs Quay scheme will:

- **Create** The Contact Company's new offices, which will realise the opportunity to provide 1,500 new jobs, and will include a new area of public realm around Queens Dock.
- **Deliver** new retail units, a multi-storey car park, new homes and a new heritage interpretation centre and office.
- **Attract** future investment for new leisure uses, a hotel and further public realm improvements in later phases.
- **Preserve** the character, setting and outstanding universal value of Liverpool's World Heritage Site.

Monarchs Quay



**Monarchs Quay
@Kings Dock**

Liverpool City Council, The Contact Company and their development partner, YPG Developments have the pleasure of inviting you to attend a public drop-in session where you will be able to view the proposals, meet the project team and ask any questions you may have.

If you have any questions in the meantime please call our consultation team, Alun Hayes on 07809 140 016 or Chris Mawdsley on 07827 339 770.

Email us via consultation@iceniprojects.com

Or write to us at
FREEPOST ICENI CONSULTATION
(please ensure this address is written in uppercase and no stamp is required)


You will be able to view the proposals and provide your feedback via the consultation website, which will be launched on Friday 29 September 2017
www.monarchs-quay-consultation.co.uk

The public drop-in sessions will be held on:

Friday 29 September 2017,
12 noon – 8pm

Saturday 30 September 2017,
9.30am – 12 noon


**Venue: The Pullman Hotel,
Kings Dock, Monarchs Quay,
Liverpool, L3 4FP**




Monarchs Quay@Kings Dock

Monarchs Quay

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Welcome to the

Consultation Website for

Monarchs Quay

@ Kings Dock, Liverpool

The vision for Monarchs Quay is to create a vibrant new leisure led, mixed use destination for Liverpool's waterfront boosting Liverpool's visitor economy and creating thousands of jobs for local people.

Monarchs Quay is a large undeveloped site on Liverpool's central waterfront situated within the Kings Dock Area.

The site is already allocated for mixed use development in the Liverpool Unitary Development Plan (2002), which has been widely consulted on over a number of years and dictates acceptable uses and design principles for the site.

The Kings Dock Masterplan and Planning Brief, which is a material consideration in the planning process, was endorsed by the Cabinet of Liverpool City Council on 17 March 2017.

On the phase 1 proposals for Monarchs Quay Liverpool City Council are working with The Contact Company and their development partner, YPG Developments Ltd.

Monarchs Quay


Contact Us


iceni Engagement is handling community consultation for the project, you will be able to contact iceni using the below details.

T: 07827 339 770 (Chris Mawdsley) or 07809 140 016 (Alan Hayes)

E: consultation@iceniprojects.com


P: FREEPOST ICENI CONSULTATION


 Newsletter

 Exhibition Boards

Monarchs Quay

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Thank you for taking the time to visit our website.
If you have any questions or comments, please complete the form below.

Name

Postcode

Address

Email Address

Telephone

Do you support the proposals for the Monarchs Quay@Kings Dock?

Fully Support

Broadly Support

Do Not Support

Neutral / Don't Know

Comments

Submit Feedback

Monarchs Quay


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Public drop-in session

Monarchs Quay @ Kings Dock

Feedback Form

Monarchs Quay is a large undeveloped site on Liverpool's central waterfront situated within the Kings Dock area. The vision for this site is to create a vibrant, new leisure-led, mixed use destination. The phased proposals for the Monarchs Quay scheme will:

Create The Contact Company's new offices, which will realise the opportunity to provide 1,500 new jobs, and will include a new area of public realm around Queens Dock.

Deliver new retail units, a multi-storey car park, new homes and a new heritage interpretation centre and office.

Attract future investment for new leisure uses, a hotel and further public realm improvements in later phases.

Preserve the character, setting and outstanding universal value of Liverpool's World Heritage Site.

We would like to hear your views on the proposals for the Monarchs Quay scheme. Please complete the form and leave it in the ballot box provided or post to the address provided overleaf.

Q1 – Do you support the proposals for the Monarchs Quay @ Kings Dock?

☐ Fully Support ☐ Broadly Support ☐ Do Not Support ☐ Neutral / Don't Know

Please let us have your comments on Q1.

Public drop-in session

Monarchs Quay @ Kings Dock

Feedback Form

Please use the space below to provide us with any additional comments you have on these proposals.

Your details:

Title Name

Organisation

Address

Telephone

Postcode

Email

Data Protection Statement

Liverpool City Council, The Contact Company and their development partner, YPG Developments are committed to respecting your privacy and to complying with all applicable data protection and privacy laws. Your comments will only be used expressly in connection with the consultation and may be disclosed to, or shared with, the Local Planning Authority, and third party service providers who are working on this consultation. Any responses may be included in published reports, for responses made by individuals the responses will be displayed but the respondent's name and contact details will not. For responses made on behalf of an organisation, the organisation's name will be displayed together with the response.

You can also send your comments by email to: consultation@lcniprjects.com

Please return this feedback form in the ballot box or by post to:

FREEPOST ICENI CONSULTATION

(Please ensure this address is written in uppercase and no stamp is required)

You can also view the proposals at www.monarchs-quay-consultation.co.uk

Monarchs Quay@Kings Dock

Monarchs Quay@Kings Dock



Design Principles

The emerging masterplan for the site has been informed by the site's existing allocation within the Liverpool Urban Development Plan (LUDP) (2005) and the Kings Dock Masterplan and Planning Brief (2016) as adopted by Liverpool City Council.

Monarchs Quay is allocated in the LUDP as site M17 - Queens Dock/Kings Dock under Policy EE as a 'site for various types of development'. These development uses are outlined in the Kings Dock Planning Brief (2016) as:

- Residential
- Office
- Leisure
- Cafe/Restaurant
- Food Retail
- General Retail
- Multi Storey Car Parking
- Open Space

Building Height and Massing

In general terms a maximum building height for all plots is the height of the Echo Arena/V&A Convention Centre which is 21.50m (6 to 7 storeys). The scale and massing of the new development should respect the character of the existing development in the surrounding area. The style and concept of architectural proposals should make reference to the surrounding context and be complementary to existing buildings.

Transport and Access

Access from Wharfedale (A509) will be the principal vehicular access and the existing road infrastructure serving the site will remain largely intact. Access to the multi-storey car park will be provided from the wharf.

LIVERPOOL MARITIME TRUST

Monarchs Quay lies both within the Maritime Mercantile City of Liverpool and its Buffer Zone, and as such is subject to the policies contained within the World Heritage Supplementary Planning Document (SPD).

www.monarchs-quay-consultation.co.uk

Monarchs Quay@Kings Dock



Phase 1

Phase 1 proposals will deliver:

- A new office (to house 1,500 new employees) for the Winstar based business, The Contact Company, and a new area of public realm around Queens Dock (Application Ref no: 1770460 submitted 31/08/17);
- Residential development of up to 120 new apartments;
- A new multi-storey car park;
- High-end retail units; and
- A heritage interpretation centre / office.



www.monarchs-quay-consultation.co.uk

Monarchs Quay@Kings Dock



Summary Of Benefits - Phase 1

The Phase 1 proposals for the Monarchs Quay scheme will:

- Create The Contact Company's new offices, which will realise the opportunity to provide 1,500 new jobs, and a new area of public realm around Queens Dock;
- Deliver new high and retail, a multi-storey car park, new homes and a new heritage interpretation centre and office;
- Provide a series of functional and engaging public open spaces connecting with the water and winter gardens;
- Improve pedestrian and cycle links to better connect King's Dock with the wider area; and
- Preserve the character, setting and outstanding universal value of Liverpool's World Heritage Site.

Thank you for visiting the event today. Please take a moment to fill out a feedback form.

If you have any questions please call our consultation team:
Alan Hayes on 0151 230 140-616 or **Chris Meredith** on 0151 230 770
 email us via consultation@liverpool.gov.uk
 Or write to us at **FREEPOST LICEN CONSULTATION**
 (please ensure this address is written in uppercase and no stamp is required)

Future Opportunities

Future opportunities in later phases of development at Monarchs Quay, in line with the Kings Dock Masterplan will be:

- A major new leisure use, which could include a 200-seat ice-rink, a ten pin bowling alley or an innovative virtual reality (VR) centre;
- A hotel;
- Up to 280 new homes.

For more information on later phases of development you can contact **Mark Mills**, Assistant Director for Regeneration, Development, Planning and Housing at Liverpool City Council email: mark.mills@liverpool.gov.uk or call 0151 230 4004.

www.monarchs-quay-consultation.co.uk

Monarchs Quay@Kings Dock



Phase 1 CGI's





www.monarchs-quay-consultation.co.uk