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Development Control Division  
Liverpool City Council  
Municipal Buildings  
Dale Street  
Liverpool  
L2 2DH

18 April 2016

Our Ref: EP/MP/C-0154934-02

Dear Barbara,

## **Full Planning Application for New Shopfront associated with the Creation of 4 Separate Retail Units, the Change of Use of One Unit to include Class A3 and A1 Use and Associated Works at MSU5, Paradise Street, Liverpool ONE**

### **Planning Portal Reference PP-05056224**

On behalf of our client, Grosvenor Liverpool Fund ('Grosvenor'), please find enclosed an application for Full Planning Permission under the Town and Country Planning (1990) Act (as amended) at MSU5, Paradise Street, Liverpool.

The unit falls within part of the Liverpool ONE development and these works are part of the Grosvenor's ongoing asset management of the scheme. Pre-application discussions have been held with Liverpool City Council's Planning Officers concerning the proposals, and the submitted application reflects the agreed design principles and extent of supporting information required.

### **Proposal**

The description of development is as follows:

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*"Full Planning Application for New Shopfronts associated with the creation of 4 separate retail units and Change of Use to include Class A3 and A1 use and associated works, at Unit MSU5, Paradise Street Liverpool ONE"*

The proposal seeks to reconfigure an existing retail unit (MSU5) to create four separate smaller units, three at lower ground floor level, which would continue in Class A1 use, and a new café and restaurant use (Class A3 use) at upper ground floor level, with an entrance onto Paradise Street at lower ground floor level. The proposal will not increase the footprint of the existing building.

It is proposed that new shopfronts for the units will be created on Paradise Street. External alterations will be in accordance with the Liverpool ONE Shop Front Design Guide. Further details regarding the approach of the shop front design is contained within the supporting plans. Advertisement consent to display signage for the new units will be undertaken separately by the occupant in due course and will first be subject to approval by the Liverpool ONE Management Team.

Class A3 uses have an important role to play in terms of enhancing a centre's vitality and viability as they can legitimately form part of the Primary Shopping Area and customer experience. However, whilst the proposal will complement the existing Class A3 uses (Jamie's Italian, Browns, Byron and Côte) in this location it will not detract from the principally A1 retail use of Paradise Street. In fact, the proposed creation of the separate smaller retail units will strengthen the existing shopping environment and offer in attracting new retailers to Liverpool One.

The proposal will further enhance the overall attractiveness of Liverpool ONE as a retail and leisure destination, increase dwell time, bring vacant units back into use and help ensure the on-going vitality and viability of the City Centre. No occupiers have yet been announced for the units.

## **Planning Policy**

### *Local Planning Policy*

There is strong policy support at National and Local level for this proposal to come forward.

At a local level, Liverpool City Council's Unitary Development Plan (November 2002) confirms that A3 Use Classes can broaden the range of activities available within the City Centre and complement its existing functions. A3 Use Classes attract visitors and consumers which can contribute to the vitality, viability and health of centres, providing that they do not undermine the traditional retail function of the centre (Paragraph 10.7).

Policy S14 'Use of Shops and Other Premises for Class A3 (Food and Drink) Uses' confirms that in the City Centre Main Retail Area planning permission for Class A3 Uses at ground level will be permitted provided that it:

- does not result in the loss of shopping floorspace which if used for Class A3 Use would undermine the vitality and viability of the parent centre
- would not increase the level of disturbance or nuisance to a level that would be unduly detrimental to the amenities enjoyed by anyone living nearby; and
- would not generate traffic movements or a demand for parking that would be unduly detrimental to highway safety or residential amenities.

As outlined above, the proposal is considered to be a wholly appropriate City Centre use, which would add to the City Centre's vitality and viability. The proposal is not located within close proximity of any neighbouring residential properties, and would not have a detrimental impact on residential amenity. The opening hours of the unit have not yet been specified, but will operate in line with existing Class A3 uses in the City Centre in order to expand upon the existing night time economy offer.

### *National Planning Policy*

At a national level, the National Planning Policy Framework (NPPF) attaches significant weight on supporting economic growth through the planning system, noting that investment should not be overburdened by the combined requirements of planning policy expectations. In this regard, there is notable policy support for the proposed change of use. This is bolstered by the following key considerations:

- the NPPF expects that Local Authorities recognise and seek to address potential barriers to investment;
- policies should be flexible enough to accommodate needs not anticipated in the plan and allow a rapid response to change in economic circumstances; and

- planning policies should be positive and promote competitive town centre environments – importantly, local planning authorities should recognise town centres as the heart of their communities as well as promoting competitive town centres that provide customer choice and a diverse retail offer.

### **Waste Management and Servicing Strategy**

All waste will be removed via the rear service area of the unit by the Liverpool ONE waste team. All waste will be recycled and in line with the waste strategy. The service yard will be located on Hanover Street.

### **Supporting Documentation**

In addition to this letter, the following documents are submitted in support of this application:

- Planning Application Form and Certificates;
- Site & Location Plan;
- Existing Floor Plans;
- Proposed Floor Plans;
- Photographs of Existing Elevation; and
- A cheque for £385.00 made payable to Liverpool City Council for the application fee.

We look forward to receiving confirmation that the planning application has been formally registered. In the meantime, if you have any questions please do not hesitate to contact myself using the contact details above, or my colleague Michael Percival (0161 455 6672).

Yours sincerely

Ellen Philcox  
**For Deloitte LLP**