

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

24 November 2015

Dear Mr Jones

## **Full Planning Application for Shop front alterations, 48–50 South John Street, Liverpool ONE**

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) for the following proposal:

*"Shop front façade alterations, 48-50 South John Street, Liverpool ONE"*

In summary, the proposal seeks approval to alter the shop front of three amalgamated units (48, 49 and 50 South John Street), which is located on the lower (ground) level of South John Street and was previously occupied by Card Factory (Unit 50), Ann Summers (Unit 49) and Americandy (Unit 48).

A separate Advertisement Consent application will be submitted in due course by the future tenant of the unit.

In advance of the submission of this Application initial pre-application consultation has been undertaken with yourself and Barbara Kirkbride. Officers are understood to be supportive of proposals.

### **Planning Policy**

#### *National Planning Policy Framework*

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.

## *Liverpool Unitary Development Plan*

The Unitary Development Plan (UDP) is a statutory document that plays a major role in shaping the future of the City. It was adopted in November 2002. Under the new planning system, the UDP is a 'saved plan' therefore it is a Local Plan Document within the Local Plan framework.

The following planning policies of the UDP are considered to be relevant to this Application:

**Policy GEN5 Shopping** states that *"the Plan aims to secure the qualitative and quantitative provision of shopping facilities for all members of the community at locations which are accessible to all the City's residents via, [inter alia]:*

*iii. securing, wherever possible, environmental and other general improvements to the City Centre Main Retail Area and the District Centres; and other local shopping centres."*

**Policy GEN9 Liverpool City Centre** states that *"the Plan aims to maintain and enhance the City Centre's role and function as a regional centre by, [inter alia]:*

*ii. securing new retail investment in the Main Retail Area; and  
vi. improving the general physical environment."*

**Policy S16 Shop front Design** states that *"planning permission will be granted for new or refurbished shop fronts provided:*

*i. the design, considering the materials, finishes, size and proportions of the shop front, is in keeping with the locality and the building in which it is set, and will not detract from the street scene;  
ii. fascia signs are not over dominant in terms of size or number;  
iii. illumination is sensitively located to avoid over brightness and unnecessary light pollution;  
iv. security shutters are accommodated in an unobtrusive manner to avoid an oppressive after hours street environment;  
v. access will not restrict disabled or elderly people, or those with children in prams/pushchairs; and, where applicable;  
vi. regard is had to policy HD13 where the shop front falls within or affects a conservation area or listed building."*

**Policy S3 Improving the City Centre Shopping Environment** states that *"the City Council will undertake initiatives designed to improve the shopping environment of the City Centre Main Retail Area. Priority will be given to, [inter alia]:*

*v. general environmental improvements, for example the control of advertising, provision of street furniture, lighting and paving; and  
vi. securing improvements to shop fronts through the implementation of Policy S16 and Supplementary Planning Guidance Note 9."*

## *Liverpool ONE Technical Guide, Shop front Design*

The Guide (July 2011) provides technical and aspirational information to support the design of tenant shop fronts across Liverpool ONE.

The proposed new shop front is in keeping with the ethos of Liverpool ONE in continuing to ensure the *"quality of the buildings in Liverpool ONE is high and the aspiration and execution of the tenant shop fronts must share these standards"*.

### **Planning Assessment**

Having reviewed the relevant aforementioned policy at both national and local level, the proposal is considered to be wholly in accordance with statutorily adopted policy and other material considerations and we respectfully recommend this Application for approval.

### **Application Documentation**

In addition to this letter, the following documents have been submitted through the Planning Portal in support of the Application:

- Planning Application Form and Certificates;
- Site Location Plan;
- Existing and Proposed Layout Plans;
- Existing and Proposed Elevations; and,
- An Application fee of £195 made payable to 'Liverpool City Council'.

We trust that you have all the information you require to determine the Application and look forward to receiving confirmation it has been formally registered.

In the meantime, if you have any questions or require any additional information please do not hesitate to contact me using the contact details above, or my colleague Michael Percival (0161 455 6672; [mipercival@deloitte.co.uk](mailto:mipercival@deloitte.co.uk)).

Yours sincerely



**Ellen Philcox**  
**For Deloitte LLP**

