

# **SUPPORTING PLANNING STATEMENT**

JULY 2016

**PROPOSED RESIDENTIAL DEVELOPMENT**

**21 STRAND STREET, LIVERPOOL**

on behalf of:

**FT PATTEN PROPERTIES (LIVERPOOL) LTD &  
PANACEA PROPERTY DEVELOPMENT**



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## 1. INTRODUCTION

- 1.1 This Planning Statement has been prepared on behalf of the applicant, FT Patten Properties (Liverpool) Ltd & Panacea Property Development. It accompanies a full detailed planning application for the demolition of the existing building and erection of a part 16, part 19 storey mixed use development comprising 395 apartments (C3 Use), with associated communal facilities (including residents' gym, cinema, roof terrace), two ground floor commercial units (A1/A2/A3/A4/D1 Use Class) and associated access, servicing, parking and landscaping. The application concerns a site at The Strand/Red Cross Street, Liverpool.
- 1.2 This Statement describes the proposals and examines the planning issues which they raise. It should be read in conjunction with the series of detailed technical reports that also accompany the application.
- 1.3 In promoting the proposed use our client appreciates that due regard must be given to a number of relevant up-to-date policy considerations as well as other material planning considerations. In developing these proposals, full regard has been given to the provision of Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 1.4 The general approach to, and content of, this application has been discussed with Senior Officers of Liverpool City Council (LCC) prior to its submission at a formal Pre-Application meeting on 15<sup>th</sup> September 2015. Further follow-up meetings were held with Officers on 22<sup>nd</sup> December 2015, 9<sup>th</sup> February 2016 and 19<sup>th</sup> May 2016. A Heritage Meeting with Historic England was also held on 24<sup>th</sup> March 2016. These discussions have influenced the evolution of the scheme into its final form and the supporting information accompanying the application.
- 1.5 Our pre-application dialogue has enabled us to agree a list of documents which accompany this application. These include:
  - Design & Access Statement, prepared by LRW Architects;
  - Planning Statement, prepared by Zerum;
  - Air Quality Assessment, prepared by Wardell Armstrong;

- Drainage Strategy, prepared by Curtins;
- Heritage Assessment, prepared by Turley Heritage;
- Land Contamination Report, prepared by Curtins;
- Landscape Strategy Document, prepared by DEP;
- Lifetime Homes Checklist, completed by LRW Architects and included within the Design & Access Statement;
- Noise Assessment, prepared by Wardell Armstrong;
- Statement of Community Involvement, prepared by Curtins;
- Transport Statement & Framework Travel Plan, prepared by Curtins;
- and
- Wind Assessment, prepared by RWDI.

1.6 The application is also supported by a full set of plans and elevations, prepared by the scheme architects, LRW Architects, as well as the plans for the Landscape Proposals, prepared by the schemes landscape architects, DEP.

1.7 The remainder of this statement:

- Provides context and describes the site and its surroundings;
- Outlines the development proposals;
- Describes the public consultation undertaken;
- Outlines the Development Plan framework and relevant national policy guidance including relevant heritage policy considerations;
- Provides a detailed analysis of the main planning considerations;
- Concludes by summarising the main points raised in this document.

## 2. DEVELOPMENT CONTEXT

- 2.1 This section briefly describes the site, its surroundings and local setting, and outlines the relevant planning history of the site.

### SITE DESCRIPTION

- 2.2 The Application concerns a site which currently contains a four storey office building (3 storeys of office accommodation with undercroft car park), and surface car park to the rear. The site is located within Liverpool City Centre along The Strand, which is a busy multi-lane thoroughfare dividing the waterfront area from the city centre. The office building presently contains a careers management and advice centre, run by Careers Connect.
- 2.3 The Application Site is approximately 0.4 hectares in size and is bound by Red Cross Street to the north, the Liverpool Crown Court building to the east, the residential led mixed use development One Park West to the south, and Strand Street to the west.
- 2.4 The site is within the 'Buffer Zone' of the Liverpool Mercantile City World Heritage Site and whilst is not located within a Conservation Area, it is adjacent to the Albert Dock Conservation Area, the east boundary of which runs along The Strand.
- 2.5 The site is situated close to existing residential areas in the City Centre, and is within the City's central business area and main shopping district. It is surrounded by a mix of residential and commercial use buildings and is extremely well located in relation to the amenities and facilities of Liverpool City Centre.
- 2.6 The street is enclosed to the east by continual development of some traditional but more increasingly modern buildings, and to the west is the Liverpool waterfront. The wider area is also characterised by a mix of uses with traditional and contemporary buildings siting alongside each other. This adds to the variety of building styles, many of which reflect Liverpool's maritime past and its more recent economic function as a vibrant shopping area.
- 2.7 The site is opposite Mann Island, a manmade maritime dock between the Port of Liverpool Building and the Albert Dock. Following the docks decline, Mann Island

underwent regeneration into a mixed use group of three buildings, prior to which the dock was made up of rundown warehouses and dock buildings. They comprise three international style buildings on which lie on the waterfront, and are numbered (from east to west) No.1, No.11 and No.15 Mann Island.

- 2.8 No.15 Mann Island, next to the Museum of Liverpool, is called the Latitude building and No.11 is the Longitude building. Connecting the two is a double-height glass atrium called Equator House which often hosts exhibitions and events. Both Latitude and Longitude are mixed commercial and residential spaces, with restaurants, cafés and galleries on the ground floor, and accommodation starting on the 2<sup>nd</sup> floor (there is a gap in the 1st floor, that was originally meant to be a mezzanine for the commercial spaces below, but has thus far remained unused).

- 2.9 Figure 2.1 below illustrates the site in the context of the surrounding building uses.



Figure 2.1

- 2.10 As well as being within the Buffer Zone, the site sits centrally amidst the nationally significant, historic Pier Head (which includes of the Three Graces; the Royal Liver Building, The Cunard Building and the Port of Liverpool Building), the adjacent Albert Dock Complex, Canning Dock/Island Listed Group, the nearby Albion House, and other listed buildings.
- 2.11 Further detail of the site location and strategic context can be found in the Design & Access Statement, produced by LRW Architects and the Heritage Statement, prepared by Turley Heritage. The Google Map extract below (Figure 2.2) illustrates

the site – outlined in red - in the context of its surroundings. For information a Site Location Plan is provided at Appendix 1.

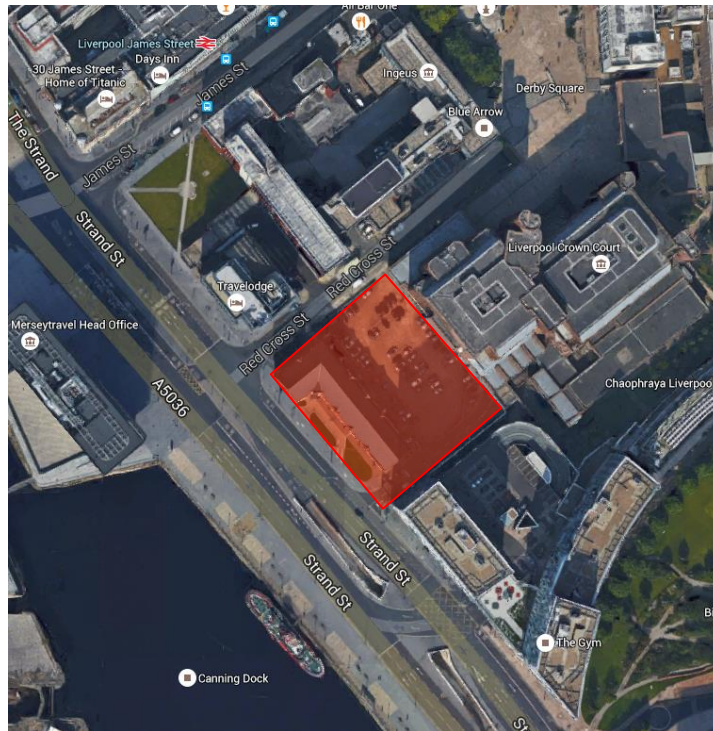


Figure 2.2

### SITE ACCESSIBILITY

- 2.12 The site benefits from excellent transport links. There has been extensive public realm works undertaken in association with Liverpool One, which have benefited Liverpool City Centre, including new bus stops and public transport routes within the area. These, along with existing frequent bus and rail services along James Street and new bus services along Strand Street have increased the ease at which people can access the site via sustainable public transport.
- 2.13 Public bikes (via Citybike) are provided by two stands which are a minute walk from the site. These provide a link to 140 stations throughout the City, with further stations planned to expand the system.
- 2.14 As well as a large off-street car park within a minutes' walk of the site in the Liverpool One complex, there is also a variety of on-street parking available within a short walk of the site, the closest being Fenwick Street.

- 2.15 The accompanying Design & Access Statement and Transport Statement provide more detail in terms of the site's connections and accessibility.

### **PLANNING HISTORY**

- 2.16 A review of the relevant planning history of the site reveals multiple applications over the years. Prior to receiving planning permission as an office building, the site had operated as a surface car park, having received consent in 1971 (D31466) and in 1990 (90/2168).
- 2.17 The sites existing use was established under planning consent 94/1629, which approved the use of the site for 3 storey office accommodation with associated car parking and service vehicle access in 1994. Records indicate that the site was originally occupied by The Halifax Building Society, until being utilised by Career Connect.
- 2.18 Various applications to erect advertisements and to vary conditions of the original office applications have been approved over the years, in order to allow varying functions of the offices.

### **3. DESCRIPTION OF PROPOSED DEVELOPMENT**

- 3.1 The preliminary sub-sections of this Statement have already touched upon the context and content of the application. More detail is provided as part of the submitted Design and Access Statement (D&AS), prepared by LRW Architects.
- 3.2 In summary, the application seeks to secure detailed planning approval for the erection of a part 16, part 19 storey mixed use development comprising 395 apartments (C3 Use), with associated communal facilities (including residents' gym, cinema, roof terrace), two ground floor commercial units (A1/A2/A3/A4/D1 Use Class) and associated access, servicing, parking and landscaping.
- 3.3 The proposed Site Layout Plan (Appendix 2) shows the extent of the proposed development in relation to the nearest roads, surrounding land uses and wider area. Careful thought has been given to ensure that the proposed scheme conforms to the surrounding land uses (both current and future) and respects both wider views of the development and its more immediate surroundings.
- 3.4 The Application Site will be carried forward as a PRS, with a dedicated management team. As such, the proposal will deliver all the benefits of building, high quality, long-term homes for rent, rather than development for sale. Quality, community and longevity will be the priority.

#### **ACCOMMODATION**

- 3.5 The scheme proposes one single building the bulk of which is 16 storeys high (ground plus 15 storeys) but at which at its highest point is 19 storeys high (ground plus 18 storeys).

#### **Basement**

- 3.6 Starting at the bottom of the proposed development, and working up through the building, the basement level contains 56 car parking spaces (including 2 disabled spaces) and 6 motorcycle spaces, as well as a cycle store for 30 bikes. The car park is accessed via a ramp located on Red Cross Street, which is secured by a barrier. There is also an electric meter room in the basement.

#### **Ground**

- 3.7 At ground floor level there are three different zones; commercial, residential and service.
- 3.8 Two ground floor commercial units are proposed, Unit 1 which contains 306.6 sqm (3,300 sqft) (GIA) of floorspace and Unit 2 which contains 320.5 sqm (3,450 sqft) (GIA) of floorspace. Both units are accessed direct from The Strand. To the front of both of the units are spaces allocated as possible sheltered seating areas. This reflects the proposed flexible uses of the units, for which the Applicant has applied for A1/A2/A3/A4/D1, in order to allow for a suitable proposed tenant of any the aforementioned uses. The seating area could therefore be utilised as an outdoor dining space, should there be an A3/A4 end tenant, but could otherwise be used as an intermediate space as a means to welcome visitors into the units.
- 3.9 The residential aspect of the ground floor allows for a formal entrance to the residential upper levels. Communal facilities are also provided at the ground floor, including the general office, manager's offices, staff room and facilities, cinema/media room/private dining room, function room, residents' gym, meeting room and post room. To the rear of the building, there is a private courtyard for residents, accessible from the residents' reception area. There is also access to the private residents' courtyard from Red Cross Street adjacent to the vehicular ramp access. This access is gated for security.
- 3.10 To service the development at ground floor there is a refuse store, local substation, standby generator room and water storage and boiler room. In addition, there is an area of landscaping to the front of the building, at the entrance, in-between the two commercial units, known as the Public Gardens. These gardens feature a level change, and as such have ramped DDA access up towards the terrace immediately outside of the reception entrance.

### Upper Levels

- 3.11 Moving up the building, the 1<sup>st</sup> to 15<sup>th</sup> floors will provide a mixture of 3-Bed, 2-Bed, and 1-Bed apartments. The apartments are orientated to maximise views out of the site and corner apartments feature Winter Gardens. Aside from the 1<sup>st</sup> floor (where there are 23 apartments), there are 24no. apartments per level on floors 2 to 15 (336 in total). The main façade to Strand Street maintains the building line on the corner on Red Cross Street, and where it meets Park One West Block B, but is partially set back from the Strand to the centre of the building, increasing the interface distances,

allowing for the addition of the public gardens, and creating interest to the overall form of the building.

- 3.12 Level 16 consists of 15no. apartments. The front façade is set back offering the opportunity to include a high quality external terrace space for residents of certain apartments. In addition it increases visual interest on the upper floors, and creates a varied roofscape.
- 3.13 In addition to the individual unit terraces there is also a central resident's roof garden within the central, recessed section of the building.
- 3.14 At level 17 there are 12no. apartments, a reduced number to allow for a smaller floorplate, so that the façade can be recessed further, creating further external terraces (associated with the adjacent apartments), offering views across the waterfront.
- 3.15 At level 18 there are 9no. apartments and the building has been set back even further and again roof terraces are proposed for some apartments.
- 3.16 In summary, the proposed accommodation includes:

163 x 1 Bed Apartments (41.27%)

187 x 2 Bed Apartments (47.34%)

45 x 3 Bed Duplex Apartments (11.39%)

**Total 395 Apartments**

- 3.17 A full schedule of proposed accommodation is provided at Appendix 3.
- 3.18 As outlined in the D&AS the proposed apartments have been designed in order to comply with the 'Lifetime Homes Guidance', which outlines a set of design principles encouraging inclusivity, accessibility, adaptability, sustainability and good value. The D&AS also includes typical apartment layouts for all types of apartments proposed.
- 3.19 Given the highly accessible location only 56 car parking spaces are proposed. This is felt to reflect the needs of residents who live in a city centre environment, whilst allowing for inevitable car users to be accommodated. In addition, 76 cycle spaces are proposed for residents, with 30 in the basement store and 46 in the ground floor, along with 12 no. visitor cycle stands and an allotted 14 Citybike stands.

## DESIGN

- 3.20 The aim of the scheme is to create a modern high quality development that relates to, respects and responds to the character of the surrounding area. The proposals represent an opportunity to regenerate an underutilised site.
- 3.21 The design intention is to provide commercial floorspace alongside residential accommodation to add to the vitality and viability of future development. Along with residential accommodation on the upper levels, two commercial units on the ground floor will create an active streetscene.
- 3.22 The site has been developed following a detailed analysis of the site and local context whilst taking into consideration the national and local requirements for residential developments. The accompanying D&AS sets out how the design concept for the scheme has developed in terms of both form and function.
- 3.23 The proposals have been developed through careful consideration of the site including:
- Analysis of the local character and context;
  - Evaluation of use requirements of the local area;
  - Detailed analysis of the site itself including orientation, topography, access, proximity to neighbours and connection with the streetscape;
  - Review with planners during the pre-application process;
  - Recent redevelopment of surrounding sites;
  - Pressures of the site.
- 3.24 The proposal seeks to create a modern and well considered development with a mix of residential accommodation unit types that responds to the character of the surrounding area and fulfils market demands.

## REFUSE STRATEGY & SERVICING

- 3.25 A refuse and servicing strategy has been drafted, and is included within the Design & Access Statement. The refuse store is located within the ground floor level next to the fire escape stair core, with the collection point through a layby on Red Cross Street.

- 3.26 In summary, the main focus of service vehicle activity and refuse collection for the building will be along Redcross Street, where there is a proposed new lay-by and an off-street covered servicing zone. These two facilities will cater for the majority of the building's servicing needs including the arrival of any large rigid delivery vehicles associated with the two commercial units on the ground floor. The proposed lay-by on Redcross Street will also provide space for the occasional drop-off / pick-up of residents and staff by private car and taxi. In addition to the use of Redcross Street, there will be a further loading zone within the basement level which will provide "white van" access directly to Commercial Unit 2 via a dedicated goods lift. This arrangement is typically used in the area, and found acceptable by LCC Highways for the scale of development proposed.

## LANDSCAPING

- 3.27 The scheme includes hard and soft landscaping in and around the perimeter of the site. Proposed new landscaping for the site will create a clear, visual identity for the site and complement the architectural language of the building to ensure a holistic approach to the whole development.
- 3.28 The submitted Landscape Statement provides further commentary on the proposed landscaping scheme. The main objective of the landscape scheme is to provide a well-designed, cost effective, sustainable landscape that responds to the architecture, maximising the use of external areas created by the scheme and at the same time providing usable spaces that respond to both the public and private realm. The landscape proposals look to enhance and reinvigorate the water front aspect, by providing a high quality active frontage.
- 3.29 The proposed landscape scheme at the main entrance has been designed to work with the built form to maximise the water front aspect and promote an interactive space with active building frontage. The raised entrance terrace, benefitting from a glass balustrade enclosure and fixed timber seating, encourages residents to use the entrance area and enjoy open views across the water.
- 3.30 To facilitate the changes in level, a series of stepped terracing and graded access has been used to integrate the built form into the existing setting. The scheme addresses the important link to the road frontage and adjacent public realm. The landscape treatment wraps around the building along Redcross Street providing

continuity to the public realm thereby visually enhancing the important pedestrian route up towards the city centre.

- 3.31 Within the core of the site a private courtyard has been designed to provide residents with a safe environment in which to enjoy outdoor recreation. On the sixteenth floor, additional recreational space has been provided for residents. Designed with the benefit of a roof top panorama and facilities will include: an outdoor kitchen with BBQ; flexible garden space; booth seating areas with fire pits and fire tables. Enclosed by glass balustrading and semi-mature tree planting, residents will be able to actively enjoy the roof garden.
- 3.32 Further details of the terraces, courtyard and public gardens, and the materials incorporated into each are included in the Landscape Strategy document.

### ACCESS & PARKING

- 3.33 The buildings have been designed to be fully accessible to all users, to comply with all relevant parts of the Building Regulations and to provide access for all. Further details of the buildings accessibility are outlined in the Design & Access Statement.
- 3.34 As the Transport Statement confirms, given the highly accessible nature of the scheme, and in keeping with similar schemes in the city centre, staff would be compelled to walk/cycle/car share or use public transport to travel to work, though car travel can be facilitated through the ample on street parking and near-by privately-run multi-stories. Car parking for visitors, or indeed residents, to the residential accommodation can also use the local parking on offer.
- 3.35 As is the case with many city centre residential schemes, it is anticipated that prospective residential purchasers will have made a choice that they wish to live in a busy urban environment where car ownership may be considered to be unnecessary. For those who do own a car there are obviously significant numbers of car parking spaces available elsewhere within the city centre where contract parking can be secured if required and there are also 56 no. basement level car parking spaces.
- 3.36 The proposal also includes 76 no. secure cycle spaces for residents, and 12 no. visitor cycle spaces for 12 bicycles in front of the residential entrance, as well as Citybike stand planned along Strand Street.

## 4. STATEMENT OF CONSULTATION

- 4.1 As outlined within the Council's Adopted Statement of Community Involvement (Adopted 21<sup>st</sup> June 2013), the applicant has undertaken pre-application discussions with Senior Officers of the local planning authority. An initial pre app meeting was held on 15<sup>th</sup> September 2015, with further follow-up meetings with Officers on 22<sup>nd</sup> December 2015, 9<sup>th</sup> February 2016 and 19<sup>th</sup> May 2016, where the Application Site, the proposed scheme and supporting documentation were discussed. That process enabled the required supporting documentation to be agreed (summarised earlier). In addition, a meeting was held with Historic England on the 24<sup>th</sup> March to discuss the proposed scheme.
- 4.2 The D&AS provides details of all of the meetings held with the local planning authority and Historic England and illustrates that full consideration was made of all comments received at the Pre-App stage and that the scheme has progressed and been revised as a result of the comments made.
- 4.3 In determining the appropriate approach to pre-application consultation, both the Applicant and their main professional advisors have sought to adopt a 'best practice' approach to both design and delivery. Pre-application discussions with Liverpool City Council commenced in advance of the submission of the application.
- 4.4 Recent government guidance has also emphasised the commitment to strengthening community involvement and set out examples of how developers should approach this. In line with these requirements the applicant undertook the following pre-application consultation:
- Community Exhibition – drop in session held at Strand House on the 21<sup>st</sup> June 2016, timed for inclusivity between 3-7pm, with plans for the development on display and members of the project team on hand to answer questions;
  - Exhibition Preview Session - was arranged from 2pm – 3pm prior to the main public event for any councillors and representatives of Liverpool City Council interested in discussing the plans;
  - Leaflet drop - in total 888 Leaflets were printed and distributed to local business and residential addresses. These included information relating to the plans, a FREEPOST feedback form and a contact email address;

- Feedback forms - provided at the event and within the leaflets, with a FREEPOST address publicised for further feedback. Of the 32 attendees at the event, seven feedback forms were completed and returned. Additionally, two people responded using the pre-printed FREEPOST address and a number of comments were received via email in relation to the proposals;
- Email briefing - for Central ward councillors, Council portfolio holders and leader, and for the neighbouring Riverside ward councillors;
- Press Releases – telephone briefings with key journalists and drafting pre-consultation and post-consultation press releases. Coverage was achieved in Your Move Magazine, Liverpool Echo and Liverpool Confidential as well as the newsletter for Engage Liverpool;
- Twitter - the press release article was shared by Liverpool Confidential's Twitter account to its 11.8k followers, and likewise by Move Commercial's Twitter account to its 3,129 followers.
- One-to-one engagement with Capital Radio and existing tenant;
- Poster campaign – 16 A3 posters were distributed locally to nearby buildings and copies sent to neighbouring stakeholders;
- Dedicated email address – for stakeholder liaison;
- Offer on one-to-one meetings – with Capital Radio, with key stakeholder group Engage Liverpool.

4.5 A Public Consultation Exhibition was held for members of the public on Tuesday 21<sup>st</sup> June at Strand House (the Application Site). The location of the exhibition was chosen as it is the proposed Application Site and is also highly accessible by bus/cycle/car. The proposed scheme was presented on a number of exhibition boards and there was an opportunity for the proposals to be discussed with the Design Team.

4.6 The event was timed for maximum inclusivity, with the exhibition being open from 3pm to 7pm, covering post-school and running into early evening to allow people to drop in after work. The session was held in June to maximise attendance and minimise the number of people unable to attend due to summer holidays.

4.7 The majority of feedback form responses were in support of the proposals, with many in agreement that the scheme was a positive contribution to this important part of Liverpool. Following this comprehensive community involvement procedure, the Applicant underwent feedback analysis which then feed back into the final scheme.

The accompanying Statement of Community Involvement, prepared by Curtins is submitted in support of the application.

- 4.8 We believe that an appropriately comprehensive process of both pre-application and public consultation has been undertaken.

## 5. PLANNING POLICY

- 5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that when determining a planning application, the decision maker must make their determination in accordance with the development plan unless material considerations indicate otherwise.
- 5.2 Given this obligation, this chapter therefore considers national planning policy guidance relevant to the application, which is a material consideration in the determination of this application, as well as reviewing the development plan for the site which currently consists of the Liverpool UDP of November 2002.
- 5.3 The Council is producing one Local Plan for Liverpool which will set out a spatial vision, spatial objectives and strategic policy as well as dealing with site allocations. Whilst it will effectively supersede the intended Core Strategy DPD, consideration should also be given to the Liverpool Core Strategy Submission Draft 2012 and any other local policy documents which are considered to be material considerations.

### NATIONAL PLANNING GUIDANCE

- 5.4 The National Planning Policy Framework (NPPF) was published on 27<sup>th</sup> March 2012 and is the Government's attempt to put in place a clearer, more consistent National Planning Policy Framework which consolidates more than 1,000 pages of national planning policy, in 47 documents, into 1 document. This Framework has replaced all the other national planning policy documents.
- 5.5 The NPPF has a clear presumption in favour of sustainable development which should be seen as a golden thread running through both plan-making and decision-making. The Ministerial Foreword sets the tone of the document when it states that,

*'Development that is sustainable should go ahead, without delay – a presumption in favour of sustainable development that is the basis for every plan, and every decision.'*

- 5.6 The NPPF outlines that the primary objective of development management is to foster the delivery of sustainable development. Local planning authorities should look for solutions rather than problems, working pro-actively with applicants to secure

developments that improve the economic, social and environmental conditions of an area. The concept of sustainable development is reinforced throughout the NPPF, including Paragraph 49 which states that housing applications should be considered in the context of sustainable development.

5.7 The Framework identifies 12 core planning principles which should underpin both plan making and decision taking. Amongst other things, planning should:

- Proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made to objectively identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth.
- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.
- Take account of the different roles and character of different areas, promoting the vitality of our main urban areas.
- Encourage the effective use of land by reusing land that has been previously developed.
- Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

5.8 The proposed development is consistent with the NPPF's core planning principles. It is important that Councils take advantage of brownfield development opportunities, particularly those which relate to underused assets/properties such as this. It is important that the proposals look to realise the full potential of the site whilst bringing an underutilised brownfield site into positive and productive reuse.

5.9 Section 4 of the NPPF relates to the promotion of sustainable transport. Paragraph 32 states that, '*Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.*' The proposed development would not have a material adverse impact on the road network. There is therefore no justification for refusing the proposed scheme on transport grounds.

5.10 Section 6 of the NPPF deals with the need to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive

and mixed communities. In particular, Paragraph 50 states that local planning authorities should:

- Plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community (such as, but not limited to, families with children, older people, people with disabilities, service families and people wishing to build their own homes); and
- Identify the size, type, tenure and range of housing that is required in particular locations, reflecting local demand.

5.11 The proposed residential accommodation actively responds to this advice and will meet a demand within Liverpool's housing market.

5.12 Section 7 of the NPPF relates to Good Design. Paragraph 56 in particular states that a well-designed development is key to sustainable development and that it is 'indivisible from good planning, and should contribute positively to making places better for people.' In summary it states that Councils should aim to ensure developments:

- will function well and add to the overall quality of the area;
- establish a strong sense of place;
- optimise site potential and sustain an appropriate mix of uses;
- respond to local character and identity;
- create safe and accessible environments;
- Are visually attractive as a result of good architecture and appropriate landscaping.

5.13 In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area. The application scheme responds to this as it has been designed to a very high standard by a leading architect, and makes use of land that is currently underutilised.

5.14 Attention should also be paid to Paragraph 111, which encourages *'the effective use of land by re-using land that has been previously developed (brownfield land)'*.

5.15 The NPPF's policies on the historic environment are set out in Chapter 12, paragraphs 126-141. Paragraph 126 notes that local authorities should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to

their significance. In developing this strategy, local planning authorities should take into account the desirability of new development making a positive contribution to local character and distinctiveness.

- 5.16 Paragraph 128 requires applicants to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. Paragraph 129 then goes on to state Local Planning Authorities should undertake an assessment of 'significance' into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.
- 5.17 In the case of a development proposal leading to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (Paragraph 134). Paragraph 137 also states that local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.
- 5.18 The NPPF is the latest in a sequence of similar policy statements recording successive Governments' growing commitments to removing obstacles to investment, development and the creation of jobs. It is therefore an important consideration in the context of this proposal. We have concluded that this proposal represents a positive response from the NPPF with particular regard to sustainability, good design and appropriate approach in respect of regeneration projects.

#### **NATIONAL PLANNING PRACTICE GUIDANCE (NPPG)**

- 5.19 On 6<sup>th</sup> March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource.
- 5.20 The NPPG, in a similar manner to the NPPF, states good design is integral to sustainable development, and is about creating places that work well for everyone whilst looking good, lasting well, and adapting to the needs of future generations. The NPPG states that the key issues to be considered in development are:

- Local character;
- Safe, connected and efficient streets;
- Network of greenspaces;
- Crime prevention;
- Security measures;
- Access and inclusion;
- Efficient use of natural resources;
- Cohesive and vibrant neighbourhoods.

5.21 The NPPG then states that development should look to be:

- Functional;
- Supportive of mixed uses and tenures;
- Inclusive of successful public spaces;
- Adaptable and resilient;
- Distinctive in character;
- Attractive;
- Permeable to movement.

5.22 The NPPG provides guidance for applicants and Councils stating that decision-taking does not normally require consideration of viability. However, where the deliverability of the development may be compromised by the scale of planning obligations and other costs, a viability assessment may be necessary.

5.23 The NPPG sets out in relation to brownfield sites, that Local Planning Authorities should seek to work with interested parties to promote their redevelopment. To incentivise the bringing back into use of brownfield sites, Local Planning Authorities should:

- Consider the different funding mechanisms available to them to cover potential costs of bringing such sites back into use; and
- Take a flexible approach in seeking levels of planning obligations and other contributions to ensure that the combined total impact does not make a site unviable.

## DEVELOPMENT PLAN

- 5.24 As outlined earlier Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the statutory development plan, unless material considerations indicate otherwise.
- 5.25 The Liverpool Unitary Development Plan (UDP) is an older-style document, having been adopted in 2002. Whilst a number of policies within the Liverpool UDP have been 'saved' in 2007, Paragraph 215 of the National Planning Policy Framework (NPPF) sets out that due weight should be given only to those policies in existing plans according to their degree of consistency with the Framework. With this in mind, it is now a held principle by the Planning Inspectorate on behalf of the Secretary of State that whilst some policies may be classed as 'saved', they would only hold material weight if they are up-to-date in respect of the requirements of the NPPF.
- 5.26 Having regard to the above, the following UDP policies are considered relevant to this application:
- Policy E2: Main Office Area
  - Policy H3: City Centre Living
  - Policy H5: New Residential Development
  - Policy GEN3: Heritage & Design in the Built Environment
  - Policy GEN6: Transportation
  - Policy GEN9: Liverpool City Centre
  - Policy HD18: General Design Requirements
  - Policy HD19: Access for All
  - Policy HD20: Crime Prevention
  - Policy HD21: Energy Conservation
  - Policy HD23: New Trees and Landscaping
  - Policy HD24: Public Art
  - Policy OE14: Open Space in New Residential Developments
  - Policy T6: Cycling
  - Policy T7: Walking and Pedestrians
  - Policy T8: Traffic Management
  - Policy T9: Road safety
  - Policy T12: Car Parking Provision in New Developments
  - Policy T14: City Centre Car Parking Strategy
  - Policy T15: Traffic Impact Assessment

- Policy EP1: Vacant, Derelict and Neglected Land
- Policy EP9: Waste Storage
- Policy EP11: Pollution

- 5.27 The Application Site is allocated in the Council's adopted UDP as being within a 'Main Office' area. Policy E2 is therefore relevant and states that, within this designation, planning permission will be granted for Use Classes A2, B1 and complementary service uses (such as classes A1 & A3).
- 5.28 The UDP recognises that the presence of large numbers of vacant, neglected buildings in the Main Office Area represents a serious disincentive to investment in Liverpool. In this instance, the site represents an underutilised site, having been under-occupied by the present tenants, and soon to be vacant. LCC is keen to encourage the reuse of underutilised office sites in the City Centre for other purposes including residential uses (see Policy H3).
- 5.29 However notwithstanding the Office UDP allocation of the site, the principle of residential-led redevelopment has been established on several similar sites within the same designation. This is discussed in more detail in Section 6 of this Statement.
- 5.30 Chapter 9 of the UDP sets out a number of housing policies. Policy H3 is relevant in that it specifically encourages and supports proposals which will improve city centre housing stock. Paragraph 9.60 states that, some forms of city centre residential accommodation will prove more suitable for some groups of people than for others. It suggests that the lack of amenity and play space combined with the impact of living close to pubs, cafes, night clubs and other sources of noise and disruption, would not tend to attract families. Such locations, it identifies, will appeal to those who are young, single and students.
- 5.31 Policy H5 sets out number of practical development control criteria, to be taken into account in considering new residential developments. These include density and design, the context of the character of the surrounding area, highway/parking considerations and open space. The policy states that new developments will need to accord with Policy HD18 (General Design Guidance) and OE14 (Provision of New Open Space).
- 5.32 Policy GEN3 states that the UDP aims to protect and enhance the built environment of the City by encouraging a high standard of design and landscaping in

developments and creating an attractive environment which is safe and secure both day and night.

- 5.33 Policy GEN9 states that the UDP aims to improve the living environment of the city centre.
- 5.34 UDP Policy HD18 requires that careful consideration is given to a number of design related criteria, which all applications should comply with, including:
- Scale, density and massing relating well to its locality;
  - Local distinctiveness;
  - Building lines relating to the immediate locality; and
  - Materials.
- 5.35 Policy HD19 states that the City Council will ensure that consideration is given to the need to ensure ease of access and movement for disabled people between and within public areas.
- 5.36 Policy HD20 relates to crime prevention and states that, the City Council will encourage developers, in the design and layout of new developments, to incorporate measures which reflect the need to make proper provision for personal safety and crime prevention.
- 5.37 Policy HD21 states that, in order to conserve energy resources the City Council will expect developers to minimise the overall demand for energy arising from their development proposals by taking into account the need for energy sensitive siting, orientation and layout in the design of new developments.
- 5.38 Policy HD23 outlines that, all new development proposals should make proper provision for the planting and successful growth of new trees and landscaping, including any replacement planting provided as compensation for the loss of any trees due to development.
- 5.39 Policy HD24 relates to Public Art and states that, the Council will encourage the provision of appropriate new works of art, including the visual arts, crafts and landscape design, within public places and as part of new development proposals. Such works of art will be expected to contribute to their surroundings and the amenity of the wider area.

- 5.40 This proposal is consistent with Policy GEN6 which states that, the City Council will promote and support initiatives designed to maximise the role of cycling as a transport mode and that, the City Council will implement measures to encourage walking as a mode of transport and to make the pedestrian environment safer and more convenient, as well as encouraging the siting of developments close to public transport links.
- 5.41 The transportation policies within Chapter 11 of the UDP are covered within the Transport Statement, prepared by Curtins. In summary, this proposal is consistent with Policy T6 and T7 which promote and encourage cycling and safe pedestrian movements. The scope of an appropriate Transport Statement has been discussed and agreed with the Council prior to its submission (Policy T15) and this document gives appropriate consideration to questions of traffic management and road safety in accordance with Policies T8 and T9. Policy T12 outlines that any new development which generate a demand for car parking will be required to make provision for car parking on site, to meet the minimum operational needs of the development.
- 5.42 Of the remaining UDP policies which could be considered to be relevant to the application proposals. This development represents a positive response to Policy EP1 which promotes and encourage the reuse of derelict and redundant land for appropriate uses. Policy EP9 seeks to ensure that proposals provide adequate provision for onsite storage of waste and recycling. Policy EP11 outlines that Planning permission will not be granted for development which has the potential to create unacceptable air, water, noise or other pollution or nuisance.

### EMERGING LOCAL PLAN

- 5.43 The Liverpool Core Strategy DPD has been under preparation for a number of years. It is now intended that it will not be submitted as a separate DPD, but it will instead, form a framework for the Local Plan for Liverpool. The Core Strategy Submission Draft of 2012 therefore provides a more up to date policy document than the UDP. The following policies of the emerging Local Plan are therefore relevant to this application and are considered to align with the principles, aims and objectives of the NPPF. They therefore are considered to carry due weight.
- 5.44 Emerging strategic policies which are considered relevant include:
- SP1: Sustainable Development Principles;

- SP3: Delivering Economic Growth;
- SP4: Economic Development in the City Centre;
- SP9: The Location and Phasing of New Housing;
- SP10: Housing Provision in the City Centre;
- SP14: Housing Mix – City Wide Principles;
- SP23: Key Place Making and Design Principles;
- SP24: Historic Environment;
- SP25: Liverpool Maritime Mercantile City World Heritage Site.

5.45 The draft Core Strategy acknowledges that the City Centre is the primary economic, commercial, retail, cultural and tourism centre for the City and the Region (Para. 3.26). There has been significant investment and interest in recent years in new housing, which has spread into city centre fringe areas where there are available vacant and derelict land and buildings (Para. 3.32). It also acknowledges that there was potential capacity for significant expansion of the City Centre housing stock, although at the time of its drafting, the impact of the 2008 credit crisis and the general down turn in the economy had been acknowledged (Para. 3.33).

5.46 Consistent with the NPPF, Strategic Policy 1 emphasises the importance of sustainable development principles, a number of which are met by the current application proposals. The first priority is to reuse previously developed land. This is vital to improve accessibility, reduce the need for travel and encourage sustainable transport modes, thereby contributing to the delivery of sustainable communities. Strategic Policy 1 also emphasises the need to deliver high quality design.

5.47 The draft Core Strategy encourages housing provision in the City Centre (Strategic Policy SP10) in recognition of the positive role it can play in supporting ongoing City Centre regeneration. In particular Strategic Policy SP9 outlines that, the provision of new housing will be managed to deliver housing market renewal in Liverpool's Urban Core and broaden housing choice and improve the sustainability of existing residential neighbourhoods in both the Urban Core and the City's Regeneration Fringes. The priority for development will be to maximise the re-use of underused brownfield land and buildings.

5.48 Strategic Policy SP3 identifies economically important locations such as the City Centre, the waterfront, Liverpool John Lennon Airport, the Ports of Liverpool and Garston and the Strategic Investment Areas. The policy goes on to highlight the Commercial District functions as the nucleus for business, professional and financial

services and public administration within Liverpool. Strategic Policy SP4 identifies the importance that the Waterfront plays in terms of culture and tourism and states that continuing investment in recent developments on the waterfront, will make a significant contribution to wealth and job creation, as well as providing improved leisure facilities for residents of the City.

- 5.49 Strategic Policy 13 identifies that, all new housing provision should enable the needs of a household to be met over its lifetime, for example through the application of "Building for Life" and/or "Lifetime Homes" criteria. A Lifetime Homes Checklist is submitted in support of the application.
- 5.50 Policy 23 encourages innovative high quality design and a creation of well integrated useable places. Relevant considerations include high quality architecture, sustainability as a key driver of a design process, including the accessibility of all parts of the development to all users.
- 5.51 Other strategic policies which are of relevance to this application include Draft Strategic Policy 24 which specifically addresses the historic environment and Draft Strategic Policy 25 which addresses the Liverpool Maritime Mercantile City World Heritage Site.

#### OTHER MATERIAL CONSIDERATIONS

- 5.52 Other material policy considerations include:
- World Heritage Site SPD (October 2009);
  - Ensuring a Choice of Travel SPD (March 2010);
  - Design for Access for All SPD (July 2010);
  - Strategic Investment Framework (2012);
  - Planning Advice Note: Refuse Storage & Recycling Facilities in New Development (March 2005);
  - Planning Advice Note: Section 106 Planning Obligations.

#### WORLD HERITAGE SITE

- 5.53 The World Heritage Site SPD was adopted in 2009; it provides a planning framework for development which seeks to enhance the city's heritage and boost investment, tourism and regeneration. Above all, it is intended as a policy document which will encourage economic regeneration with an emphasis on quality. It is part of an

emerging statutory development framework for the city which will outline more specific guidance on land allocations to prioritise target areas for economic growth for the whole city, including the World Heritage Site and areas bordering on it. The SPD includes important principles about World Heritage Site management in the longer term, with the emphasis on preserving and enhancing Liverpool's outstanding universal value and the quality of its public realm.

- 5.54 The application site lies outside of the World Heritage Site, but within its buffer zone. The Buffer Zone was designated to ensure that development proposals within it, that might adversely affect the setting of the WHS, can also be carefully considered. Developments are also considered for their potential positive effects on the townscape, such as by re-instating a street frontage, utilising derelict or disused land and re-connecting different parts of the city, as well as their positive economic benefits in providing investment and activity.
- 5.55 The management and protection of the WHS is also informed by the WHS Management Plan and Supplementary Planning Document (SPD), which identifies the six character areas. These comprise:
- Character Area 1 – The Pier Head
  - Character Area 2 – Albert Dock and Wapping Dock
  - Character Area 3 – Stanley Dock Conservation Area
  - Character Area 4 - Castle Street / Dale Street / Old Hall Street / Commercial District
  - Character Area 5 – William Brown Street Cultural Quarter
  - Character Area 6 – Lower Duke Street
- 5.56 The Application site is directly adjacent to two character area; 1 & 2. 1 – Pier Head is dominated by a formal arrangement of monumental buildings; The Royal Liver Building, the Cunard Building; the Port of Liverpool Building and the later 1930s Ventilation Tower. The view of this group of buildings from the river was the principal view of the city afforded to approaching ships and was thus designed to be the face that the city projected to the world. It is now the iconic international image of Liverpool and the WHS. 2 – Albert Dock and Wapping Dock retains its mid-19<sup>th</sup> century docks as well as many of its warehouses, water spaces and associated buildings. The SPD states that the area will remain a major tourism, retail and cultural destination for the city centre. It will benefit from links with Liverpool One and the new Kings Dock Waterfront (a mixed use quarter). The surrounding public realm will be enhanced

with greater pedestrian permeability and will provide a suitable setting for the docks and buildings.

### **ENSURING A CHOICE OF TRAVEL**

5.57 Adopted in December 2008, this SPD was written to provide guidance to developers with regard to access and transport requirements. The objectives of this SPD are to:

- Ensure that there is reasonable access to new developments, through a good choice of transport methods;
- To reduce the environmental impact of travel;
- To improve road safety;
- Promote healthier lifestyles and reduce the level of traffic growth and congestion;
- Reducing car parking spaces in new developments where appropriate.

### **DESIGN FOR ACCESS FOR ALL**

5.58 This SPD was written to highlight the most important principles in designing inclusive buildings, which meet the needs of all users including disabled people. The SPD indicates that 10% of all new dwellings must be wheelchair accessible, and that accessible units must be built to Lifetime Homes standard.

### **STRATEGIC INVESTMENT FRAMEWORK 2012**

5.59 Liverpool's City Centre Strategic Investment Framework (SIF) creates a 15 year vision for the City Centre, outlining key developments and improvements to the principal business and residential districts. The site falls into the 'Historic Downtown'.

5.60 The SIF highlights areas of opportunity, one of which is the creating a distinctive residential neighbourhood in the Historic Downtown of Liverpool. It states that where the buildings are no longer suited to office needs, they present prime opportunities to create outstanding places to live with grand residential addresses. The upper floors of buildings present ideal opportunities for small businesses such as Creative and Digital ventures, as well as apartments. Ground floors present opportunities for commercial uses for boutique retail, restaurants and other leisure uses combined with local neighbourhood facilities.

- 5.61 One of the 'Strategic Actions' identified in the SIF is to expand the residential population and create distinctive neighbourhoods. It suggests that implementation of this policy will expand the City Centre population from 32,000 to over 42,000.
- 5.62 The potential of the Historic Downtown and the scope for significant redevelopment opportunities are highlighted in the City Centre Strategic Investment Framework. In addition, a Manifesto for the area has also been produced in association with Liverpool Vision which, while this is not a statutory planning document, further strengthens the message that the area is developing a an exciting mixed use area with a creative, industrious, pioneering agenda.

### **REFUSE STORAGE & RECYCLING FACILITIES IN NEW DEVELOPMENTS**

- 5.63 The purpose of this guidance note is to provide advice on the Council's recommended standards for refuse storage and recycling in all new residential developments. The guidance note also covers the provision of recycling facilities at all developments, building upon UDP Policy HD18 and EP9.

### **SECTION 106 PLANNING OBLIGATIONS**

- 5.64 The purpose of this guidance note is to provide guidance on Section 106 Planning Obligations. These legal agreements will be negotiated between LCC and developers in the context of a grant of planning permission. They are intended to make development proposals acceptable, which might otherwise be unacceptable, and provide a means to ensure that a proposed development contributes to the creation of sustainable communities, particularly by securing contributions towards the provision of infrastructure and facilities.
- 5.65 The guidance note expands of the policy for securing Section 106 contributions set out within the UDP (including policies OE14, HD23, HD24). The City Council's Executive Board in 2005 and 2008 have agreed that the following short term interim measures to secure S106 planning obligations from developers, which build on existing national and local planning policies, be adopted for development control purposes pending the adoption of the emerging Local Plan.

## 6. PLANNING ASSESSMENT

6.1 Having set out the policy background this chapter considers the principal issues that are considered relevant in the context of this application:

- The Principle of Development
- Scale, Massing & Design
- Heritage Considerations
- Access & Parking Provision
- Residential & Neighbouring Amenity
- Landscaping
- Potential S.106 Obligations

### PRINCIPLE OF DEVELOPMENT

6.2 Whilst the application site is allocated as being within the 'Main Office Area' under Policy E2 of the Liverpool UDP, the vision for the Historic Downtown as a vibrant, mixed use area is underpinned by the introduction of new residential development. This will build on market demand for apartment living in the city centre but will also introduce a more diverse residential offer.

6.3 The application site is a brownfield redevelopment opportunity which has been underused for a number of years. The NPPF promotes the reuse of previously developed land, as seen in Paragraph 111, and pro-actively seeks to deliver new homes where such opportunities exist. This is also echoed in UDP Policy EP1, particularly where such development would also be highly sustainable.

6.4 The proposed development accords with these principles and the application site is certainly located within a highly sustainable urban location. It is well placed in terms of close proximity of bus and rail provision thereby enabling residents to be far less reliant upon the use of a private car. It is located within the City Centre and therefore enjoys safe, direct and attractive pedestrian/cycle linkages to local services including retail, leisure, community facilities, health care, universities and colleges.

6.5 It has been illustrated through other successful developments within the Historic Downtown that the suitability of the area for residential development is well established. In addition, ground floor commercial units and public realm maintain

the historic street pattern of the waterfront by continuing the commercial nature of the core, interspersed with public spaces. Within this location, residential accommodation with ground floor commercial units is considered acceptable in principle, indeed the ground floor uses are considered a strong element of the scheme which fits in with the vision for the wider area as a thriving commercial district.

- 6.6 In summary, the proposed residential accommodation will contribute towards a complimentary mix of uses, in a highly accessible location. The apartments will contribute towards a healthy city centre mix of residential accommodation within a sustainable City Centre location enabling people to live and work in close proximity. The residential units will provide high-quality living accommodation, which will not imbalance the commercial dominance or harm the character and amenity of the city centre subject to appropriate mitigation being put in place. The proposed development is fully in keeping with the strategic vision and plan for the Historic Downtown.
- 6.7 The proposal presents an efficient re-use of an urban brownfield site, and an increased residential population will have benefits in terms of knock-on spending for local businesses. We therefore consider that this development proposal accords with the NPPF, Policies GEN4, H3, H5, EP1, and Strategic Policies 10 & 14 of the Liverpool Core Strategy Submission Draft.

### **SCALE, MASSING & DESIGN**

- 6.8 The application site is located at a prominent position at Strand Street on Liverpool's Waterfront. There is therefore an opportunity in design terms for the development to reflect this key location and present a strong design statement. This opportunity was identified during Pre-Application discussions with Officers and is reflected in the current design. Given the presence of the application site, along a busy main road - and thus a resultant prominence on the surrounding streetscene - yet within proximity to several heritage assets, careful consideration has been given to the proposed size and scale of the building.
- 6.9 A design exercise was undertaken that reviewed the opportunities and constraints of the site. Full details of this evaluation are included within the D&AS. Opportunities include:

- Provide a key interface within the City Centre, as outlined in the Strategic Investment Framework.
- Act as a catalyst, further encouraging people into the area, supporting local businesses and redevelopment.
- Provide new high quality accommodation within the City Centre.
- Follow a design approach that embraces diversity and allows individual expression, but also reflects the surrounding high quality townscape.
- Creates a building that has a clear visual and spatial concept which takes into consideration the historic past of the area, as well as the significance of contemporary regeneration.

6.10 It is worth noting that the D&AS picks up on five significant elements that LRW Architects considered important, these are:

- Material Choice – the choice of façade materials has been derived from the adjacent Mann Island, with its black granite, interspersed with a light stone solution to reference the Three Graces, part of the Pier Head complex. In addition, bronze anodising references Liverpool Crown Court, and the spandrel and glazing panels with aluminium frame references One Park West. By directly referencing the many significant buildings around it, the building complements its surroundings without attempting to be a pastiche facsimile.
- Varying Roofscape – the eclectic character of the surrounding buildings offer a diverse and multi-levelled roofscape, something mirrored within the proposed building itself.
- Irregular Window Pattern – by creating a random interlocking of window elements on the Strand Street building line, the scheme breaks up the façade and gives further variety to the frontage, giving a sense of strength and individuality to the building.
- Horizontal Detailing - there is a repetition generated that can be seen in the formation of the horizontal façade elements, creating a regular rhythm to the frontages.
- Protrusions and Recesses – the structure creates protrusions and recesses in and out of the building, which in turn presents a series of levels, layering the building façade.

- 6.11 As it stands, the present building is out of character with its surroundings, both in terms of appearance and scale; standing at 4-storeys and constructed from red brick. Along the Liverpool Waterfront, buildings are typically tall, with a scale varying from the 11-storey Travelodge, to 17-storey (at the highest point) Park One West. The proposed development, standing at 16-19 storeys, reflects the range of building heights located within close proximity of the site, and puts forward a scale more in-keeping with the surroundings than and as such the proposed development will create a unique and dynamic addition to the waterfront overlooking Canning Dock.
- 6.12 The site is located at the 'transition point' between the historic buildings along The Strand and the contemporary developments around Canning Dock, and as such has commanded a scheme which integrates the old and the new. It does not compete with the sensitive historic buildings but it completes the composition waterfront buildings and ties them together. The façade integrates the use of stone, which complements the Three Graces, with the use of black granite/ceramic tiles which references the Mann Island buildings, whilst the glazing and aluminium frames is drawn from the adjacent One Park West. Further details of the proposed materials are outlined in the D&AS.
- 6.13 In addition, these materials have been designed to be thermally efficient (in line with UDP Policy HD21) whilst taking advantage of pioneering techniques to deliver a high quality finished product to the standards prescribed within Paragraph 56 of the NPPF and the development aspirations of the NPPG.
- 6.14 This scheme utilised this the opportunity to reflect this key location and present a strong design statement, in keeping with Liverpool One, Mann Island, and the Pier Head complex. As outlined in the D&AS, scale within the viewpoints is important, and our proposal both challenges and complements the surroundings. If handled well (and we believe it has been) the challenge of the location can be its major quality, matching the iconic buildings and continuing regeneration of the area.
- 6.15 The design ethos of the Private Rented Sector model is to encourage residents to rent in the building on a long-term basis. In order to facilitate this, the amenities on offer to the residents - as well as the high quality finish of the apartments, both internally and externally - will create a distinctive and exceptional destination for modern urban living. Beyond the units which enjoy private terraces, winter gardens and west-oriented vistas, all residents will enjoy fantastic views across the Waterfront from the 16<sup>th</sup> floor roof garden, while the extensive reception facilities at ground floor, coupled

with semi-public gardens and residents' terraces, will provide a hub to create a new community in a superb location.

- 6.16 The elevations feature a number of details drawn from the existing buildings nearby, such as the occurrence of strong vertical elements, high levels of visual interest, and the diversity in the use of the materials. Variations in the façades fronting the street line to the recessed central frontage, with the structures protrusions and recesses, layers the frontage, creating depth, shadow and symmetry without making a domineering monolith that adds little to its context.
- 6.17 The proposal is designed to add to the high quality river frontage, and to complete the surrounding regeneration efforts. By creating a building of 16-19 storeys, the scheme provides a scale of attractive development appropriate to the local area at a density appropriate for an efficient land use in a city centre environment. The development is of a scale and modelling that is considered appropriate for this prominent position along the waterfront, and will create a defined and strengthened urban form along Strand Street. The proposal gives the opportunity to provide a striking addition to this area of the city, completing the nationally iconic Waterfront, and giving social value to its immediate context.
- 6.18 It is considered that the application scheme is a very positive response to the design principles which are enshrined in Section 7 of the NPPF, UDP policies (including HD18, HD19, HD20 and HD23) and more directly set out in a Strategic Policy 23 of the Core Strategy Submission Draft (2012).

## HERITAGE CONSIDERATIONS

- 6.19 The proposed development site is located within the Buffer Zone of the Liverpool Maritime Mercantile City World Heritage Site and within the setting of Pier Head (which includes the listed Three Graces; the Royal Liver Building, The Cunard Building, and the Port of Liverpool Building), the adjacent Albert Dock Complex, Canning Dock/Island Listed Group, the nearby Albion House, and other listed buildings. The Application Site is also adjacent to the Albert Dock Conservation Area, and the Castle Street Conservation Area is located a short distance to the north of the Application Site. Considering this context, a Heritage Statement, undertaken by Turley Heritage, and is submitted in support of the application.

- 6.20 The Heritage Statement provides an analysis of the affected heritage assets; an assessment of their significance; a review of the policy context in terms of relevant national and local policies and specific guidance of the WHS; and an evaluation of the impact of the proposal upon the significance of the affected heritage assets.
- 6.21 As outlined previously, pre-application discussions were held with Design & Conservation Officers of Liverpool Council and Historic England. A pre-application meeting with Historic England (HE) was held on 24<sup>th</sup> March 2016, and following this a written response was received on 14<sup>th</sup> April 2016. The response from HE makes the following points:
- The existing building is of limited interest, making a neutral contribution to the wider streetscape. There is no objection to its demolition or the principle of redevelopment of the site.
  - The present proposal has been well considered. The 'H' plan form reduces the mass of the building, provides articulation to the elevation, and increases the number of apartments which can view the Mersey.
  - The proposed scale is more fitting with the current context, and the choice of architectural form and materials is also appropriate.
  - The Visualisations show that the proposed scheme does not result in any significant change to the skyline and would not have an adverse impact upon key views.
  - The application should be supported by a thorough analysis of the likely impact of the development on the Outstanding Universal Value of the World Heritage Site in line with UNESCO Guidance 'Heritage Impact Assessments for Cultural World Heritage Properties'.
- 6.22 As suggested above a series of 'heritage views' have been presented in the Design and Access Statement to help understand the potential impact of the Proposed Development. The viewpoint locations were identified during pre-application consultations with Historic England and the City Council. The impact on the setting of relevant heritage assets are summarised within the Heritage Statement.
- 6.23 In relation to the view analysis, the Statement finds that, the proposed development has been subject to a detailed analysis that has included strategic views identified in the WHS SPD and the assessment has been informed by the ICOMOS Heritage Impact Assessment guidance with respect to the importance of the assets and the magnitude of likely impacts. The assessment of significance has considered the

contribution of the six character areas of the WHS and the criteria for inscription. The proposals will not affect the WHS criteria for inscription, other than to contribute to the townscape in one part of the BZ that is not referred to in the WHS SPD. The proposed development is therefore considered to have a neutral impact on the OUV, integrity and authenticity of the WHS.

- 6.24 As outlined within the Statement, the Application Site has been subject to several periods of change and renewal, as the alignment of the waterfront and the enclosing properties changed and during the post war recovery of the mid to late C20<sup>th</sup>. Indeed those processes of change contribute to the narrative and OUV of the WHS. Despite its prominent location the building that currently occupies the Application Site makes at best a negligible contribution to the backdrop to the international waterfront. It contributes little architecturally, while it appears under-scale in an otherwise continuous frontage of buildings of significantly greater mass.
- 6.25 The proposed development will appear within the setting of a wide range of heritage assets, including those that contribute to the OUV, integrity and authenticity of the WHS. However, it will appear as part of the backdrop, it will not obscure important views or challenge the predominance of key assets, such as Albert Dock and Pier Head.
- 6.26 The proposed development will sustain the significance of the Albert Dock and Castle Street Conservation Areas as a whole by preserving their character and appearance in accordance with S. 72 of the 1990 Act and the requirements of the NPPF and UDP. The Proposed Development will also preserve the significance of the relevant listed buildings, in accordance with the relevant legislation and policies.
- 6.27 The proposals therefore comply with Policy GEN3 and HD5 of the Liverpool UDP and should be supported.

## ACCESS & PARKING

- 6.28 Paragraph 32 of the NPPF states that development should only be prevented or refused on transport grounds where the residual cumulative impacts of the development are severe. UDP Policy GEN6 also confirms the need for development proposals to avoid having a negative impact upon local traffic management road safety.

- 6.29 In response to the above, Curtins were appointed to provide transport and highway advice for the traffic and transportation implications associated with the proposed scheme.
- 6.30 The accompanying Transport Statement (TS) states that the overriding theme of national policy is that developments must be accessible by sustainable means of transport and accessible to all members of the local community. Local policy is to echo the sustainability sentiment of national policy.
- 6.31 The proposed development is located on brownfield land in the urban environment which makes it a sustainable use of land as well improving local amenity. There are, pedestrian and cycle linkages to a number of locations, frequent public transport services to other major centres and interchanges, and adequate parking provision which ensure that this development is as sustainable, as required in local and national policy.
- 6.32 The TS has critically assessed the walking, cycling and public transport accessibility of the site.
- 6.33 As stated in the *Ensuring a Choice of Travel* SPD, road safety should be a strong deciding factor in developments. The TS recognises that the local urban area has a good level of infrastructure in terms of road widths, path provision, street lighting and crossing points. Therefore the local area has excellent facilities to promote movement of pedestrians, puffin crossings, wide footways, and directional signage to aid visitors to the area, and the proposed development site is located in the urban area with a range of local land uses, services and facilities. The proposed application site can therefore be considered as being accessible on foot.
- 6.34 In relation to cycling, there are a variety of leisure, employment and amenity attractions within the cycle catchment area that can access the site. The *National Travel Survey* identified that bicycle use depends on topography, and that a mean distance of between 5 – 10 kilometres is considered a reasonable travel distance between home and workplace. A 5km distance incorporates a substantial part of the City of Liverpool.
- 6.35 Accessibility to bicycles is ensured by the Citybike scheme, the largest public bike sharing scheme outside London. There are currently 140 bike stations in operation in Liverpool with a range of tariffs available. There is therefore a variety of leisure, employment and attractions within the cycle catchment area that can access the

site. In conclusion, the proposed application site can be considered as being served by the cycle network and is therefore accessible by cycle.

- 6.36 In terms of public transport, the development site is located well within 200 metres from the nearest bus stops. These bus services provide an opportunity for residents to access the wider area from the proposed development via public transport.
- 6.37 In summary, the application site can be considered as having a very good potential to be accessible by walking, cycle and public transport in accordance with planning policy guidance related to urban areas.
- 6.38 Despite the sustainable location, in reality some travel will be made by car. In order to forecast the predicted traffic in and out of the site, TRICS data was used. TRICS is the industry recognised tool for calculating the anticipated future trip demand of a proposed development. The database contains multi-modal surveys of varying land uses in multiple destinations across the UK, including apartment land uses, and then assesses the maximum amount of cars that could leave during the morning and arrive back in the evening, before the effects on the surrounding roads would become discernible to fellow traffic.
- 6.39 As a worst case scenario all 56 vehicles parked in the car park could leave in the morning and then return in the evening, which is 12 less than the maximum TRICS figures for the AM and 24 less than the PM. The expected trips to and from the development are therefore considered to be imperceptible to the existing traffic on the surrounding highway.
- 6.40 The development makes some limited provision for off-street parking. However, given the excellent public transport, walking and cycling routes in this locality, the provision of cycle parking within the development, and associated enhancement of the surrounding highways, the proposed mixed use scheme can be adequately accommodated without adverse impacts upon the operation of the local highway network.
- 6.41 Keeping car parking to a minimum is appropriate in locations that are accessible by a wide range of sustainable transport options such as the Application Site. The proposal is therefore in line with local policy guidance which promotes sustainable transport choices that will mitigate the impact of proposals on the environment, respond to congestion affecting roads and public transport in the area, and promote healthier lifestyles.

- 6.42 A Framework Travel Plan is also submitted in support of the application. It will be agreed, prior to first occupation of the development, incorporating mechanisms for implementation, monitoring and review on a regular basis. This shall include the appointment of a designated Travel Plan Coordinator. The site is highly accessible on foot and cycle, and situated in close proximity to numerous bus routes. Providing 56 car parking spaces and 76 no. secure cycle parking spaces is considered to adequately cater for all residents of the development. On this basis, the proposal will encourage sustainable means of travel, and suitably mitigates local impacts upon road congestion.
- 6.43 On the basis of the above information, it is considered that the proposal would accord with the NPPF, Policies HD18, HD19, T6, T7, and T12 of the Liverpool UDP, Strategic Policy 34 of the Liverpool Core Strategy Submission Draft, Ensuring a Choice of Travel – SPD, Design for Access for All – SPD and Liverpool's Local Transport Plan.

#### **RESIDENTIAL & NEIGHBOURING AMENITY**

- 6.44 The location of the proposed development in an urban residential, commercial and leisure location means that the proposal itself is not a departure from the nature of the surrounding area. However, it is recognised that the proposed development will have a noticeably different interface with surrounding land uses given its scale from the office building presently on site.
- 6.45 It was noted in the pre-application stages that the proposal offered a positive mix of residential unit sizes, the majority (47.34%) 2-bed apartments, 41.27% as 1-bed apartments and 11.39% 3-Bed Apartments (to accommodate demand for families in the city centre). The range of residential unit sizes is welcomed as it will provide for a range of different types of household size and bring larger units into the area.
- 6.46 Buildings of this scale and a tight urban grain are characteristic of this built up urban area, and the interface distances with neighbouring uses are considered acceptable by City Centre standards. On this basis, it is considered that the proposed development is adequately spaced, and suitably modelled, so as to avoid adverse levels of overbearing, overshadowing and overlooking to neighbouring buildings.
- 6.47 The floor plans indicate that the proposed apartments would be of a size and layout which would accord with local and national policy. Furthermore the mix of

apartment types in welcomed, as both the NPPF and Strategic Investment Framework of Liverpool promote the concept of the City Centre as a new residential neighbourhood offering accommodation for a sustainable and diverse residential population.

- 6.48 All of the proposed apartments meet minimum space requirements and will offer reasonable levels of privacy and outlook to future residents indeed many of the units will benefit from open views across the area and the River Mersey. The residential accommodation includes bin stores and secure internal cycle storage. It is therefore considered that the arrangement, size, access and security arrangements of the apartments will provide a reasonable level of amenity to future residents.
- 6.49 To ensure that future residents are not unduly disturbed by nearby businesses and traffic noise a Noise Assessment was undertaken.
- 6.50 Wardell Armstrong were instructed to undertake a Noise Assessment for the proposed development. Their report provides details of glazing and ventilation specifications. This specification will ensure that the properties enjoy a good degree of sound insulation, to protect the amenity of both the existing residents in the area and future residents of the proposed development. This method of noise insulation would protect residents from noise issues, in line with Policy EP11 of the UDP.
- 6.51 Refuse and recycling facilities are to be provided in line with the guidelines set in the Refuse Storage & Recycling Facilities in New Developments guidance note. Waste generated by the development will be taken by to a designated ground floor refuse store via two chutes, one for general waste, and another for mixed recyclables, and then only be placed outside immediately prior to trade refuse collection. This will mitigate problems of odour, vermin, litter and detritus, and avoid blocking of the public highway. Servicing of the development from Red Cross Street will need to be carried out in accordance with a management strategy.
- 6.52 In summary, the layout and design of the development will provide high quality and secure accommodation for residents, whilst safeguarding the amenity of neighbouring occupiers. There will be increased activity and animation of adjacent streets and spaces, which will create a more vibrant and inviting local environment. Potential problems of noise and waste can be suitably mitigated during construction and for the lifetime operation of development so as to ensure that local residents, existing and proposed, are not adversely disturbed or exposed to harmful

externalities. On this basis, it is considered that the proposal accord with the NPPF, Policies GEN8, E6, HD8, HD18, HD20, H3, H5, S14, EP2, EP9 & EP11 of the Liverpool UDP and Strategic Policies 23 & 33 of the Liverpool Core Strategy Submission Draft.

## ENVIRONMENTAL & TECHNICAL CONSIDERATIONS

- 6.53 The Planning Application takes full consideration of the environmental effects the proposal will cause, as required by UDP Policy EP11, as well as the technical details required to make the development successful.
- 6.54 In terms of the drainage, the proposed building will change in use from commercial (offices) to a taller mostly residential occupancy there will be an increase in the foul discharge from the site. As such, a Drainage Strategy has been drafted by Curtins. Though the scheme will make use of the existing utility facilities in place, the change in use from its present use, a taller mostly residential occupancy there will be an increase in the foul discharge from the site. For avoidance of doubt, the increased foul discharge will be agreed with United Utilities prior to connection.
- 6.55 The Drainage Strategy estimates that circa 100m<sup>3</sup> of attenuation surface water storage will be required for the 100 year return period storm (an extreme rainfall having a 100-year recurrence interval), with allowances for predicted climate change, at critical duration. The current design identifies this attenuation storage volume provided below the undercroft carpark, podium and roof areas. A combination of green roof and blue roof attenuation storage will be provided on the roof and podium that will utilise wicking systems to provide passive irrigation to the landscaped areas. This system will both maximise the transpiration losses and reduce the potable water required for irrigation.
- 6.56 The proposed development will offer a 30% reduction in the existing 2 year return period storm (an extreme rainfall having a 2-year recurrence interval) peak flows (betterment), in accordance with the Liverpool City Council 'Brownfield-Greenfield-FRA Advice Note'.
- 6.57 Additionally, an Air Quality Assessment has been carried out as the proposed development is located within the existing Air Quality Management Area which has been declared for the entire Liverpool city area. The assessment considers dust and fine particulate matter associated with the construction phase of the proposed development, and road traffic emissions associated with the operational phase. Air

pollutant concentrations are considered at proposed receptor locations within the site and the requirement for mitigation is considered.

6.58 The Air Quality Assessment identified that during the Construction Phase the risk of dust soiling and human health effects is not negligible, and therefore mitigation will need to be implemented to mitigate dust effects of construction. Construction Phase mitigation listed within the Assessment is as follows:

- Soft strip inside buildings before demolition (retaining walls and windows in the rest of the building where possible to provide a screen against dust);
- Ensure effective water suppression is used during demolition operations;
- Re-vegetate earthworks and exposed areas/ soil stockpiles to stabilise surfaces as soon as practicable;
- Ensure sand and other aggregates are stored in bunded areas and are not allowed to dry out, unless this is required for a particular process, in which case ensure that appropriate additional control measures are in place;
- Ensure bulk cement and other fine powder materials are delivered in enclosed tankers and stored in silos with suitable emission control systems to prevent escape of material and overfilling during delivery;
- Use water-assisted dust sweeper(s) on the access and local roads, to remove, as necessary, any material tracked out of the site. This may require the sweeper being continuously in use; and
- Ensure vehicles entering and leaving the sites are covered to prevent escape of materials during transport.

6.59 The developments proximity to The Strand increases the potential for exceedance of the Nitrogen Dioxide annual mean objective, where residential uses are proposed, it is recommended that suitable mitigation be put in place to safeguard future residents who may occupy apartments on 1<sup>st</sup> Floor and 2<sup>nd</sup> Floor, located along the western façade facing onto Strand Street. This could include the installation of a mechanical or passive ventilation system, to draw in air from a higher level or a façade further away from Strand Street.

6.60 The existing conditions of the ground are also taken into consideration within the Application, and a Phase 1 Preliminary Site Assessment has been undertaken by Curtins. Specifically, the Phase 1 provides an initial assessment of the site with regard to potential contamination of the site and its surroundings, and potential issues with the geology beneath the site. The Assessment determined a varied level of level of

risk associated with the proposed development (Low – from Water Contamination - to Very High – from Unexploded Ordnance). From this, the Assessment recommended that a ground investigation is conducted to confirm the risks and provide data in support of the structural and civil engineering design. An outline scope for this investigation is detailed within the Report.

- 6.61 Liverpool's Waterfront is seen to be a windy area, and as such a Wind Study was instructed as part of the planning application submission. The Study provides a qualitative review of the expected wind behaviour around the proposal and provides commentary on the potential impacts of the project on pedestrian comfort and safety and suggests mitigation measures and design alterations to help alleviate 'windy' conditions.
- 6.62 The Wind Study recommended design alterations in order to mitigate against negative impacts from a windy location. As such, entrances will benefit from localised screening (which could include vertical porous or solid screens, or dense evergreen planting either side of the entranceway), which would create a 'buffer zone' for pedestrians moving from the calm interior into the relatively windy outdoor space. Outdoor seating areas on the communal roof terrace will benefit from soft landscaping or localised screening (which could include shrubs in planters, planted trellises, solid or perforated screens/windbreaks), specifically placed to the West side of the seating areas to provide localised shelter and direct wind flows over the terrace. The design of the private terraces include balustrade heights which are of a similar height to the corresponding apartment floor to ceiling height to reduce the ingress of wind flows from the North-West and South.

## LANDSCAPING

- 6.63 UDP Policy HD23 promotes a high quality of landscaping in new developments. The proposed landscaping scheme includes streetscape works, a new public garden, a ground floor communal courtyard, roof terrace and internal private terraces.
- 6.64 Alongside the architectural drivers and inspiration behind the proposed scheme, practical constraints have also been a strong consideration in its development. Wind analysis studies have provided a clear direction in terms of tree planting and boundary treatments required to mitigate wind exposure. Site security and access have also been key elements, as have material choices that are robust and vandal

resistant. Soft landscape has been designed to reduce maintenance and ensure longevity.

- 6.65 Both the soft and hard landscaping proposed are high quality, with the materials proposed following the precedent set along Liverpool One adjacent the site.
- 6.66 Of particular importance to the wider area is the public gardens fronting Strand Street. The proposed landscape scheme at the main entrance has been designed to work with the built form to maximise the water front aspect and promote an interactive space with active building frontage. The raised entrance terrace, benefitting from a glass balustrade enclosure and fixed timber seating, encourages residents to use the entrance area and enjoy open views across the water.
- 6.67 To facilitate the changes in level (sloping downwards towards Strand Street, from the rear of the site), a series of stepped terracing and graded access has been used to integrate the built form into the existing setting. The scheme addresses the important link to the road frontage and adjacent public realm. The landscape treatment wraps around the building along Redcross Street providing continuity to the public realm thereby visually enhancing the important pedestrian route up towards the city centre. The accompanying street furniture will complement the clean linear pattern of the paving, and lighting will comprise of bollards and uplighters which will be used to define pedestrian routes, highlight architectural features and trees and create a safe environment at night.
- 6.68 The terraces, courtyard and roof gardens present an opportunity for useable private amenity space within the development. The ground floor internal courtyard has been designed to provide residents with a safe environment in which to enjoy outdoor recreation. To encourage residents use in the evening, a central seating area with gas fire pit has been included. Set within a raised oval artificial lawn (that will incorporate requisite car parking vents) the overall space has been designed with flexible use in mind.
- 6.69 The roof terrace on the 16<sup>th</sup> Floor will provide views across the iconic Liverpool Waterfront. Designed with the benefit of the roof top panorama, additional facilities will include an outdoor kitchen with BBQ, flexible garden space, and booth seating areas with fire pits and fire tables. Enclosed by glass balustrading and semi- mature tree planting, residents will be able to actively enjoy the roof garden.

- 6.70 Planting across the site will be a mixture of evergreen and flowering shrubs, robust grasses and perennial plants complete the compendium, making for seasonal variation within a basis of all-year-round green stability. The main objective is to improve and enhance ecology within the site and in the wider locality. Provision has been made for the inclusion of native (or wildlife beneficial) trees and shrub planting together with species rich lawn and bulb planting. This combined with the proposed use of a green roof system on the main buildings and the provision of bird, bat and invertebrate boxes will help in achieving this goal.
- 6.71 The overall landscape scheme has been assessed in relation to sun-path, view orientation and prevailing wind, to ensure that sheltered, sunny locations are provided at each landscape level and terrace. Open space along the west of the development will be thoughtfully designed to optimise the capture of light throughout the day with an emphasis on views to the west where users will benefit from attractive space to enjoy the evening sun. Spaces have been designed to capture as much light as possible and lighting will be designed thoughtfully so not to obstruct views over the cityscape. Lighting will be enclosed, warm, and create a comfortable and intimate atmosphere.
- 6.72 The overall design and detailing of the proposals is considered to represent a high quality statement which will make a very positive contribution for local environment. As such, the scheme satisfies the landscaping requirements of UDP Policies GEN3 and HD23.

#### POTENTIAL S.106 OBLIGATIONS

- 6.73 A review of relevant planning policy has highlighted the consideration of planning obligations which would concern off site provision of open space, street trees and public art.
- 6.74 Non-typical site costs, the provision of the upper level amenity space and the high quality elevational treatment have added to overall costs and have reduced viable floorspace. These have therefore had a direct Impact upon scheme viability, but not to an extent where we contend that the potential S.106 obligations would make the development unviable.
- 6.75 As outlined in Section 4, the NPPG sets out a requirement for Local Planning Authorities to work with interested parties to promote the redevelopment of

brownfield sites. It is widely recognised that the redevelopment of brownfield sites can be difficult/expensive due to the high abnormal costs associated with mitigation and site assembly. Local Planning Authorities are therefore encouraged to consider the different funding mechanisms available to them to cover potential costs of bringing such sites back into use; and to take a flexible approach in seeking levels of planning obligations and other contributions to ensure that the combined total impact does not make a site unviable.

- 6.76 Historically, the City Council has ensured that Liverpool is responsive to changing economic circumstances and consistently offered a sympathetic approach to developers. With this in mind, the applicant seeks exemptions to the requirements of Policies H5, OE14, HD23, HD24 & SPG Note 10 of the Liverpool UDP, and the Council's Executive Board Report (November 2008), as the development proposals would present regeneration benefits. This site has sat underutilised for a number of years and this application presents a realistic and high-quality redevelopment opportunity that would provide environmental enhancement of this prominent site within the Historic Downtown of the City Centre and would bring forward a residential led scheme that makes the most efficient use of the site, ensuring its future.

## 7. SUMMARY AND CONCLUSIONS

- 7.1 This document seeks to touch upon the main elements of the application proposal and to provide a brief overview of the planning policy framework against which the application will be assessed. This section summarises a number of general and site-specific arguments in favour of the proposed development.
- 7.2 Pre-application discussions have taken place with Officers of the Council prior to submission of the application. The comments received have helped develop and shape the scheme into the form as presented by this application.
- 7.3 The application has been considered against the policies of the current development plan, the emerging Local Plan and national government guidance. It has been illustrated that the proposal conforms to the criteria set out in these policies and that the principle of development is acceptable. This report clearly demonstrates that the proposed development has policy support and is aligned with national policy.
- 7.4 The principle of student development is considered acceptable in this location as it is a previously developed site and is located in a highly accessible location in Liverpool City Centre. As such it is located in an area appropriate for large scale redevelopment.
- 7.5 The proposed accommodation will enable the regeneration of an urban brownfield site with a stronger and more active built form that positively interacts with surrounding streets and spaces. It will contribute towards a sustainable mix of uses in an accessible location, benefiting the local economy, providing enhanced employment prospects and assisting with the regeneration of the area.
- 7.6 The Application Site will be carried forward as a PRS, with a dedicated management team. As such, the proposal will deliver all the benefits of building, high quality, long-term homes for rent, rather than development for sale. Quality, community and longevity will be the priority.
- 7.7 The design ethos of the Private Rented Sector model is to encourage residents to rent in the building on a long-term basis. In order to facilitate this, the amenities on offer to the residents - as well as the high quality finish of the apartments, both internally and externally - will create a distinctive and exceptional destination for modern urban living. Beyond the units which enjoy private terraces, winter gardens and west-oriented vistas, all residents will enjoy fantastic views across the Waterfront from the

16<sup>th</sup> floor roof garden, while the extensive reception facilities at ground floor, coupled with semi-public gardens and residents' terraces, will provide a hub to create a new community in a superb location.

- 7.8 The proposed development respects the context in which it sits and reflects the recent high quality re-developments that surround the site.
- 7.9 The building is of an appropriate scale, form and massing. It is modelled and detailed in a contemporary, yet contextual manner, which will strengthen the built form and add visual interest at a prominent location in the City Centre without being overstated.
- 7.10 The proposal will regenerate the site and introduce a new and distinctive landmark to the dynamic Liverpool skyline, where tall buildings are symbolic of the city's ongoing resurgence.
- 7.11 The Heritage Assessment outlines that the proposed development will appear within the setting of a wide range of heritage assets, including those that contribute to the OUV, integrity and authenticity of the WHS. However, it will appear as part of the backdrop, it will not obscure important views or challenge the predominance of key assets, such as Albert Dock and Pier Head.
- 7.12 The Heritage Statement goes on to outline that the proposed development will sustain the significance of the Albert Dock and Castle Street Conservation Areas as a whole by preserving their character and appearance in accordance with S. 72 of the 1990 Act and the requirements of the NPPF and UDP. The proposed development will also preserve the significance of the relevant listed buildings, in accordance with the relevant legislation and policies.
- 7.13 The transport, parking, servicing and access arrangements, will satisfactorily protect highway safety and local amenity, safeguard the operation of nearby businesses, facilitate sustainable travel and ensure inclusive access.
- 7.14 The proposed scheme represents significant investment that will act as a catalyst for further future investment in the area. The development will create a positive statement as to what can be achieved on Liverpool's Waterfront and more widely within the city centre.
- 7.15 In summary the proposal will:

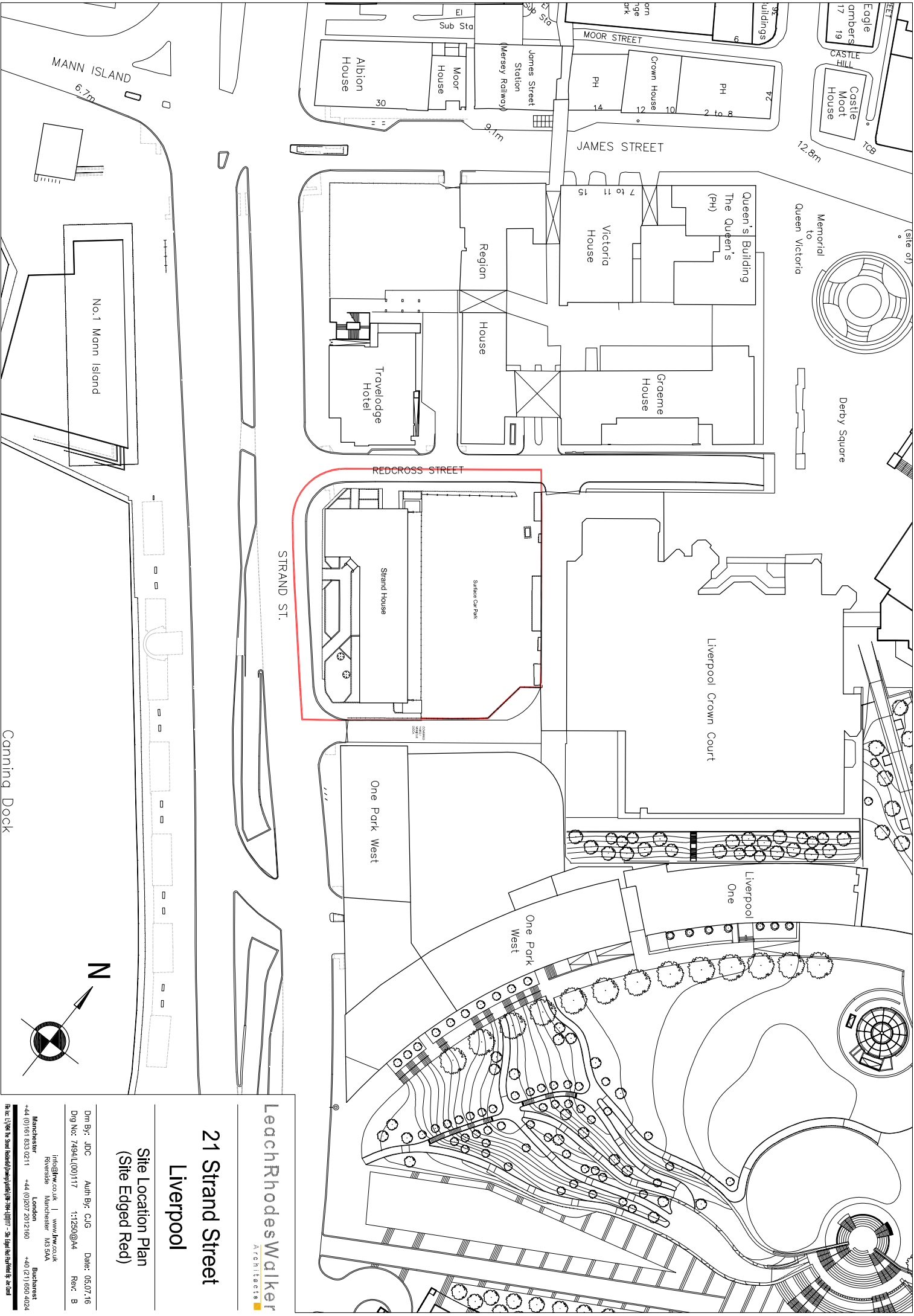
- Bring back into active use an underutilised brownfield site which is located in a sustainable location;
- Provides significant financial investment in the site;
- Deliver a variety of much needed high quality, well designed residential accommodation that will encourage people into the city;
- Supply flexible commercial floorspace on The Strand which will help to re-energise this area of the Waterfront;
- Create new jobs associated with construction, and then operation of the development.

7.16 The NPPF makes it clear that there is a '*presumption in favour of sustainable development*' and that this is the 'golden thread' running through both plan making and decision taking. The proposed development is consistent with the NPPF's core principles. The scheme has been designed to a very high standard, makes use of brownfield land and is in a sustainable, urban location that benefits from nearby services and community facilities.

7.17 In summary, the proposed development will provide a high quality residential scheme in a sustainable location. We have illustrated that the application site is entirely suitable and appropriate for residential development with a complimentary commercial ground floor use.

7.18 Statute requires that this application be determined in accordance with the development plan unless material considerations dictate otherwise. This proposal satisfies all relevant national and local policy considerations. In these circumstances, this application should be welcomed and planning permission granted accordingly.

## APPENDIX 1



# 21 Strand Street

## Liverpool

Site Location Plan  
(Site Edged Red)

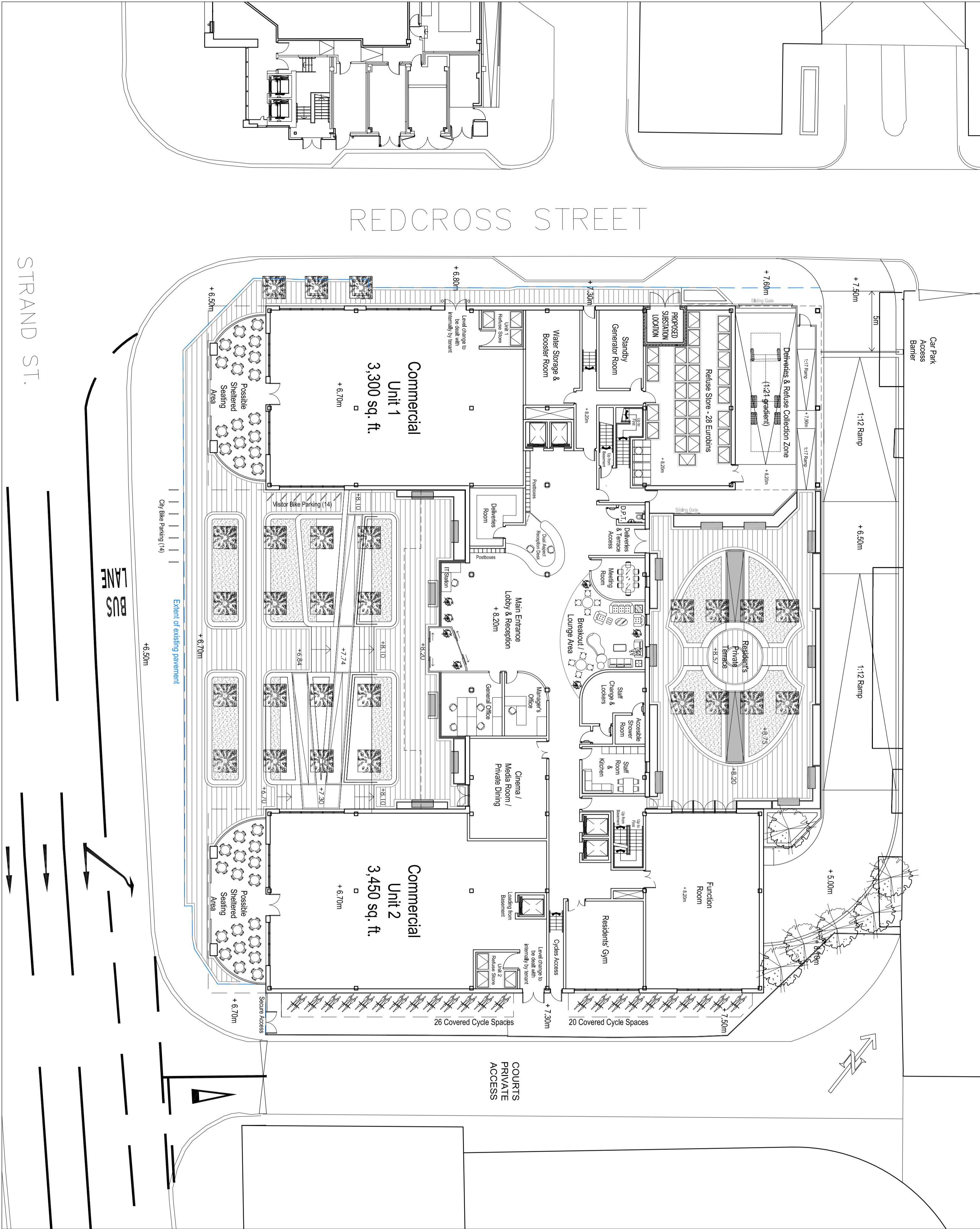
LeachRhodesWalker  
Architects

Dim By: JDC Auth By: CJG Date: 05.07.16  
Dwg No: 7494L(00)117 1:1250@A4 Rev: B

Manchester info@lrw.co.uk | www.lrw.co.uk  
Riverside London  
+44 (0)161 833 0211 +44 (0)207 2012160 +40 (21) 560 4024

Canning Dock

## APPENDIX 2



LeachRhodesWalker  
Architects

21 Strand Street  
Liverpool

Proposed Ground  
Floor Plan

Dn By: JDC	Auth By: CIG	Date: 05.07.16
Dwg No: 7484/L0003	1:200@A2	Rev: L
Info@lrw.co.uk   www.lrw.co.uk		
Manchester London Riverside Manchester M3 5AA		
+44 (0)161 833 0211 +44 (0)207 2012160 +40 (21) 950 4024		
File: 17981a strand street/propose/21-strand-003 - final for the final & as com		

## APPENDIX 3

## 6.0 // Use & Amount

## ACCOMMODATION SCHEDULE

## Commercial Units

	<u>sqm</u>	<u>sqft</u>
Unit 1	306.6	3,300
Unit 2	320.5	3,450
<b>TOTAL</b>	<b>627.1</b>	<b>6,750.0</b>

## Car Parking

Standard Spaces	54
Disabled Spaces	2
<b>Total Car Spaces</b>	<b>56</b>
<b>Total Motorcycle Spaces</b>	<b>6</b>

## Cycle Parking

Basement Cycle Store	30
Ground Floor Cycle Store	46
<b>Total Private Cycle Spaces</b>	<b>76</b>
<b>Vistor Cycle Spaces</b>	<b>12</b>
<b>City Bike Spaces</b>	<b>14</b>

Residential

	1 Bed	2 Bed	3 Bed	Total
Ground Floor	0	0	0	0
First Floor	10	9	4	23
Second Floor	8	12	4	24
Third Floor	8	12	4	24
Fourth Floor	8	12	4	24
Fifth Floor	8	12	4	24
Sixth Floor	8	12	4	24
Seventh Floor	10	12	2	24
Eighth Floor	10	12	2	24
Ninth Floor	10	12	2	24
Tenth Floor	10	12	2	24
Eleventh Floor	10	12	2	24
Twelfth Floor	10	12	2	24
Thirteenth Floor	10	12	2	24
Fourteenth Floor	10	12	2	24
Fifteenth Floor	10	12	2	24
Sixteenth Floor	9	4	2	15
Seventeenth Floor	8	3	1	12
Eighteenth Floor	6	3	0	9
<b>Total</b>	<b>163</b>	<b>187</b>	<b>45</b>	<b>395</b>

### Bedrooms Mix

1 Bed	41.27 %
2 Bed	47.34 %
3 Bed	11.39 %

