

2.0 STRATEGIC CONTEXT

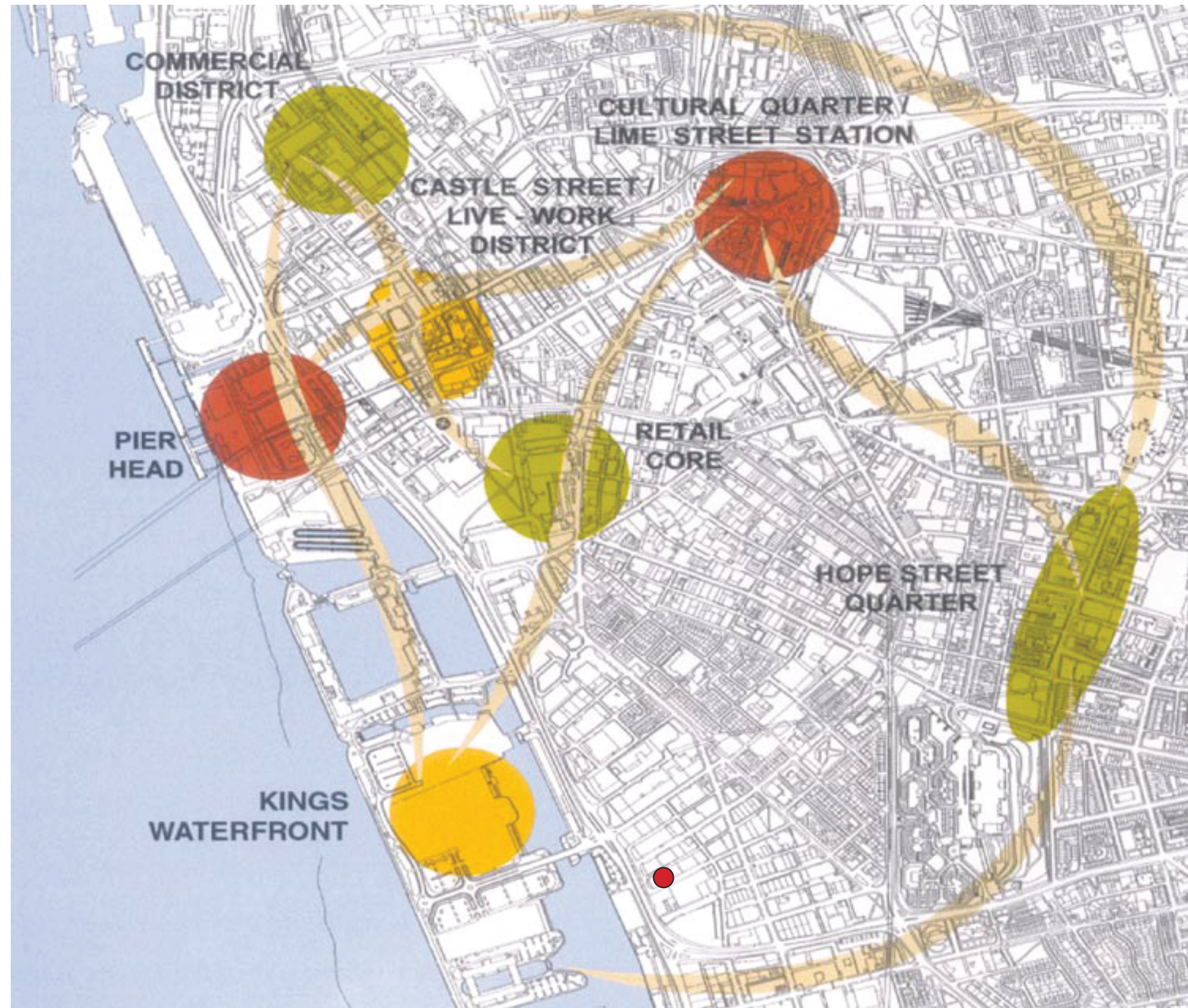
2.2 BALTIC TRIANGLE PLANNING FRAMEWORK

'The Baltic area of Liverpool becomes known as an exciting, stimulating and fun place to work, live and visit. It will be a viable and diverse mixed use area, based upon entrepreneurial business activity and creative industries, complemented by a high quality and diverse residential environment. The area will complement the investment in the surrounding areas of Paradise Street, Kings Waterfront and Rope-Walks. The Baltic will be an integral part of the redevelopment of South of the City Centre, facilitating seamless movement throughout the area. Development will be of the highest quality and innovation will be as standard.'

Baltic Triangle Planning Framework, 2008

Key:

● The site



Strategic Regeneration Framework

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2.2 LOCATION - BALTIC TRIANGLE PLANNING FRAMEWORK

As part of the design intent and appraisal process of this application, we have consulted on and adhered to the broad principles and guidance laid out in national and local planning guidance, including the Baltic Triangle Planning Framework.

The proposed mixed-use development is in line with the general objective of the framework to encourage new uses, particularly residential and leisure, to the area. The City Centre Strategic Regeneration Framework (SRF) (Liverpool 2000) identifies seven action areas (see diagram adjacent). While The Baltic Triangle is not a core area of the SRF, it identifies opportunities for the area. The proposed mixed-use development satisfies many of these - it will form part of a southern gateway to the City Centre and will create a focus for further employment opportunities.

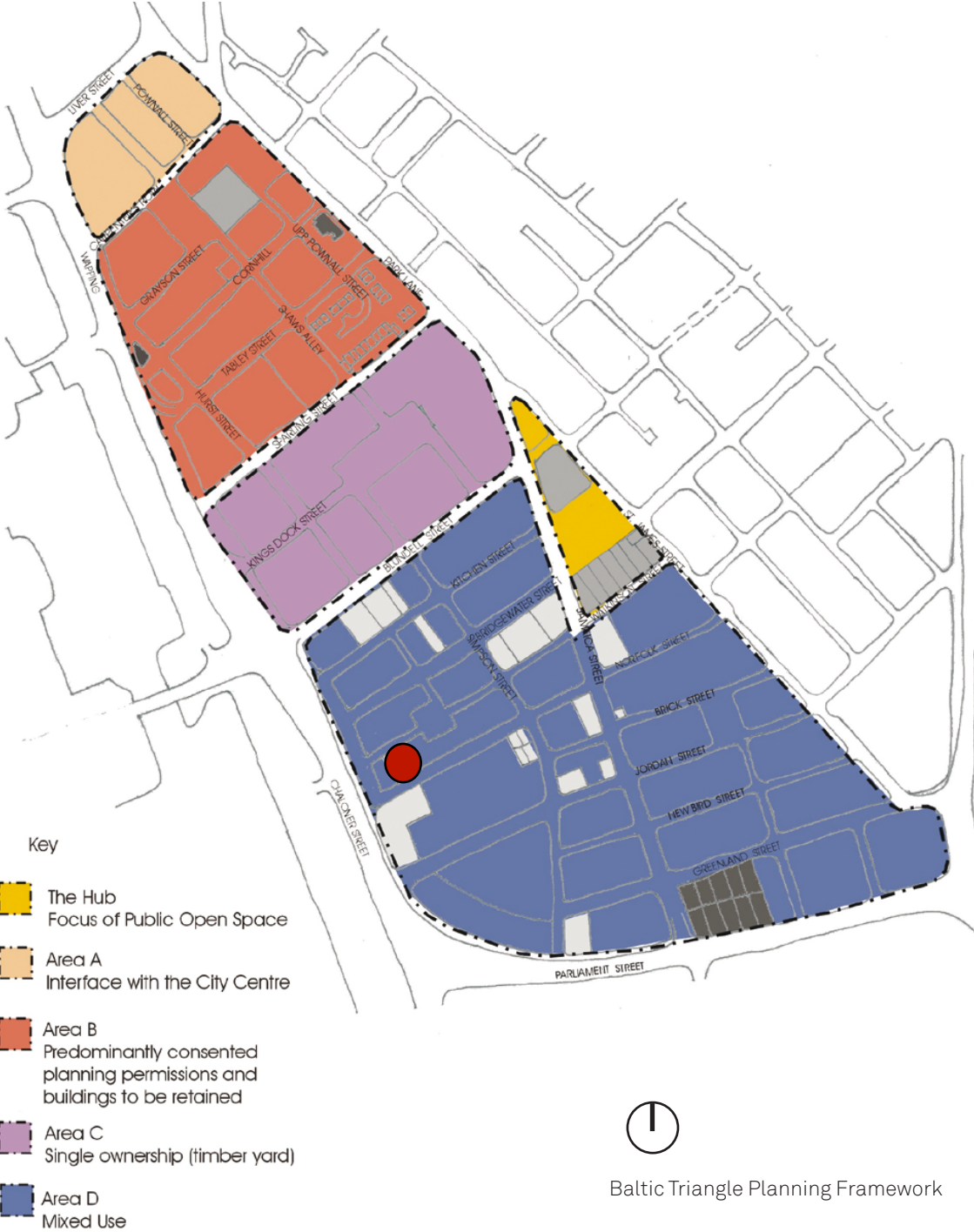
The proposed uses will create employment opportunities, ensure 24-hour activity, active frontages at street level and create pedestrian-friendly spaces. The site's position on Chaloner Street gives opportunity to create a positive frontage which encourages pedestrian links to the City Centre, Kings Waterfront and Albert Dock.

Key:

- Area A: Interface with the City Centre
- Area B: Predominantly consented planning permission and buildings to be retained.
- Area C: Single ownership (timber yard)
- Area D: Mixed Use
- The Hub: Public open space
- THE SITE



Design intelligence, commercial flair.



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2.3 MOVEMENT AND CONNECTIONS - GREAT STREETS

The proposed Liverpool developments include the improvement of city connectivity, specifically pedestrian and cycling accessibility. The diagram to the right indicates the key areas of consideration to help improve the pedestrian access throughout the City.


The proposed connections between the waterfront and Lime Street Station, via Hope Street (shown in green) comes within close proximity to the proposed site and helps to improve connections between the city and the Baltic Triangle.

We propose a similar action to connect Parliament Street to the Waterfront and Jamaica Street to the City Centre. This will provide secure and easy access to the site from all major transport routes and encourage pedestrians and cyclists to visit the Baltic Triangle.


KEY




SITE



Jamaica Street Route



Upper Parliament Street



Blundell Street

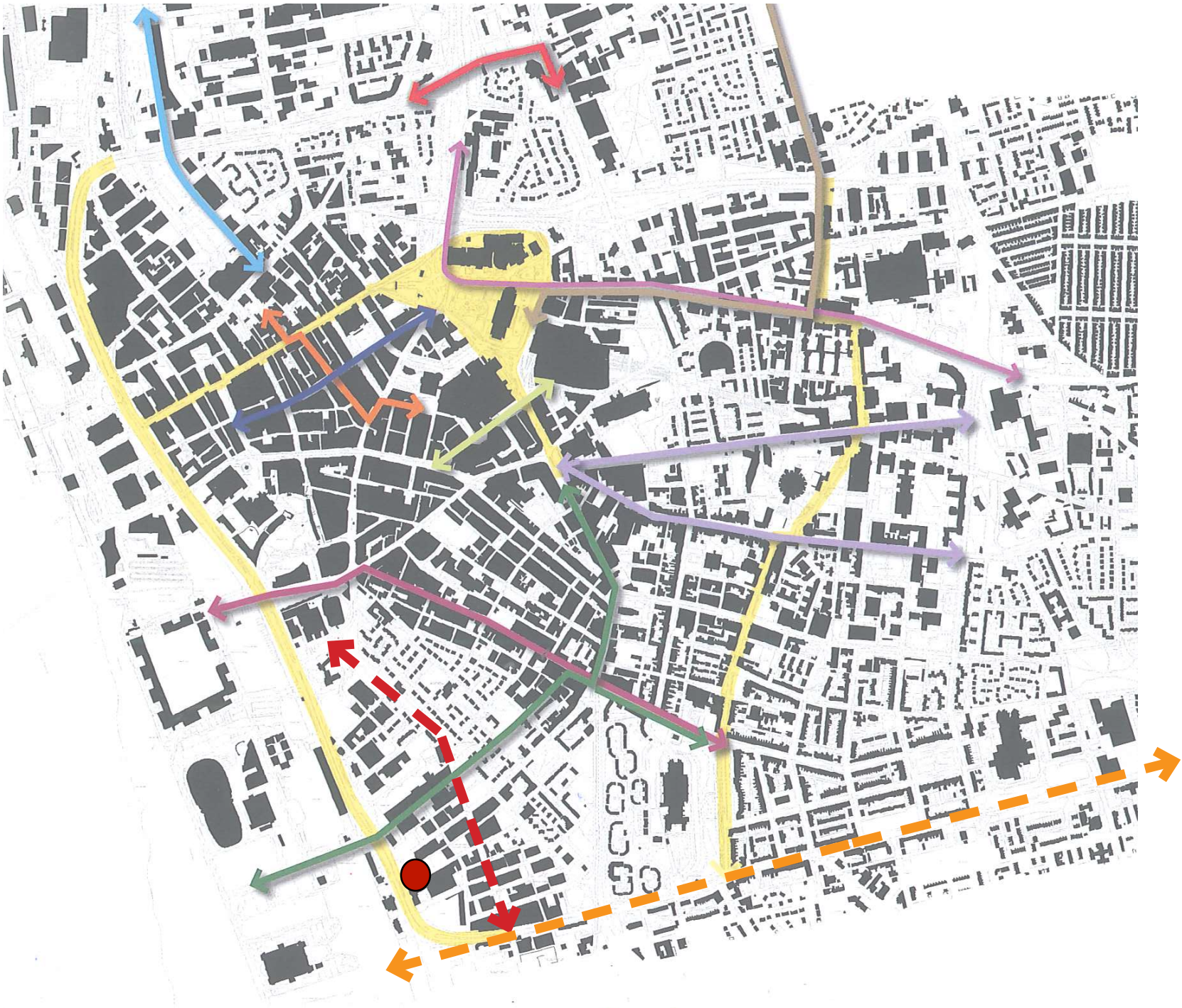


Image taken from Liverpool City Centre - Strategic Investment Framework 2012

2.3 MOVEMENT AND CONNECTIONS - TRANSPORT







The site is very well supported by existing bus routes and connections and short walking distances to train station. The existing bus routes along St. James Street run on a frequent basis, and service a large area of suburban and inner Liverpool. A new bus stop along Jamaica Street has recently been introduced, as a part of the new Merseytravel bus route that runs along the Strand and up Upper Parliament Street, forming a City Centre circular.

Liverpool One bus station, which services the majority of the City, is within a ten minute walk. This also runs a bus service which stops on St James St, around 200m from the site. Liverpool Lime Street train station, which connects to the national rail service is within a 10 minute walk, or 5 minute taxi-ride of the site.

For any visitors arriving by car, there is ample on-street parking, and a number of high capacity car parks within a five minute walking distance.

The adjacent diagram shows the immediate context of the proposal and its context within the transport infrastructure.

Key:

- ### Transport Links
- 01 Lime Street Station
 - 02 Central Station
 - 03 James Street Station
 - 04 St. James Station
 - 05 Liverpool One Bus Station
 - 06 Mersey Ferry Terminal
-  City Bike public cycle stands (10 bikes per stand)
-   Primary access roads
 -   Secondary access roads
-  Bus Stop within 5 minute walking distance



Maps taken from google.com