

SUPPORTING PLANNING STATEMENT

February 2018

ERECTION OF RESIDENTIAL APARTMENT BLOCK
AND GROUND FLOOR COMMERCIAL UNIT

WHITTLE STREET

on behalf of:

FAST GROWTH HOMES LIMITED



Table of Contents

1.	INTRODUCTION.....	1
2.	DEVELOPMENT CONTEXT.....	3
3.	DESCRIPTION OF PROPOSED DEVELOPMENT.....	6
4.	PLANNING POLICY	12
5.	PLANNING ASSESSMENT.....	21
6.	SUMMARY AND CONCLUSIONS	31
APPENDIX A – SITE LOCATION PLAN		33
APPENDIX B – SITE PLAN.....		34

1. INTRODUCTION

- 1.1 This Planning Statement has been prepared on behalf of the applicant, Rapid Growth Limited. It accompanies a Full Planning Application for the demolition of existing building and erection of a mixed-use part 6 / part 5 storey building creating 177 residential apartments and one commercial unit (Use Classes A1, A2, A3, A4 and B1) with associated communal facilities, access, servicing, parking and landscaping. The application site is located at the Kirkdale Road / Smith Street and Whittle Street, Liverpool.
- 1.2 This proposal is to provide a high quality residential-led mixed use development on an underutilised site. The scheme is intended for the private rental sector (PRS) to provide a diverse provision of accommodation types on a prominent site.
- 1.3 This statement describes the proposal 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.
- 1.4 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.
- 1.5 The general approach to, and content of, the application has been discussed with Senior Officers of Liverpool City Council (LCC) prior to its submission. These discussions have influenced the evolution of the scheme into its final form and the supporting information accompanying the application.
- 1.6 The following list of documents accompanies this application:
- Design & Access Statement, prepared by FCH Architects;
 - Planning Statement, prepared by Zerum;
 - Landscape Strategy, prepared by Layer;
 - Arboriculture Implications Assessment, prepared by Amenity Tree Care;

- Transport Statement, prepared by Development Transport Planning Consultancy;
- Air Quality Assessment, prepared by Redmore Environmental Limited;
- Preliminary Ecological Assessment, prepared Amenity Tree Care;
- Drainage Assessment, prepared by Clancy Consulting; and
- Noise Assessment, prepared by Hann Tucker Associates.

1.7 The application is also supported by a full set of plans and elevations, prepared by the scheme architects, FCH Architects.

1.8 The remainder of this statement:

- Provides context and describes the site and its surroundings;
- Outlines the development proposals;
- Outlines the Development Plan framework, emerging local plan and relevant national policy guidance;
- Provides a detailed analysis of the main planning considerations; and
- 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 site is located to the north of Liverpool City Centre within the ward of Kirkdale. Kirkdale Road 'A59' is a major arterial route which borders the site and provides a direct link both into the city centre and to the Kingsway Tunnel. The site is located at the prominent junction of the meeting point of Kirkdale Road and Great Homer Street which provides a further route into and out of the city centre.
- 2.3 The application site currently consists of an open grassed area with a small cluster of trees located to the north eastern boundary. To the north of the site there is an area of hard-standing previously used as a surface car park and a former access road into the site 'Whittle Close' taken from Whittle Street. A small single-storey brick building remains on site that currently houses a sub-station.
- 2.4 The site is bound to the North by Whittle Street, to the east by Kirkdale Road and to the west by Smith Street. To the south the site is bound by the Kirkdale Road / Great Homer Street Junction.
- 2.5 Further detail of the site location and strategic context can be found in the Design and Access Statement, produced by FCH Architects.

SITE SURROUNDINGS

- 2.6 The surrounding area is primarily residential in nature with a diverse mix of accommodation types. To the west are typical low-rise residential housing units with a substantial new residential development at Fountains Road development. To the south and east of the site are a range of large scale residential towers of new build and older styles.

2.7 Further to the south, is the major redevelopment known as ‘Project Jennifer’ a £150 million regeneration scheme bringing a new supermarket, shops, homes and improved public spaces to north Liverpool. The scheme will introduce:

- A new Sainsbury’s supermarket;
- 80,000 sq. ft Distribution Centre;
- Re-location of “Greatie” Market; and
- Marwood Tower being refurbished and providing accommodation to over 55’s.

2.8 To the north of the site is Powerleague Liverpool which provides a range of football pitches for the local and wider community. To the east of the site are two large scale residential tower blocks and a mix of residential accommodation.

2.9 The Google Map extract below (Figure 2.1) illustrates the site – outlined in red - in the context of its surroundings. For information a Site Location Plan is provided at Appendix A.

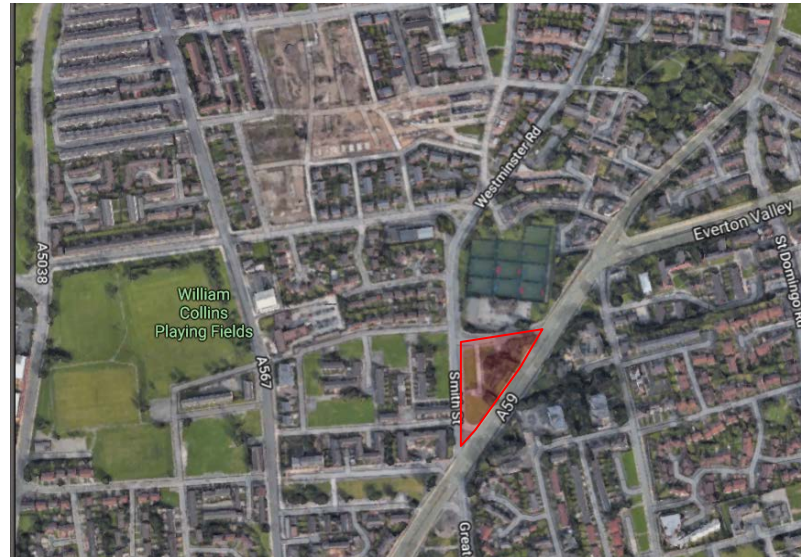


Figure 2.1

SITE ACCESSIBILITY

2.10 The site is in a highly sustainable location. There are several accessible modes of public transport within proximity of the site enabling ease of access to and from the proposed site. Most relevant, is that of the bus stop located immediately adjacent to the site on Smith Street providing regular services into Liverpool City Centre and out to

Crosby or Netherton. An additional bus stop is located along Kirkdale Road bounding the site to the east providing additional services to the city centre and surrounding area.

- 2.11 Great Homer Street to the south of the application site provides a direct link into the city centre with dedicated cycle lanes on either side of the road. The route ensures that a range of destinations are possible to reach via cycle.
- 2.12 The accompanying Design and Access Statement and Transport Statement provide more detail in terms of the site's connections and accessibility.

PLANNING HISTORY

- 2.13 Interrogation of the online planning history search identified one planning consent which is not directly relevant to this current proposal. The consent is listed below for completeness; however, it is not considered that there is a detailed planning history in this instance that has a material impact upon the determination of this proposal.
- 10PT/1533 – To erect telecommunications equipment (15-metre-high mast with associated antennae and equipment cabinet) to replace existing mast – Prior approval given on 19th August 2010

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 (DAS), prepared by FCH Architects.
- 3.2 In summary, the application seeks to secure detailed planning approval for the for the demolition of existing building and erection of a mixed-use part 6 / part 5 storey building creating 177 residential apartments and one commercial unit (Use Classes A1, A2, A3, A4 and B1) with associated communal facilities, access, servicing, parking and landscaping.
- 3.3 The proposed Site Layout Plan (Appendix B) shows the extent of the proposed development in relation to the nearest roads, Kirkdale Road 'A59', Smith Street and Whittle Street. Careful thought has been given to ensure that the proposed scheme is in keeping with the surrounding land uses, design features and adds to the overall street scene through positive design.
- 3.4 The principle element of the development is for the creation of 177 residential apartments for the private rental sector (PRS) through a linked building addressing the two principle frontages of Kirkdale Road and Smith Street.

ACCOMMODATION

- 3.5 The residential accommodation is provided across all six storeys of the development. The ground floor apartments have been situated to provide a direct individual entrance off the street from both Kirkdale Road and Smith Street. Each of the ground floor apartments has their own front garden space providing their own defensible space and a separation from the street.
- 3.6 On the first-floor, apartments are provided across the floorplate of the building. The apartments are orientated to either provide aspects facing the street or within the development site across the landscaped courtyard. The landscape courtyard provided at this level provides a generous amenity area with high quality landscaping. The courtyard provides a semi-private space for residents of the building to utilise with direct access available from each part of the development blocks.

- 3.7 The residential apartments continue in a similar fashion over the second to third floors. At the fourth floor the step-in height between the two 'arms' of the development means that at Smith Street there is a reduction in the distribution of apartments. Set-backs are incorporated along the Smith Street frontage reducing the internal distribution along this section of the development.
- 3.8 At the fifth floor is the roof of the Smith Street element and apartments are retained in the Kirkdale Road aspect addressing the corners of the development plot and specifically the junction of Great Homer Street and Kirkdale Road.
- 3.9 All one and two-bedroom apartments have been designed to meet the latest standards as set out under 'Approved Document M', Volume 1 (2015). More detail has been provided in the accompanying DAS where a full schedule of proposed accommodation is also provided.
- 3.10 In summary the accommodation provided is:
- 18 x Studio Apartments (10%);
 - 69 x 1-Bed Apartments (39%); and
 - 90 x 2-Bed Apartments (51%).

ANCILLARY FACILITIES

- 3.11 Reflecting the level of accommodation provided at this site there are two levels of parking providing 123 car parking spaces at a ratio of 70%. 66 parking spaces are located within the basement level and 57 are at the ground floor level. Of the 123 parking spaces 13 are provided for accessible car parking users. The aforementioned landscaped courtyard screens the parking provision within the site for the residential apartments with an internal aspect.
- 3.12 In addition to the car parking, spaces are provided for 6 motorcycles and a separate secure cycle storage area is included within the building accessed from the parking area for 86 cycle spaces.
- 3.13 A range of ancillary uses are included at the ground floor which complement the residential accommodation. A residents' gym and lounge are co-located with the main lobby and office store at the principle entrance to the building at the prominent junction aspect.

- 3.14 To the north east corner of the development at the corner of Whittle Street and Kirkdale Road a small supplementary Commercial Unit is provided. A mix of uses (A1, A2, A3, A4 and B1) is sought for the unit to facilitate identification of a potential operator and to support marketing opportunities. The commercial unit has its own dedicated bin store located immediately adjacent to the unit, separate from residential access points facilitating the refuse strategy. A separate bin store is located adjacent to the parking serving the residential accommodation.
- 3.15 Serving the development within the building are two plant rooms and a sub-station. These items have been located to be separate from the residential access points but able to be accessed easily for servicing.

DESIGN & SECURITY

- 3.16 The scale and mass of the proposed development has been carefully considered given the surrounding context. The overall design of the building has responded to the prominent location along Kirkdale Road, addressing the junction with Great Homer Street and reflecting the residential nature of the vicinity.
- 3.17 The scheme has introduced the greatest scale along Kirkdale Road as the main arterial route into Liverpool stepping down both in height and in design treatment towards Smith Street. Along Kirkdale Road a rhythm is introduced with three core elements accentuated breaking up this façade. Balconies are introduced at the fifth floor providing views out of the development.
- 3.18 The Smith Street elevation has set-backs introduced at the fourth floor to reduce the presence of the scale of the building reflecting the low-rise residential accommodation to the west of the application site. Direct access is also included to the ground floor apartments on this elevation to further the relationship with the surrounding area and create a street-scene akin to that of nearby properties.
- 3.19 The main entrance into the development for most of the residents is taken from the arrival point for the junction. Enhancing this location and reflecting the prominent position vertical fins are included to accentuate this position creating a way marker for visitors / residents.

- 3.20 Further details of the design of the development and security are provided in the DAS submitted with the application.

MATERIALS

- 3.21 In terms of materials, the proposed scheme will be constructed using a carefully balanced palette of materials. Further details of the proposed materials are outlined in the DAS but can be summarised below.
- 3.22 The predominant material used throughout the design is Brickwork reflecting the surrounding residential buildings. Using various techniques this is used to emphasise certain areas of the building and add interest to the front façades. The overall palette of materials used is contemporary in approach whilst complimenting the overall design style of the built form in the area.
- 3.23 Contrasting with the brickwork on the fourth and fifth floor at the Smith Street elevation bronze cladding is introduced crowning the building. This approach enhances the set-back and reduces the impression of the scale of the building.
- 3.24 Along Kirkdale Road the same materials are used, however, the bronze cladding is continued down to Ground Floor level to enhance the sense of separation in the built form. Glazing is proposed for the balconies contrasting with the rest of the materials.

LANDSCAPING

- 3.25 At the ground floor level street trees are proposed to enhance the individual access points for the apartments at street level. The trees enhance the street-scape and soften the grounding of the building in-line with the nature of the surrounding area.
- 3.26 Internally a comprehensive landscaped courtyard is included to cover the ground floor parking whilst also providing a high-quality communal roof garden. The landscaping has incorporated elements from the site's historical context within the layout. Several gathering spaces comprised of fixed benches, paving bands, ornamental shrub, vegetation and pavilion structures are introduced.

- 3.27 Multi-stem trees are to be planted in this location with a focal tree located within the southern ornamental lawn drawing the eye of the viewer into the centre of the site and encouraging interaction.

REFUSE STRATEGY AND SERVICING

- 3.28 A refuse and servicing strategy has been drafted and is included within the Design and Access Statement. There are two refuse stores as part of the proposals. The dedicated commercial bin store is accessible from both inside the unit and externally. Refuse will be taken through the parking area and out onto Whittle Street.
- 3.29 The residential refuse store is separate from the residential accommodation and secure behind an internal door for access for residents within the building on the ground floor. The store can also be accessed through the parking area removing the requirement to take waste out through the building. This store will have 18x 1100 litre bins. Ground floor apartments will have secure bin stores located within their garden space.
- 3.30 The building is serviced on Whittle Street where there is access to the bin stores, plant room and sub-station for the building. All aspects of the servicing are accessible from the exterior of the building so as not to require access either through the commercial unit or residential access. The approach taken improves security and ease of maintenance. The location of the services on Madeley Street mean that there will be less obstruction to traffic on bin collection days as it is a less busy road.

STATEMENT OF CONSULTATION

- 3.31 As outlined within the Council's Adopted Statement of Community Involvement (Adopted 21st June 2013), the applicant has undertaken pre-application discussions with Senior Officers of the local planning authority. The proposed scheme and supporting documentation were discussed with Senior Offices at LCC.
- 3.32 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.

- 3.33 As we do not consider the proposal to be more than of local importance, particularly as it accords with the Liverpool UDP and therefore do not consider that a wider community engagement exercise is necessary. However, should the application attract significant local interest on its submission we would be happy to arrange for a public consultation event to take place to inform members of the public or key local interests.
- 3.34 Given the above, we believe that an appropriate process of pre-application consultation has been undertaken.

4. PLANNING POLICY

- 4.1 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.
- 4.2 Given this obligation, this chapter therefore considers the development plan for the site which currently consists of the Liverpool UDP of November 2002, and reviews relevant material considerations which include national planning policy guidance, the emerging Liverpool Local Plan 2013-2033 and local 'supplementary planning guidance'.

NATIONAL PLANNING GUIDANCE

- 4.3 The National Planning Policy Framework (NPPF) was published on 27th March 2012 and sets out the government's approach to planning. 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.'

- 4.4 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.
- 4.5 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.

4.6 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 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.

4.7 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.'*

4.8 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.

4.9 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.

4.10 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)'*. It is important that Councils take advantage of brownfield development opportunities, particularly those which relate to underused assets/properties such as this. The applicant recognises that 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.

4.11 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)

4.12 On 6th March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource.

4.13 The PPG, 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.

4.14 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.

4.15 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

4.16 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.

4.17 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.

- 4.18 Having regard to the above, the UDP policies listed in table 4.1 below are considered relevant to this application:

Table 4.1

Policy Reference	Policy Title
GEN4	Housing
GEN8	Environmental Protection
H4	Primarily Residential Areas
H5	New Residential Development
HD18	General Design Requirements
HD19	Access for All
HD20	Crime Prevention
HD21	Energy Conservation
HD22	Existing Trees and Landscaping
HD23	New Trees and Landscaping
HD24	Public Art
S12	Out of Centre Retailing
T6	Cycling
T7	Walking and Pedestrians
T12	Car Parking Provision in New Developments
T13	Car Parking for the Disabled
EP1	Vacant, Derelict and Neglected Land
EP9	Waste Storage

- 4.19 It is considered that this proposal is in accordance with the above policies and the overall objectives of the UDP. Outlined in more detail below are the policies from the above table considered to be of particular importance in the determination of this application.
- 4.20 Policy GEN4 promotes a good quality living environment for all Liverpool's residents. This includes careful design and layout of housing proposals in particular those with special needs including the elderly and disabled.

- 4.21 The Application Site is allocated on the Proposals Map as being within a primarily residential area. In accordance with Policy H4, planning permission in primarily residential areas will be granted for new residential development, subject to the provision of other relevant Plan policies.
- 4.22 Policy H5 sets out a 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.
- 4.23 Policy EP1 states the council will promote and encourage the reclamation of derelict land and the restoration of neglected land and will encourage development of these and other vacant sites for appropriate uses.

OTHER MATERIAL CONSIDERATIONS

- 4.24 In addition to the UDP policies, the Council has a number of 'Supplementary Planning Documents'. These do not form part of the Statutory Development Plan but represent other material considerations which should be taken in to account in making a decision on the planning application. Alongside these Liverpool City Council has just released the latest consultation draft of their emerging Local Plan. Although not currently a material consideration, it has been accounted for within these proposals. The following documents have been discussed in more detail below:

- Liverpool Local Plan 2013-2033 Pre-Submission Draft (January 2018);
- Ensuring a Choice of Travel SPD (March 2010);
- Design for Access for All SPD (July 2010).
- Planning Advice Note: Refuse Storage & Recycling Facilities in New Development (March 2005);

LIVERPOOL LOCAL PLAN 2013-2033 PRE-SUBMISSION DRAFT

- 4.25 On the 24th of January 2018 Liverpool approved its draft local plan for final public consultation. This draft has been published online and highlights the council's intended direction for growth and development in Liverpool for the planned period to 2033. This version is available for comment from the 26th January–9th March with a redraft and submission for examination by the inspectorate targeted between April–December 2018. Once a submission draft has been produced, to be sent to inspectorate, the plan will be considered a material consideration in future planning

decisions. Liverpool is targeting an adoption of the new Local Plan for December 2018-January 2019.

4.26 This document is the latest version of a series of consultation drafts which has been produced by Liverpool. As a Local Plan moves through the development process it is afforded more weight and better represents the intentions of the Local Authority. As the most recent draft is at an advanced stage in the development plan process and the next iteration would be submitted for examination therefore becoming a material planning consideration, the current draft and the policies within it are used to assess this application against. It is worth noting however that until a new Local Plan is formally adopted the 2002 Unitary development plan forms the main document for which to base planning decisions on within the Development Plan.

4.27 With the above in mind table 4.2 below highlights the policies considered relevant to this proposal:

Table 4.2

Policy Reference	Policy Title
STP1	Spatial Priorities for the Sustainable Growth of Liverpool
STP2	Sustainable Growth Principles and Managing Environmental Impacts
STP4	Presumption in Favour of Sustainable Development
STP5	Infrastructure Provision
STP6	Developer Contributions
H1	Housing Requirement
H2	Residential Development Site Allocations
H3	Proposals for Residential Development
H7	Primarily Residential Areas
H12	Accessible Housing
H13	New Housing - Physical and Design Requirements outside the City Centre
H14	New Residential Development Open Space Requirements
SP6	Out-of-Centre and Edge-of-Centre Retail and Leisure Uses
UD1	Local Character and Distinctiveness
UD2	Development Layout and Form
UD4	Inclusive Design
UD5	New Buildings

UD8	Public Art
GI7	New Planting and Design
GI8	Management of Existing Site Vegetation
R1	Air, Light and Noise Pollution
TP1	Improving Accessibility and Managing Demand for Travel
TP2	Transport Assessments
TP5	Cycling
TP6	Walking
TP8	Car Parking and Servicing
TP9	Public Transport

- 4.28 Of the above policies the below are considered the most pertinent to this application and how makes every effort to comply with emerging as well as adopted policies.
- 4.29 Policies STP1, STP2, STP4 and STP5 all reference sustainable development as core to the location and type of development that should be taking place to facilitate growth within Liverpool. There is an emphasis on the reuse of derelict and vacant land to promote the use of brownfield sites as the preferred location for development proposals in the first instance.
- 4.30 Policy H7 highlights that in areas designated as Primary Residential Areas new housing development which respects the character of the area and does not impact residential amenity will be approved. Specifically, the application site is allocated under Policy H2 at site reference 'H5 – Land at Kirkdale Road / Whittle Street' for residential development.
- 4.31 Policies UD1, UD2, UD4 and UD5 all highlight the importance of design and how in new developments high standards of design are required. Developments should respect local character and context, be designed as accessible to all and be of an appropriate scale and form.

ENSURING A CHOICE OF TRAVEL

- 4.32 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;
- Reduce the environmental impact of travel;
- Improve road safety;
- Promote healthier lifestyles and reduce the level of traffic growth and congestion; and
- Reduce car parking spaces in new developments where appropriate.

DESIGN FOR ACCESS FOR ALL

- 4.33 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.

REFUSE STORAGE & RECYCLING FACILITIES IN NEW DEVELOPMENTS

- 4.34 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.

5. PLANNING ASSESSMENT

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

- Principle of Development
- Scale, Massing & Design
- Landscaping and Trees
- Residential & Neighbouring Amenity
- Access & Parking Provision
- Technical Reports

PRINCIPLE OF DEVELOPMENT

5.2 The proposed development is seeking to provide high-quality residential accommodation for the private rental sector (PRS) creating 177 apartments. The site is located within a predominantly residential area and consequently seeks to bring forward a proposal in accordance with that designation.

5.3 Liverpool City Council is investing in and supporting the growth of the city to the north and wider regeneration schemes out towards the residential areas. A range of developments have progressed along Great Homer Street reflecting this ambition with a comprehensive mix of residential schemes and most notably Project Jennifer.

5.4 The application site is ideally situated to benefit from the proposals at Project Jennifer including the range of jobs to be provided. The mix of uses proposed by Project Jennifer increases the range of facilities within proximity of the development site, diversifying the choices available to potential residents.

5.5 The provision of 177 residential apartments makes a useful contribution to Liverpool's housing requirement and diversifies the type of accommodation available within the area.

5.6 The site is currently vacant, under-utilised and detracts from the local area. The current proposal will see a comprehensive mixed-used development brought forward in this location ensuring that brownfield land is recycled and reducing the requirement to develop on greenfield sites elsewhere.

- 5.7 The site's location along the arterial route ensures that proposal would be well served by existing transport infrastructure providing direct regular links into and out of the city centre. In addition, the proximity to Great Homer Street provides cycle routes to the city centre following improvement works as part of 'Project Jennifer'.
- 5.8 The NPPF promotes the reuse of previously developed land, as seen in Paragraph 111, mirrored by Policy Gen 8 of the UDP and Policy STP2 of the emerging Local Plan, and pro-actively seeks to deliver new homes where such opportunities exist. The proposed development accords with these principles and the application site is located within a highly sustainable residential location.
- 5.9 The application site is specifically allocated for residential development within the emerging Local Plan under site H5 'Land at Kirkdale Rd/Whittle St' which this proposal will be in accordance with. The housing quantum considered within the allocation is for 22 units, where as the current proposal would make a much more useful contribution to the housing land supply position.
- 5.10 The density of the development proposed has reflected the site's location adjacent to an arterial route into the city centre and at a prominent junction. The provision of housing of a higher density than typically found in the surrounding area ensures that best use is made of the brownfield site. The density proposed is appropriate for the sustainable location of the site and the site's constrained nature limiting the potential of the site to make a full and proper contribution to the housing land supply.
- 5.11 Complimenting the PRS scheme a commercial unit is proposed along Kirkdale Road increasing activity along this prominent frontage. The provision of the small commercial unit of 321m² promotes the vitality and viability of the development and is commensurate to the location. A small-scale unit in this location addresses the prominent position and provides an additional facility for the surrounding area. The scale of the proposed unit is such that it would not detract from the existing Local Centre or Project Jennifer. The site is also very accessible both in terms of its location with a residential area and its connections through public transport infrastructure. It is therefore considered, that the proposal accords with iv of UDP Policy H4, UDP Policy S12 and Emerging Local Plan SP6.
- 5.12 The proposals present a high quality mixed use development, an efficient re-use of an urban brownfield site, and caters for a unique demographic enhancing the

diversity of the housing stock. We therefore consider that this development accords with NPPF Section 6, UDP Policies GEN4, GEN8, H4, H5, S12 and EP1; and Emerging Local Plan Policies STP1, STP2, STP4, STP5, H1, H2, H3, H7 and SP6.

SCALE, MASSING & DESIGN

- 5.13 The design to the proposed development has sought to balance the site's location in a prominent position along a main arterial route whilst also reflecting the residential development within the surrounding area. There is a diverse range of residential accommodation within the locale with large scale residential towers and low-rise typical residential housing.
- 5.14 The development in balancing this position has proposed a scheme which steps in height up to Kirkdale Road addressing this elevation with the greatest height and addressing Smith Street with a subtler approach. The orientation of the development has considered the sun-path and adjacent uses to ensure the scheme both conserves energy requirements and responds to the local character. The scale and mass of the building is enhanced further through the materiality used across the development.
- 5.15 The break-up of the mass of the building along the Kirkdale Road elevation presents a design which appropriately addresses this location. The arterial route is presented with a high-quality design that acts as a wayfinding landmark for the route along Kirkdale Road.
- 5.16 Creating this landmark scheme for the prominent junction is enhanced yet further as the building meets the corner of the plot. Vertical fins included at this elevation creates a modern aesthetic delivering a sense of arrival for visitors and residents of the building. Furthermore, the design provides a marker for the prominent junction which will become of increasing importance as Project Jennifer is delivered.
- 5.17 The Smith Street elevation tones the more striking and contemporary aspect of the development having a reduced scale and being predominantly of brickwork or glazing. The height is visually reduced still further by the inclusion of bronze cladding at the upper floors that differentiates from the brickwork and breaks up the building at this level.

- 5.18 At the ground floor of Kirkdale and Smith Street the building introduces residential apartments that have their own front doors and a defensible front garden. Using this approach to the layout of the ground floor ensures that along the street-scene a rhythm is maintained that reflects the typical low-rise residential street-scene. The main access into the scheme for residents is taken off the aspect of the building that addresses the junction consequently ensuring that the adjacent streets retain more typical street-scape. Furthermore, the approach to the ground floor layout enhances the security and feelings of security by providing a range of passive surveillance opportunities and well observed entrance points.
- 5.19 The principles of Secured by Design have been further integrated across the scheme with communal doorways being well lit, overlooked by other apartments and not located in small recessed spaces. The doors within the scheme will be accessed by fob entry controlling the movement into and out of the development. Additionally, all ground floor glazing will be safety glazing reducing opportunities for damage and crime.
- 5.20 The consideration and incorporation of 'Approved Document M' across the development has ensured that all visitor entrances are level with the external hard surfaces. The circulation within the scheme has allowed for a fluid transition between different character spaces.
- 5.21 The apartments have reflected this approach by ensuring that all 1-bed and 2-bed apartments are designed to M4(2) standard. This position has been supplemented by ensuring that the larger apartments are able to be converted to Part M4(3) subject to demand creating flexibility for the future to cater for potential disabled residents.
- 5.22 A high quality of design has been exhibited through the implementation of character area analysis and an approach to employ best design techniques. It is therefore considered that the proposal is in accordance with Section 7 of the NPPF, UDP policies H5, HD18, HD19, HD20, HD21; Emerging Local Plan Policies H12, H13, UD1, UD2, UD4, and UD5 and Design for Access for All SPD (July 2010).

LANDSCAPING AND TREES

- 5.23 The principles established through the approach to the design have been complimented through the landscaping strategy for the site which has reflected the aspirations of the development, the site's history and the design ethos.

- 5.24 The site currently has a number of trees in the north eastern corner. An arboriculture Impact Assessment was completed to appraise the condition of the trees. The assessment identified that there are no trees of high quality located on site. There are some which are of a moderate quality, however they have been impacted upon through poor quality management since their initial planting.
- 5.25 One area where the trees have been damaged is growth of the trees through and into their original protective cages, of which removal is no longer possible. Many of the trees on the site are Category 'C' and not of merit to be retained.
- 5.26 The proposed development will require the removal of all the trees currently on site, however, responding to this requirement the landscaping scheme proposes a high proportion of street tree planting. The landscape strategy has proposed street trees to be included along all three elevations. The approach softens the grounding of the building in a manner which does not create spaces to hide potential criminal activity and is significantly above the typical provision for a tight urban site.
- 5.27 Internally within the development, a comprehensive landscape courtyard is introduced that covers the parking on the ground floor and creates a communal space for residents that is semi-private and encourages integration. The approach to the landscaping has reflected the history of the site and sought to incorporate art into the development using hard landscaping materiality to create routes across the courtyard.
- 5.28 The landscape courtyard also provides areas for relaxation and a diverse range of planting increasing the overall level of vegetation on the developed site. Multi-stem trees are included at this level as the scheme seeks to utilise opportunities to re-introduce trees across the development site.
- 5.29 The comprehensive approach to the landscaping across a constrained site whilst seeking to deliver a development which will have a truly positive impact upon the local housing stock and economic potential of Kirkdale, we consider that the proposal is in accordance with UDP Policies HD22, HD23 and HD24 and emerging Local Plan Policies H14, UD8, GI7, and GI8.

RESIDENTIAL & NEIGHBOURING AMENITY

- 5.30 The site's location within a predominantly residential area ensures that the proposed use is in accordance with the surrounding area, therefore impacts on residential amenity will be limited.
- 5.31 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 accommodation will be taken to associated separate bin stores (residential and commercial) located on the ground floor.
- 5.32 The residential and commercial Bin Stores are both accessible through the parking area. A dedicated area on Whittle Street will be utilised for taking the bins out on collection days. The waste will only be placed onto the street network in time for collections reducing the potential impact upon neighbouring amenity and avoid blocking the public highway. Furthermore, the street proposed for the waste collection is Whittle Street a minor road acting principally as the access to this development and consequently less likely to be impact upon road users than either Smith Street or Kirkdale Road.
- 5.33 The site's location adjacent to the arterial route of Kirkdale Road has been considered in the design of the development. The scheme has been supported by an air quality assessment and a noise assessment which have assessed the potential impact from the adjacent street.
- 5.34 The noise assessment has been completed by Hann Tucker Associates and has sought to identify the mitigation measures where they may be required because of the proximity to Kirkdale Road. More details of the specification mitigation can be found in the accompanying report.
- 5.35 The air quality assessment, completed by Redmore Environmental has similarly appraised the site baseline in consideration of the proposed end user and sought to identify the mitigation measurements required where necessary. More details of the specification mitigation can be found in the accompanying report.
- 5.36 In summary, the layout and design of the developments will provide high quality and secure accommodation for residents, whilst safeguarding the amenity of neighbouring occupiers and has considered the adjacent road network. On this

basis, it is considered that the proposals accord with the NPPF, UDP Policy EP9 and emerging Local Plan Policies H2 and R1.

ACCESS & PARKING PROVISION

- 5.37 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.
- 5.38 In response to the above, DTPC Limited were appointed to provide transport and highway advice for the traffic and transportation implications associated with the proposed scheme.
- 5.39 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.
- 5.40 The proposed development is located on brownfield land in the urban environment which makes it a sustainable use of land as well as 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.
- 5.41 The TS has critically assessed the walking, cycling and public transport accessibility of the site.
- 5.42 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.

- 5.43 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. In conclusion, the proposed application site can be considered as being served by the cycle network and is therefore accessible by cycle.
- 5.44 In terms of public transport, the development site is located adjacent to a well serviced nearest bus stop. The public transit services provide an opportunity for residents to access the wider area, from the proposed development via public transport.
- 5.45 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.
- 5.46 The highly accessible nature of the site will ensure that a high proportion of residents travel by sustainable modes, which together with additional alternative travel facilities will ensure that the parking ratios for the development are acceptable.
- 5.47 A reduced car parking provision is appropriate in locations that are accessible by a wide range of sustainable transport options such as the Application Site. The submitted Travel Plan Framework effectively promotes the use of sustainable means of travel and incorporate mechanisms for implementation, monitoring and review. The proposal will therefore encourage sustainable means of travel. However, the development makes provision for 123 parking spaces including 13 disabled parking bays.
- 5.48 The provision provides capacity for those wishing to make use of the well-connected vehicular routes immediately from the Application Site whilst others can benefit from 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.
- 5.49 As outlined in the Transport Statement, the policy requirement of 1 space per flat would equate to a maximum demand of 177 car spaces, whereas the scheme offers 123 spaces. The TS provides Census data that shows the area has low car ownership reflective of its location and accessibility. This shows that for a site of 177 units the

parking demand locally would be 70 spaces, much reduced from the 177 from policy.

- 5.50 The proposed scheme can be adequately accommodated without adverse impacts upon the operation of the local highway network.
- 5.51 The finalised Travel Plan 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 123 car parking spaces and 88 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.
- 5.52 On the basis of the above information, it is considered that the proposal would accord with the NPPF, UDP Policies T6, T7, T12, and T13, emerging Local Plan Policies TP1, TP2, TP5, TP6, TP8 and TP9 T8, T9, T13 & T15, Ensuring a Choice of Travel – SPD, and Design for Access for All – SPD.

TECHNICAL REPORTS

- 5.53 The application is supported by a Drainage Strategy, completed by Clancy Consulting that has considered the drainage position across the site and specifically in relation to the surface water drainage. The assessment has sought to identify mitigation measures to address potential surface water issues through the provision of SuDS.
- 5.54 The approach to the development, consideration of the SuDS drainage approach outlined in the mitigation is such that the scheme can be considered to have paid due regard to the position as outlined under site allocation H5 of the emerging Local Plan.
- 5.55 The scheme has also been supported by a Preliminary Ecological Assessment that has considered the ecological potential of the site. The assessment considered the potential of the site to provide habitat that includes protected species. The assessment identified that most of the site does not include protected species, however a Bat Roost Assessment would be required prior to the demolition of the

existing substation and an assessment of the Preliminary Roost Features of the trees would be required.

6. SUMMARY AND CONCLUSIONS

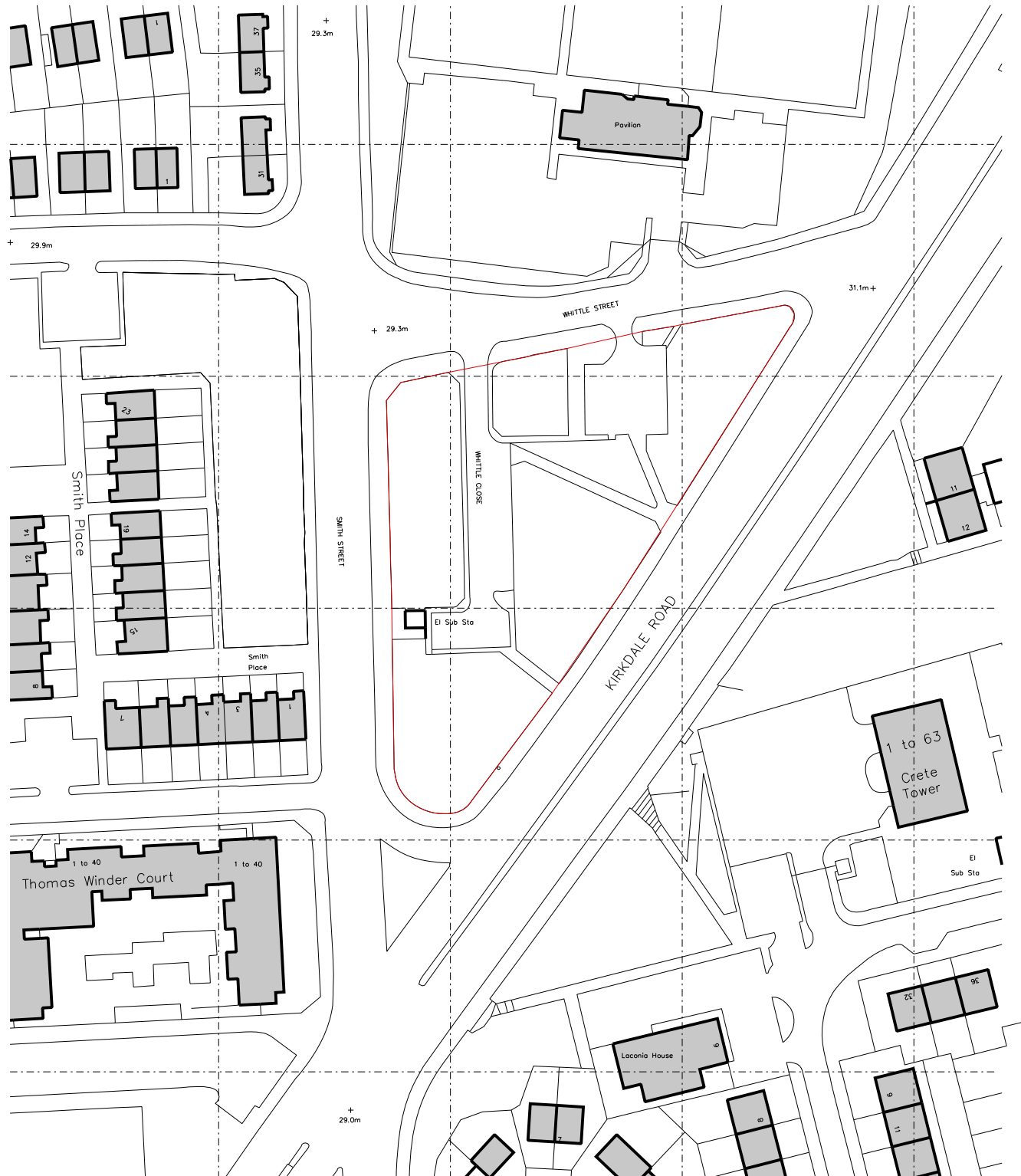
- 6.1 This document seeks to touch upon the main elements of the application proposal and to provide a brief overview of the planning policy framework against which the application will be assessed. This section summarises a number of general and site-specific arguments in favour of the proposed developments.
- 6.2 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.
- 6.3 The application has been considered against the policies of the current development 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.
- 6.4 The principle of residential development is entirely in accordance with the site's location as it is a highly accessible, previously developed site located in a predominantly residential area.
- 6.5 The provision of a ground floor commercial unit helps complete the streetscape and is in keeping with surrounding uses contributing to the active frontage of the street. The design of the building has sensitivity considered the surrounding context.
- 6.6 In summary the proposal will:
- Create an additional 177 residential units on a currently brownfield site.
 - Provide a high-quality development which contributes positively to the local character and its immediate surroundings
 - Reintroduce an active use on a currently vacant site.
 - Enhance the street scene through the addition of a commercial unit in keeping with surrounding land uses.
- 6.7 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 developments are 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.

6.8 In summary, the proposed developments will provide a high quality mixed use development scheme with an active ground floor usage, in keeping with the street scene. We have illustrated that the application site is entirely suitable and appropriate for residential accommodation and a ground floor commercial unit.

6.9 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 A – SITE LOCATION PLAN



FALCONER CHESTER HALL



London | Liverpool | Manchester | Kuala Lumpur | Telephone +44(0)151 243 5800

Project Title
Whittle Street, Liverpool

Drawing Title
Site Location Plan

Client
Mr P Lloyd

Drawn By Date
BW July 2017

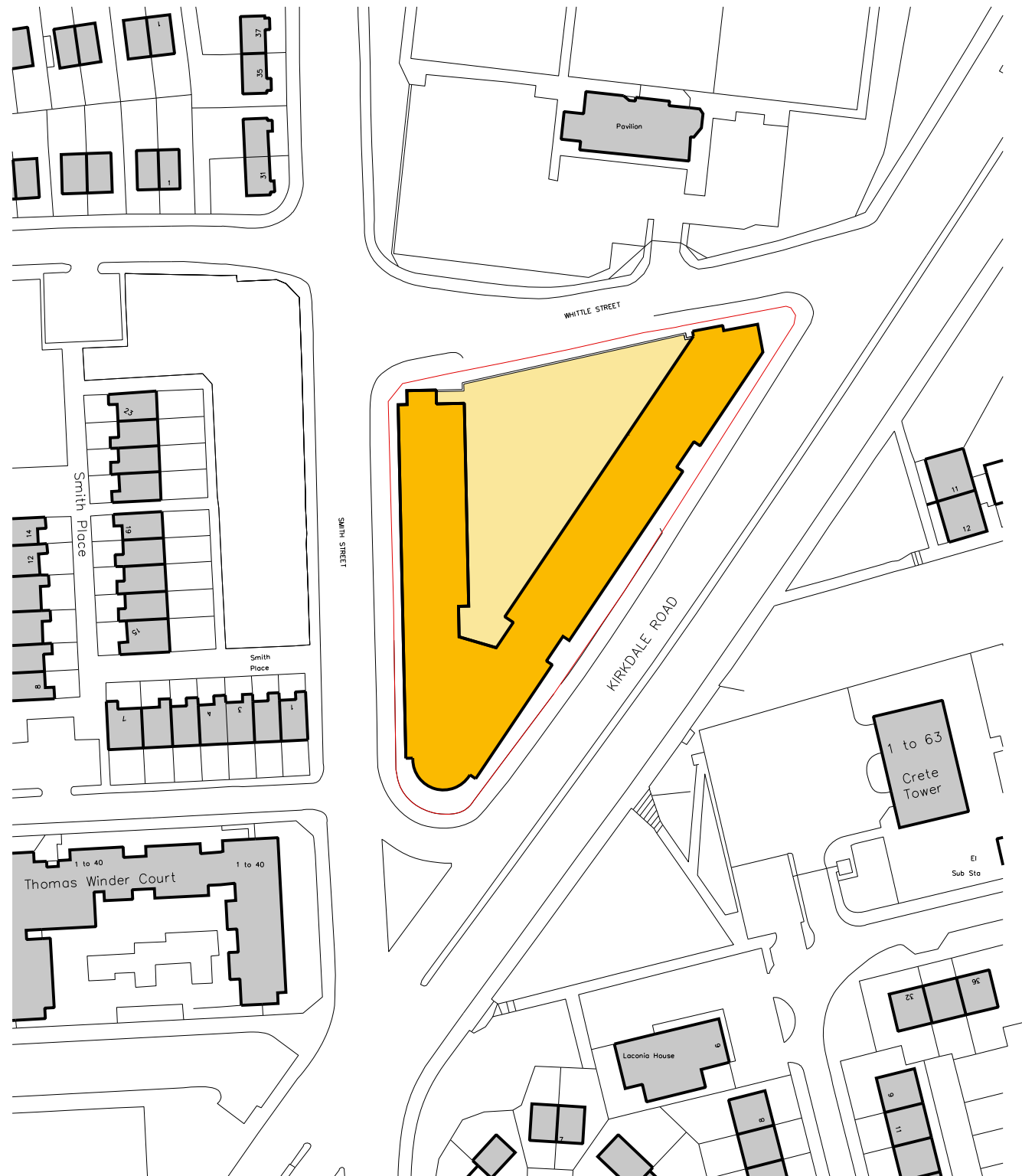
Scale
1:1250 @ A3

Project No.
P17-005

Drawing No.
02-91-001

www.fcharchitects.com
© F.C.H.

APPENDIX B – SITE PLAN



Proposed Residential Development

FALCONER CHESTER HALL



London | Liverpool | Manchester | Kuala Lumpur | Telephone +44(0)151 243 5800

Project Title
Whittle Street, Liverpool

Drawing Title
Proposed Site Plan

Client
Mr P Lloyd

Drawn By Date
FCH July 2017

Scale
1:1250 @ A3

Project No.
P17-005

Drawing No.
02-02-001

www.fcharchitects.com
© F.C.H.