

Land off Speke Boulevard, Liverpool
Peel Investments (North) Limited
Planning Statement

Land off Speke Boulevard, Liverpool
Peel Investments (North) Limited
Planning Statement

June 2011

Indigo

indigo

Indigo Planning Limited
36 Park Row
Leeds
LS1 5JS

Tel: 0113 380 0270
Fax: 0113 380 0271

info@indigoplanning.com
indigoplanning.com

Land off Speke Boulevard, Liverpool
Peel Investments (North) Limited
Planning Statement

Contents	Page
1. Introduction	1
2. Factual Background	3
Site and Surrounding Area	3
Planning History	6
Statutory and Non Statutory Designations	6
Summary	7
3. Proposed Development	8
Employment Generation	8
Scheme Details	9
4. Relevant Planning Policy	11
National Policy	11
Local Policy	12
Summary	14
5. Planning Analysis	15
PPS4 Impact Test	15
UDP Policy OE15	19
Summary	20
6. Conclusions	21

Land off Speke Boulevard, Liverpool
Peel Investments (North) Limited
Planning Statement

Appendices

Appendix 1
Assessment of Local Facilities

1. Introduction

- 1.1. This Report has been prepared by Indigo on the instruction of Peel Investments (North) Limited ('the applicant') to support a full planning application for redevelopment of their landholdings fronting Speke Boulevard for a range of restaurant/take-away/public house uses (i.e. Use Classes A1 (restricted) and/or A3 and/or A4 and/or A5).
- 1.2. The application is submitted in full with the proposals seeking to replicate the range of uses (in part) already permitted on this site under the extant planning permission ref: 98P/2536, and supported by the saved adopted UDP allocation under Policy E6.
- 1.3. The application needs to be considered within the context of the Government's growth agenda. This is outlined in greater detail at Section 4 of this Report, but in summary the Plan for Growth Statement (23 March 2011) and subsequent statement on the Presumption in Favour of Sustainable Development (15 June 2011) make it clear that "*...the answer to development and growth should wherever possible be 'yes', '...that applications that secure sustainable growth are treated favourably', and that Local Planning Authorities should '...approve development proposals that accord with statutory plans without delay'.*"
- 1.4. The scheme will meet known market demand from a range of potential operators, and secure the comprehensive redevelopment of this vacant site in conjunction with the adjoining proposal for a new garden centre to be operated by Dobbies; full planning permission (ref: 10F/1793) was granted for this development in February 2011, with amendments being submitted to the approved scheme alongside submission of the enclosed application to ensure that the two developments are properly linked.
- 1.5. The proposals have been subject to a series of pre-application discussions and exchanges of correspondence between the applicants and Council officers, the key outcomes of which can be summarised as follows:
 - The principle of the uses proposed on the site are acceptable linked to the saved adopted UDP allocation and the extant planning permission, both of which are permissive of the range of uses proposed;
 - Within this context, it will be necessary to take into account the impact considerations of Policy EC10.2 of PPS4 (as the development comprises 'economic development'), but it will not be necessary to take into account the more detailed impact (Policy EC16) and sequential test (Policy EC15) considerations of PPS4;
 - Whilst the principle of use is established, Council officers have expressed a desire to see as much detail as possible regarding the design of the proposals and how the buildings will fit into the overall street scene, particularly when considered alongside the Dobbies scheme, which has led to submission of a full rather than outline planning application; and
 - A greater understanding as to how the Peel and Dobbies developments will interact is required, particularly in respect of the overflow car parking arrangements.
- 1.6. The key planning benefit associated with the proposals relates to the regeneration merits of the scheme. The proposals will meet key social inclusion objectives in an area of acute local need by securing delivery of a range of facilities which will in turn, provide a range of leisure opportunities not currently available in the local area (i.e. enhancing consumer choice and access to these facilities) and an estimated 115 new job opportunities. This is achieved through a development which is of an appropriate scale for the local area, and will not have any material detrimental impact on interests of acknowledged importance.

- 1.7. In addition to this Report, the application is supported by a full suite of planning drawings, Design and Access Statement (Bate & Taylor Architects), Transport Assessment (TTHC), Flood Risk and Drainage Study (Scott Wilson), Landscaping Proposals (Sarah Byrne Limited), and Tree Survey (Randall Thorpe).
- 1.8. The following Section of this Report sets out the full factual background to the application site and surrounding area, whilst Section 3 provides greater detail on the proposed development itself. Section 4 of the Report sets out the planning policy context against which the proposals will be assessed within Section 5, prior to its conclusion at Section 6.

2. Factual Background

- 2.1. This Section of the Report sets out a detailed account of the factual background to the site, including the environmental characteristics of the site and surrounding area, its planning history, and the statutory and non statutory designations affecting redevelopment of the site.

Site and Surrounding Area

- 2.2. The application site extends to some 2.1 hectares, and is situated to the south of Speke Boulevard (A561), a key (dual carriageway) arterial route running in an east-west direction in the south-eastern corner of the Liverpool City Council (LCC) administrative area.
- 2.3. The application site itself is of an irregular shape, broadly equating with the area defined by the saved UDP allocation reference E6-M73 (see below), and comprises un-used scrub wasteland with little amenity or recreational value.
- 2.4. The site is bounded to the north by Speke Boulevard, where a row of semi-mature trees complements a generous landscape buffer adjoining the public highway; to the east by the main residential area of Speke; to the south by further scrub/wasteland; and, to the west by the site subject to planning permission for a new garden centre to be operated by Dobbies.
- 2.5. The site is situated some 1.6km to the west of Speke District Centre, 2.7km to the south of Woolton District Centre and some 2.1km to the east of Garston District Centre. In closer proximity are the Hunts Cross Retail Park, just 900m to the north and, the Mersey Shopping Park, some 800m to the west.
- 2.6. The site lies at the interface between the residential area of Speke (immediately to the east) and the wider commercial area (employment and large scale retail) to the north, west and south. This commercial focus represents the dominant land use characteristic of the area, linked in part to the relationship with Liverpool John Lennon Airport just 1km to the south.
- 2.7. It is explained within the Design and Access Statement that the area cannot be easily characterised by a particular design style or building typology, with the exception of large scale (yet generally restricted to one-two storeys in height) commercial (industrial and retail) buildings, contrasting with the residential area to the east (again restricted to two storey building heights). The one defining environmental and townscape characteristic along Speke Boulevard is the generous landscape buffer running along both sides of the carriageway, which the enclosed proposals seek to maintain.

Social and Economic Profile

- 2.8. As part of the factual background to the application, it is relevant to consider the characteristics of the local population who will be affected by the proposed development. Indigo have been able to extract information from the Experian Retail Planner database to gain an insight into the social and economic make-up of the area.
- 2.9. For the purposes of the PPS4 assessment contained within this Report at Section 5 (see reference to scope in previous section) Indigo have utilised a ten minute drive-time to define the local area. This ten minute drive-time incorporates the centres and broad geographical scope agreed with Council officers as the basis for this assessment, and is also the focus for the Experian analysis.
- 2.10. In summary, key findings of this analysis include the following:
- Of all the economically inactive categories (e.g. permanently sick, disabled, unemployed,

looking after home/family, etc) the target area exceeds the national average, with the exception of 'economically inactive students';

- Consequently, the proportion of the local population defined as economically active (whether self employed, employees or full time students) falls below the national average;
 - The proportion of local residents within the higher approximated social grades (i.e. AB higher and intermediate manager/admin/prof; C1 supervisory, clerical, junior manager, admin/prof; or, C2 skilled manual workers) is significantly below the national average, whilst the proportion of the local population within the lower social grades (i.e. D semi-skilled and unskilled manual workers; and, E on state benefit, unemployed, lowest grade workers) is significantly in excess of the national average;
 - The proportion of the local population who own, are in the process of purchasing, or rent their homes in the private lettings market is significantly below national average, whilst those in socially rented accommodation significantly exceeds the national average;
 - The proportion of the local population who own one car or van largely equates (slightly below) with the national average. However, the proportion who own in excess of one car or van falls significantly below national average, with the proportion owning no car or van significantly exceeding the national average; and
 - In terms of 'Mosaic' classifications, almost 33% of the local population (compared to the national average of 5%) are defined as falling within Group J 'claimant cultures'.
- 2.11. The findings derived from the Experian database are supported by those of the Indices of Deprivation 2007, whereby Speke is ranked as one of the most deprived areas in England when tested against the deprivation factors of income; employment; health; education; barriers to housing and services; crime; and, living environment. It is of note that the ranking for the area is not artificially dragged down by a couple of factors, but rather it is consistent in scoring poorly under each heading with the exception of 'barriers to housing and services'.
- 2.12. The study area also includes a large proportion of the 'South Liverpool District', which has its own District Committee and a Neighbourhood Area Agreement (NAA) for the 2009/10 year. The NAA acknowledges that parts of the Speke-Garston ward have levels of poverty amongst the worst nationally, but also points out that the area includes relatively affluent suburbs.
- 2.13. In terms of 'economic development and enterprise', the NAA refers to the extremely high levels of unemployment (claimant seekers) within Speke Garston. Although improvements had actually been recorded in the figures at the time of preparing the NAA, it was acknowledged that the recession would have a detrimental effect on the ability of stakeholders to make continued progress in this respect. Key areas of concern for local residents, in addition, to the availability of appropriate jobs, are identified as including a lack of training opportunities.

Local Facilities

- 2.14. As already stated, and expressed in further detail elsewhere in this Report, the principle of the proposed uses on the site are already established and accepted, as a consequence of the allocation of the site in the Statutory Development Plan. To a great extent the availability of comparable facilities in the local area could, therefore, be deemed irrelevant. Nevertheless, Indigo have assessed the existing provision of pub/restaurant/take-away facilities in the local area (i.e. the 10 minute drive-time), the findings and implications of which can be summarised as follows:
- There are just two public houses within the Speke estate (The Orient and The Mills House Pub), neither of which would be readily accessible to or convenient for pass-by trade or non-residents of the estate;

- These are complimented by two hot food takeaways (Yeung Ying Fish & Chips and Five Star Pizza), a sandwich shop (Sayers) and the store café within the Morrison's (Parklands Centre);
- Local hotels, all of which have some ancillary café/restaurant accommodation (albeit, nothing which is likely to generate significant non-resident trade) are all focussed along Speke Hall Avenue (e.g. Hampton Hilton, Premier Inn, Holiday Inn Express and Gateway Lodge). The facilities at some of these hotels (e.g. the Holiday Inn Express) are themselves extremely limited. As a consequence, the hotels themselves generate a further need for conveniently located food and drink facilities;
- In summary, whilst restaurant/café/public house facilities are available within the Speke area they are not widespread and choice is restricted to largely 'lower order' outlets with little prospect of meeting the wider needs of the area, meeting demand from pass by trips (e.g. people travelling to/from LJLA), or providing any meaningful linkage with redevelopment of the subject site/Dobbies development;
- Garston is located on the very western periphery of the study area, but does have a relatively extensive range of facilities focussed along St Mary's Road. Public houses include a range of traditional and family (chain owned) outlets (e.g. The Alexandra, the Mariners, The Swann Inn, Dealers Arms, The Stables, Kaz Bar and Chloes Bar). Lower order hot-food takeaways include Wing Jean and Chunky's (Fish & Chips), Oriental Chef and Wok Express (Chinese), whilst café style operators include The Dolphin Café, Tasty Bites and Sayers;
- Woolton has the most extensive range of café/restaurant facilities in the area, but is again located on the very periphery (north) of the study area. The centre includes bespoke restaurants (e.g. Le Banque Bistro, The Village Bistro, King Do and Old Fellows) as well as a series of public house/bars/restaurants (e.g. The Elephant, The Bubble Room, The White Horse). Cafes include The Coffee House, Healthy Foods, and Lets Eat, although takeaways are restricted to the Village (fish & chips);
- The New Mersey Retail Park contains the highest concentration of what could be deemed 'higher order' national multiple café's/diners, including Costa, Pizza Hut and McDonalds. These are supplemented on site by cafes within both M&S and B&Q. It is, however, evident that these facilities are complimentary to the retail warehouse focus of the site, reducing the scope for them to serve a wider role. The site used to accommodate a Starbucks franchise within the Borders unit, but this has been lost in conjunction with the stores' closure;
- The Crown Plaza Hotel and Damons Restaurant are both located on the opposite side of Speke Road to the Retail Park;
- The Hunts Cross Retail Park similarly contains a range of national multiple operators in the form of McDonalds, Dominos Pizza, Subway and KFC, in addition to a local restaurant/café shop, Bruschetta. These contrast with the small scale take away/sandwich bar focus of facilities with the nearby Hunts Cross local centre (e.g. Raj Takeaway and Tsung Kitchen); and
- The airport itself includes a range of public house/café accommodation, although this is, of course, linked primarily to the airport use itself, with very limited scope for meeting demands arising from the local area.

2.15. The range and availability of facilities within the immediate locality is very constrained. The District Centres of Garston and particularly Woolton have a good range of 'local' facilities, but given their location these do not meaningfully contribute to the objectives which the enclosed proposals seek to address (e.g. access to a choice of facilities for local people, local business needs, airport related pass-by trade, etc).

- 2.16. The two local retail parks do contain some of the national multiple take-away/diner operators, but the coverage is limited in terms of the 'diner' end of the market, coffee shops and public houses, not to mention some noticeable gaps in takeaway provision. Furthermore, the relationship of these facilities with the on-site retail accommodation has a further limiting effect on their availability to the local population.
- 2.17. It is noted that an application has been submitted by Towerberg Limited for an extremely large scale 'leisure' development, including up to 20 restaurant/diner units on the ANSA Logistics site adjoining the New Mersey Retail Park. Indigo have submitted objections to the application on behalf of Peel, not least due to the fact that its scale is entirely inappropriate for the location; a development of this strategic scale should be considered through the development plan process, in light of which the application is premature. Notwithstanding this, and concerns regarding the broad brush nature of the PPS4 impact assessment, the application also fails to properly address the sequential test in relation to the Peel site (amongst others).
- 2.18. For these reasons, the proposals are not taken into account within the remainder of this Report.

Planning History

- 2.19. The most relevant planning history associated with the application site is the outline planning permission (LPA Ref: 98P/2536) granted in May 2000, and the corresponding reserved matters for the whole site/scheme (LPA Ref: 03RM/1597) issued in October 2004 to *"...erect multiplex cinema and two six storey hotels (with plant on roof) with ancillary leisure facilities, including casino, bowling alley, wedding hall, bars, restaurants, drive-thru restaurant, diners, and health & fitness complex (Class A3 and D2)".* The hotel element of the development has been implemented and is now trading as the Express Holiday Inn, thereby safeguarding this permission which remains extant.
- 2.20. Both this permission and the adopted UDP allocation (see below) clearly demonstrate that the principle of the restaurant/diner/bar use now proposed is acceptable on this site.
- 2.21. Full planning permission (LPA ref: 10P/1793) was granted *"...to erect and layout garden centre retail development including restaurant/café; farm food hall; polytunnels, outdoor display/demonstration areas together with associated accesses, car parking and landscaping"* (the Dobbies development) on 23 February 2011. The enclosed application has been specifically designed to reflect the layout, orientation and scale of this development on site.
- 2.22. Condition 28 of the planning permission requires the applicants (Dobbies) to prepare and submit an 'overspill car park management strategy', and it is understood that this will be submitted to coincide with the enclosed application. This strategy will describe how the 'over provision' of car parking on the Peel site will be used to meet peak demand arising from the Dobbies development without compromising the operation of units on the Peel site.
- 2.23. The enclosed proposals, in conjunction with the Dobbies scheme, represent a high quality alternative form of development on the site which can be viably delivered in the short term alongside the associated social and economic benefits outlined previously and set out in greater detail in following Sections of this Report.

Statutory and Non Statutory Designations

- 2.24. The site does not fall within a conservation area, does not contain or affect the curtilage of any listed buildings, nor are there any TPOs or other environmental designations affecting the site (e.g. flood risk).
- 2.25. The site is, however, subject to a saved allocation within the adopted Liverpool UDP as a site for various types of development under Policy E6 (site reference M73). Policy E6 states

that planning permission will be granted for a range of uses set down in Schedule 6.3, including A3 (prior to the most recent changes to the Use Classes Order), C1 (hotels), petrol filling stations and car showrooms. This allocation is separate to and can be clearly differentiated from adjoining allocations such as under site ref M38. This adjoining allocation comprises the majority of the site to be promoted for redevelopment by Dobbies, whereby the permitted uses are B1, B2, B8 and C1; e.g. specifically excluding A3.

- 2.26. This is a clear indication, in its own right, that the application site is appropriate for the form of development and uses now proposed.

Summary

- 2.27. The following conclusions can be reached in light of the factual background outlined above:

- The principle of the use proposed is established and accepted on the site;
- There is a locally generated need for the type of accommodation proposed through reference to pass-by trade associated with the Airport, pass-by trade associated with commuters, the relationship with local businesses, the complementarity with the nearby retail warehouse parks and, not least, the requirement to provide choice for local residents many of whom do not have access to a private car to travel to more distant facilities;
- Some such facilities are available within the wider study area (10 minute drive-time), but there are deficiencies within the immediate locality focussed on Speke itself; and
- There is a substantial local need for new jobs and investment, in conjunction with the wider regeneration objectives for the local area and the subject site.

3. Proposed Development

- 3.1. The proposals are for 5 units to be used for a mix of restricted A1 (linked to the scope for the sale of cold food (e.g. sandwiches) for consumption off the premises), A3, A4 and A5 uses. Working from east to west, the units proposed are a new public house (Use Class A3/A4), two drive-through restaurant/coffee shops (Use Class A1 (restricted)/A3/A5), and two restaurant/diner units (Use Class A3).

Employment Generation

- 3.2. One of the clear benefits of the proposed development is the potential job creation of the scheme. Indigo estimate that the scheme has the potential to create approximately 113 direct, on site permanent jobs. The breakdown of these jobs for each of the uses in the scheme is shown in the table below:

Scheme Use	Floorspace (sqm – Gross)	Employment Density	On-site Jobs
Public House/Restaurant	405	16	25
Restaurant/Diners	825	13	63
Drive-Thru Restaurant/Coffee Shops	505	20	25
Total	1,735		113

- 3.3. The estimated employment densities are drawn from works by Arup Economics and Planning for English Partnerships and published as *Employment Densities: A Full Guide*, in September 2001. In estimating the overall job creation Indigo have made the following assumptions:
- **Restaurant/diner uses** – The ‘diner’ units proposed are likely to be occupied by a national multiple operators. With this in mind, potential employment generation has been based on the Arup employment density for general restaurant use;
 - **Drive-Thru Restaurant/Coffee Shop uses** – The Arup guidance does not provide a typical employment density for such facilities, although it does note that employment density is likely to be lower than for restaurants offering a higher standard of service. Employment generation has, therefore, been calculated based on a lower density than the restaurant/diner use, drawing on experience within similar units elsewhere; and
 - **Public House/Restaurant uses** – Again, the Arup guidance does not provide a typical employment density for such facilities. Given quasi-restaurant use over a large proportion of the floorspace employment generation has, therefore, been calculated based on a higher density than the drive-thru use, but lower than the pure restaurant/diner use.
- 3.4. Given that specific end users have still yet to be identified for the scheme, it is difficult to be precise about the type of direct, on site employment opportunities that will be generated.
- 3.5. However, in broad terms the scheme will generate a range of full and part time employment opportunities requiring a mix of skill levels. The uses proposed will certainly require employees willing to work unsocial hours, which lends itself to local recruitment in its own right. Furthermore, the assessment of socio-economic characteristics of the local population suggests that employment opportunities created by the scheme are likely to be well matched to the local labour force.
- 3.6. In addition to the direct job creation benefits of the scheme, it is also likely that the proposals

will generate further jobs through the following multiplier effects:

- Indirect employment – arising through supply chain effects and benefiting local firms such as cleaning and maintenance contractors, training agencies and other suppliers of goods and services to occupiers of the development; and
- Induced employment – arising as a result of increased expenditure in the local area and benefiting other service providers and nearby developments (e.g. Dobbies).

- 3.7. The scale of the indirect and induced employment generation benefits will depend on the strength of existing (and emerging) supply chain linkages. In estimating the scale of these effects, Indigo has assumed a combined indirect and induced employment multiplier at local level of 1.1. This is based on the mid point of the range recommended by English Partnerships in the *Additionality Guide: A Standard Approach to Assessing the Additional Impacts of Projects* (September 2004). This figure assumes average supply chain linkages which seems reasonable given the sites location on the outskirts of Liverpool.
- 3.8. Taking account of the indirect and induced employment effects, it is estimated that the scheme could generate a total of 124 jobs. This clearly ignores the temporary employment effects such as those generated for construction firms and related trades.
- 3.9. In addition to direct job creation, the scheme has the potential to make a major contribution to training and skills development in the local area. Given some of the matters identified by the assessment of baseline socio economic conditions in the previous Section, there are strong incentives for ensuring these effects are maximised.
- 3.10. The construction stage of the development provides an initial opportunity for local people to gain training and practical experience for a range of different construction and engineering trades. Initiatives of this sort are typically run by a training provider in partnership with a main contractor for the construction programme.
- 3.11. Both during construction and post occupation, there are a range of job brokerage and other recruitment initiatives that could be tailored to meet the needs of local people and prospective employers. Typically these initiatives provide help for local people with confidence building, interview skills and skills for life development, as well as support for employers in identifying dedicated staff with real potential.
- 3.12. The nature of national multiple operators which the scheme seeks to attract to the site will have well established training programmes in place. Given the multiple deprivation experienced by people in the local area, schemes of this sort will be crucial to ensuring that local residents will be able to take advantage of the employment opportunities on offer.

Scheme Details

- 3.13. The layout of buildings proposed on site is demonstrated on drawing ref: MH405-202J. This shows that each of the units are focussed on addressing the Speke Boulevard frontage of the site, with the exception of one of the drive-thru units. This ensures that desirable (i.e. pedestrian) activity and visual interest is focussed on this prominent frontage, all framed within the context of the soft landscaping solution proposed for the site.
- 3.14. The layout of the site enables a generous landscape buffer to be retained and enhanced along the main Speke Boulevard frontage, as detailed on the submitted Landscape Scheme plan. When read alongside the existing tree survey it is shown that the existing row of trees on the site is to be removed, with new boulevard planting proposed along the frontage; this has been necessitated by the change in levels between the site and Speke Boulevard, and is consistent with the approach adopted by Dobbies.
- 3.15. The tree survey work undertaken by Randall Thorpe demonstrates that none of the trees to be removed are of high amenity value (all 'fair' at best), with the proposed landscaping

scheme able to deliver a more considered solution retaining the generous buffer whilst respecting the commercial requirements of the new development.

- 3.16. The changes in levels across the site, and the adjustments made to facilitate the development plots are clearly shown on the cross section drawing (ref 213D) in conjunction with the tree/topographical survey plan.
- 3.17. Access and car parking is restricted to the periphery of the site and to its rear so as to minimise land-take and maximise the presence of built development on the site frontage. Some 285 parking spaces (including 14 disabled bays) are to be provided alongside 50 cycle parking spaces; these will serve the proposed development, and act as an overflow for the Dobbies proposals, should this be necessary.
- 3.18. Prior to the enclosed development proceeding, an overflow car park will be provided for Dobbies adjacent to the eastern boundary of their site (i.e. within the enclosed application boundary). This area will be laid out and surfaced with gravel to provide additional spaces during peak periods. Once the enclosed development is completed (i.e. including the formal surfacing of this area of car park) Dobbies customers will still be permitted to utilise up to 150 spaces within the car park when necessary.
- 3.19. The area of 'overspill' car parking is intended to provide a level of comfort in relation to parking availability on the Dobbies site. This may be required during the early months of the stores' occupation, and during exceptional shorter term busy trading periods such as Easter and Christmas.
- 3.20. The Dobbies operation is complementary to the proposed uses on the subject site. The respective transport assessments demonstrate that the peak periods for vehicle movements to each are not subject to significant overlap, with experience elsewhere demonstrating that there are likely to be a significant number of (pedestrian) linked trips between the two.
- 3.21. As stated in Section 2, management of the use of the additional car parking spaces will be the responsibility of Dobbies, undertaken in accordance with the car park management strategy to be submitted and agreed by the LPA in discharging condition 28 of their planning permission.
- 3.22. Provision is made for the sites to be physically separated by the security barrier proposed as part of the Dobbies scheme; the overflow car parking will only be sign-posted from the Dobbies side with the barrier remaining closed unless the overflow is required.
- 3.23. Turning back to the enclosed submission, the scale of the proposed buildings and how their design ultimately fits into the street scene have been key factors influencing pre-application discussions with Council officers. A suite of elevations are submitted as part of the application drawings package, with further 3D visuals contained within the Design & Access Statement. These drawings confirm the scale of the proposed buildings, and the nature of materials to be used to enhance visual interest and reflect the prominence of the location; providing a high quality interface between the modern appearance of the Dobbies garden centre to the west, and the established residential area to the east.
- 3.24. The cross section drawing (ref: MH405-213D) demonstrates how the relatively low building heights of the proposed development are set on an ever rising plot of land as it moves east from Dobbies. The levels changes ensure that the scale of development proposed compliments the Dobbies development in the street scene, culminating in the larger scale public house building to the east framing the development.
- 3.25. In summary, it is demonstrated that the proposals will meet established local needs and can deliver real benefits in terms of local employment and training in a manner which retains and enhances the strong soft landscaping context to the site, whilst creating a high quality modern building line which works in conjunction with the adjoining Dobbies development.

4. Relevant Planning Policy

- 4.1. This Section of the Report summarises the planning policy background relevant to consideration of the enclosed application taking account of both national and local guidance.

National Policy

- 4.2. Any assessment of national planning policy guidance needs to be set within the context of the Government's Plan for Growth Statement (23 March 2011) and subsequent statement on the Presumption in Favour of Sustainable Development (15 June 2011), both of which are relevant material considerations to the determination of planning applications.
- 4.3. The Planning for Growth Statement "...sets out the steps the Government expects local planning authorities to take with immediate effect" in order to help secure a swift return to economic growth. It states that when determining planning applications, LPAs should:
- "(i) Consider fully the importance of national planning policies aimed at fostering economic growth and employment, given the need to ensure a return to robust growth after the recent recession;...
 - (iii) Consider the range of likely economic, environmental and social benefits of proposals; including long term or indirect benefits such as increased consumer choice, more viable communities and more robust local economies (which may, where relevant, include matters such as job creation and business productivity);...
 - (v) Ensure that they do not impose unnecessary burdens on development".
- 4.4. Finally, in determining applications it states that LPAs "...should ensure that they give appropriate weight to the need to support economic recovery, and that applications that secure sustainable growth are treated favourably (consistent with PPS4)".
- 4.5. The more recently published draft presumption in favour of sustainable development states that LPAs should "...approve development proposals that accord with statutory plans without delay", unless "...the adverse impacts of allowing development would significantly and demonstrably outweigh the benefits". [Indigo emphasis].
- 4.6. All tiers of national planning policy guidance express specific support for development focussed in urban areas, particularly where this is part of mixed use development, supporting the regeneration of deprived areas and providing new facilities and services for such areas; each of these objectives contribute to 'sustainable development'.
- 4.7. The principle of the proposed development is not in question (see Section 1), although the publication of PPS4 since the granting of the extant planning permission on site and adoption of the UDP does raise some specific issues to be addressed as part of this submission.
- 4.8. Policy EC10 of PPS4 is relevant in this instance, given that the proposals comprise 'economic development', albeit in accordance with the Development Plan. All planning applications for economic development should be assessed against Policy EC10.2, although in the first instance Policy EC10.1 states that:

"Local planning authorities should adopt a positive and constructive

approach towards planning applications for economic development.
Planning applications that secure sustainable economic growth should be treated favourably". [Indigo emphasis]

4.9. The enclosed application should therefore be considered within this positive context, including any assessment against the impact considerations of Policy EC10.2 which are as follows:

- a. *Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions, and minimise vulnerability and provide resilience to, climate change;*
- b. *The accessibility of the proposal by a choice of means of transport including walking, cycling, public transport and the car, the effect on local traffic levels and congestion (especially to the trunk road network) after public transport and traffic management measures have been secured;*
- c. *Whether the proposals secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions;*
- d. *The impact on economic and physical regeneration in the area including the impact on deprived areas and social inclusion objectives; and*
- e. *The impact on local employment."*

4.10. The following Section of this Report addresses each of these considerations in turn.

Local Policy

- 4.11. The Liverpool UDP was adopted in 2002 and the majority of policies remain 'saved' by the Secretary of State.
- 4.12. The key local policy affecting redevelopment of the subject site is **E6** which confirms the approach to be adopted in respect of proposals within defined Mixed Use Areas, where planning permission will be granted for the range of uses specified within the Plan. In respect of the subject site (reference M73), these uses specifically include Class A3 (as was) which would now encompass the range promoted as part of the enclosed proposals.
- 4.13. It is of note that other permissible uses (Under Policy E6 site reference M73) on the Speke Boulevard frontage include petrol filling stations and car showrooms; i.e. largely single storey commercial buildings associated with extensive car parking/display areas, rather than large scale, high density multi-storey developments.
- 4.14. The only other site specific policy of note is the Environmental Improvement Corridor designation which runs along Speke Boulevard (**Policy OE15**). Part 3 of the policy states that the City Council will enhance the appearance of the environmental improvement corridors by:

"i. requiring development proposals to retain existing landscape and wildlife features and contribute to the overall aim of improving the environment of the corridor by:

- *Incorporating a high standard of landscape and boundary treatment within the site; and*
- *Paying particular attention to screening, structures and*

building adjacent to the road, railway or canal...."

- 4.15. The following Sections of the Report demonstrate that the quality of the proposed development will contribute to enhancing the environment of the 'corridor' (i.e. Speke Boulevard). Although the proposals remove existing trees ('landscape features') it is demonstrated that appropriate replacement landscaping is proposed.
- 4.16. This analysis is also set within the context of **Policy HD18** which sets out a series of criteria to facilitate high quality design, including requirements that scale, density, massing and building lines should relate well to the locality of the development; Section 2 of this Report has already demonstrated that the locality is characterised by generally low density, limited scale development set back from the road corridor, and that the one defining environmental and townscape characteristic along Speke Boulevard is the generous landscape buffer running along both sides of the carriageway.
- 4.17. Whilst the above policies incorporate the key matters against which the enclosed application will be determined, the following are also relevant to consideration of the application;
- Policy HD19: Access for All – seeks to ensure that all new non residential development proposals provide suitable provision for disabled people, both as employees and customers, including access to and from buildings, and between and within public areas. The Design & Access Statement confirms this to be the case;
 - Policy HD20: Crime Prevention – encourages the design and layout of new developments to incorporate measures to make proper provision for personal safety and crime prevention, including the overlooking of public areas and the avoidance of features which could comprise hiding places. The Design & Access Statement addresses these considerations;
 - Policy HD22: Existing Trees and Landscaping – encourages the retention of key natural site features, including trees, requiring submission of a tree survey to enable the effect of the proposal on existing trees to be assessed. A tree survey is submitted with the application demonstrating that none of the trees to be removed are of high amenity value;
 - Policy HD23: New Trees and Landscaping – all development proposals should make proper provision for the planting and successful growth of new trees and landscaping (including replacement planting), focusing on high quality boundary treatments. The proposed landscape scheme accords with this policy requirement;
 - Policy HD24: Public Art – encourages the provision of appropriate new works of art as part of new development. Nothing is proposed up-front as part of the development, but this could be negotiated during the course of consideration of the application;
 - Policy OE11: Protection of Green Space – resists the loss of green space which has a recreational function or enhances the visual amenity of an area including key frontages and important landscape features. The subject site is subject to an adopted UDP allocation for development, but nevertheless does not perform a current amenity role of any value;
 - Policy S14: Uses of Shops and Other Premises for Class A3 (Food & Drink) Uses – supports such development subject to impacts on residential amenity being restricted to acceptable levels, and traffic generation not being unduly detrimental to highway safety. The development is located a sufficient distance away from residential properties and the Transport Assessment addresses highway safety;
 - Policy T6: Cycling – seeks to ensure that secure cycle parking facilities are provided within new developments. The Transport Assessment deals with this matter;
 - Policy T7: Walking and Pedestrians – encourages provision of safe and convenient

walking routes through all major development and redevelopment sites. The Transport Assessment deals with this matter;

- Policy T12: Car Parking Provision and New Developments – requires all new developments which generate a demand for car parking to make provision for car parking on site to meet the minimum operational needs of the development. The Transport Assessment deals with this matter; and
 - Policy T13: Car Parking for the Disabled – seeks to ensure that at least a minimum number of car parking spaces within a development are reserved for orange badge holders, and that these bays are appropriately located and scaled, reflecting national design standards. The Transport Assessment deals with this matter.
- 4.18. Similar requirements are included within LCC's Urban Design Guide, which was adopted as SPG in 2003. The Guide makes it clear that 'good design' is led by an understanding of context. Again, the scheme has been led by both its environmental and economic (what is deliverable in the current market) context.
- 4.19. The Liverpool LDF is at a relatively advanced stage of preparation with a Revised Preferred Options Core Strategy subject to consultation in Spring 2010. The emerging Core Strategy does not introduce any specific policy approach which would affect consideration of the enclosed application, and it will not in any event be sufficiently well advanced to represent a material consideration which would be capable of outweighing the provisions of the Statutory Development Plan; i.e. the relevant saved policies of the UDP.
- 4.20. Liverpool Vision have recently commissioned preparation of a Strategic Regeneration Framework (SRF) for the South Liverpool International Gateway, which includes the area spanning Speke Boulevard (including the application site). The aim of the SRF is to ensure the co-ordinated delivery of quality new development by providing strategic planning, development and design guidance. It is only in the very early stages of preparation and will not in itself comprise a statutory planning document, although will clearly influence evolving planning policy affecting the local area.
- 4.21. The following relevant points can be drawn from information made available during consultation events in 2010:
- Key interventions have greatly improved the area as an employment zone and gateway to the City, but what is needed now are small scale interventions that make the place work better and become more attractive to new businesses and residents, including better access to jobs; and
 - Two of the three options promoted for redevelopment of the 'Wings' site in the Speke area include a mixed garden centre (i.e. Dobbies) and 'leisure' (i.e. as per the enclosed application) scheme.

Summary

- 4.22. In summary, both national and local planning policy offer unequivocal and specific support for the nature of development proposed through the enclosed application. The uses proposed are identified as being appropriate in this location within the adopted UDP, and the environmental context of the site supports the design solution proposed.
- 4.23. More fundamentally, there is now unequivocal guidance from Government that development according with statutory plans delivering sustainable economic growth should be approved without delay.
- 4.24. Subject to more detailed analysis of the scheme design, the Policy EC10.2 (PPS4) considerations and other more general development control matters, there is therefore no justification for withholding planning permission.

5. Planning Analysis

- 5.1. The appropriateness of the proposed uses, in principle, is confirmed by the saved adopted UDP allocation for the site and the extant planning permission extending across the wider area. Nevertheless, it has been established that as the proposals comprise 'economic development' the impact considerations of PPS4 (Policy EC10.2) need to be addressed, as do the criteria of adopted UDP Policy OE15 (Environmental Improvement Corridors).
- 5.2. Matters such as design and accessibility (e.g. equating with policies HD18 and HD19 of the UDP) are dealt with as part of the PPS4 analysis and are not, therefore, dealt with separately within this Report.

PPS4 Impact Test

- 5.3. Any 'impact assessment' must be considered within the context of the positive approach to economic development set out at Policy EC10.1 of PPS4:

*"Local Planning Authorities should adopt a **positive and constructive approach** towards planning applications for economic development. Planning applications that secure sustainable economic growth **should be treated favourably**". [Indigo emphasis]*

- 5.4. This is, of course, strongly reinforced by more recent Government Statements.
- 5.5. The five impact considerations of Policy EC10.2 (see previous Section) are to be used to assess whether a planning application can secure 'sustainable economic growth'; the implication being that should the positive impacts outweigh the negative impacts then the application should be treated favourably unless there are significant material reasons why this should not be the case (e.g. the matters considered in Section 6). Again, more recent Government Statements have clarified that any negative impacts need to be significant and demonstrably outweigh the benefits; i.e. the bar is set particularly high.

Policy EC10.2a

Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions and minimise vulnerability, and provide resilience to, climate change.

- 5.6. The Transport Assessment demonstrates that traffic movements to and from the site are unlikely to be so substantive so as to result in instances of queuing traffic within or on the approaches to the site which would be one of the main contributing factors to an increase in carbon dioxide emissions. When taking into account the propensity for linked and pass-by trips it is demonstrated that there will only be an average of two additional (new) vehicle movements per minute in each direction.
- 5.7. It is important to recognise that the proposals will not represent new trip attracting destinations in their own right, but will rather meet a series of 'local' needs for public houses, restaurants, takeaways (and associated facilities) in this location. These needs are associated with the following factors:
- The proximity of the site to the adjoining Speke housing area which has limited access to such facilities;
 - Demand arising from the extensive local business population, whether this be in the form of 'pass by' trade before and after work, lunch times, or for appropriate locations to hold informal business meetings;

- Complementarity with the operation of the proposed Dobbies Garden Centre on the adjoining site – Dobbies often trade alongside pub/restaurant operators on the same or adjoining sites, enabling linked shopping/leisure trips to take place;
 - Complementarity with nearby hotels which either lack eating facilities of note or include only higher order/priced restaurants;
 - Pent up demand for representation by restaurant/takeaway operators within the area which cannot be met due to lack of capacity at destinations; and
 - Pass by trade associated with proximity to the airport.
- 5.8. In addition to the locally generated demands which the proposal seeks to address, it is also evident that the site is accessible by alternative modes of transport to the car. The Transport Assessment demonstrates that the bus stop immediately east of the store entrance is served by 11 different bus routes, a large proportion of which are high frequency services, equating to approximately 18 buses per hour on weekdays.
- 5.9. The Design & Access Statement incorporates commentary on the measures which are to be adopted as part of the proposals to reduce carbon dioxide emissions through the construction and operation of the proposed development. These measures include the use of high specification materials and construction to boost energy efficiency, consideration of the scope to utilise recycled materials, and consideration of the scope to use renewable sources of energy, perhaps in association with the Dobbies proposals.
- 5.10. It is envisaged that over time there will be the opportunity to consider linkages and combined benefits in respect of renewable energy generation and waste management between the Dobbies and Peel schemes.
- 5.11. The site is not considered to be at risk of flooding (EA mapping), even taking account of the implications of climate change. However, the Flood Risk and Drainage Assessment allows for increased rainfall (linked to climate change) over the lifetime of the development, assessing the implications of this for off-site run off, and pressure on the local drainage system. Attenuation is proposed to this drainage system, via a coordinated approach with the Dobbies scheme (most likely utilising SUDS techniques), creating added resilience to prevent any adverse off site impacts.
- 5.12. Overall, the proposal will deliver discernable benefits with regard to carbon dioxide emissions and climate change. Although these have to be balanced against construction works, increased traffic and energy consumption, it is considered that there would be a marginally positive impact.

Policy EC10.2b

The accessibility of the proposal by a choice of means of transport including walking, cycling, public transport and the car, the effect on local traffic levels and congestion (especially to the trunk road network) after public transport and traffic management measures have been secured.

- 5.13. As described above, the Transport Assessment demonstrates that the location is accessible by a choice of means of transport associated with the sites' location on a major bus corridor and its proximity to an extensive residential population.
- 5.14. In addition to the excellent bus services described above, the site is also served by a high quality pedestrian and cycle network and catchment which extends as far afield as Halewood, Garston, Allerton and Woolton.
- 5.15. It is concluded that there will be a neutral impact on the basis that the proposals will make best use of existing public transport infrastructure, facilitate linked trips with the adjoining

hotel and proposed Dobbies Garden Centre and pass by trips, particularly from people travelling to and from the Airport, whilst not making any significant contribution towards further enhancements of the sites accessibility, and having a negligible affect on local traffic congestion.

Policy EC10.2c

Whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions.

- 5.16. The submitted documentation demonstrates that the proposed design is completely appropriate to the context of the surroundings. Key elements of the scheme design include the following:
- Retention (with modification) and enhancement of the generous landscaping strip along the northern (Speke Boulevard) boundary of the site;
 - Focussing built frontages along Speke Boulevard, including public entrances to buildings, respecting the building line set by the adjoining residential development and other development along the road frontage;
 - The consequent focus of the car parking and vehicular access areas to the rear of the site;
 - Ensuring that building heights are maximised where they front Speke Boulevard;
 - The creation of a 'wave' effect along the street scene where building heights will be maximised on the eastern and western buildings, reducing as they fall to the centre of the site. This reflects the tapered approach to massing of the proposed Dobbies development, but is a principle which would correspond well with any future alternative development on the adjoining corner site, or hold its own as a stand-alone development; and
 - A commitment to modern building styles, maximising the use of glazing along the Speke Boulevard frontage (securing visual interest and activity), and seeking to reflect materials promoted as part of the Dobbies scheme in order to enhance the visual continuity of the development.
- 5.17. The starting point for assessing whether this approach takes the opportunities available for improving the character and quality of the area and the way it functions is to consider the contribution that the site makes in its current form.
- 5.18. The informal, scrub like nature of the site makes very little contribution to the visual amenity of the area, and nor does it provide any formal recreational role. The site has long been seen as being appropriate for development of uses now proposed, and the enclosed proposals seek to deliver a viable scheme for which there is known demand, and which can sensitively accord with the stated aspirations to enhance the environmental context of the road corridor (in conjunction with the more obvious economic regeneration benefits).
- 5.19. The commitment to delivery of the Dobbies scheme simply serves to increase the need for some form of development on the subject site. The enclosed proposals provide excellent functional and operational linkages with this scheme, in addition to representing viable additions to the local area in their own right.
- 5.20. It is also necessary to consider the wider environmental context within which the scheme is proposed. The Design & Access Statement explains how there is no defining design style or building typology prevalent along Speke Boulevard; the only common element is the landscaping buffer along the Boulevard. The development, therefore, seeks to maintain this

buffer whilst respecting the scale, massing and nature of adjoining developments.

- 5.21. For these reasons, it is concluded that the proposals will have a positive impact on the character and quality of the area.

Policy EC10.2 d and e

The impact on economic and physical regeneration in the area including the impact on deprived areas and social inclusion objectives; and

The impact on local employment.

- 5.22. It is evident that the local area is subject to extreme levels of deprivation as highlighted in Section 3 of this report, and specifically including high unemployment and limited access to training and support facilities.
- 5.23. The application site has long been viewed as having the potential to contribute to social inclusion objectives (i.e. incorporating both economic and physical regeneration), through reference to its adopted UDP allocation and the extant planning permission on the site for a mixed use leisure development.
- 5.24. It is immediately apparent that the proposals will result in positive physical and economic (including local employment) regeneration impacts, as described below.

Physical Regeneration

- 5.25. The analysis in respect of consideration (c) provides clear demonstration as to the physical regeneration merits of the scheme. In addition to these broad design merits which will enhance the visual amenity of the site (contrasting to its present semi derelict nature), and the increased pedestrian activity at ground floor level, the proposals will secure and formalise a vehicular access point into the site capable of delivering development on not only the subject site, but the adjoining corner (Dobbies) site and further land holdings under control of the applicant to the south.
- 5.26. In other words, the proposals will open up opportunities for more wide ranging regeneration benefits than those secured by the scheme in its own right.

Economic Regeneration and Employment Creation

- 5.27. In the first instance, it is apparent that the proposals represent significant private sector investment in difficult economic times, which seek to deliver a policy compliant form of development in an area of acute need for such investment. This in itself represents a significant positive impact.
- 5.28. It is described above, in conjunction with impact consideration (a), that the proposals are intended to meet an area specific need for modern, nationally branded restaurants, takeaways and associated facilities in this location. Not least amongst these needs is a requirement to provide choice and accessibility to services and facilities for local residents.
- 5.29. In order to inform our assertion that there is a genuine local need for these facilities, we have undertaken an analysis of existing public house/restaurant/takeaway provision in the local area, the detailed findings of which are set out at **Appendix 1**.
- 5.30. This analysis demonstrates that although there are concentrations of such facilities within the study area defined for the purposes of this assessment, these are largely focused within the district shopping centres of Woolton and Garston on the northern and western peripheries of the study area, respectively. Furthermore, the facilities within these centres are largely independent local operators who are clearly serving a different market to that intended to be met by the proposed development.

- 5.31. The fact that the proposals will meet a local need with limited trading overlap with existing facilities in the local area (and therefore limited trade competition and impact) means that the social inclusion and overarching economic regeneration benefits can be achieved without consequent, knock-on detrimental effects on existing facilities.
- 5.32. What is more, even if it was deemed to be the case that the proposals would have some detrimental trading effects on individual operators within these settlements, our analysis (supplemented by the findings of GL Hearn in their 2009 study of District and Local Shopping Centres) suggests that the public house/restaurant/takeaway offer is sufficiently deep and diverse for this to have an immaterial impact on the overall vitality and viability of those centres. Activity at the closer New Mersey (Garston) and Hunts Cross (Woolton) Retail Parks will clearly exert a greater influence on those centres than the subject site.
- 5.33. The key economic regeneration merit of the scheme is clearly associated with its job creating potential. It is explained within Section 3 of this Report that in the order of 124 new job posts may be created. These job opportunities will range from relatively unskilled posts, such as counter staff and waiting on tables, through to managerial positions, and will also provide a mixture of full and part time posts (in addition to associated training opportunities).
- 5.34. The job creation potential of the scheme represents a clear planning benefit in favour of the application particularly when considered within the context of the levels of deprivation nearby and the fact that these new posts will be almost exclusively new jobs to the local area, with little overlap or impact on existing positions elsewhere in the locality.
- 5.35. For these reasons, it is concluded that the proposals will have a significantly positive impact.

UDP Policy OE15

- 5.36. Design, and how the proposed buildings interact with the street scene in particular, has consistently been identified by Council officers as a key issue in determining the enclosed application, despite the clear support for the proposed form of development within the Statutory Development Plan and the associated economic, social and physical regeneration benefits that would be delivered.
- 5.37. As explained above (Policy EC10.2 c), the scheme will deliver a high quality development which will have a significant positive impact on the street scene, whether as a stand alone development, or in conjunction with the corresponding proposals for a new Dobbies garden centre on the adjoining 'corner' site.
- 5.38. Clearly, 'design' represents a material consideration in respect of any planning application (i.e. see reference Policy HD18). The only specific statutory policy requirement for additional design scrutiny in this location is found within UDP Policy OE15, which requires proposals to (i) retain existing landscape features, (ii) incorporate a high standard of landscape and boundary treatment, and (iii) pay particular attention to buildings adjacent to roads.
- 5.39. Again, it has already been demonstrated above, in conjunction with the accompanying Design and Access Statement, that the scheme will retain and enhance the existing landscape buffer (with modification to facilitate the development) on the Speke Boulevard frontage to the site, that this high standard of landscape and boundary treatment will be continued throughout the site, and that the proposed buildings will maximise their contribution to the street scene. This will be achieved by focussing activity along this frontage, utilising the topography of the site to influence the scale and massing of the buildings, and a commitment to the use of modern high specification materials.
- 5.40. There is no policy support, nor any justification through reference to adjoining built development, for insistence that buildings on the site should comprise of high density multi-storey structures. Indeed, Policy E6 specifically and expressly states that planning permission will be granted for a range of commercial uses, none of which would ordinarily comprise multi level buildings in high density mixed use developments.

- 5.41. Therefore, assessment of the schemes design should be undertaken with respect to its individual merits, rather than any preconceived ideal which itself has no support within the provisions of the Statutory Development Plan regarding the application site. Within this context, it has been demonstrated that the enclosed scheme will deliver discernable design merits which should be supported.

Other UDP Policies

- 5.42. Turning to the other, more generic policies of the UPD it is demonstrated within the Design and Access Statement that the scheme has been specifically designed to provide access for all and to accord with relevant Designing Out Crime guidelines (i.e. Policies HD19 and HD20).
- 5.43. The relationship between the existing trees on site, particularly on the site frontage, and the landscape design solution proposed for the scheme is outlined above in respect of Policy EC10.2.C. A tree survey submitted with the application demonstrates that although the semi mature trees that exist on site are largely in good health, they are not remarkable specimens, and the replacement proposals with appropriate native species will ensure that the new trees have greater scope to properly mature (e.g. are linked to greater spacing) and will be more aligned with the Crime Prevention Policy approach of the Council (see above).
- 5.44. Both the Design and Access Statement and Transport Assessment demonstrate that proposals for cycling and car parking spaces exceed minimum standards, and that a generous array of pedestrian routes and other public areas are provided within the development.

Summary

- 5.45. The principle of the proposed use is supported by the Development Plan. This Section has demonstrated that the scheme will also deliver genuine positive impacts when considered against the PPS4 tests and therefore comprises sustainable economic development which should be treated favourably, as reinforced through recent Government Statements. In assessing these impacts, it has also been demonstrated that a high quality and innovative design solution can be achieved on the site which makes best use of the site's characteristics and environmental context.

6. Conclusions

6.1. The following points have been established in respect of the enclosed application:

- Approval is sought for five units incorporating a mix of public house, drive-thru restaurant/takeaway and restaurant/diner uses;
- There is a locally generated need for the proposals associated with a range of factors, including (i) the proximity of the site to a large 'walk-in' residential population, (ii) an extensive local business population, (iii) proximity to the airport, (iv) proximity to hotels; and (v) not least the relationship with the Dobbies garden centre on the adjoining site;
- The principle of the range of uses proposed is completely supported by the adopted Liverpool UDP allocation (site reference M73 under Policy E6) and the extant planning permission (Ref: 98P/2536) on the site;
- This has been confirmed through pre-application discussions with Council officers, linked to the scope of the PPS4 assessment to be undertaken;
- As 'economic development' it is necessary to assess the proposals against the impact considerations of Policy EC10.2 of PPS4. This analysis demonstrates that the overriding impacts of the scheme will be of a positive nature, and that the scheme represents 'sustainable economic development' which the Government has confirmed should be treated favourably, unless exceptional circumstances dictate otherwise;
- Most notably, the proposals will deliver significant economic regeneration benefits, including the creation of approximately 124 jobs; and,
- Council officers have expressed initial reservations regarding the potential design of the scheme linked to the relatively small scale nature of the proposals compared to the extant permission on the site. However, it is demonstrated that the scheme will deliver a high quality modern design solution for the form of development required by the Development Plan allocation for this site. There is no policy justification to withhold planning permission in favour of a larger scale form of development in this location.

6.2. It can, therefore, be concluded that the application should be supported and there are no grounds to withhold planning permission in this instance.

SPEKE

	Outlet	Address	Comment
1.	Sayers (Takeaway subs, sandwiches, cakes etc)	Speke (Parklands) Centre	
2.	Morrisons Cafe	Speke (Parklands) Centre	
3.	The Orient (Pub & food & hotel)	At the top of Eastern Avenue (just off Clough Rd), Speke	
4.	Yeung Xing (Fish & Chips)	At the top of Eastern Avenue (just off Clough Rd), Speke	
5.	The Mills House Pub	Alderwood Avenue, Speke	
6.	Five Star Pizza	End of Dam Wood Road, Speke	
7.	Golden City Takeaway	End of Dam Wood Road, Speke	May have closed down, very dilapidated and was not open on visit.
8.	Hampton Hilton Hotel	Speke Hall Avenue	
9.	Premier Inn	Speke Hall Avenue	
10.	Express Holiday Inn	Speke Hall Avenue	
11.	Gateway Lodge	Church Road (just off Speke Hall Avenue)	

The Speke Centre (Parklands Complex) is a purpose built complex, including a library, a large Morrisons Supermarket (which contains a café) and Morrisons Petrol Station. Other retailers include TK Maxx, Iceland, Sleepmasters, Co-op Travel, Card Factory, Sayers etc. There is also a clothes store, pharmacy, betting shop and more. There is only one vacant unit next to Iceland in the centre.

GARSTON

	Outlet	Address	Comment
1.	Oriental Chef (Takeaway)	Speke Road, Garston	
2.	The Alexandre (Pub)	Speke Road, Garston	
3.	The Dolphin Cafe	Randal House, Speke Road, Garston	
4.	Wing Jean (Fish & Chips)	James St, Garston	
5.	The Swan Inn (Pub)	James St, Garston	
6.	Tasty Bites Café	St Mary's Road, Garston	
7.	Wok Express (Takeaway)	St Mary's Road, Garston	
8.	Café Cargo	St Mary's Road, Garston	
9.	Sayers (takeaway subs, sandwiches, cakes etc)	St Mary's Road, Garston	
10.	Chunky's (Takeaway chicken & chips)	Gateway Complex, St Mary's Road, Garston	
11.	Uncle J's Takeaway (burgers, pizza, chips etc)	St Mary's Road, Garston	
12.	Mariners Pub	St Mary's Road, Garston	
13.	Dealers Arms	St Mary's Road, Garston	
14.	Kaz Bar	St Mary's Road, Garston	
15.	Chloes Bar	St Mary's Road, Garston	
16.	The Stables (Pub)	St Mary's Road, Garston	

WOOLTON

	Outlet	Address	Comment
1.	Coach & Horse Pub & Carvery	Speke Rd, Woolton	For Sale (currently boarded up)
2.	Woolton Hall (Hotel)	Speke Rd, Woolton	
3.	The Coffee House (Bar & Restaurant)	Speke Rd, Woolton	
4.	The Elephant (Pub & Restaurant)	Speke Rd, Woolton	
5.	The Bubble Room (Pub & Restaurant)	Speke Rd, Woolton	
6.	The White Horse (Pub & Restaurant)	Speke Rd, Woolton	
7.	Le Banque Bistro (Restaurant)	Speke Rd, Woolton	
8.	Ying Way (Takeaway)	Speke Rd, Woolton	Looks closed
9.	Village Takeaway (Fish & Chips)	Speke Rd, Woolton	
10.	Healthy Foods (coffee shop)	Allerton Way, Woolton	
11.	The Village Club	Allerton Way, Woolton	
12.	Woolton Fish & Chips	Allerton Way, Woolton	
13.	Lets Eat (Coffee shop/Restaurant)	Allerton Way, Woolton	
14.	Khaja Restaurant	Allerton Way, Woolton	
15.	The Village Bistro (Restaurant)	Allerton Way, Woolton	
16.	Fletchers Tea Rooms	Allerton Way, Woolton	
17.	King Do Restauarant	Allerton Way, Woolton	
18.	Old Fellows Restaurant	Allerton Way, Woolton	
19.	Cello's Café Bar (Bar & Restaurant)	Allerton Way, Woolton	
20.	Thomas Porter & Sons (Pub)	Allerton Way, Woolton	
21.	Grapes Pub	Allerton Way, Woolton	

HUNTS CROSS & HUNTS CROSS RETAIL PARK

	Outlet	Address	Comment
1.	Hunts Cross Hotel	Hillfoot Avenue, Hunts Cross	
2.	Sayers	Hillfoot Avenue, Hunts Cross	
3.	Raj takeaway	Hillfoot Avenue, Hunts Cross	
4.	Tsang Kitchen (takeaway)	Hillfoot Avenue, Hunts Cross	
5.	Metro Sandwich Bar	Speke Rd, Hunts Cross	
6.	McDonalds	Hunts Cross Retail Park	
7.	Domino's Pizza	Hunts Cross Retail Park	
8.	Subway	Hunts Cross Retail Park	
9.	Brushetta (Restaurant/Coffee Shop)	Hunts Cross Retail Park	
10.	KFC	Hunts Cross Retail Park	

There are no vacant units in Hunts Cross Retail Park or on Hillfoot Avenue.

NEW MERSEY SHOPPING CENTRE & SURROUNDING AREA

	Outlet	Address	Comment
1.	McDonalds	New Mersey Shopping Centre	
2.	Pizza hut	New Mersey Shopping Centre	
3.	M&S Café	New Mersey Shopping Centre	
4.	Costa	New Mersey Shopping Centre	
5.	B&Q Café	New Mersey Shopping Centre	
6.	Crown Plaza Hotel & Restaurant	Across the road from New Mersey Shopping Centre	
7.	Damons Restaurant	Across the road from New Mersey Shopping Centre	

The former Borders (now vacant) unit used to house a Starbucks coffee shop.

