



PRINCES REACH, PRINCES DOCK

PLANNING STATEMENT

June 2016



Contents

	Page
Contents	1
1 Introduction	1
1.1 Overview	1
2 Site Background	3
2.1 The Development Site	3
2.2 Princes Dock	3
2.3 Relevant Planning History	3
2.4 The Applicant	5
3 Development Description	7
3.1 Quantum of Development	7
4 National Planning Policy Context	8
4.1 National Planning Policy Framework	8
4.2 Planning Practice Guidance	9
5 Local Planning Policy Context	10
5.1 Liverpool Unitary Development Plan	10
5.2 Liverpool City Council's Local Plan	11
5.3 Liverpool City Council Core Strategy Submission Draft (2012)	12
5.4 Liverpool Maritime Mercantile City World Heritage Site – Supplementary Planning Document (SPD) (2009)	12
6 Benefits Associated with Princes Reach	13
6.1 Strategic Benefits	13
6.2 Physical Benefits	13
6.3 Socio-Economic Benefits	14
6.4 Heritage Benefits	14
7 Support for proposed use	15
7.1 Conclusion	15

1 Introduction

1.1 Overview

- 1.1.1 This planning statement is submitted in support of a full detailed planning application to enable the construction of a 34 storey residential tower (Use Class C3) comprising 304 private rented sector apartments and 40 car parking spaces (2 disabled), 8 motorcycle parking spaces, 76 cycle parking spaces together with plant, storage, reception, residential amenity areas, hard and soft landscaping and associated works on currently vacant brownfield land at William Jessop Way, Princes Dock, Liverpool, L3 1QP (Northing 390793, Easting 333737).
- 1.1.2 This application will provide Princes Dock with a private rented sector apartment building, giving a new high quality development to the City and attracting a range of new residents into the existing neighbourhood. In addition to developing and regenerating this derelict plot of brownfield land.
- 1.1.3 This planning statement provides a review of the proposed development against relevant national and local planning policies and guidance, identifying the key benefits arising from the proposal.
- 1.1.4 The document should be read alongside the accompanying suite of plans, drawings and further supporting documentation that make up this planning application. These support and enable the planning application to be validated and determined.
- 1.1.5 Although this application does not form part of the Liverpool Waters consent, detailed technical assessments submitted for application ref: 100/2424 can be read in conjunction with this application for further details on the overall development, key documents include:
- Liverpool Waters Statement of Key Development Principles (November 2011)
 - Liverpool Waters Parameters Plan Report (November 2011)
 - Liverpool Waters Environmental Statement (November 2011)
- 1.1.6 In addition to past documentation a Liverpool Waters Conformity Statement is included within this application to show how this development complies with relevant conditions set out in the extant decision notice (100/2424). Further details regarding Liverpool

Waters and its relationship to this development are set out in the Liverpool Waters Conformity Statement (June 2016).

2 Site Background

2.1 The Development Site

- 2.1.1 The development site is situated on a derelict plot of land which was occasionally used for informal car parking for events within Princes Dock.
- 2.1.2 The eastern edge of the site is bound by the historic dock boundary wall which runs along Princes Dock and continues North throughout the overall Liverpool Waters site, acting as the eastern boundary. There is an existing access point into Princes Dock adjacent to the development site through a pedestrian opening in the dock boundary wall.
- 2.1.3 The western edge of the site is aligned to the pedestrian footpath along William Jessop Way and further brownfield land is situated to the south which has received planning permission for an 8 storey office development (planning reference 15F/0560) in addition to a multi-storey car park.
- 2.1.4 The northern edge abuts a currently undeveloped site used as an informal car park at raised level. It should be noted that this area is outlined for future redevelopment and has received outline permission as part of the Liverpool Waters project (10O/2424).

2.2 Princes Dock

- 2.2.1 Princes Dock is already home to two residential developments as well as an array of world businesses within Grade A offices and a number of supporting leisure services. The surrounding area is an integral part of the Liverpool waterfront and is an established area of office space sited alongside hotels, leisure facilities and quality high rise residential development.

2.3 Relevant Planning History

- 2.3.1 The following applications were submitted and approved by Liverpool City Council within or around the development site. Further information regarding each application can be found on Liverpool City Council's website using the planning reference number provided.
- 2.3.2 03F/3687 – MSCP, Princes Dock
To erect multi storey split level car park on 18 levels with day nursery

and accommodation on ground level for use for purposes within Classes A1 (retail) and A3 (food and drink)

The existing multi storey car park was given permission in 2003. Subsequent applications to increase the number of floors on the car park have been approved but have since lapsed.

2.3.3 03F/3943 – Plot 1, Princes Dock

To develop site by the erection of a residential development comprising 162 units together with associated car parking provision and ground floor A1 and A3 uses.

This planning consent was also given in 2003 and located on the same development plot which is now being used for this application. It was given permission for a residential development consisting of different uses and car parking. This consent has since lapsed.

2.3.4 06/0592 – Dock Boundary Wall, Princes Dock

To create a new opening in the Princes Dock boundary wall adjacent to retail/multi storey car park and provide an interim landscape scheme.

This application was approved and carried out allowing for the current opening in the dock boundary wall to occur. This opening is positioned east to the development site and will be directly adjacent to the back of the building.

2.3.5 10F/2787 – Plot 3a, Princes Dock

Application to replace extant planning permission 07F/0028 (To erect a mixed development of 133 no. apartments, 129 no. bedroom hotel, 12,000 sqm of commercial offices and 500 sqm of retail floorspace, situated in a 34 storey tower and 8 storey building with a central piazza, 153 no. space basement car park, ancillary uses and associated infrastructure.

An extension of time limit application was submitted for an existing application that had previously received full planning consent for the above description of a plot adjacent to this specific development plot. This consent has since lapsed.

2.3.6 100/2424 – Liverpool Central and Northern Docks (Liverpool Waters Site)

The comprehensive redevelopment of up to 60 hectares of former dock land to provide a mixed use development of up to 1,691,100 sq m, comprising: up to 733,200 sq m residential (Class C3) (9,000 units), up to 314,500 sq m business (Class B1), up to 53,000 sq m of hotel and conference facilities (Class C1) (654 rooms), up to 19,100 sq m of comparison retailing (Class A1), up to 7,800 sq m of convenience retailing (Class A1), up to 8,600 sq m of financial and professional services (Class A2), up to 27,100 sq m of restaurants and

cafes (Class A3), up to 19,200 sq m of drinking establishments (Class A4), up to 8,900 sq m of community uses (Class D1), up to 33,300 sq m of assembly and leisure (Class D2) up to 17,600 sq m for a cruise liner facility and energy centre (Sui Generis), up to 36,000 sq m for servicing (Sui Generis), and up to 412,800 sq m for parking (Sui Generis) together with structural landscaping, means of access, formation of public spaces and associated infrastructure and public realm works. (Outline Application).

The vision of Liverpool Waters is to regenerate the 60 hectare historic dockland site to create a world-class, high-quality, mixed use waterfront quarter in central Liverpool. The scheme will create a unique sense of place, taking advantage of the sites' cultural heritage and integrating it with exciting and sustainable new development.

Princes Dock is identified as "phase 1" of Liverpool Waters and forms the 'Princes Dock Neighbourhood', 1 of 5 distinctive neighbourhoods making up the entire 60 hectare site. The development site in question falls under Plot A-03 and has outline consent for a 32 metre tall building with planning use classes of A3 (Restaurant and Cafe) and C3 (Dwelling Houses).

2.3.7 15F/0560 – William Jessop House, Princes Dock

To erect an eight-storey office building (Use Class B1) with flexible ground floor space for retail, financial and professional, food and drink and office use (Use Classes A1/A2/A3/A4/B1).

This proposal received permission in June 2015 and neighbours the development submitted within this planning application.

- 2.3.8 The above applications show that development on or around the plot proposal has been supported for a number of years and this application will support the existing developments within Princes Dock and sustain this location as a key area for growth for the City of Liverpool.

2.4 The Applicant

- 2.4.1 MODA Living are a specialist investor, developer and operator of best in class, professional private rented sector communities.

- 2.4.2 Moda Living aspires to be the UK's leading rental brand. Since inception we continue to push the boundary's using style, service and innovation to craft considered, inclusive residential communities. With a focus on unparalleled customer service and best-in-class institutional grade design, we promote long-term, healthy, social living for our residents. MODA

create high-quality environments and pioneer positive change to the UK rental landscape.

- 2.4.3 Their unique structure, flexible approach and sector expertise allow them to invest, deliver and operate high-quality schemes. They are confident in their product and have taken bold steps to be the forerunner of the rental revolution. They are leading the way on major UK city centre regeneration projects including NOMA the heart of Manchester, Liverpool Waters a UNESCO World Heritage site and Quarry Hill, a cornerstone of Leeds City Centre. MODA are delivering state of the art facilities and offering the most exclusive purpose-built rental addresses across the nation.
- 2.4.4 They work with award-winning, market leading architects, contractors and consultants to deliver first-class, lifestyle-driven rental communities. From new build to conversion and regeneration, contemplating every nuance from the outset and deploying the best possible staff to deliver an unrivalled resident experience.
- 2.4.5 Combining today's technological advances and building techniques to offer residents spaces to live, work and play that have not been experienced before in this market place. With continued research, development and investment into the service offering ~Moda have linked together amenities Inc. rental accounts, lounges, concierges, cinemas, sports, spa facilities, car clubs and more into one harmonious resident app that works to simplify life for a 'time-poor', hardworking Moda resident.
- 2.4.6 Having capitalised on an early mover advantage targeting quality locations in the best cities in the UK, Moda are a market leader, and the obvious choice running ahead of the curve in the 'professional rented sector'

3 Development Description

3.1 Quantum of Development

- 3.1.1 This planning application is for a full detailed planning application to enable the construction of a 34 storey residential tower (Use Class C3) comprising 304 private rented sector apartments and 40 car parking spaces (2 disabled), 8 motorcycle parking spaces, 76 cycle parking spaces together with plant, storage, reception, residential amenity areas, hard and soft landscaping and associated works on currently vacant brownfield land at William Jessop Way, Princes Dock, Liverpool, L3 1QP (Northing 390793, Easting 333737).
- 3.1.2 The application site area is 2,430sqm and the proposed new build comprises: entirely of C3 use class space and ancillary car parking.
- 27,360 gross square metres of C3 use class space and ancillary car parking; and
 - 535 gross square metres for roof plant room.
 - The total building height will be 110 metres made up of 34 storeys.
- 3.1.3 The development will be built on existing hard standing ground which is currently vacant.

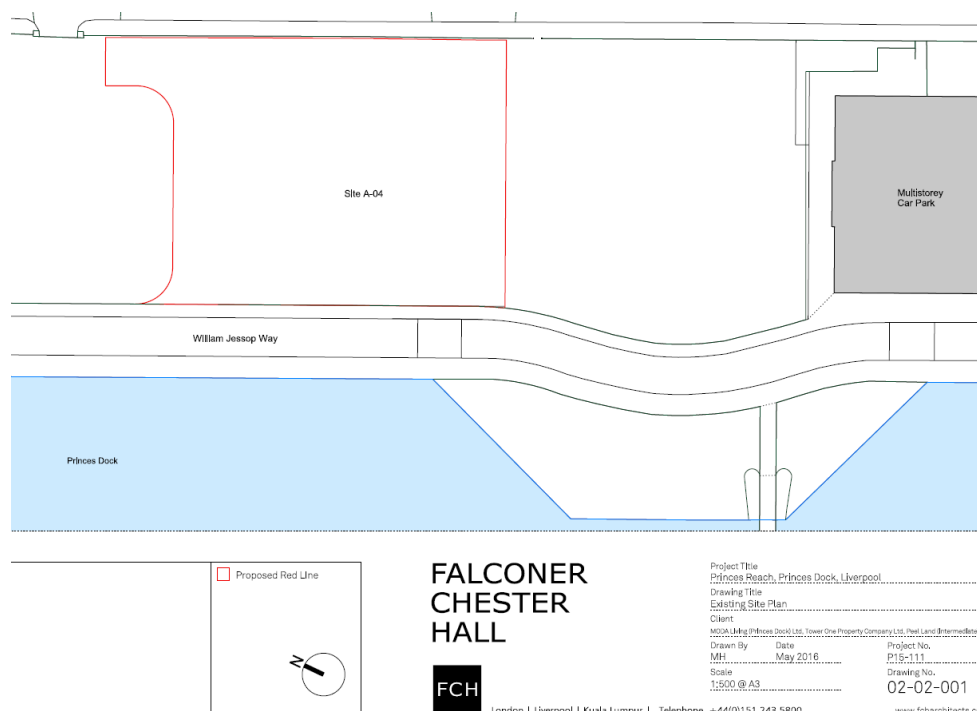


Figure 1 – Extract from Site Location Plan detailing the development boundary (1:500 @ A3)

4 National Planning Policy Context

This section of the Planning Statement provides an overview of the spatial policy context for this development. It should be read alongside the more detailed policy review as set out in Appendix A, which demonstrates how the proposal is supported by the identified policy objectives at the national, sub regional and local level.

4.1 National Planning Policy Framework

- 4.1.1 The National Planning Policy Framework (NPPF) was formally released in March 2012. It provides a new national framework different to the previous Planning Policy Statements and Planning Policy Guidance Notes, which set out the Government's planning policies for England and how they are expected to be applied. There is a presumption in favour of sustainable development and economic growth, whilst balancing and protecting the needs and priorities of communities without adversely impacting on future generations.
- 4.1.2 Planning Authorities should give 'due weight' to relevant policies in their existing plans according to their degree of conformity with the NPPF. At present, the NPPF holds greater weight than both the Liverpool Unitary Development Plan and emerging Local Plan due to the case that these local policy documents are seen as out of date compared with the NPPF.
- 4.1.3 Three key themes running through the NPPF include:
- **Planning for prosperity (an economic role)** – ensuring that sufficient land of the right type and in the right places is available to allow growth and innovation;
 - **Planning for people (a social role)** – promotion of strong, vibrant and healthy communities, meeting the need of present and future generations, and by creating a good quality built environment with accessible local services;
 - **Planning for places (an environmental role)** – protecting and enhancing the natural, built and historic environment.
- 4.1.4 The document states that housing applications should be considered in the context of the presumption in favour of sustainable development (para 49). To deliver a wide choice of high-quality homes and create sustainable, inclusive and mixed communities, 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 (para 50).

- 4.1.5 The NPPF attaches great importance to the design of the built environment (para 56) and specifically aims to ensure that developments establish a strong sense of place and optimises the potential of sites to accommodate development and create safe and accessible environments (para 58). Decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment (para 61).
- 4.1.6 Planning policies and decisions should encourage the efficient use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value (para 111).
- 4.1.7 Heritage assets should also be recognised and applicants should describe the significance of any assets affected by a planning application and preserve them in a manner appropriate to their significance (para 128). If the proposal leads to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (para 134).
- 4.1.8 The development proposal conforms to the three roles described above in addition to the guidance set out in the document. Meetings have been held with the Council to discuss the design of the building and its relationship with the public realm. In addition to this, Heritage and Archaeological Statements have been produced to highlight any assets affected by this development and the strategy to address this. These statements are part of the supporting documentation within this application. Overall, this development complies with relevant policies within the NPPF.

4.2 Planning Practice Guidance

- 4.2.1 The Planning Practice Guidance (PPG) resource was launched on the 6th March 2014 seeking to make planning guidance easier and simpler for practitioners and the public. The PPG supports the NPPF, bringing together, and updating, previous guidance into one online resource, clarifying a number of key planning issues which were previously raised in complicated guidance.
- 4.2.2 The guidance further emphasises the importance of properly addressing key planning issues set out in the NPPF and backs up the viability of

the proposed development through the use of seeing positive planning proposals as sustainable development.

5 Local Planning Policy Context

Local Planning Authorities must determine planning applications in accordance with their development plan unless material considerations indicate otherwise. Although the NPPF holds greater weight over Liverpool's local policy due to an out of date Local Plan, relevant planning policy is still vital in decision making within Liverpool and this development proposal.

This section should be read alongside the more detailed policy review as set out in Appendix A, which demonstrates how the proposal is supported by the identified policy objectives at the national, sub regional and local level.

5.1 Liverpool Unitary Development Plan

- 5.1.1 The Liverpool Unitary Development Plan (UDP) was adopted in November 2002 and the majority of its policies were saved by the Secretary of State in 2007. The age of the document is such that many of the general policies in place are of broad relevance only, their detailed requirements having been overtaken by more up to date national policy guidance.
- 5.1.2 The annotations on the UDP proposals map (see figure 2) are of greater significance, indicating the Council's intentions, at the time the plan was adopted. The development site and Princes Dock as a whole falls under a '*site for various types of development*'. Overall, this policy (UDP E6) seeks regeneration of the land with a variety of land uses including residential, business and recreation. The relevant policy, and other policies in the plan, makes it clear that other land uses often will be appropriate providing they meet relevant criteria in the plan.
- 5.1.3 Within the UDP, it states that Princes Dock provides one of the major development opportunities in central Liverpool where planning permission exists on site for office, hotel, conference centre and

residential development with associated retail, car parking and support uses.

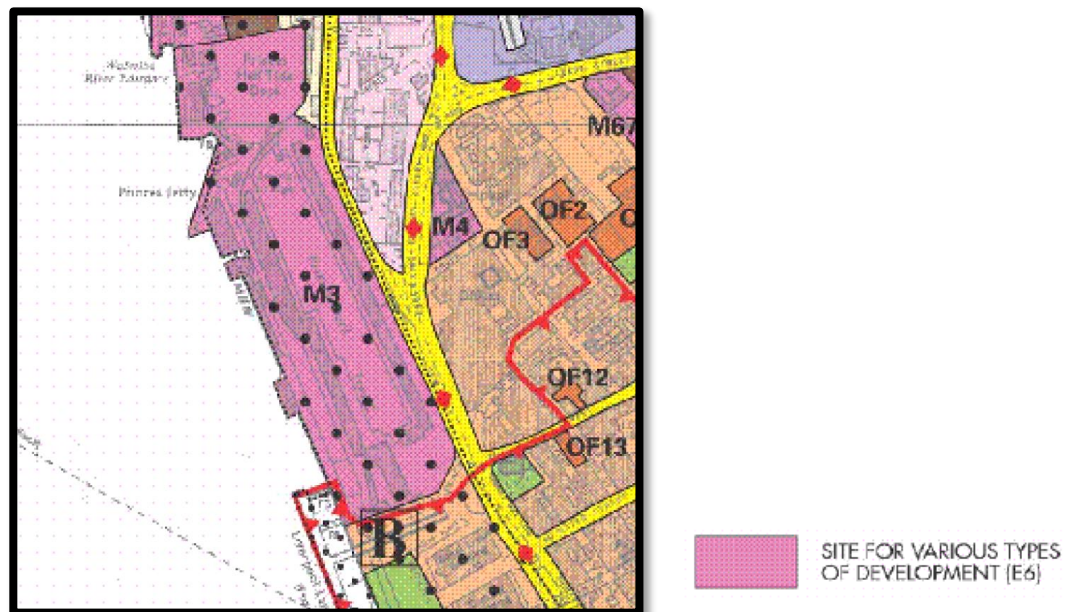


Figure 2 – Extract from Liverpool City Council's UDP (2002)

5.1.4 *Princes Dock within Liverpool's UDP is seen as a 'site for various types of development' therefore this development proposal should not be seen as something that does not comply with local policy. The proposal will build on what is currently derelict land and will help continue to regenerate this area of Princes Dock and help boost the vitality of the area with new business and service users.*

5.1.5 *As stated above, Princes Dock provides development opportunities for a range of uses, therefore it is evident that the UDP provides strong support for regeneration of the site for the proposed development.*

5.2 Liverpool City Council's Local Plan

5.2.1 In February 2013, Liverpool City Council determined that previous strategic development planning work (i.e. Liverpool's Core Strategy Submission Draft 2012) should not be submitted due to changes in Government guidance and policy. Instead, a Local Plan for Liverpool

should be prepared setting out strategic objectives and more detailed guidance for the next 15-20 years.

- 5.2.2 Work already prepared for the Core Strategy will be retained and built upon allowing it to become the central strategy of the Local Plan. Once adopted, the Local Plan will replace the Liverpool UDP (2002).
- 5.2.3 As the Local Plan is still in the consultation stages, it holds very little weight when determining this application. However, Liverpool City Council's Core Strategy Submission Draft (2012) will still be used and built upon to set out strategies within the Local Plan, therefore it is of great importance that this is given some consideration within this application.

5.3 Liverpool City Council Core Strategy Submission Draft (2012)

- 5.3.1 Princes Dock is of central importance for delivery of employment and residential development in the emerging Core Strategy. The strategy carries forward the existing strategic investment area and growth point initiatives. The proposed development site is regarded as one of the 'major opportunity sites' for employment.
- 5.3.2 *The site and Liverpool Waters as a whole play a strategically important role within the Core Strategy, specifically Strategic Policy 5 – Economic Development in the Urban Core where the site is set to be developed for a mix of uses to make a significant contribution to Liverpool's economic growth through new commercial and business employment opportunities. Therefore, this development proposal is in prime position in terms of planning strategy and local land use.*

5.4 Liverpool Maritime Mercantile City World Heritage Site – Supplementary Planning Document (SPD) (2009)

- 5.4.1 Whilst the Liverpool UDP makes no reference to the World Heritage Site as it pre-dates the inscription of the WHS, this SPD provides interim planning policy guidance to ensure development proposals have due regard to the WHS.
- 5.4.2 The purpose of the SPD is to provide a planning framework for development which will enhance the City's heritage and boost

investment, tourism and regeneration, encouraging economic regeneration with an emphasis on quality.

5.4.3 The document contains guidance regarding urban design principles likely to be accepted. These relate in particular to tall buildings and the maintenance of key views, but they also include a large number of more detailed design requirements.

5.4.4 *As the development site is not within in the World Heritage Site and lies within the Buffer Zone, certain design requirements and restrictions do not apply to this proposal. However, it is encouraged that development is sensitive to the requirement to preserve and enhance the setting, character and outstanding universal value of the WHS, more information relating to the development's setting is identified in the application's Heritage Statement and shows how it does not negatively impact the Buffer Zone or World Heritage Site.*

6 Benefits Associated with Princes Reach

In assessing the potential effects of this proposed development, it is important to raise the significant regeneration benefits associated with this application.

It is evident that there are significant benefits for this scheme to be approved and these are summarised below.

6.1 Strategic Benefits

6.1.1 Through the NPPF, sustainable development is one of the main Government objectives when it comes to planning applications and new infrastructure. This development is situated on derelict brownfield land and will look to recycle this plot of land and locate a high quality development within an accessible location to the City Centre.

6.1.2 The proposed high quality residential accommodation intends to attract a mix of residents that will add to the already vibrant City Centre especially within Prices Reach. This will give the potential to bring positive benefits across Liverpool with this new development opportunity.

6.2 Physical Benefits

6.2.1 This development will bring more footfall onto Princes Dock, helping local businesses and enabling this primary business area to continue to prosper. The residential building will benefit the local area in terms of

the neighbourhood referred to within the Liverpool Waters Outline Consent and will provide a catalyst for future development in this area.

- 6.2.2 Improved public realm surrounding the site will help connect this vacant piece of land to the existing infrastructure of Princes Dock.

6.3 Socio-Economic Benefits

- 6.3.1 This application conforms with the parameters and the strategy of the overall Liverpool Waters outline consent. This development will assist in unlocking the wider Liverpool Waters scheme and will help drive economic growth in this area of Liverpool.

6.4 Heritage Benefits

- 6.4.1 As stated in the supporting Heritage Impact Assessment (June 2016), there are a number of “heritage assets” on the development site that will be conserved and/or maintained. The redevelopment of this site will help conserve these “assets” and there will be greater opportunity for the future interpretation and understanding of the docks through further archaeological and heritage investigations.

7 Support for proposed use

7.1 Conclusion

- 7.1.1 Sections 4, 5 and 6 state the case for support of this planning application demonstrating how the development is in compliance with relevant national and local planning policy and by taking into account other material planning considerations. Through this, the development should be granted planning permission.
- 7.1.2 As set out in this document and in further detail within Appendix A, national and local policies support this development. In order for Liverpool to progress and expand, securing residential development through proposals such as this is vital for Liverpool's and the surrounding City Region's economic growth.
- 7.1.3 The NPPF and local policy states that priority should be given to link areas of economic opportunity with areas in greatest needs of economic, social and physical restructuring and regeneration. This development will give the opportunity for other developments to come forward and be unlocked through the Liverpool Waters project and therefore represents an important economic opportunity in the context of Liverpool and the City Region.
- 7.1.4 You will see from the supporting LW Conformity Statement (May 2016) and other documentation that this development is not only policy compliant but also compliant within the overall parameters and details of the Liverpool Waters Outline Consent.

APPENDIX A

Title of Policy/Guidance	Key Issues of Relevance to Liverpool Waters	Conformity of the development
<i>Liverpool Unitary Development Plan (2002)</i>		
	<p>Liverpool UDP comprises the statutory development plan for the area. Liverpool City Council's Local Plan will progressively replace the UDP. In the meantime the majority of policies were saved by the Secretary of State in a letter dated 18 September 2007 in order to ensure continuity in the plan-led system and a stable planning framework locally in particular, the continual supply of land for development. The extended policies need to be read in context. As advised by the Secretary of State:</p> <p><i>“...where policies were adopted some time ago, it is likely that material considerations, in particular the emergence of new national and regional policy and also new evidence, will be afforded considerable weight in decisions”.</i></p> <p>Strategic Objectives and Policies</p> <p>The UDP is in 2 parts. Part 1 deals with the strategy of the plan. Part 2 comprises the more detailed development control policies and specific proposals.</p> <ul style="list-style-type: none"> - Economic regeneration; - Environmental improvement; and - Reduction of inequality 	<p>This application conforms to the saved policies of the Liverpool UDP. Although it is recognised that the age of the document is such that many of the general policies in the plan are of broad relevance only, their detailed requirements having been overtaken by more up-to-date national policy guidance.</p> <p>In overall terms, the UDP provides broad support for regeneration within Liverpool especially within and around the development site.</p>

	These themes underpin certain strategic policies of the plan that are related to this development.	
	<p>Policy GEN1 – Economic Regeneration Aims to reverse the decline in economic activity, investment and employment which Liverpool has experience through:</p> <ul style="list-style-type: none"> - Identification of regeneration areas including the City Centre, the Waterfront, docks and hinterland; - The provision and servicing of sites for economic development and investment; and - Promoting and enhancing the role of Liverpool Airport and the City’s docks. 	<p>This development will clearly support economic regeneration. It will provide regeneration on a key brownfield waterfront site and create greater use of a key site in the docks and the City Centre.</p> <p>The proposal is clearly supported by Policy GEN1.</p>
	<p>Policy GEN3 – Heritage and design in the built environment</p> <p>Aims to protect and enhance the built environment of the City by preserving and enhancing historically and architecturally important buildings and area, encouraging a high standard of design, improving accessibility for areas with mobility impairments and by creating an attractive environment.</p>	<p>Heritage Impact Assessment and an Archaeological Statement accompany this application and identify historic and architectural parts of the site. Consideration has been given to ensuring that appropriate measures are taken to preserve and manage areas of heritage importance.</p> <p>The proposal therefore complies with Policy GEN3.</p>
	<p>Policy GEN 4 – Housing Aims to promote a good quality living environment for all Liverpool’s residents considering carefully the design and layout of proposals.</p>	<p>The development aims to provide high quality accommodation for Liverpool City Centre with the scheme’s design and layout highlighted</p>

		<p>within the supporting documentation of this application.</p> <p>The development complies with Policy GEN 4</p>
	<p>Policy GEN6 – Transportation Aims to provide a balanced transport infrastructure which, amongst other things, provides access to facilities</p>	<p>The application is supported by a Transport Assessment and Travel Plan which demonstrate that the proposal will be accessible by a range of transport modes and will not negatively impact the surrounding area.</p> <p>The development is supported by policy GEN6.</p>
	<p>Policy GEN 8 – Environmental Protection Aims to protect and enhance Liverpool’s environment by promoting the recycling of land for productive use through the treatment of vacant, derelict and underused land.</p>	<p>The development proposal is situated on underused brownfield land and therefore complies with Policy GEN8.</p>
	<p>Policy GEN 9 – Liverpool City Centre Aims to maintain and enhance the City Centre’s role and function as a regional centre.</p>	<p>The development aims to maintain and significantly enhance the Liverpool City Centre’s role as a regional centre and therefore is supported by Policy GEN9. As the site boundary is within the City Centre the development will help support the area and look to boost the centre’s economy and attractiveness.</p>
	UDP Proposals Map	

	<p>The site is annotated in the UDP Proposals Map as being subject to: Policy E6: Site for various types of development Policy E6 : Mixed Use Area</p> <p>Policy E6 is concerned with mixed use areas and sites for various types of development. Planning permission is to be granted for those uses specified in “mixed use area profiles” subject to other relevant policies in the plan. On sites for various types of development, planning permission will be granted for uses specified in schedule 6.3 of the UDP, subject to other policies in the plan. In assessing all development proposals under this policy located in the City Centre, the Council will promote mixed use development.</p>	<p>Redevelopment of the site and the development being used as predominantly C3 is supported by Policy E6.</p>
	<p>Princes Dock This area is subject to policy E6 as a site for various types of development and policy OE4 as part of the developed coastal zone. Under the latter, restructuring and regeneration is supported, enhancement of its tourism potential and improvements to accessibility of the coast. Table 6.3 of the UDP identifies the site as being suitable for use classes A1 (shops) / B1 (Business) / C3 (Dwellinghouses) / conference facilities and public open space.</p> <p>Paragraph 6.76 of the UDP refers to this 14 ha site as “one of the major development</p>	<p>The former dockland is previously developed land within the coastal zone where regeneration is supported, particularly where there are improvements to accessibility to the coast. The proposal will improve the area, increase pedestrian movement between the docks and the adjacent main office area and contribute to the rise in City Centre living.</p> <p>The proposal is therefore supported by Policies OE4</p>

	opportunities in central Liverpool”. It was noted in the plan that planning permission exists for office, hotel, conference centre and residential development with associated retail, car parking and support uses. Development needs to be sympathetic to the prominent historic Waterfront.	
<i>Other relevant UDP Policies</i>	In addition to the above a significant number of policies are also likely to be applicable to this site. The key relevant policies in the context of the proposal are summarised below	
	<p>Policy H3 – City Centre Living</p> <p>The City Council will encourage and support proposals which improve the City Centre housing stock, through the development of new housing in Mixed Use Areas.</p>	<p>The development will provide housing on a key brownfield site in a Mixed Use Area. Therefore Policy H3 supports this application.</p>
	<p>Policy H5 – New Residential Development</p> <p>Planning permission will be granted for new residential development which accords with the following criteria:</p> <ul style="list-style-type: none"> - The density, design and layout respects the character of the surrounding area, and maintains levels of privacy and amenity for existing and future residents; and - The highway and parking provision ensures a safe, attractive, convenient and nuisance-free highway environment for pedestrians, cyclists and drivers. <p>The City Council will welcome residential schemes which include an element of local</p>	<p>The supporting Design and Access Statement and Transport Assessment and Travel Plan clearly establish that the development will be sympathetic to the surrounding area and ensure safe access for pedestrians, cyclists and drivers.</p> <p>The development will also provide sufficient car parking for the residential population of the building.</p> <p>Therefore Policy H5 supports this application.</p>

	community facilities, particularly where existing facilities would be rendered inadequate as a result of an increase in population arising from the development.	
	<p>Policy HD12 – New Development adjacent to Conservation Areas</p> <p>Development on land adjacent to a conservation area will only be permitted if it protects the setting of the conservation area and important views into and out of it.</p>	<p>The development conforms with Policy HD12 as supporting documentation within this planning application sets out how the proposal has looked into protecting the setting and key views around the area. A Heritage Impact Assessment, Archaeological Statement and Landscape Visual Impact Assessment included within this planning submission investigates these further.</p>
	<p>Policy HD17 – Protection of Archaeological Remains</p> <p>The City will require that developments have the archaeological implications of their proposals assessed by a recognised archaeological body at an early stage, a programme of mitigation including investigation and recording is produced should archaeological assets be removed.</p>	<p>A Heritage Impact Assessment and Archaeological Statement accompany this application and identify historic and architectural parts of the site. Consideration has been given to ensuring that appropriate measures are taken to preserve and manage areas of heritage importance.</p> <p>The proposal therefore complies with Policy HD17.</p>
	<p>Policy HD18 – General Design Requirements</p> <p>This policy sets out requirements in relation to all detailed design considerations ensuring a high quality design with criteria including</p>	<p>The supporting Design and Access Statement goes into further detail about the design of the development and having worked closely with</p>

Appendix A – Planning Statement

	<p>characteristics of local distinctiveness in terms of layout and materials, surface treatment and scale, density and massing.</p> <p>Policy HD19 – HD28 deal with a number of more detailed design considerations ranging from access for all to light spillage.</p>	<p>Liverpool City Council and other stakeholders, the proposal has been well thought out regarding all design aspects of the building. Therefore Policy HD18-HD28 supports this application.</p>
	<p>Policy H3 - City Centre Living Appropriate residential proposals will be supported where the development will not prejudice or harm the character, viability or functioning of the area's predominant land use in terms of its scale, density and design and forms an integral part of the City Centre</p>	<p>The scheme sits within the approved Liverpool Waters outline consent where residential development of this scale was permitted. In addition to the scheme will contribute to the City Centre and is situated within the established residential area for the City Centre.</p> <p>Policy H3 is conformed to within this proposal.</p>
	<p>Policy H5 – New Residential Development Permission will be granted if the density, design and layout respects the character of the surrounding area and maintains levels of privacy and amenity for existing and future residents. And where the highway and parking provision ensures a safe, attractive, convenient and nuisance-free highway environment for pedestrians, cyclists and drivers.</p>	<p>The supporting Design and Access Statement goes into further detail about the design of the development and having worked closely with Liverpool City Council the proposal has been well throughout regarding all design aspects of the building. The supporting Transport Assessment and Travel Plan also show how the development will produce minimal disruption on existing highways.</p> <p>The proposal also falls within the parameters of the consented Liverpool Waters outline scheme</p>

Appendix A – Planning Statement

		and the density and layout of the building suits the surrounding area. The development conforms to policy H5.
	Policy T6 – Cycling The City Council will promote and support initiatives designed to maximise the role of cycling as a transport mode by ensuring that secure cycling parking facilities are provided in new development.	A Transport Assessment and Travel Plan has been undertaken for this application and refers to the adequate amenities for cyclists within this development. Policy T6 therefore supports this application.
	Policy T12 - Car Parking Provision In New Developments All new developments which generate a demand for car parking are required to make provision for car parking on the site.	A Transport Assessment and Travel Plan has been undertaken for this application which justifies the reason for the number of car parking spaces within this scheme. The scheme is in accordance with policy T12 in addition to the other transport policies relevant to this development.
	Policy EP1 – Vacant, Derelict and Neglected Land The City Council will promote and encourage the reclamation of derelict land and the restoration of neglected land.	The proposal accords with Policy EP1 as the site is on underused brownfield land with no current formal use.
<i>Liverpool City Council Core Strategy Submission Draft (2012)</i>		
	Liverpool's Core Strategy Development Plan Document has been under preparation for a number of years and since the start of 2014 has been under review and is currently being adapted	This application conforms to several objectives and policies within this document but similar to Liverpool's UDP, due to the age of the information, many policies in the plan have

Appendix A – Planning Statement

	<p>to form the framework for the Local Plan in Liverpool and will replace the City's UDP on adoption.</p> <p>This Local Plan will set out a spatial vision and strategic policies, detailing the development management policies and set out site allocations for all different land uses across the City.</p>	<p>been overtaken by more up to date national guidance. The fact that this document was never adopted gives it little weight.</p>
	<p>The Local Plan is currently going through the early stages of consultation therefore holds very little weight in regards to planning policy. However, the Core Strategy Submission Draft (2012) will be used to help produce and support the new Local Plan; therefore it is important to review it in within this application.</p>	<p>In overall terms, the Core Strategy draft provides broad support for regeneration within Liverpool especially within and around the development site.</p>
	<p>There are a number of strategic objectives contained within the Core Strategy draft regarding the city's economy, viable shopping centres and green infrastructure. The one that is most relevant to this development however is SO2 – Create Residential Neighbourhoods That Meet Housing Needs.</p> <p>SO2 seeks to provide new housing, appropriately located and phased, in order to accommodate population growth, deliver sustainable neighbourhoods and contribute to the City's wider vision and objectives.</p>	<p>The development will be predominantly C3 residential use, therefore increasing housing capacity to satisfy City Centre demand and helping to build a sustainable neighbourhood in line with the objective of SO2.</p>

Appendix A – Planning Statement

	In section 6.11 , Princes Dock is recognised as a site where “ <i>major development opportunities exist</i> ”, highlighting the area as a key location for investment.	The fact that the development will be located in a site which has been recognised as an area which “major development opportunities” shows that the position of this proposed building is in a prime location and will support the area well.
<i>Other relevant Core Strategy Policies</i>	More specific policies are highlighted in this document, the relevant ones are set out below	
	<p>Strategic Policy 9 – The Location and Phasing of New Housing</p> <p>The priority for development will be to maximise the re-use of vacant and underused brownfield land and buildings. As an indicative target, 90% of new housing will be met from previously-developed sources.</p>	The development is situated on underused brownfield land in a key strategic location. It therefore satisfies the objectives of SP9 .
	<p>Strategic Policy 10 – Housing Provision in the City Centre</p> <p>In recognition of the positive role it can play in supporting ongoing City Centre regeneration, residential development will be supported, provided that it does not compromise the City Centre’s economic and commercial roles.</p>	The development will take place on brownfield land in the City Centre which is not currently used for economic or commercial purposes. It therefore complies with SP10 .
	<p>Strategic Policy 14 – Housing Mix – City Centre</p> <p>In the City Centre the emphasis will be upon private sector, flatted developments as part of mixed-use schemes at high densities, reflecting its character, the types of opportunities that come forward, and the particular lifestyle that</p>	The development will contribute to the City Centre’s stock of private sector apartments and will achieve a high density with 304 units on a 0.243 ha plot, as well as facilities and services

	City Centre living promotes. Where residential amenity can be secured and the facilities and services needed by families are readily accessible the provision of new family housing will be supported.	to serve the residential population. It therefore complies with SP14 .
	<p>Strategic Policy 23 – Key Place Making and Design Principles</p> <p>Innovative, high quality design is needed to create well-integrated places that are usable, accessible, durable and adaptable.</p>	<p>The design team have been in talks with Liverpool City Council and key stakeholders regarding the development's design and the orientation as well as how the building works with the rest of Princes Dock. The building will have a positive contribution to the context and place making and the reinforcement of local distinctiveness and will enhance the character of the area therefore conforming to SP23. Further information can also be found within the Design and Access Statement and the Statement of Community Involvement.</p>
	<p>Strategic Policy 24 – Historic Environment</p> <p>Heritage assets will be protected from inappropriate development and archaeological assessments will be required to accompany development applications on sites which have the potential to include heritage assets.</p>	<p>A Heritage Impact Assessment and an Archaeological Statement supports this application and further details on how the assets within and around the application site boundary will be managed can be found in this document. The fact that these assessments have been undertaken supports SP24.</p>

	<p>Strategic Policy 25 – Liverpool Maritime Mercantile City World Heritage Site</p> <p>The design and scale of development proposals in the Buffer Zone will need to reflect the characteristics of the surrounding area, proportionate to their potential impact on the setting of the WHS.</p>	<p>The development is within the Buffer Zone of the World Heritage Site and the supplementary planning document that introduces the area has been reviewed and used in this application to consider the area and the heritage setting around the development plot. Further information on this can be found in the Design and Access Statement, Heritage Impact Assessment and Archaeological Statement that support the application.</p> <p>The overall design of the proposal reflects the characteristics of the surrounding area and therefore SP25 supports the application.</p>
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	<p>Strategic Policy 33 – Environmental Impacts New development should seek to avoid negative impacts on the environment through adoption of best practice. Where a negative effect is identified this should be mitigated by appropriate measures.</p>	<p>An Environmental Impact Assessment has taken place throughout this planning process and an Environmental Statement has been submitted as part of this application to show how certain effects may have been mitigated. Therefore SP33 is conformed to by this application.</p>
<i>National Planning Policy Framework (2012)</i>		
	<p>The National Planning Policy Framework (NPPF) was formally released in March 2012. It provides a new national framework different to the previous Planning Policy Statements and Planning Policy Guidance Notes, which set out the Government's planning policies for England and how there are expected to be applied.</p>	<p>At present, the NPPF holds greater weight than both the Liverpool Unitary Development Plan and emerging Local Plan due to the case that these local policy documents are seen as out of date compared with the NPPF.</p>

	<p>Planning Authorities should give ‘due weight’ to relevant policies in their existing plans according to their degree of conformity with the NPPF.</p>	
	<p>7. There are three dimensions to sustainable development:</p> <ul style="list-style-type: none"> - economic; - social; and - environmental. <p>These dimensions give rise to the need for the planning system to perform a number of roles:</p> <ul style="list-style-type: none"> • an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure; • a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being; and 	<p>This development contributes to each of these roles. Providing new housing stock in a high quality built setting supports the need to build homes for present and future generations. The development’s future residents will also contribute to the local economy and increasing housing provision adjacent to the main office district of the City Centre will help to reduce carbon emissions from commuting.</p>

	<ul style="list-style-type: none"> • an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy. 	
	<p>14. At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.</p>	<p>This development proposal accords with the development plan and meets the development needs in the area by promoting sustainable patterns of development from new residents, therefore the application conforms to section 14.</p>
	<p>23. Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:</p> <ul style="list-style-type: none"> - recognise town centres as the heart of their communities and pursue policies to support their viability and vitality; - allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and 	<p>The development will contribute to the vitality of the City Centre through the provision of new residential units in a high quality built environment on an appropriate site for housing. It therefore conforms to section 23.</p>

	<p>other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;</p> <ul style="list-style-type: none"> - recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites 	
	<p>37. Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.</p> <p>38. For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.</p>	<p>The development conforms to sections 37 and 38 by providing housing in the City Centre with employment, shopping and leisure activities within walking distance.</p>
	<p>50. To deliver a wide choice of high quality homes, widen opportunities for home ownership</p>	<p>The development will provide 304 high quality homes in a sustainable location, recognising the long term demographic trend towards City</p>

	<p>and create sustainable, inclusive and mixed communities, local planning authorities should:</p> <ul style="list-style-type: none"> - 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); - identify the size, type, tenure and range of housing that is required in particular locations, reflecting local demand 	<p>Centre living. It therefore conforms to section 50.</p>
	<p>57. It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.</p> <p>60. Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.</p> <p>61. Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and</p>	<p>As mentioned, the design team have met with Liverpool City Council and key stakeholders to discuss the design and layout of the building. Several meetings have enabled the development to progress ending with the submitted design.</p> <p>The development achieves a high quality of design and reinforces local distinctiveness and the heritage assets around it (further information on this can be found in the Design and Access Statement and further supporting documentation). These communications have led to a scheme which overall, provides a building which is of high quality and is innovative.</p>

Appendix A – Planning Statement

	inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.	Sections 57, 60 and 61 of the NPPF are therefore answered through these methods.
	111. Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value.	The development is situated on underused brownfield land in a key strategic location. It therefore satisfies para 111.

	<p>128. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.</p> <p>134. Where a development proposal will lead to less than substantial harm to the significant of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.</p>	<p>Section 128 and 134 is complied with through the supporting Heritage Impact Assessment and an Archaeological Assessment that describes the heritage assets within and around the development site and assesses the Outstanding Universal Value.</p>
<i>Liverpool Maritime Mercantile City World Heritage Site - Supplementary Planning Document (2009)</i>		
	<p>The purpose of the SPD is to provide a planning framework for development which will enhance the City's heritage and boost investment, tourist</p>	<p>The SPD contains very strong support for the principles of new development and the</p>

Appendix A – Planning Statement

	and regeneration. Overall, it is intended as a policy document which will encourage economic regeneration with an emphasis on quality. The development site is situated within the Buffer Zone of the WHS.	uppermost significance has been given to heritage issues when developing this proposal.
	The overarching aim of the SPD is to provide guidance for protecting and enhancing the outstanding universal value of Liverpool Maritime Mercantile City WHS whilst encouraging investments and development which secures a healthy economy and supports regeneration.	This is evidenced in the Heritage Impact Assessment, the Archaeological Assessments and the Design and Access Statement which support this application. This information helps conform to this SPD.
	<p>Specific general guidance relevant to the Buffer Zone is given in the document in relation to:</p> <ul style="list-style-type: none"> - General design - Public realm - Views to, from and within the WHS - Riverside Development <p>The key elements are that:</p> <ul style="list-style-type: none"> - All significant development proposals need to consider the relationship between the development and the WHS and the impact the development would have. - Architectural excellence is sought throughout the WHS and Buffer Zone, respecting, responding to and enhancing its context. 	

Appendix A – Planning Statement

	<p>The overall aim is to create a cohesive and exciting waterfront of both historic and contemporary buildings sitting in harmony. New buildings and structures should not dominate existing landmarks or significant obstruct key views.</p>	<p>At 34 storeys, the development will create a distinctive new landmark on the Liverpool skyline. The Townscape and Landscape Visual Assessment which has taken place as part of this application has shown how the development will work well with existing views and buildings and other supporting documents set out how the design of the building has been assessed and reviewed throughout the project's lifetime. The proposals are in line with the World Heritage Site SPD.</p>
	<p>The City Council does recognise the potential benefits of high-rise and medium-rise buildings and the need to enable their development in Liverpool city centre to support its continuing economic regeneration. The City Council therefore promotes the principle of the development of tall buildings in certain parts of the Buffer Zone, including in and around the existing cluster of tall buildings in the Commercial District</p>	<p>The development will sit adjacent to the Commercial District and contribute to its cluster of high and medium rise buildings signifying it as a place to live and work and a key economic driver for the city. The development therefore conforms to section 4.6.15.</p>
<p><i>Ensuring a Choice of Travel - Supplementary Planning Document (2008)</i></p>		
	<p>The SPD seeks to ensure that a choice of access by all modes of transport is provided to new development, reduce the environmental impact of travel choices, improving safety, promoting healthier lifestyles, reducing the level of traffic</p>	<p>The Transport Assessment and Travel Plan submitted in support of the planning application addresses the site accessibility and transport implications arising from the development.</p>

	<p>growth and promoting the provision of less car parking spaces where appropriate.</p> <p>Specifically for Liverpool, the SPD seeks to:</p> <ul style="list-style-type: none"> - enable the provision of a balance transport infrastructure which provides access to employment, leisure, retail and other facilities for all visitors; and - provide a framework for future investment in the City's strategic road and rail network where new development would create additional travel demand. <p>The SPD incorporates a Minimum Accessibility Assessment and car parking standards and sets requirements for Transport Assessments and Travel Plans to support planning applications.</p>	<p>Key supporting documents including the transport statement conclude that this development would not have a negative impact on the surrounding area therefore conforms with this SPD.</p>
<i>Liverpool City Centre Strategic Investment Framework (2012)</i>		
	<p>The Liverpool City Centre Strategic Investment Framework (SIF) is a strategy which will guide investment across the City Centre over the next 15 years. It contains over 120 individual actions and will provide the environment and conditions for increased investment and business growth.</p> <p>The SIF expresses high level aspirations and as such is not a document that will represent a material consideration in planning policy terms. It is expected that any development arising from the framework will need to be delivered in</p>	<p>The Liverpool City Centre SIF shows support for development that encourages people to live and work near the Waterfront.</p> <p>Liverpool City Centre Strategic Investment Framework therefore supports this proposal.</p>

	<p>accordance with the NPPF and the city's Local Plan.</p> <p>In section 05/01 Waterfront, the completion of Princes Dock is mentioned and how doing this will allow the area to be animated with places to live, work and visit.</p>	
<i>New Residential Development – Supplementary Planning Guidance (1996)</i>		
	<p>The New Residential Development guidance note is intended to advise applicants of the Council's requirements for the provision of new residential development.</p> <p>All new residential developments are expected to have reasonable levels of privacy and amenity.</p> <p>The Council is prepared to be flexible where carefully designed and imaginative proposals are made, acknowledging that using strict standards as a blueprint for design is unlikely to produce interesting or innovative layouts.</p>	<p>The New Residential Development SPG was written before the recent rise in City Centre living, and as such is has limited relevance to the proposed development.</p> <p>However, the proposal still conforms to the SPG by offering an imaginative, high quality design which includes on-site amenities for residents and a reasonable level of privacy.</p>
<i>Car and Cycle Parking Standards – Supplementary Planning Guidance (1996)</i>		
	<p>The Car and Cycle Parking Standards guidance note is intended to set out the Council's standards for car parking, including layout and design, in relation to proposals for new development.</p>	<p>The Car and Cycle Parking Standards SPG was also written before the rise in City Centre living, which has brought higher densities and</p>

Appendix A – Planning Statement

	<p>Parking standards are into to ensure that parked vehicles to not become a safety hazard, an obstruction to vehicular and pedestrian movement or an environmental nuisance.</p> <p>Standards should be applied flexibly if the locality the development is situated in is served by public parking facilities and public transport services are relatively accessible.</p>	<p>meant that parking provision cannot be satisfied as fully as it could in other areas.</p> <p>The development will provide 40 spaces (2 disabled). The nearby existing MSCP car park and excellent public transport links mean that the development conforms to the SPG, which allows flexibility when these links are nearby.</p>
<i>Design for Access for All – Supplementary Planning Document (2011)</i>		
	<p>Inclusive design focuses on disability as a social issue, and enables everyone to use an environment in the way it was intended rather than making accessibility an afterthought.</p> <p>The needs of disabled people need to be taken into account at the earliest stages of planning a new development.</p>	<p>The development fully considers the needs of disabled people. It will include internal lifts and all apartments will be fully accessible. As such, the development conforms to the SPD.</p>



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