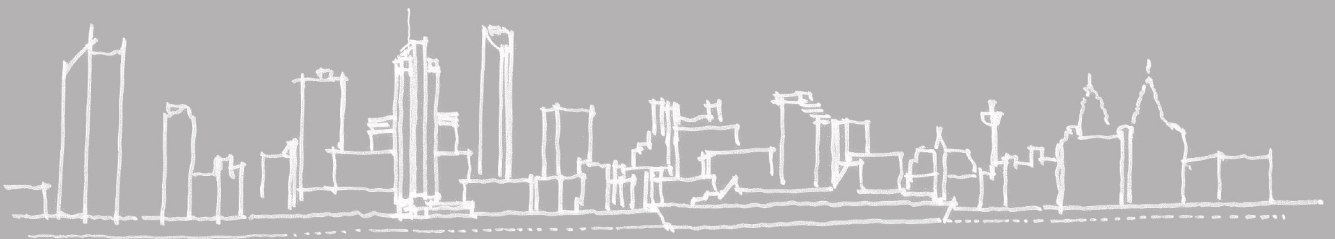




PRINCES REACH, PRINCES DOCK

STATEMENT OF COMMUNITY INVOLVEMENT

June 2016



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1 Introduction

This Statement of Community Involvement has been prepared by Arup on behalf of MODA Living and supports the 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 and hard and soft landscaping on currently vacant brownfield land at William Jessop Way, Princes Dock, Liverpool, L3 1QP (Northing 390793, Easting 333737).

The purpose of this report is to document the consultation undertaken prior to the submission of the planning application.

1.1 Structure of this Statement

This Consultation Statement is intended to assist in the consideration of the planning application. This structure of the report is as follows:

- Section 2: Context
- Section 3: The Consultation Process
- Section 4: Feedback
- Section 5: Scheme Response to Feedback
- Section 6: Conclusions
- Appendix A: Public Exhibition Leaflet
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2 Context

National Policy

The National Planning Policy Framework

The National Planning Policy Framework (NPPF) is a key part of the Government's reforms to make the planning system less complex and more accessible.

In the NPPF, the objectives of the new planning system are set out within three inter-related components:

- Planning for prosperity (an economic role)
- Planning for people (a social role)
- Planning for places (an environmental role)

The guiding principle of the new planning framework is a “presumption in favour of sustainable development”. The NPPF states that, “decision-takers at every level should assume that default answer to development proposals is ‘yes’, except where this would compromise the key sustainable development principles”.

The application of the presumption will have implications for how communities engage in neighbourhood planning. Critically, it will mean that neighbourhoods should:

- Develop plans that support the strategic development needs set out in Local Plans, including policies for housing and economic development;
- Plan positively to support local development, with the power to promote more development than is set out in the Local Plan; and
- Identify opportunities to use neighbourhood development orders to grant planning permission for developments that are consistent with an adopted neighbourhood plan.

The Localism Act 2011, also seeks to engage and involve local communities more in the planning process. It seeks to give new rights and powers for communities and individuals to challenge local government on decisions and service provision. The Act also introduced requirements for developers to engage with local communities prior to submission of certain planning applications. The requirement covers three points:

- Developers must consult communities before submitting certain planning applications, having regard to any advice that their local planning authority may provide.
- They must consider any responses they receive before they finalise their proposals and submit their applications.

- When submitting their application they must account for how they have consulted the local community, what comments they have received, and how they have taken those comments into account.

Together with the Localism Act the National Planning Policy Framework seeks to give individuals a greater role and say in what happens in their local community.

National Planning Practice Guidance

The NPPF is supported by a number of National Planning Practice Guidance pages which provide further information in relation to the policies outlined in the NPPF. One such guidance page provides detail on ‘consultation and pre-decision matters’ and covers:

- Public consultation practices
- Identifying statutory and non-statutory consultees
- Timescales for consultation
- Re-consultation after an application has been amended.

Local Policy

Liverpool City Council Statement of Community Involvement (2013)

At a local level Liverpool City Council adopted a Statement of Community Involvement in 2013. This document outlines LCC’s strategy for involving community groups, stakeholders and other organisations in the consideration of planning applications and the preparation of the Liverpool City Council Local Development Framework.

With regards to the consultation procedures for planning applications, LCC places a strong emphasis on early engagement and therefore welcomes and encourages pre-application discussions.

3 Consultation Process

This section details the pre-application consultation undertaken by the applicant prior to the submission of the planning application. In accordance with the objectives of the relevant planning policy and guidance on pre-application consultation, the consultation process was progressed through the following measures:

- Pre-application discussions with LCC held at the Municipal Buildings Liverpool
- Princes Dock Developer Workshop held at No12 Princes Dock in Liverpool
- Attendance at a Places Matter! Panel Workshop on Tuesday 5th April held at No1 Riverside in Liverpool.

- Attendance at a Liverpool Waters Conservation Management Board Meeting on Thursday 7th April held at No12 Princes Dock in Liverpool
- Public engagement exhibitions held on the Wednesday 6th and Thursday 7th April at the Radisson Hotel in Liverpool.
- Liverpool Water Space Members Council Meeting on the Tuesday 26th April held at the Liverpool Local Enterprise Partnership office in Liverpool.

Details on each of the consultation measures undertaken are provided below.

3.1 Pre-Application Discussions

The Liverpool City Council (LCC) Statement of Community Involvement (SCI) guidance states that all potential applicants are encouraged to enter into early dialogue with LCC. The more complex and potentially sensitive the proposal is, the more important this early dialogue becomes.

In line with this guidance, there has been ongoing dialogue with LCC from the applicant since October 2015, in order to ensure that all requirements from LCC are being met and any issues are identified in sufficient time to allow them to be fully and properly addressed.

There have been four pre-application meetings¹ regarding this scheme in total as well as ongoing dialogue with LCC on a wide range of issues such as:

- Archaeology and Heritage;
- Development design;
- Environmental Impact Assessment Scoping;
- Ground conditions;
- Materials;
- Planning submission requirements;
- S106 contributions; and
- Stakeholder/ community engagement;
- Transport and highways.
- Visual Impact Assessment;

During these pre-application meetings, the design team have worked closely with LCC to ensure that the development has the right intention and outcomes suitable for this site. Based on LCCs recommendations the design of the scheme has evolved and through open dialogue the team have been able to agree on a final proposal which has been submitted as part of this planning application.

¹ Meetings held 17.12.15, 14.01.16, 03.03.16 and 06.05.16

A pre-application response report was produced by LCC on 1st April 2016 offering the team advice on several factors of development including residential use, retail/commercial aspects, environmental issues, highway matters, massing and design. This pre-application response report will help form the case officer's planning recommendation report and has been used to further develop the scheme. The design evolution of this development is set out in more detail within the supporting Princes Reach Design and Access Statement (June 2016).

Meetings have also been held with key local stakeholders within LCC to discuss proposals and explain the potential benefits to Liverpool and this area of the City, these have included:

- Meetings with the City of Liverpool Major Joe Anderson
- Meetings with Nick Kavanagh, Head of Regeneration at LCC
- Meetings with Samantha Campbell, Deputy Team Leader for the Urban Design and Heritage Team at LCC

Liverpool Waters Conservation Management Board

As part of the section 106 Agreement for the Liverpool Waters outline planning consent (reference 10O/2424), a number of groups to discuss specific aspects of the Liverpool Waters development were established. One group is the Liverpool Waters Conservation Management Board which was set up to consider the opportunities for access to heritage assets on particular sites and to discuss proposals before reserved matters applications are submitted for the Liverpool Waters proposal. The group meet quarterly to discuss proposals that may be coming forward within the redline area of the Liverpool Waters outline planning consent.

This proposal is not part a reserved matters application against the extant outline Liverpool Waters consent and is a standalone application. However, it was thought appropriate to present the Princes Reach proposal to the Liverpool Waters Conservation Management Board as part of the wider consultation process. The Liverpool Waters Conservation Management Board is chaired by Professor Ian Wray and includes representatives from LCC Planning Department, LCC Design and Heritage Department, Historic England, Peel Holdings and Peel Holdings heritage advisors.

On Thursday 7th April 2016, the design team presented the Princes Reach proposal to the Liverpool Waters Conservation Management Board, discussing the location, the quantum of development and potential for any heritage and/or archaeological impact. The proposals were discussed in length and the board were happy in principle that the scheme would have no overwhelming negative impact on the site as the scheme sits comfortably within the parameters of the extant Liverpool Waters Outline Consent.

Places Matter! Panel Review

The design team attended a Places Matter! Panel Review on Tuesday 5th April to discuss the development. This meeting was also attended by a representative from LCC and information was presented to the panel for their review following a discussion on the design. The information shown was similar content to the general public engagement exhibition. The Panel contained representatives from Broadway Malyan, Hawksview Limited and Parkinson Inc.

The panel produced a report on the 14th April following the review offering comments and recommendations based on the information provided. The advice contained in the Places Matter! response has been used to further develop the design of the scheme where relevant as addressed in the accompanying Princes Reach Design and Access Statement (June 2016).

Engagement Exhibition

An engagement exhibition was held at Radisson Blu, Liverpool on Wednesday 6th April and Thursday 7th April 2016. Invited guests from local community groups, the City Council and press were given the opportunity to come to the venue between 12pm and 3pm on both dates. The general public were invited to come look at the exhibition between 3pm and 8pm on both dates.

The purpose of the exhibition was to give the local community an opportunity to comment on the proposals. A consultation exhibition was considered to be the most appropriate method of consultation which would maximise the opportunity for the general public and stakeholders to view the proposals and ask questions to the project team.

Members of the project team were available to explain the proposals to all who attended. Representatives included:

- James Blakey, Planning Director at MODA Living
- Dan Brooks, Director at MODA Living
- Paul Grover, Associate Director at Arup
- Ian Ford, Senior Town Planner at Arup
- Kim Cooper, Town Planner at Arup
- Pete Swift, Managing Director, Planit-IE
- Adam Hall, Managing Director, Falconer Chester Hall
- Martin Haymes, Associate Director, Falconer Chester Hall

Leaflets were sent to residential buildings and businesses within the locality of the site informing them of the consultation events one week prior to the event. A total of 1,500 leaflets were distributed on Monday 28th March. A copy of the leaflet and map of the distribution area can be found in **Appendix A and B**.

To ensure the event was well publicised an advert was also placed in the Liverpool Echo, which is the most prominent and well read newspaper in the catchment of the site, and ran on Monday 4th April, this can be found in **Appendix C**.

To ensure awareness of the two-day public engagement sessions, we issued a press release to the following media titles which can be found in **Appendix D**.

- Liverpool Echo Website and Newspaper
- Engage Liverpool
- The Business Desk
- Place North West

Following the first day of consultation, press coverage also followed promoting the second day of the event. Media titles included the below and the articles can be found in **Appendix E**:

- Future Liverpool
- Liverpool Echo Website
- North West Business Insider
- The Business Desk

A set of display boards were prepared (**Appendix F**) which illustrated background information on the site, photos and a location map of the existing site, key opportunities and the proposed design proposals for the site. Attendees were invited to review the information, with assistance from the design team representatives when required.

A feedback form (**Appendix G**) was provided for attendees to comment on the proposed development. People were encouraged to fill in feedback forms to reflect the public views on the scheme.

If people were not able to attend the consultation days, contact details were given out to allow them to speak to a member of the project team who could provide them with development details. Thus ensuring that those individuals who were unable to attend, were still able to input.

The project team also kept a record of the main points discussed, this is set out in Section 4 of this report.

Liverpool Water Space Members Council Meeting

The Liverpool Water Space Members Council (LWSMC) represent organisations and community representatives with a commitment to work together to deliver a water space action plan for water spaces in Liverpool. The LWSMC seek to engage with the local community and other stakeholders with an interest in the water spaces of Liverpool to inform their plan and to ensure its evolution over time.

The LWSMC requested a presentation of the Princes Reach proposal to their members on the 26th April 2016 to assist in their understanding of the development proposal. The presentation of Princes Reach was met with a positive response, with the scheme being described as an “exciting addition to the waterfront”. Members were of the opinion that the introduction of residential development and associated residents would support wider proposals by the Members to activate the water space at Princes Dock. It was felt that the roof top terrace and amenity space on the 17th floor would both provide opportunities for future residents to actively engage with the water space in Princes Dock, and support initiatives for activity along the wider water spaces of Liverpool waterfront.

4 Feedback

Over the two day consultation exhibition approximately 140-150 people attended the engagement exhibition.

4.1 Public Engagement Feedback

A total of 40 feedback forms (**Appendix H**) were received following the engagement events. This section provides a summary of the consultation responses received by the project team over the course of the event. The comments received can be summarised under the following themes:

- Support for the PRS concept and high quality of the development;
- Support for the site location; and
- Added value to the local area.

A full analysis of the feedback can be found in section 5.

Respondents

The below outlines the profile of consultation respondents and how they were informed about the event. The main method of invite was via the local press (30%), followed by other methods (30%) which include social media and word of mouth. Other methods included a leaflet drop (25%) and direct invitation (15%). The locations of the respondents (who left contact details) can be found in **Appendix I**.

Method of Information

Local Press – 12 people

Other – 12 people

Leaflet – 10 people

Direct Invitation – 6 people

Feedback Comments

A total of 87.5% (35) of people who completed a feedback form also completed the comments section on the form. The remaining 12.5% completed their contact details on the form, however left no comments. Of the comments made, 68.5% (24) were positive and 31% (11) left neutral comments either asking further questions, or asking to be kept informed. Nobody who left feedback expressed any negativity for the scheme.

Responses to the question 'Do you have any further comments on the proposals?' can be summarised as follows:

- Excellent, well thought through development (15)
- It will add value to the dock area (5)
- Will bring much needed buzz and atmosphere to the area (3)
- Much needed for the city (3)
- Requests for more details as they become available (3)
- Great location (2)
- Will further increase Liverpool's impressive skyline (2)
- Concerns about capacity of existing transport networks (2)
- Concerns around lack of demand and vacant units (2)
- Option for provision for retired people (2)
- Would like dock features to be retained/preserved were possible (1)
- Going to bring in a lot of work for local people (1)
- Great for business (1)

5 Scheme Response to Feedback

The table below outlines the consultant team responses to the issues raised. Full responses can be found in **Appendix H** and the locations of the responses are in **Appendix I**.

The comments received identified in the previous section, have been grouped together under three topics of key issues or points of discussion with initial responses.

- Preservation of historic features
- Concerns about capacity of existing road networks
- Development Specifics

Comment / Query	Scheme Response
THEME 1: Preservation of historic features	
Would like to see historic features retained where possible.	Where possible, historic features will be retained or reused within the fabric and public realm of the building. plot
THEME 2: Concerns about capacity of existing transport networks	
What will the implications be on the existing road network?	A Transport Assessment has been carried out as part of the planning application concluding that the development would not bring negative impacts to the road network.
Will there be a rail link?	There would not be a rail link specifically brought in with this development as James Street and Moorfields stations are located within walking distance.
Will there be a bus link?	There would not be a new bus link specifically brought in with this development and there is already an existing bus service connecting Liverpool to this area within Princes Dock and along Bath Street.
THEME 3: Development Specifics	
How will s106 be attributed?	s106 contributions will be discussed with Liverpool City Council closer to the time of planning submission.
Can you provide feedback on your views on the future of the canal link and residents in your scheme?	Bringing a residential development to Princes Dock will add to the vibrancy of this existing neighbourhood. With an improved public realm and a higher population within the area will help the dock and canal link areas become more attractive and hopefully more popular with users.
How will you keep people informed of progress?	People can follow progress through MODA Living's social media accounts and website, or through LCC's planning portal once the application has been submitted

How and when can we find out about rental prices?	MODA Living will look to market Princes Reach a year before completion so it is thought that further details should be announced within 2018.
How will the proposal relates to the Design Framework/SPD for Liverpool Waters which the city planning officer is supposed to be preparing?	The Princes Reach design team have worked closely with LCC and key stakeholders within the area to ensure that the development conforms to the extant Liverpool Waters Outline Consent as much as possible and will fit well within the neighbourhood with existing and proposed developments.
Will animals be allowed?	MODA Living try to make their developments open to all and further details will be announced during the development phases of Princes Reach.

6 Conclusions

The pre-application consultation undertaken as set out in Section 2 has been in accordance with best practice as well as local and national planning policies. The policies detailed in Section 2 are considered to be conformed to and appropriate given the scale of the application proposals.

Furthermore, the consultation undertaken has been in accordance with the guidance set out in LCC's Statement of Community Involvement in that:

The proposals have been explained to relevant interested groups, individuals and stakeholders in the area around the site, through the community consultation events.

Members of the public and key stakeholders were asked to provide their views on the application proposals through the feedback form that was available at the consultation events and contact details should they have any further queries.

This report explains the process that has been followed, a summary of the feedback and demonstrates how we have responded to these comments. The feedback received during the consultation event was overwhelmingly positive.

The feedback from the consultation exhibition event has been useful in terms of helping the project team to recognise key issues from the local community. The recurring issues raised and the key matters discussed during the consultation event have been taken into account in the assessments that accompany the planning application. The consultation undertaken has also given stakeholders a good understanding of the application proposals.

The scheme has been finalised following the consultation process and Section 3 of this Statement has sought to outline and address the queries and comments raised during the consultation exhibition.



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25 Victoria Avenue
Harrogate
HG1 5QQ

01423 560200

info@modaliving.co.uk



Appendix A

Public Exhibition Leaflet



MODALIVING

A DESIGN FOR LIFE

Princes Reach Public Exhibition

Wednesday 6 April 2016 — 3pm to 8pm — Thursday 7 April 2016 — 3pm to 8pm
Radisson Blu Hotel, 107 Old Hall Street, Liverpool L3 9BD

MODA Living is delighted to invite residents, businesses and stakeholders to attend a public exhibition of emerging proposals to regenerate part of Princes Dock, fronting onto William Jessop Way, as an exciting high quality residential building focused on the private rented sector

THE PROPOSALS

The proposals seek to regenerate the site in accordance with the approved Liverpool Waters masterplan for a high quality residential building. The emerging proposals envisage a building of 34 storeys accommodating c.300 dwellings with a comprehensive range of recreational amenities.

The proposals represent an exciting opportunity to significantly enhance the quality and appearance of this key part of the city. MODA Living has appointed a highly experienced design team given the importance of the approved Liverpool Waters masterplan and the focus on design, quality and place making.

HOW CAN I COMMENT?

There will be forms at the event for you to submit comments or you can contact us with questions or requests for information via Danielle Tingey on modaliving@onlybeattie.com

We would be grateful if comments could reach the team by Monday 18th April 2016.

There will also be an opportunity to make comments to Liverpool City Council once the planning application has been submitted.

LEARN MORE

If you would like to learn more about the proposals, we would be delighted for you to attend the public exhibition on Wednesday 6 April 2016 (3pm to 8pm) and/or Thursday 7 April 2016 (3pm to 8pm) at the Radisson Blu hotel at 107 Old Hall Street, Liverpool L3 9BD where you will be able to view the emerging proposals, meet members of the team and ask questions.

Please see the back for more details on how to find the public exhibition venue and the location of the Princes Dock site.

PRINCES DOCK

SITE

RADISSON BLU

MOORFIELDS TRAIN STATION



CONTACT US

Danielle Tingey — modaliving@onlybeattie.com



WWW.MODALIVING.CO.UK

Appendix B

Leaflet Distribution Area



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Appendix C

Liverpool Echo Advert

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Public Notices

Goods Vehicle Operator's Licence

K & A Logistics Solutions Ltd of Unit 4, Micklefield Business Village, St Michaels Road, St. Helens, WA9 4YU is applying to change an existing licence as follows to add an operating centre to keep 8 goods vehicles and 8 trailers at Unit 1 Moorgate Road, Moorgate Point, Knowlsey, L33 7XW. Owners or occupiers of land (including buildings) near the operating centre(s) who believe that their use or enjoyment of that land would be affected, should make written representations to the Traffic Commissioner at Hill Crest House, 386 Harehills Lane, Leeds, LS9 6NF, stating their reasons, within 21 days of this notice. Representers must at the same time send a copy of their representations to the applicant at the address given at the top of this notice. A Guide to making representations is available from the Traffic Commissioner's office.

PUBLIC CONSULTATION

Moda Living invites you to a public consultation event to discuss plans for Princes Reach, a proposed residential building at Princes Dock. The events will be held at the Radisson Blu Hotel, 107 Old Hall Street, Liverpool, L3 9BD, between 3pm and 8pm on Wednesday 6 April and Thursday 7 April 2016.

GREEN, DENIS

late of 71 Pitt Street St Helens Merseyside WA9 1NB, died on 26/02/2016. All claims under S27 Trustee Act 1925 to The Willwriting Guild (UK) Ltd, Eldon Court 39-41 Hoghton

(ATHERTON STREET, PRESCOT)

(TEMPORARY PROHIBITION OF WAITING AND LOADING) ORDER 2016

NOTICE IS HEREBY GIVEN that in order to enable public realm improvement works to be undertaken on a section of Atherton Street, Prescot ("the Works") Knowsley Metropolitan Borough Council made the above named Order ("the Order") under Section 14 of the Road Traffic Regulation Act 1984.

The effect of the Order will be to

1 temporarily suspend the provisions of the Knowsley Metropolitan Borough Council (Prohibition and Restriction of Waiting and Loading and Parking Places) (Civil Enforcement and Consolidation) Order 2015 allowing for limited waiting and a doctor's parking bay along the west side of Atherton Street Prescot; and

2 temporarily prohibit vehicles from waiting, loading and unloading along the west side of Atherton Street Prescot from a point 13m south of its junction with High Street, in a southerly direction, for a distance for 40m.

The Order will come into force on Friday 1st April 2016 and will have a maximum duration of 18 months although it is anticipated that the works will be completed on Friday June 24th 2016. If the Works are completed within a shorter period, the Order shall cease to have effect at the end of that shorter period.

Exemptions will be provided in the Order to permit reasonable access to premises, so far as it is practical without interference with the carrying out of the Work and for works vehicles, any vehicle being used in connection with police, fire or ambulance purposes and anything done with the permission or at the direction of a police constable in uniform.

Dated the 4th April 2016
Mike Harden
Chief Executive

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Appendix D

Public Exhibition Press Releases

Developer holds public exhibition this week to showcase its Liverpool Waters skyscraper scheme

13:47, 5 APR 2016 | UPDATED 14:56, 5 APR 2016 | BY TONY MCDONOUGH

Yorkshire company to build 34-storey residential tower at Princes Dock comprising 300 apartments



241
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COMMENTS

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Computer-generated image of proposed developments at Princes Dock in Liverpool Waters, featuring three residential towers and an office block

Developer Moda Living is holding a two-day public exhibition on Wednesday and Thursday over its plan for a [34-storey residential skyscraper at Liverpool Waters](#).

[Work on the tower, to be called Princes Reach, is likely to start next year.](#)

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The exhibition, at the Radisson Blu Hotel in nearby Old Hall Street between 3pm and 8pm Wednesday and Thursday, will provide information about the development plans and give residents and businesses the chance to view and comment on the proposals for the scheme.

Yorkshire-based Moda, which has delivered a similar development in Manchester, says the tower will provide 300 apartments as well as “inclusive community amenity facilities”.

Dan Brooks, director at Moda Living, told the ECHO: “The plans we have drawn up for Princes Reach will result in a truly iconic residential building.

“Our highly experienced design team has drawn on Liverpool’s transatlantic heritage as well as seeking inspiration from waterfront cities across the globe, and looking at historic buildings across the city to ensure that our plans are complementary with the overall masterplan for Liverpool Waters.

“We are thrilled to be contributing to the regeneration of this important part of the city and by extension, to Liverpool’s continued economic and cultural success.

“The public exhibition provides an ideal opportunity to discuss these plans with those who live and work in the city and care about its future as much as we do.”

[At the MIPIM festival in Cannes last month](#) , land owner Peel said it intended to kick-start work on the £5.5bn Liverpool Waters scheme at Princes Dock over the next 12 months.

As well as the Moda Tower, there are also plans for two other residential blocks, two hotels and office buildings which will all complement the new cruise liner terminal.



[← back to events](#)

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When: Wed 6th Apr - 3.00pm-8.00pm



Where: Radisson Blu Hotel, 107 Old Hall Street, Liverpool, L3 9BD, UK

MODA Living invite all residents to attend a Public Exhibition of plans for a new 34-storey PRS residential development at Princes Dock.

On Wednesday and Thursday 6th and 7th April from 3.00pm until 8.00pm each day at the Radisson Blu Hotel.

You can find out more below from the Invitation pdf:



Princes Reach Exhibition Invitation



Plans on show for new city skyscraper



A computer-generated image of proposed developments at Princes Dock, in Liverpool Waters, featuring three residential towers and an office block

DEVELOPER Moda Living is holding a two-day public exhibition today and tomorrow over its plan for a 34-storey residential skyscraper at Liverpool Waters.

Work on the tower, to be called Princes Reach, is likely to start next year.

The exhibition, at the Radisson Blu Hotel, in nearby Old Hall Street, between 3pm and 8pm today and tomorrow, will provide information about the development plans and give residents and businesses the chance to view and comment on the proposals.

Yorkshire-based Moda,

which has delivered a similar development in Manchester, says the tower will provide 300 apartments, as well as "inclusive community amenity facilities".

Dan Brooks, director at Moda Living, told the ECHO: "The plans we have drawn up for Princes Reach will result in a truly iconic residential building."

"Our highly experienced design team has drawn on Liverpool's transatlantic heritage, and looked at historic buildings across the city to ensure that our plans are complementary with the overall masterplan for Liverpool Waters."

"We are thrilled to be contributing to the regeneration of this important part of the city and to Liverpool's continued economic and cultural success."

At the MIPIM festival in Cannes last month, land owner Peel said it intended to kick-start work on the £5.5bn Liverpool Waters scheme at Princes Dock over the next 12 months.

As well as the Moda Tower, there are also plans for two other residential blocks, two hotels and office buildings which will all complement the new cruise liner terminal.

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Date: 06.04.16



Architect Adam Hall outlines his thinking about the tower design to a Places Matter design review panel on Tuesday

Guessing goes on over Moda's New York-style Liverpool tower

6 Apr 2016, 11:29 Paul Unger

Moda Living is due to hold a two-day pre-planning consultation event at the Radisson Blu hotel in Liverpool later today and tomorrow but insists detailed designs will not be on view.

Display boards are expected to show buildings that are being used as a basis for inspiration for the Liverpool Waters tower, such as the Rockefeller Center and Empire State Building.

In late 2014, land owner Peel agreed a deal with Moda Living to build 325 apartments in a 40-storey tower at a plot on Princes Dock within Liverpool Waters.



This diagram of site location is all Moda has revealed

Peel later said a planning application would be submitted in autumn 2015. An application has yet to be produced.

The project team includes architect Falconer Chester Hall, engineers Arup and Mott MacDonald, landscape architect Planit-IE, cost manager Arcadis and Peter de Figueiredo, historic buildings advisor.

A spokesman for Moda Living said: "An application of this importance takes time to evolve and it was important to take our time to prepare a design solution which we could confidentially deliver, build and be proud of."

The emerging concept for the Princes Reach tower was discussed at a design review session run by Places Matter yesterday, where Adam Hall, partner at Falconer Chester Hall, presented to peers and took feedback to inform the design as it moves towards a full planning application.

The New York-theme would echo the style of the Royal Liver Building at Pier Head along from Princes Dock towards Albert Dock and buildings on Water Street behind Pier Head. Liverpool's architects and engineers inspired counterparts in Chicago and New York during the period of great skyscraper innovation in the early 20th century.

Moda Living is a joint venture with Generate Land and Caddick Construction.

Apache Capital Partners, a London and Gulf-based private real estate investment management firm, announced in 2015 that it would form a joint venture with Moda Living to deliver £1bn of PRS development in UK regional cities, including the Liverpool Waters site. Apache specialises in securing investment from Middle Eastern investors.

Princes Reach exhibition will be held at Radisson Blu Hotel, 107 Old Hall Street, Liverpool, L3 9BD, between 3pm and 8pm on Wednesday 6 April and Thursday 7 April.

Appendix E

Public Exhibition Press Coverage

BIRTH OF A LIVERPOOL ICON?.



Princes Reach (working title), is the project that catapults the £5.5bn Liverpool Waters project into reality, and finally Moda Living has unveiled ideas of what its 34-storey icon could be like today.

The public's positive reaction to it's ideas during the 6th-7th April consultation event at the Radisson Blu hotel (which overlooks the project's plot at Princes dock), will be crucial for the skyscraper's design and will determine when it's planning application will be submitted.

Its design – inspired by New York’s classic Art Deco architecture, will hope to stand proudly next to the beauty of Liverpool’s world-famous three graces. Of particular note is the design of 30 *Rockefeller Plaza* , NYC. The company tweeted a picture of this building on [1st May](#).

Whatever it looks like, Princes Reach will also set the standard by which the rest of Liverpool Waters and how it should be built – a benchmark for the wider scheme which aims to eventually deliver five entirely new downtown city areas on the city’s waterfront.

The building itself will house:

- 300+ apartments,
- a gym,
- residents car and bicycle parking and concierge,
- a residents work and interaction zone with meeting space,
- a cinema/event viewing room,
- a 17th floor residents lounge with spectacular views across the city,
- external roof gardens with exercise space and BBQ facilities

Dan Brooks, Executive Director of Moda Living and project lead, said this about the scheme: “We are looking forward our open consultation event, and hope our proposals will be well received. We have put a lot of hard work and energy into the design process and we are very excited about delivering a new landmark on the Liverpool Waterfront, a building the City can be proud of. Moda is a design led developer all about delivering quality residential accommodation that creates community; Princes Dock within Liverpool Waters is the perfect location for us in Liverpool. We are aiming to submit our planning application shortly, and intending to be on site during 2017.”.

Princes Reach is already fully funded by a deal between Apache Capital and Moda. It will be situated at Princes Docks on William Jessop Way.



An outline of Princes Reach on the
Liverpool skyline



The position of the Princes Reach
skyscraper

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Publication: liverpoolecho.co.uk

Date: 06.04.16

Middle Eastern investors backing £80m residential skyscraper on Liverpool Waterfront

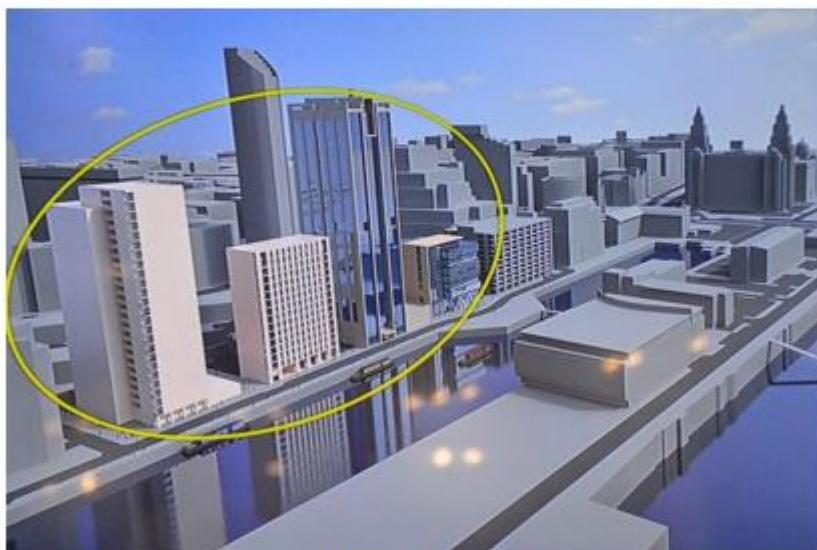
15:34, 6 APR 2016 | UPDATED 16:46, 6 APR 2016 | BY TONY MCDONOUGH

Developer Moda Living is has partnered with Apache Capital Partners to deliver the 34-storey scheme at Princes Dock



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Computer-generated image of proposed developments at Princes Dock in Liverpool Waters, featuring three residential towers and an office block

Middle Eastern investors are backing an £80m residential skyscraper at [Liverpool Waters](#) which is due for completion in summer 2019.

Yorkshire-based developer Moda Living is has partnered with London-based Apache Capital Partners to deliver the 34-storey Princes Reach tower close to the city's cruise liner terminal.



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Apache specialises in funding large property schemes on behalf of investors in the Middle East.

[Moda is holding a public exhibition of its plans at the Radisson Blu Hotel in nearby Old Hall Street](#) on Wednesday and Thursday this week from 3pm to 8pm.

Dan Brooks, a director of Moda who is leading the Princes Dock project says they intend to submit a detailed planning application for the 300-apartment scheme in May.

He told the ECHO: "We will continue working on the design and we are aiming to be on site in the spring or summer of next year.

"We anticipate the build will take 27 months so we are looking to open the development in the summer of 2019."

Click to hear Moda planning director James Blakey on doing business in Liverpool



Moda has already delivered large residential schemes in places such as Yorkshire and Manchester and has developments across the UK.

Princes Reach will be delivered as part of the wider development of the £5.5bn Liverpool Waters scheme.

Land owner Peel also wants to see work start on other schemes in Princes Dock over the next 12 month including two more residential towers, offices and hotels.

The Moda tower will include luxury apartments as well as communal areas for residents which may include a gym and barbecue area on one of the upper floor.

Mr Brooks added: "The plans we have drawn up for Princes Reach will result in a truly iconic residential building.

"The public exhibition provides an ideal opportunity to discuss these plans with those who live and work in the city and care about its future as much as we do."

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Date: 07.04.16

PROPOSALS UNVEILED FOR 34-STOREY LIVERPOOL TOWER

🕒 7th Apr 2016 📍 North West



Proposals have been unveiled for an £80m residential tower rising 34 storeys high on the Liverpool waterfront.

Moda Living has partnered with Apache Capital Partners on the scheme, known as Princes Reach, at Princes Dock. A public engagement event in which local residents and stakeholders were able to view and comment on the proposals was held at the Radisson Blu Hotel on Old Hall Street in Liverpool city centre yesterday and today (7 April 2016).

The development could feature 300 homes and inclusive community amenity facilities. It would sit within the boundaries of Liverpool Waters, the ambitious project to regenerate a 148-acre dockland site along the city's waterfront through a major mixed-use development.

Dan Brooks, director at Moda Living, said: "The plans we have drawn up for Princes Reach will result in a truly iconic residential building. Our highly experienced design team has drawn on Liverpool's transatlantic heritage as well as seeking inspiration from waterfront cities across the globe, and looking at historic buildings across the city to ensure that our plans are complementary with the overall masterplan for Liverpool Waters.

"We are thrilled to be contributing to the regeneration of this important part of the city and by extension, to Liverpool's continued economic and cultural success.

"The public exhibition provided an ideal opportunity to discuss these plans with those who live and work in the city and care about its future as much as we do and I'm pleased to confirm the response we had was very supportive with everyone engaging and showing a keen interest in our ideas."

Moda Living is aiming to submit a detailed planning application in the summer of 2016. Subject to planning approval and support from Liverpool City Council, it is aiming to be onsite in the spring or summer of 2017.

The developer expects that the build would take approximately 27 months, meaning that the scheme could be ready to open in the summer or autumn of 2019.

Pictured: Preliminary sketch showing the location and height of the proposed Princes Reach tower on the Liverpool waterfront

Spectacular £80m rental block plan gets public airing

8th April 2016



By Nick Jackson - Deputy Editor, North West



Black outline is where Princes Reach will sit on Liverpool skyline

PLANS for a spectacular £80m tower housing 304 apartments with panoramic views across Liverpool Bay have been put on public view.

Private rental sector specialist Moda Living put the scheme for Princes Reach at the Liverpool Waters development at an exhibition in the city.

Images of how the 33-storey building will look were displayed at the Radisson Blu Hotel on Old Hall Street ahead of a full planning application which goes before Liverpool City Council's planning committee in May.

Outline consent has already been given.

If approval is granted development will begin in the spring and summer of 2017 with work expected to last 27 months.

The scheme includes a communal ground floor "tenant zone", a cinema room, external exercise space, a 17th floor gym and a rooftop garden.

Moda Living has partnered with Apache Capital on the scheme. Moda director Dan Brooks said: "The plans we have drawn up for Princes Reach will result in a truly iconic residential building.

"Our design team has drawn on Liverpool's transatlantic heritage as well as seeking inspiration from waterfront cities across the globe, looking at historic buildings across the city to ensure our plans are complementary with the overall masterplan for Liverpool Waters."

Planning director James Blakey said: "Community is fundamental to us and we have designed the building with this in mind. We aim for it to be fully let at all times.

"The element of quality is essential to us. We want the building to be as good in 10 years as it is on day one."

If all goes well, the building will receive its first tenants in 2019.

Peel Group's Liverpool Waters comprises 60 hectares of historic dockland currently undergoing a £5.5bn regeneration to create a world-class mixed use waterfront development quarter in Liverpool city centre.