

STATEMENT OF  
COMMUNITY INVOLVEMENT

---

Prepared for: Liverpool City Council

On behalf of: Panacea Property Development  
& Patten Properties

---

Prepared by: Curtins

June 2016

# Contents

## Section

<b>1.0</b>	Executive summary	Page 3
<b>2.0</b>	Background and overview	Page 4
<b>3.0</b>	Consultation programme	Page 6
<b>4.0</b>	Analysis of feedback	Page 9
<b>5.0</b>	Conclusion	Page 12
<b>6.0</b>	Appendices	Page 13

## **1.0 Executive summary**

The SCI report sits alongside and supports the planning application for a residential development at 21 Strand Street in Liverpool. This document therefore forms part of the formal planning submission for that application.

The scheme is described as:

Full detailed planning application for the demolition of the existing building and erection of a part 16, part 19 storey mixed use development comprising 395 apartments (C3 Use), with associated communal facilities (including residents' gym, cinema, roof terrace), two ground floor commercial units (A1/A2/A3/A4/D1 Use Class) and associated access, servicing, parking and landscaping.

This document outlines the activity undertaken in the application area to engage communities and stakeholders, informing them of the plans and eliciting feedback.

Panacea Property Development and their community engagement consultant Curtins have employed a variety of strategies to ensure extensive consultation with the local community and interested stakeholders.

The following table provides a brief overview of this activity.

<b>Consultation activity</b>	
Leaflet distribution	888 Leaflets were printed and distributed to local business and residential addresses. These included information relating to the plans, a FREEPOST feedback form and a contact email address
Posters	16 A3 posters were distributed locally to nearby buildings and copies sent to neighbouring stakeholders
Emails	Emails sent to key stakeholders, ward councillors and portfolio holders inviting them to the drop-in events
Event	A drop-in session, timed for inclusivity, was held at Strand House with plans for the development on display and members of the project team on hand to answer questions

Councillor briefing	A councillor briefing session was arranged prior to the main public exhibition opening, with ward councillors and portfolio holders invited to attend
Feedback forms	Feedback forms were provided at the event and a FREEPOST address publicised for further feedback. In addition the leaflet distributed included a FREEPOST tear off reply slip and consultation email address for additional responses
Press release	Prior to the consultation event, a press release was distributed to local media to drive awareness of the plans and attendance to the public exhibition. Coverage was achieved in Your Move Magazine, Liverpool Echo and Liverpool Confidential as well as the newsletter for Engage Liverpool.

The rest of this document explains in more detail what consultation activities have taken place and how feedback from the local community has influenced the process undertaken in order to bring this application forward to submission.

## **2.0 Background and overview**

In May 2016 Curtins was appointed to devise and implement a thorough public engagement and consultation programme on behalf of Panacea Property Development and Patten Properties around plans to demolish the existing Strand House building at 21 Strand Street and construct a new residential development comprising 395 one, two and three bedroom flats, ground floor commercial space, private residents gardens and terraces, a semi-public landscaped area and basement parking for 56 cars.

The consultation programme was designed to be public facing and follows on ongoing liaison with officers and other statutory consultees which have resulted in a reduction in building height.

Historically, the application site formed part of the extended dock system consisting of a series of functional warehouses and commercial buildings of varying heights and materials. These buildings lasted throughout the late 19<sup>th</sup> and 20<sup>th</sup> century and survived extensive bombing during World War

II, but were subsequently demolished in the mid to late 20<sup>th</sup> century and later replaced by the present commercial building in the 1990s.

The application site is located within the buffer zone of the Liverpool Maritime Mercantile City World Heritage Site and is near to a number of listed buildings and conservation areas. Positive discussions with Historic England highlighted that the proposed scale and massing is considered to be appropriate.

The site is situated along the Strand at the junction of Red Cross Street and Strand Street, occupying an important transitional point between the modern architecture around Canning Dock and the more traditional facades of the Three Graces. The style of the building therefore uses a number of materials to reflect this important position, including granite cladding to reflect Mann Island, stone cladding to reference the Three Graces and aluminium frames which complement One Park West.

The proposed building is designed to be more suitable in terms of scale and appearance than the existing Strand House building.



This SCI outlines in detail the consultation activity that has been undertaken in Liverpool and demonstrates how the level of consultation conforms to the requirements laid down by Liverpool City

Council. The level of consultation undertaken meets the standards demanded by SCIs at pre-application stage and is in-line with national best practice.

### **3.0 Consultation programme**

Curtins was employed by Panacea Property Development in 2016 to manage the consultation process for the proposed development of 21 Strand Street, ensuring that it encompassed the whole community and sought to better understand the views of important stakeholders.

The consultation was designed to ensure a comprehensive reach and that all affected neighbours and community groups had the opportunity to feed into the emerging plans before the application was submitted.

A number of measures were used to advertise the consultation event and raise awareness of the plans. The overall objective of all these measures was to drive maximum attendance to the drop-in session where plans would be on display and members of the team available to answer questions and address issues.

The aim of the event was to understand the public and stakeholders' perception towards the proposed development and unearth any community objectives which could be addressed during in the planning process.

#### **Leaflet**

A **leaflet** with a pre-paid, tear off, feedback form was sent to 888 homes and businesses around the site area. The leaflet outlined the proposals, encouraged feedback via a FREEPOST address and promoted the upcoming public drop-in session. The main leaflet drop was completed a week prior to the consultation event. The distribution area was targeted to reach those who may potentially be most affected by the possible development and is show in the map below.

We engaged early on with the management companies of surrounding buildings such as One Park West and Graeme House to enable the circulation of the information, however Mann Island Premier Apartments Ltd did not want the leaflets to be distributed in their block. An offer was made to neogiate a revised format with them to enable us to inform residents and this was also turned down.

Instead we engaged directly with the residents assocition within this black to advertise the event.

*A copy of this leaflet can be seen in appendix 1.*



## Posters

In order to gain maximum exposure to the events and the scheme, posters were printed and distributed throughout the area. The posters encouraged attendance to the public event. The posters were distributed and sent to important neighbouring blocks such as One Park West, No 1 Mann Island, Graeme House and also placed around the NCP car park at the rear of the site. These were also given to a number of local businesses including Tavern on the Green, Chaophraya, The Gym and Fajitas and copies sent to Mann Island Residents Association and the One Park West Residents Association.

*A copy of the poster can be seen in appendix 2.*

## Emails

**Emails** were sent to the key stakeholders listed below, inviting them to attend the public exhibition as well as outlining the plans and offering to provide a briefing note if they were unable to attend.

All ward councillors and portfolio holders were offered the opportunity to attend a pre-public exhibition briefing between 2pm – 3pm prior to the main event and the chance to meet for a one-to-one briefing in relation to the plans.

Neighbouring Capital Radio and local group Engage Liverpool were also invited to meet with the team for a one-to-one briefings.

- Councillor Christine Banks, Central ward, Liverpool City Council
- Councillor Nick Small, Central ward, Liverpool City Council
- Councillor Sharon Sullivan, Central ward, Liverpool City Council
- Councillor Michelle Corrigan, Riverside ward, Liverpool City Council
- Councillor Stephen Munby, Riverside ward, Liverpool City Council
- Councillor Hetty Wood, Riverside ward, Liverpool City Council
- Councillor John McIntosh, Chair of Planning Committee, Liverpool City Council
- Councillor Beatrice Fraenkel, Chair of Regeneration, Transport and Climate Change Select Committee, Liverpool City Council
- Councillor Malcolm Kennedy, Cabinet Member – Regeneration, Transport and Climate Change, Liverpool City Council
- Councillor Gary Millar, Cabinet Member – Business, Enterprise and Investment, Liverpool City Council
- Councillor Frank Hont, Cabinet Member – Housing, Liverpool City Council
- Councillor Wendy Simon, Cabinet Member – Culture, Tourism and Events, Liverpool City Council
- Gerry Proctor, Engage Liverpool
- Graham Sarath, Capital Liverpool
- Mann Island Residents' Association
- One Park West Residents' Association (via Braemar Estates)

*Copies of these emails can be seen in appendix 3.*

### Event

On Tuesday 21<sup>st</sup> June, a **public drop-in event** was held displaying boards detailing the plans and members of the design team were on hand to answer any questions, including representatives from planners Zerum, architects Leach Rhodes Walker and transport planners Curtins.

The event was held at Strand House from 3pm – 7pm to include post-school time and running through into the evening, to allow people the opportunity to drop in after work. The venue was ideally located at the proposed site and fully accessible for the most impacted stakeholders.

We were particularly aware of the need to be readily available for residents of Mann Island and One Park West to attend, given their proximity to the site as residents.

A preview session was held arranged from 2pm – 3pm prior to the main public event for any councillors and representatives of Liverpool City Council interested in discussing the plans.

*The exhibition materials from the event can be viewed in appendix 4.*

#### Press release

A press release was issued to the Liverpool Echo, Liverpool Confidential and Your Move Magazine to provide details of the upcoming consultation event and proposals at the site. We secured a number of pieces of coverage and social media responses as a result. The Liverpool Echo article recorded a number of positive comments supporting the scheme.

The article was shared by Liverpool Confidential's Twitter account to its 11.8k followers, and likewise by Move Commercial's Twitter account to its 3,129 followers.

*A copy of the press release can be found in appendix 5, and all subsequent coverage, social media responses and comments can be found in appendix 6.*

#### **4.0 Analysis of feedback**

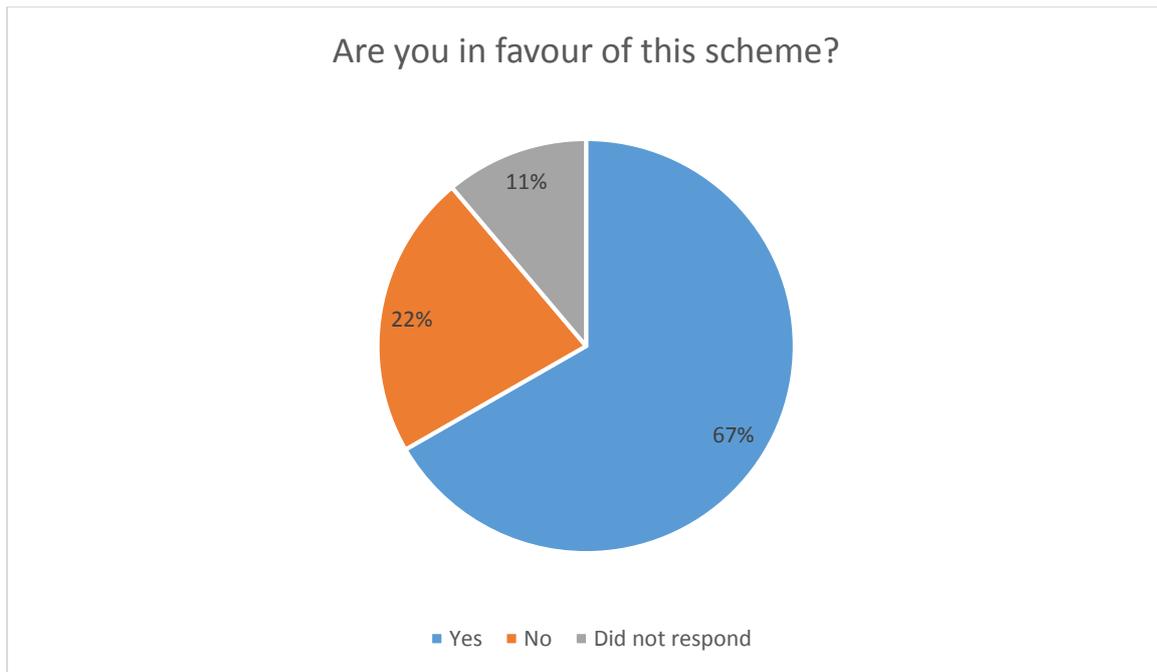
In total, 32 people were recorded to have attended the public drop-in session on Tuesday 21<sup>st</sup> June. Of these 32 attendees, 25 people left their details on sign-in sheets and seven pre-printed feedback forms were completed and returned.

Additionally, two people responded using the pre-printed FREEPOST feedback form and we received a number of comments via email in relation to the proposals.

#### **Feedback form responses**

##### Are you in favour of this scheme?

- Six people (67%) responded to that they were in favour of the proposed development
- Only two respondents (22%) stated that they were against the proposals, while the remaining one response (11%) did not answer that question



**Supportive themes by frequency**

The majority of people who left feedback welcomed the proposals, with a number of comments agreeing that the plans incorporating a building that is much more suitable in scale than the existing Strand House:

*“A taller building would have some improvement to the skyline of the city.”*

*“Overall looks really positive in terms of replacing an incongruous building.”*

Other comments agreed that the development would be a positive addition to the city of Liverpool:

*“A fantastic addition to this wonderful city”*

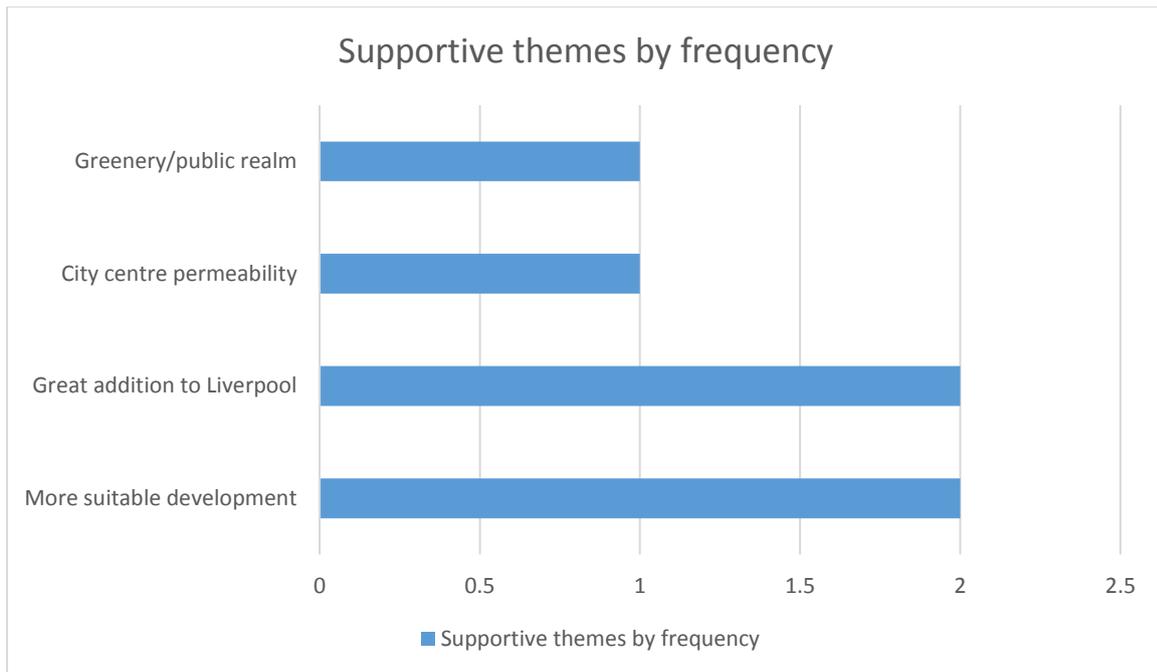
*“It is a really interesting and nice prospect”*

Another attendee noted that the development would improve movement across the city centre by providing:

*“Better access across the Strand”*

A comment was also received which supported the semi-public landscaped area within the scheme:

*“We’ve always bemoaned the lack of trees on Strand Street and hope that the trees shown will actually be there in reality”*



### Negative issues arising

Of the nine respondents who returned feedback forms both via the post and consultation event, only two people said they were against the scheme.

Both of these responses were from residents of One Park West, who noted that:

*“If this gets built it will block the view from One Park West, notably of the Liver Buildings, meaning that the only view from my and surround flats will be of a car park and the backs of buildings.”*

*“Property impacts adversely on One Park West – it is too high and too close with a potential loss of light. Do we really need another 400 rental units in an oversubscribed sector?”*

Two further comments from email responses noted a disappointment that office space was not being built to replace Strand House and concerns that the development will overlook living rooms in One Park West.

*A full record of all feedback is available in appendix 7*

### Feedback responses

A number of email respondents requested the boards as they were unable to attend the consultation event. Digital versions were subsequently provided to these people along with a number of people who requested them at the event itself.

Where appropriate, responses were also produced for email feedback which where questions or concerns relating to the scheme were present.

The email address [consultation@curtins.com](mailto:consultation@curtins.com) was available throughout the entire consultation period to enable people to submit feedback and ask questions in relation to the scheme.

## **5.0 Conclusion**

Given the high profile nature of the site and wide publicising of the consultation event the overall response was fairly muted. This indicates that although there was a good level of interest in the scheme, nearest neighbours to the scheme and nearby stakeholders did not readily express any widely-held concerns in relation to the proposals. The majority of feedback form responses were in support of the proposals, with many in agreement that the scheme was a positive contribution to this important part of Liverpool.

The consultation process undertaken addresses, where possible, the issues brought up by the local community. The main concern was from direct neighbours at One Park West who felt that the scale of the proposals would impact their view and lead to loss of light. The scheme has however been designed within the standards for an urban environment to ensure the separation distance is adequate between the two buildings.

## **6.0 Appendices**

<b>APPENDIX 1</b>	<b>Leaflet</b>
<b>APPENDIX 2</b>	<b>Poster</b>
<b>APPENDIX 3</b>	<b>Stakeholder emails</b>
<b>APPENDIX 4</b>	<b>Exhibition materials</b>
<b>APPENDIX 5</b>	<b>Press release</b>
<b>APPENDIX 6</b>	<b>Media and social media coverage</b>
<b>APPENDIX 7</b>	<b>All feedback responses</b>

FREEPOST: YOUR SAY CONSULTATION



## Find out more

We have exciting plans to introduce a stunning residential development to 21 Strand Street. The proposals will see a new contemporary building which complements both the modern architecture of Mann Island and One Park West and the traditional façades of the Three Graces, contributing to this vibrant part of Liverpool.

**The drop-in session will be held at:**

**Strand House, 21 Strand Street,  
Liverpool, L1 8LT**

**Tuesday 21st June**

**3pm-7pm**

Overlooking Canning Dock, the scheme is the same height as the adjacent One Park West with three additional storeys stepping back from the main elevation. Located at the junction of Strand Street and Red Cross Street, the development includes a roof garden with spectacular views, a mix of one, two and three bed apartments and ground floor space for new restaurants, bars or cafés.

If you can't attend, you can write to us using the tear-off form overleaf before Tuesday 28th June. This is a FREEPOST address and no stamp is required.

Or you can email us at [consultation@curtins.com](mailto:consultation@curtins.com)



Please come along to our drop-in session where you can find out more and meet the team.

## New residential development

The site is currently occupied by Strand House, a four storey office building which has become out of character with its surroundings, both in terms of appearance and scale. The proposed development will create a dynamic addition to the waterfront overlooking Canning Dock in this popular part of the city. The scale of the building will be in keeping with the modern developments of One Park West and Mann Island and will suitably infill the plot overlooking the waterfront.

The site's location at the transition point between the historic buildings along The Strand and the contemporary developments around Canning Dock has led to the design of a scheme which integrates the old and the new. The scheme will not compete with the sensitive historic buildings but complete the composition of waterfront buildings, tying them together.

The scheme's impressive façade will include the use of stone which complements the Three Graces, black granite and ceramic tiles which reference the Mann Island buildings and glazing and aluminium frames which will complement the adjacent One Park West.

Residents will enjoy fantastic views across the city from the 16th floor roof garden, while the extensive ground floor facilities, coupled with semi-public landscaped area and residents' communal terraces, will provide a hub to create a new community in a superb location.



Name:

Address:

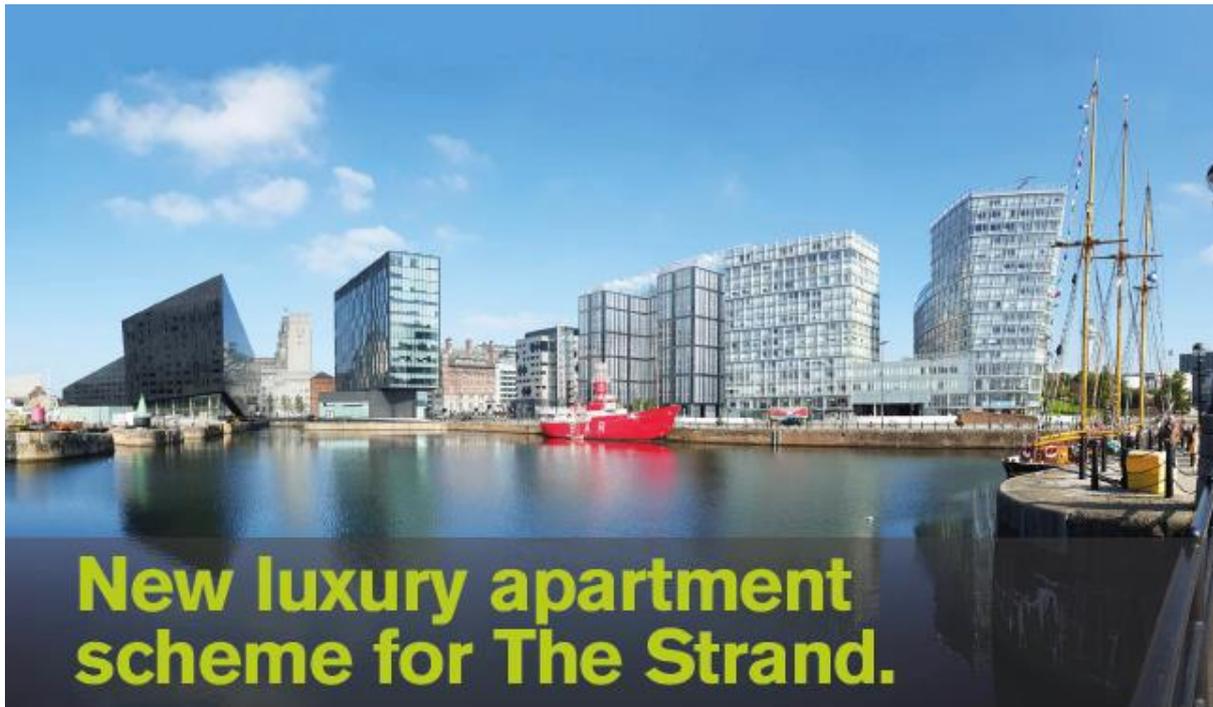
Telephone:

Email:

Are you in favour of this scheme?  
 Yes  No

Would you like to provide any additional comments about this development?

Your personal details will be used solely in connection with this consultation process, and any directly associated planning applications, to help us in understanding how individual communities view our proposals. Your comments will only be analysed by Curtins, or by third parties instructed to do so on our behalf. Copies might be made available, in due course, to statutory authorities so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Personal details will be held securely in accordance with the Data Protection Act 1998.



## New luxury apartment scheme for The Strand.

### Find out more

We have exciting plans to introduce a stunning residential development to 21 Strand Street, creating a new building which complements both the modern architecture of Mann Island and One Park West and the traditional façades of the Three Graces.

The contemporary scheme, on the junction of Red Cross Street, will include apartments with spectacular views of the waterfront, a rooftop garden and ground floor space for new restaurants, bars or cafes.

Please come along to our drop-in session where you can find out more and meet the team.

**The drop-in session will be held at:**

**Strand House, 21 Strand Street,  
Liverpool, L1 8LT**

**Tuesday 21st June**

**3pm-7pm**

**Please give us your views.**

Email: [consultation@curtins.com](mailto:consultation@curtins.com)

Post: **FREEPOST: YOUR SAY CONSULTATION**

This is a FREEPOST address and no stamp is required



## APPENDIX 3

## Stakeholder emails

### Graham Sarath – Capital Liverpool



Dear Graham,

I'm working with Panacea Property Development and Patten Properties on the consultation around the potential development of 21 Strand Street. In our commitment to being a good neighbour and keeping local people informed I wanted to inform you of the plans and invite you to meet to discuss these in more detail.

Proposals for the scheme include the demolition of the existing four-storey office block and construction of a new residential building with ground floor commercial units and a semi-public landscaped area. Your insight would be a valuable part of the consultation process so we would be keen to arrange a one-to-one meeting at your convenience.

We are holding a public drop-in session on Tuesday 21<sup>st</sup> June from 3pm - 7pm. The event will be held at Strand House, 21 Strand St, Liverpool L1 8LT and visitors will be able to view the plans in more detail and speak with members of the project team. Please feel free to visit the event yourself and share this information amongst your colleagues.

Please let me know if you have any questions. I look forward to hearing from you with regards to meeting to discuss the plans.

Kind regards,

Rachel Smith

### Gerry Proctor – Engage Liverpool



Dear Gerry

I'm working with Panacea Property Development and Patten Properties on the consultation around the potential development of 21 Strand Street and I'd love to have your input if you have time for a quick coffee?

Proposals for the scheme include the demolition of the existing four-storey office block and construction of a new residential building with ground floor commercial units and semi-public landscaped area. Your insight would be a valuable part of the consultation process.

As part of the consultation process, we are separately engaging with the media, and local residents and businesses including the management companies and residents' groups of Mann Island and One Park West.

A public drop-in session will be held on Tuesday 21<sup>st</sup> June from 3pm - 7pm. The event will be held at Strand House, 21 Strand St, Liverpool L1 8LT, where local people are invited to view the plans in more detail, speak with members of the project team and have their say.

I'd welcome any feedback and I look forward to hearing from you with regards to meeting to discuss the plans.

Kind regards,

Rachel

Central and Riverside ward councillors (Cllr Corrigan, Cllr Munby, Cllr Wood, Cllr Small, Cllr Sullivan and Cllr Banks) – Liverpool City Council



Dear Councillor XXX,

I'm working with Panacea Property Development and Patten Properties on the consultation around the potential development of Strand House and I wanted to inform you of the plans and our strategy for consulting with the community.

Proposals for the scheme, on the junction of Strand Street and Red Cross Street, include the demolition of the existing four-storey office block and construction of a new residential building with ground floor commercial units and semi-public landscaped area.

A public drop-in session for the plans will be held on Tuesday 21<sup>st</sup> June 3pm - 7pm and will be widely publicised and timed for maximum inclusivity covering office hours and early evening. The event will be held at Strand House, 21 Strand St, Liverpool L1 8LT.

On the same day, Tuesday 21<sup>st</sup> June, we are hosting a briefing session for councillors between 2pm – 3pm to discuss the plans in more detail, and I would like to extend the invitation for you to attend.

I'd welcome any feedback and look forward to seeing you at the preview drop-in session. If you are unable to make the event, I do have a briefing note which I can provide you with.

Kind regards,

Rachel

Portfolio holders (Cllr McIntosh, Cllr Fraenkel, Cllr Kennedy, Cllr Millar, Cllr Hont and Cllr Simon) – Liverpool City Council



Dear Councillor XXX,

I'm working with Panacea Property Development and Patten Properties on the consultation around the potential development of Strand House and I wanted to inform you of the plans and our strategy for consulting with the community.

Proposals for the scheme, on the junction of Strand Street and Red Cross Street, include the demolition of the existing four-storey office block and construction of a new residential building with ground floor commercial units and semi-public landscaped area.

A public drop-in session for the plans will be held on Tuesday 21<sup>st</sup> June 3pm - 7pm and will be widely publicised and timed for maximum inclusivity covering office hours and early evening. The event will be held at Strand House, 21 Strand St, Liverpool L1 8LT.

On the same day, Tuesday 21<sup>st</sup> June, we are hosting a briefing session for councillors between 2pm – 3pm to discuss the plans in more detail, and I would like to extend the invitation for you to attend.

I'd welcome any feedback and look forward to seeing you at the preview drop-in session. If you are unable to make the event, I do have a briefing note which I can provide you with.

Kind regards,

Rachel

# AN INTRODUCTION TO THE SCHEME

Welcome to the community consultation for 21 Strand Street. We have exciting plans to introduce a new residential and commercial development on The Strand, creating a modern building which maximises its location overlooking Canning Dock, in this vibrant part of the city.

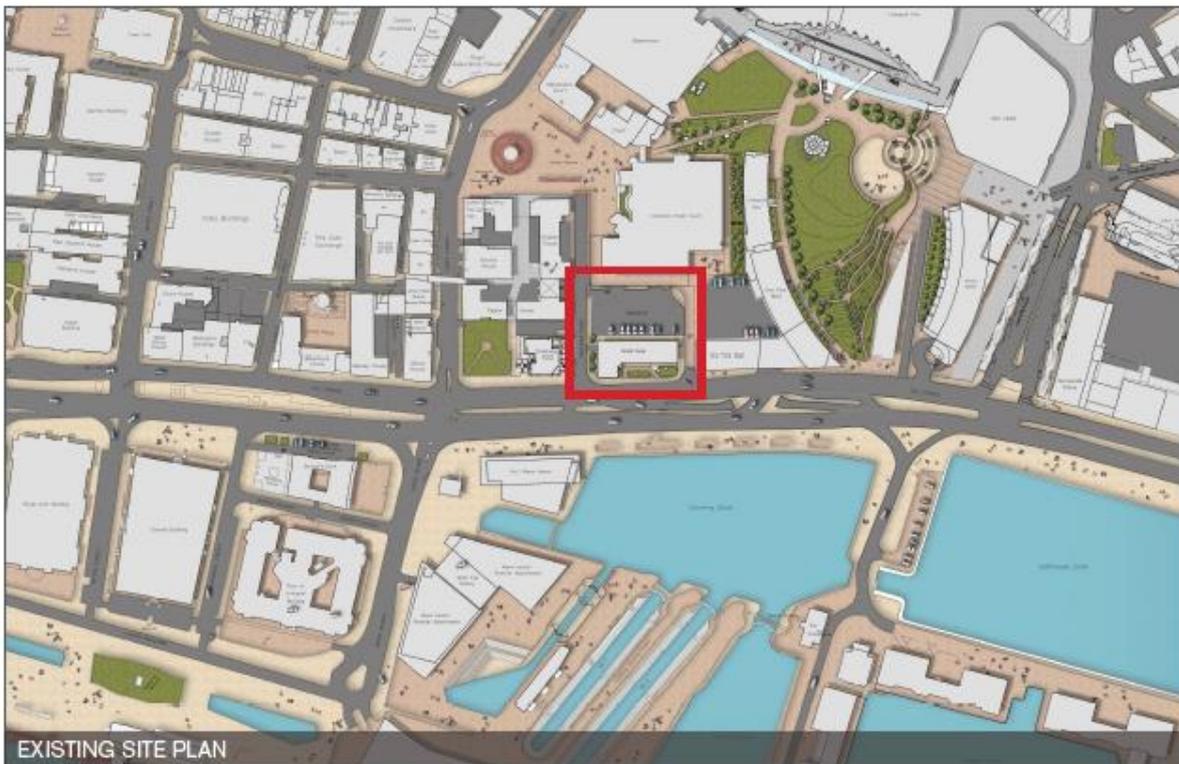
The scheme sits within the buffer zone of the Liverpool Maritime Mercantile City World Heritage Site, inscribed by UNESCO in 2004 and we are aware of the sensitive nature of the site and its surrounding context. Hence we have endeavoured to engage with all appropriate parties throughout the design process.

Following positive discussions with the Planning Authority and Historic England this event provides you with the opportunity to find out more and discuss the plans in more detail.

The following boards outline the current plans and there are members of the project team on hand to answer any questions you may have.

We would welcome your views and feedback to help shape this scheme, so please complete one of our feedback forms before you leave.

*Thank you for your time.*



EXISTING SITE PLAN

### Who we are...

Patten Properties is a long established family property development company. The company's focus is on the delivery of well located, high quality development, predominantly in the North West. The company has owned this particular site for over twenty years waiting for the opportunity to deliver a scheme which can do justice to such an important prominent location. We believe that this finally presents the opportunity to deliver something truly exemplary for this special area of Liverpool.

Panacea Property Development is actively involved in delivering high quality buildings focussed on the emerging residential Private Rental Sector in key cities throughout the UK. This development provides the opportunity to deliver a scheme of exceptional design which will set a new benchmark for the standard of rental living in Liverpool, as befits such a unique location.

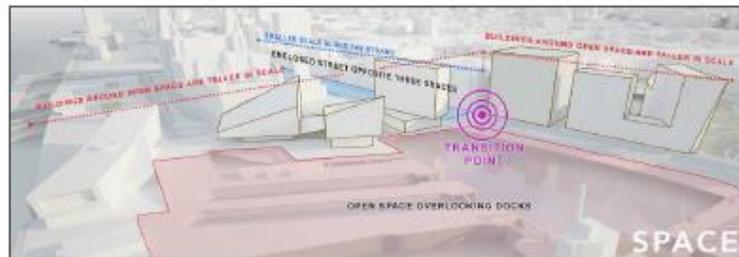


EXISTING PANORAMIC VIEW FROM CANNING DOCK

# DESIGN APPROACH

## Scale . . . Space . . . Style

- The existing Strand House is a four storey commercial building which has become out of character with its surroundings, both in terms of its appearance and scale.
- The Strand is an enclosed linear street with buildings of a generally consistent height on the East side; while opposite to this on the West Side, sit The Three Graces which vary quite significantly in their heights.
- Conversely, where The Strand breaks out onto Canning Dock, the form and scale changes as it is open on one side and there is a cluster of taller buildings, namely One Park West & The Mann Island buildings, which are seen as a composition framing the open waterside.
- We see our proposed building as sitting within this framework of taller modern buildings, infilling the plot overlooking the waterfront, helping to mark this scale change and reinforcing the point of entry onto the open docks.
- The location at the transition point between the historic buildings along The Strand and the contemporary developments around Canning Dock has led to a scheme which integrates the old and the new.
- The proposed development will integrate materials which complement Three Graces, Mann Island, One Park West and the Albert Docks.



***“The scheme will not compete with the sensitive historic buildings, but complete the composition of waterfront buildings, tying them together”***



LeachRhodesWalker  
Architects

21 STRAND ST.

# SCHEME PROPOSALS



*"The new PRS development will include extensive communal facilities at the ground floor which will be available to all residents, including a gym, function room, media room, lounge area and both front and rear terraces; a fully managed and high quality hub creating a new community in a superb location and setting the standard for modern urban living."*



LeachRhodesWalker  
Architects

**21 STRAND ST.**

# SCHEME PROPOSALS

TYPICAL UPPER FLOOR PLAN



*"The scheme includes a mix of one, two and three bed apartments to cater for the needs of all age groups, from young professionals to families and retired couples. The apartments on the four corners of the building above the 10th level will also benefit from external winter garden terraces with glazed louvres which can fully open or close depending on the external climate"*



LeachRhodesWalker  
Architects

**21 STRAND ST.**

# SCHEME PROPOSALS

16th FLOOR PLAN - ROOF TERRACE LEVEL



*"Residents will enjoy fantastic views across the city and the waterfront from the 16th floor roof garden. The area will include barbecue facilities, flexible and fixed seating areas, and a multi-use central space suitable for events or exercise alike. As the building steps back at the upper floors, the apartments overlooking the waterfront will also benefit from private terraces."*

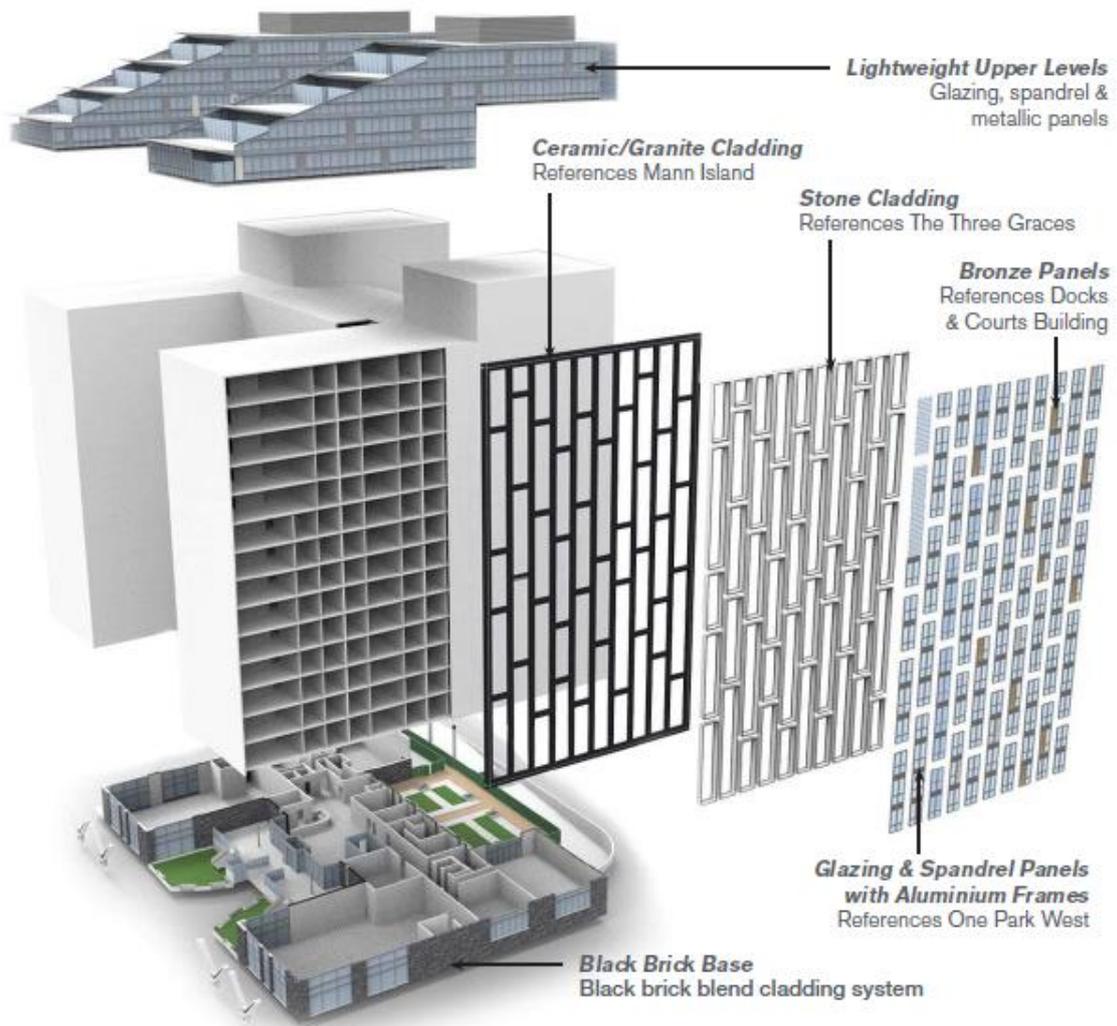
REAR CONTEXT ELEVATION



LeachRhodesWalker  
Architects

21 STRAND ST.

# THE FACADE



EXPLODED AXONOMETRIC SHOWING BREAKDOWN OF FACADE



MATERIAL PRECEDENT IMAGERY

PATTEN PROPERTIES  
PANACEA  
LeachRhodesWalker  
21 STRAND ST.

# A VIEW OF THE SCHEME

CGI FROM ACROSS CANNING DOCK



*"The scheme is the same height as the adjacent One Park West residential development on the elevation which faces onto the Strand, with three further levels which step back from the main elevation. The form of the building in a 'H layout' on the site has allowed the overall massing of the building to be broken down into two towers with a semi-public/semi-private garden and terrace area in-between. This area serves as a buffer zone between the busy street and the central entrance to the building while also serving to activate the frontage to Strand Street. At the ground floor of each tower, two commercial units with semi-enclosed external seating areas will provide further animation to the waterfront area, creating a public location for local people on Strand Street, for use as potential bars, restaurants or cafes."*



Main Entrance & Semi-Public Gardens



View from Across Strand Street



Aerial View of Rear Facade, Terrace & Roof Garden



Semi-Enclosed External Seating Areas to Commercial Units



LeachRhodesWalker  
ARCHITECTS



# A VIEW OF THE SCHEME

FACADE CLOSE UP AERIAL CGI



*"The massing is further broken down by the random interlocking of the window elements with a combination of one, two, three and four storey modules giving further variety to the envelope. At the upper floors, the solid masonry facade gives way to a light weight combination of glass, opaque glazing and bronze panels which helps to reduce the visual impact of these levels. The building has also been stepped back at these levels with external terraces and projecting canopies which allows a greater number of apartments to enjoy unparalleled waterfront views. When viewed from the rear the stepping back of these levels also helps to further reduce the visual impact."*



View from Strand Street Looking North



View from Derby Square



LeachRhodesWalker  
Architects

21 STRAND ST.

# PUBLIC REALM & LANDSCAPING

A well-designed, cost effective, sustainable landscape that responds to the architecture, maximising the use of external areas whilst providing usable spaces for both public and private realm. A high quality active frontage that enhances and invigorates the waterfront.

Designed to work with the built form, the raised entrance terrace maximises the waterfront views and promotes an interactive space that encourages residents' use. Steps bisected by gentle ramps enable access for all, integrating the built form into the existing setting with links to adjacent public realm.

Practical constraints have been a strong consideration with wind studies providing clear direction for mitigating tree planting and boundary treatments. Access and security are key and materials that are robust and vandal resistant have been employed.

The private courtyard provides residents with a safe and secure environment with seating, lawns, planting and a central fire pit.

The enclosed roof garden benefits from panoramic views, an outdoor kitchen with BBQ, flexible garden space, booth seating and gas fire pits.

Planting will provide varied and seasonal interest. Formal semi-mature trees will soften the building form, encourage directional movement, minimise the impact of wind and enhance the quality of the landscape.

The use of natural stone, glass and modern lighting will reinforce the creation of high quality public and private realm.



LeachRhodesWalker  
ARCHITECTS

21 STRAND ST.

# HERITAGE CONTEXT

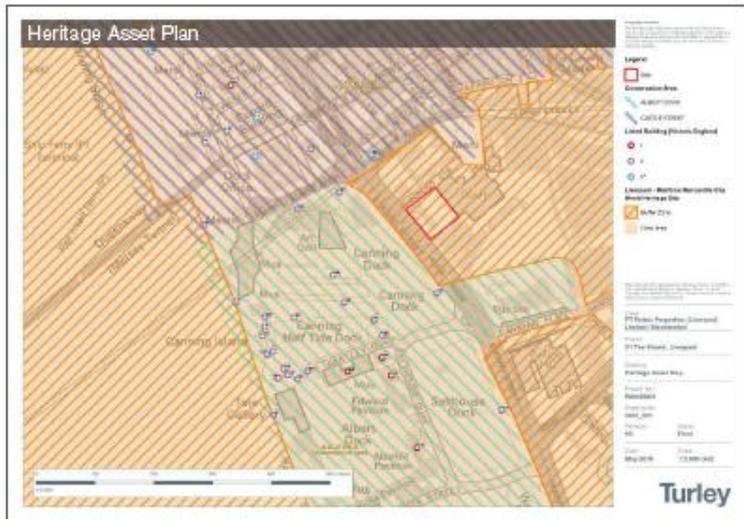
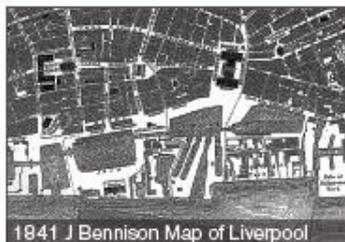
- Historically, the application site was concealed by a row of buildings which fronted the developing dock systems close to the River Mersey. By the 19th century, these buildings had been cleared giving Strand Street and its buildings an increased prominence and direct visual relationship with the waterfront. The buildings on the site consisted of a series of functional warehouses and commercial buildings of varying heights and materials.

- In the late 19th and 20th century, a series of civic and commercial buildings were constructed along Strand Street, particularly focussed around the Pier Head and Water Street to the North West of the application site, increasing the grandeur and prominence of the street.

- The warehouses on the application site survived the extensive bombing during World War II but were subsequently demolished in the mid to late 20th century and later replaced by the present commercial building in the 1990s. During the late 20th and early 21st century, a series of prominent development projects in the vicinity of the application site have changed the character and context of the area, including Mann Island, One Park West and Liverpool One.

- The application site is located within the buffer zone of the Liverpool Maritime Mercantile City World Heritage Site and is near to a number of listed buildings and conservation areas (identified on the Heritage Asset Plan opposite).

- Positive initial discussions with Historic England have highlighted that the proposed scale and massing is considered to be appropriate. The proposal takes reference from the more recent developments in the area, whilst also referencing the Three Graces through the use of stone accents in the design.



LeachRhodesWalker Architects

21 STRAND ST.

# HIGHWAYS & TRANSPORT

The site benefits from a sustainable location with an abundance of sustainable transport and parking opportunities nearby. Many residents and visitors to the development will travel on foot, linking to the nearby bus and rail hubs for onward travel. James Street rail station and bus stops are circa 200m to the north of the site and Liverpool One bus station is located approximately 350m south of the proposed development. The majority of Liverpool is accessible within 45 minutes of the site using public transport.

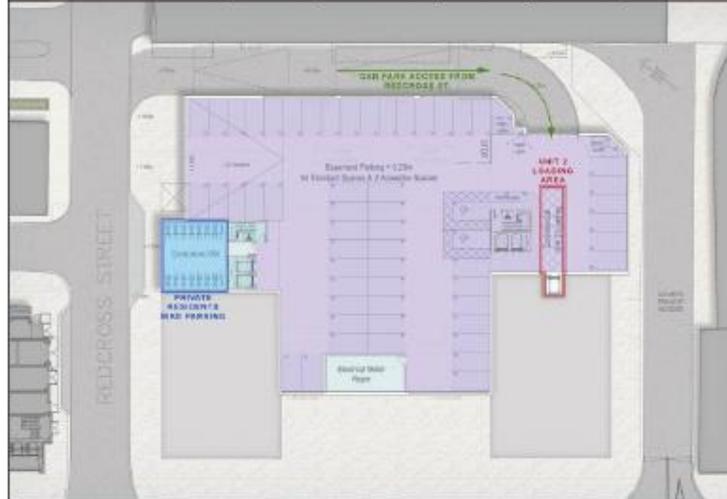
54 car parking spaces are proposed within the development, located in an underground car park with spaces allocated to specific end users. There are also numerous contract car parking facilities available within a short walk of the site. Due to the city centre location car ownership is expected to be low and hence the expected new trips upon the highway network is also expected to be low.

76 secure and covered cycle parking spaces are proposed within the site for residents. There are nearby City Bike stations that allow cycle hire, at Mann Island and to the south-east of the site on Canning Street. A 14 space City Bike Stand is proposed outside of the building on Strand Street along with fourteen cycle parking spaces outside the commercial units for visitors.

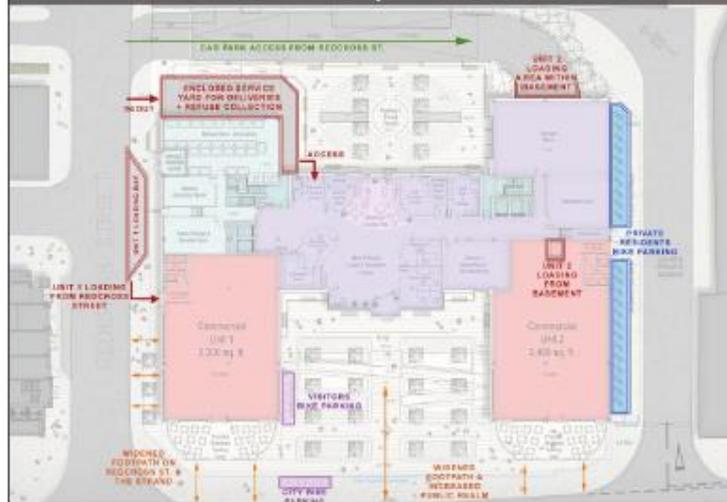


Existing City Bikes On Strand Street

Basement Plan Illustrating Servicing, Car Motorcycle and Cycle Parking



Ground Floor Plan Illustrating Servicing, Cycle Parking and Widened Footpaths



## Servicing

The main focus of service vehicle activity and refuse collection for the building will be along Redcross Street, where there is a proposed new lay-by and an off-street covered servicing zone. These two facilities will cater for the majority of the building's servicing needs including the arrival of any large rigid delivery vehicles associated with the two commercial units on the ground floor.

The proposed lay-by on Redcross Street will also provide space for the occasional drop-off / pick-up of residents and staff by private car and taxi. In addition to the use of Redcross Street, there will be a further loading zone within the basement level which will provide "white van" access directly to Commercial Unit 2 via a dedicated goods lift.



LeachRhodesWalker  
Architects



# BENEFITS & NEXT STEPS

Thank you for taking the time to visit our exhibition.



## Key Benefits:

Creation of 394 high-quality one, two and three bedroom flats and ground floor commercial space in a highly sought-after area  
The replacement of a dated building with a development which is in-keeping with its surroundings both in scale & appearance

An attractive semi-public landscaped area leading onto The Strand

The use of materials which complement the modern and historical buildings in the area

Helping to meet Liverpool City Council's housing targets

Creation of circa 150 employment opportunities – around 100 in the construction phase and a further 50 full & part-time jobs

Meeting the high-demand for three bedroom apartments in the city centre

Additional commercial space to provide a link between Albert Dock and the city centre

## Next Steps:

**Thank you for visiting our consultation event, we hope that you found it both useful and informative.**

We would welcome your views on the development of 21 Strand Street. A full application will be submitted to Liverpool City Council in summer 2016. If the application is successful, approval should be granted towards the end of the year with demolition and construction works due to start in early 2017.

Please fill in one of our feedback forms and post into the ballot box provided, or you can write to us free of charge by Tuesday 29th June at:

**FREEPOST: YOUR SAY CONSULTATION**

Alternatively, you can email us your views at:

[consultation@curtins.com](mailto:consultation@curtins.com)

Should you have any queries or if you would like to hear more about the proposals then please do not hesitate to speak with one of the development team standing by.



LeachRhodesWalker  
Architects

21 STRAND ST.

**TRANSFORMATIONAL DEVELOPMENT FOR  
THE STRAND TO BE UNVEILED**

Plans for a major residential development overlooking Liverpool's historic waterfront will be shared with the public next week.

Panacea Property Development and Patten Properties will unveil exciting plans for a 16-storey development including three additional storeys stepping back from the main elevation, with stunning views, new commercial space and a residents' roof garden at the junction of Strand Street and Red Cross Street.

The proposals include the demolition of a four storey office building, Strand House, and the creation of a new development of 391 residential units with private roof terraces at the upper levels and ground floor space for restaurants, bars or cafés.

The scheme also includes a semi-public landscaped area to improve the public realm on Strand Street.

A number of design elements and materials from surrounding waterfront buildings including Mann Island, the Three Graces and One Park West have been included in the scheme designed by architects Leach Rhodes Walker to ensure the development makes a positive and integrated contribution to the city's skyline.

Commenting on the plans, Neil Patten, managing director of Panacea Property Developments, said: "It is vital that our design is sensitive to the heritage of Liverpool's historic waterfront and is more suitable in terms of scale and appearance than the existing, and somewhat dated, office block currently on the site.

"This is a key transition point between historic buildings and more modern developments between the Albert Dock and Liverpool One and the town centre, so we've looked to tie these areas together.

"We're keen to speak with as many local people as possible to understand their thoughts and how we can maximise the benefits of this development."

Local people are being invited to view and comment on the proposals at an upcoming public drop-in session being held at Strand House, 21 Strand Street on Tuesday 21<sup>st</sup> June from 3pm – 7pm, where members of the project team (Leach Rhodes Walker, Zerum and Curtins) will be on hand to answer any questions local people may have.

ENDS

**Note to editors:**

**Panacea Property Development** <http://panaceapd.co.uk> has over 60 years' nationwide experience in delivering complex commercial property development through its management team of Gareth Riddell, Neil Patten and Ian Seddon, supported by Chairman Jo Bamford. This experience and expertise is in delivering turnkey projects for investors and occupiers in various sectors throughout the UK. The company has a proven track record in all aspects of property development and investment.

The company operates independently or in partnership with the public and private sector throughout the country – utilising our extensive team of experienced, professional consultants to deliver high quality buildings and complex developments that fully address the occupier's needs.

For further information about Panacea Property Development, please contact Justine McGuinn of Just PR & Marketing on 07903 661228 / [justine@justprm.co.uk](mailto:justine@justprm.co.uk)

Liverpool Echo, Wednesday 15<sup>th</sup> June

News Liverpool News Property

# This is the huge luxury apartment block planned for The Strand

13:00, 15 JUN 2016 BY JOSH PARRY

16-storey apartments block could be built on The Strand

166 SHARES 6 COMMENTS

Enter your e-mail for our daily newsletter [Subscribe](#)



Images of a 16-storey luxury apartment development planned for The Strand have been released

This is the 16-storey apartment block that could be developed on The Strand.

New computer generated images have been released by Panacea Property Developments, who hope to gauge public opinion on the designs.

A four storey office block, Strand House, would be demolished to make way for 391 apartments, some with private roof terraces.

On the ground floor, there is space for bars, restaurants or cafes, as well as a landscaped garden.

Currently, the plot earmarked for the development houses an office building and a car park.



Images of a 16-storey luxury apartment development planned for The Strand have been released

Developers Panacea say design elements from surrounding buildings, including Mann Island, the Three Graces and One Park West have been included in the scheme so it fits in to the area.

Neil Patten, managing director of Panacea, said: "It is vital that our design is sensitive to the heritage of Liverpool's historic waterfront and is more suitable in terms of scale and appearance than the existing, and somewhat dated, office block currently on the site.

"This is a key transition point between historic buildings and more modern developments between the Albert Dock and Liverpool One and the town centre, so we've looked to tie these areas together.

"We're keen to speak with as many local people as possible to understand their thoughts and how we can maximise the benefits of this development."

A public drop-in consultation will be held at Strand House, 21 Strand Street on Tuesday, June 21, between 3-7pm.

## Liverpool Echo comments



**CusquenaVaPorTi**  
9 hours ago

More of the same let's have some decent design

0 likes 0 dislikes  
Report

Reply · Share



**yerwhat**  
16 hours ago

Anywhere other than the waterfront it would be called a block of flats.

1 like 2 dislikes  
Report

Reply · Share



**L25**  
19 hours ago

It will be wonderful for our great city if it REALLY happens.  
Liverpool is on the up though.

2 likes 2 dislikes  
Report

Reply · Share



**Opportunist1**  
19 hours ago

Very impressive.

1 like 2 dislikes  
Report

Reply · Share



**Vegemite**  
19 hours ago

Stunning.

1 like 2 dislikes  
Report

Reply · Share



**PutTheWorldToRights**  
20 hours ago

Fit's in quite nicely, I like it.

4 likes 2 dislikes  
Report

Reply · Share

## New 19-storey next door neighbour for One Park West

### Block of 400 flats would see Strand House disappear

Written by Larry Neild | Follow @larryneild | Wednesday, 15 June 2016 10:20



THE biggest development along Liverpool's Strand, since the Cesa Pelli-inspired One Park West, has been announced.

It will mean the demolition of Strand House, originally built for the Halifax Building Society, with a 16-storey tower rising to 19 floors on a site containing almost 400 flats.

The Manchester-based developers behind the multi-million pound scheme, overlooking Liverpool's historic waterfront, will be sharing it with the public next week.

Panacea Property Development and Patten Properties say the main 16-storey development - and three additional floors stepping back from the main elevation - promises stunning views, new commercial space and a residents' roof garden at the junction of Strand Street and Red Cross Street.

Originally a much taller, 25-storey building was earmarked, but it is within the heart of the UNESCO World Heritage Site, and, as such, was scaled down during pre-application discussions with the city council planning department.



The proposals include the demolition of the four storey Strand House and the creation of a new development of 391 residential units with private roof terraces at the upper levels. On the ground floor there will be space for restaurants, bars and cafés.

The scheme also includes a semi-public landscaped area to improve the public realm on Strand Street.

The developers say a number of design elements and materials from surrounding waterfront buildings, including Mann Island, the Three Graces and One Park West, have been included in the design by architects Leach Rhodes Walker. They say this will ensure it makes a "positive and integrated contribution" to the city's skyline.

Neil Patten, managing director of Panacea Property Developments, said: "It is vital that our design is sensitive to the heritage of Liverpool's historic waterfront and is more suitable in terms of scale and appearance than the existing, and somewhat dated, office block currently on the site.



*The scaled down design on the UNESCO World Heritage site sits at the same height as One Park West. The public will next week be asked for its views*

"This is a key transition point between historic buildings and more modern developments between the Albert Dock and Liverpool One and the town centre, so we've looked to tie these areas together.

"We're keen to speak with as many local people as possible to understand their thoughts and how we can maximise the benefits of this development."

Panacea, formed 60 years ago, has completed major schemes across the country. It is chaired by Jo Bamford from the family behind the creation of the JCB empire.

*\* Local people are being invited to view and comment on the proposals at an upcoming public drop-in session being held at Strand House, 21 Strand Street next Tuesday (June 21) from 3pm – 7pm. when the project team will be on hand to answer any questions local people may have.*



### Public opinion sought on 16-storey waterfront apartments

*Posted by Mark Langshaw in Around the City, Developments, Featured, Latest News, Property, Property News Jun, 16 2016 No Comments*

A public drop-in session is being held next week to gauge the response to plans for a 16-storey apartment block next door to One Park West on Strand Street.

Panacea Property Developments is hosting the consultation at Strand House, the building it intends to demolish to make way for the residential complex.

The building is envisaged as including 391 apartments, with a communal garden at the rear and a roof terrace to take advantage of the waterside views. There will also be space for cafes, bars and restaurants on the ground floor.



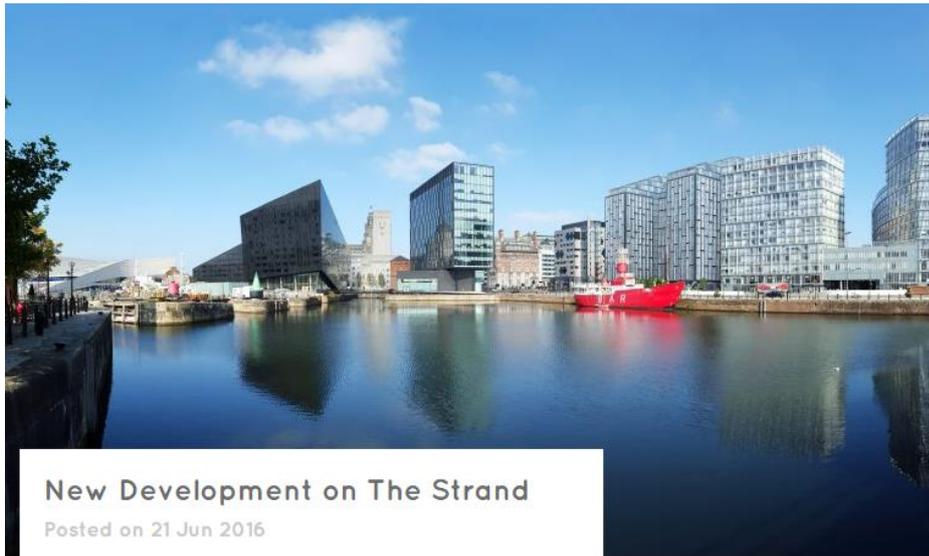
*This luxury apartment block could replace Strand House*

Its proposed design is said to be in harmony with surrounding buildings and landmarks, including Mann Island, the Three Graces and One Park West.

Neil Patten, managing director of Panacea, tells Your Move: "This is a high-quality development that we're keen to bring forward. Holding a public consultation was the right thing to do because it's a high-profile scheme and it helps inform people before the plans are submitted. Hopefully it will be well received because it is replacing a building that is out of date and out of scale."

The public consultation will take place at Strand House, 21 Strand Street on June 21 between 3pm and 7pm. Panacea are aiming to submit a planning application for the scheme "in the next month or so".

## Engage Liverpool, Tuesday 21<sup>st</sup> June



[home](#) / [news](#) / [new development on the strand](#)

share  

**Engage attended the Public Consultation held on Tuesday 21st June 2016 for anyone who was interested in the development that is being proposed to take the place of 21 Strand House which will be demolished to make way for a prestigious PRS apartment scheme on the site.**

It was well attended while we were there and the whole experience was interesting and worthwhile. The proposed development was well thought out and will certainly make a welcome addition to the residential apartment offer in the city. There will be plenty of facilities which will help to build a sense of community among the residents as well as offering a great service that each person living there will benefit from.

You can still have your say about the proposals. Download the leaflet [HERE](#) which explains how to make your views known before Tuesday 28th June.

You can read the Press Release [HERE](#)

## Social media responses

Liverpool Confidential twitter – Friday 17<sup>th</sup> June



Your Move Magazine twitter – Thursday 16<sup>th</sup> June



Your Move Magazine @yourmovemag · Jun 16

Public opinion sought on 16-storey waterfront apartments: [bit.ly/1S6H61P](http://bit.ly/1S6H61P)  
#Liverpool



Sky Scrapper City forum responses

<input checked="" type="checkbox"/> View First Unread		Thread Tools ▾
June 15th, 2016, 02:51 PM		#141
<b>James2014</b> Registered User Join Date: Sep 2014 Location: Liverpool City Region Posts: 374 Likes (Received): 311	Looks pretty good to be honest, I emailed them a couple weeks back wondering when we'd hear something next and they said later on in the month. Would be a huge improvement on what is there at present and from the first render looks like it will fit in well with One Park West.  <a href="#">design_man</a> , <a href="#">Paul D</a> , <a href="#">woody</a> , <a href="#">Owl</a> , <a href="#">AUTOTHILL</a> and <a href="#">1 others</a> liked this post	Quote
June 16th, 2016, 01:33 PM		#174
<b>richie1878</b> Registered User Join Date: Nov 2005 Location: Sydney Posts: 437 Likes (Received): 6	I'm going to stick my neck out here and say I think I prefer the new design over the original. Don't get me wrong, I really liked the original design but the new one seems chunkier, in a good way and I like that it's symmetrical. Now we need something very decent for the corner plot. I can't believe a developer hasn't snapped this one up yet.  <a href="#">AUTOTHILL</a> liked this post	Quote

[openlyJane](#)  
Human Being



Join Date: Feb 2010  
Location: Liverpool  
Posts: 24,092  
Likes (Received): 28929

Did anyone else attend the consultation today? I came away feeling really quite confident about this one. A good, solid company who see this as their beacon development. Well thought through on every level. They hope to get the application in by the end of this year - and to be on site next year.

---

[James2014](#), [Owl](#) liked this post



## APPENDIX 7

### Email feedback - Strand House

Date	Name	Email
14/06/2016	Veesh Selvaratnam	Hi  Can you please provide me with more details about the apartments in 21 Strand Street  Thank you Veesh
20/06/2016	Cllr Gary Millar	Thank you for your email. Sadly I can't attend either drop-in's tomorrow. It is a real shame that you are not building Grade A office space as a replacement as I know that market is growing yet Liverpool's offer is reducing. I also hope you have considered the inclusion of parking facilities within your plans as there is likely to be nowhere locally for homeowners to park on the street. I have copied in the 3 local councillors just in case they are not aware of tomorrow's meetings.  Best Wishes, Gary
25/06/2016	Shaun Troke	Hi,  My girlfriend - who lives in One Park West - received a leaflet through her door about the new apartments being built to One Park West, and, as her and I were in New York at the time of the consultation on the 21st June, we couldn't attend...but, we are looking for a 2-bedroom apartment to move in to together, and would be very interested in seeing some apartment plans sometime, if you feel this would be possible...?  Also, when do you feel these apartments would be finished in construction?  Many thanks.
27/06/2016	S K Brathwaite	We were unable to attend the drop-in session. We have a corner apartment in One Park West next to the proposed development and are basically supportive but are concerned that our living room will be directly looked into. It's difficult to tell from the CGI pictures so my query is: is the development set back as no.21 is now or is it planned to be in line with One Park West? We've always bemoaned the lack of trees on Strand Street and hope that the trees shown will actually be there in reality. Yours sincerely, Mrs S K Brathwaite & Dr H R Brathwaite

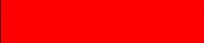
### Event feedback forms

Name	Address	Email address	Telephone	Are you in favour of this scheme? (Y/N)	Would you like to provide any additional comments about this development?
J Brack	125B Grove Street Liverpool	<a href="mailto:flypie@rocketmail.com">flypie@rocketmail.com</a>		Y	Better access over The Strand
Paul Sankey	21 Grove Park L8 0TL	<a href="mailto:sankey270@gmail.com">sankey270@gmail.com</a>	0151 734 0430	Y	Overall looks really positive in terms of replacing an incongruous building. Hopefully some control over the retail units to ensure appropriate eg. super markets and money stores
Roa Valdivielso	Liverpool Business School Redmond Building Brownlow Hill Liverpool L3 5UG	<a href="mailto:roalivielso@gmail.com">roalivielso@gmail.com</a>	07706 260 807	Y	No, it is a really interesting and nice prospect.
Tim Bingham	Allerton Liverpool	<a href="mailto:tim223@hotmail.co.uk">tim223@hotmail.co.uk</a>		Y	A fantastic addition to this wonderful city.
P Morgan	101 One Park West		07429 489403	Did not respond	Scheme's ok, interior divisions not. This block makes the error of catering for buy to let i.e small units fit only for students. Even the 2 bed are small. There's a lack of flats for (married) couples, business, professional people with the money to want a sizeable unit, 100 sq ft or more. Retired people like myself would like a large flat, city centre + could pay for it. Again, catering for the developers' profit, not the needs of Liverpool.
Jane Anderson	435 Aigburth Road Liverpool L19 3PA	<a href="mailto:jane.landerson@gmail.com">jane.landerson@gmail.com</a>	0151 494 0966	Y	In agreement dependent on: 1) quality of materials, no cheap cladding 2) the interesting design features being valve engineered out
Ms S Mottram	72 Richard Kelly Drive Clubmoor Liverpool L4 8TH		0151 256 8788	Y	Perhaps a taller building would have some improvement to the skyline of the city

#### Postal feedback forms

Name	Address	Email address	Telephone	Are you in favour of this scheme? (Y/N)	Would you like to provide any additional comments about this development?
	One Park West			N	If this gets built it will block the view from One Park West, notably of the Liver Buildings, meaning that the only view from my and surrounding flats will be of a car park and the backs of buildings. The current view was one of the selling points when buying my flat originally.
Mark Jones	908 3 Kenyons Steps Liverpool L1 3BH	<a href="mailto:markj11@btinternet.com">markj11@btinternet.com</a>		N	Property impacts adversely on One Park West - it is too high and too close with a potential loss of light. Do we really need another 400 rental units in an oversubscribed sector?

Michael + Sarah Etty	Apt 908 31 Strand St Liverpool L1 8LP	<a href="mailto:mike_etty@hotmail.com">mike_etty@hotmail.com</a>		N	We are opposed to the development due to the size and proximity to our building. This will adversely affect our light, as well as views and will have detrimental effects during construction.
----------------------	--	--	--	---	--

 Received after consultation closed