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| Liverpool City Council Planning Department Municipal BuildingsDale Street LiverpoolL2 2DH |
| 6 February 2016 |

Dear Sir/Madam

**187-195 Picton Road, Liverpool, L15 4LG**

I am instructed by my client 1 Red Properties Limited to submit details of the above site with a view to commencing planning approval dialogue.

**The Site**

The site is 0.35ha in size and comprises currently a HSS hire unit of circa 16,000 sq ft. The current use is a mixed showroom and offices with warehouse and storage to the rear.

The current buildings comprise a modern showroom fronting Picton Road with an older warehouse building to the rear.

The frontage of the site lies within Wavertree Village Conservation Area. The Conservation Area boundary has been drawn around the rear element of the site, which appears to exclude the main part of the site from the Conservation Area designation.

The site is situated within a retail frontage along Picton Road, as part of the Wavertree Local centre.

**The Proposal**

The client is keen to explore the planning feasibility for the redevelopment of the site for a mix of retail and residential use. In order to progress pre-application discussions, I enclose an indicative scheme which comprises a new 4000 sq ft ground floor convenience retail store fronting on to Picton Road and a three storey residential block to the rear of the site comprising 21 apartments (9 no. two bed/12 no. one bed) together with 34 car parking spaces.

This scheme has been drafted following a policy review of the area and a detailed assessment of the sites opportunities and constraints.

**Planning Position**

Set out below are a brief summary of key planning policies in relation to both the site and proposal.

**National Planning Policy Framework**

The Governments National Planning Policy Framework (NPPF) has now been in place for over a year, meaning Councils must give due weight to relevant policies and existing plans accordingly to their degree of consistency with the NPPF.

The NPPF makes a clear direction to support sustainable development. Paragraph 15 states that policies in Local Plans should following the approach of the presumption in favour of sustainable development so that it is clear that development which is sustainable can be approved without delay. Within the Core Planning Principles and set out in paragraph 17, the NPPF seeks to encourage the efficient use of previously developed brownfield land.

The NPPF also advises that Councils should aim to avoid long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. The NPPF appears to provide a robust framework in support of the proposal, subject to there being no reasonable prospect of the site being redeveloped for use.

The general thrust of the NPPF advocates housing growth and again the proposal accords with this key aim.

**The Liverpool UDP**

On the proposals map, which accompanies the Liverpool UDP, the site is allocated within the Wavertree District Retail Centre and partly within the Wavertree Village Conservation Area. UDP Policy S5 – District Centres, states:

‘*The following locations, as shown on the proposals map, have been identified as district centres and will be the primary focus for retail development and investment outside of the city centre’.*

One of the sites listed is Wavertree High Street. The second element of this policy states that:

*‘The vitality and viability of these centres will be maintained and enhanced in order to secure the best access for all the City’s residents for shopping and other related facilities. A primary consideration of the City Council, when assessing retail proposals in other locations, will be the impact on the continued vitality and viability of district centres.’*

Policy S7 - Improvements to District Centres is also relevant, which feeds from Policy S5, and states:

*‘the City Council will pursue the enhancement and maintenance of the district centres listed in S5 and will seek to coordinate public and private sector initiatives in order to secure:*

* *The refurbishment, expansion of redevelopment if existing retail premises in accordance with the standards set out in Policy S16;*
* *The maintenance of the shopping function of the primary retail frontages through the implementation of Policies S13 to S16;*
* *Environmental improvements including improvements to the quality of shopping frontages, the safety, security, comfort and convenience of pedestrians and the enhancement of open spaces;*
* *Improvements to the transport infrastructure, in particular public transport and cycling facilities and improving the quality and quantity of car parking provision;*
* *The reuse of vacant upper floors, particularly for residential uses;*
* *Provision of additional social, leisure and community facilities; and*

**Liverpool Local Plan**

The Council’s Core Strategy submission draft document in 2012 refers to the Wavertree High Street retail centre in Strategic Policy 21, which reaffirms the suburban areas retail centre hierarchy, again reaffirming Wavertree as a local centre and states that facilities within these centres will be maintained and opportunities provided a greater focus and improved environmental quality within the centres supported. The Core Strategy continues to state that Wavertree High Street local centre has a very localised function due to the limited retail provision and basic services. Stronger centres at Allerton Road and Smithdown Road South provide for the main convenience shopping needs of local communities. Priorities for the centre include environmental improvements and considering the potential to develop the local economy uses further.

Summary of the National Planning Policy Framework and both adopted and emerging UDP and Local Plan policies at a local level demonstrate that the site and the initial feasibility seek to fulfil the aims and requirements at both national and local level. The current buildings make no positive contribution to the street scene or the retail aspirations of the local centre and this proposal provides an opportunity to enhance both the retail and land use offer as well as significant environmental improvements to the street scene.

**Pre-Application Submission**

We are keen to discuss the sites redevelopment for retail and residential use with you further and include the following information:

* Completed pre-application advice form;
* Site Local Plan;
* Photograph of the site;
* Initial feasibility plan; and
* Pre-application advice fee made payable to Liverpool City Council.

Please can you contact me to arrange a meeting date. My client is keen to progress matters as soon as possible.

Yours sincerely,

Alun Hayes