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Date: 14 September, 2010

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Dear Councillor

PLANNING COMMITTEE - WEDNESDAY 15TH SEPTEMBER, 2010

I refer to the agenda for the above meeting and now enclose the following report, which was unavailable when the agenda was printed.

Agenda No.	Item
11.	Late Representations

Yours faithfully,

Olaf Hansen

Committee Administrator

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PLANNING COMMITTEE : 15 SEPTEMBER 2010

Late Representations/Information

Part 1

APPENDIX 4

Item 4A

S/2010/0350 : Sainsbury's, 1-3 Liverpool Road, Crosby

Addendum report attached.

Agenda Item 11

Committee:	PLANNING
Date of Meeting:	15 September 2010
Title of Report:	S/2010/0350 & S/2010/1008 Sainsbury's 1-3 Liverpool Road, Crosby (Manor, Victoria and Blundellsands Wards)
Proposal:	<p>S/2010/0350 - Redevelopment of land within Crosby district centre comprising the demolition of buildings and erection of retail food store with undercroft parking (Use Class A1) and:</p> <ul style="list-style-type: none">i) Full planning permission for erection of 7 small retail units comprising shops (A1); and/or financial and professional services (A2); and/or restaurants and cafes (A3); and/or drinking establishments (A4); and/or takeaway (A5)ii) Full planning permission for erection of community use building comprising financial and professional services (A2); and/or business (B1); and/or community uses (D1) with parking to rear.iii) Full planning permission for change of use and alteration of existing foodstore to shops (A1); and/or financial and professional services (A2); and/or restaurants and cafes (A3) and/or drinking establishments (A4); and/or takeaway (A5).iv) Full planning permission for construction of multi-storey car park to Islington with bus interchange facility and decked car park over existing Allengate car park.v) Full planning permission for new and altered vehicular and pedestrian accesses, including the re-routing of Moor Lane, landscaping of centre, construction of infrastructure and associated facilities together with associated temporary works and structures and associated utilities/services required by the development. <p>S/2010/1008 - Use of land for the siting of 7 temporary shop units with Use Classes A1 to A5 and associated temporary ground works</p>
Applicant:	Sainsbury's Supermarket Limited

ADDENDUM REPORT

Executive Summary

The report summarises discussions held since the closing of the Committee Agenda and comments on amendments made by the applicant in response to the concerns raised by Members at the meeting of 18 August 2010.

Further information has also been supplied by the applicant to assist in the processing of the application, whilst also commenting on further discussion undertaken since the meeting with interested parties, including local residents, traders and the A Better Crosby Group.

There have also been further representations made with regard to the proposals which are reported below.

Recommendations S/2010/0350: Approval subject to completion of Section 106 Agreement detailing provisions for trees, greenspace, public art, highway works and town centre security provisions

S/2010/1008: Approval

All conditions are contained in Annex 1 of the original report with the exception of an additional two added to S/2010/0350 referred to at paragraph 7.2 of this report.

Justification

The proposals are fully compliant with the development plan and with national planning policy as set out in PPS1 and PPS4. The proposal is consistent with all local plan policies referred to within the report and the development will therefore accord with the aims of national and local planning policy in delivering mixed use development of a sustainable form in the heart of Crosby local centre.

It will provide a much needed injection of investment and a boost to the local employment sector, whilst offering townscape improvements and a high quality visual environment altering but maintaining key routes within the centre and improving links beyond the centre via an improved and safer environment for pedestrians and other road users which in turn will support linked trips.

The scheme will serve as a catalyst for further investment into the Crosby centre whilst making direct financial contributions towards improved tree provision and public realm beyond the area the applicant seeks to develop.

As such and having regard to all other material planning considerations, the granting of planning permission is justified.

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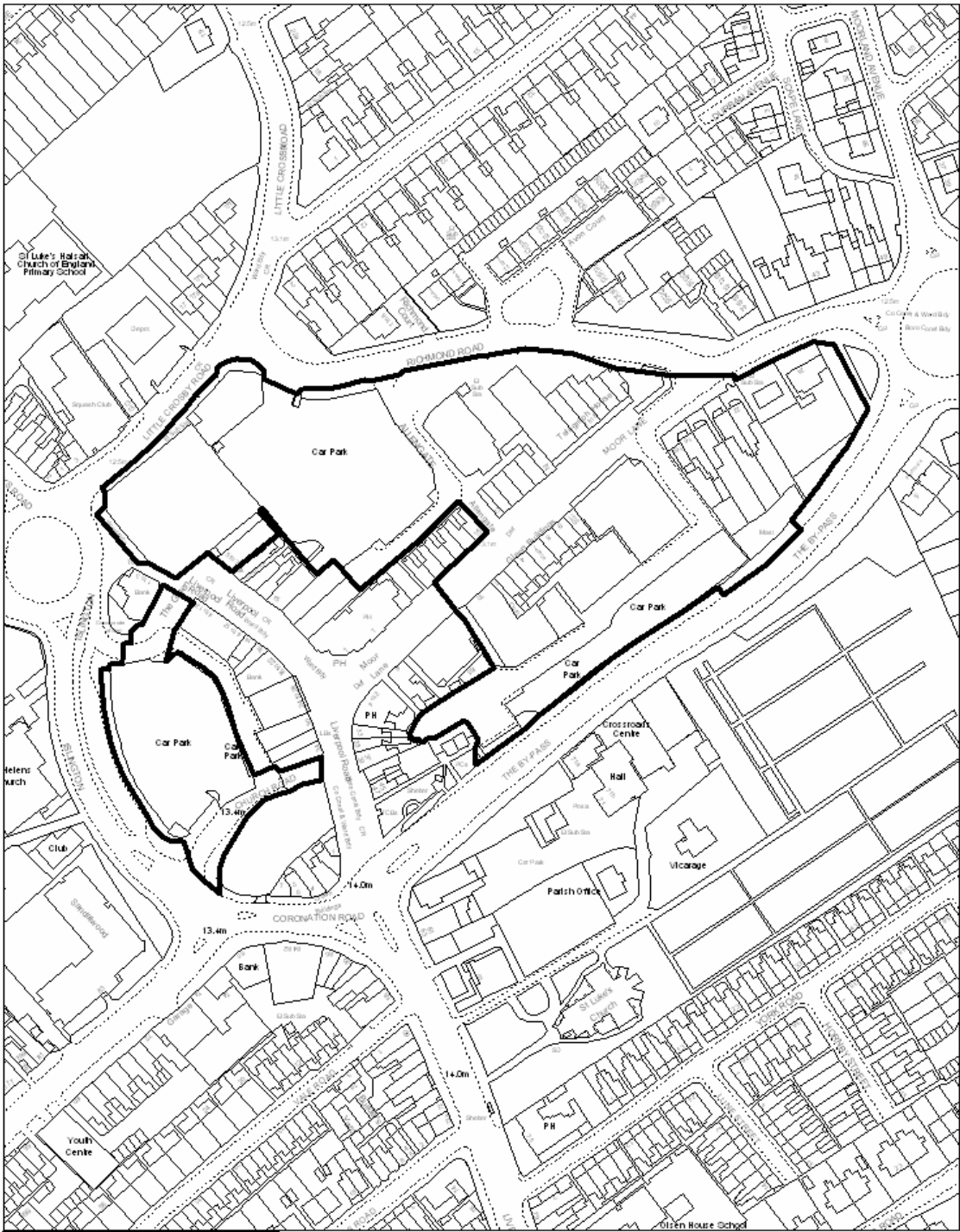
Financial Implications

CAPITAL EXPENDITURE	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
REVENUE IMPLICATIONS				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

List of Background Papers relied upon in the preparation of this report

History referred to

Policy referred to



Sefton Council Planning & Economic Regeneration Department Andy Wallis - Director <small>Planning & Economic Regeneration is part of the Regeneration & Environmental Services Directorate</small>	S/2010/0350 Sainsbury's 1-3 Liverpool Road Crosby L23 2SA OSGR: 332106, 400011		Elevation: 129A, 147D, 127C, 148B Area: 31100 sqm		Standard Site Plan Scale: 1:2000 Date: 3/8/2010 Drawn By: EBRR/ton
	<small>This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown copyright. Unauthorised reproduction in any form is prohibited and may lead to prosecution or civil proceedings. Regeneration Department using MapInfo (Sefton Council Licence No. 100018192)</small>		Ward(s): Blundellsands, Manor, Victoria Postcode Sector(s): L23 5, L23 2 Polling District(s): L3, M4, M2 Parish(es): None Found		

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1. THE APPLICATION

- 1.1 As the main agenda report explains, the application was considered at the Planning Committee meeting of 18 August 2010.
- 1.2 The application has been reviewed in respect of the points raised at that meeting. A total of seven further individual petitions have been submitted from the following:
 1. Petition containing 360 signatures from Jamie Scott, 2 Marine Terrace, Waterloo, sponsored by Cllr Peter Papworth.
 2. Petition containing 25 signatures from Jo Potier, 6 De Villiers Avenue, Crosby, sponsored by Cllr Paula Parry.
 3. Petition containing 31 signatures from David McLean, 5 Durban Avenue, Crosby, sponsored by Cllr Steve McGinnity.
 4. Petition containing 31 signatures from Keith Downes, 21-23 Moor Lane, Crosby, sponsored by Cllr Martyn Barber.
 5. Petition containing 27 signatures from Mary Earnshaw, 18 Rossett Road, Crosby, sponsored by Cllr Martyn Barber.
 6. Petition containing 31 signatures from Adam Ritchie, 38 Marldon Avenue, Crosby, sponsored by Cllr Peter Papworth.
 7. Petition containing 26 signatures from Claire Holland, Manager, Sandalwood, 83 Coronation Road, Crosby, sponsored by Cllr Peter Papworth.
- 1.3 Copies of each petition (first page only where more than one), and the respective cases put forward by each petitioner are attached in this report.
- 1.4 Further representations have been received since the last meeting from the following addresses:

16 Avon Court, Richmond Road; 19 Cambridge Avenue, 6 Chestnut Avenue, 5 Durban Avenue, 12 The Northern Road, 8 Moor Close, 54 Kimberley Drive, 1 Sunnyside Road, Brookside Cottage, Little Crosby Road, 1 Windmill Close and Maghull Developments, owners of the site that comprised the former Central Buildings.

Of further letters received, 8 have raised objection and 4 support the proposals.

The tenor of further comments continues to relate primarily to the size and scale of the store, the lack of focussed consultation and information on the proposals, and comment that proposals could be worked up in line with an ongoing and developing Core Strategy, plus thoughts that an alternative scheme is achievable that will enable a store larger than existing but smaller than that proposed.

Those supporting consider the scheme to be a significant regeneration opportunity and comment is made in particular by the owner of Central

Buildings that retailers with whom they have been in discussion will not regard Crosby as a viable location if the application is refused and in that case Central Buildings would be most unlikely to come forward.

- 1.5 A display of all the application drawings and associated documents was placed in Crosby Library on 27 August 2010. A comments book was provided which has been signed by over 200 individuals. A copy of the comments made is available separately but the objection to the scheme outnumbers support by around 5 to 1 based on comments collected at lunchtime on 6 September 2010.
- 1.6 The main issues raised are consistent with those previously mentioned in the report: objection to the size and scale of the building, the impact of the built form on the historic Crosby Village, and comments that the building is of industrial character and of a form typical of an industrial estate. There is concern that the building of the store is for the ends of the applicant and not in the interest of the village, and that traders will inevitably suffer. Those favouring the scheme comment on the need for regeneration and improvements to the centre as a whole.
- 1.7 It is considered that this form of further publicity has offered both the opportunity for further reflection and an opportunity for those who have not felt able to comment to now do so.
- 1.8 The applicant has embarked on a detailed programme of face to face meetings and has offered individual briefings with each of the three political groups over the course of September 2/3. Minutes of the meetings are available for display and have been sent to those taking part though at the time of writing not all have responded to what was sent.
- 1.9 The following have subsequently meet the Sainsbury team:

Helen Thompson, 3 The By-Pass,
Steve Pritchard, Pritchards Book Store, Moor Lane,
Colin Auton (on behalf of Jacqueline Auton, Café Barista, Moor Lane,
Residents of De Villiers Avenue,
Mary Earnshaw, Rossett Road,
Jamie Scott, Marine Terrace, on behalf of ABetter Crosby (ABC), and
Residents of Sandalwood, Coronation Road.
- 1.10 Each of these discussions were attended and minuted by Council officers and lasted between 1 and 2 hours each. The Local Member of Parliament was also briefed, as were the Conservative and Liberal Democrat groups respectively. The Sainsbury team comprised their own in-house Planning Manager, the retained Planning Consultant, the scheme architect, a representative from their highway engineering team and the public relations consultant.

Summary of meetings held 2/3 September 2010

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- 1.11 Helen Thompson – commented that development need accepted, but concerned over provisions for existing traders, impact on property and the concern over living next to a building site for two years. Traffic will become horrendous and the issue of compensation was raised. There had also been no appreciation of there being an internet operation and that whilst the development will be wonderful for many, it will not be for immediate neighbours. Queries were also raised in respect of a future petrol filling station, the loss of trees and impacts of massive store.
- 1.12 The applicant replied that new vehicle trips will be distributed across the network, no access into car parks from the by-pass. The store will not be an internet hub and there will be no customer deliveries at night time. The planning system does not operate on the basis of private compensation and house prices and property devaluation cannot be taken into account. The outlook from her property and that of the neighbour would be of a landscaped area and the proposed new community building.
- 1.13 Steve Pritchard – main concerns related to there being no passing trade during construction, extra traffic to the store, misleading visuals and poor communication of proposals, comparison with experience at Urmston and Huyton where larger centre dominates at expense of everything else, and an empty shop ought to have been used in the town centre.
- 1.14 Mr Pritchard also queried the need for the store in respect of size and whether existing traders will be supported. He concluded that the need for change is accepted, but that the applicant is being inflexible over the extent of change being proposed. Also reference to the possible effect on property values and the need to retail village character, e.g. Glenn Buildings.
- 1.15 The applicant responded that a phased approach would be undertaken to ensure continuity of trade within the centre. They pointed out that there were a range of consultation events prior to the application that generated a range of comments. Illustrative material was made available on their website. The scale and size of the store as originally advertised has not changed. They would wish to address complaints that the current store is cramped and they must compete with other stores outside of Crosby.
- 1.16 They continued that a range of options had been assessed and the existing store cannot be extended. The ABC scheme does not work and a smaller store could not be built. They also take the view that the proposal will stop the decline in Crosby. The store will have a promotional role in that regard.
- 1.17 Colin Auton – commented that existing traders feel in the dark and there are many unanswered questions. There is no prospect of investment and attempts have been made to contact landlords to pay

rent without success. Communication was expected to be better and more information was required regarding the construction phase.

- 1.18 The applicant replied that application has been made for temporary units, and that landlord/tenant matters are being dealt with by others. There are still many issues to resolve and a start is at least six months off. They agreed to send plans to Mr Auton and advice on phasing. There is no current information available on rentals but as much will be provided as possible.
- 1.19 Residents of De Villiers Avenue - commented on large size and scale of the proposals, impact on character of Crosby, the prospect of residents parking provision, the proposed multi storey and overall impact on lives. They claimed that objections raised in the consultation events were ignored, and that residents parking in De Villiers Avenue was a long standing problem.
- 1.20 The residents continued to express concern over impact of construction traffic, concern that the store is bigger than they had initially envisaged, and that the multi-storey was of horrendous design giving rise to the prospect of crime and anti-social behaviour. The size of the store and goods online was picked up, and reference was made to Urmston, the accuracy of parking surveys, and the future devaluation of properties. The residents felt that commercial considerations were playing too big a part in the consideration and that devaluation of properties was an issue.
- 1.21 In response, the applicant indicated that a Residents Parking Scheme cannot be introduced to resolve an existing problem. Residents would have to lobby separately and pay for it, or allow the applicants to introduce it as part of their development proposals but not before. The multi-storey car park is fully secured and tickets are needed even for pedestrians using it.
- 1.22 The applicant indicated they would instruct construction traffic not to use De Villiers Avenue and they would take up ongoing issues with the store manager. There was scope for discussion on the scheme but not in order to solution that is not viable. The applicant operates on a 'food first' basis quite different to other supermarket operators. Surprise was expressed at the lateness of the objection and the turnaround in opinion based on the applicant's previous surveys.
- 1.23 Mary Earnshaw – raised a series of questions seeking to understand why store overtrades and what the attractions are, pointed out that many people enjoy the current shopping experience and lesser scale of store, the size as it stands being a strength. The size and scale of the store was queried and similar examples elsewhere were raised. Concern was raised that Huyton had suffered as a result.

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- 1.24 Mrs Earnshaw had also spoken to existing traders and expressed concern that the scheme caters for the applicants' customers only, and that the new units were standard "identikit" stores that would charge a rent unaffordable to current independent traders. Comment was made on inconvenience to local trade during the construction period and questions were raised over the need for a multi storey car park and the overall number of spaces.
- 1.25 The applicant responded that the existing store received numerous complaints over a lack of stock and a cramped feel. The continued relationship between customers and colleagues is important. The new store will give an overall better shopping experience. Huyton is a different scenario to that in Crosby given that the store in Huyton caters for a much wider range of non-food items and independents in Crosby will work in tandem with the predominant 'food first' offer of Sainsburys.
- 1.26 The applicant continued that many existing units will remain and in themselves are currently vacant and will change hands. Opportunities will be maintained for existing traders to stay. Rental values will be a matter for landlords. It is not in the applicant's interests to see other traders suffer during the construction period. Parking provision has been subject to extensive discussion with the Highway Authority and there is justification for the multi-storey.
- 1.27 Jamie Scott (ABC) – people are generally in favour of a new store in Crosby, but not of the scale proposed. The applicant could make change for wider good but is adopting the stance that there is no other option. Crosby is a goldmine and it is possible that a much bigger store could still suffer from overtrading. It is regrettable that there is a need to relocate existing traders when proposals are achievable that reduce the need for this.
- 1.28 Mr Scott described his ideas for Crosby with a store placed on the current Allengate car park, with direct frontages to Moor Lane. Ground floor parking would be expanded at 'Cookslands' into a prominent car park affording views of the larger development from the By-Pass. A DIY store could be removed to make way for the car park. The question was raised over whether or not roof-top parking could be achieved.
- 1.29 The applicant has responded that the suggested option had already been considered but in the interest of clarification produced their own version of the ABC proposal using their own resources. The intended scheme gives rise to all servicing being carried out from Richmond Road and results in a store of 23,000 sq ft, a 20% increase on the existing. The physical shelf increase would be just 17%. There would also be 250 parking spaces less than half what is currently proposed and would be insufficient in respect of both number and location.

- 1.30 The applicant continued that a store of the size needed to be viable could not be achieved without removal of buildings, road diversion and the need for land assembly. They also commented that stores on stilts are not viable if constructed to less than 40,000 sq ft.
- 1.31 Mr Scott pointed out that the applicant has an element of corporate responsibility. The applicant responded that this does not extend to building a store that loses money.
- 1.32 Mr Scott indicated that this response was not unexpected and produced a further set of proposals. These were very similar to option 1 contained within the applicant's Design and Access Statement and included built form within 4 metres of the rear of Glenn Buildings. The applicant offered initial feedback relating to the spacing, lack of natural light into the store, and problems connected to servicing vehicles and access points. The first floors to the Glenn Buildings would be unlettable due to the relationship of the new store.
- 1.33 The applicants indicated that they would nevertheless review the revised option but that much time and resources had already been expended on the original well publicised option put forward by Mr Scott. It was accepted that the PlacesMatter! solution would not work, nor would Mr Scott's first alternative as interpreted by the applicant, and that the latter option tabled at the meeting was very similar to a proposal ruled out two years previous.
- 1.34 Residents of Sandalwood – issues raised related to the concerns over the multi-storey car park, environmental impact, increased traffic flows and the size of the store. Residents object to looking at three levels of parking, and complained over the lack of interaction with the applicant during the consultation process.
- 1.35 Complaint was made regarding loss of view, sunlight and daylight, and comment was made that the multi-storey car park was simply not wanted due to its scale and design. The store should be made smaller and there are too many parking spaces proposed. The scheme is like an out of town warehouse but the pedestrian crossing facilities to Islington and seating closer to the centre is welcomed. Children would not be able to sell the flats on due to devaluation. Comment was made on the difficulty of store access.
- 1.36 The applicant replied that there will be increased traffic and that had approaches been made, as residents of Avon Court did, they would have been accommodated. They apologised over not being able to reach residents sooner. They commented that the orientation of the car park to flats was such that it would not cause loss of sunlight and that the design was being looked at with a view to muting colours.
- 1.37 The applicant continued that a store could not be achieved without the parking spaces proposed and that the store would not be visible from

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Sandalwood. There had been much technical work in respect of the mini roundabouts and the problems of accessibility had been recognised. The applicant confirmed that the design would be looked at with a view to some modification.

- 1.38 The residents of Sandalwood concluded that they do not believe the multi-storey car park can be made acceptable, the crossing assists but still raise concerns over traffic and devaluation of flats. The proposal should be made smaller.

Conclusions

- 1.39 It is considered that the applicants have adhered to the Committee's previous request to reflect on the scheme, in particular the views of Abetter Crosby, and have engaged with petitioners and other interested parties proactively and in timely fashion, to listen to concerns and where possible answer them in positive fashion.
- 1.40 The applicant has also made substantial design amendments to the proposal and have gone into much further detail in respect of justifying the size and scale.

2. DESIGN AND RELEVANT POLICIES

- 2.1 The applicant has made a number of amendments to the proposals to reflect comments made by Members on the aesthetics of the scheme.
- 2.2 The changes made to the proposals following the previous meeting are summarised as follows:
- Increased glazing to the Richmond Road elevation.
 - Reduced palette of colours to the multi-storey car park (final detail to be covered by an additional planning condition)
 - Increased glazing to store on south and western sides
 - Revised colour scheme to new retail units opposite store to reflect Glenn Buildings
 - Revised colouring to Community Use building to white render and cladding to entrance.
- 2.3 The general palette of materials and the scale of the building remains as previous and further information has been supplied in the form of additional visuals to demonstrate the design quality of the proposals and to better reflect the relationship of the scheme to other buildings within the centre.
- 2.4 The following national and local plan policies are relevant to the scheme and excerpts of key documents and Local Plan Policy DQ1 are provided below, with a response and appraisal demonstrating how the scheme complies with each of the relevant policies and principles.

3.0 CABE Document 'By Design' (2000)

"Good design is essential if we are to produce attractive, high quality, sustainable places in which people will want to live, work and relax. It is fundamental to our objective of an urban renaissance. We do not have to put up with shoddy, unimaginative and second-rate buildings and urban areas. There is a clamour for better designed places which inspire and can be cherished, places where vibrant communities can grow and prosper. To achieve this we need to effect a culture change ..."

- 3.1 In this regard, the scheme picks up on and addresses the problems Crosby has suffered in recent years, from a lack of footfall, the dominance of car parking and a centre which continues to accommodate vacancies and an overall lack of vitality. The scheme involves the removal of much built fabric and the quality of this varies as picked up in the previous report, but equally the more historic fabric at the Liverpool Road/Moor Lane junction is retained. The scheme will give rise to a new hub in the centre of Crosby and therefore investment breeding further confidence in the area and delivering a vibrant community. Maintaining the centre in its current form will not deliver the change that is clearly needed.

4.0 Planning Policy Statement 1: Delivering Sustainable Development

- 4.1 *'Good design ensures attractive usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning.'* (paragraph 33)

The scheme will give rise to a useable, durable and adaptable place. It will inspire activity and refocus it within the centre such that it affords easy access to all town centre uses, whilst affording opportunity for a range of means of safe travel, not just by car but by other forms of transport including on foot. It will also enhance public routes and create a new town square. At present, the existing store's position accessed via Allengate is such that the potential for linked trips and use of other shops is considerably less than the scheme would bring.

- 4.2 *'Planning policies should promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term but over the lifetime of the development. Design which fails to take the opportunities available for improving the character and quality of an area should not be accepted'* (key principle IV, paragraph 13)

The scheme is a modern, contemporary approach. It is clear that form must follow function and in this respect, it should be said that whilst the existing store constructed in the early 80s comprised an approach of brick and tile, this in itself would have been a building considerably

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larger than anything else existing at that time. This building will continue as a key retail anchor within the new proposals.

The construction of a store of the size proposed cannot be achieved through the same means. The impact of the built form would be substantially greater and overall a mix of materials is proposed to reflect some traditional components of Crosby but also to identify a more modern approach of its time. There is a use of glazing and clad areas which is by no means untypical of development within a centre and this has been further enhanced following discussion since the previous meeting.

Whilst the main building has a much greater footprint than any other building, there are only so many vantage points available, and as far as can be achieved, the public views of the built form are positioned appropriately to reflect street frontage, with service and back up areas turned away from the street scene. It is unusual for a development of this size and scale to minimise the impact of car parking and this is done effectively through the use of undercrofts and well landscaped decked areas.

The multi-storey car park is of a scale comparable to other buildings nearby and whilst different in design, should not be designed to give the false impression of a conventional building in, for example, office use. The design offers interest and legibility and would soon become a reference point within the centre.

The existing store is opened up to provide active frontages and a new retail focus encouraging activity at the western end of the district centre. The units proposed are of good size and ought to represent an attractive retail offer.

The Community Use building will also add to townscape and assists in screening what may otherwise be the unwanted views of a service ramp when seen from southbound approaches, and follows the street line in a manner that would be expected of a building of this type.

- 4.3 *'Good design should contribute positively to making places better for people. Design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.'*
(paragraph 34)

The scheme clearly makes a positive contribution to the character and appearance of the surroundings. Three open car parks will be altered considerably and there will no longer be an appreciation of what currently comprises servicing to the rear of units fronting pedestrianised areas of Liverpool Road and Moor Lane, and the blank elevations of Telegraph House to the rear of Richmond Road are replaced by built form of impact but with lively active frontage. There is

also substantial glazed frontage to Moor Lane offering a welcoming and pleasant environment that will be sustained at all times, and lighting will supplement the newly created route.

As an example of change with regard to the way an area functions, the scheme takes existing servicing away from Richmond Road and accommodates all of this on the By-Pass. The scheme will re focus activity in the district centre and enhance footfall and thereby vitality and viability. The scheme will also address clearly held perceptions of Crosby being 'an island'; there are improvements throughout the centre to crossing facilities and access to existing shops will also be considerably improved in particular courtesy of new links from Islington and Richmond Road respectively.

- 4.4 *'High quality and inclusive design should be the aim of all those involved in the development process. High quality and inclusive design... means ensuring a place will function well and add to the overall character and quality of the area' (paragraph 35)*

The design and layout is considered to be of high quality and will cater for all users. Though the store itself is at first floor level there are a range of means by which all users regardless of age or mobility can access the building. This is explained further in Section 5 of this report.

- 4.5 *'Good design should:*
- address the connections between people and places by considering the needs of people to access jobs and key services;*
 - be integrated into the existing urban form and the natural and built environments;*
 - be an integral part of the processes for ensuring successful, safe and inclusive villages, towns and cities;*
 - create an environment where everyone can access and benefit from the full range of opportunities available to members of society; and,*
 - consider the direct and indirect impacts on the natural environment.'* (paragraph 35).

The scheme would bring considerable contributions to a safer environment for all users of the centre and offers a range of uses consistent with what would be expected within a town centre. The main displacement of urban form centres of the removal of later additions and the larger part of the historic core is still maintained.

- 4.7 In summary, it is evident that good design is not simply about observations on the size and scale of buildings. It is also important to consider what makes places visually attractive, whilst also looking at

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linkages, routes and the ability of a scheme to adapt and respond to future change with an emphasis on sustainability.

- 4.8 Paragraph 34 of PPS1 introduces two separate tests in its final sentence.
Design which is inappropriate in its context should not be accepted. Similarly, design which fails to take the opportunities available for improving the character and quality of an area and the way it functions should not be accepted.
- 4.9 If PPS1 is to be applied correctly, it is necessary to properly understand the character of Crosby and not just pinpoint certain areas. Crosby is a commercial centre which like most others of similar size has a range of buildings of varied quality, and many of those to be removed are of considerably lesser quality than what is proposed. The Glenn Buildings are clearly of interest and their loss has been previously commented on. The older buildings at the Moor Lane/Liverpool Road junction are also of interest. There are also residential properties and a cemetery on the edge of this mix.
- 4.10 The character of the village must therefore be reviewed as a whole and not with sole attention given to a scheme design based mostly on preserving a single collection of buildings, and when assessing this overall character, the external perception of three car parks and the rear of retail units turning their back on the currently most used public areas must be weighed exactly the same as that of some attractive buildings. Other routes have been enhanced to minimise opportunities for crime and anti-social behaviour, most notably to the rear of the George Public House.
- 4.11 The current difficulties of movement and unwelcoming public areas must also be recognised, and in this context, it is compelling to accept the substantial improvement the proposals bring in terms of footfall, vitality and viability, whilst addressing the problems of movement identified in previous design analysis.

5. LOCAL PLAN POLICY

- 5.1 The key Unitary Development Plan Policy DQ1 is reproduced in full below.
-

DQ1 DESIGN

1. Development will not be permitted unless:

In relation to site context:

(a) the proposal responds positively to the character and form of its surroundings

(b) in areas of lesser quality the development enhances the character of the area rather than preserves or reproduces the negative aspects of the existing environment.

In relation to site design, layout and access:

(c) the arrangement of buildings, structures and spaces within the site relates positively to the character and form of the surroundings, achieves a high quality of design and meets all of the following criteria:

(i) ensures safe and easy movement into, out of and within the site for everyone, including those with limited mobility;

(ii) protects the amenity of those within and adjacent to the site;

(iii) promotes the safety and security of those within the site whilst the safety and security of those outside it should be promoted through natural surveillance;

(iv) creates attractive outdoor areas which fulfil their purpose well;

(v) follows sustainable development principles in design and construction wherever practicable.

In relation to the design of buildings and structures:

(d) proposals make a positive contribution to their surroundings through the quality of their design in terms of scale, form, massing, style, detailing, use of materials and meet criteria (ii) to (v) listed in part (c) above (replace 'site' with 'building' in ii. and iii.)

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In relation to publicly accessible buildings:

(e) safe and easy access is provided for everyone, including those with limited mobility.

Procedures

2. Site layout and landscape plans and a site appraisal describing the existing site conditions and features shall be submitted where relevant.
 3. Applications for major developments, or for proposals on important or sensitive sites, shall be accompanied by a Design Statement setting out the design principles for the development.
-

5.2 Applying each of these criteria in turn:

1(a) - The proposal for the reasons explained in Section 4 responds positively to the character and form of its surroundings.

1(b) - The areas of lesser quality are identified and appropriate design responses are produced.

1(c)(i) - The scheme provides considerably safer movement into, out of and within the site and caters for those with limited mobility as set out above.

1(c)(ii) - The scheme protects amenity for those within and adjacent to the site, acoustic walling is proposed where servicing may otherwise be seen as an issue, and buildings are appropriately positioned to avoid loss of daylight, outlook or sunlight. Conditions are attached to ensure as far as may be expected minimal disturbance during the construction period.

1 (c)(iii) - The scheme appropriately secures car parks at times when not in use, removes dead ends, provides development with active frontage in all locations, and affords routes offering clear views reducing scope for gathering.

1 (c)(iv) - The scheme will provide for an attractive public square and enhancement through commuted sum payment of around £350,000 to other outdoor areas within Crosby Village.

1 (c)(v) - The scheme follows a range of sustainable development principles. As explained in the previous report, there will be use of renewable energy techniques. Sustainable drainage and rainwater harvesting will be utilised. here will be electric car charging points. Increased car use cannot be avoided for a scheme of this scale. However, the changes to public realm and increased opportunity for

alternative forms of transport will assist in reducing car dependence in addition to the applicant's commitment to a Travel Plan.

1 (d) - The store building is clearly of a size and scale which is significant and acknowledged within the previous report. It must however be emphasised that the building footprint is not dominating the entire townscape. The choice of materials and creation of routes is seen within this policy framework as of equal importance, and size and scale alone cannot be regarded as reason for rejection. Amendments have been made to secure improvements to the external appearance of the scheme as a whole as suggested by the Planning Committee previously.

1 (e) - There is to be safe and easy access provided for everyone and the applicant has reviewed the means of entry to the building. The applicant has clarified previous concerns relating to the size and scale of the store and an attached addendum to the original Design and Access Statement is attached to this report.

5.3 The above analysis demonstrates that the scheme is compliant with both national and local policy on design and therefore with the amendments made, the scheme achieves the principal objectives of design policy which when looking at Crosby as a whole are to respond positively to the character of existing surroundings and take the full opportunity to address areas of lesser quality in a variety of ways.

6. ALTERNATIVE PROPOSALS AND SCALE/SIZE OF STORE

6.1 As stated previously, the Council's retail consultant, White Young Green, advises that a store of the size and scale proposed is needed to achieve a quality shopping experience that competes with other stores elsewhere in the Borough. There also needs to be a strong anchor in place to secure future viability and investment of the scale proposed is also required to deliver significant improvements to store quality in order that such investment is justified. A smaller store would not deliver a comprehensive solution and would require future extension or reconfiguration.

6.2 It is also possible that a reduction in size of store will not necessarily bring about substantial reduction in impact given the gross-net ratio of the store and the need for ramps etc, nor will it offer considerable scope for further environmental improvement.

6.3 The applicant has reflected on the views of 'Abetter Crosby' and has produced their own interpretation of their proposals which centre of providing the store on the existing Allengate Car Park. They met with ABC on 3 September 2010. Copies of two alternative schemes are attached to this report. They attachments represent a combination of work by both the applicant and ABC.

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- 6.4 The applicant reviewed the ABC scheme and having appraised the scheme against Sainsbury's development framework, concluded that the true floor area would be increased by 7,000 sq feet and increases the overall shelving space by less than 20% due to the narrow store shape. The narrow depth of the building and the need for travelator access would prevent first floor sales, food sales would be split onto two floors.
- 6.5 The scheme also gave rise to minimal street presence to Moor Lane, an oversized café in order to fill space, a store entrance in the centre of the building giving rise to significant distance from the checkouts, and remote and poor quality areas of parking. There would also be a dominance of servicing from Richmond Road and pedestrian routes from Little Crosby Road and Richmond Road would be severed.
- 6.6 The applicant has also reviewed at short notice an Option 'B'. This has been reviewed with the building brought 10 metres away from the Glenn Buildings. This causes similar problems in respect of servicing and shelf space.
- 6.7 The applicant has also undertaken its own exercise in establishing the possibility of a store fronting Moor Lane itself. This demonstrates that a store of around 30,000 sq ft could be achieved but that to do so there is a need to demolish additional retail units not currently in SSL's demise, including Pritchard's Bookshop. There would be a need to demolish additional retail units and all that could be achieved is a replica of the foot print of the existing Sainsbury's foodstore.
- 6.8 ABC also asked for the existing Sainsbury's car park/land to the rear of Moor Lane site to be reviewed. This was option 1 of various site options back in 2008. The applicant has now now comprehensively revisited and re-examined its potential. It is not suitable and cannot deliver a viable scheme.
- 6.9 The applicant has responded comprehensively and reasonably to the suggestions made by ABC, some of which have been provided at very short notice, and has demonstrated beyond doubt that convenience shopping provision in Crosby cannot be achieved by developing on the surface car parks, even if additional buildings are taken in. The only solution is that which now forms part of the application before Members.
- 6.10 The applicant was also asked previously to explain the need for a store of the size and scale proposed. Further information submitted by them is attached. It is emphasised that, in accordance with National Planning Advice, there is no requirement for development in town centre locations to demonstrate need.

- 6.11 The applicant comments on a range of points. The store is compliant with PPS4. The function of Crosby and its status within the overall retail hierarchy will not change. They comment that the store is needed of the size propose to assist in the regeneration of Crosby, to meet customer requirements, to compete with other large foodstores. The competition is set out, with reference to four other foodstores. The size of the store and minimising land take is the reason for raising the store onto stilts.
- 6.12 There are issues of land assembly, service rerouting and reprovision of public realm that all add considerably to development cost. Like any other commercial operator, there are business considerations that inform the scale of the proposals and the applicant has established that the 'tipping point' is a store of 50,000 square feet.
- 6.13 The applicant asserts that a smaller store is not viable and given there will be no other food retailer capable of delivering a workable alternative, the current decline in the centre will continue.
- 6.14 The applicant and the Council's retail consultants are in agreement that the store will increase footfall and secure new investment as opposed to deterring it, which is borne out in similar terms by the support of the current owner of the Central Buildings site. A smaller store will not bring the footfall and facility to feed off the attractions created by the new store and investment opportunity will be lost.
- 6.15 The applicant has commented on suggestions of a 10% reduction that the store would still need to follow the same key components of being on stilts, with the same servicing and colleague facilities.
- 6.16 The Director comments that the applicant has gone beyond the strict requirements of PPS4 by demonstrating the need for the store within an established centre, they have demonstrated that the scheme will not alter the established retail hierarchy within Sefton, and have explained in detail why a reduced store will not meet investment and regeneration objectives which in itself is a key component of Sefton Policy CS3.

7. OTHER MATTERS

- 7.1 he comments of English Heritage are still being sought with regard to the recent request for listing of the Glenn Buildings. Again it is emphasised that
- 7.2 With regard to the issue of on-line services, and to reflect concerns relating to the treatment multi-storey car park, the Director would add two further condition to S/2010/0350, as follows:

"Prior to the store being brought into use a scheme detailing the scheme of all home delivery operations shall be submitted to and

Agenda Item 11

agreed in writing by the Local Planning Authority. The scheme shall include:

- A brief description of the operation,
- Hours/days of operation,
- Expected frequency of vehicle movements,
- The size and type of vehicles involved,
- The vehicle storage arrangement during non-operational periods, and
- A plan showing the areas used for such operations as well as those for the main delivery/servicing operations (including areas which are to be kept free from obstruction to facilitate manoeuvring).

Home delivery services shall take place in accordance with the approved details.

Reason: In the interests of highway safety and to accord with policies CS3 and AD2 of the Sefton UDP.”

“A detailed colour scheme for the cladding of the multi-storey car park shall be submitted to and agreed in writing with the Local Planning Authority prior to the commencement of the car park hereby approved. The multi-storey car park shall be constructed in accordance with the approved details”

Reason: In the interests of visual amenity and to comply with Sefton UDP Policies CS3 and DQ1”.

7.3 Full set of approved drawings as follows:

ARCH/2008-023 P51C, P52B, P53*, P54*, P60N, P61H, P62A, P63E, P64B, P65*, P66L, P67E, P68A, P69B, P70G, P71B, P72, P73B, P74*, P75*, P76*, P77A, P78B, P80E.

Tree Survey and landscaping plans 735-01 (2 parts), 02E, 03*, 04B, 05*, 06*.

Air Quality Assessment received 12 March 2010 and addendum report
Design Appraisal received 12 March 2010

Development Framework received 12 March 2010

Drainage Strategy Statement received 12 March 2010

Ecological Assessment received 22 March 2010 and update received
17 June 2010

Environmental Noise Impact Assessment received 17 June 2010

External Lighting Assessment received 12 March 2010

Flood Risk Assessment (Risk Assessment Release 4.0) received 2
August 2010 (electronic copy)

Keeping Crosby Trading report received 12 March 2010

Planning and Retail Statement received 12 March 2010

Agenda Item 11

Renewable Energy and Energy Efficiency Statement received 12 March 2010

Transport Assessment and appendices received 12 March 2010, supplementary technical appraisal June 2010.

Utilities Statement received 12 March 2010.

Contact Officer: **Mrs S Tyldesley** **Telephone 0151 934 3569**

Case Officer: **Steve Faulkner** **Telephone 0151 934 3081**

Agenda Item 11

PAGE 1 OF 2 (copy) 9/9/10.

Received by Sefton Council
 PLANNING & ECONOMIC REGENERATION
 DEPARTMENT-BOOTLE OFFICE
 - 3 SEP 2010

Petition for representation at Planning Committee

for

JAMIE SCOTT of MARINE TERRACE or a substitute, has been endorsed by Cllr P. PAPWORTH and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

Endorsement of Councillor		
P. Papworth (P.R. PAPWORTH)		
Signatures of 25 Sefton Residents in support		
Signature	Name	Address
	Patricia Fletcher	9 Rockampton Drive Crosby L23 7XP
	Catherine Crosbie	6 Moor Drive L23 2WP
	MARGARET THORPE	75 ROSEDALE AVENUE L23 0U5
	BEVERLEY SEAL	35 MOORFIELD RD, L23 9UB
	ELIZABETH BEAGAN	119 LIVERPOOL RD, L23 5TE
	CLAIRE LAWRENCE	39 Cambridge Rd L23 7XN
	Joanne Radford	25 Rosedale Ave L23 0UG
	PETER SHAW	29 OLD FARM ROAD L23 2RE
	GARY UNLEY	34 EATON AVE L21
	ALISON UNLEY	34 EATON AVE L21 6NQ
	STEVE GILL	60 SEWARD L21 7PQ
	D ADAMS	87, RAMSON RD SEAFORTH
	Loui Joga	20 Rutland House Blvd eDsd
	SAM JONES	42 CLAREMONT RD SEAFORTH
	Jade Stokes	24 VIOLET ROAD, L21 6NZ
	S.E. SWIFT	1 Mere Park-Crosby.
	STEVE HUTCHINGS	13 MOOR LN CROSBY.
	GS (GOODCHILD)	28 ALEXANDRA RD, CROSBY.
	E Schefer	26 PINEHURST RD WETERLOO
	J. CHAMBERS	71 Mearside Rd L23
	SEAN SMITH	7 CANNING ST WILLOW
	SANDRA EVANS	4 CAVENDISH RD CROSBY,
	MARTIN KNIBB	10 FORRES GROVE.
	KAREN KNIBB	10 FORRES GROVE
	DAVID MCGAHAN	54 WILLOW HOUSE

Jamie
 Carragher

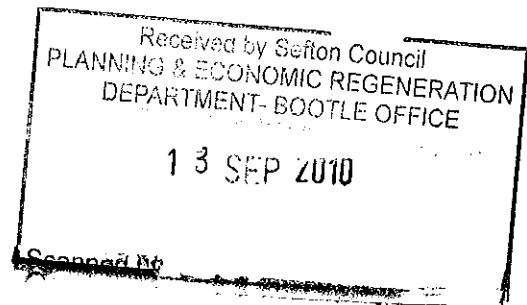
(BLUNDELSAND)

Agenda Item 11

2 Marine Terrace,
Waterloo,
Liverpool,
L22 5PR

13th Sept 2010

Mr. Andy Wallis,
Planning and Economic Regeneration,
Magdalen House,
30 Trinity House,
Bootle,
L20 3NJ



Dear Mr Wallis,

Sainsbury's Planning Application S/2010/0350

Case for REJECTION

On behalf of the 'ABetterCrosby' group, we write to request that the recommendation of your Department for this application should be Rejection.

Sefton Planning Policy DQ1 'Design' states that;

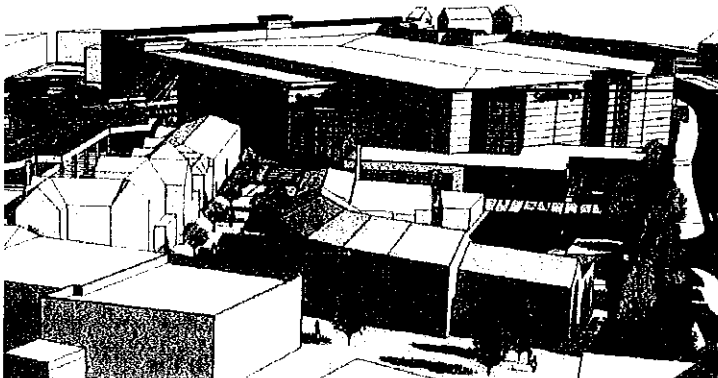
'Development will not be permitted unless: In relation to site context: the proposal responds positively to the character and form of its surroundings and

In relation to the design of buildings and structures: proposals make a positive contribution to their surroundings through the quality of their design in terms of scale, form, massing, style, detailing, use of materials

The importance of Design is demonstrated by Sefton's Supplementary Planning Guidance 'Design', which runs to some 4 parts, and by National Planning Policy Statement 1, which identifies Design as a Key Principle. This National Policy states:

'34... Design which is inappropriate in its context,.....should not be accepted'

The image below, taken directly from the applicants own submission demonstrates to most people how the proposal is inappropriate.



Very large supermarket plays no respect to historic town pattern, Blocks off historic Moor lane, Is out of scale with rest of Crosby

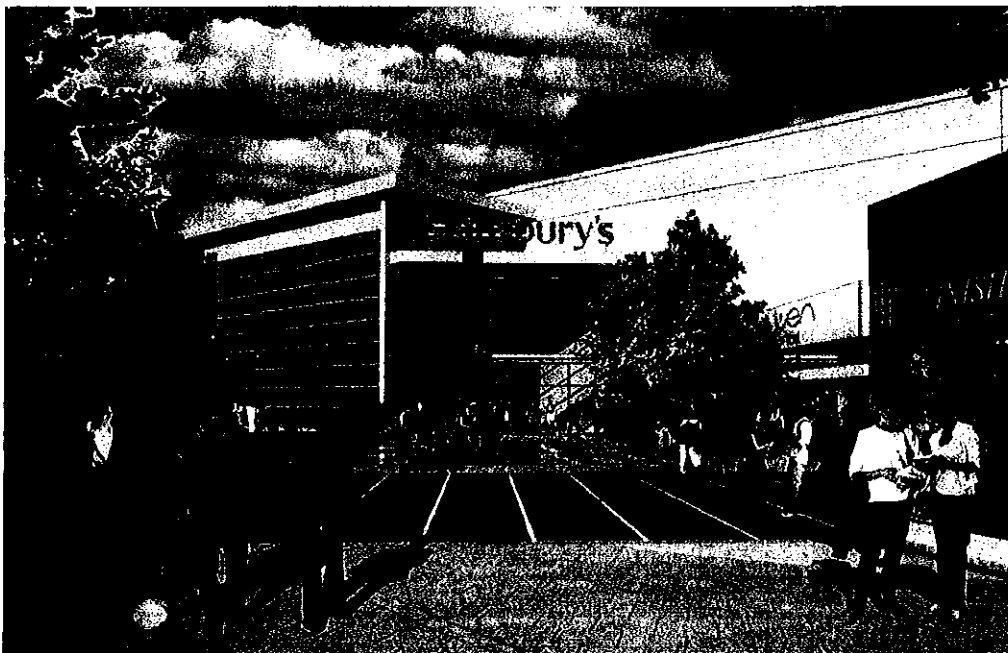
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Page 2 of 3

Additionally the collage view of Moor Lane (below), when compared to the applicants proposal (bottom), shows that rather than make a positive contribution to their surroundings, the proposal destroys them, along with numerous existing businesses, two historic buildings and an important part of the social history of our community.



Moor Lane with the Art Deco Glenns Buildings, local businesses and historic character retained.



Most of Moor Lane removed, to make way for a large white typical out-of-town supermarket

Sefton's guidance identifies sources of advice and guidance from recognised experts regarding design. This includes the Commission of Architecture and the Built Environment and notes significant applications may be referred to them for comment.

This application has been referred to 'Places Matter' a regional branch of the Commission, and they have provided your department with an 'Enabling Report' in the

form of a letter dated 26th January 2010. In our letter of 16th August we note Places Matter highlight numerous problems and weaknesses with the current application, and provide enough commentary to give sound reason for Rejection. They also refer to 'two stages of formal design review' that have been undertaken.

Although publication of any relevant Design Review was requested by my letter of 6th April 2010, that letter remains unanswered and the Reviews have not been released. Recently a **Freedom of Information** request has been made by a member of the local community as we are of the opinion that the Design Reviews will provide clear expert evidence that the design principles of the proposal do not meet policy requirements. We hope these Reviews will be made public in advance of Planning Committee, and as your department has access to the reports we would ask that you take full account of their contents in your recommendation.

Any recommendation that does not take full account of all the information available would, we believe, be subject to legal challenge in the form of **Judicial Review**.

We challenge the statement in the Planning Report that the Places Matter 'Enabling Report' offers 'broad support' to the proposals', rather we would suggest it only offers support to the principle of a new supermarket and associated regeneration. Furthermore we would note that as an 'Enabling Report', the document is not intended to pass formal comment, but rather *enable* the necessary progression of the design. Any suggestion that the existing Design Reviews are no longer relevant would need to be assessed, but for such a major application, in line with Sefton Policy it is reasonable to require a relevant independent Design Review as part of the assessment.

Commercial viability has been used as a justification for the design of the store, but commercial issues are not planning considerations. Notwithstanding, in discussion and by research Sainsbury's assertions of viability issues have now been clearly challenged.

Whilst we have identified Policy DQ1, Design, as the first reason for rejection, we do not believe the application takes appropriate consideration of Emerging Core Policies, as set out in our letter of 28th July. We understand from the Case Officer the argument made that you have had so much correspondence that you are not replying to any of it, except by reference in your reports. However we would request a specific and detailed reply to the points of this important letter, which discusses Sustainability, one of the fundamental principles of national planning policy, and which is another reason for rejection.

We hope that this letter is helpful in coming to the correct recommendation, which is so important to the future of Crosby. We are hopeful that Planning remains 'a positive and proactive process, operating in the public interest'.

Yours sincerely,

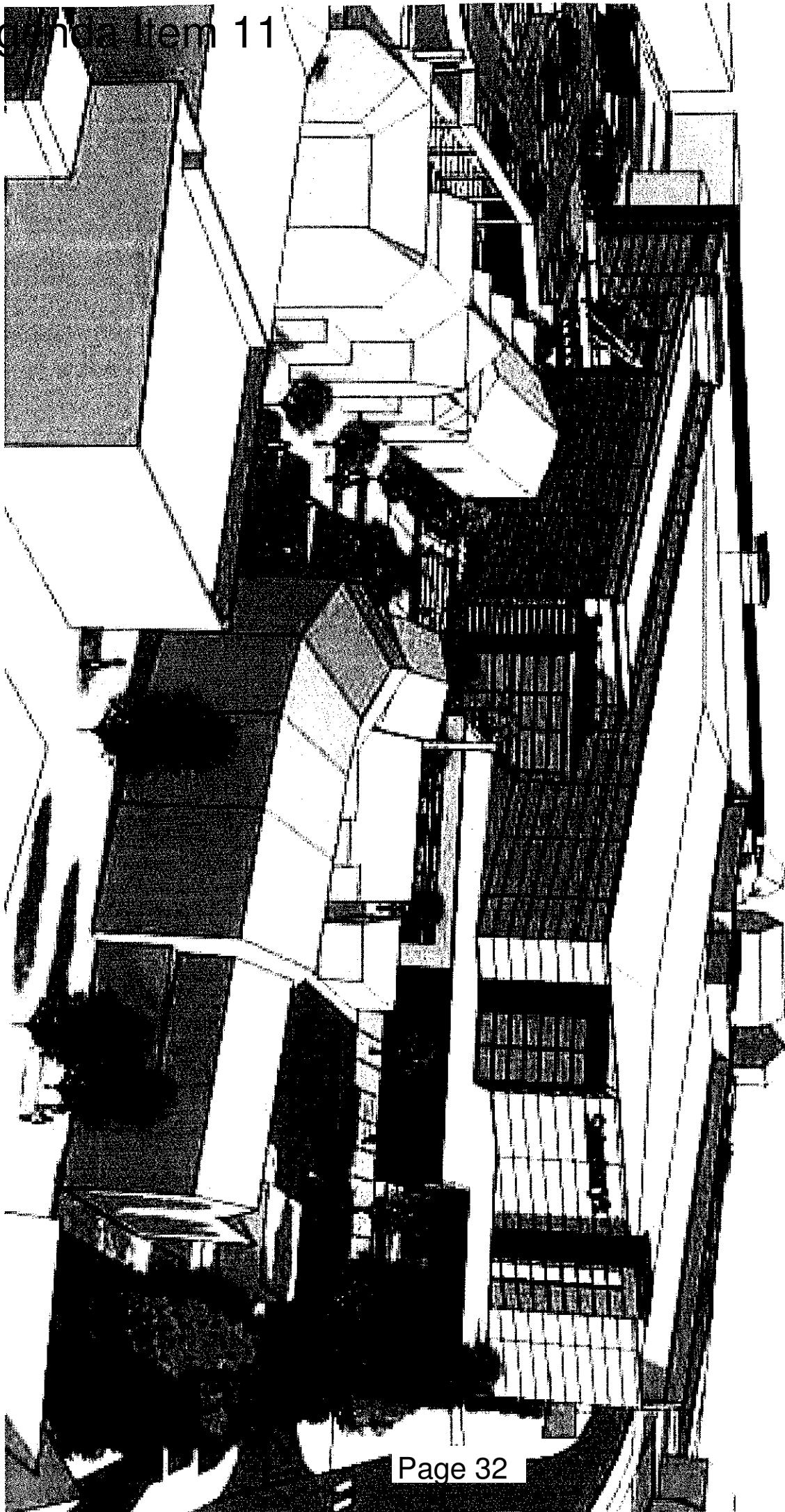
Jamie Scott
ABetterCrosby

cc Mr Jim Alford, Mr Steve Faulkner, Planning
Cllr Papworth – S & O (Regeneration) Committee
Cllr Maher – Regeneration, Cllr Tweed – Chair Planning
Cllr Robertson, Cllr Dowd, Cllr Parry,
Ms Margaret Carney – SMBC Chief Executive, Mr Bill Esterson, MP

A







Agenda Item 11
Most of Moor Lane will be destroyed by this
huge retail park size store

This multi storey car park
the whole of the Islip

Agenda Item 11

Steve Faulkner

From: jamie scott [jamiethomasscott@googlemail.com]
Sent: 13 September 2010 16:59
To: Steve Faulkner
Cc: david mclean; M Earnshaw; jo hotmail; ed and norma; Jo Potier; Andy Wallis; Andy Wallis; ESTERSON, Bill; Ginni Rawsthorne; Ian Barton; Jim Alford; John Gibson; John Gibson; John Hayden; john kerruish; M BARBER; Paul Tweed; Paula Parry; Paula Parry; Pete Spiers; Peter Papworth; Peter Dowd; Peter Hough; Planning Department; PRITCHARDS BOOKSHOP CROSBY; Pritchards-crosby; Steve McGinnity; Swift Adrian; t3robertson@tiscali.co.uk; Tony Robertson; Vincent Killen
Subject: Re: IMPORTANT comments on minutes prepared by Sefton Council of ABetterCrosby consultation with Sainsburys of 3rd Sept 2010
Attachments: Meeting_with_ABetterCrosby_COMMENTS J SCOTT.doc; 804265.01%20Retail%20Store%20Plan.pdf; 804250.05%20Proposed%20Site%20Plan%20-%20Store%20Level.pdf; 804253.06%20Proposed%20Site%20Plan%20-%20Lower%20Level.pdf; ABC Option B ground floor_lr.jpg; ABC Option B first floor_lr.jpg

Steve,

Further to your request, please find attached my tracked changes to the minutes.

Further to my previous comments regarding VIABILITY and store size I have made some further minor comments.

IMPORTANTLY, in response to one of the comments made by the Sainsbury's team regarding viability, I attach plans recently submitted for planning by Sainsburys for a new store in Winchester.

You will see the trading sales are is @35,000sq feet, and the store is proposed to be above car parking. We also understand the recently opened Colne Store in the northwest is 46,000sq ft trading and on stilts.

These examples provide clear evidence that such stores are viable at these sizes. Whilst every site in the country will have different trading profiles we are aware Crosby is one of Sainsbury's most profitable stores/locations in the country by floor area, and Crosby demonstrably offers the applicant a very lucrative site.

We trust the wider comments of our minutes and these examples clarify our position and understanding regarding VIABILITY.

For your benefit I also attach the Option B plans we tabled at the meeting.

Kind regards,

Jamie Scott

On Mon, Sep 13, 2010 at 10:56 AM, Steve Faulkner <Steve.Faulkner@sefton.gov.uk> wrote:

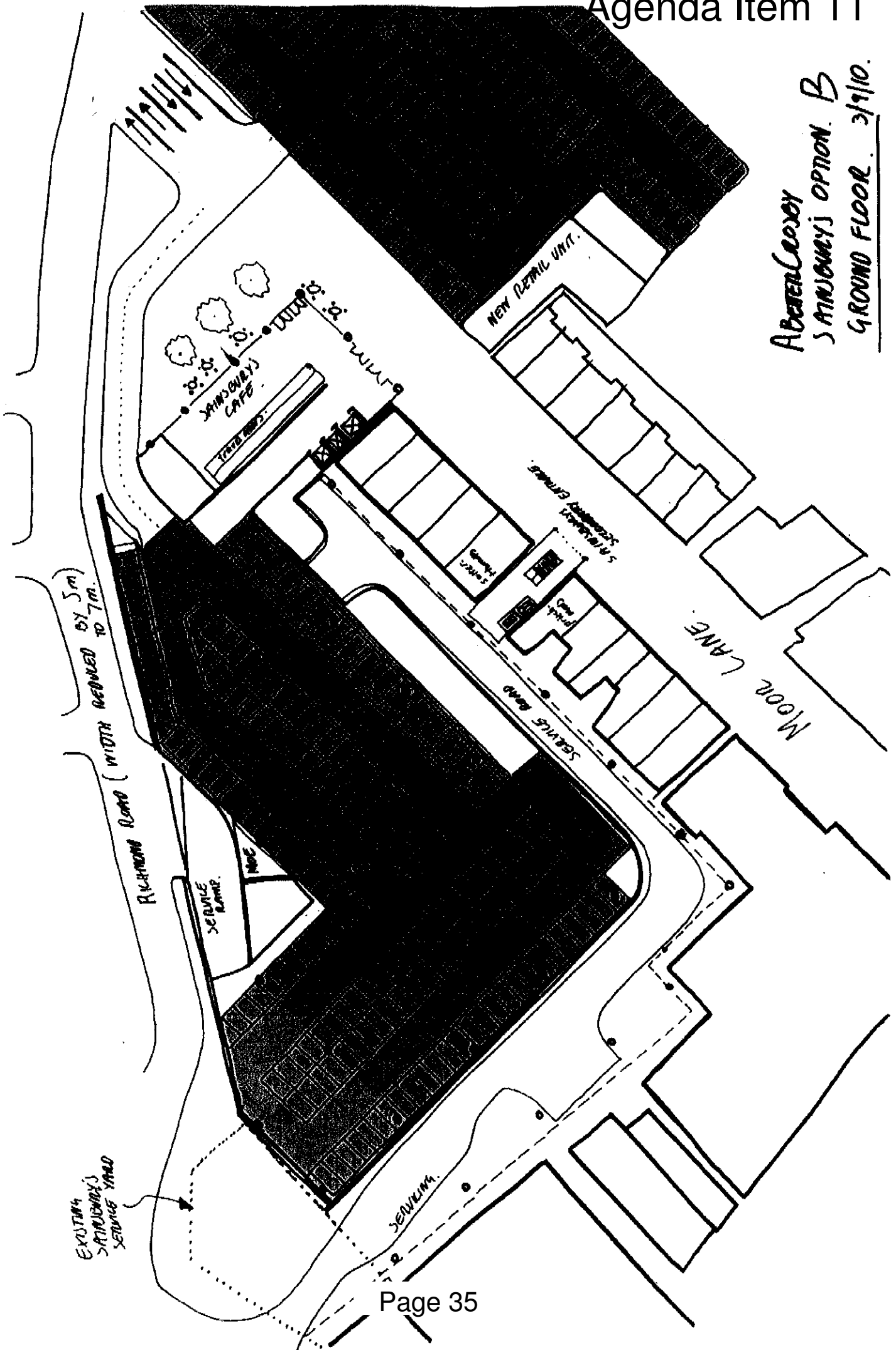
Jamie, noted, a lot to take in and a lot of excellent discussion on the day. Need to receive any other observations today please.

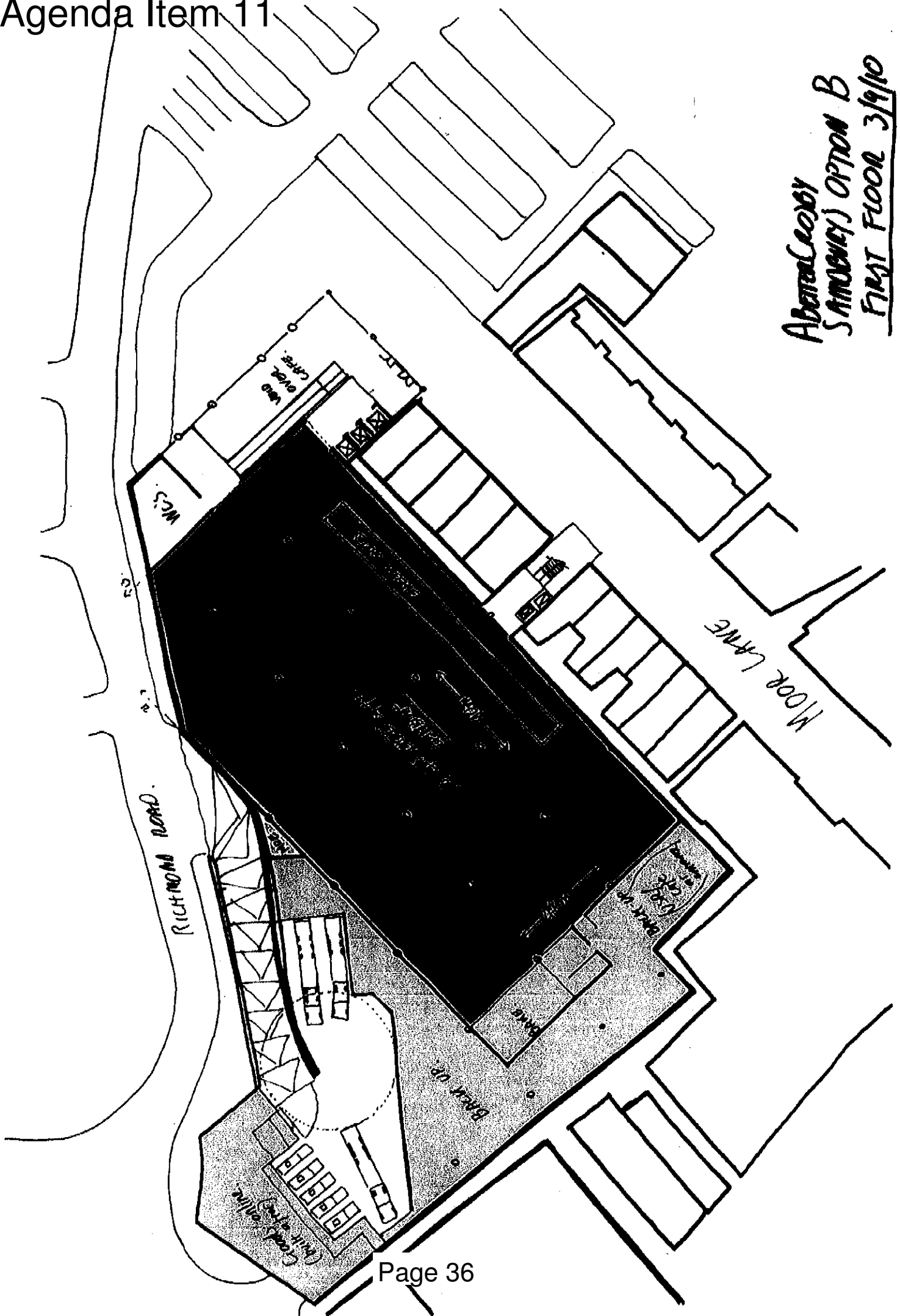
Regards

Steve

Please note my e-mail address has changed:

AbateCecey
 SANCHEZ'S OPTION. B
 GROUND FLOOR. 3/1/10.





Albert Leiby
Sweeney Agency
OPTION B
FIRST FLOOR 3/9/10

Petition for representation at Planning Committee

for

DAVID MCLEAN of 5 DURBAN AVE Crosby or a substitute, has

been endorsed by Cllr STEVE McGINNITY and received the support and signatures of

25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

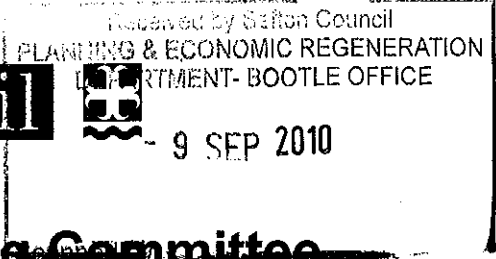
Sefton Borough Council
PLANNING & ECONOMIC REGENERATION
DEPARTMENT-BOOTLE OFFICE

Endorsement of Councillor - 9 SEP 2010
Steve McGINNITY

Signatures of 25 Sefton Residents in support

Signature	Name	Address
<i>A. Peters</i>	A. PETERS	9 Elmwood Ave Crosby
<i>N. Farrell</i>	NORMA FARRELL	13 DEVILLEKS AVE L23 2TH
<i>A. Le Grande</i>	A. LE GRANDE	25 OAKDALE RD W/100
<i>B. Paddy</i>	B. PADDY	45 HEATHFIELD RD L22
<i>F. Hears</i>	F. HEARS	68c DE VILLEUX AVE L23.
<i>J. Hears</i>	J. HEARS	" " " " "
<i>G. Keller</i>	G. KELLER	" " " " "
<i>P. Almond</i>	P. ALMOND	9 YORK RD Crosby
<i>S. McNeill</i>	S. MCNEILL	115 MOOR HALL
<i>B. Myers</i>	B. MYERS	34 AMARLY D.D.
<i>A. Cullen</i>	A. CULLEN	46 Manor Dr.
<i>Allette Jones</i>	Allette Jones	18 Seven Acre Rd
<i>J. McGuire</i>	J. MCGUIRE	20 VALE RD Crosby.
<i>J. Fowler</i>	J. FOWLER	20 VALE RD
<i>MR. J.B. Jones</i>	MR. J.B. JONES	4 DURBAN AVE L23
<i>M. Ashton</i>	M. ASHTON	4 Ashford Gdns L23 3AB
<i>18 Seven Acre Rd</i>		18 SEVEN ACRE Rd
<i>Rob Pappini</i>	ROB PAPPINI	42 SEVEN ACRE ROAD
<i>40 York Rd Crosby L23</i>		40 York Rd Crosby L23
<i>Michelle Pappini</i>	Michelle Pappini	" "
<i>John Caulfield</i>	JOHN CAULFIELD	10 ROSSDALE AVS L23 0UQ
<i>B. Robinson</i>	B. ROBINSON	66 COUNTY ROAD, L39 1QH
<i>S. Ward</i>	S. WARD	55 YORK AVE L23 5RN
<i>E. Maxwell</i>	E. MAXWELL	54 Forefield Lane L23
<i>Robert Jones</i>	ROBERT JONES	32 Seven Acre Rd
<i>C. Alexander</i>	C. ALEXANDER	18 PUDDINGTON AVE L23

L McLean L MCLEAN 5 DURBAN AVE L23 2SL
Clair Smith Claire Smith 54 Moorland Ave L23 2LW.
Nadine Ainslie Nadine Ainslie 3 Scape Lane L23 2SJ
Jill Madden Jill Madden, Page 379. Moor hall, L23 2SF
A. Robertson A. Robertson 9 Elmwood Ave L23 9XR 30



Petition To Speak At Planning Committee

You have recently submitted a petition to the Planning Department of Sefton Council regarding planning application:

Site Address: Jainsbury, Crosby Villages
moor lane

Application Number: S/2010/0350

Would you please confirm whether or not you wish to address a Planning Committee

Yes

No

If you intend to speak, the petition must be signed by 25 Sefton residents and be supported by a Councillor. Please give the name of the Councillor submitting your petition.

This petition is being submitted by Councillor Paula Parry

We will also need to contact the person intending to speak at Committee. Please confirm the following details:

Name Jo Potier

Address 6 De Villiers Ave
Crosby L23 2TH

Telephone Number _____

E-mail address jopotier@hotmail.com

Please return this form as soon as possible to:

Sue Tyldesley
 Planning Department
 Magdalen House
 Bootle
 L20 3NJ
 Fax: 0151-934-3587
 E-mail: planning.dcsouth@planning.sefton.gov.uk
 (for applications in the South area)

Received by Sefton Council
PLANNING & ECONOMIC REGENERATION
DEPARTMENT - BOOTLE OFFICE

Petition for representation at Planning Committee

- 9 SEP 2010

for

10 POTIER.....of 6 DE VILLIERS AVE L23 2TJ or a substitute, has been endorsed by

CllrP.M.Parry..... and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

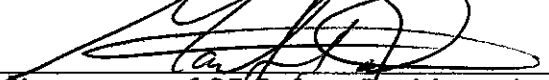
Endorsement of Councillor Paula Parry		
P.M.Parry		
Signatures of 25 Sefton Residents in support		
Signature	Name	Address
	Norma Farrell	13 De Villiers Ave.
	J.P. RAWSTHORNE	17 " " " L23 2TH
	MARY EARNSHAW	218 Rossett Rd L23 3AL
	D. MORAN	5 DURBAN AVE, L23 2SL
	K DOWNES	21 Moor Lane
	Simon Elliott	69 York Road L23 5TT
	JANET SMITH	44 De Villiers Avenue
	LESLEY MASDON	2 VOGAN AVENUE L23 0SQ
	BARBARA MASON	2 VOGAN AVE L23 0SQ
	HELEN SWAN	23 NORMA RD, L22 0NS
	M. MURPHY	17 OLD FARM RD, CROSBY L23 2RZ
	VINCENT KILLEN	26 CHESTNUT AVE, L23 2SZ
	A.C.R. SWIFT	16 AVON COURT L23 2SD.
	A. McVERRY	17 DE VILLIERS AVE L23 2TH
	C. RAWSTHORNE	17 DE VILLIERS AVE L23 2TH
	J. RAWSTHORNE	33 Devonshire Rd L22 2AJ
	V. RAWSTHORNE	58 BROOKE ROAD WEST L22 2BQ
	B. MILSON	106 ST. MICHAELS RD L23 7UW
	M. MILSON	106 " " "
	E. PENNINGTON	40 DE VILLIERS AVE L23 2TJ
	J. PENNINGTON	" " "
	V. MILSON	18 VICTORIA RD L22
	A.J. WHITTAKER	38 DE VILLIERS AVE L23 2TT
	R. BRANTON	41 DE VILLIERS AVE
	N. BRANTON	" " "

Petition for representation at Planning Committee

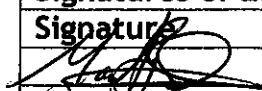
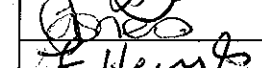
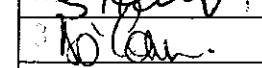
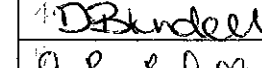
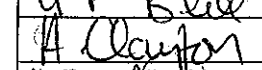
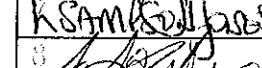
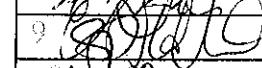


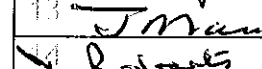
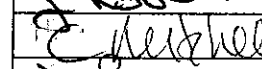
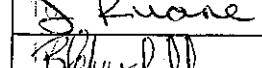
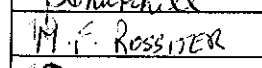
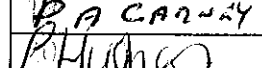
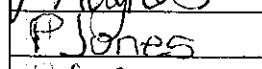
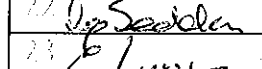
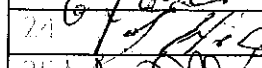
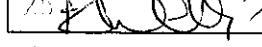





for Keith Downes of Blues Bar 91/23 Moor Lane or a substitute has been endorsed by Cllr MARTYN BARBER and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.






Received by Sefton Council
 PLANNING & ECONOMIC REGENERATION
 DEPARTMENT, BOOTH OFFICE

Endorsement of Councillor

 MARTYN BARBER

Signatures of 25 Sefton Residents in support

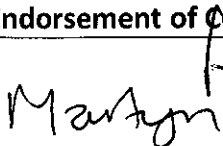
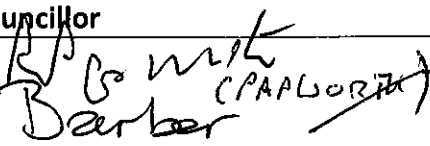
Signature	Name	Address
	Cllr Martyn Barber	31 Bellair Ave, Crosby
	Juliette Jones	32 Seven Acre Rd
	Frank Henry	68c De Villiers Ave L23 2TH
	D.O. Connor	53 ENFIELD AVE L23 0SY
	DEBORAH BLUNDELL	10 Regina Avenue L22 2BD
	ABIES BLUNDELL	20 HOLDEN RD WATTELOO
	Hazel Clayton	Blues bar
	Mary Jones	Blues Bar Crosby Res.
	Alex Johnston	Blues Bar Crosby
	SHAWNARE	Blues Bar Crosby
	WILLIAM TATE	Crosby L23 9YK
	PATRICIA TATE	
	ALISON MANGIN	Brownmore Lane
	JOSEPH MANGIN	
	JUNE ROBERTS	Rumrose Valley Road
	C MITCHELL	4 Langketal
	S MITCHELL	116 LUNAR DRIVE
	B. CHURCHILL	8 LEOPOLD RD L22 6QZ
	M.F. ROSSITER	8 LEOPOLD RD L22 6QZ
	Paula Carnay	12/13 LOANE RD WA L22 0NH
	Paula Hughes	18 Seven Acre Road
	Pauline Jones	42 seven acre road
	Cynthia Sealden	40 Barwick Ave S/Port
	M. Jones	8 B. S. St. L1-10
	Kerry Welsh	3 Manor Avenue

 Tracy EARNshaw 19 Rossett Rd L23 3AW
 Jill Magdal 49 Moor Lane, L23 2SF
 Norma Tarell B De Villiers Ave L23 2TH
 LOUISE McLEAN 5 DUBAN AVE L23 2SL
 Claire Smith Page 40 Moorland Ave L23 2SW
 Nadine Ainsley 3 Scape lane L23 2SJ

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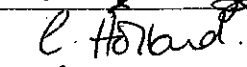
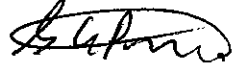
Petition for representation at Planning Committee

Mary Earnshaw of 18 Rossett Road Crosby L23 3AW or a substitute, has been endorsed by Cllr *Barber* and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

Endorsement of Councillor


 Mary Earnshaw
 Cllr Barber

Signatures of 25 Sefton Residents in support

Signature	Name	Address
	DAVID McLEAN	5 DURBAN AVE L23 2SL
	K DOWNES	21 MOOR Lane
	JANE SMITH	44 De Villiers Ave
	Simon Elliott	69 York Road, L23 5TT
	ANNE POTTER	6 DEVILLIERS AVE, L23 2TJ
	J. P. RAWSTHORNE	17, DE VILLIERS AVE L23 2TH
	B.E. MASON	2 VOGAN AVE L23 0SQ
	LESLEY MASON	2 VOGAN AVE L23 0SQ
	M. MURPHY	17 OLD FARM RD L23 2RZ
	HELEN SHAW	23 NORMA RD, L22 DNS
	VINCENT KILLEN	6 CHESTNUT AVE, L23 2SE
	ACR SWIFT	16 AVON COURT L23 2SD
	Paul M. Bunker	31 Bellair Ave L23 9SN
	Suzanna McKillop	27, Rossett Road,
	DANIEL ACKILLOP	27, Rossett Road,
	Colin WALSH	29 ROSSETT
	DEREA WALSH	29 ROSSETT ROAD, CROSBY
	ALEX BENSON	25 ROSSETT ROAD, CROSBY
	NK WACHSMANN	22 Rossett Road, Crosby
	Imogen King	22 Rossett Road, Crosby
	DONNA LUCY	37 Rossett Road, Crosby
	Imand Galfarova	37 Rossett Road L23 3AJ
	GEORGE KENT	10 ROSSETT ROAD CROSBY L23 3AW
	STEPHANIE DUNNING	20 Rossett Rd. L23 3AW
	DAVID DUNNING	20 ROSSETT ROAD L23 3AW

 Clare Holland. Flat 7 Sandalwood L23 5UJ.
 STEVE PRITCHARD 13, MOOR LN CROSBY L23 2SE

016

Agenda Item 11

**Mary Earnshaw · 18 Rossett Road · Great Crosby ·
Liverpool L23 3AW**

tel: 0151 932 1312 email: mce@waspress.co.uk

Sainsbury Proposed Development Application S2010/0350

I propose to question the proposed development on the following grounds (although may not cover all if it proves too ambitious for the time available):

Design and scale

with especial reference to:

- PPS5 – including history of trading since 1936, local shops and heritage
- Parking [subject to information now being compiled being available in time]
- Other Sainsbury projects around the country

'Anchor' effect of proposed development

- with reference to Huyton, as per Sefton planners' recommendation

'Once in a generation opportunity' to put things right as opposed to making them worse

a.40

Petition for representation at Planning Committee

for A BETTER Crosby OPPOSITION TO Sainsbury's

... ADAM KITCHIE of 38 MARLBORN AVE, Crosby, L23 0SK or a substitute, has been endorsed by Cllr P. PAPWORTH and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

S/2010/0350

Endorsement of Councillor
PRP print (PETER. PAPWORTH)

Signatures of 25 Sefton Residents in support

Signature	Name	Address
	LOUISE McLEAN	5 DOLBAN AVE L23 2SL
	DAVE McLEAN	5 DOLBAN AVE L23 2SL
	Nadine Ainsley	3 Scape Lane L25 2ST
	SOYCE CLIVE	6 Scape Lane L25 2ST
	TOMO'CONNOR	21 SNAPTESBURY Rd. L23 5RB
	KDOWNES	21 DEVONSHIRE RD L23 2AJ
	G. J. JAMES	1 ABBOTSFORD COURT L23 64X
	G. ALMONDINE	18 DADDINGTON AVE. L23
	K. LAMHLAN	38 SOUTH PARADE L23 9SB
	RUSSELL JONES	1, CLAREMONT TERRACE L23 7W
	J. NES	L23 3AR
	F. HEAPS	68c De Villiers Ave L23 2XF
	J. HEAPS	36 Great Georges rd L22 7RD
	J. Fletcher	5 Willodstan Ave, L23 0QH
	K. McGrath	5 York Ave L23 5RN
	C. CROSBIE	6 WOOL DRIVE L23 2UP
	A. MADD	25 Rosevale Ave L23 0UG
	SKILLI	60 Sefton Rd L21 7PB
	D. MCGATTON	54 WILLOW HOUSE L21 4LY
	M. KNISB	10 Forres Grove. L23 1QX
	D O'NEILL	33 Vale Rd L23 1HL
	R SULLIVAN	L23 OTG
	A POWELL	L23 OTG
	E O'GHE	L23 9UR
	I. BECK	L23 9UX.

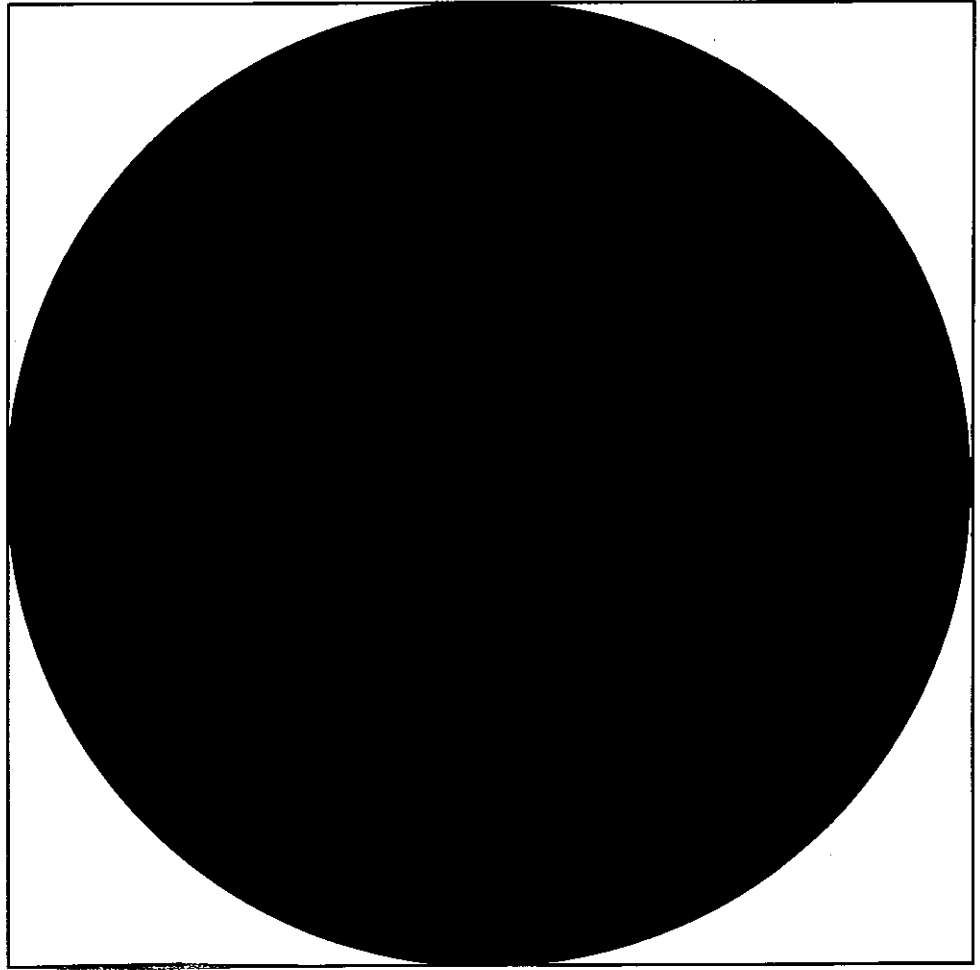
J. MADDox 49 MOORLANE L23 2SF
 G. NERY 49 MOORLANE, L23 2SF
 G. JONES 3 SCAPE LANE, L23 2ST
 C. Holland 43rd 7. Sandal wood L23 5UJ.
 P. FINDLAY 45 ROSEMOOR DRIVE L23 9XG.
 G. PORTER 13 MARLBORN AVE CROSBY L23 2SE

(MS)

Agenda Item 11

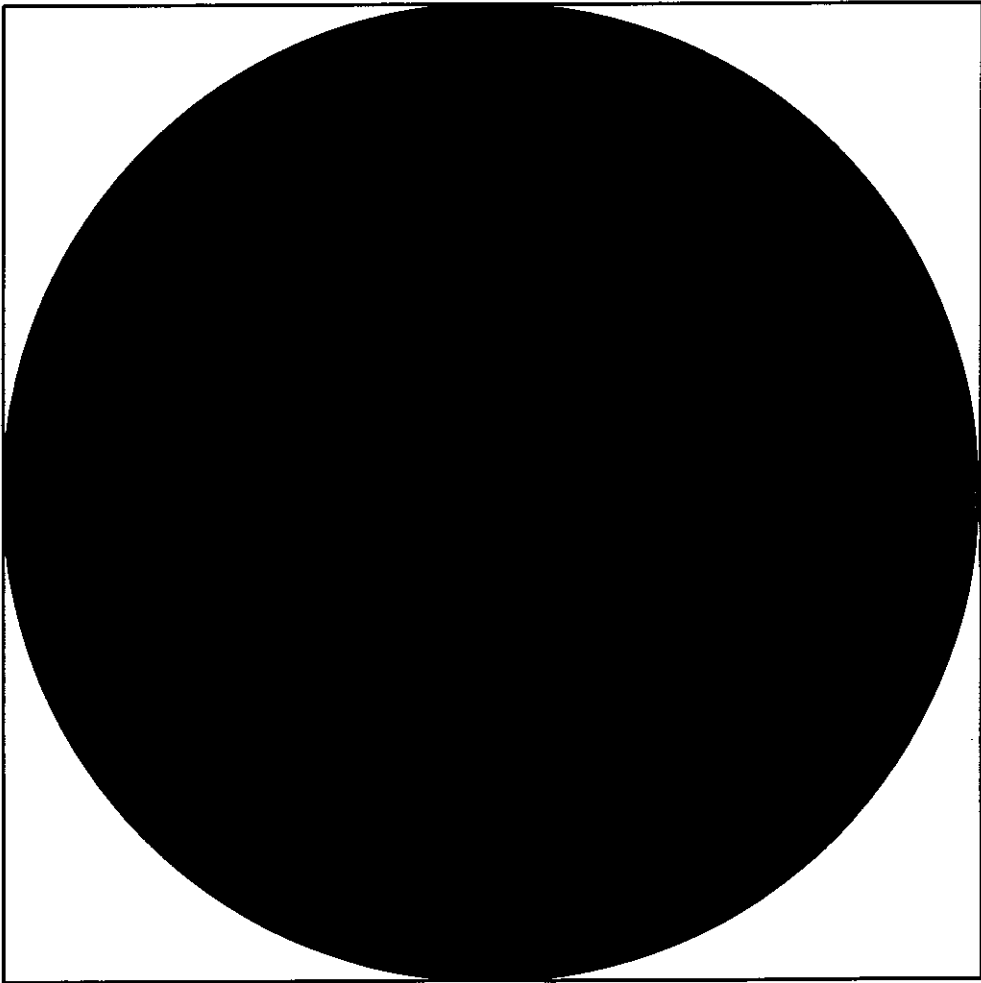
Data based on 989 surveys completed by a random selection of local residents.
They were asked...

1) Are you now more aware of the proposed Sainsbury's development?



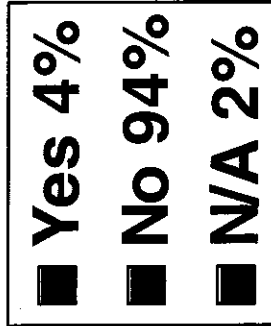
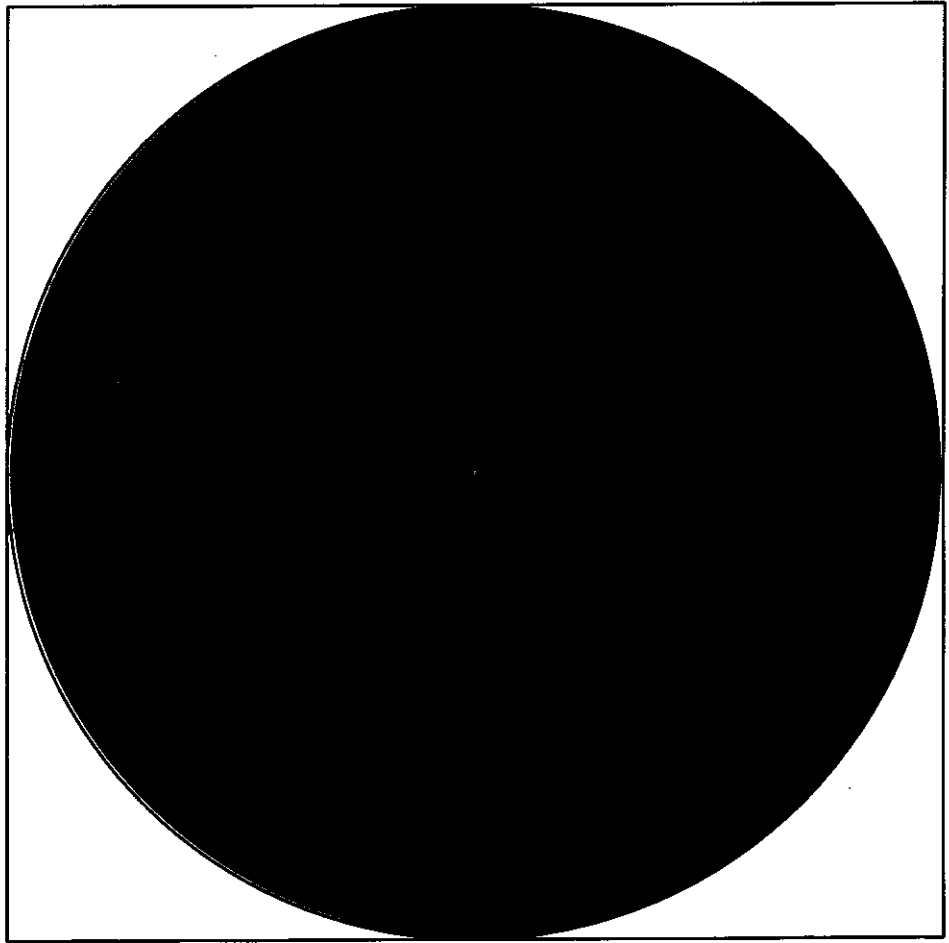
■ Yes 95%
■ No 4%
■ N/A 1%

2) Do you support the scheme in its current format?

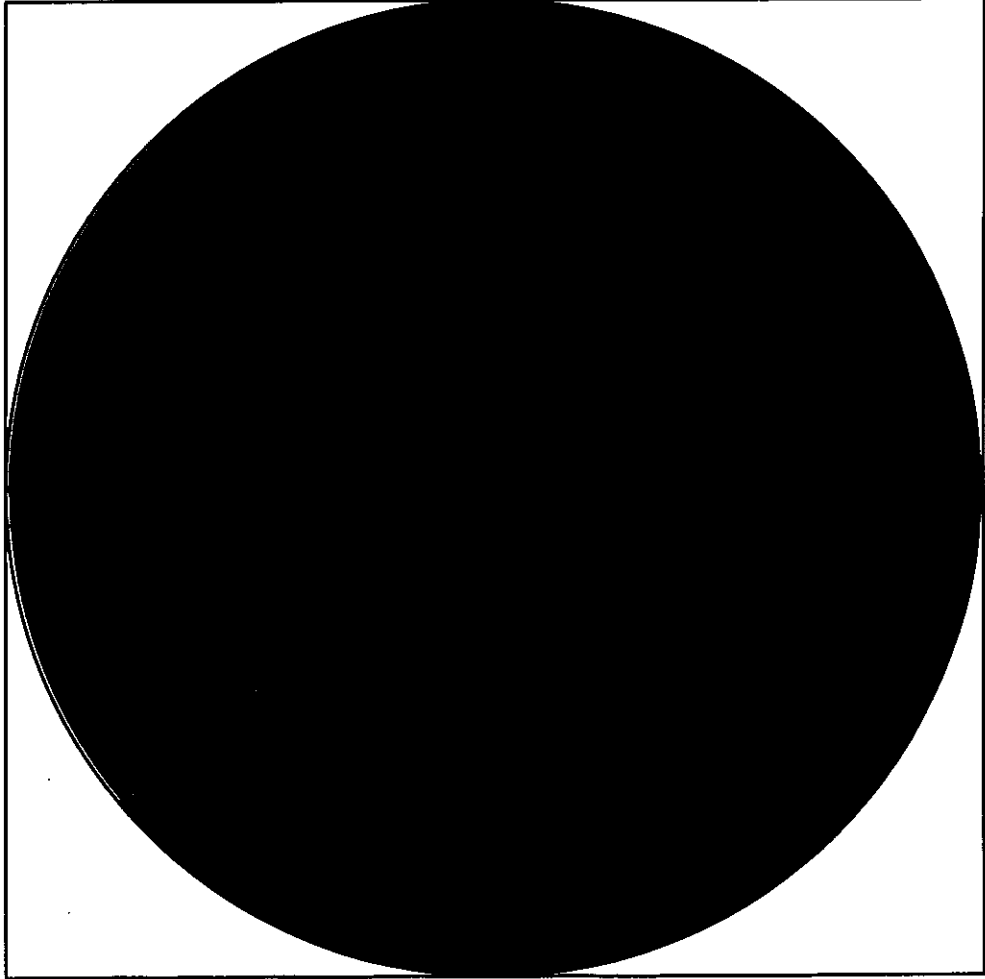


■	Yes	4%
■	No	95%
■	N/A	1%

3) Do you support the sale of public land to enable the current proposals go ahead?

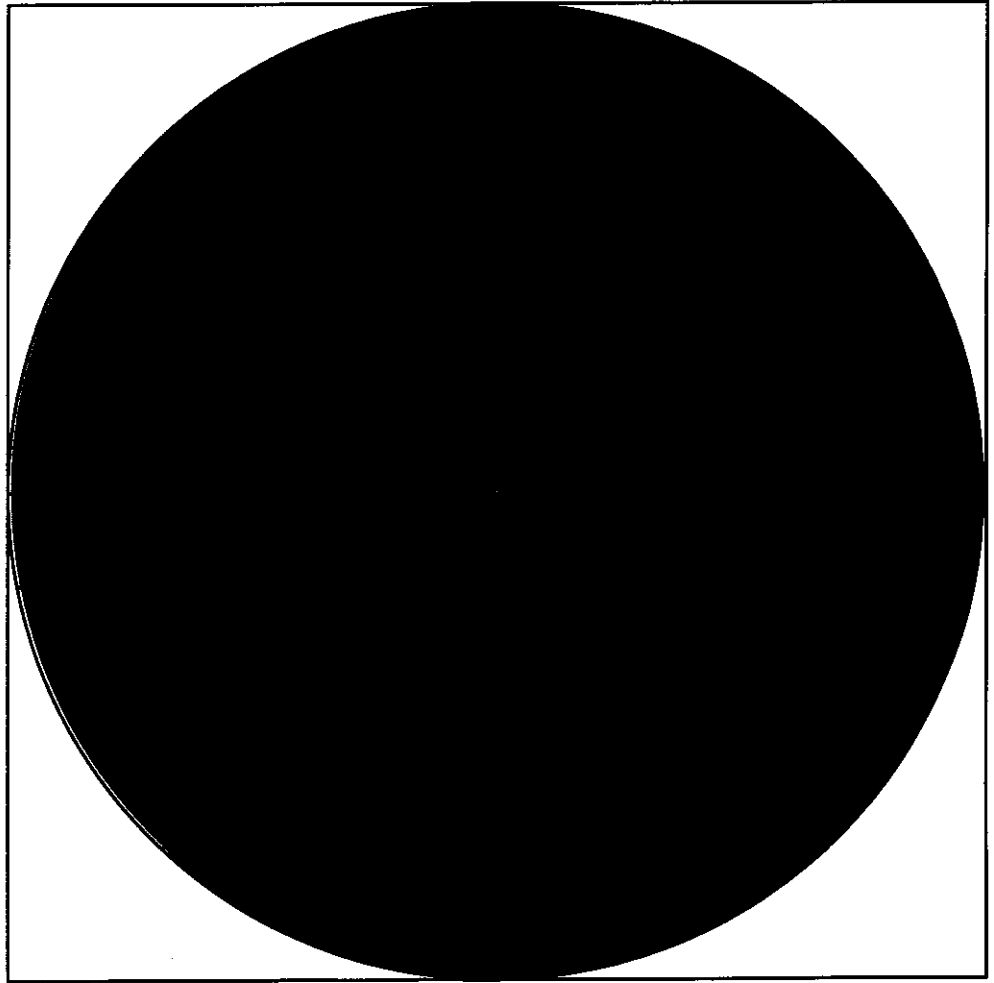


4) Are you aware of the alternative A Better Crosby proposal?



■	Yes 89%
■	No 10%
■	N/A 1%

5) Would you support the A Better Crosby proposal or something of a similar size?



■	Yes 87%
■	No 10%
■	N/A 3%

10 SEP 2010

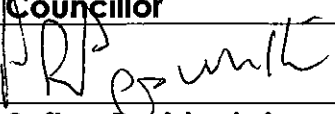
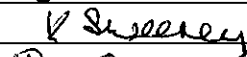

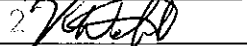

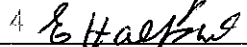


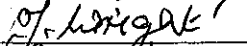
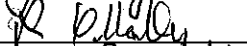
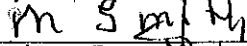
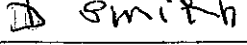
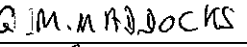
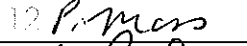

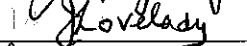
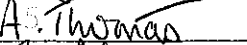
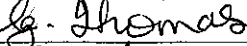
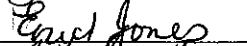
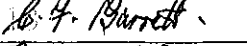

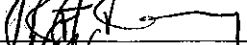
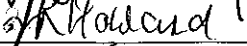
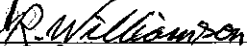
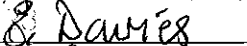
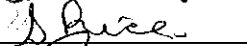

Petition for representation at Planning Committee

for

Clare Holland of Sandalwood or a substitute, has been

endorsed by

Cllr Papworth and received the support and signatures of 25 residents, below, of Sefton Borough Council to speak at whichever Planning Committee meeting determines application S/2010/0350 for a new Sainsbury's store in Crosby Village.

Endorsement of Councillor		
 (PETER PAPWORTH)		
Signatures of 25 Sefton Residents in support SANDALWOOD		
Signature	Name	Address
	V. SWEENEY	11 (FLAT) L23 5UJ
	PAT CORNER	FLAT 10 "
	K. WEBB	FLAT 37 "
	D. WISCOP	" 9 "
	E. HALPIN	" 15 "
	E. DWYER	" 18 "
	V.A. SAXBY	" 19 "
	J. WRIGHT	" 3 "
	A. O'MALLEY	FLAT 34 "
	M. SMITH	FLAT 1 "
	D. SMITH	FLAT 1 "
	G.M. MADDOCKS	FLAT 29. "
	PAM MOSS	FLAT 35 "
	J. RYKER	FLAT. 5. "
	J. LOVELADY	Flat. 2. "
	A. THOMAS	NE. Flat 33 "
	G. THOMAS	NE Flat 33 "
	E. JONES	NE Flat 33 "
	C.F. BARRETT	FLAT 25. "
	J. JONES	Flat 39 "
	ROBERT PARRY	" 56 "
	JULIE HOWARD	✓ 52 "
	R. WILLIAMSON	" 48. "
	M.E. DAVIES	" 51 "
	S. RICE	FLAT 20. "
	STEVE PRITCHARD	FLAT 21 "

 STEVE PRITCHARD 13, Moor Ln Crosby L23 2SE

BRIEFING NOTE

TURLEYASSOCIATES

1 New York Street
Manchester
M1 4HD

T: 0161 233 7676
F: 0161 233 7677

www.turleyassociates.co.uk

Project:	Crosby centre
Client:	Sainsbury's Supermarket Ltd
File Ref:	SAIM2015
Date:	10 September 2010
Subject	Explanation of proposed size - Proposed 50,000sqft store

An explanation, not a justification

The proposed development is located within defined boundary of Crosby District Centre where the Development Plan policy and national planning policy, PPS4, seek to direct development which secures economic growth. Sainsbury's application is in accordance with this objective.

In this regard, it is important to note that the PPS4 has removed the requirement for retail development to demonstrate compliance with the needs test (as Sainsbury's proposals fall within the defined boundary of Crosby an assessment of need would also not have been necessary under the previous PPS6 guidance).

The applicant does not have to 'justify' the size of the foodstore and its floorspace. The proper retail test, which is explained below, is a consideration of a foodstore's scale solely in relation to the centre as a whole and compatibility with the centre's retail function.

Compliance with national retail policy

Crosby is a large District Centre. District Centres are defined in Annex B of PPS 4 as usually comprising:

Groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library".

Crosby District Centre currently meets this definition, and will continue to meet this definition.

The overall size of Crosby Centre was assessed by the Council as part of the District Centre review undertaken by WYG, which informed the RSR Update 2009. The table below is an extract from that study.

Table 4.1: Retail Composition of Crosby District Centre (Ground Floor only)

Sector	Units No. and %		Floorspace Sq M and %	
Convenience	18	12	7,211	24
Comparison	45	30	7,788	26
Services	74	49	12,141	41
Miscellaneous	2	1	509	2
Vacant	11	7	2,161	7
Total	150	100	29,810	100

The District centre is currently anchored by a Sainsbury's Supermarket and will continue to be anchored by the new store. Annex B of PPS4 defines Supermarkets and Superstores as:

Supermarkets: Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.

Superstore: Self-service stores selling mainly food, or food and no-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.

Therefore, the foodstore will move from being a Supermarket to a Superstore, but will remain the anchor store to the District Centre and consistent with the definition of a District Centre as set out in PPS4.

The consideration in PPS4 terms is against the increase in gross floorspace of the centre. The change in the gross floorspace associated with this development proposal is set out in the table in section 3 and reproduced below:

	Existing commercial floorspace (GIA)	Commercial floorspace (GIA) to be removed	New commercial floorspace (GIA) to be provided	Net Increase in Commercial space (GIA)
Existing foodstore	3,576sqm	3,576sqm	0	-3,576sqm
New Foodstore	0	0	8,802sqm	8,802sqm
Small Retail Units	4,189sqm	4,189sqm	4,320sqm	131sqm
Office Space	1,204sqm	1,204sqm	0	-1,204sqm
Community use	552sqm	552sqm	636sqm	84sqm
Total	8,969sqm	8,969sqm	13,122sqm	4,237sqm

Table 1: Schedule of development floorspace

Agenda Item 11

The development comprises demolition of existing floorspace such that the net increase in commercial floorspace is only 4,237 sq m. This represents an increase in the gross floorspace of the District Centre from c. 29,800 sq m to c. 34,000 sq m.

By comparison the total commercial floorspace of Southport and Bootle (the next size of centre above Crosby) is c.174,000 sq m and c. 67,000 sq m respectively. The retail element of those centres alone is c.95,000 sq m and c. 29,000 sq m respectively, (information form GOAD).

Clearly, therefore, the role, function and place within the retail hierarchy will not be changed by the development proposed and the foodstore now proposed is appropriate to the size of the centre as a whole.

Verification from independent retail consultants

The Council commissioned consultants White Young Green (WYG) who have undertaken separate appraisals on the suitability and acceptability of the proposed new Sainsbury's foodstore in Crosby.

WYG have stated that:

"The development now promoted by Sainsbury's would appear not only to provide the necessary anchor foodstore required to secure the future vitality and viability of the centre, but will also provide additional retail and community units, as well as enhance parking which will benefit the centre as a whole."

Furthermore, on the subject of scale WYG have also independently stated that *"whilst the development will represent a significant increase in the size of the Sainsbury's store, the store itself would not be uncommon in District Centres elsewhere throughout the North West."*

In summary, the development proposed seeks to increase the Sainsbury's foodstore from a supermarket to a superstore, however it will remain the anchor store to the District Centre which is consistent with the definition of a District Centre as set out in PPS4.

Overall the re-development of Crosby centre is wholly consistent with the key objectives of national and local planning policy to achieve sustainable development. This has been recognised in the Committee Report by officers.

Combined factors that determine size

Notwithstanding that justification is not required, the applicants have sought to explain the various factors that go to determine the size of a district centre foodstore development.

The size of a proposed foodstore store is influenced by a combination of factors. In a central location that includes additional factors of land assembly and development. They include:

- Delivering a foodstore an overall development large enough to do the job it sets out to do in terms of regenerating Crosby
- Delivering a foodstore large enough to meet customers requirements
- Ability to compete with other large foodstores
- Land Assembly, service diversion and road closure considerations
- Critical size 'tipping point'

Maintain Crosby's role as a strong centre

It is vital that Crosby maintains it's function and role as a strong district centre which provides for and meets the demands of the local community. It is widely acknowledged that there is a long standing need to improve Crosby centre through investment and redevelopment to ensure that trade will not be lost to existing stores and centres elsewhere in the Borough.

There is an identified need to address the current under provision of retail floorspace to ensure that Crosby competes effectively as a convenience goods destination in the future. Overall, WYG support the development of a new 50,00sqft (cc net) foodstore in Crosby to enable people to shop locally – with real choice.

Meeting customer requirements

It has been identified that the existing Sainsbury's foodstore is not large enough to meet the needs of its customers.

One measure of this is the extent of overtrading, that is the ratio of floorspace to turnover. Where this is high, and Crosby has been overtrading at twice the company average for a significant period of time, the result is congestion within the store and customers not being able to obtain the goods they want.

As a result, there is a qualitative need for an expanded foodstore to ease the amount of over-trading does exist. The Council's retail consultant agrees that *"the store could be twice the size and still achieve a company benchmark turnover"* and have confirmed that *"the store size proposed would appear to be appropriate for the role and function of Crosby given the amount of trade that is currently passing through the store at present."*

Agenda Item 11



Existing Sainsbury's Crosby store

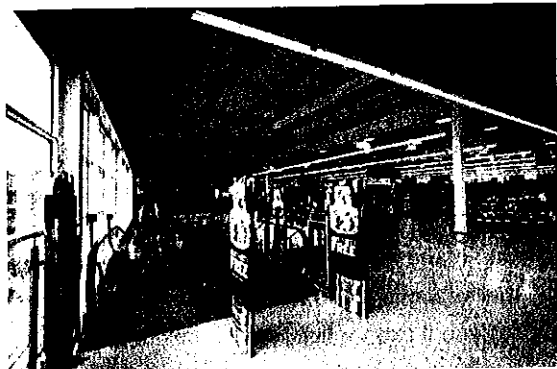


Image of a new Sainsbury's store

Being able to compete with Neighbouring Foodstores

A new foodstore has to be able to compete with other major foodstores and the proposed 50,000 sq ft Sainsbury's store will be in competition with the following stores.

Foodstore	Gross floorspace	Net floorspace (Net CC Sales)	Car Parking
Tesco, Formby	54,000 sq ft	30,239 sq ft	382 spaces
Asda, Bootle	82,107 sq ft	40,914 sq ft	N/A
Tesco, Landstar site, Litherland	69,696 sq ft	43,153 sq ft	466 spaces
Asda, Aintree	132,320 sq ft	73,762 sq ft	607 spaces

Maintaining parking levels and building over parking

Most in Crosby accept that a good level of parking needs to be provided. That has a land requirement. The Optioneering exercises have shown that to achieve both an increase in the size of a foodstore and associated car parking the store needs to be raised on stilts with parking beneath.

There are substantial additional costs associated with building stores above parking. There is additional space needed and equipment such as lifts and travelators, together with the additional cost incurred in the construction itself. Because of these space and cost implications it is not viable for stores to be built with parking beneath with small retail sales areas. There are few such stores of less than 45,000 sq ft and Sainsbury's experience has led them to set a limit for such stores of 50,000 sq ft.

Overall scheme viability

To develop in the centre of Crosby requires land assembly. It also requires adjustments to roads and car parking. Services have to be diverted.

One of the key commercial considerations is the balance of existing floorspace to be removed against that which is put back. Clearly it makes no commercial sense to demolish existing floorspace and replace it like for like, or with only a small increase as that would not cover the costs associated with purchase, demolition and construction.

When the need to carry out works to roads, services and areas of public realm are factored there becomes a tipping point below which schemes are not viable. For the Sainsbury's project in Crosby that tipping point is a foodstore of 50,000 sq ft sales.

Implications of making the store smaller

There are serious implications of trying to make the store smaller. Principle amongst which, is that a scheme is not viable for Sainsbury's and does not get built. As Sainsbury's is the only food retailer that is able to deliver a workable solution in Crosby centre, the result will be that Crosby centre will remain in its current state of steady and seemingly irreversible decline.

During the last 2 years, Sainsbury's have extensively appraised the physical characteristics of Crosby centre and have scrutinised a great number of alternatives for the way in which the new floorspace can be accommodated in Crosby.

In addition, since the Committee Meeting on 18th August Sainsbury's have examined the potential for delivering the proposed schemes which have been prepared by A Better Crosby.

The Council's retail consultants have looked at the ABC suggestions and their objections. They note that:

"I note that in the reasons why they want the store modified, ABC raise concerns about the store dominating all forms of comparison goods shopping and that reduces the opportunity for local investment. The comparison goods offer within the Sainsbury's store will not dominate all forms of non-food shopping within Crosby or the wider area. I accept that other supermarket operators such as Tesco and Asda have strong clothing brands (F&F and George) which are very competitive and are a key focus of the non-food offer in their stores – however this does not apply to Sainsbury's. The comparison goods element will provide a range of goods which are primarily ancillary purchases bought as part of the main food shopping visit. Whilst Sainsbury's sell goods such as TV's, CD's, Books, etc the range is very limited and would not be the same offer found in a specialist electrical store or book shop"

With specific regard to scale they go on to comment:

Agenda Item 11

"ABC fails to see the significant benefits that a major attractor such as a modern Sainsbury's store could bring to Crosby including bringing additional visitors to the town centre. Increased footfall as a result of the new store will, in my view, help secure new investment (rather than deter it) as other retailers and services will want to 'feed off' the attraction created by the new store. If the new store is reduced in scale and is compromised in its overall offer then the potential opportunity for increasing footfall would be lost"

In summary, the options put forward by ABC do not deliver the improvement to the quality of shopping that Crosby needs. Furthermore, these options cannot deliver the floorspace needed for the anchor supermarket.

A step change in the provision and quality of retail floorspace is required and the proposed development is seeking to achieve this objective.

Reducing scale in an attempt to radically change the appearance and character of the proposed store

There is a misconception that by removing 10% of the sales floorspace the scheme could be radically different. That is not the case. As we have set out, the store would still need to be on stilts with undercroft parking. It would still require all the servicing, customer café, colleague facilities and all the other things that a large store needs.

To get a radical change in scheme appearance and design requires a radical change in building size. As we have shown, through the work carried out on the scheme options and on critiquing ABC's scheme proposals, smaller stores and using smaller sites do not deliver viable options.

Summary & Conclusion

It is important to note that the PPS4 has removed the requirement for retail development to demonstrate compliance with the needs test. The applicant does not have to 'justify' the size of the foodstore and its floorspace and the proper retail test, is a consideration of a foodstore's scale solely in relation to the centre as a whole and compatibility with the centre's retail function.

The development proposed seeks to increase the Sainsbury's foodstore from a supermarket to a superstore, however it will remain the anchor store to the District Centre and the role and function of Crosby as centre will remain consistent with the definition of a District Centre as set out in PPS4

Beyond that, there are a number of driving factors that govern how large the new store needs to be commercially. None of these determines the store size on its own. However, what they do is to combine and set a minimum size below which a new replacement store is not viable as a development project, which is 50, 000 sq ft.

ACCESS STATEMENT ADDENDUM

Sainsbury's Supermarkets Limited
Crosby, Liverpool

Job Number | 2008-023
**06 September
2010**
Page | 2 of 4

Travelators

Travelators provide access to the first floor as commonly used in supermarkets throughout the country. The travelators can be used by pedestrian with trolleys and prams. Special trolleys are to be provided at the store, which automatically lock the wheels of the trolleys when they are on the travelators, heavy trolley's are then held still on the travelators, allowing customers to safely use the travelators without physically having to hold the trolleys.

The images below demonstrate the type of travelators proposed for the store at Crosby.



Sainsbury's advise customers who use wheelchair/mobility scooters to use the lifts are provided for customers that give direct access to the sales floor clear routes are provided to the lifts from all the access points to the store.

ACCESS STATEMENT ADDENDUM

Sainsbury's Supermarkets Limited
Crosby, Liverpool

Job Number | 2008-023

**06 September
2010**

Page | 1 of 4

Introduction

This addendum to the Access statement contained within the Design & Access statement submitted in support of the planning application is produced to address comments made at the planning committee meeting of 18 August 2010.

The scheme has been presented and discussed with the Sefton Access Forum during the course of the planning application.

The report will address the following;

1. Access routes to the proposed Foodstore,
2. Travelators,
3. Lifts,
4. Taxi/Mini Cab access.

Access routes to the proposed Foodstore

The Foodstore is located on the first floor level with car parking provided in the undercroft level (Ground Floor) to maximise the accessibility of the store for the customers there are a number of different access routes to the scheme, as follows.

- From the new square on Moor Lane (Ground Floor)
- From the amended route of Moor Lane (Ground Floor)
- From the undercroft car parking area (Ground Floor)
- From the deck car parking area (First Floor)

Customers arriving at any of the ground floor access points to the store have a choice of using the travelators, lifts or the stair case to access the first floor sales area. All of these comply with the Building Regulations, the requirements of the Disability Discrimination Act (DDA) and the Health & Safety Executive Guidance on inclined moving walks in retail premises.

Customers arriving from the upper level of the deck car park have a level access into the first floor sales area, via the pedestrian bridge across Moor Lane.

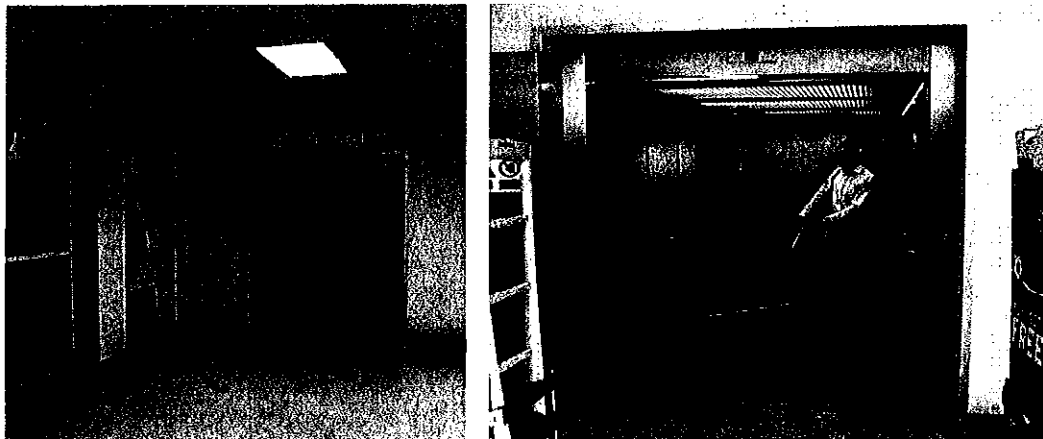
ACCESS STATEMENT ADDENDUM

Sainsbury's Supermarkets Limited
Crosby, Liverpool

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**06 September
2010**
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Lifts

Lifts are provided within the lobby adjacent to the entrance of the store, which provide direct access to and from the sales floor. The internal dimensions of the lift cars are 1850mm wide x 3000mm deep and meet all the requirements of the building regulations and the DDA and are suitable for customers who use wheelchairs



The images above demonstrate the type of lifts proposed for the store at Crosby.

Taxi/Mini Cab access

A designated drop-off points for taxi's and mini cabs included within the scheme. The taxi point is located on the first floor of the decked car parking area, which provides direct level access into the store level. The taxi's have been located in this area as taxi's have the facilities to carry passengers who use wheelchairs.

Mini cab's have a designated pick-up/drop-off area located within the undercroft parking area directly next to an entrance to the store. A telephone is to be included within the store to call for a mini cab.

The plans below demonstrate the locations of the various access points to the store and the locations of the Taxi and Mini Cab drop offs/pick ups.

Agenda Item 11

Hadfield Cawkwell Davidson

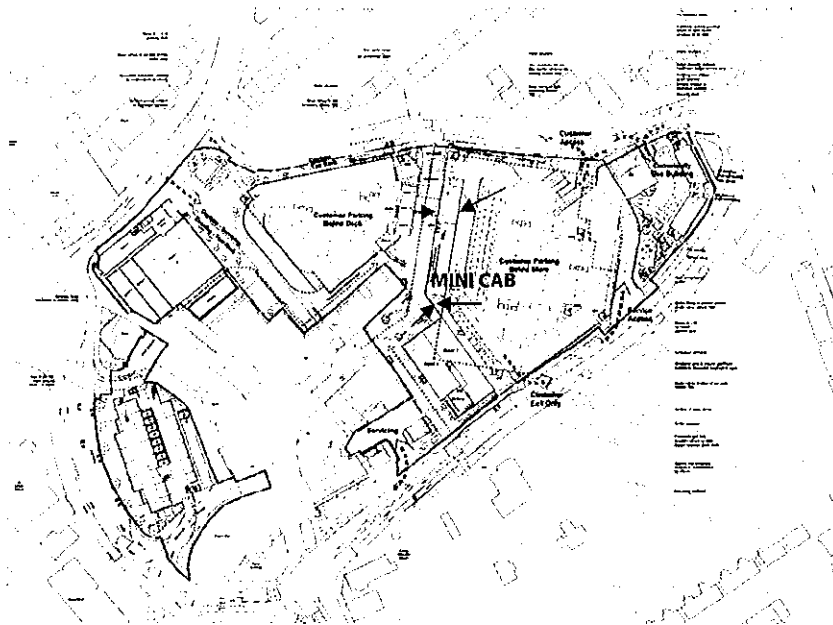
ACCESS STATEMENT ADDENDUM

Sainsbury's Supermarkets Limited
Crosby, Liverpool

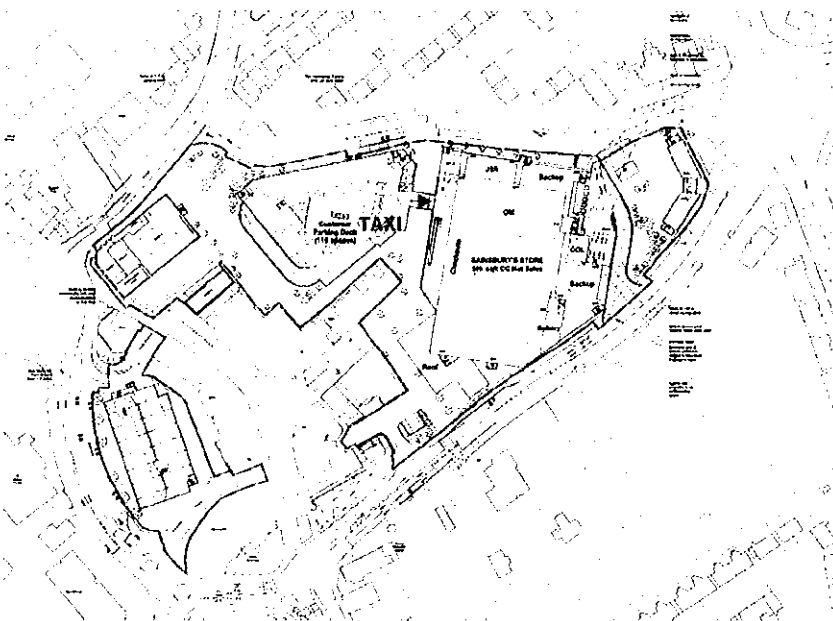
Job Number | 2008-023

**06 September
2010**

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Ground Floor Plan



First Floor Plan

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17 Broomgrove Road, Sheffield, S10 2LZ T 0114 266 8181 F 0114 266 6246 e-mail@hcd.co.uk www.hcd.co.uk

Architecture | Engineering | Interior Design | Masterplanning | Urban Design

APPENDIX 5

Item 5

S/2010/0855 & 0856 : Land Well Lane/Litherland Road, Bootle

- The archaeological report has been considered by Merseyside Archaeological Advisory Service who comment as follows :-

'The site lies within part of the known historic core of Bootle and has the potential to contain remains from at least the and 19th century development of the area (settlement and industrial activity). I advise that if you are inclined to recommend approval, the condition be included requiring archaeological investigation. This is in accordance with Sefton UDP (2006) HC6 'Sites and Areas of Archaeological Importance' and in line with securing the investigation of archaeological interest in line with PPS 5 'Planning for the historical Environment' (DCLG, March 2010).'

- *English Heritage* – do not wish to offer any comments and advise that the application should be determined in accordance with national and local policy guidance and on the basis of your specialist conservation advice.

- Add Condition

No development shall take place within the site until the applicant, or their agents or successors in title, has secured the implementation of a programme of archaeological work in accordance with a written scheme of investigation which has been submitted by the applicant and approved in writing by the local planning authority. The scheme shall include on-site work, and off-site work such as the analysis, publication, and archiving of the results. All works shall be carried out and completed as approved, unless otherwise agreed in writing by the Local Planning Authority.

Reason

To ensure the appropriate identification, recording and publication of archaeological and historic remains affected by the development.

Item 5B

S/2010/0926 : 58 Moor Drive, Crosby

Agenda Item 11

Additional objection received from 60 Moor Drive reiterating that he considers the drawings to be flawed and that the proposals do not comply with the 'House Extensions' SPG.

Item 5C

S/2010/0985 : 13 Prestwick Drive, Blundellsands

1. A petition of objection is attached. This contains 66 signatures sponsored by Councillor M Barber.
2. Amended plans received on 31 August 2010 :

935/06B
935/01A
935/02I
and 935/03K
3. Information from petitioner attached.

Agenda Item 11

This petition is to enable a speaker to speak at the Sefton Planning Committee Meeting to oppose the application for significant alterations and extensions to 13, Prestwick Drive, Blundellsands, Liverpool L23 7XB.

Reference number: S/2010/0985
Date of Application: 20th July 2010

Formal description of proposed alterations:
For 'the alterations to the roof from hip to a gable together with the installation of 3no. dormer extensions to the front and 3no. to the rear with an extension to the side / front of the existing garage and a pitched roof over the existing flat roof.

	Name	Address
1	GRAHAM WEBSTAR <i>[Signature]</i>	15, PRESTWICK DRIVE, LIVERPOOL L23 7XB
2	JOHN BATHURST <i>[Signature]</i>	80 PHILLIPS LANE FORMBY L37 4BQ
3	Tony Ross <i>[Signature]</i>	6 HOLMWOOD GARDENS FORMBY L37 1NH
4	<i>[Signature]</i>	48 CAMDENWAY ROAD CROSBY L23 7TZ
5	Sue Harper	6. Crown Lane L23 6XW.
6	REE KENNARDH	4 CHURCH CLOSE L23 6XW.

Sponsored by Cllr Martyn Barber. 20/8/10

[Signature]
& P.R. PAPWORTH

PLANNING APPLICATION

13 PRESTWICK DRIVE, BLUNDELLSANDS

CROSBY, REF NO S/2010/0542 & 0985

Received by Council
PLANNING & ECONOMIC REGENERATION
DEPARTMENT-BOOTLE OFFICE

13 SEP 2010

1. QUALIFICATIONS

- 1.1 I, David Barry Lyons, am a Fellow of the Royal Institution of Chartered Surveyors. I have practised as a chartered surveyor since 1963 and have a lengthy period of knowledge of the planning laws and procedures within the Borough of Sefton.
- 1.2 As a partner in Gerald Eve I was an advisor to Bootle Borough Council on many strategic planning issues which ranged from the (then) New Strand Shopping Centre to the office quarter. In later years I advised the Sefton MBC on a variety of planning and development issues ranging from tourism in Southport to the disposal of Pleasureland.
- 1.3 I also gave advice on less grand proposals which included dockland regeneration, housing association and similar matters.
- 1.4 I left my partnership on April 20 1999 and since have had no professional contact or instruction from the Council.
- 1.5 I regard myself as having no conflict of interest in representing Mr Graham Webster in the current matter.

2. CIRCUMSTANCES OF REPRESENTATION

- 2.1 My client, Mr Graham Webster, is the owner of 15 Prestwick Drive, the house immediately to the north west of the application site.
- 2.2 Mr Webster has lived in 15 Prestwick Drive for over 50 years.
- 2.3 He objects to the proposal by Mr Ian Mutch to develop No. 13 Prestwick Drive. Mr Mutch purchased No. 13 in or around December 2009.
- 2.4 On behalf of Mr Webster I made formal representations to the Council in regard to application S/2010/0542. These representations were made to Ms Susan Tyldesley on 11 May 2010 and included lengthy references to Council adopted policy in regard to development by way of, if I may abbreviate the submission,

Agenda Item 11

extension to existing houses.

- 2.5 There is no need to recite those representations as the application was subsequently withdrawn.
- 2.6 As a result of the representations a new application was submitted (Ref S/2010/0985). Whilst recognising some of Mr Webster's concerns it fails to address the principal issues of the impact on daylight and amenity to Mr Webster's property.
- 2.7 The application would also appear to be a departure from the statutory plans adopted by the Council.
- 2.8 Time constraints do not permit my being able to address the committee in the detail which I believe is important to the determination of the case.

3. PLANNING SUBMISSIONS

- 3.1 I think that there should be greater transparency in what is proposed.
- 3.2 Application no. 0985 describes the proposed work as "resub of S/2010/0542". It is not. It is a revised proposed development.
- 3.3 At paragraph 4 in question it "is a new or altered vehicle access proposed to or from the public highway?" The answer is no but works allegedly in preparation for the proposals have already been undertaken and are subject to separate submissions to the Council.
- 3.4 Under paragraph 7 which regards trees and hedges the answer to "are there any trees of hedges on your own property or on any adjoining properties (my emphasis) which are within falling distance..." the answer is no. Photographs attached show this to be an unreliable answer.
- 3.5 Likewise the answer to the question of removal or pruning hedges is unreliable.
- 3.6 Because the application has been presented in this way I need to go back to the original (now withdrawn application no. 6/2010/0542).
- 3.7 The application dated 25 April 2010 is described as (section 2) "replacement roof and side extension".
- 3.8 It is clearly not "a replacement roof". Indeed the attached plans confirm as much as they refer to "proposed rooms in roof and internal remodelling" and increase

the current ridge house by 1 metre as well as adding a complete storey to the existing rear flat roof extension.

- 3.9 It is my view that, having reviewed the paperwork, there is a lack of integrity in the application.
- 3.10 The object of the application, if judged by the plans alone, is to convert the roof space into four bedrooms and related facilities.
- 3.11 Why could the application not make that clear?
- 3.12 The application before you this evening is “a resubmission” of S/2010/0542 and that is not with all due respect “ a replacement roof and side extension”.
- 3.13 The application is for a major expansion of an existing bungalow to about double its current size with attendant impact on the amenity my client’s property.

4. PLANNING POLICY

- 4.1 The formal objections are with the Officers and need not be repeated here in detail.
- 4.2 In the interest of brevity could I refer to policy MD1 in the UDP. This relates to house extensions.
- 4.3 The committee will be guided by its Officers but policy MDI does not appear to me to accord with the Officer’s recommendations which I abbreviate as
 - a) The proposals are of a scale and mass that is minor in relation to the existing dwellings.
 - b) The design and external appearance harmonise with the existing dwellings.
 - c) Adequate car parking remains within the curtilage of the dwelling.
 - d) They would not cause significant harm to the character of the area.
 - e) They would not cause significant harm to the amenities of the neighbours.

5. PLANNING POLICY APPROPRIATE TO 15 PRESTWICK DRIVE

- 5.1 The proposals, if approved, would dwarf the existing bungalow to the detriment of the amenity of the area.

Agenda Item 11

- 5.2 The proposals are not minor.
- 5.3 The proposals would overshadow the living accommodation of my client to his detriment.
- 5.4 At a meeting with Ms S. Tyldesley she is noted as saying that the planning policy of distances between habitable rooms as at least 12m are “only guidelines”.
- 5.5 The proposals under consideration provide a distance less than 2m from Mr Webster’s lounge window and 9m from that window to the proposed gable end. Both distances are materially less than the guideline of at least 12m.
- 5.6 I accept that not less than 12m would, in the circumstances, be not an absolute figure but to appear to accept that 2m, 5m and 9m are not remotely close to the guideline 12m would appear to be a total disregard to the guidelines.
- 5.7 The heightening of the main roof and that of the garage, which sits on the boundary will materially and detrimentally affect the daylight and the amenity to 15 Prestwick Drive.
- 5.8 Ms Tyldesley’s report to the committee is not dated but was available to my client prior to Ms Tyldesley’s site inspection on Thursday 9 September.
- 5.9 Her report makes reference to the earlier written representations and speaks to the 12m separation (of habitable rooms) and goes on to say that in side windows these criteria cannot always be achieved. Where does the policy allow such latitude?
- 5.10 The window in question “already looks out onto a single storey extension”. that is not wholly accurate. It looks out onto a single storey garage.
- 5.11 The proposal is to add a second storey to the garage and raise the roof ridge height by a significant degree.
- 5.12 Under S.7 (rear extensions) if an extension would have an adverse effect on the ground floor living rooms or kitchens of neighbouring properties planning permission would not normally be granted.
- 5.13 The block plan attached shows the overwhelming scale of the proposals.
6. **CONCLUSION**
- 6.1 Mr Webster has secured a petition of 66 residents, including current and former councillors, who support his objection to the proposals.

6.2 It is my view that the proposals are contrary to planning policy for the reasons set out above and fail all MD1 tests which according to MD1 are mandatory.

6.3 I commend the committee to

- i) A site visit
- ii) A careful consideration of all the evidence put before it.

David B. Lyons FRICS
13 September 2010

Agenda Item 11





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Agenda Item 11

Item 5E

S/2010/1062 : Ribble Buildings, Lord Street, Southport

An amended plan has been produced to address the following:

Steps have been amended to the front entrances in line with the requirements of Highways Development Control,

The parking layout has been altered to provide 2 disabled parking spaces,

The front elevation has been amended to provide matching head detail to the left hand side ground floor window,

The obscure glazing to the tower has been repositioned in the side elevation, and

The rear elevation has been amended to provide a display window to replicate what has already been granted permission.

Item 5G

S/2010/1144 : 18 Alexandra Road, Waterloo

A petition of 42 signatures has been submitted (but not endorsed by a Councillor) objecting on grounds of :

- car parking
- opening hours/children numbers
- irregularities in site plan
- Sefton funding for the proposal

Individual objections also received from 20 Alexandra Road and Apartments 2 & 3, 16 Alexandra Road. The occupier of 20 Alexandra Road objects on grounds of loss of privacy and lack of parking. They state that the shed at No 20 is only temporary and that the extension would adversely impact on the amenity of their garden.

2 occupiers at 16 Alexandra Road raise objection to loss of view, intensification of use, lack of parking, blocking of their driveway and overdevelopment of the site.

Environmental Protection : no objections.

Revised block plan received.

PLANNING COMMITTEE : 15 SEPTEMBER 2010

Late Representations/Information

Part 2

APPENDIX 4

Item 4A

S/2010/0350 : Sainsbury's,1-3 Liverpool Road, Crosby

See attachments.

Item 4B

S/2010/0995 : 80 Raven Meols Lane, Formby

Amended Condition

Following the submission of the report to Committee an error was identified in the conditions to be attached to any approval.

Condition No 2 has been amended to read :

“Condition 2 M-2 Materials (sample) :

Before any construction commences :-

- a) samples of the roofing and facing materials to be used in the external finish of this development shall be submitted to and approved in writing by the Local Planning Authority
- b) the materials approved under (a) above shall then be used in the construction of the development

Reason:

To ensure a satisfactory appearance to the development in the interests of visual amenity and to comply with policy MD1 of the Sefton Unitary Development Plan.”

This better reflects the recommendation set out within the Committee Report.

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Steve Faulkner

From: Andy Wallis
Sent: 15 September 2010 11:52
To: Bob May
Subject: RE: Crosby Placesmatter!

Bob

Thanks very much for this.

Andy

From: Bob May [mailto:bmay@turleyassociates.co.uk]
Sent: 15 September 2010 11:50
To: Andy Wallis
Subject: Crosby Placesmatter!

Andy,

Further to our telephone conversation yesterday and the request that we make correspondence from PlacesMatter! available to the Chair of planning committee I attach the letters from Charlotte Myhrum to Turley Associates of 18th May 2009 and 22nd December 2009.

As we discussed, it is very unusual to be asked to make public correspondence that forms part of pre-application discussions. My client is prepared to make an exception in this particular instance. In doing so we would ask that the contents of this email are also made available, to the Chair of planning committee, other Members and also to members of the public who may wish to see the PlacesMatter! letters.

It is important to recognise that pre-application discussions and responses to draft schemes are made in the context of those consulted seeking to influence the design and making suggestions for us to take on their ideas – and as we know all architects will have their own ideas. However, their comments on a planning application are then made in the context of judging whether the submitted design is acceptable/ suitable so are likely to be phrased differently – and is their considered response.

The 18th May 2009 letter from PlacesMatter! is written in response to a review of an early version of the Crosby scheme. The scheme has changed significantly since then, particularly with the retention of Moor Lane; changes to footprint of the building; the removal of the PFS; and inclusion of a Community building with retention of landscaping on the Moor Lane Roundabout.

The 22nd December Letter was written as part of a 2nd stage review. We did not feel that it fairly reflected the changes to the scheme that had been made; took due recognition of the socio-economic drivers for the scheme; or fully appreciated the analysis of Crosby centre that had been undertaken. PlacesMatter! were, therefore, asked to reflect further and to issue a final response. That more considered response is that which has previously been made available.

The relevant PlacesMatter! response is, therefore, that made in respect of the submitted planning application, referred to in the committee report and which is already available for review.

Regards,

Bob

Bob May

Agenda Item 11

TURLEYASSOCIATES

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PlacesMatter!

Design Review

Bob May
Turley Associates
The Chancery
58 Spring Gardens
Manchester
M2 1EW

18th May 09

Dear Bob,

**Re: Sainsbury's, Crosby
Design Review Report, 5th May 09**

Thank you for bringing this proposal to Places Matter Design Review at such an early stage in its development. It is clear that there are major tensions at work here and the Panel was not at all satisfied that the current proposal resolves those tensions, so it is hoped that there is still time within your programme for further options to be explored.

The central dichotomy is the Crosby community's conviction that they still occupy a village at the same time as they and Sainsbury's desire a 50,000 sq. ft. store, which is compatible with nothing smaller than a town. A store of this size in this context will produce a fundamentally discordant urban form and we cannot support the scheme in its present iteration.

The work that you presented to the Panel comprised an urban design analysis flowing into a strategic masterplan, coupled with a design response to illustrate how the store might fit into the masterplan. Whilst the process that you have undertaken appeared sound in principle and looked at the right sort of issues, we sensed that the analysis was overly influenced by a preconception that a 50,000 sq. ft. store could and would have to be accommodated within the chosen area. The Panel was uncomfortable with such a preconception and believes that it has caused you to be dismissive of certain qualities in the existing fabric and therefore be too ready to sacrifice it.

This is backed up by much of the evidence presented for the eastern end of Moor Lane. For example, despite the fact that one of your primary strategic diagrams contained design principles such as the connection along the entire length of Moor Lane and good edges onto the perimeter, the Architect's response to this deviated quite radically in order to accommodate the enormous footprint of the store and its contiguous car-parking.

Places Matter! Unit 101, The Tea Factory, 82 Wood Street, Liverpool, L1 4DQ
Telephone: 0151 703 0135 Email: info@placesmatter.co.uk

Agenda Item 11

PlacesMatter!

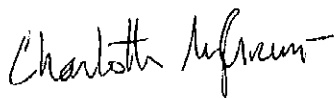
Design Review

The demolition of such a large number of buildings and eradication of an established street within this inner area of Crosby will drastically reduce the quality of place and would need considerable justification and analysis of long term repercussions.

The loss of Moor Lane as a strong organiser and feeder of connections to the residential areas to the east is highly regrettable and the replacement route suggested represents extremely poor urban form and pedestrian experience as currently illustrated. The proposal also results in significant loss of green amenity at the eastern end and there appears little prospect of good edge treatment onto the perimeter roads with the suggestion of trees 'hiding' what can only be defined as the 'back' of the store being an unacceptable solution.

Introduction of a 50,000 sq. ft. store and its ancillary functions in the manner illustrated will impose such an identity change on this place by reducing further the extent of 'village' fabric beyond that already eroded by construction of the by-pass. We are unable to detect a desirable typology in what is offered to represent the future identity. We would like to see further work done at the conceptual and strategic level to identify other options for how the town-like hinterland can be served whilst conserving more of the village character and its essential movement patterns. Perhaps the type can be defined as a modern 'Urban Village', but then it ought to contain a richer diversity of uses and feel less like a shopping centre.

Yours sincerely



Charlotte Myhrum
Design Review Manager

Cc. Leigh Brown, Hadfield Cawkwell Davidson
Joanne Try, Sainsbury's Supermarkets Ltd
Steve Faulkner, Sefton Council
Sue Tyldesley, Sefton Council

Places Matter! Unit 101, The Tea Factory, 82 Wood Street, Liverpool, L1 4DQ
Telephone: 0151 703 0135 Email: info@placesmatter.co.uk

Greg Dickson
Turley Associates
The Chancery
58 Spring Gardens
Manchester
M2 1EW

22 December 2009

Dear Greg

**RE: Sainsbury's, Crosby
Internal Design Review Report, 17th December 2009**

Thank you for submitting this proposal for a second iteration Internal Review. We understand the demand for a larger supermarket to service Crosby and the adjacent towns of Waterloo and Blundellsands but as this scheme remains for a 50,000sq ft Sainsbury's superstore within the by-pass roads surrounding what is left of Crosby village centre, we are unable to support it.

It continues to be too large a development and an inappropriate scale. It does not relate either to the grain or to the massing of the area. The proposals and options demonstrated in the Design and Access Statement are out of character with the urban fabric.

We remain unhappy at the prospect of losing some of the existing buildings as they do have some architectural merit and by demolishing these you shrink an already severely depleted streetscape.

The scheme that you are proposing at present will not only destroy the grain of the area but will play havoc with the geometry of the street patterns.

We would be more supportive of a scheme that was of a smaller footprint on multiple levels. We think it would be worthwhile to revisit the alternatives shown under the Design Principles section of your D & A.

What appears to be happening is the eventual demolition of what the community might continue to call Crosby village centre. With the proposal of a 50,000sq ft. superstore and related multi-storey car park a significant proportion of the remaining area within the road enclosure will be covered by large sheds.

Agenda Item 11

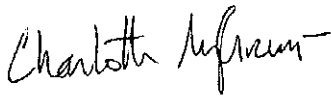
PlacesMatter!

Design Review

The former Sainsbury's site is to be renovated into a multiple of smaller retail units. The current car park along Islington is to be covered with yet another multi storey car park with bus stop shelter.

One must recognise that Crosby Village centre now exists more in the community's mind than in reality and this further destruction of the historic area is in serious danger of rendering the remainder unviable and prone to further replacement, leaving something of a void in the character of what has effectively become a town without the key components of a town.

Yours sincerely



Charlotte Myhrum
Design Review Manager

Cc. Sue Tyldesley, Sefton Council

Steve Faulkner

From: jamie scott [jamiethomasscott@googlemail.com]
Sent: 15 September 2010 08:27
To: Planning Department; Andy Wallis; Andy Wallis; Sue Tyldesley
Cc: Steve Faulkner; Steve Faulkner; ESTERSON, Bill; Ian Barton; Ian Maher; Jim Alford; Paul Tweed; Paula Parry; Paula Parry; Peter Papworth; Peter Dowd; Steve McGinnity; Swift Adrian; t3robertson@tiscali.co.uk; Tony Robertson; Vincent Killen; M Earnshaw
Subject: Re: Letter to Mr Wallis regarding s/2010/0350 SAINSBURYS - request for REJECTION
Attachments: 100915_JS Late Reps.pdf; 100915_JS Late Reps.doc

For the attention of Andy Wallis and Sue Tyldesley,

Further to my previous letter please find the attached in response to Late representations,

Kind regards,

Jamie Scott

On Mon, Sep 13, 2010 at 8:29 AM, jamie scott <jamiethomasscott@googlemail.com> wrote:
For the attention of Andy Wallis and Sue Tyldesley,

Please find attached a letter regarding the Sainsbury's application.

Regarding the information requested in advance of me speaking at Planning Committee by copy of this email I would confirm the topic I am focusing on Planning Policy 'Design'.

Regarding papers for circulation to Planning Committee I would request that the attached letter is circulated.

I also understand it is possible to have information projected on to the screen whilst I am speaking, and I would ask that the attached image files are available and on rotation whilst i am speaking.

Please let me know if there any problem with any of the above, I understand the deadline for my information is 10.00am, and trust what i have sent is acceptable.

Kind Regards,

Jamie Scott

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2 Marine Terrace,
Waterloo,
Liverpool,
L22 5PR

15th Sept 2010

Mr. Andy Wallis,
Planning and Economic Regeneration,
Magdalen House,
30 Trinity House,
Bootle,
L20 3NJ

Dear Mr Wallis,

Sainsbury's Planning Application S/2010/0350

Response to Late Reps

We write in response to the information published yesterday and would note our disappointment that you have not reconsidered your recommendation to Approve, in the light of correspondence and discussion during the last month.

Whilst your report is long it makes no mention of critical items raised by our recent letters. Whilst discussing DQ1 and PPS1 in your own words you make no mention of Places Matter, Design Review or Enabling Report. Their views are essential to any discussion of design.

We made specific request in our letter of 13th Sept for a response to our earlier letter of 28th July regarding Core Strategy and sustainability. This remains a crucial item.

Please find attached our comments to your Late Representations report, which we have tried to keep as brief as possible, whilst highlighting areas of dispute and difference of opinion.

1.4 Whilst we seek rejection for the current application, we also completely support the development of a major new supermarket, which would increase activity and encourage the development of Central Buildings to come forward.

1.29 We would restate that the areas tabled are those of the applicant's assessment of our proposal, and that assessment did not take the concept presented forward with a constructive positive approach to design, but rather bluntly sought to demonstrate weaknesses. For example the assessment did not include the narrowing of Richmond Road, a crucial aspect of our suggestion.

1.32 Regarding proximity to Glens Buildings only 'right to light' has to be addressed. This can be done in limited space, and with the orientation of Glens Buildings this would not have significant impact on first floor.

1.33 Would note that another more rigorous interpretation of the original ABC scheme may still work. Note that our Option B contains considerable developments from the Option 1 shown in the DAS, and provides a workable solution.

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2.2 We suggest that all these changes are superficial, in terms of the issues raised in Objection to the proposals. In particular a colour scheme to 'reflect' (remember) the demolished Glens Buildings, is a crude, and somehow quite disrespectful, response to the demolition of some fine buildings.

4.3 We generally dispute the veracity of your commentary regarding compliance with PPS1 throughout Section 4, in particular the phrase 'The scheme clearly makes a positive contribution...' is disputable.

5.0 We also challenge the commentary provided to DQ1. It is possible to use positive language to describe anything. In this position of dispute the best means of settling the issue is to seek the expertise of an approved body. We have highlighted this in our letters but no mention of Design Review or the full detail of the Enabling Report is made. Without an available Design Review design quality remains a disputable item, although most often collective consensus is usually correct. We reconfirm that DQ1 remains a strong reason for rejection of the application.

6.1 We agree a store which can compete with others is vital. The confirmation that the 4 closest competitors are 30,41, 43 and 74,000sq ft, suggests that a store of around 35-43,000sq ft would be able to compete.

6.3 No applicant plans attached.

6.4 As 1.33

6.5 We dispute this statement

6.6 As described in meeting a 10m wide service route is unnecessary,. Only rights of light need to be provided. Service vehicles can travel around the edge of undercroft car park, below the sales floor.

6.8 and 6.9 There is no evidence tabled to support these statements.

6.12 The current proposal is viable and includes the costs of –
New community building,
Considerable public realm works ie new routes and squares
New Multistorey car park
Extensive visible(and more expensive) elevations
Complex phasing works including temporary retail units and land rentals.

All these items can be omitted or greatly reduced in an alternate scheme- reducing other costs and allowing more to be spent on the store itself - increasing range of viable store sizes. There is no evidence provided regarding the actual 'tipping point' for Crosby.

6.14. As previously noted Waitrose Formby at less than 30,000 and other local stores all create enough foot fall to support their adjacent retail centres, at a smaller size than the proposal.

Comments to Turley Associates Briefing Note

The note states - **The proper retail test is a consideration of a foodstore's scale solely in relation to the centre as a whole...**

We concur with this principle both in terms of retail impact and physical scale of the actual building. It may be that 50,000sq ft retail is required in strategic retail terms, but there is no actual requirement for it all to be in the same building, rather the process should be 'Design Led'. Regarding Retail Impact the areas of foodstore and small retail units in the existing and proposed scenarios are as follows –

EXISTING

Foodstore – 3576sqm / Small retail – 4189sqm = 46% of all Crosby retail is currently Sainsbury's

PROPOSED

Foodstore – 8,802sqm / Small retail – 4320sqm = 67% of all Crosby retail will be Sainsbury's

Having 67% of the total retail area of a district centre within a single building represents a significant imbalance. This impacts in trying to secure retail movement and range of linked trips across the centre. This must be assessed against PPS4.

Maintaining Crosby as a strong centre.

The final sentence mentions choice – the figures above, comparing existing to proposed, demonstrate the reduction of choice as alternatives to Sainsbury's are squeezed from 54% of the village down to 33%.

Being able to Complete

As noted above the sales areas of competing stores are 30,41, 43, and 73,000sq ft. A store at the lower range of these figures would be able to 'compete'.

Maintaining Parking Levels and building over parking.

Briefing note says 'Sainsbury's experience has led them to set a limit for such stores of 50,00sq ft. As per our comments to minutes of consultation 3rd Sept, we note recent application for Winchester Sainsbury's is proposal of 35,000sq ft over parking. The Briefing Note is mistaken.

Overall scheme viability

See 6.12 above

Implications of making the store smaller

The first paragraph contains the threat of no action, on the basis of there being no viable solution. We continue to dispute the 'un-viability' of slightly smaller stores.

First para P56, we do understand the need for a major attractor, but looking beyond retail, district centres must, in line with Core Policy become sustainable community centres with a range of diverse services and activities available.

The retail consultants are, naturally enough, perceiving the world through a filter in which all considerations are biased to an inherent preference of 'retail', without considering the wider social and community functions of the district centre. These needs are set out in the Emerging Core Strategy mentioned at the beginning of this letter.

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This concludes our comments of Late Representations.

Whilst we do not anticipate a further reply from yourselves we would ask that you record this letter of response, and circulate to Committee.

We do however still request a response to our letter regarding Core Strategy, 28th July.

Yours sincerely,

Jamie Scott
ABetterCrosby

cc Mr Jim Alford, Mr Steve Faulkner, Planning
Cllr Papworth – S & O (Regeneration) Committee
Cllr Maher – Regeneration, Cllr Tweed – Chair Planning
Cllr Robertson, Cllr Dowd, Cllr Parry,
Ms Margaret Carney – SMBC Chief Executive, Mr Bill Esterson, MP

Agenda Item 11

From: "jo hotmail" <jorawsthorne@hotmail.com>
To: "Planning Department" <Planning.Department@planning.sefton.gov.uk>
Date: 15 September 2010 08:14
Subject: Sainsbury's proposal

CC: "thomas brewster" <abettercrosby@googlemail.com>, "norma Farrell" <norma...
 The Planning Department. 15.09.2010

Dear Steve,

With reference to my letter to you on 13th August 2010, I am writing to reiterate my concerns about and objection to the recommendation to accept Sainsbury's proposal.

The councillors are to be thanked for the decision to defer which has given time to meet with Sainsbury's representatives but above all which has allowed an opportunity for the wider public in the local area (the silent majority?) to be informed of the proposal and to register their dismay and consequent opposition to the enormity of it!

I still dispute your assertion that (6.21) "there has been considerable provision for ...wide consultation" prior to the proposal. Admittedly, a few of us have since had the chance to meet the Sainsbury team face to face but I can assure you that although they may have listened, they were intransigent in holding fast to their plans.

This meeting unfortunately confirmed a misapprehension that I have over the way Sainsbury's do business. There has been a lot of misinformation and conflicting information given out by the representatives.

I know this from my personal experience. When comparing notes with others in our local community who were at similar meetings, including local politicians, on issues like parking, on-line shopping, for example, contradictory statements were made by the representatives.

It was not very pleasant when Jeremy Fieldsend accused me and my neighbour of scaremongering by showing the latest images of the final proposal to local residents. I can assure you that these images only became available to us on the internet around June this year. At that time I personally showed them to at least 300 people in the local neighbourhood (and many more since) who were absolutely horrified when they saw what was planned and who said that they had not seen any such images before or been consulted by Sainsbury's.

Sainsbury's may have ticked all the boxes in what they consider consultation, and even if Mr Fieldsend, as he said to us, has been doing the job for 25 years, their consultation with the people of Crosby has not been satisfactory. They did not listen when we told them it was TOO BIG, they did not give us any space to say that on questionnaire, they did not publicize the images of their proposal until it was very late in the day and then it was on the internet which is not accessible to everybody.

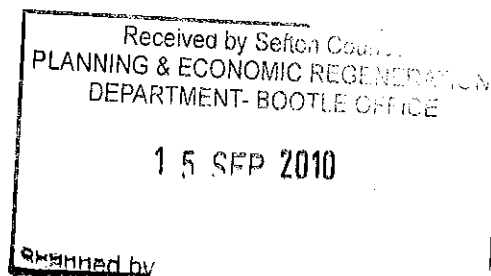
If Sainsbury's had been proud of the proposals they would have got the local store to display them in a prominent position... not down the far end of the shop where the tills are never open and where very few people would notice them. This has all added to the general public's perception of Sainsbury's trying to sneakily fulfill its obligations (and ambitions) without really consulting us!

I would also like you to know that I found it quite intimidating when Bob May glared at me and pointed his finger at me after I said that the proposed shop was too big. This smacks of the bullying tactics that seem to be indicative of the highfaluting way Sainsbury's have conducted this whole process.

On the matter of traffic and parking we were told that Sainsbury's will do nothing practical apart from surveys before and after the development is completed. This puts the urgent issues raised by De Villiers residents squarely back in the realm of the council to solve.

The rest of the objections I raised still stand but I would like to refer to the assertion that the proposals (1.15) pay regard to the historic centre. The place of the historic Cross of Krossby at St.Michael's Well may remain untouched but it will nevertheless be overshadowed and obscured by the monstrosity of the unnecessary concrete multi-storey car park.

Yours sincerely,



Agenda Item 11

Jo Rawsthorne

17 De Villiers Ave,
Crosby,
L23 2TH

Agenda Item 11

From: Savvas Neophytou <savvas.neophytou@panmure.com>
To: "planning.department@planning.sefton.gov.uk" <planning.department@plan...>
Date: 15 September 2010 07:22
Subject: S/2010/0350

I am writing in strong support of the Sainsbury's plan as it stands currently.

We do not want any more boarded up shops and unattractive late night bars.

My thoughts on the Sainsbury's plans are as follows: I worry that there may not be effective masterplanning of the site in place.

'Permeability' was, however, addressed as part of the consultation process with the creation of new pedestrianised walkways on richmond street but I still worry that the remainder of the development could suffer from lacklustre uptake by independent retailers and non-competing national chains (i.e. multiple retailers who have a branded offering nationally but do not directly compete with the core offering of a big Sainsbury's. e.g. cobblers, pawn shops, bookmakers, Wilkinsons, dvd rental, cell phone retailers, banks).

Unfortunately Sainsbury's will probably put a block on certain type of competing traders (such as upmarket fishmongers, local butchers and/or farmers market type outlets cf. Woolton village, West Kirby, Heswall and Didsbury village in Manchester which I think could be good templates of how things could have gone. JS simply will not allow those kind of places. However, that fact on its own should not block this project. Where else is the area going to get a £50m investment from in this current market/macroeconomic conditions?

Certainly from a planning point of view, thought should be given to leisure 'zoning', the creation of a night time space and community that should include some restaurants and family pubs. I would like to see the masterplanners (if they exist) target homewear and horticultural retailers, 'building in' better access to Coronation road and helping it develop as an attractive corridor to the beach for visitors and building on some of the interiors retailers along that road.

But overall, I am in strong support of Sainsbury's plans as they are and I believe half hearted attempts to alter these plans may result in the whole project being abandoned altogether.

Despite what opposers of the Sainsbury plans are saying, I believe a silent majority are keeping quiet about this because Crosby is that kind of area really. There is not a lot of militancy in the area and people just keep themselves to themselves. But also because most people are not entirely sure which is the best way for this they keep their thoughts to themselves. I am sure faced with the prospect of the next 5-6 years seeing the village centre increasingly becoming a ghost town with boarded up shops and what that entails, then people would be more open in their support for Sainsbury's investment.

Kind regards,

Dr Savvas I. Neophytou
 14 Ashbourne Avenue
 L23 8TX

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Steve Faulkner

From: M Earnshaw [bfsubscriptions@waspress.co.uk]
Sent: 15 September 2010 09:53
To: Steve Faulkner
Subject: Late submission
Attachments: late submission S 2010 0350 15 sept 2010 ABetterCrosby.doc; 10.09.14 LETTER to EH - comments on listing application 171217 (1).pdf

Dear Steve

I attach two documents, one a letter from me on behalf of ABetterCrosby, the other a letter from the 20th Century Society. I would be grateful if you could acknowledge receipt and as the letter says, I do apologise for its unavoidably late arrival.

Best wishes

Mary

Mary Earnshaw

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**Mary Earnshaw · 18 Rossett Road · Great Crosby ·
Liverpool L23 3AW**

tel: 0151 932 1312 email: mce@waspress.co.uk

Steve Faulkner
Principal Planner (Major Developments)
Planning and Economic Development
Sefton MBC
Magdalen House
30 Trinity Road
Bootle
L20 3NJ

15 September 2010

Dear Steve
Sainsbury's Planning Application S/2010/0350

I apologise for the lateness of this communication but you will understand why when you consider the attached letter from the 20th Century Society of 14 September 2010. The letter, quoting the Society's Chairman, Professor Alan Powers, is self explanatory. The 20th Century Society is recommending to English Heritage the listing of the Glenn Building containing the Satterthwaites bakery in Moor Lane, Great Crosby.

In addition to the obvious implications of this statement, we believe that this casts serious doubt on the reliability of the freelance 'expert' who produced both the Design Appraisal (December 2009) and Built Environment Assessment (July 2009) on behalf of Sainsbury, Mr Peter de Figueiredo, who states in the latter report:

"4.1.4 The Art Deco terraces too are a distinctive feature of the street. They are clad in moulded tilework, and their wide simple shopfronts and banded upper floor windows with chevron glazing bars give them a strong horizontal character. **Although they are not of sufficient architectural interest to be listed**, rows of small scale Art Deco style shops of this kind are rare in national terms, and they remain relatively unaltered."
[my emphasis]

This same consultant in his Design Appraisal states:

"5.6.1 The new Sainsbury's foodstore is designed as a simple structure in a restricted palette of crisply detailed contemporary materials. No attempt has been made to contextualise the design, which is deliberately unassertive so as to minimise its impact on the surrounding area. Whilst the building enclosure is much greater in footprint than any other buildings in the locality, its bulk is minimised by integrating it within the newly formed street layout, so that it cannot be seen in isolation."

As far as I can see this statement is not in keeping with the requirements of PPS5 in particular HE7.5 which states that you should take into account:

"The desirability of a new development making a positive contribution to the character and local distinctiveness of the historic environment. The consideration of design should include scale, height, massing, alignment, materials and uses."

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Frankly, Mr de Figueiredo's statement suggests that the building proposed has in fact not been designed for the environment in which it is to be built at all. These arguments are well rehearsed elsewhere, but I do think that we should all be very concerned when Sainsbury's 'experts' make poor recommendations, because great damage is done to the integrity of the planning process. The fundamental error of the vital Built Environment Assessment casts doubt over the quality of all the other consultants' advice, as one suspects they have been hired to support the client's stance rather than making objective appraisals.

I would be grateful if you could include the 20th Century Society letter in the late submissions to councillors today and comment upon it in your justification if that is possible in the time available.

I would hope that this finally gives the council's planners due reasons to reject the planning application.

Kind regards.

Yours sincerely

Mary Earnshaw

Mary Earnshaw
On behalf of ABetterCrosby Campaign

Attachment: Letter from 20th Century Society, 14 September 2010

70 Cowcross Street
London EC1M 6EJ
telephone 020 7250 3857
fax 020 7251 8985



THE TWENTIETH CENTURY SOCIETY

Hannah Saxton
Heritage Protection Co-ordinator
Northern Territory
English Heritage
3rd floor Canada House
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Manchester M1 5FW

e-mail:
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C20society.org.uk
website:
www.c20society.org.uk

Founded in 1979
as the Thirties Society
to protect British
Architecture and Design
after 1914

14 September 2010

Dear Hannah Saxton

Glenn's Buildings, 17-23 Moor Lane, Crosby, Liverpool, Merseyside

Your ref 171217

Our ref 10 09 08

The Society has been contacted by the applicant for the above listing case who requested whether we could comment on the merits of the buildings. Our limited resources have not allowed us a site visit, however, we wish to make the following comments. These are based on the photographs and supporting document that the applicant forwarded to us and were written by our Chairman, Professor Alan Powers, author of a number of books on architectural history, including *Shop Fronts* (Chatto & Windus 1987):

The shopping parade building in Great Crosby that includes Satterthwaites is a work of remarkable quality within its genre and of special architectural and historical interest for that reason. It is also a very complete survival of a building type of which mostly single shop units or very large stores only survive relatively unaltered.

As the applicant's comments rightly indicate, it is an important document of the kind of detail with which shop fronts were designed, which is of visual and stylistic interest and also indicates clearly the social history of shopping in this period. The faience facings, with the decorative details, lettering, window glazing, grilles and other details are correctly identified as constituting a very special survival.

The idea of a shopping parade such as this is integral to the development of suburbs from the 18th century onwards, but was particularly strong in the inter-war years, as suburbs expanded and there was competition between developers.

In my book, *Shop Fronts* (Chatto Curiosities of the British Street, 1987), I wrote about the difficulty of preserving shops through the listing process. It has been encouraging that in recent years English Heritage has taken them more seriously as part of the architectural heritage and I very much hope

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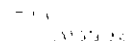
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that this example, which is fit for purpose for modern retail, will be listed and continue to serve its local community with style.

We hope our comments will be of help and taken into consideration. Should you require some clarification on any of the above, do not hesitate to contact me. I would greatly appreciate, if you could keep us informed of any further developments in this case.

Remit: The Twentieth Century Society was founded in 1979 and is the national amenity society concerned with the protection, appreciation, and study of post-1914 architecture, townscape and design. The Society is acknowledged in national planning guidance as the key organisation concerned with the modern period (see *Annex to PPG15*), and is a constituent member of the Joint Committee of the National Amenity Societies. Under the procedures set out in *ODPM Circular 09/2005*, all English local planning authorities must inform the Twentieth Century Society when an application for listed building consent involving partial or total demolition is received, and they must notify us of the decisions taken on these applications.

Yours sincerely



Dr Christina Malathouni
Caseworker

cc Elaine Pearce, DCMS Listing Branch
Jamie Scott