Public Document Pack

Sefton Council

www.sefton.gov.uk

Chief Executive's Department
Town Hall
Lord Street
Southport
PR8 1DA

Date:
Our Ref:
Your Ref:

Please contact: Olaf Hansen
Contact Number: 0151 934 2067 / 2788
Fax No: 0151 934 2034
e-mail: olaf.hansen@sefton.gov.uk or ian.barton@sefton.gov.uk

Dear Councillor

PLANNING COMMITTEE - WEDNESDAY 18TH AUGUST, 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**
12.	**Late Representations** (Pages 3 - 92)

Yours sincerely,

M. CARNEY

Chief Executive

This page is intentionally left blank

PLANNING COMMITTEE : 18 AUGUST 2010

Late Representations/Information

Part 1

APPENDIX 4

Item 4A
S/2010/0350 : Sainsburys, 1-3 Liverpool Road, Crosby,

Petitions and objections

A total of 6 petitions are attached seeking to directly address Committee, and other supporting information associated are attached in date order of original receipt.

1. Petition of 46 signatures sponsored by Councillor Peter Papworth on behalf of residents at 'Sandalwood', Coronation Road objecting to the application. (Councillor Papworth has indicated he will speak on behalf of these residents).
2. Petition of 36 signatures sponsored by Councillor Paula Parry on behalf of Catherine Caddick, 13 Liverpool Road, in support of the application.
3. Petition of 7,512 signatures sponsored by Councillor Peter Papworth on behalf of 'ABetterCrosby' objecting to the application (only 26 signatures and attachments enclosed; hard copy available for members at Planning Committee).
4. Petition of 26 signatures sponsored by Councillor Peter Papworth from Jacqueline Auton of 'Café Barista', Moor Lane, objecting to the application.
5. Petition of 26 signatures sponsored by Councillor Steve McGinnity from Janet Smith of 44 De Villiers Avenue, objecting to the application. This followed at 58 signature petition from residents of De Villiers Avenue which was not sponsored. Her objection letter is attached.
6. Petition of 26 signatures sponsored by Councillor Peter Papworth from Steve Pritchard of Pritchards Bookshop, Liverpool Road, objecting to the application. His objection letter is attached.

Petitions 5 and 6 arrived following the cut off time of 1000 on August 13 and as such, it is at the members discretion as to whether or not they will allow the petitioners to address Planning Committee directly.

The applicant has also submitted supporting information for display at the committee meeting, copies of which are attached in addition to their confirmation of wishing to address Planning Committee in response to the above.

Further individual representations have been received from the following addresses on or after the 26 July 2010:

Belvidere Park, 1; Blundell Road, Hightown, 34; Brooke Road West, 58; Boundary Drive, 4; Chestnut Avenue, 6; Coronation Drive, 4, 25; Coronation Road (83 Sandalwood), 51; De Villiers Avenue, 17, 44; Durban Avenue, 1, 2, 3, 4, 6, 7, 8, 10; Eshe Road North, 62; Hillcrest Road, 13; Ilford Avenue, 21; Little Crosby Road, 32, 'Brookside Cottage', Liverpool Road, 13 (Crosby Traders Association); Marine Terrace, 2; Moor Drive, 'Joybarick', 14, 49; Moor Lane, 13, 49; Moorland Avenue 54; Richmond Road (Avon Richmond Flats Ltd); Rimrose Valley Road, 107; Rossett Road, 18; Rothesay Drive, 20; Scape Lane, 3, 8; Second Avenue, 9; Sunnyside Road, 42; The By-Pass, 3; Vermont Avenue, 27; Victoria Road, 33.

Of these 42 addresses (some having written more than once) all bar one object to the application.

Crosby Traders Association have also forwarded three letters form other traders opposed to the application in addition to their a letter of support for the proposals.

In addition, a letter of objection is attached to the representations from the occupier of 3 The By-Pass, Crosby.

The issues raised throughout these submissions have been subject to significant discussion in the Planning Committee report and members are duly advised of the basis on which those addressing the Committee will seek to present their case.

SEFTON COUNCIL
20 APR 2010
REGENERATION BSU

Mrs Brownrigg
Flat 18, Sandalwood
83 Coronation Road
Crosby L23 5UJ

Planning & Economic Regeneration Dept
Magdalen House
30 Trinity Road
Merseyside L20 3NJ.

09/4/10

With reference to S/2010/0350.

Dear Mr Steve Faulkner,
We object to the building of a multi-storey car park in Islington, over the site of the existing council car park on the following grounds.

A) Sandalwood is a Leasehold estate of 54 Retirement Apartments for those aged 60 and over. We do not welcome overlooking a multi-storey car park and the noise and disruption involved. Have you thought about the environmental impact on residents?
B) We are concerned about the increase in traffic along Islington and Coronation Roads. The increased traffic will make it even more difficult to safely cross the road to Crosby village and Sainsbury's for elderly vulnerable people.

J R Hayard Flat 52.	D J. Martin 43
J Leeg FLAT 41.	Olivia McKevitt FLAT 12.
M. Brownrigg FLAT 14.	J. Bamber Flat 24
S. Rice. FLAT 20.	W. A Saxby Flat 19
Pam Fields-Mors. Flat 35	J. Lovelady Flat 2.
Joan Wright FLAT 3	J. Ryley. Flat 5.
E Davies " 51	
D O'Hara. Flat 33.	
G. B. Goodlorum Flat 27	M Freeman FLAT 43

PTO

ME

Flat/Address	Name
29 Sandalwood	G. M. Maddocks
FLAT. 1.	D. J. Smith
FLAT 1	M. Smith
FLAT 25	C. F. Barrett.
FLAT 37	K Webb
FLAT 10	P M CONNER
Flat 6 Sandalwood	J M Taylor
Flat 9	D Hislop
47 St Lukes	C Jones.
FLAT 31	[illegible]
FLAT 1 Pinfold Ct. Alex Rd Crosby	E Jones
15 Alexandra Rd.	[illegible]
26. SANDALWOOD	J Pictnall
22 SANDALWOOD	[illegible]
42 SANDALWOOD	L. E. O'Brien
32 Ascot Park	[illegible] (A. RIMMER)
FLAT 34	[illegible]
3 Brownmoor Close L23	[illegible]
7 Sandalwood	Clare Holland
FLAT 44 Mr + Mrs Hughes	
Flat 19 Sandalwood.	Mrs V. A Saxby.
FLAT 56 SANDALWOOD.	Rob Parry
Flat 11 SANDALWOOD	K Sweeney.
23 Glen Rd EH45 9AY	V. M. Pitts
FLAT 36	V. [illegible]
22 BARNHAM L16 5ES	M Lennon.
3 Chellowdene L23 4UQ	D Abrowl[illegible]
E Halpern	Flat 15 Sandalwood.
40 Rosedale L23 0UQ	[illegible]
FLAT 27 SANDALWOOD	A. J. [illegible]

46

Sefton Council

Petition To Speak At Planning Committee

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

Site Address: MOOR LANE
CROSBY VILLAGE

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 CATHERINE CADDICK.

Address 13, LIVERPOOL RD
CROSBY L23 2SA.

Telephone Number 0151 924 3537

E-mail address cathcad@hotmail.co.uk

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
16 AUG 2010
Scanned by

Sefton Council

Speaking at Planning Committee

You have confirmed that you wish to address the Planning Committee. In order to make as much information as possible available to the Committee members before the meeting, would you please complete this form and return it to the Planning Department at the address below.

Site Address: CROSBY VILLAGE.

Application Number: S/2010/0350

Your Name: CATHERINE CADDICK

Summary of Main Issues of Case

Please outline the main points you wish to draw to the attention of the Committee:

SAINSBURY'S LARGER STORE WOULD BRING IN MUCH NEEDED FOOTFALL TO CROSBY VILLAGE. DUE TO THE EXTRA VARIETY OF GOODS THEY WOULD OFFER. I.E. CLOTHING, HOMEWARES, LARGER VARIETY OF GROCERIES.

. THIS WOULD I BELIEVE BRING IN OTHER MUCH NEEDED INVESTMENT, FROM OTHER BIG NAMES. AGAIN RESULTING IN HIGHER LEVEL OF FOOTFALL

Additional Supporting Information

Please attach any supporting information eg photographs. This will be circulated to members of the Planning Committee prior to the meeting. Please note that this will be reproduced in an A4 black and white format.

New information should not be circulated on the night as there will not have been sufficient time for Councillors to consider it.

Please return this form **by 10am the Monday (Tuesday if the Monday happens to be a Bank Holiday) prior to the Committee** meeting to:

Sue Tyldesley
Planning Department
Magdalene House
30 Trinity Road
Bootle
L20 3NJ
Fax: 0151 934 3587
E-mail: planning.dcsouth@ planning.sefton.gov.uk

If you have any queries regarding this form or the Committee procedures contact the Committee Clerk, Ruth Appleby, on 0151 934 2181.

* ANOTHER VERY IMPORTANT POINT IS THE BENEFIT OF A FRESH, CLEAN ENVIRONMENT, WHICH CROSBY VILLAGE IS IN DIRE NEED.

We the undersigned would like to put forward our Support, for the New Sainsburys store in Crosby Village

NAME.	ADDRESS	SIGNATURE.
E. PLANNISKA	107 Rimrose Valley Rd Crosby L	
S KEEKIN	11 PARKSIDE'N MAGHULL LIVERPOOL	
S Kearney	58 PARKLANE BOOTLE L20	
B Kelly.	8 GARTH COURT WATERLOO	
I KEARNEY.	8 GARTH. COURT WATERLOO	
S. RUTHERFORD	58 ROTTEN PARK CROSBY	
M. REGAN	27. REGINA AVE. WATERLOO	
S. Campbell	53, Alexandra Rd. Crosby.	
S Burke	12 Burke St waterloo	
V MCHANEN	21 HIMSALL CLOSE CROSBY	
A. Evans	62 Litherland PK Litherland	
H STOFFORTH	226 MOOR LANE, CROSBY	
E PALIN	37 HEXHAM CLOSE NETHERTON LIVERPOOL	
D LEE	11 woodend Ave crosby	
J RUSSELL	229a DERBY RD BOOTLE	
David Shelbourn	68 Chesterfield rd crosby	
Steven Hillhouse	8 MOORFIELD RD CROSBY	
Joseph King	39 LINACRE LANE BOOTLE	
Jonty Cubha	40 Thorndale Road, Waterloo	
P EDLIN	7 WYLVA AVE CROSBY	
Lyn Blower	42 Endsleigh Rd Crosby	
Gerda Boden	50 Thorndale Rd, Waterloo.	
Mark Smitten	6 VALLEY Close Liverpool Crosby	
Mike Sampson	68 Gilmartin Grove, Liverpool L6 1EG	
B Almond	17 Worthing St Liverpool L22 6QU	
K. HUMPHREY	18 FIR RD WATERLOO, L'pool L22 4QL	
T ONeill	35 GREEN Park Blundellsands L30 7PP	
S SAUNDERS	19 MILLER AVE	

Continued.

We the undersigned would like to put forward our support for the New Sainsbury store in Crosby Village..

ANNE MUSTAFA	Cooperative Travel 195 Liverpool Rd Crosby.	
JANE TOMLEY	Co-operative Travel 11 HOLLWORTH AV	
LISA ASHCROFT	" SHAFTESBURY AVENUE-CROSBY	
Jack Lawrence	23 Grasmere Gardens - Crosby	J. Lawrence
Phil Wells	4 ELMCROFT LANE - HIGHTOWN	
J. FEEHAN	14 STIRLING AVE, CROSBY L23 0QR	J. Feehan
J. KERR	29 ASCOT PARK, CROSBY. L23 2XH.	J Kerr
C. CADDICK.	WHITEBROOKS. PARK DRIVE	

From: jamie scott <jamiethomasscott@googlemail.com>
To: <planning.department@planning.sefton.gov.uk>, Steve Faulkner <steve.faul...
Date: 17 August 2010 07:57
Subject: petition supporting info electronically....
Attachments: Sainsbury's vision for Crosby.pdf; 3 Similar Entrance to what Sainsburys pr opose for Crosby - from Sainsburys in Sheffield.jpg; 5 Glenn's Buildings Sa inburys want to demolish.jpg; 6 ..which includes Satterthwaites in business since 1936 - Sainsburys will demolish.jpg; ABetterCrosby 12th August 2010. docx; Colne Sainsbury's.bmp; Community vision for Crosby.pdf; Glenns old.jp g; Glenns old 2.jpg; Glenns old 3.bmp; Sainsburys Letter 29 July J King.pdf ; sefton sustainability framework.pdf

Dear Planners,

Following submission of our petitions on Friday morning, I was requested to provide the supporting information electronically - so here it is.

Additionally I have a letter asking for me to confirm what my key objections are, and to confirm by Tuesday lunchtime - i reply by this email - my objections relate to the proposals not complying with either the current UDP or emerging, Core, Policies.

Regards

Jamie Scott

ja

Petition for representation at Planning Committee

for **ABetterCrosby**

Jamie Scott of 2 Marine Terrace, Waterloo, Crosby or a substitute, has been endorsed by Cllr Peter 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 (see overleaf)
Cllr Peter Papworth

	Resident's Name (print)	Signature	Address
1	MARY EARNSHAW	M. Earnshaw	18 ROSSETT RD: L23 3AW
* 2	LARRY BARHAM	Larry Barham	18 ROSSETT RD L23 3AW
3	DEBRA WALSH..	D. Walsh	29 ROSSETT ROAD CROSBY. L23 3AN.
4	STEPHANIE DUNNING	Stephanie Dunning	20 ROSSETT RD L23 3AW
5	IAN DUNNING	Ian Dunning	20. ROSSETT RD L23 3AW
6	Imanol golfarroz	Imanol.	37 Rossett Rd. L23 3AN
7	Donna Dunning	Donna Dunning	37 Rossett Road.
8	DAVID LLOYD		31 ROSSETT ROAD L23 3AN
9	PATRICIA LLOYD	P Lloyd	31 ROSSETT RD L23 3AN.
10	COLIN WALSH		29 Rossett Rd L23 3AW
11	GEOFFREY KENT		16 Rossett Rd L23 3AW.
12	T McGEAGH	T McGeagh	22 Rossett Rd L23 3AW.

* resident + council tax payer but not on electoral register as he is a US citizen with permanent resident status.

TB.

13 Nik Wachsmann		22 Rossett Road L23 3AN
14 Stuart Lloyd		31 Rossett Rd, L23 3AN
15 J. MARSHALL		~~142 College Rd L23 8AP~~ 1 MIDLOTHIAN DRIVE L23 3AL
16 A. MARSHALL		1, MIDLOTHIAN DRIVE L23 3AL ~~142, College Rd L23 3DP~~
17 P Be	P Bennett	7 The Close L23 3DB
18 B. Rawlinson	B. Rawl	16 Grace Ave L23 7XF
19 D.S. CORBETT	Susan Corbett	37, LYDIATE PARK L23 7XL
20 J. INMAN	James Inman	22 ANNDALE ROAD L22 9QU
21 G.J GRIBBIN		37 LYDIATE PARK L23 1XL
22 D.J HARRISON	D.J Harrison	9 Lismore Court L23 8SE
23 M.A. Hughes	M.A. Hughes	12. Abbotsford Road L23 6UX
24 [illegible]		7 THE CLOSE L23 3DB
25 B.L Bates	B.L Bates	199 The Northern Rd.

26. D McKillop — 27 Rossett Road L23 3AN

I endorse this petition

P R Bennett.

(P R AINSWORTH)

CLLR

Application - S/2010/0350.

Papers submitted by A Better Crosby

A1, A2. Counter Arguments to Justification
B Sainsbury's Vision for Crosby
C Precedent Images
D Glenns Buildings
E Sefton Council's Sustainability Appraisal
F Our Community's own vision for Crosby
G Sainsbury's letter
H Schedule of Affected Businesses.

ABetterCrosby 12th August 2010

Counter arguments to the Justification for Approval by Case Officer for Application s/2010/0350

In General

ABetterCrosby (ABC) welcomes attempts to attract investment into and the regeneration of the Crosby Village Centre and is not opposed to the principle of new retail development. However, we are concerned about the scale and nature of the current proposals and whether they will contribute to the long term enhancement and success of the centre. Overall, we feel that this will not be the case and an opportunity is being lost to repair past mistakes to create an attractive truly sustainable centre reconnected to surrounding areas. In particular we would draw your attention to the following matters which we feel have not been adequately addressed in the Council officers' Committee report:

Compliance with Policy

In strategic terms the proposals are compliant with national and local policy being located within an established district centre. The issues are, therefore: 1) whether they are proportionate to the size of the centre; 2) whether they are appropriate to the character of the centre; 3) whether they will aid the long-term regeneration and development of Crosby centre. ABC's view is that they are not and are a missed opportunity to think carefully about the future of Crosby Village where further development can be carefully integrated into the centre in a way which helps repair the damage caused by insensitive development and over-engineered highways built in the 1960's and 70's. Given that there are pressures for development and investment in Crosby centre, the Council has had the opportunity to manage the situation through the preparation of local policy advice, e.g. through a Supplementary Planning Document or Development and Design Briefs, with local community consultation and engagement. These would set out in a positive way the vision and objectives for Crosby centre and criteria against which to measure the scale and quality of new development proposals. Instead of reacting to proposals, the Council would, working with the local community, have set the agenda for the future of the centre. This would very much chime with the coalition government's emphasis on a new 'localism'.

Sustainability

Given that the application is within an established centre which is readily accessible by public transport, walking and cycling to local communities, ABC would question whether it is truly 'sustainable' to double the number of parking spaces associated with the development and so encourage more car journeys. Whilst some additional car parking might be appropriate, the sheer volume of parking currently proposed effectively drives the layout and nature of the scheme proposals and results in an insensitive form of development.

Employment

Whilst clearly a new larger superstore will employ more people, many of the jobs created will be part-time. The proposals will inevitably impact upon local businesses, in some cases directly because their premises will be demolished and in other cases through the possible diversion of trade. It is unclear as to whether existing businesses will be able to afford the rents of new units that will be

A2

provided; the sheer range of goods the new store will sell, particularly of a non-food nature, will provide 'one-stop shopping' which will difficult for independent traders to compete with. Yet no proposals are being put in place of a 'Business support' or of a 'town centre management' nature to help independent and local traders. There is little evidence that the proposals will result in the long term in an overall increase in the level of employment in the Village.

Design and Environmental Issues

ABC welcomes attempts to improve the environment of the centre of Crosby, particularly the efforts to enhance the external elevations of the existing Sainsbury building. However, the proposals will result in the loss of some well-loved 1930's buildings (the Glenn Buildings and the block opposite) and the construction of a new store which will totally dominate the eastern end of Moor Lane. The store has a huge floor area and is elevated above car parking which emphasises its height. It is totally out of scale with other development in the centre and sits uncomfortably in the townscape. In appearance, it has little architectural merit. Indeed, it is more the style of design that one would find on a retail or employment park. It adds nothing to the character or quality of Crosby Village. The insensitive nature of the design does little to repair the damage done to the Village by the low quality development of earlier years.

Key Routes/Links to surrounding areas

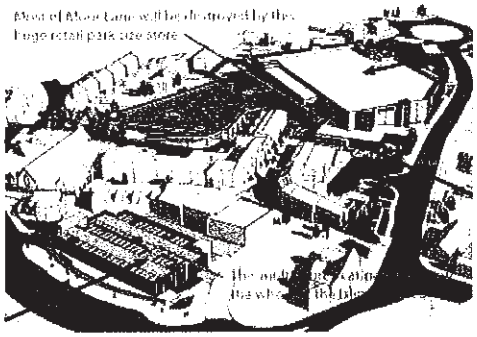
Crosby village centre in effect has an 'island location' being surrounded by large roads which cut it off from surrounding shops and residential areas, e.g. Cooks Road, Coronation Road, Liverpool Road, etc. The proposals do little to enhance the links with these areas. Indeed within the decking over of existing parking areas and the extensive 'blank' frontages to the new store building, the problem of the Village turning its back on its surroundings is compounded. The opportunity to reconnect the Village with adjoining streets and areas as was the case historically has not been taken and the domination of the over-engineered highway network around the Village remains.

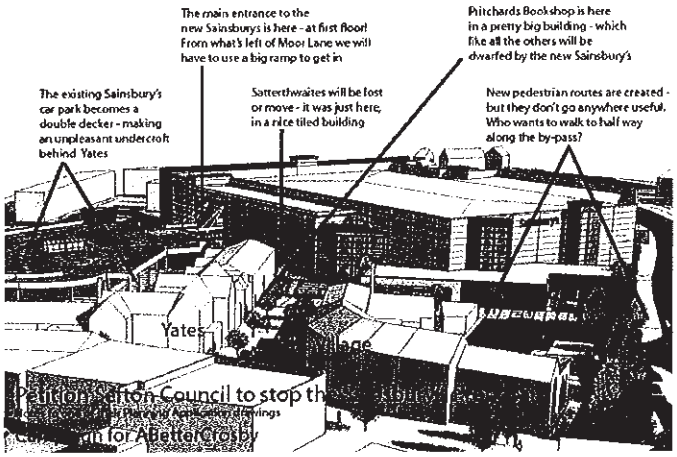
In conclusion, we request that the Committee consider the points we make and either refuse the current proposals as they stand or defer the application so that further consideration can be given to more sensitive planning and future development of Crosby Village Centre, including the provision of a new foodstore.

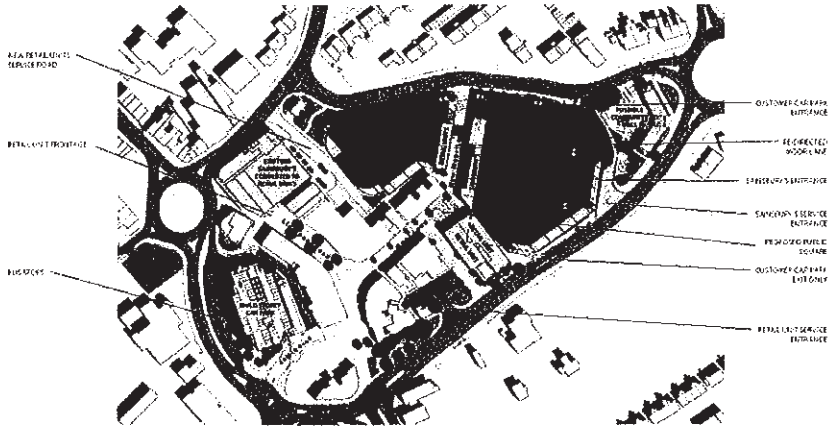
Sainsbury's vision for Crosby Village

Our community group 'ABetterCrosby' is campaigning to make Crosby a nicer place for everybody, a vibrant village centre rather than the tired precinct it has become.

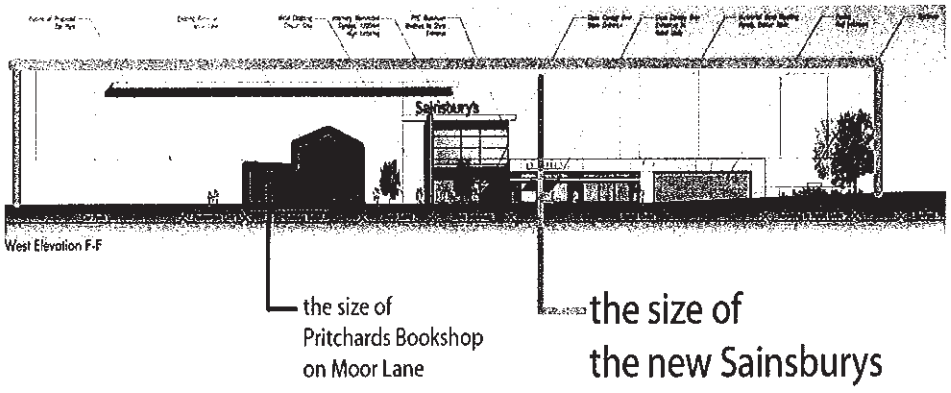
These images show what Sainsbury's want to do.
We have different ideas - see our 'Community Vision'. If you have an opinion on the future of Crosby please get involved







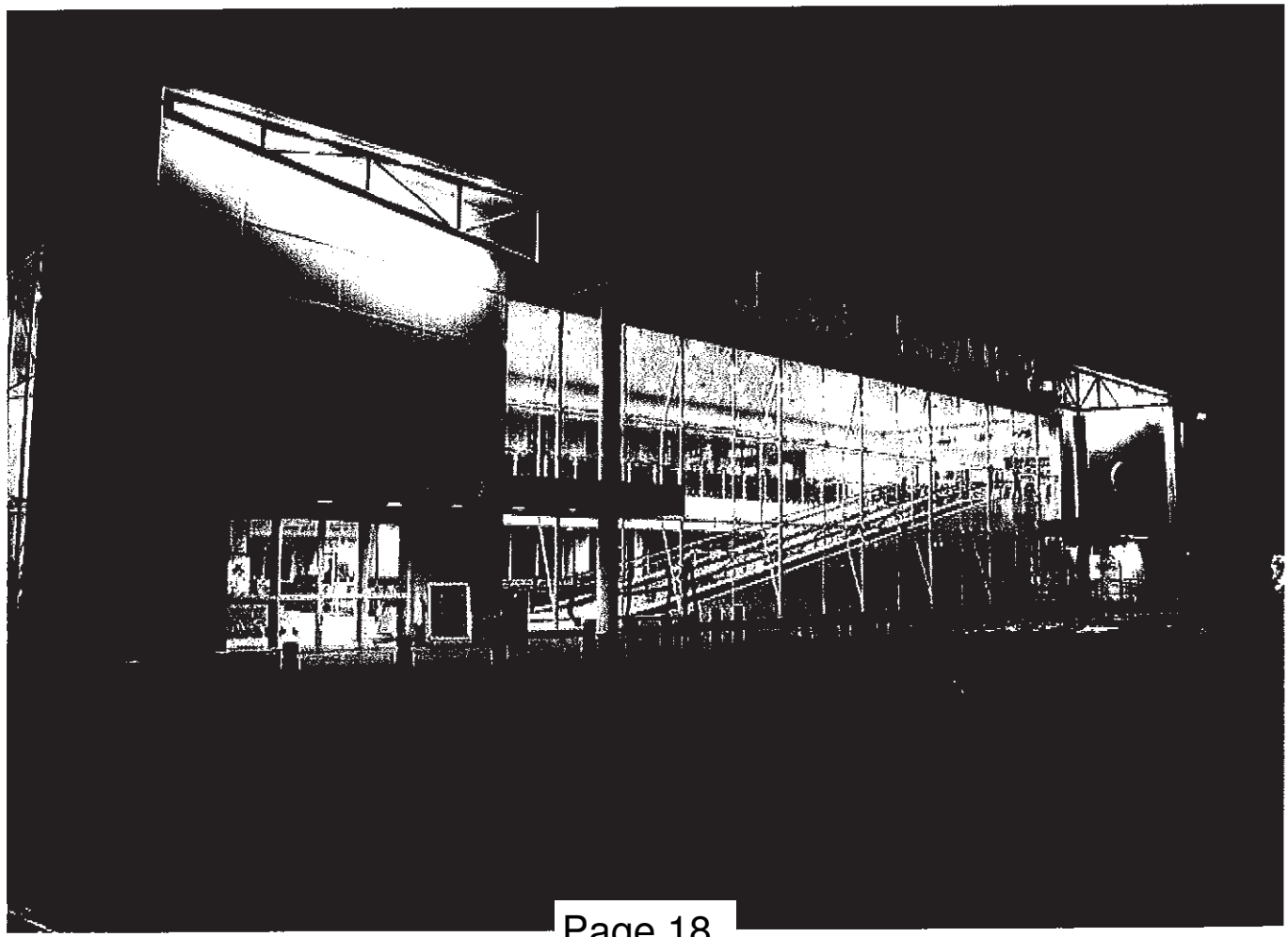
Ground floor plan of Crosby Village with new store
New Sainsbury's is above car parking show to east, at first floor, so nearly half of village becomes just parking at pedestrian, street level.

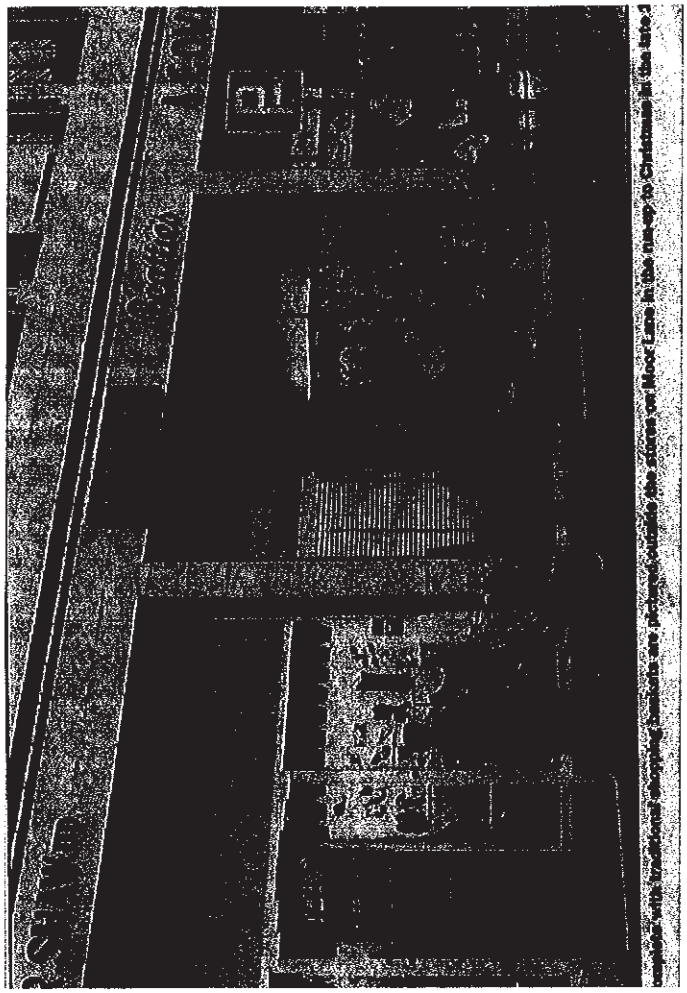


Size of Sainsbury's store compared to existing Moor Lane buildings
Original drawing from Sainsbury's Planning Application Documentation

ABetterCrosby@googlemail.com

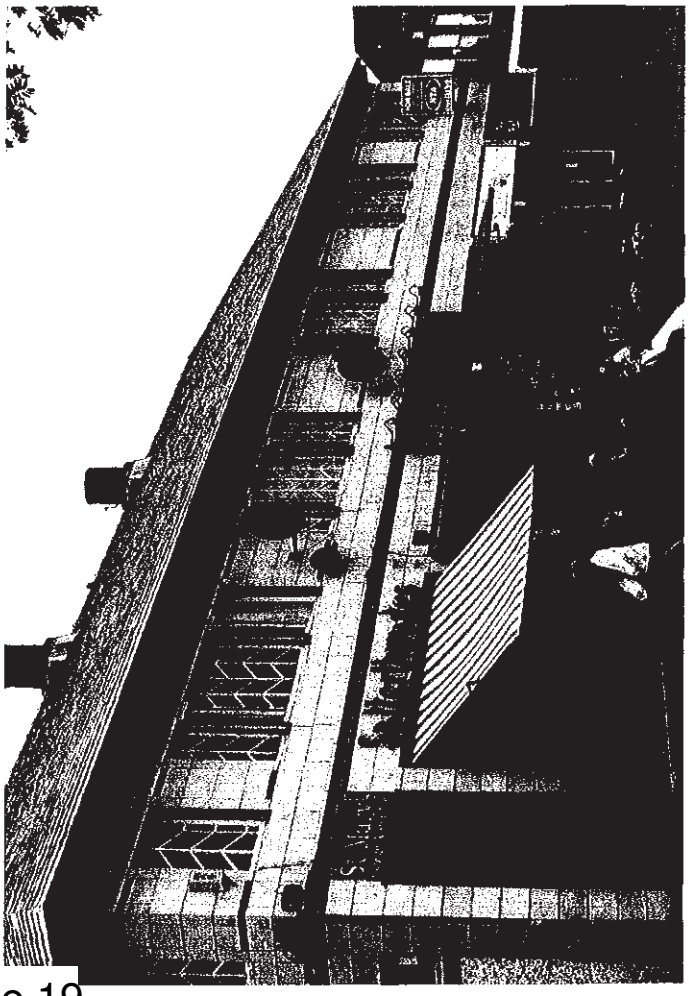
C






ACOWAN


Salterthwaites
St Mary's
College Association



NOTE - DOUBLESIDED DOCUMENT. E1

SEFTON COUNCIL'S OWN -

Sustainability Appraisal Framework							
Document/Action Appraised: SAINSBURYS.							
Department:							
Completed by: A BETTER CROSBY							
Date: 12/7/10							
	Sustainability objective	Score					**Comment**
1	**More and successful businesses** Will it improve the competitiveness and productivity of business, help increase the number of new and expanded businesses and help to safeguard existing businesses by providing opportunities for future expansion or relocation?	☺	😐	☹	N/A		* ☹
2	**Keeping local jobs and less unemployment** Will it help maintain high and stable levels of employment, increase employment opportunities and reduce long-term unemployment?	☺	😐	☹	N/A		
3	**Thriving town and local centres** Will it enhance the vitality and viability of town and local centres?	☺	😐	☹	N/A		
4	**Sefton as a great place to live, relax, work, and do business** Will it help develop and market the image of Sefton as a place to live, work, visit, enjoy and invest in, and for leisure, recreation and tourism?	☺	😐	☹	N/A		*
5	**Better access to services** Will it improve local accessibility of goods, people, jobs, services and amenities, including publicly accessible open space?	☺	😐	☹	N/A		
6	**Good, affordable housing** Will it provide good quality, affordable and resource efficient housing, and help meet an identified local housing needs (including renewal of the existing housing stock, addressing failing and unbalanced housing markets and providing housing choice)?	☺	😐	☹	N/A		
7	**Quality new development** Will it help promote good design in development, respecting local character and adding local distinctiveness?	☺	😐	☹	N/A		
8	**Reducing use of natural resources** Will it ensure energy, water and mineral resources are used prudently and efficiently and increase energy generated from renewable sources?	☺	😐	☹	N/A		
9	**Less rubbish and more recycling** Will it minimise the production of waste and increase re-use, recycling and recovery rates?	☺	😐	☹	N/A		
10	**Good water quality** Will it help protect, improve and where necessary, restore the quality of groundwater, inland, estuarine and coastal waters?	☺	😐	☹	N/A		
11	**Good air quality** Will it protect, and where necessary, improve local air quality?	☺	😐	☹	N/A		
12	**Restoring and keeping land quality**	☺	😐	☹	N/A		

	Will it protect, manage and restore land and soil quality, including best and most versatile agricultural land, or help to reclaim derelict land, and develop brownfield sites and buildings and so minimise development on greenfield sites and urban greenspaces?					
13	**More walking, cycling and use of public transport** Will it help reduce the need to travel and improve choice and use of more sustainable transport modes?	☺	😐	☹	N/A	
14	**Improving *your* environment** Will it help protect, manage and, where necessary, improve local environmental quality including graffiti, litter, noise issues, and to improve tree cover in Sefton?	☺	😐	☹	N/A	
15	**Dealing with climate change** Will it help to mitigate and adapt to climate change, including flood risk?	☺	😐	☹	N/A	
16	**Conserving nature - rare and special plants, animals and the places where they live** Will it protect, enhance and manage biodiversity, wildlife potential, the viability of endangered species, habitats and sites of geological importance?	☺	😐	☹	N/A	
17	**Caring for Sefton's buildings and heritage** Will it protect, enhance, manage and encourage the adaptation and re-use of Sefton's rich diversity of cultural, built environment and archaeological assets?	☺	😐	☹	N/A	*
18	**Caring for the landscape** Will it protect, enhance and manage landscape character, quality and accessibility, including its historic, biological, geological and landscape features?	☺	😐	☹	N/A	
19	**Reducing inequalities and increasing opportunities for everyone** Will it help reduce poverty and social deprivation and secure economic inclusion, and improve equity and equality of opportunity in relation to housing, employment, community facilities and services?	☺	😐	☹	N/A	
20	**A safer Sefton, with less crime** Will it help improve safety and reduce crime, disorder and fear of crime?	☺	😐	☹	N/A	
21	**Better health for everyone** Will it help improve health and reduce health inequalities?	☺	😐	☹	N/A	
22	**Better education and training** Will help improve educational attainment, training and opportunities for lifelong learning and employability?	☺	😐	☹	N/A	
23	**Community involvement & a fair and robust society** Does it help support voluntary and community networks, assist social inclusion and ensure community involvement in decision making?	☺	😐	☹	N/A	*

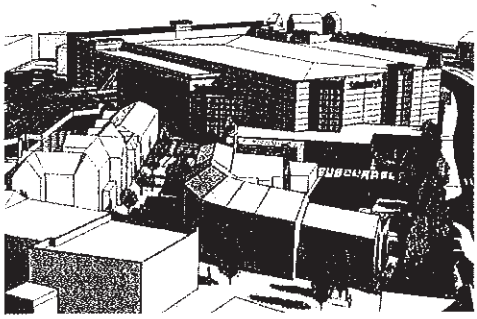
our community's own.....

F1

.....vision for Crosby Village

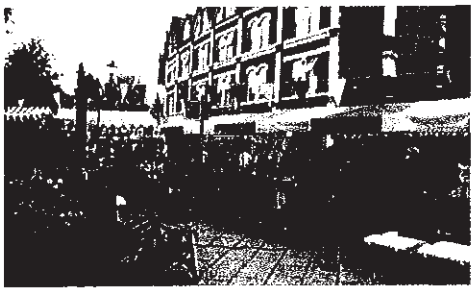
Our community group 'ABetterCrosby' is campaigning to make Crosby a nicer place for everybody, a vibrant village centre rather than the tired precinct it has become.

Sainsbury's are proposing a new bigger store in Crosby Village. We support investment but their current proposals are not good enough for our community. They are proposing an out-of-town scale, huge, white retail shed, which would sit across Moor Lane and require the demolition of historic buildings. Their proposals would greatly increase traffic, damage local businesses and destroy the potential for Crosby to become a truly vibrant village centre with character. We have other ideas.....



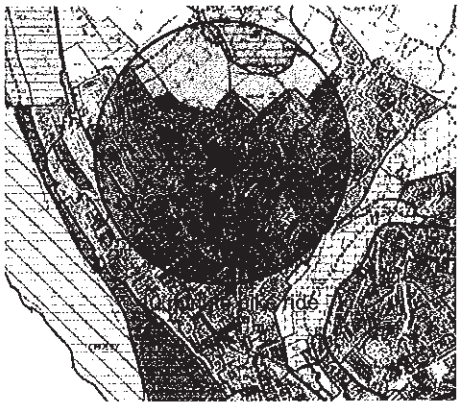
An image of the proposed new Sainsbury's from their Planning Submission documents

our ideas include....



A diverse mix of independent local shops and services thriving in balance with an appropriately sized supermarket. 2 hours free parking to help local businesses, just like Formby and Maghull.

The enhancement of the historic buildings and townscape of Crosby Village, with new buildings of high quality design, such that the whole village engenders a sense of pride in the community.



Better access for pedestrians and cyclists into the village centre, especially from the local schools.
Crosby Village as the hub of a safe cycling network connecting the beach, parks, railway and schools together.

Creating a popular district of cafes, restaurants and bars which builds on the current music scene to become a local visitor destination.

Better outdoor spaces where the whole community can come to meet, including a Bandstand as a focus for community activity and music.

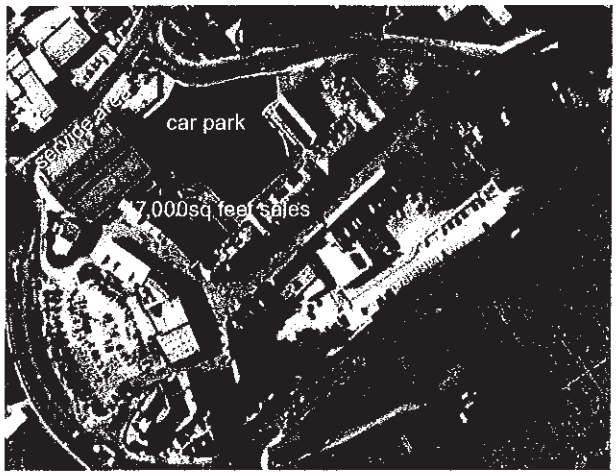
.....but how can we achieve this?

Sainsbury's want to invest in Crosby. Rather than allow their current proposals to proceed we are lobbying our Councillors to defer Sainsbury's Planning Application until they come up with a better solution for our community. To mend Crosby Village will take time and we also want the Sefton Council to complete a detailed vision for Crosby that everyone can work towards.

ABetterCrosby@googlemail.com

Where to put a new, bigger, better, supermarket.....

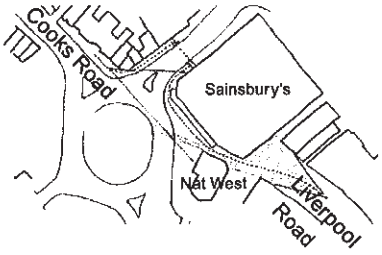
With a £1.6 billion national expansion programme Sainsbury's want to increase their selling space by 15% across the country. As a tiny part of this expansion they want to replace their existing Crosby store with one three times bigger. This would be 20% bigger that the ASDA in Bootle. Sainsbury's want a third of it to sell clothes, electricals, books, stationary and other stuff whilst also doubling the amount of food sales.
We accept there should be a bigger supermarket, but the size they want is too big. Apart from being too dominant in comparison to local shops, it simply does not fit without destroying Moor Lane.

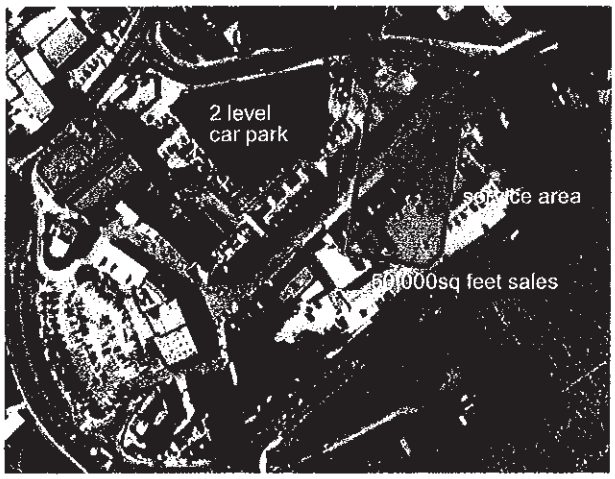


The existing store

Although much bigger than any other building in Crosby it is made of brick with roof features which attempt to blend into the visual appearance of the village.

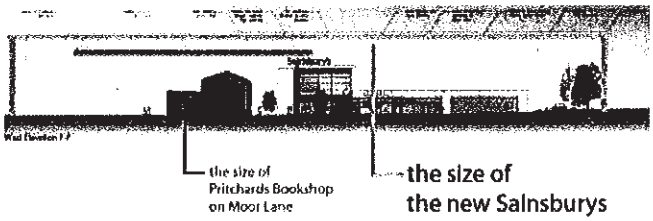
It blocks Liverpool Road off from Cooks Road, being built out into the road to get the size wanted. This isolates the shops of Cooks Road from the rest of the village and makes pedestrian access from Cooks Road and Manor Road more difficult.

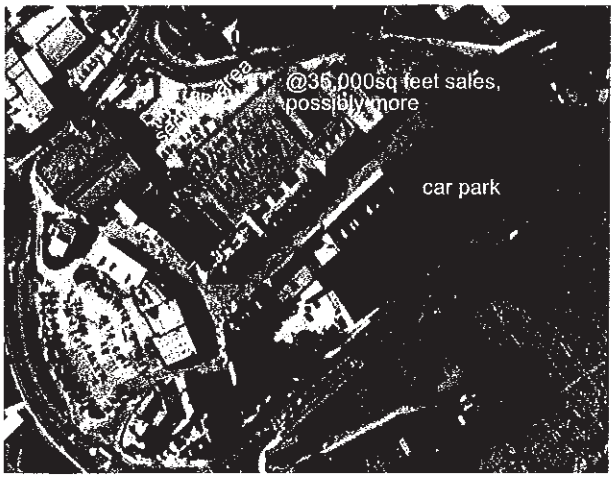




Sainsbury's Planning Application

Their current proposals destroy the historic character of the village by blocking the historic Moor Lane and demolishing the attactive Art Deco Glenns Buildings. The store is so big as to require much more parking - the Richmond Road car park becomes 2 level and the supermarket is lifted to first floor, with more parking under it. This makes it even more out of scale with the historic village.





Proposal for a better Crosby

There is enough space on the Richmond Road car park along with the demolition of the 1970's buildings at the top of Moor Lane to create a bigger better supermarket. It would have easy access for pedestrians and to the south eastern car park which would be enlarged. The historic buildings and character are kept.
The supermarket entrances would make Moor Lane a much more vibrant street bringing people along it from the naturally busy Liverpool Road junction. Moor Lane would retain its open view -

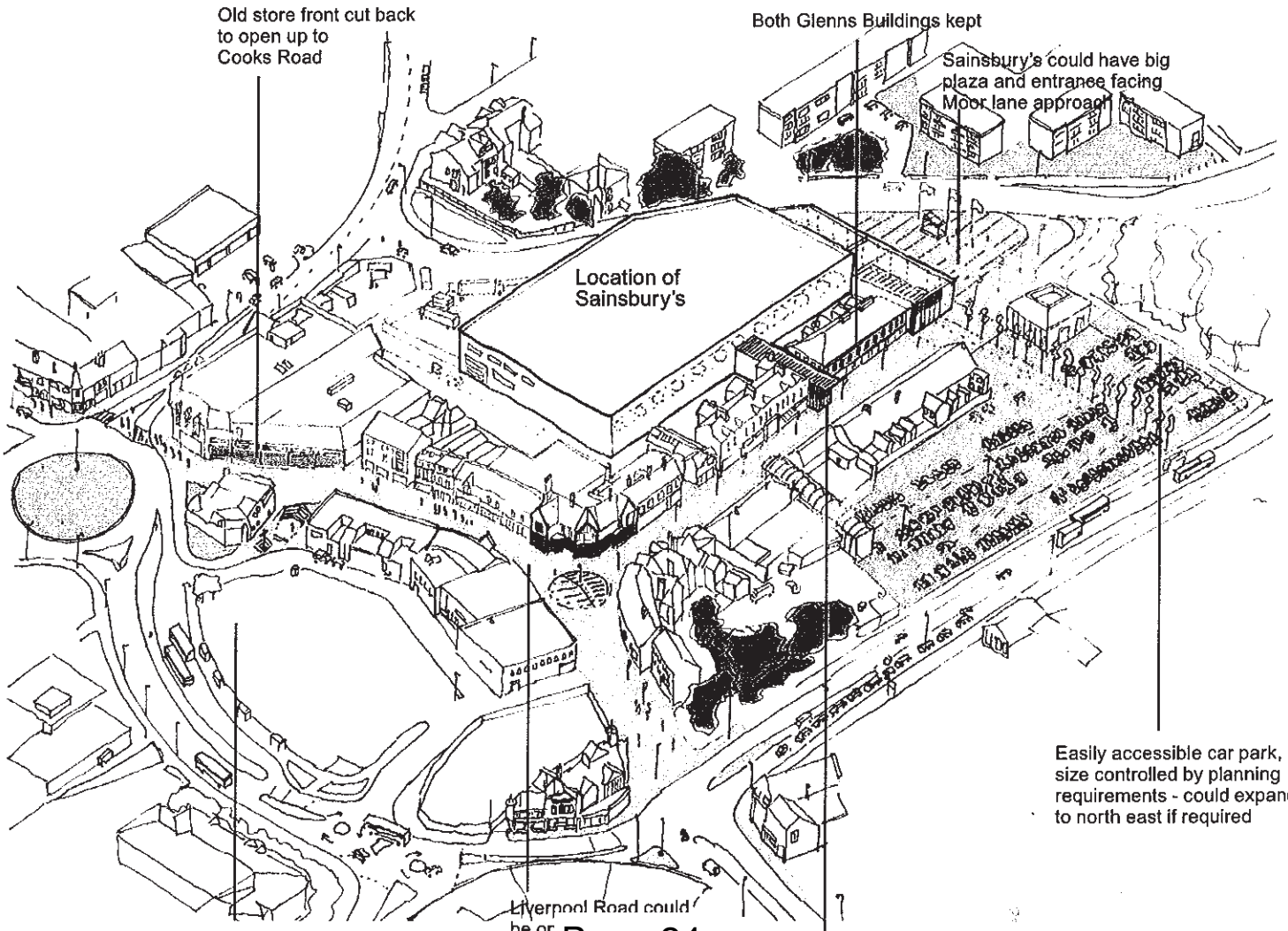
ABetterCrosby@googlemail.com

Our proposal for a sustainable community centre

The sketch below shows our ideas for Crosby. It is only one suggestion, and there are other options and variations but we believe it provides a better solution for the local community, and for the creation of value, than Sainsbury's current proposals. We suggest something similar to this could be built.

In their Planning Submission Sainsbury's provided and reviewed a range of initial design options, and they included a sketch of a similar proposal to our suggestion. They highlighted a number of perceived drawbacks for their commercial operation and discounted it. We believe these issues should be carefully reviewed and think that most issues can be overcome. In particular Sainsbury's advisors thought the site too small. A separate expert report has noted that Richmond Road is actually too wide for the nature of its use. By narrowing it, additional land can be made available to Sainsbury's for development. This idea has not yet been considered by Sefton or Sainsbury's and could 'unlock' this option.

We are asking Sefton Council to finish producing a strategic vision for Crosby, which they started discussing in spring 2009. This very important piece of work is an outstanding part of a 'Development Framework' which the council are required to prapare by the Government. One part of it called a 'Core Strategy' and public consultations have been held to inform its objectives. We have included ideas from this consultation in our proposal.



ABetterCrosby@googlemail.com

... but everything costs money....

Part of Sainsbury's current Planning Permission 'deal' includes building a new multi-storey car park for Sefton Council, as well as a new community building to replace space lost in the historic Glenns Buildings they want to demolish.

We don't think the new multi storey car park on Islington is necessary, as there is already a lot of traffic around the village and we want to promote a more sustainable future. We also want to keep the historic buildings, which add so much character to the village and are laden with memories for many people. A supermarket built on the ground, without car parking below and moving ramps to get in should also be cheaper to construct. Taking all these items together should save money and allow Sainsbury's 'deal' to instead include improvement works to the wider village, which will benefit the whole community.

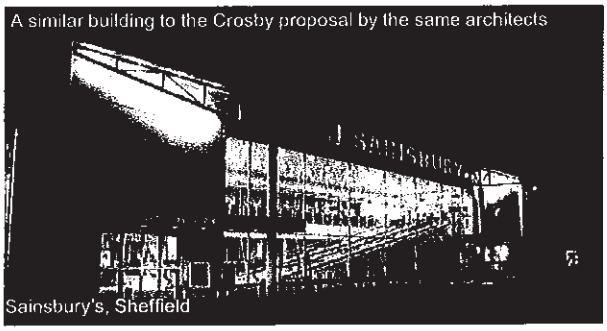
We all know there is a major recession with little, if any, public money available now. Yet Crosby is an ancient place, recorded in the Domesday Book in 1086, and reflecting its history, it deserves a long term, confident plan, not an ill considered quick-fix. Having survived for 924 years Crosby deserves to survive this recession intact, and become once more the characterful, vibrant and useful centre the whole community really wants.

Sainsbury's claim their huge proposal is the only commercially viable investment option for them. We simply do not accept this.

Supermarkets make huge profits from all different sizes of store, and the existing Crosby store makes double the profits usually anticipated for its size. Sainsbury's have said because the Crosby store is so congested people travel away to Formby. Logically, therefore, any enlargement which increases space and makes the store less congested will make in more popular and more profitable. Simply put, the bigger the more profitable, and what Sainsbury's are really saying is that their huge proposal is their most profitable option. Profitability is not a factor in Planning Policy and we want our Council to stand up to Sainsbury's, and secure a better deal for our community. There is plenty of Planning and Sustainabilty policy that supports them in achieving this.

Sainsbury's can do it better

Experts have criticised the scale and white box design of the proposal considering its setting in an historic village. Sainsbury's use lots of different architects across the country. In Crosby they are currently using a firm who have built many supermarkets. Most of their designs are the big white box type, and this example (right) might be similar to what is proposed for our village with the ramps getting you up to the shop.


A similar building to the Crosby proposal by the same architects

Sainsbury's, Sheffield

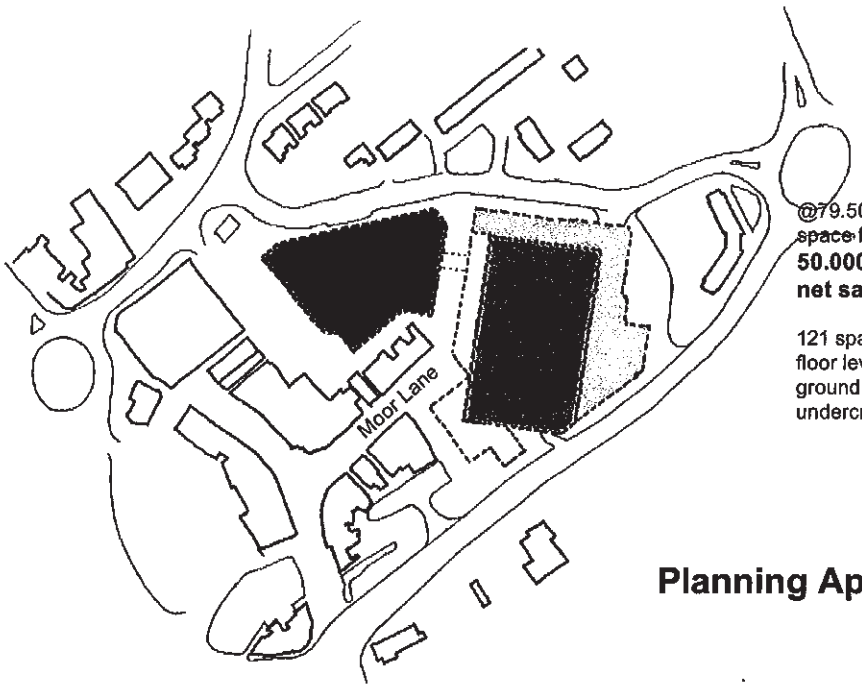

Sainsbury's, Coulsdon, London


Sainsbury's, Deal, Kent

Yet elsewhere Sainsbury's have used other firms which have produced these designs (left). The architects for these 2 different stores are widely respected and the firm's websites each state they have won 15 and 30 architecture awards respectively in the last decade. The website of the architects proposed for Crosby does not mention them having won any awards. Which architects are right for Crosby?

if you would like to know more about our campaign please contact us at **abettercrosby@googlemail.com** or find **abettercrosby** on facebook and google

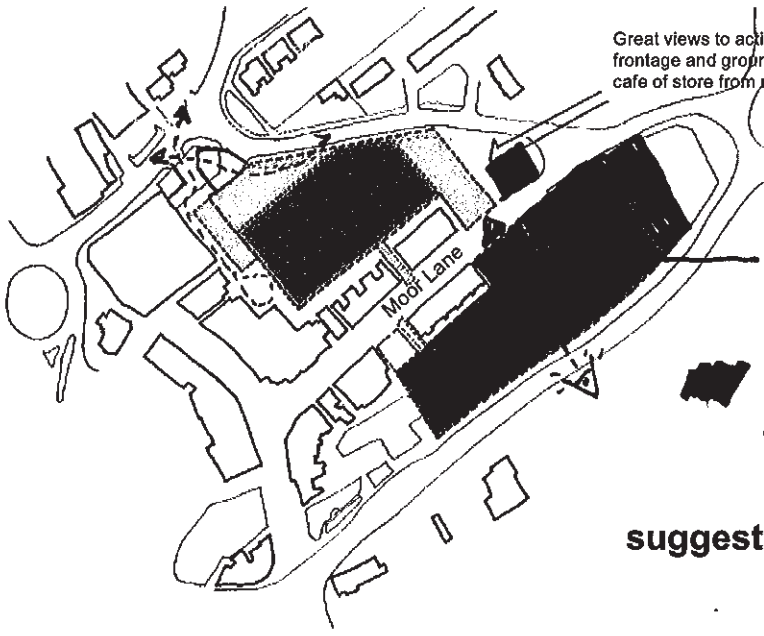
Where to put a new, bigger, better, supermarket.....



@79.500sq ft footprint excluding space for moving ramp access
50.000sq ft first floor net sales

121 space car park at same first floor leve as store, 298 spaces at ground level below deck and to undercroft below store

Planning Application



Great views to active frontage and ground floor cafe of store from road

@70.500sq ft footprint
@43.000sq ft ground level net sales shown

@260 space car park at same ground level as store, possible enlargement to north east or with additional deck over

locations for additional parking

suggestion of an alternative

ABetterCrosby@googlemail.com

Sainsbury's

Justin King
Group Chief Executive

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Switchboard 020 7695 6000
www.sainsburys.co.uk

[redacted]
De-Villier Avenue
Gt Crosby
Pool
[redacted]

Thursday, 29 July 2010

Dear Mrs [redacted]

Re. Sainsbury's development proposals, Crosby

Thank you for your letter dated 3rd July 2010 regarding our proposals to build a store in Crosby.

Firstly, you say that supermarkets should be built on the outskirts of a town or on retail parks and in some circumstances these locations are suitable. However, Government policy places great emphasis on protecting town centres and that development should be in existing town and district centres first.

We know that many people who live in Crosby currently do their supermarket shopping in larger stores elsewhere. The current store struggles to provide the choice that people want and therefore they leave Crosby having a detrimental impact on businesses in the village.

By creating a larger Sainsbury's, providing a greater choice, we can help to keep people shopping in Crosby increasing the number of shoppers in the village to the benefit of every business.

In terms of square footage the store would be 50,000 sq ft, around the same size as the Asda at Bootle. The proposals also include 11 new shops, a new bus interchange, more car parking spaces for town centre shoppers and a new building for community uses.

I understand your concern about anti-social behaviour in the undercroft car park. Sainsbury's takes security very seriously and there will be measures in place to ensure that the car park would be well lit and safe for all customers.

The development would have a total of 628 car parking spaces; an increase of what is available at the moment. This should help to alleviate the problem of people parking on surrounding streets.

I appreciate your concern about noise from service vehicles and the service yard. It is proposed that the service yard is completely enclosed which will minimise any potential noise disturbance.

G2

Thank you again for taking the time to write to me and I hope I have reassured you of our plans to build a supermarket in Crosby.

Yours sincerely,

pp Stephen King

Justin King

ABetterCrosby Schedule of affected businesses Last Updated 10 August 2010

Property Address	Property Owner	Owner address	Business Name	Business HQ address & tel	Owner/ senior manager in shop (& PERSON SURVEYED)	email	No of Staff In shop (demolition only)	How did they first understand size and implications of proposed developments?	When did Sainsbury's Reps first get in touch	When did Sainsbury's Reps last get in touch	Have they been asked by Sainbs if you want help with relocation	Do they want to stay in Crosby Village?	Want do they think best for Crosby – Option 1 or 2 Or other (see end schedule)
Due for Demolition													
			St Marys College Ass.										
			Conservative Club										
17 Moor Lane	Sainsburys	Far away	**Satterthwaites**	51 Coronation Road, Crosby, Liverpool L23 5RE (0151) 286 9690	Roger Wilson		6				Yes	Yes	
			Blues Bar	924 3334		Bluesbar21@hotmail.com	12	When in Crsosby herald			No	Yes	ABC
			Bambini				-						
			Golden City				2	ABC told him	Last year?	2 mths ago	No	Yes	ABC
			Vacant				-						
			Lloyds Pharmacy	924 3915	Mary Rimmer		6	Head Office02476432400 no reply					
			Bet Fred	01925 734592			4	Head office no response	6mths ago	2 mths	No	Yes	ABC
			Card Warehouse				5	Crosby Herald	6 mths		unsure	yES	Abc
a			**Claire House**		Diana Adams		22vol.		NO MANAGER IN -NOT KNOWN	NOT KNOWN	No	Yes	ABC
			Post Office				4	Crosby Herald	Not known	Not known	Yes	Yes	ABC
			Vacant				-						
Sainsbury			**Home Bargain**	TJ (Tom) Morris HQ **0151 530 2920**	Jane McDonald Manager		21	Roadshow	Hasn't contacted manager but may have contacted head office	na	na	yes	ABC
Sainsbury			**Wynsors Local**	932 9046	Mrs McGrath Manager		4	Approx 2 yrs ago when it was bought off previous owners	Ditto	Not her – maybe head office	Don't know	Probably not	1
Sainsbury			**Status**	931 3230	Steve Gillis	irock811@hotmail.co.uk	4	18 mths - rumours	NONE	NONE	NO	YES	Leave it as it is. Option 2 is at least a start

Sainsbury			**Café Barista**	931 5252	Jaqui Auton		6	Roadshow	About 2 weeks before roadshow	NOT SINCE **NB: SEE NOTE BELOW TABLE**	NO	YES, definitely	Option 2 or other
			Fruit Salad										
Sainsbury			**Stems Florist**	924 4281	Tony is manager	Not interested –count me out – just waiting for the bulldozers							Refused to speak and was very abrupt
Sainsbury			**Chiropodist**	**Was closed**									
Sainsbury			**Famous Brands**	Her mother looking after shop wouldn't divulge anything!	Rebecca Molloy								
Sainsbury			**AC Discount**	07774 784987	George Knibb		2	About 3 years ago	About 18 months ago	Not since	Never	Yes. Has been unable to find any alternative though has asked.	ABC
												Yes	ABC or other (loves art deco buildings)
			?Africa Products?										
Sainsbury			**Best DIY**	07850 216044 924 8778	Phil Yeomans- senior partner Derek Richardson - manager				Have not – shop has tried to contact Sainsburys by letter 3 times No response "A load of baloney"			Yes	NOT 1! Village needs invigorating but not with something on this scale.
			ADD OTHER BUSINESSES ..	Only ask relevant questions – Ie not shaded out ones									
			In village										
			Cooks Road										
			Liverpool Road										
			Coronation road										

Future of Crosby

Option 1 – Sainsbury's Current Plans

Option 2 – Community Vision

Option Other - - Please describe!!

Baristas – Jacqui Auton: NB: Jacqui has been unable to pay her rent for months. She was told that the former agents would continue to collect rent on Sainsburys' behalf and has put aside the money regularly but despite phone calls, emails and recorded delivery letters has not only had no response but still no-one has collected her rent. She has kept all the evidence. I did hear reports that someone else had done the same thing but no-one else mentioned it.

Also points made repeatedly:

Sainsbury's is a business – it is Sefton council that has let the village down, repeatedly over the years.

Business	Consultation/disruption	Parking	ABC/Sains plan?	Owner/contact
Maud smith Moor lane Independent Cards and gifts	No consultation with business or landlord about anything! Feels her business has not been represented or considered and could be threatened by larger sains selling similar	Would like 2hr free parking Does not think multi storey parking would be appropriate	ABC	Mrs Doyle No e mail
FinishingTouch Independent Moor lane Gifts/jewellry	No consultation about anything, very disgruntled about Crosby Traders not representing their views and fearful of surviving building disruption.	Would like 2hrs free and pay on exit if over run 2hrs	ABC	Derek Craven
Ian Scott Hairdresser independent	None	2hrs free	ABC	Ian Scott
Novio Independent Lpool Rd	Been informed about the application for temporary buildings	2hrs free	ABC	Julie Jackson

Sefton Council

Speaking at Planning Committee

You have confirmed that you wish to address the Planning Committee. In order to make as much information as possible available to the Committee members before the meeting, would you please complete this form and return it to the Planning Department at the address below.

Site Address: Sainsbury's 1-3 Liverpool Road, Crosby

Application Number: S/2010/0350

Your Name: Mrs Jacqueline Auton

Summary of Main Issues of Case

Please outline the main points you wish to draw to the attention of the Committee:

I will be speaking against the proposed plan, citing my main reasons as a trader within the village, and also as a local resident.

Apologies for the late submission. This letter only arrived in the post yesterday after 10am.

Additional Supporting Information

Please attach any supporting information eg photographs. This will be circulated to members of the Planning Committee prior to the meeting. Please note that this will be reproduced in an A4 black and white format.

New information should not be circulated on the night as there will not have been sufficient time for Councillors to consider it.

Please return this form **by 10am the Monday (Tuesday if the Monday happens to be a Bank Holiday) prior to the Committee** meeting to:

Sue Tyldesley
Planning Department
Magdalene House
30 Trinity Road
Bootle
L20 3NJ
Fax: 0151 934 3587
E-mail: planning.dcsouth@ planning.sefton.gov.uk

If you have any queries regarding this form or the Committee procedures contact the Committee Clerk, Ruth Appleby, on 0151 934 2181.

Petition for representation at Planning Committee

for

JACQUELINE AUTON of Cafe Barista ..... or a substitute has been endorsed by

Cllr P.R. 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 R Smith (P.R. PAPWORTH)		
Signatures of 25 Sefton Residents in support		
Signature	**Name**	**Address**
B Sayers	B Sayers	2 Wembley Rd L23 0UY
C L Crosbie	C.L. CROSBIE	6 Moor Drive Crosby
B PARKER	R. PARKER	34 HARBORD RD L23 8QG
B King	B KING	10 CAMBRIDGE Rd L23
L Goodheart	L. GOODHEART	12 HARLECH RD CROSBY L23 6XA
5	D. Jones	4 Kings road crosby L23 7TW
A Wood	A WOOLLAM	9 ASHTON COURT MAGHULL L31 6EH.
M Stout	M. STOUT	37 Copy lane L30 8RB
8 M.S.	M.S. FISHER	7 York Rd
M. Almond	M. ALMOND	38 Gaywood Court, B'sands.
C. Almond	C. ALMOND	38 Gaywood Court B'Sands
D. Spicer	D SPICER	78 Holden Rd, Warlow
M S Synger	M S SYNGER	74 Warwarlone Rd L23 6QF.
P Turpin	PAT TURPIN	2 KELVINSIDE CROSBY.
K A Turpin	KEA A. TURPIN	" " "
15	L BORROWS	19 ST LEONARDS CLOSE, NETHERTON
B Burrows	B Burrows	" "
17 H McInerney	H McInerney	15 Kings Road L23 7TN.
E Gillies	ELLA GILLIES	7 Park View L22
V Gillies	VICKY GILLIES	7 Park View L22
E. Gillies	ELIZABETH GILLIES	7 Park View L22
S C Flynn	SONIA FLYNN	11 Halsall Close Crosby
Raymond Edmonds	Raymond Edmonds	" " "
25	JOAN NICOLSON	17 Pritchard Ave L21 1EJ
J RADFORD	[illegible]	6 Rosedale Ave L23
27	S GILLS	60 SEFTON ROAD L21

26

Agenda Item 12

Steve Faulkner

From:	neil smith [neilsmithlpool@yahoo.co.uk]
Sent:	16 August 2010 22:22
To:	Mike Booth; Susan Bradshaw; Owen Brady; Iain Brodie.Browne; Jim Byrne; Les Byrom; Anthony Carr; Kevin Cluskey; Linda Cluskey; Linda Cluskey; Gillian Cuthbertson; John Dodd; Alf Doran; Mark Dowd; Peter Dowd; Denise Dutton; John Fairclough; Maureen Fearn; Barry Griffiths; Carol Gustafson; Richard Hands; Patricia Hardy; Anthony Hill; Peter Hough; Geoff Howe; Bruce Hubbard; Anne Ibbs; Terry Jones; John Kelly; Doreen Kerrigan; Paul Larkin; Ian Maher; James Mahon; Clifford Mainey; Sylvia Mainey; James McGinnity; Sue McGuire; David McIvor; Ian Moncur; Paula Parry; Brenda Porter; Haydn Preece; Carmel Preston; Libdems; David Rimmer; Tony Robertson; Simon Shaw; David Sumner; tattersall.david@btconnect.com; Andrew Tonkiss; Paul Tweed; Daren Veidman; Ron Watson; Frederick Weavers; Libdems; Mike Booth; Susan Bradshaw; Owen Brady; Iain Brodie.Browne; Jim Byrne; Les Byrom; Anthony Carr; Kevin Cluskey; Linda Cluskey; Linda Cluskey; Gillian Cuthbertson; John Dodd; Alf Doran; Mark Dowd; Peter Dowd; Denise Dutton; John Fairclough; Maureen Fearn; Barry Griffiths; Carol Gustafson; Richard Hands; Patricia Hardy; Anthony Hill; Peter Hough; Geoff Howe; Bruce Hubbard; Anne Ibbs; Terry Jones; John Kelly; Doreen Kerrigan; Paul Larkin; Ian Maher; James Mahon; Clifford Mainey; Sylvia Mainey; James McGinnity; Sue McGuire; David McIvor; Ian Moncur; Paula Parry; Brenda Porter; Haydn Preece; Carmel Preston; Libdems; David Rimmer; Tony Robertson; Simon Shaw; David Sumner; tattersall.david@btconnect.com; Andrew Tonkiss; Paul Tweed; Daren Veidman; Ron Watson; Frederick Weavers; Libdems
Cc:	mbarber1977@btinternet.com; Steve Faulkner; jamie scott; cllrstevemcginnity@hotmail.com; Bill Esterson; Peter Papworth; jorawsthorne@hotmail.com
Subject:	Report S/2010/0350 – Sainsbury's 1-3 Liverpool Road, Crosby.
Attachments:	--static--hills_bottom.jpg

Sirs

Re Report S/2010/0350 – Sainsbury's 1-3 Liverpool Road, Crosby.

I was hoping to speak at the meeting on Wednesday, however, my application was received too late for the planners to accept. It was hand delivered at noon on Friday instead of by 10:00 am.

I have now had the chance to look through the 98 page planning application noted above. I have also looked at the planning documents, photographs and drawings submitted by Sainsbury's. I am somewhat surprised to say that I haven't seen most of these before despite attending the road shows. The drawings on display at the roadshows gave no indication of the size of the current proposal. I wish to make the following comments relating to the above, to be considered and answered alongside the planning application.

1.11 . That you have received a range of responses to the plans, Some in support, Many against. With respect, Many implies more than some so we need to assume that Most are NOT in favour of the proposed design scheme

1.17 The scheme has been discussed in detail with the applicants who in turn have consulted widely with other interest groups – who are these groups who have been consulted widely?

5.23 However, taking into account the respective low frequency of deliveries that the applicant indicates the store will generate, there are no alterations to the service arrangements required at this access. I will question this as being an accurate assumption. The store is going to be open 07:00 to 23:00 hours and there will be 12 deliveries a day. This is a large amount of deliveries. The store will also be used for the dispatch of Internet orders so how many dispatches will there be in day, this has not been addressed anywhere.

5.28 A Residents Privileged Parking scheme will be necessary to safeguard against any exacerbation of the on street parking which takes place in the surrounding residential area. What type of scheme is being envisaged?
5.29 The first phase will include surrounding residential roads, which have been identified as roads that potentially will be immediately affected by the proposed development. Which roads have been identified and will the restrictions be implemented as soon as construction work goes ahead?
10.12 The applicant will be required to fund the implementation of a residents parking scheme, with provision for further review following store opening, through a Section 106 Agreement It should be emphasised that the agreement will not be required to cover the 800 metres surrounding the isochrones in full, these areas will be assessed and provision made within the 800 metres as appropriate. How will these areas be assessed?

5.34 The maximum total of car parking spaces that the applicant proposes for within Crosby town centre is 628. This will have serious implications on noise levels and air pollution when combined with the emissions from the numerous deliveries.

5.78 7 of the accidents occurred at the Little Crosby Road/The Green/Alexandra Road/ Cooks Road roundabout.
5.79 The analysis of the information would suggest that all of the accidents that occurred on the local highway network are as a result of human error. With respect most traffic accidents are as a result of human error. More cars means more drivers, means more human error.

6.29 DESIGN CONCERNS

These are explained in full throughout the report but in short there are many varied potential design solutions that would vary in both character and merit. The chosen solution goes for a lighter contemporary approach which reflects a new chapter in Crosby's evolution. – Over 7,500 residents are telling you that they do not want this contemporary approach.

6.34 ROUTING AND TIMING OF DELIVERIES

All noise within the service yard is attenuated and there is will be management of the yard to prohibit a series of activities overnight. There is no reason to restrict hours of servicing. – What activities will be restricted? May I ask about Residents, is this not reason enough to restrict times of deliveries and again Internet deliveries from the store.

Whilst I was collecting my sponsorship to speak at the meeting,also endorsed by a councillor, I took on board the concerns of my neighbours.

The points people mentioned to me were as follows:

- The whole scale and design of the proposed development is way out of scale character of what Crosby residents want their Village to be.
- Currently DeVilliers Avenue is used as a 'free' car park for local shoppers and staff working in the local stores. I believe that the bigger the store the bigger the parking problem.
- Are Sainsbury's going to provide free parking for their staff? On Saturday alone I saw 6 Sainsbury's staff park in the road. Again more shops / bigger store more staff parking in the road.
- I believe that a full consultation process should be undertaken with local residents before any plans are approved.
- The parking issues will not simply commence when any new store open they will start as soon as demolition begins.
- By putting residents parking scheme at 800 meters simply pushes the parking problem further out.
- The multi storey car parks are of a great concern to many people. They are likely to become no-go areas in the evenings particularly for the more vulnerable in our community.

To the councillors of Sefton, who are able to influence the village for future generations, I ask you to listen to the community and defer this application for more consultation with the residents of Crosby.
Help the people who you represent, get the village that they want and need. 7,500 plus signatures against this proposal cannot be ignored.
There are residents willing to work with the applicants to provide a better Crosby with a more functional and acceptable development.

I thank you for your time.

Janet Smith.

Petition for representation at Planning Committee

Wednesday 15th August @ 6:30 pm.

for **De Villiers Avenue**

Janet Smith 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.

Endorsement of Councillor			
STEVE McGINNITY			MANOR WARD
Signatures of 25 Sefton Residents in support			
Signature	**Name**	**House Number**	**Road.**
C. Flynn	Christine Flynn	27	De Villiers Avenue.
W J Flynn	William Flynn	27	De Villiers Avenue
2 R Flynn	Rachael Flynn	27	De Villiers Avenue
3 D Waddell	D. WADDELL	31	De Villiers Avenue
4 M Waddell	M. WADDELL	31	De Villiers Avenue
5 M Draper	M DRAPER	33	De Villiers Avenue
6 C Brooks	Christine Brooks	56	De Villiers Avenue
7 J Roberts	John Roberts	56	De Villiers Avenue
8 J Robinson	JON ROBINSON	54	De Villiers Avenue
9 D J Mack	DONALD MACKENZIE	46	De Villiers Avenue
10 K Bateman	KERRY BATEMAN	42.	De Villiers Avenue
11 P Murphy	PHILIP MURPHY	42	De Villiers Avenue
12 J Malcolm	J. MALCOLM	25	De Villiers Avenue
13 G P Jackson	G.P JACKSON	23	De Villiers Avenue
14 D J Jackson	D J. JACKSON	23	De Villiers Avenue
15 G Pennington	G. PENNINGTON	40	De Villiers Avenue
16 L Pennington	L PENNINGTON	40.	De Villiers Avenue
17 J Pennington	J PENNINGTON	40	De Villiers Avenue
18 A J Whittaker	A.J. WHITTAKER	38	De Villiers Avenue
19 A Whitton	A. Whitton	38	De Villiers Avenue
20 R Weaver	R. WEAVER	36	De Villiers Avenue
21 J Brooks	J. BROOKS	34	De Villiers Avenue
22 G Grant	G GRANT	34	De Villiers Avenue
23 T Ramsay	T. RAMSAY	30	De Villiers Avenue
24 G Ramsay	G. RAMSAY	30	De Villiers Avenue
25 N Smith	N. SMITH	44	De Villiers Avenue

Steve Faulkner

From: Pritchards-crosby [pritchards-crosby@zen.co.uk]
Sent: 13 August 2010 15:19
To: Steve Faulkner
Cc: jamiethomasscott@googlemail.com
Subject: Sainsbury application

Steve Pritchard
Pritchards Bookshop
13 Moor Ln.,
Crosby

Dear Mr Faulkner

I am sorry that my application has been deemed too late I was told that the cut off time was 4.30!!

My objections are as follows

My shop is one of the last ones on Moor Ln not being demolished in the scheme and as such I will be paying high street rent & rates for what will for two years will be a lock-up in a building site. Any passing trade will dissappear and takings will fall to below a level that is sustainable. No compensation would be due from Sainsbury's or Sefton for what will be the ruination of my long standing business.

I could not figure out why Sainsbry's need a development of this size - then the penny dropped. If it looks like a duck & quacks it's a duck. This development looks like a wherehouse on an industriaol estate because it is a wharehouse. Sainsbury's will be using this site as the main hub for its rapidly expanding on-line business for the whole of North Merseyside. If Unipart or Honda wanted to build a massive distribution centre in the middle of this retail and residential area you would, quite rightly, give it short shrift. The supermarket element is disguising the main purpose of this development - planners must take this into account.

We have suffered at the hands of several mistakes by Sefton - the introduction of customer unfriendly Pay & Display parking instead of a customer friendly Barrier Parking scheme lead to a considerable drop in trade, and the granting of Planning Permision on the Central Buildings site has proved a major disaster to trade in Crosby Village. If this current plan is granted I can see little future for the existing traders on Moor Lane as we can not survive the redevelopment phase on a development of this scale.

A smaller development, in scale with the needs of Crosby, not the whole of North Merseyside, would be welcomed with open arms as it would be feasable to trade through the redevelopment and there would be room afterwards for continuing development and improvement which would not be possible if this massive scheme goes ahead.

I feel that the consultation with traders has not been fully representative of the views of most of the traders only that of the Chairman of the Taders association.

I feel that the Road Show was misleading to the lay person as in none of the Artists Impressions of the development made clear the sheer bulk and size of the building. Like most people I am not used to interpreting Architects Plans and it was not till much later that the actual size of the development became apparent. If the later drawings had been avalable at the Road Show the reaction of the public would have been very different!!!

I am sorry that I am prevented from making these points in person but hope that the will nonetheless be taken into account

Regards

Steve Pritchard

Agenda Item 12

Petition for representation at Planning Committee

for (931.1642)

STEVE PRITCHARD of PRITCHARDS or a substitute, has been endorsed by Cllr PETER 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

MARTYN BARBER (P.R. PAPWORTH)

Signatures of 25 Sefton Residents in support

	Signature	Name	Address
1	J.Hayden	J.A. HAYDEN	BROOKSIDE COTTAGE L234TR
2	M.d. Calverley	M.G. CALVERLEY	17 ESHE RD NTH L23 8UE
3	N McEvilly	Natasha McEvilly	90 Alexandra Rd. Crosby
4	H Blance	Hollie Blance	5 Norbett Drive, Crosby L23 0RY
5	Kevin Woods	KOOUWOS	BOWES BAR MOOR LANE
6	D. Craven	D. CRAVEN	FINISHING TOUCH MOOR LANE
7	S Doyle	S DOYLE	HALLMARK SHOP
8	D Richardson	D. RICHARDSON	BEST DIY LTD
9	M Knibb	M KNIBB	SOP SHOP / MOOR LANE
10	Steve Gillo	STEVE GILLO	STATUS . MOOR LANE
11	H Law	H. LAW	27 MOOR LANE CROSBY LIVERPOOL 23
12	E O'Shea	E O'SHEA	28 LOWER HEY
13	C Jones	C Jones	32 Seven Acre Rd
14	C Crosbie	C.L Crosbie	6 Moor Drive L23
15	P Brady	P BRADY	BETANSO MOOR LANE
16	S Critchley	S. CRITCHLEY	23 CARRFIELD AVE Crosby
17	J Alderwood	J. Alderwood	3 Whitemeadow Dr Thornton
18	M McCash	M. EARNSHAW	18 ROSSETT RD L23 3RW
19	Halle O'Brien	Halle O'Brien	186 Hatton Hill L21 9LQ
20	M.J. Mitchell	M.J. Mitchell	68 Talbot Street South Port PR8 1LL
21	Olivia Doyle	Olivia isis Doyle	191 Moorlane Crosby
22	Chloe Arrowsmith	CHLOE ARROWSMITH	15 MELLOR AVE
23	A. Orme	A. ORME	45 CORONATION ROAD MAGHULL
24	J Warner	JANET WARNER	5 The Downs B/Sands Rd West B/Sands L22 6QS
25	Frank Houghton	FRANK HOUGHTON	16 Lynnwood Ave L23 0SB
26	Paul Jenkins	PAUL JENKINS	32 Joseph Gordon Way L20 4XJ

Received by Sefton Council
PLANNING & ECONOMIC REGENERATION
DEPARTMENT- BOOTLE OFFICE
13 AUG 2010
11-45
Scanned To

Sefton Council

Speaking at Planning Committee

You have confirmed that you wish to address the Planning Committee. In order to make as much information as possible available to the Committee members before the meeting, would you please complete this form and return it to the Planning Department at the address below.

Site Address: SAINSBURY'S, 1-3 LIVERPOOL ROAD, CROSBY AND LAND WITH CROSBY CENTRE.

Application Number: S/2010/0350 AND S/2010/1008.

Your Name: BOB MAY.

Summary of Main Issues of Case

Please outline the main points you wish to draw to the attention of the Committee:

* SAINSBURY'S DEVELOPMENT PROPOSALS
* DESIGN PRINCIPLES AND FRAMEWORK
* CONSULTATION PROCESS.

Additional Supporting Information

Please attach any supporting information eg photographs. This will be circulated to members of the Planning Committee prior to the meeting. Please note that this will be reproduced in an A4 black and white format.

New information should not be circulated on the night as there will not have been sufficient time for Councillors to consider it.

Please return this form **by 10am the Monday (Tuesday if the Monday happens to be a Bank Holiday) prior to the Committee** meeting to:

Sue Tyldesley
Planning Department
Magdalene House
30 Trinity Road
Bootle
L20 3NJ
Fax: 0151 934 3587
E-mail: planning.dcsouth@ planning.sefton.gov.uk

If you have any queries regarding this form or the Committee procedures contact the Committee Clerk, Ruth Appleby, on 0151 934 2181.

Hadfield Cawkwell Davidson

17 Bloomsgrove Rd, Sheffield, S10 2LZ. T 0114 266 6181 F 0114 266 6246 www.hcd.co.uk

Architecture | Engineering | Interior Design | Masterplanning | Urban Design

SAINSBURY'S | CROSBY | LIVERPOOL

EXISTING SITE PLAN

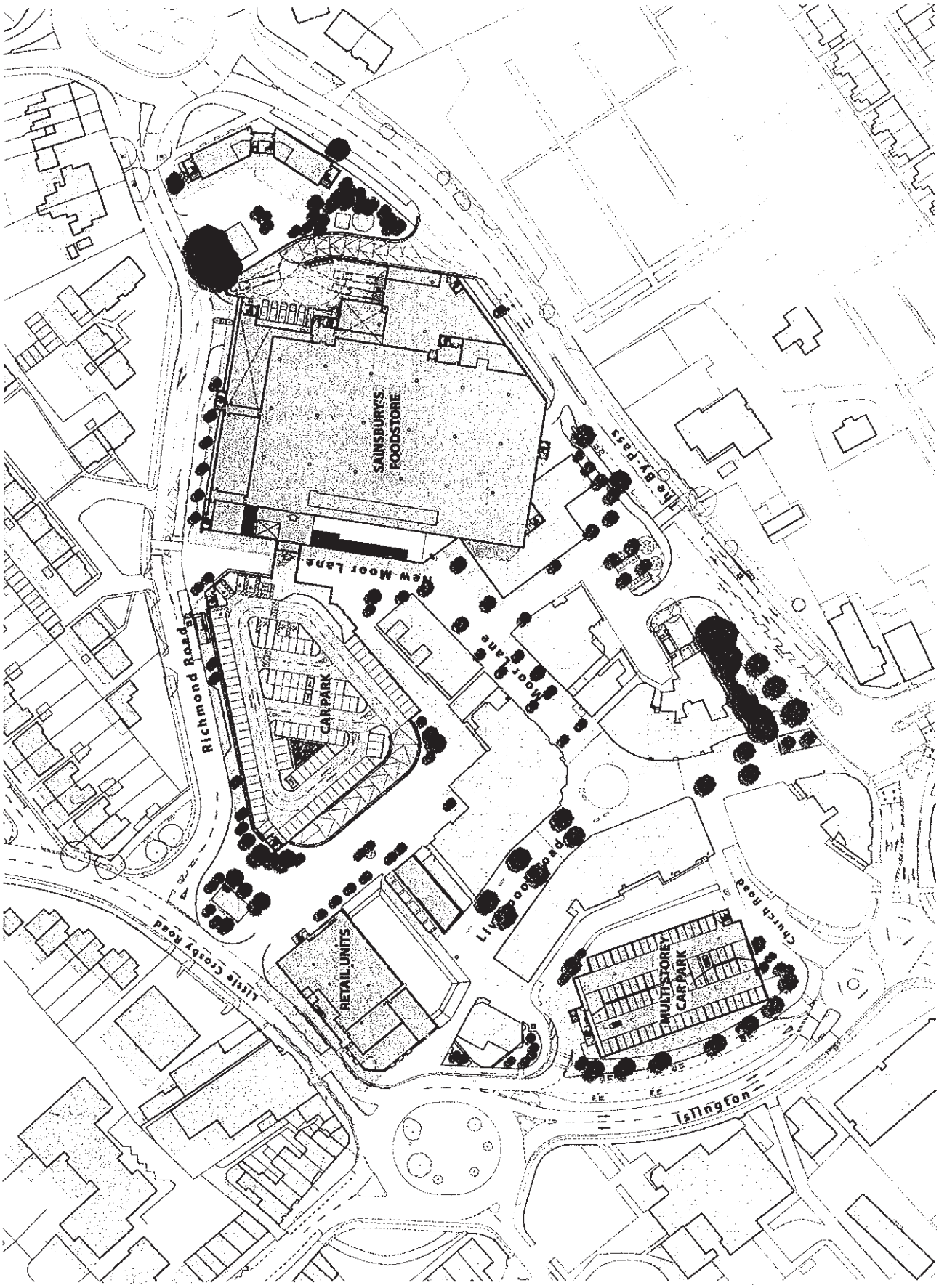
Hadfield Cawkwell Davidson

17 Bloomgrove Rd, Sheffield, S10 2LZ T 0114 266 6181 F 0114 266 6246 www.hcd.co.uk

Architecture | Regeneration | Interior Design | Masterplanning | Urban Design

SAINSBURY'S | CROSBY | LIVERPOOL

PROPOSED SITE PLAN



Hadfield Cawkwell Davidson

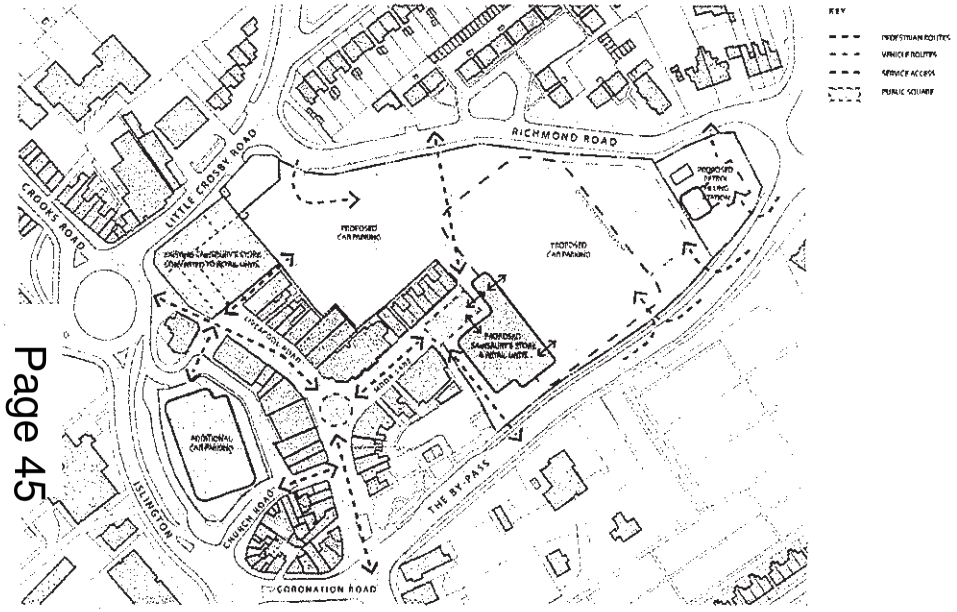
17 Broomgrove Rd, Sheffield, S10 2LZ T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk

Architecture | Interior Design | Masterplanning | Urban Design

SAINSBURY'S | CROSBY | LIVERPOOL

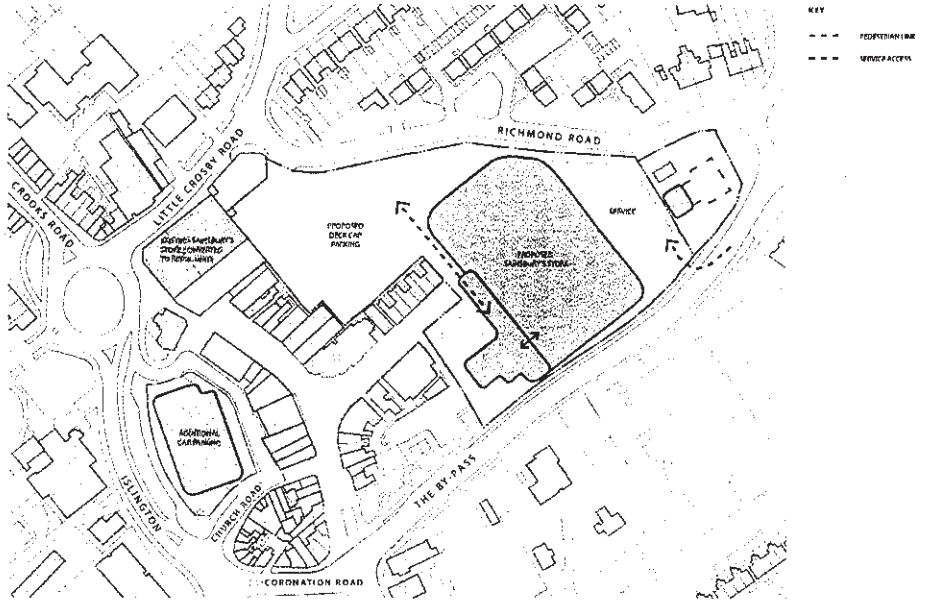
PROPOSED FIRST FLOOR SITE PLAN

The preferred option presented at the Stage 1 Public Consultation located the foodstore at the eastern end of Crosby between the bypass and Richmond Road.



GROUND FLOOR

- Existing Sainsbury's converted to non-food retail units
- Multi-Storey car park on the Islington site
- New public square on Moor Lane



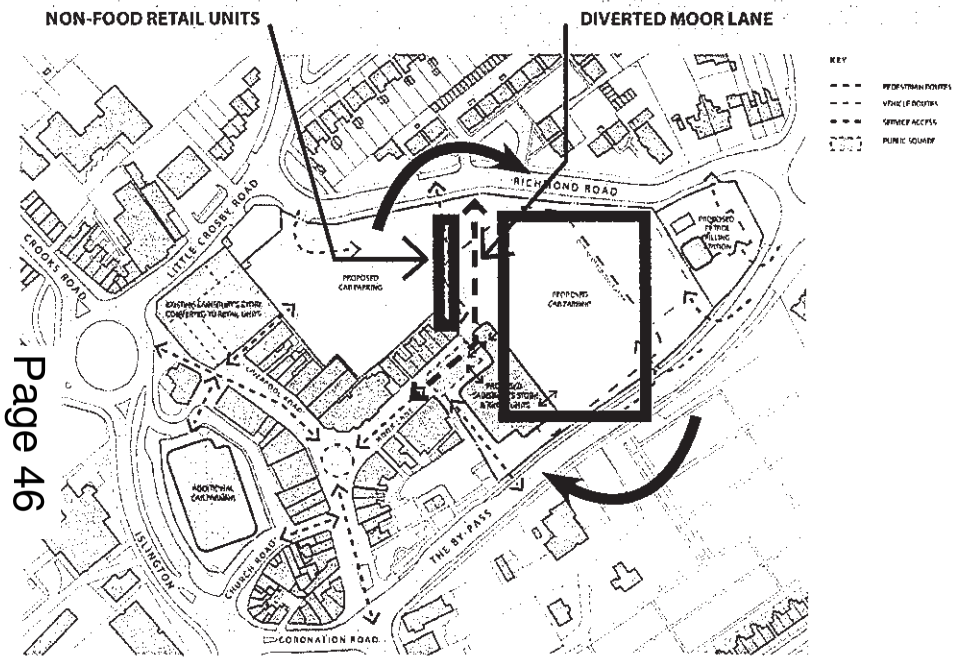
FIRST FLOOR

- New public pedestrian routes to Moor Lane
- New non-food retail units to the public square
- New Sainsbury's entrance from the new square. Food store located on the first floor, car parking on the ground level.

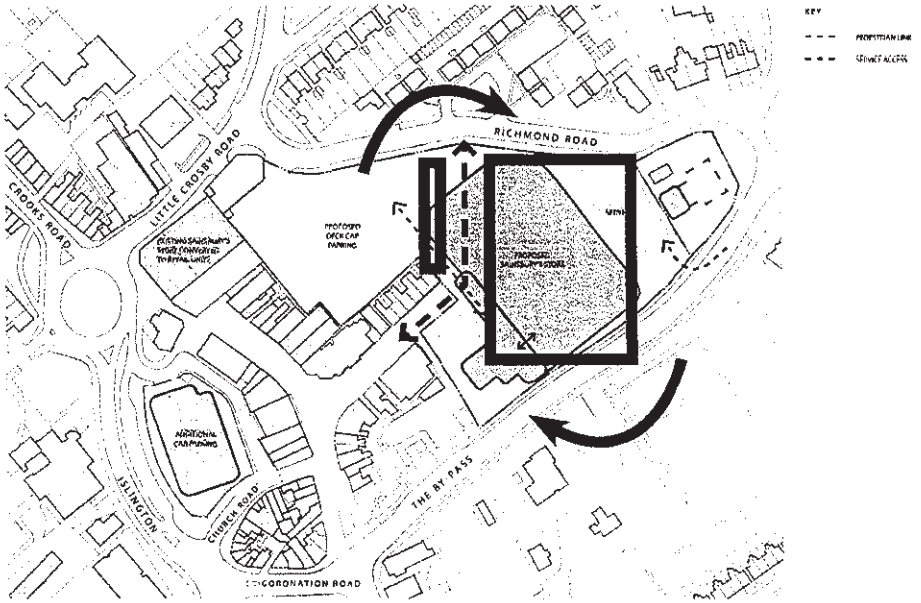
SAINSBURY'S | CROSBY | LIVERPOOL
STAGE 1 PUBLIC CONSULTATION

Hadfield Cawkwell Davidson
17 Broomgrove Rd, Sheffield, S10 2LZ. T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk
Architecture | Engineering | Interior Design | Masterplanning | Urban Design

Following the first public consultation and continued design development with the Local Planning Authority, the scheme presented during Stage 2 of the Public Consultation incorporated the following amendments



GROUND FLOOR

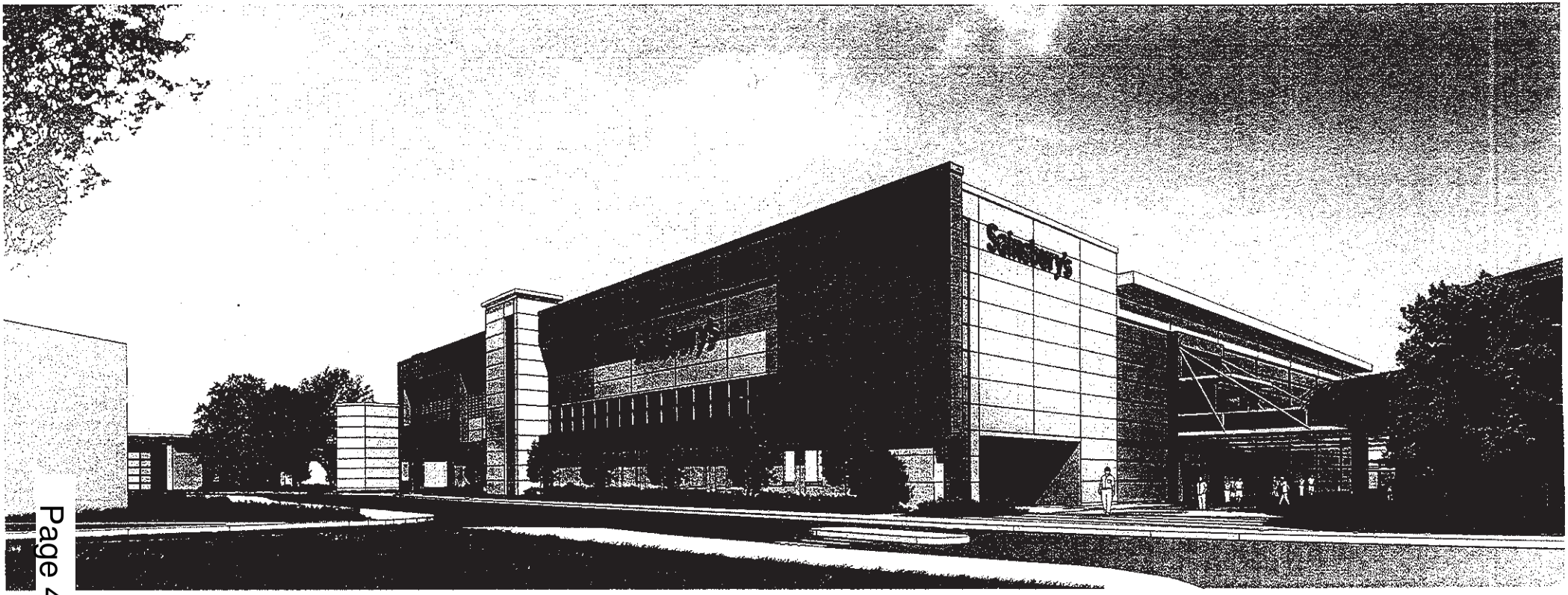


FIRST FLOOR

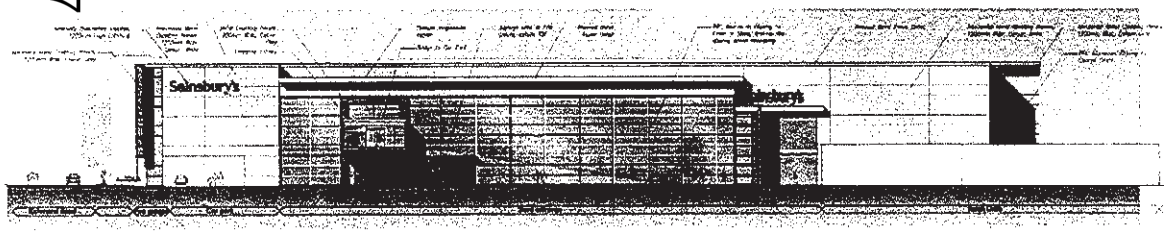
- New diverted route for Moor Lane between the new public square and Richmond Road
- Foodstore rotated to run parallel to Richmond Road
- Non-food retail units added to the western side of the diverted new section of Moor Lane

SAINSBURY'S | CROSBY | LIVERPOOL
STAGE 2 PUBLIC CONSULTATION

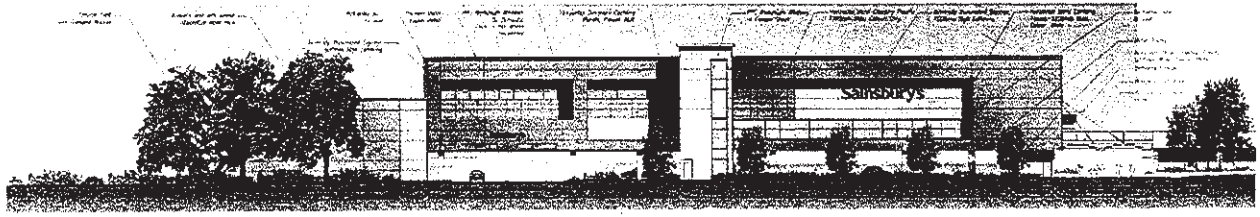
Hadfield Cawkwell Davidson
17 Broomgrove Rd. Sheffield, S10 2LZ. T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk



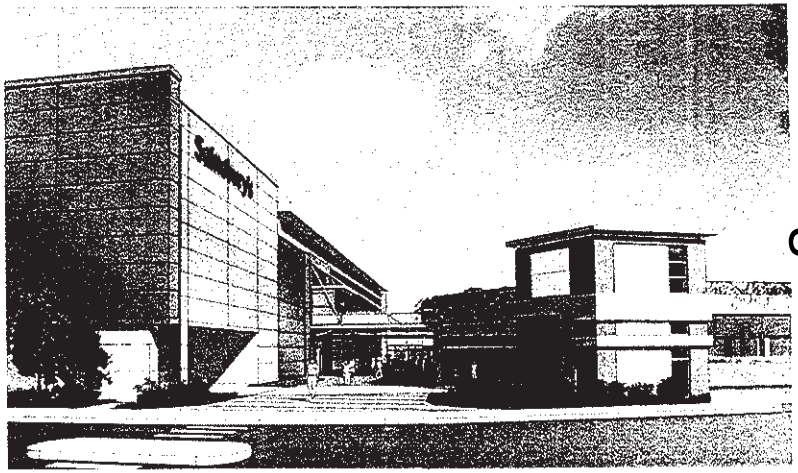
View along Richmond Road



New Moor Lane elevation



Richmond Road elevation



View towards New Moor Lane from Richmond Road

SAINSBURY'S | CROSBY | LIVERPOOL

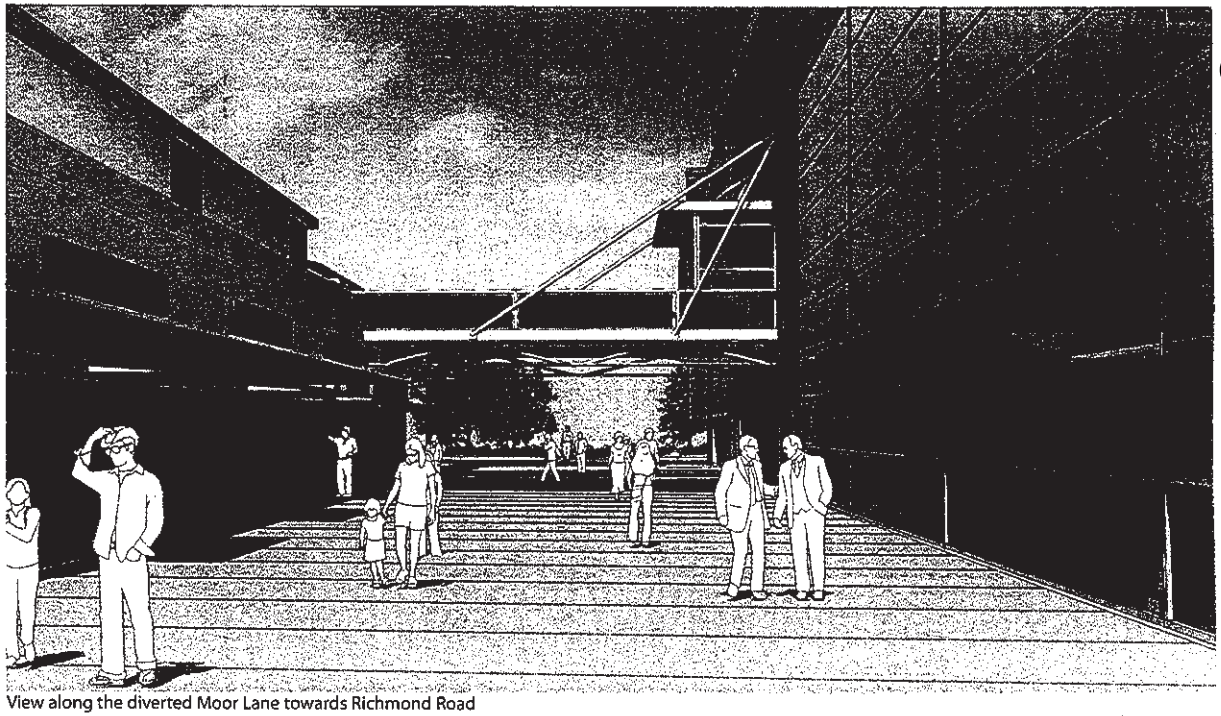
PROPOSED SAINSBURY'S STORE ELEVATIONS & VISUALS

Hadfield Cawkwell Davidson

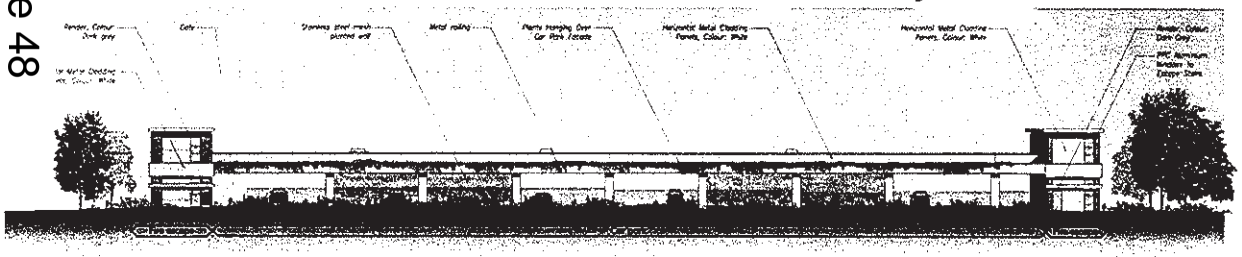
17 Broomgrove Rd, Sheffield, S10 2LZ. T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk

Architecture | Planning | Interior Design | Management | Urban Design

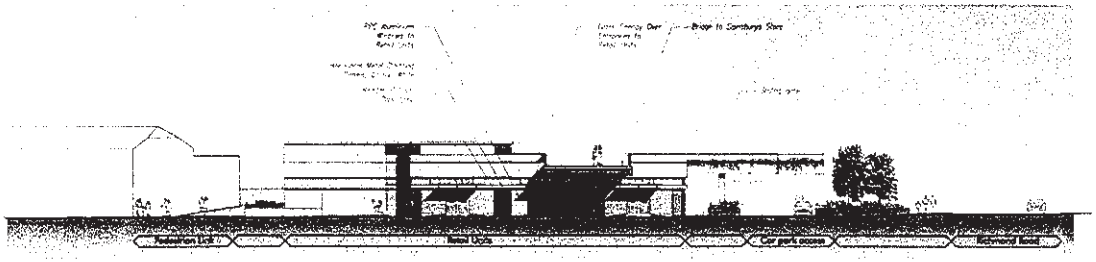
View s the diverted Moor Lane from Richmond Road



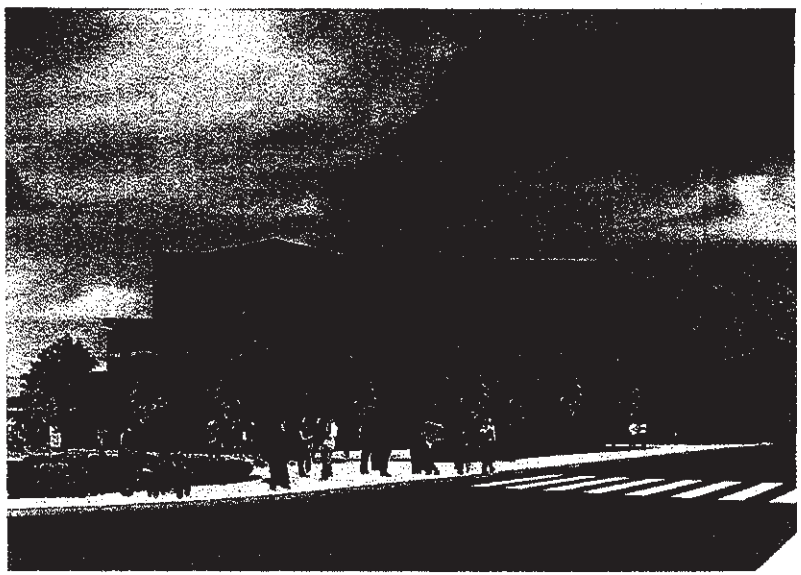
View along the diverted Moor Lane towards Richmond Road



View towards New Moor Lane from Richmond Road



East elevation of retail units on the diverted Moor Lane



View of the pedestrian crossing on The By-Pass linking to the new public square

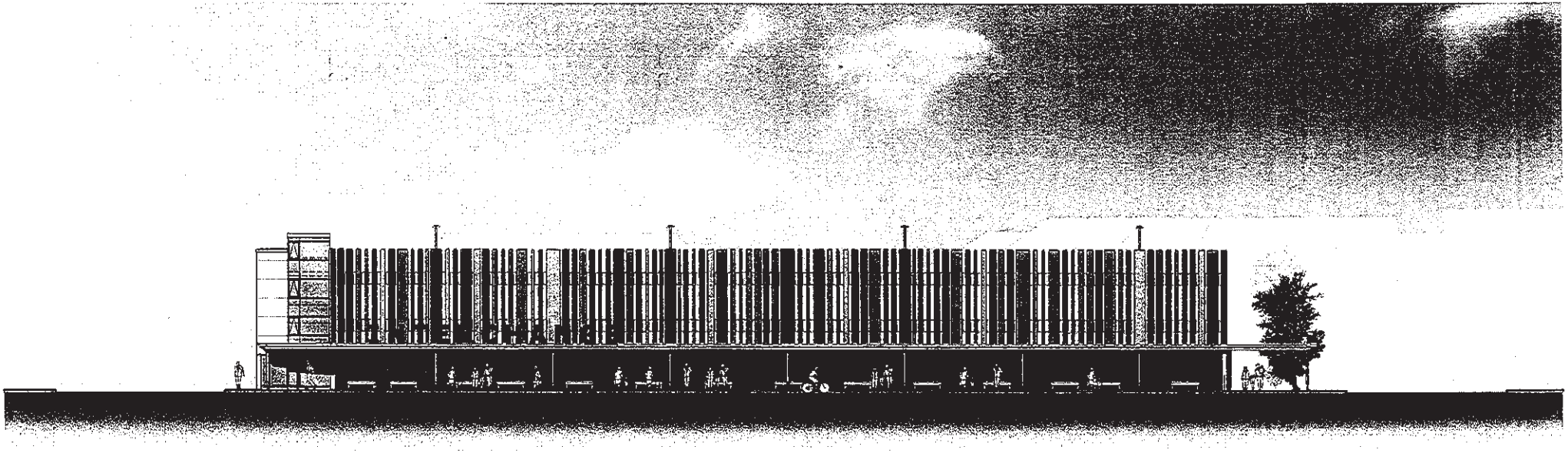
SAINSBURY'S | CROSBY | LIVERPOOL

PROPOSED ELEVATIONS & VISUALS

Hadfield Cawkwell Davidson

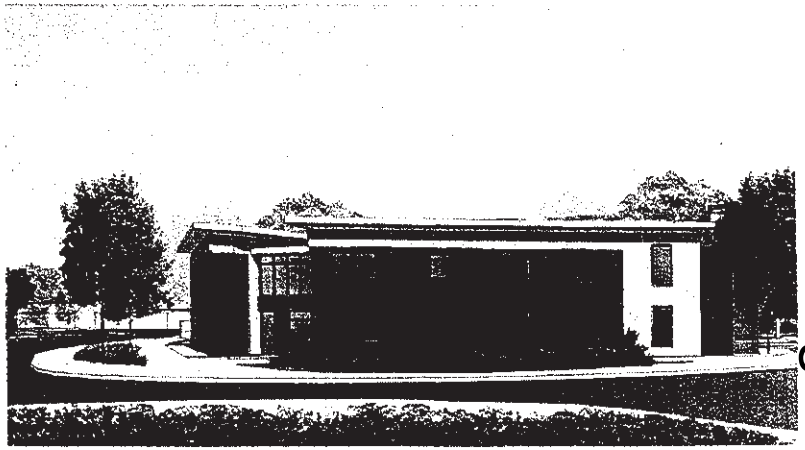
17 Broomgrove Rd, Sheffield, S10 2LZ T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk

Architecture | Planning | Interior Design | Masterplanning | Urban Design



Isl elevation of multi storey car park / public transport facility

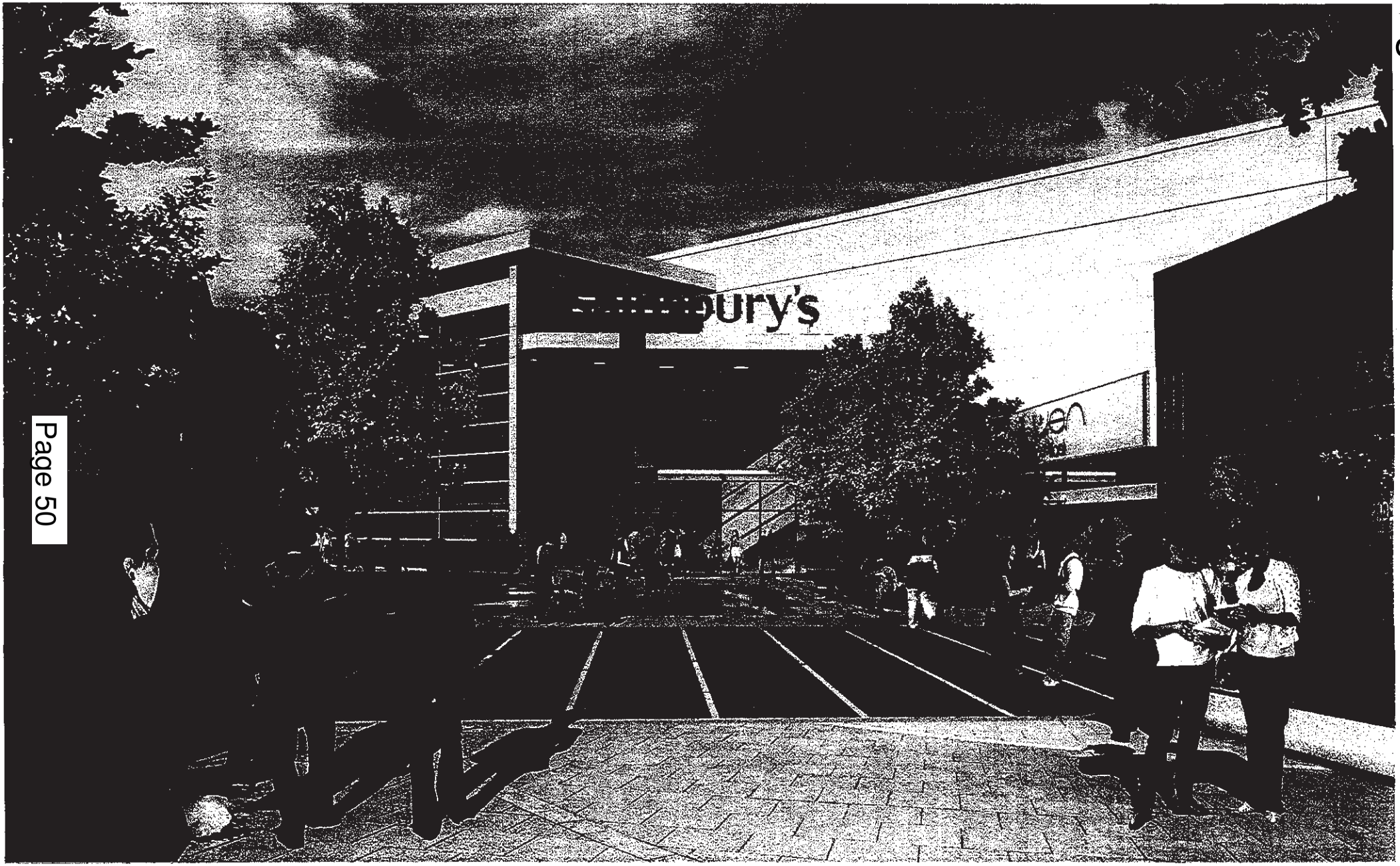
Conversion of existing Sainsbury's store to retail units - Liverpool Road elevation



Proposed Community use building

SAINSBURY'S | CROSBY | LIVERPOOL
PROPOSED ELEVATIONS & VISUALS

Hadfield Cowkwell Davidson
17 Broomgrove Rd. Sheffield, S10 2LZ. T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk



SAINSBURY'S | CROSBY | LIVERPOOL

PROPOSED SAINSBURY'S STORE - VIEW OF NEW PUBLIC SQUARE

Hadfield Cawkwell Davidson

17 Broomgrove Rd. Sheffield, S10 2LZ. T 0114 266 8181 F 0114 266 6246 www.hcd.co.uk

Architecture | Engineering | Interior Design | Masterplanning | Urban Design

Steve Faulkner

From: Pamper Days at The Retreat [info@pamper-day.co.uk]
Sent: 15 August 2010 12:34
To: Steve Faulkner
Subject: Sainsbury's' plans

DEAR MR. FAULKNER,

FIRST MAY I THANK YOU PERSONALLY FOR ALL YOUR HELP AND SUPPORT THAT YOU HAVE SHOWN ME IN THE LAST COUPLE OF MONTHS.

I WOULD LIKE YOU TO PASS THIS E-MAIL TO THE DIRECTOR OF PLANNING.

I APPRECIATE THE FACT THAT THE COUNCIL HAVE ON THEIR COMPUTER SCREEN A NOTE DECLARING THAT 700 PROPERTIES IN CROSBY HAVE BEEN SENT OUT LETTERS REGARDING THE PROPOSED PLANS FOR SAINSBURYS OF WHICH EXPLAINS HOW TO REGISTER TO SPEAK AT THE MEETING ON THE 18TH AUGUST. THIS LETTER IS OF VITAL IMPORTANCE TO THOSE OF US WHO WISH TO CONVEY THEIR CONCERNS AND HOPE FOR ANSWERS TO THEM, ESPECIALLY IF YOU HAVE NEVER RAISED OBJECTIONS OR WISH TO CONVEY YOUR CONCERNS, OTHERWISE LIKE MYSELF AND MY NEIGHBOUR WOULD NOT KNOW HOW TO DO THIS.

I CAN CATEGORY INFORM YOU THAT NEITHER MYSELF OR MY NEIGHBOUR HAVE RECEIVED ANY CORRESPONDENCE AT ALL FROM THE PLANNING DEPARTMENT, EXCEPT FROM THE LETTERS WE BOTH RECEIVED FROM YOU ON FRIDAY 13TH INFORMING US THAT WE CAN ATTEND THE MEETING BUT CAN NOT SPEAK., THIS I FIND UNACCEPTABLE WHAT IS THE POINT OF INFORMING US WE CAN COME.

WE FEEL THAT WE HAVE BEEN MORE THAN SLIPPED THROUGH THE LOOP, BOTH MYSELF AND MY NEIGHBOUR ARE LOCATED IN A VERY SENSITIVE POSITION OF THE BUILD, WHICH RAISES NUMEROUS QUESTIONS AND CONCERNS WHICH WE FEEL THE RIGHT TO AT LEAST BE GIVEN THE OPPORTUNITY TO SPEAK.

I WAS GRATEFUL FOR YOUR REQUEST THAT A REPRESENTATIVE OF SAINSBURYS' COME AND SEE US. AFTER A LAST MINUTE CANCELLED APPOINTMENT BY HIM HE FINALLY CAME TO SEE US ON FRIDAY, WE DID MANAGE TO RAISE CONCERNS AND MAKE SUGGESTIONS TO HIM, BUT I ALSO ASKED QUESTIONS, WHICH HE COULD NOT ANSWER, HE HAS SAID WHEN HE FINDS ANSWERS HE WILL GET HIS COLLEAGUE TO GET IN TOUCH WITH ME, BECAUSE HE IS GOING ON HOLIDAY THIS WEEK, UNUSUAL I THOUGHT AS THE MEETING IS THIS WEEK YOU WOULD THINK THAT HE WOULD BE ATTENDING THE MEETING.

BELOW QUESTIONS WHICH COULD NOT BE ANSWERED, WHICH I THINK IS OF GREAT RELEVANCE TO THE MEETING.

1. CAN THE LORRIES EXITING FROM THE SERVICE YARD TURN RIGHT, AS FURTHER UP THE BYPASS ,CARS EXITING THE CAR PARKS CAN ONLY TURN LEFT. APPARENTLY SAINSBURY'S EXPECT 14 LORRIES PER DAY TO ENTER AND EXIT THIS ENTRANCE, WHICH IS VERY CLOSE TO OUR HOUSES.

2. HOW MAY CARS DO THEY EXPECT TO ENTER SAINSBURY'S. ANSWER.... IN PEAK TIME ONLY AN EXTRA 236 CARS PER HOUR. MY SCENARIO PUT TO HIM 1 CAR COMING FROM SAY WATERLOO WILL PASS MY HOUSE 3 TIMES, BECAUSE OF THE NO RIGHT TURN, WHICH WOULD OF CAUSE GREATLY INCREASE THE NUMBER OF CARS PASSING MY HOUSE..... AS WOULD WITH THE LORRIES ENTERING THE SERVICE BAY , SAME SCENARIO..... HE COULD NOT ANSWER THIS QUESTION AND DID TRY TO GET IN TOUCH WITH THE PERSON DEALING WITH NUMBERS IN THE HIGHWAYS DEPARTMENT, BUT COULD NOT GET HOLD OF HIM. THIS QUESTION DOES RAISE VITAL FLAWS IN THE SURVEYS AND EVIDENCE ON VEHICLE NUMBERS AND TRAFFIC PROBLEMS. WHICH IS SUGGESTED IN YOUR RECOMMENDATIONS WOULD NOT CAUSE PROBLEMS IF ONLY 236 CARS ENTER THE SITE IN PEAK HOUR, BUT SURELY MORE THAN DOUBLE THIS ESTIMATION WOULD CAUSE HUGE PROBLEMS.

3 BUS STOPS AND PELICAN CROSSINGS, WHERE WILL THEY BE PLACED, BECAUSE THERE IS ALREADY A PROBLEM AT PEAK TIME WITH THE PEDESTRIAN CROSSING ON THE OTHER SIDE OF THE ISLAND AT PEAK TIMES , 236 CAR HAVE OBVIOUSLY BEEN ACCOUNTED FOR, WHAT ABOUT DOUBLE THAT, COULD PELICAN CROSSING CAUSE A BACK LOG AS PER THE OTHER PELICAN CROSSING, BUS STOPS, SURELY THIS WILL CAUSE BACK LOG AS THE WAITING TIME AT THE BUS STOP ,PEOPLE GETTING ON AND OFF.

4 THE AESTHETIC VIEW THAT BOTH MY NEIGHBOUR AND I HAVE. THE DEPRECIATION VALUE OF OUR HOUSES WHO WANTS TO LIVE ON THE EDGE OF A SERVICE BAY, SERVICING A HUGE MEGA STORE.

WHILST BOTH MY NEIGHBOUR AND MYSELF WELCOME THE REGENERATION OF CROSBY VILLAGE AND A HUGE MEGA STORE, WHICH WILL NO DOUBT CREATE MORE BUSINESS AND EMPLOYMENT FOR THE VILLAGE, WE DO NOT WISH TO OBJECT TO SAINSBURY'S PLANS OF A MEGA STORE, BUT DO OBJECT TO THE SERVICE BAY SO CLOSE TO OUR PROPERTIES AND THE BACK VIEW OF SAINSBURY'S, AND OF CAUSE THE MAIN PROBLEM OF THE NOISE OF THE EXTRA TRAFFIC AND LORRIES, I DO FIND YOUR ACCOUNT OF THE TRAFFIC ON THE BYPASS QUITE PATRONISING AND UNREALISTIC.

MAY I ALSO TAKE THIS OPPORTUNITY TO ADDRESS CONCERNS OVER YOUR MAILING OF IMPORTANT MEETINGS, IT IS NOT SATISFACTORY TO SAY 700 LETTERS WENT TO PROPERTIES AND OUR'S WERE 2 OF THOSE LETTERS I INFORM YOU THAT MAYBE ONLY 698 LETTERS IN FACT WENT OUT, BECAUSE I CAN NOT SPEAK FOR OTHER PROPERTIES, IF WE HAD OF RECEIVED THIS LETTER IN MARCH AND APRIL WE WOULD NOT OF HAD TO GET IN TOUCH WITH YOU TO FIND OUT WHAT WAS HAPPENING, WE COULD OF GONE THROUGH NORMAL PROCEDURE, AND WHEN I DID INFORM YOU THAT NO BODY, NOR NO CORRESPONDENCE HAS BEEN DELIVERED TO OUR HOUSES ON THE BYPASS, SURELY IT SHOULD OF THEN BEEN SENT.

I DO FEEL THAT THE TWO HOUSES ON THE BYPASS HAVE CONVENIENTLY JUST BEEN FORGOTTEN ABOUT, WHICH FOR BOTH MYSELF AND MY NEIGHBOUR IS NOT ACCEPTABLE, AND SOMEBODY SHOULD BE ACCOUNTED FOR THIS ERROR. I THEREFORE REQUEST THAT I AM ABLE TO SPEAK AT THE MEETING A RELAY OUR CONCERNS TO THE COUNCILLORS ON THE BOARD OF THE MEETING.

YOURS FAITHFULLY

HELEN THOMPSON
PENTHORPE
3 THE BYPASS
CROSBY
LIVERPOOL L23 2YW

Item 4B

S/2010/0801 : 61-63 Albert Road, Southport

1. Additional comments received from 6 Fleetwood Road
    - Street scene illustration with the amended scheme relates to the wrong application
    - PPS5 requires new development to making positive contributions to the character and local distinctiveness of the historic environment. Given the site is opposite Hesketh Park this is critical.
    - The dormers and terraces on front elevation are out of character
    - Number of storeys should be limited to four as with adjacent developments
    - Another style further disrupts the rhythm of the street scene, should be designed similar to Regency Court
    - Would expect a minimum separation distance of 3 metres to the boundary given height, and the projection beyond rear wall of Regency Court is excessive
    - Two front entrances would benefit the scheme (in and out) as this would ease manoeuvrability for larger vehicles entering and leaving the site
    - The revised plan shows many trees to be planted maybe some should be planted on the area edged blue

    The design, access arrangements and tree planting issues cannot be assessed at this stage given that the application is in outline only. The plans have been checked and the correct street scene elevation is provided on the website for this application.

2. Additional comments from 22 Regency Court :

    - Opposes encroachment beyond current building line to the rear, resulting in loss of outlook and amenity to Regency Court.
    - Previous Planning Inspector made reference to outlook from residents lounge at Regency Court and main issue t appeal was impact on neighbours
    - Concern about terraces on upper floor being open and overlooking
    - There is no planting to screen the view of the proposal
    - Proposals not sustainable as family housing
    - Care was taken to ensure Regency Court did not overlook application site.

3. The applicant has confirmed in writing that he is willing to enter into a S106 Agreement for the provision of trees and Greenspace in order to comply with policies DQ3 and DQ4.

4. Speaking at committee form from petitioner attached.

5. Change condition 15 to read

‘The detailed plans submitted for condition 2 shall take full account of the impact on the amenity of occupiers of Regency Court in respect of overlooking from balconies and overbearing impact. In this respect the plans submitted with the present application shall be considered indicative only and the approval hereby granted does not imply approval of the footprint or detail of the submitted plans.’

Reason

‘In the interests of the amenities of adjoining occupiers and to comply with UDP Policies CS3, H10 and DQ1’

Sefton Council

Speaking at Planning Committee

You have confirmed that you wish to address the Planning Committee. In order to make as much information as possible available to the Committee members before the meeting, would you please complete this form and return it to the Planning Department at the address below.

Site Address: **61-63 Albert Road, Southport**

Application Number: **S/2010/0801**

Your Name: **Mrs Anne Green**

Summary of Main Issues of Case

Please outline the main points you wish to draw to the attention of the Committee:

The proposed duplexes extend 7 metres beyond the rear elevation of Regency Court. The rear projection of this building would be overbearing, and impair the outlook of many Regency Court residents.
We would like an assurance that efforts will be made at the Detailed Planning stage to reduce the overall depth of this building.
This would not only reduce the impact of the building on its neighbours, but would also increase the amount of open space available to its future occupiers.

Additional Supporting Information

Please attach any supporting information eg photographs. This will be circulated to members of the Planning Committee prior to the meeting. Please note that this will be reproduced in an A4 black and white format.

New information should not be circulated on the night as there will not have been sufficient time for Councillors to consider it.

Please return this form **by 10am the Monday (Tuesday if the Monday happens to be a Bank Holiday) prior to the Committee** meeting to:

Sue Tyldesley
Planning Department
Magdalene House
30 Trinity Road
Bootle
L20 3NJ
Fax: 0151 934 3587
E-mail: planning.dcsouth@ planning.sefton.gov.uk

If you have any queries regarding this form or the Committee procedures contact the Committee Clerk, Ruth Appleby, on 0151 934 2181.

Received by Sefton Council Planning & Economic Regeneration Department - Bootle Office
Date Scanned by: 16 AUG 2010

Item 4C

S/2010/0907 : Plot 3, Land to rear of Oak Hey, Lambshear Lane, Lydiate

Amended Drawing

An amended drawing was received that sought to address the issues raised concerning the two-storey projecting element to the left hand side of the proposed dwelling. This amendment is not considered to be acceptable and discussions towards an appropriate solution are ongoing. In the event that an acceptable amended plan is not available to be presented to Committee it is respectfully requested that the decision be deferred for the next Committee cycle.

APPENDIX 5

Item 5A

S/2010/0707 : 72 Sonning Avenue, Litherland

Correct ordnance survey plan attached.


WAYLAND AVENUE
ELTHAM AVENUE
SONNING AVENUE
TWYFORD AVENUE
OVERTON AVENUE
JERSEY AVENUE
STANLEY PARK
El Sub Sta
LB
TC B
Sefton Council
Planning & Economic Regeneration Department
Andy Wallis - Director
Planning & Economic Regeneration is part of the Regeneration & Environmental Services Directorate
S/2010/0707
72 Sonning Avenue
Litherland
L21 9JZ
OSGR: 333649, 398302
Sheet(s): 109D
Area: 73 sqm
Standard Site Plan
Scale: 1:1250
Date: 9/7/2010
Drawn By: BERRTon
Ward(s): Ford
Postcode Sector(s): L21 9
Polling District(s): F2
Parish(es): None Found
This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. (Sefton Council Licence No. 100018192)
Created by Sefton Council Planning & Economic Regeneration Department using MapInfo

APPENDIX 5

Item 5B

S/2010/0862 : Bartlett House, Parkhaven Trust, Liverpool Road South, Maghull

Amended drawing received in respect of trees and landscaping.

Add Drawing numbers 1172 01, 02, 03B; 3912 SK60, SK61, SK62, SK63, SK64, SK65, SK66, SK67

Additional information received from the applicant as follows :-

A revised landscaping plan which allows retention of more trees has been submitted. A total of 9 trees are shown for removal on drawing 1172-02.A total of 18 new trees are shown on the landscape plan 1172-03B.

The Trust undertakes to plant a further 16 trees planted within the Parkhaven Trust grounds on Liverpool Road South. These are in addition to other new trees as part of another planning approval.

On the basis of this there is no longer a requirement for a commuted sum for trees.

Replace Condition 9

9 'Before the development is commenced, a detailed scheme including the location, species and size for the planting of 16 additional trees within the grounds of Parkhaven Trust shall be submitted to and approved in writing by the Local Planning Authority. These trees shall be planted in the first planting season following commencement of the development. Any trees that within a period of 5 years after planting are removed,die or become seriously damaged or diseased shall be replaced by others of a species size and number as originally approved.'

Reason - RL-4

The portico is to be retained and incorporated in the garden area

In response to a request for a commuted sum towards the pedestrian crossing the Trust comments as follows :-

> The Parkhaven Trust is a charity that invests income and donations into the provision of the facilities it offers. The Trust is not a commercial developer and has no other financial resources with which to make donations elsewhere. The Trust is always keen to work with the council and to provide facilities which are of benefit to the wider community. Current new proposals include new allotments and the formation of a

mile walk through the parkland. However on this occasion the Trust is unable to offer a contribution to the Sefton Lane crossing.

The Highways Development Control Manager reports that the money for this crossing has now been found by revising the scheme of highways improvement to be paid for by Arena Housing in respect of their development within Parkhaven Trust grounds to include the crossing in lieu of additional improvements at the site junction.

This page is intentionally left blank

PLANNING COMMITTEE : 18 AUGUST 2010

Late Representations/Information

Part 2

APPENDIX 4

Item 4A

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

Report

Members are advised that the application site lies within the three wards of Manor, Victoria and Blundellsands.

The Regional Spatial Strategy is no longer formally in place. As such, the regional policies referred to in the report are not relevant.

Further Representations received

A significant number of further representations have been received; these are referred to within Late Representations 1 and generally comment on the Planning Committee report.

The letter sent from ABetterCrosby dated 17 August 2010 is attached in full.

18 Rossett Road and 'Brookside Cottage', Little Crosby Road have written objecting further, Flat 35 of Sandalwood, 83 Coronation Road, has also objected further to the multi-storey car park at Islington, and the 28 Endsleigh Road writes in support of the proposal.

Director's observations on further representations

As mentioned in the main report, a total of 698 properties were notified of the proposals. Site notices and press notices were placed and the Council's notification process has far exceeded that required for the development in the interests of ensuring that all parties have an opportunity to express their views.

There have been further representations which relate to concern over the advice of PlacesMatter!, the lack of consideration given to the views of local traders, queries over traffic provision, the competition of the increased foodstore against other retailers in the village, design and the loss of historic buildings, and the use of the community building.

Consultation has taken place with local ward members, North West Regional Development Agency, Liverpool Chamber of Commerce and Industry, Merseyside Civic Society, Liverpool Vision, The Mersey Partnership, Existing tenants on Moor Lane, and Residents and businesses on Richmond Road, Moor Lane, De Villiers Avenue, Vale Road, Vermont Avenue, Kings Road, Alexandra Road, Alexandra Court and Coronation Road.

The proposals are largely to the edge of the developed historic core of Crosby Village and the

report acknowledges the loss of locally distinctive buildings, most notably the Glenn Buildings.

The proposals will bring significant employment benefits both in respect of the applicant's proposal and the refresh of the existing retail offer.

The current foodstore overtrades and this view is based on expert retail appraisal and for reasons set out below under "Retail Issues" it is not possible to expect the applicant to reprovide a foodstore of the same size and scale. The same assessment comments specifically on the requirement to assess retail need.

The planning recommendation is based around the approved policy framework, but the operational and commercial concerns of an applicant must all the same have to be regarded as material planning considerations. Both the report and many of those with objection clearly recognise the need for investment.

The multi-storey is necessary to serve the parking requirements of the scheme proposed and its design has been enhanced with the use of coloured panels.

The restriction on hours is a recognition of an otherwise unrestricted opening giving rise to amenity issues for adjoining residents. Service deliveries are not considered to cause issues for nearby residents due to the acoustic walling and the ungated access avoiding vehicles waiting or having to undertake reversing on or around the highway. The applicant has agreed to the prohibition of the following activities between 2200 and 0700:

- use of vehicle mounted refrigeration units within the service yard/on the access ramp,
- stock or waste movement in the service yard using metal roll pallet trucks,
- waste collections, and
- use of the compactor.

There will be no direct harm to outlook or loss of light for residential properties albeit the views will be different. There will be landscaping around the edge of the car park to ensure visual amenity.

There are provisions to be agreed via Section 106 Agreement to ensure a full review of a Residents Privileged Parking scheme (RPP) to cater for the before and after parking around the centre and inform on measures considered necessary to prevent parking on surrounding residential streets by town centre users and there would also be a need for this to be subject to further specific consultation.

Concerns have been raised regarding the range of goods on offer in Sainsbury's but this is protected by condition as far as may be considered reasonable given the site's town centre location. Competition is not an issue though the proposals make provision for existing traders being relocated as far as is possible.

VIEWS OF PLACESMATTER! ON THE APPLICATION

PlacesMatter! have made significant valuable contributions to the design process. They have indicated in their (attached) letter of January 26 2010 that the applicant has done "a good deal of work exploring different store configurations". They also indicate that "in terms of scale – height and massing – the proposed scale of new buildings seems generally acceptable for this town centre location".

It acknowledges that many of the issues relating to urban edge and retention of existing fabric

could only be achieved through the construction of a "smaller store", which is identified as being unsuitable for the future of Crosby in separate advice from the Council's retail consultants, White Young Green.

The provision of a store on the Islington site is discussed but has been discounted for reasons explained in the original Planning Committee report. Overall PlacesMatter! comment that "the planned investment in Crosby must be embraced and welcomed", and that the alternative is "a failing centre with more people using the out of town alternatives in an increasingly unsustainable way".

Though discussing the alternative option in their submission, and making observations on a number of difficulties associated with town centre redevelopment, they do not specifically object to the positioning of the store as proposed.

It is considered that this range of comments is sufficient to justify the comment contained in the original report stating that the panel offer "broad support" to the proposals. The report also makes specific reference at 8.14-8.20 that they have expressed reservations over the proposals.

It is considered that as far as is possible to do within the consideration of this planning application that the views of PlacesMatter! have been considered fully and reported fairly and accurately, to correctly reflect their acknowledgement of the issues connected to regeneration as a whole as well as the specifics of individual design.

RETAIL ISSUES

Following a series of concerns raised by objectors relating to size and amount of retail proposed, further discussion has been undertaken with the Council's retained retail consultants, White Young Green, who respond as follows:

"Does The Development Have to Assess 'Need'?

In dealing with the need point first, reference has been made to our Retail Strategy Report re need for foodstore provision in the south of the Borough. As you will appreciate, the study seeks to assess the future need for retail development within Sefton and whether or not there is a need to identify sites beyond established centres to meet that need.

In terms of South Sefton, the study clearly concludes that there is no need for further foodstore development outside of established centres following the completion of the edge of centre Asda at Bootle and the out of centre Tesco at Litherland.

Whilst the conclusions are unequivocal, it does not mean that there should be no more investment in established centres in the south of the Borough. Furthermore, the study also confirms that the Sainsbury's store in Crosby is significantly overtrading and is under significant pressure for expansion.

As you are aware, the key objective of national policy is to secure investment within established centres so they can prosper. As a result development 'within' established centres has never had to demonstrate that there is a need for that development in the first instance, unlike edge of centre or out of centre schemes under the previous PPS6. PPS4 has now removed the need test for developments completely on the basis that it was restricting competition and choice. Therefore, the conclusions of the RSR are effectively irrelevant when considering the Sainsbury's proposals. The only bearing that the conclusions will have is when judgements are formed about the impact of the development once it is completed.

Therefore, any reference to the findings of the RSR in relation to 'need' (or the lack of) and how this should influence the scale of the development proposed is misleading and does not reflect the approach advocated by government guidance.

Why Will Not A Smaller Store Work?

Sainsbury's already operate a small and compromised supermarket within Crosby which as a result, significantly constrains the range of goods that can be sold and the overall quality of the shopping environment. The store is also too small to serve the needs of the local community and as a result is extremely busy at peak times. Therefore, Sainsbury's have an opportunity to resolve these problems by providing a modern store that will not only enable them to stock a wider range of products but will given them the space to create a much more pleasant environment for the customer including wider aisles, less congestion, specialist food counters, and more natural light.

The approach by many operators is to create as much space as possible to enhance the internal quality of the environment – therefore, in an ideal world Sainsbury's would probably prefer a bigger store than can be achieved in Crosby.

The quality of the shopping experience is exactly what the customer expects from a modern foodstore and therefore, if the store is to compete effectively within other stores elsewhere in Sefton it must be able to offer a similar choice and experience. All of our previous survey research has demonstrated that the Asda store at Aintree has dominated shopping patterns in the South of the Borough because of its size, range of goods and its location.

The same applies to the Tesco in Southport in north Sefton which again dominates shopping patterns because of its size, range of goods and location. Therefore, size is a critical factor in ensuring that a foodstore can be competitive when trying to capture market share and meet the needs of its customers. As a result, if the size of the store was to be reduced, then so would the range of goods, the quality of the shopping experience and the ability of the store to compete with others.

Furthermore, the foodstore will act as the anchor to draw people into the centre. Therefore, the stronger the anchor the stronger the future vitality of the centre. Good examples of this include the Asda redevelopment at Huyton where a compromised Asda store (which was overtrading) was redeveloped to provide a bigger Asda store to meet the needs of the community and act as the key anchor for Huyton.

Once developed, the Asda (which is much bigger at 14,795 sqm) brought about significant improvements in the rest of Huyton Town Centre and the old store was redeveloped to deliver a scheme known as Cavendish Walk. This attracted key operators such as Wilkinsons, New Look, Select, Claires, Costa Coffee, Carphone Warehouse. etc. All of these operators would not have come without the redevelopment of Asda and the fact that the new store acts as a key anchor and attractor.

Another major factor to consider is the significant costs involved in developing town centre sites including land assembly, demolition, highways improvements, etc. In order to support these significant costs, there has to be a significant improvement in the quality of the store for the operator.

Therefore, if the store is significantly reduced in size (say by a third) then the operator would have to assess whether it was worth the significant investment for such a small gain and the fact that they will end up with what they consider to be a compromised store. In this case I think there would be little benefit in Sainsbury's improving the size of their store slightly given the

significant investment required to deliver the scheme. Any simple 'cost/benefit analysis' would lead Sainsbury's to conclude that the significant investment was not worth the return.

Comprehensive redevelopment within centres (such as Crosby) only tends to come along once in a generation. Therefore, the store that Sainsbury's are seeking to achieve is not just to serve the needs of the community today but to ensure that it is viable and attractive for the next 20 to 30 years.

If a store is built that is too small to meet those needs then further development will need to take place to resolve this in the future either through an extension or reconfiguration of the store. Such an ad hoc approach would not benefit the future vitality and viability of the town centre as a whole and would not deliver a comprehensive solution for the redevelopment of Crosby."

The Planning and Economic Development Director would fully endorse this assessment and it is considered that the approach to providing a foodstore is entirely appropriate and compliant with the key policies of the Sefton UDP and advice contained in PPS4.

The original comments of the retail consultants are also attached.

HIGHWAYS MATTERS

Highways Development Control comment further as follows:

Following a series of meetings and discussions between Savell, Bird & Axon and Sefton Council, a number of issues were highlighted with regards to the previously submitted comments from the Assistant Director of Transportation and Development and amendments have now been suggested as follows.

Richmond Road Access

A further extensive analysis of the proposed vehicular access on Richmond Road has been undertaken, following the suggestion within the original comments for this junction to be signal controlled. The analysis clearly highlights that the introduction of a signal controlled junction on Richmond Road would result in queue lengths encroaching onto the roundabout junction. As it has been previously demonstrated that the introduction of an uncontrolled vehicular access on Richmond Road allows the highway network to operate within its capacity, it has been agreed that the proposed vehicular access on Richmond Road is to remain as a priority junction in accordance with the submitted drawings. The left turn egress onto the by-pass is also to remain as shown upon the original drawings.

Islington/Coronation Road/Church Road Junction

It is agreed that there will be a controlled pedestrian crossing in this location.

Further modelling work by the applicant's advisors of this part of the network has indicated that retention of the roundabouts with partial signalisation on the Islington approach, including the incorporation of facilities for pedestrians and cyclists, may result in a more efficient overall operation on this part of the network than a scheme of full signal control. An appropriate amendment to the schedule of highway improvements is

therefore required which also provides flexibility for the Highway Authority to optimise these improvements as part of the detailed design process.

Residents Only Parking Scheme

It has been agreed with the applicants and their transport advisors that the S.106 Agreement will need to deal with the introduction of a residents only parking scheme. The study will extend over a large residential area around the village. The proposed streets are listed under the heading 'Section 106 Requirements'.

Such a scheme should only be implemented where it can be fully justified that the proposed development has become a direct catalyst for the material increase in the level of on street car parking within the surrounding streets and therefore, a pre and post development study of on-street parking will be undertaken in the surrounding area. Sefton Council has identified and agreed the extent of the study area. The study would be funded by the S.106 Agreement. The S.106 Agreement would also make provision for the funding of a residents only parking scheme if as a result of the study material, increases in on-street parking arising from the redevelopment.

Cycling

Following a further review of the conditions relating to cycling, it has been agreed to remove the proposal to allow cycling within the pedestrian area and the contra flow cycle facility along Alexandra Road on the grounds of highway safety.

However, a number of other suggested measures are to be implemented to improve cycle access to and from the site as follows:

* A cycle parking strategy such that cycle parking is available at all off the entrance points to the town pedestrianised area, including the pedestrian entrance on Richmond Road;
* Undercover cycle parking is already indicated on HCD's layout these being located beneath the store building;
* Improved crossing facilities and links between Cooks Road and Alexandra Road and the pedestrianised Liverpool Road (dropped crossings);
* Provision of access from the Liverpool Road/The Bypass junction to the pedestrian section of Liverpool Road (dropped crossing);
* Toucan crossing facilities at Islington as indicated in SBA dwg no. N81418/SK19A linking to a contra flow cycle facility along Church Road linking to the town centre pedestrianised area;
* Provision of a shared use cycle route along the development side of The Bypass between the Moor Lane roundabout and the proposed new signal controlled crossing - this is currently being looked at in liaison with the landscape consultants;
* Secure staff cycle parking adjacent to Unit 7 of the proposed development.

Taxi Provision

With regards to the provision of taxis to the development, Sainsbury's have now submitted revised drawings (plans P60 Rev N Ground Floor and P61 Rev H First Floor)

showing the provision of both hackney and private hire provision, which is acceptable. These plans include : -

* A hackney carriage taxi rank for 4 cabs within the First Floor car park area close to the store customer entrance to directly serve the store;
* A hackney carriage taxi rank for 4 cabs (as extended) on Richmond Road to serve the store and rest of the town centre during the daytime;
* A hackney carriage evening taxi rank on the proposed service access road for 4 cabs, which will also assist night time surveillance and therefore security;
* A drop off/pick up area for mini-cabs adjacent to the main customer entrance at the bottom of the travelators (the plan indicates that a car can reverse out of the affected disabled bays without affecting the bay).
* Retention of the existing 2 cab taxi rank on The Green.

A565 Route Management Strategy

The total cost of implementing the proposed recommendations within the A565 Route Management study corridor amount to £1.2M (estimated) plus 10% fees, totalling £1.32M. Generally, all of the proposed improvements are within a 2-3 mile radius of the proposed Sainsbury's development.

The effect of the additional traffic upon the highway network associated with the proposed Sainsbury's development, whilst minimal but nonetheless utilising the existing capacity in broad terms is in the region of 6 percent and as such, a s106 contribution of £79,200 should be sought from the developer to contribute towards the works.

For clarity, Schedule 1 which relates to condition 13 for the off-site highway improvements is amended and condition 14 is altered as per the heading "Amendments to Planning Conditions".

Section 106 Requirements

A565 Corridor Improvement Strategy - a £79,200 contribution towards the implementation highway works identified within the strategy.

Residents Privileged Parking Scheme - subject to the results of pre and post development surveys (to be undertaken in accordance with an agreed methodology), the applicant will be required to fund the implementation of a Residents Privileged Parking Scheme (including legal procedures, advertising, traffic signs and carriageway markings and enforcement for at least 10 years. The area provisionally identified includes the following roads:-

Albert Grove, Alexandra Road, Cambridge Avenue, Carlton Terrace, Century Road, Church Road, Claremont Terrace, Cooks Road, Coronation Road (part), De Villiers Avenue (part), Durban Avenue, Enfield Avenue, First Avenue, Harrington Road, Hornby Street, Islington, Kilnyard Road, Kings Road, Little Crosby Road (part), Liverpool Road (part), Liverpool Road (part)
Lune Street, Manor Road (part), Mayfair Avenue, Miller Avenue, Moor Drive, Moor Lane (part), Moorland Avenue, Princes Avenue, Queens Road, Richmond Road, Scape Lane,

Second Avenue, Shaftesbury Road, St. Luke's Road, The Bypass, The Byway, The Northern Road (part), Third Avenue
Vale Road, Vermont Avenue, Vermont Road, Victoria Road, Willow Way,
Windsor Road, York Avenue, York Road.

18 Rossett Road has written commenting further on the Transport Assessment and technical note, but the comments raised relating to a perceived inadequacy in the level of survey work are not considered to give rise to further requirements in respect of detailed assessment and the Highways Development Control team confirm that the submitted assessments are acceptable and have further been subject to independent appraisal on behalf of the Council's own transport consultants.

DESIGNING OUT CRIME

The Council's Community Safety team have commented on CCTV provisions.

The Council made existing CCTV investment in the year 2000. The system comprises of six pan tilt & zoom colour cameras with an original operational requirement primarily to deter car crime from the three Council owned car parks, and incidence of disorder in the pedestrianised area.

The capital cost of the scheme was in the region of £150,000 which included a certain amount of infrastructure in the provision of a private fibre circuit connecting the cameras to a hub collector by the George P/H and thereon by BT fibre to Sefton Security Hq's and the Police Control Room at Marsh Lane, Bootle. As you must appreciate a considerable amount of revenue has also been expended since the system became live in May 2000 in terms of maintenance, BT line rental and not least monitoring.

It is agreed that this investment is worthy of continuing within the scope of the new development and for it to be complementary to any security requirements/systems Sainsbury's specify.

However it is unfortunate that this scheme is due to go ahead when budgetary constraints and funding within the Local Authority is under such intense pressure that any match or support funding to contribute to any proposed works would be extremely difficult to find or justify. Clearly, within the plans, certain car parking provision is being relocated which will require the repositioning of at least two cameras.

I would consider that to replicate the Crosby CCTV system at today's costs would be in the region of £200,000. My opinion would be that a sum of £50,000 would not be unrealistic in order to facilitate the relocation, repositioning or remounting of existing identified cameras together with any remedial work required to ducting, fibre provision, power supplies and other contingencies to meet a 2010/11 operational requirement."

In the light of the above, it is considered that whilst this issue has arisen late in the day, the Draft Heads of Terms should be amended to require that the applicant provides a seperate commuted sum payment of £50,000 to be offset towards the meeting of immediate operational requirements as set out above.

HEADS OF TERMS

The recommendation to approve is subject to the completion of a Section 106 Agreement to secure the following:

- Tree contribution of £196,019,

- Public greenspace contribution of £143,450,

- A mosaic to the south elevation of retail unit 6 (overall value £30,000), to be subject of organised design competition,

- Contribution of £50,000 towards relocation, repositioning and remounting of existing cameras as a result of the proposed development,

- Contribution towards A565 Corridor Improvement Strategy - a £79,200 contribution towards the implementation of highway works,

- Scheme to secure Residents Privilege Parking (RPP) as necessary following pre-development and post-development surveys, and

- Agreement that the applicant to manage community building for minimum 5 year period and that the Council will assume no liability following that period.

A separate Section 278 Agreement will also be required for other off site highway works.

AMENDMENTS TO PLANNING CONDITIONS

Conditions 9, 10 and 11

Delete from the first sentence of each condition “In the event that contaminated land is identified”.

Condition 13

Schedule 1 to which the condition relates is amended as follows:

a. Closing off the redundant vehicular accesses on Richmond Road and reconstruction of the footway/verge;

b. Alteration of the existing vehicular access on Little Crosby Road and reconstruction the footway/verge as necessary;

c. Construction of new vehicular accesses on Richmond Road and a scheme of works to alter, realign and widen Richmond Road, to allow the introduction of a designated right turn lane into the proposed main vehicular access;

d. Construction of uncontrolled pedestrian crossing facilities and the improvement of the pedestrian refuge at the junction of Richmond Road and Little Crosby Road;

e. Reconstruction of the footway on the south side of Little Crosby Road between the vehicular service entrance and the roundabout junction with Islington and Cooks Road;

f. Alteration and improvement of the existing bus facilities on Islington to accommodate provision for bus layover and new bus stop facilites including new bus shelters, access kerbs, footway improvements with uncontrolled pedestrian crossing facilities, and enhanced ‘bus stop’ carriageway markings;

g. Introduction of improvements to the junction of Islington/Coronation Road/Church Road, including the provision of traffic signals designed to enhance facilities for pedestrians and cyclists;

h. Introduction of traffic signal controlled pedestrian and cyclist facilities north of the existing vehicular service access on The By-Pass;

i. Introduction of a vehicular access on The By-Pass designed to allow vehicles leaving the site to turn left only and the introduction of pedestrian facilities in the form of flush kerbs and tactile paving;

j. Construction of a new vehicular access on The By-Pass designated for service vehicles only, with pedestrian facilities either side of the access in the form of flush kerbs and tactile paving and a designated pedestrian route across the vehicular access;

k. Introduction of uncontrolled pedestrian facilities in the form of flush kerbs and tactile paving at all the arms of the roundabout junction of The By-Pass/Richmond Road/Moorland Avenue/The Northern Road/Moor Lane;

l. Introduction of two bus stops, one on each side of The By-Pass adjacent to the site, including 'half laybys', access kerbs, new footway areas, enhanced ‘bus stop’ carriageway markings and bus shelters;

m. Introduction of a bus stop on the south side of Richmond Road adjacent to the site, including access kerbs, new footway area, enhanced ‘bus stop’ carriageway markings and bus shelter;

n. Introduction of uncontrolled pedestrian facilities in the form of flush kerbs and tactile paving across Cooks Road and Alexandra Road;

o. Introduction of a shared use pedestrian/cycle route along the north side of The Bypass between the new traffic signal controlled pedestrian and cyclist facilities and the roundabout at The By-Pass/Richmond Road/Moorland Avenue/The Northern Road/Moor Lane;

p. Introduction of a lay-by for use by ‘hackney carriage vehicles’ on the south side of Richmond Road adjacent to the site including associated traffic signs and carriageway markings;

q. Introduction of traffic signal controlled pedestrian facilities across Richmond Road in the vicinity of Avon Court;

Condition 14 is amended as follows:

Unless otherwise agreed in writing, the development shall not be brought into use until the following Traffic Regulation Orders (TRO's) :-

- to prohibit 'right turns' out onto the Bypass at the exit from the car park
- to prohibit U-turns on the Bypass;
- to introduce waiting/loading restrictions on all roads in the immediate vicinity of the development site;
- to introduce taxi ranks within the development site and the immediate vicinity;
- to introduce controls on all off-street car parking areas within of the development site; and,
- to introduce bus stop/lay-over facilities on roads in the immediate vicinity of the development site;

have been implemented in full."

Condition 20: The plan number is P66H.

Condition 32: The plan number is P77A.

Condition 41: The FRA reference is Risk Assessment Release 4.0 received by the Council on 2 August 2010.

Condition 43: The plan number is P60N.

Condition 44: The plan number is P77A.

Add conditions as follows:

a) Prior to the commencement of development, full details of the proposed measures to ensure that all mud and other loose materials are not carried on the wheel and chassis of any vehicles leaving the site and measures to minimise dust nuisance shall be submitted to an agreed in writing with the Local Planning Authority.

b) The approved details shall be implemented throughout the period of construction unless otherwise agreed in writing with the Local Planning Authority.

Reason: In the interests of highway safety and to accord with policies CS3 and AD2 in the Sefton Unitary Development Plan.

a) Prior to the commencement of development a Construction Traffic Management Plan shall be submitted to and approved in writing by the Local Planning Authority.

b) The provisions of the Construction Traffic Management Plan shall be implemented in full during the period of construction and shall not be varied unless otherwise agreed in writing with the Local Planning Authority.

Reason: In the interests of highway safety and to accord with policies CS3 and AD2 in the Sefton Unitary Development Plan.

a) Development shall not begin until a surface water drainage scheme for the site including details of how the scheme shall be maintained and managed after completion, has been

submitted to and approved in writing by the Local Planning Authority in consultation with the Environment Agency.

b) The scheme shall subsequently be implemented in accordance with the approved details before the development is completed.

Reason: To prevent the increased risk of flooding, to improve and protect water quality, improve habitat and amenity, and ensure future maintenance of the surface water drainage system pursuant to EP7 - Flood Risk of the Sefton UDP.

APPROVED PLAN NUMBERS, ACCOMPANYING DOCUMENTS

ARCH/2008-023 P51C, P52B, P53*, P54*, P60N, P61H, P62A, P63E, P64B, P65*, P66H, P67C, P68A, P69B, P70F, P71B, P72, P73B, P74*, P75*, P76*, P77A, P78A, P80E, Multi Storey Car Park elevation received 17 June 2010.

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
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.

2 Marine Terrace,
Waterloo,
Liverpool,
L22 5PR

16th August 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 and Scale and Design Quality

On behalf of the 'ABetterCrosby' group, we write to notify you of our disagreement with your department's Recommendation to Approve application S/2010/0350.

The Justification states **'The proposals are fully compliant with the development plan and with national planning policy...'**

As described in my letter of 14th April, we do not accept the proposal is in accordance with certain Unitary Development Plan policies.
UDP policy R6, http://www.sefton.gov.uk/pdf/PERD_UDP%20-%20Chapter7.pdf states that;
'Development will be permitted provided that (c) the proposal is appropriate to the scale, role and function of the Centre'.
Additionally Policy R1 states;
'All retail development....should provide ...(b) a choice of convenience shopping in District and Local Centres appropriate in scale and kind to the role and function of each'.

Policy DQ1 http://www.sefton.gov.uk/pdf/PERD_UDP%20-%20Chapter16.pdf states that;
'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.'

This policy is further reinforced by **SPG 'Design'**, which explains the importance of good design, and in paragraph 7d) notes that you may refer significant applications to the Commission of Architecture and the Built Environment (CABE).

Within the Report to Committee for the current application paragraph 6.29 'Design Concerns' makes little meaningful contribution to the matters of policy.

Paragraph 8.14 notes that the scheme has been put to the North West Design Review Panel 'Places Matter', a regional organisation affiliated with CABE. In this case we understand a 'Design Review' formal report was produced. In the interests accountability and transparency we would request any such 'Design Review Report' be published and made available at Planning Committee on 18th August, as we would expect it to directly address the policy issues identified, with expert independent opinion.

Paragraph 8.14 states
'The scheme has also been put to .... 'Places Matter", who following consideration of a series of options, have offered broad support to the scheme on the basis of their understanding that the scheme has a range of wider objectives that go beyond the sheer scale of the proposals in their own right.'

We dispute this statement.
Case officer Steve Faulkner provided myself with a copy of the Places Matter Report 'Sainsbury's, Crosby Enabling Report' dated 26th January 2010, and reading it, we do not believe it 'offers broad support to the scheme'.
Rather, as an 'Enabling Report' it attempts to suggest positive ways forward with what is a very difficult application. Rightly the report supports the principle of investment by Sainsbury's in a major new supermarket, as ABetterCrosby also does, but it clearly identifies areas of difficultly with planning policy. Rather than rely on the interpretation of the Planning Department, we would request the Enabling Report, along with any Design Review Reports are copied to Planning Committee members for their own appraisal.

Referring to the previous Design Review the Enabling Report states –
'Fundamental concerns were raised through the design review process regarding the size of the store. If addressed, these concerns would result in amendments to the proposal which would not be operationally or therefore commercially acceptable to Sainsbury's'
We would note that neither operational nor commercial matters are material considerations for planning, and whilst overall economic benefit is an issue a slightly smaller new store would still provide the economic benefit, without the negative impacts which conflict with UDP policy. It is only Sainsbury's very firm approach which is forcing the issue to the unfortunate position we are now all in. We remain of the view that policy takes priority over Sainsbury's statement of operational/ commercial acceptability, which looking at the range of Sainsbury's current developments across the UK can be strongly disputed.

We highlight other relevant paragraphs of the Places Matter Enabling Report –

Whilst the proposal is generally in the spirit of this policy and will play a crucial role in improving the viability of the centre, a view will need to be taken on whether the scale of the proposal is appropriate for the centre. This is one of the key tests under Policy R6.

The principal design policy against which the proposal will be assessed is Policy DQ1. Emphasis is placed here on the need to respond positively to local context in term of character and form. Emphasis is also placed, in areas of lesser quality, on the need to improve the quality of the local environment. Whilst there are more detailed criteria under this policy, it is the scale and form of the proposed development when viewed against the existing structure of the centre and the arrangement of streets and routes that seems to be the principal issue.

The proposed store will sit over the long established alignment of Moor Lane..... This change to the urban morphology of Crosby would be a very significant development in its evolution and one that cannot be said to represent an improvement in terms of its urban form. The negative impact this proposal will have on the form of the centre will therefore need to be balanced against the wider benefits the new store will bring to Crosby centre.

Richmond Road remains an environment dominated by vehicular access and parking. The bulk of the store will be positioned over ground floor parking which is unlikely to create a pleasant pedestrian environment along Richmond Road although proposed landscaping measures may help a little.

With the townscape analysis identifying such large areas of poor quality environment, it is unfortunate that the proposal involves the loss of some of Crosby's best townscape assets through demolition and yet does not address some of the key weaknesses of the centre identified in the supporting analysis.

However, given the constraints of the centre, it seems these issues can only be addressed through a smaller store.

If the investment was not secured, the centre's future would be bleak. With the planned investment, the sustainability of the centre's future is far more secure. The economic benefits of the proposed investment cannot be underestimated. It is here that the relative importance of relevant shopping and design policy clash – a view must be taken on their relative and respective importance.

In reviewing the proposals, one must assess whether there are other solutions to the need to accommodate a much larger store in the centre.

We understand that the proposal made by Places Matter is considered unacceptable to Sainsbury's, and we can understand why. However the proposal we have put forward, and discussed with you at some length when we met last week, is a robust and viable option, and one that, considering the vast array of very negative impacts of the current proposals, we believe should be considered before determining the current application.

Key among the negative impacts of the current proposal is the removal of at least 16 active businesses from Moor Lane, including many independent local businesses, with the loss of about 100 existing jobs, plus 20 volunteering positions. As many of the effected businesses are local and include managers and directors jobs, the economic

benefit of these businesses is notable as they keep money in the local economy. This loss of employment is not addressed in your report, and negates your justification statement –**'It will provide a much needed .. boost to the local employment sector.'**

Returning to our suggested alternate proposals, we understand they are not a directly relevant consideration to the current application. However they provide important context as we believe the current application is not UDP policy complaint and any approval of it could be subject to Judicial Review, primarily, but not only, against policies R6 and DQ1. We are seeking legal advice on these matters.

On this basis, and with reference to our previous letter regarding Core Strategy / Emerging Policy, we continue to seek the deferment of the current proposals to seek a solution that will still greatly benefit Sainsbury's, but also independent local traders and the wider community of Crosby for many years to come.

I look forward to your reply.

Yours sincerely

Jamie Scott
ABetterCrosby

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

PlacesMatter!
Design Review

Unit 101, The Tea Factory
82 Wood Street
Liverpool
L1 4DQ

Tel: +44 (0)151 703 0135
E-mail: designreview@placesmatter.co.uk
www.placesmatter.co.uk

Sue Tyldesley
Planning & Economic Regeneration Department
Magdalen House
30 Trinity Road
Bootle
L20 3NJ

26th January 2010

Dear Sue

RE: Sainsbury's, Crosby Enabling Report

Purpose of these comments and the wider context
Sainsbury's redevelopment proposals for Crosby Centre have been prepared in partnership with Sefton Council. There have been two stages of formal design review with Places Matter! – initially at a pre-application stage and more recently associated with a more advanced design scheme. In addition, from the information provided it is clear that there has also been some public consultation. Fundamental concerns were raised through the design review process regarding the size of the store. If addressed, these concerns would result in amendments to the proposal which would not be operationally or therefore commercially acceptable to Sainsbury's. This third stage input from Places Matter! seeks to embrace the planned investment in Crosby that a new Sainsbury's store would deliver and looks at the issues associated with accommodating a store of this size in a centre the size of Crosby.

Crosby residents have a wide choice of supermarkets within a 15 minute drive of their centre. Tesco have traded from a large store on the outskirts of Formby (approx 6 miles to the north) for a number of years following a move out of Formby Village centre itself. Their former town centre store is now occupied by Waitrose. Tesco have also recently opened a very large 24 hour out of centre store on a former industrial site in Litherland (approx 4 miles south-east). ASDA have a large format out of centre store in Aintree (approx 5 miles east) and have also recently opened a large new 24hr store on a site adjacent to Bootle town centre. Tesco have recently reformatted their town centre store within the Bootle New Strand shopping centre (both approx 4 miles south). Sainsbury's also have a long established store in the heart of Southport town centre.

In this context, every effort should be made to support Sainsbury's desire to invest in Crosby town centre and retain their position as the anchor food retailer serving the local communities of Crosby, Great Crosby, Blundellsands, Waterloo and Thornton.

PlacesMatter! RIBA North West Northwest Regional Development Agency ARCHITECTURE CENTRE NETWORK Design review affiliated with CABE

PlacesMatter!
Design Review

Should Sainsbury's not be able to expand within the town centre, there is a danger that the investment Sainsbury's are planning to make will be directed elsewhere. Such an outcome would undoubtedly harm the vitality and viability of Crosby centre.

The policy position

The viability of the commercial centre of Crosby is crucial to the sustainability of the wider village and neighbourhood as a whole. Crosby is identified as a District Centre in the Sefton UDP – and therefore at the same level in the retail hierarchy as Formby, Waterloo and Maghull. Southport and Bootle are designated as larger Town Centres. The proposal will be considered against retail Policy R6. Whilst the proposal is generally in the spirit of this policy and will play a crucial role in improving the viability of the centre, a view will need to be taken on whether the scale of the proposal is appropriate for the centre. This is one of the key tests under Policy R6.

The principal design policy against which the proposal will be assessed is Policy DQ1. Emphasis is placed here on the need to respond positively to local context in term of character and form. Emphasis is also placed, in areas of lesser quality, on the need to improve the quality of the local environment. Whilst there are more detailed criteria under this policy, it is the scale and form of the proposed development when viewed against the existing structure of the centre and the arrangement of streets and routes that seems to be the principal issue.

It is clear that the key tests under both Policy R6 and Policy DQ1 (ie, that the scale of the proposal is appropriate for the centre and that the scale and form of the proposal relates positively to the character and form of the existing environment respectively) are linked. One relates principally to the quantum of retail floorspace proposed and the other to the physical form this volume will take.

The Council is preparing their LDF Core Strategy and the initial consultation papers associated with this indicated that the future of the Sainsbury's store within the centre is the single biggest issue facing Crosby centre. Some work has been done to assess the need and capacity for new retail development across the Borough which will inform the LDF. It is also relevant that the Council are in the process of commissioning a detailed retail study as part of the evidence base work associated with the preparation of the Core Strategy. White Green Young Planning have recently undertaken a series of studies seeking to assess the relative health of the Borough's commercial centres. Key messages that emerge from this work include the fact that Crosby centre has suffered significant loss of trade since the opening of two large out of centre stores (Asda in Aintree and Tesco in Formby). Notwithstanding this, the store remains popular locally and is still overtrading at a very considerable level.

The size of the retail store

The Development Framework document prepared by Turley Associates in support of the development proposals states that the core requirement is for a new store of a minimum size of 50,000sqft. This is likely to result in a store of approximately 75,000sqft gross. It is understood that the current store has an approximate net sales area of 17,000sqft and an approximate gross floor area of 36,000sqft. The new store therefore represents a radical uplift in the total sales area of the store and is likely to represent a relatively large store for Sainsbury's in terms of their typical store formats.

PlacesMatter! RIBA North West Northwest Regional Development Agency ARCHITECTURE CENTRE NETWORK Design review affiliated with CABE

PlacesMatter!
Design Review

The analysis
The analysis accompanying the proposals looks generally well considered and demonstrates a good understanding of the main issues facing the centre generally and the proposal specifically. The weak edges and poor environmental qualities along Richmond Road, The By-pass and Islington are identified.

The centre does have some qualities which are directly relevant to the proposal. The substantial Victorian villas and associated mature trees at the eastern end of Moor Lane have historic townscape value which, notwithstanding their current poor state of repair, contribute positively to the character of the area. In addition, the townscape quality created by the streets and buildings in the heart of the centre and most particularly at the Liverpool Road approach is also an asset.

In controlling the quality of major redevelopment proposals, it seems reasonable to seek to ensure that change on the scale proposed should address these characteristics of the centre – both positive and negative.

Informed by a review of the analysis supporting the proposal and a site visit, a number of issues emerge which should be addressed by any major redevelopment:

The Edges
Richmond Road – this is a very poor urban environment with no activity or address along its length. The street is over-scaled with very wide carriageways, no grass verges and no enclosure or built edges. There are significant opportunities to narrow the width of the road either visually or physically. This could be done in a number of ways – through the creation of built and active frontage, through the actual narrowing of carriageways and other landscaping improvement such as tree planting and improved crossing facilities.

Islington – whilst hosting a number of key community uses, Islington is an environment dominated by and designed specifically for the cars and buses. It is a hostile and unwelcoming place for pedestrians. There is an awkward double roundabout at the southern end and an over-sized roundabout at the northern end.

The By-pass – this is part of the main route between Liverpool and Southport and is a busy road. Travelling north on Liverpool Road is perhaps the key approach to the centre leading to a signal controlled junction. The By-pass itself has no crossing facilities along its length between the lights and the Moor Lane roundabout. The Crosby centre side of the road presents an unattractive backland scene of parking and service yards. However, the environment is softened by grass verges along the roads length and views across the neighbouring cemetery.

The Centre
The pedestrianised core of the centre is pleasant although the public realm is generally in need of investment and upgrading. The buildings are not special in themselves but they create and define a pleasing townscape. The busiest part of the centre is near the entrance to Sainsbury's although the townscape quality and form of the store itself is very poor. The current store terminates Liverpool Road across the

PlacesMatter! RIBA North West Northwest Regional Development Agency Architecture Centre Network Design review affiliated with CABE

historic alignment of the link with Manor Road to the north. However, the store contributes no ground floor street activity other than the footfall it generates.

Moor Lane is host to a variety of small independent and national stores in low key commercial terraces of variable character and quality. Victorian terraces give way to later lower terraces with some pleasing art-deco qualities. Further east, more modern retail and office accommodation prevail with very little townscape quality other than the active street frontage that they respect. The large Victorian Villas sit adjacent to but separate from the main centre. Whilst in a poor state of repair, these properties do have considerable townscape qualities. A similar villa on the opposite site of Moor Lane is in good condition and in use as a vets'.

Townscape assessment of development proposals
It is clear that a good deal of work has been done exploring different store configurations. This analysis has led to the conclusion that the proposed store location is the only one that results in a viable store size and layout. Urban form and context are the key design issues to be addressed under adopted development plan policy.

Urban form and structure
The proposed store will sit over the long established alignment of Moor Lane. This results in the eastern side of the centre being amalgamated to form one much larger development parcel. This change to the urban morphology of Crosby would be a very significant development in its evolution and one that cannot be said to represent an improvement in terms of its urban form. The negative impact this proposal will have on the form of the centre will therefore need to be balanced against the wider benefits the new store will bring to Crosby centre. An ungraded route across the centre between The By-pass to Richmond Road is created. However, this route is principally a function of the size of the store rather than a response to the opportunity to make a useful and beneficial connection. In terms of scale – height and massing – the proposed scale of new buildings seems generally acceptable for this town centre location.

The new store would require considerable demolition within the centre. Whilst the modern buildings at the eastern end of Moor Lane have the least townscape merit of any in the centre, the Victorian villas do positively contribute to the character of the area, as do the art-deco commercial buildings. It is also notable that the existing store will be required during construction to ensure continuity of trade. The store will then be converted to other commercial uses.

Urban edges
In terms of the impact of the new development on the key edges to the centre, The By-pass will be marginally improved through the creation of some enclosure and at the eastern end and the potential for a new pedestrian crossing. The informal areas of car parking and service yards will be replaced by the side elevation of the store, an improved service area and the creation of an upgraded pedestrian route to Moor Lane.

PlacesMatter!
Design Review

Richmond Road remains an environment dominated by vehicular access and parking. The bulk of the store will be positioned over ground floor parking which is unlikely to create a pleasant pedestrian environment along Richmond Road although proposed landscaping measures may help a little. A new route lined with small retail units will improve the accessibility to the centre from this side of Crosby although the alignment of this new route is a function of the shape of the store rather than any desire line. Islington remains a location for buses and cars with improvements in bus stop facilities and a multi-storey car park on the site of the surface car park.

With the townscape analysis identifying such large areas of poor quality environment, it is unfortunate that the proposal involves the loss of some of Crosby's best townscape assets through demolition and yet does not address some of the key weaknesses of the centre identified in the supporting analysis. Richmond Road and Islington will remain car dominated environments lacking in any sort of activity at ground floor level.

However, given the constraints of the centre, it seems these issues can only be addressed through a smaller store. Keeping Moor Lane open has been explored in the evolution of the proposal and does not result in a workable store format. Providing activities to Richmond Road would also compromise the size of the store and reduce the space given over to parking. The Richmond Road frontage is north facing and not suited to single aspect residential accommodation. The most suitable uses for this frontage would be small scale offices or community uses, with the latter perhaps being most suitable in the context of this proposal. The retention of the Victorian Villas would also impact directly on the size of the store and the car parking provided although many of the options considered looked at other replacement uses in this location so their retention may be possible. In the right hands, these buildings would appear to have more life in them and would be suitable for conversion into a variety of uses. However, an independent assessment has been made of the contribution they make to the town centre which has concluded that they have an awkward relationship with the commercial centre. If the store is to be developed in the proposed location and the alignment of Moor Lane shifted as proposed it could be argued that this land will only become more marginal. This parcel of land is effectively being used to screen the service yard. This approach has some merit, but great care will need to be taken in ensuring the quality of the replacement buildings proposed are appropriately high. Richmond Road should benefit from some frontage from the redevelopment of this site and important trees should be retained where possible.

Policy priorities

These important townscape issues must be assessed against the shopping policy objectives of needing to improve the vitality and viability of the centre through investment and improvement in the quality of the shopping offer. If the investment was not secured, the centre's future would be bleak. With the planned investment, the sustainability of the centre's future is far more secure. The economic benefits of the proposed investment cannot be underestimated. It is here that the relative importance of relevant shopping and design policy clash – a view must be taken on their relative and respective importance. Given the fundamental viability issues at stake, it seems that the need to secure investment must prevail, and then that all is done to ensure that new development is of the highest quality possible in its context.

PlacesMatter! RIBA North West Northwest Regional Development Agency ARCHITECTURE CENTRE NETWORK Design review affiliated with CABE

PlacesMatter!
Design Review

Alternative approaches
In reviewing the proposals, one must assess whether there are other solutions to the need to accommodate a much larger store in the centre. The wider area around Islington might have presented a location worthy of consideration for the new store although such an approach would require considerable highways work and potentially the use of adjacent land parcels. However, the existing surface car park, very wide carriageway and over-sized roundabout together with the adjacent land parcels look capable of accommodating a store of comparable size to that proposed. If the loss of the roundabout would have caused problems to bus routing, the reopening of Liverpool Road within the centre to one way bus operation could be considered. This would improve service penetration into the centre, although there would naturally be drawbacks for the pedestrian environment. The advantages of a new store in this location would have been that the structure and form of the centre would have remained in place and the car dominated environment of Islington would have been addressed and improved.

The benefits of a development brief
The application site is clearly a key strategic site for Crosby and the Council. Whilst there has been some quite detailed masterplanning done on the site initiated by the previous owners, ideally the Council themselves would have a more refined policy and development position on the future of the site. This could be achieved through the preparation of a development brief for the site, particularly given the significant land ownership interest the Council holds in Crosby centre.

A development brief for this key site would have helped in fully engaging all the relevant and key stakeholders. It could have been prepared in partnership with Sainsbury's and the local community. It could have been adopted by the Council and supplemented the relevant planning policies. It would have helped ensure that the approach and options development were driven by the assets and opportunities presented by the site and the appetite to invest in the centre. It would also help with the application of the sequential test in terms of retail planning and make it more difficult for retailers to justify the need to go off centre. In doing so, it would help in the preparation of the Core Strategy and wider LDF.

It may however not be considered appropriate at this point in time to resolve to prepare a brief for the site. Indeed many of the key steps that would have taken place in the preparation of such a brief have been progressed as part of the preparation of the planning application. However, this approach is not led by the public sector and, however robust, will always therefore be open to criticism that it is designed to deliver a pre-determined outcome.

Conclusions
Generally, the planned investment in Crosby must be embraced and welcomed – and that must be the overriding response to these proposals. The alternative is a failing centre with more people using the out of town alternatives in an increasingly unsustainable way.

However, there are a number of concerns regarding the approach taken which should be considered and, ideally, addressed. These are outlined below:

PlacesMatter! RIBA North West Northwest Regional Development Agency ARCHITECTURE CENTRE NETWORK Design review affiliated with CABE

PlacesMatter!
Design Review

- **Islington area** - before detailed comments are given on the proposal as submitted, there may be some merit in exploring the opportunity to locate the new store on the land between Islington and Liverpool Road. Such an approach would require reconfiguration of the highways and additional land currently used by the church, but too much land here is given over to highways, including the over-sized roundabout. A prominent Liverpool Road frontage for a new store could be secured if movement and bus service issues were addressed. There may also be some merit in considering opening Liverpool Road up to one-way bus services.
- **Richmond Road** - in terms of the proposal itself, the Richmond Road edge is not being improved. Whilst there will be some enclosure from the built edge of the store, all that will be visible will be a parking area beneath the store. Given the fundamental changes to the urban structure being proposed and the depth of the new block being created, there is scope to introduce new non-residential uses (community) to provide ground floor activity. The newly introduced non-food retail units along the proposed New Moor Lane shows the minimal impact new frontage to public routes can have. In addition, the junction between Richmond Road and Little Crosby Road results in left over land that will be of limited townscape value. The retention of the existing store may be an important issue here, but this amenity land would be better provided elsewhere in the centre where it could be a far more valued resource.
- **The existing store** - the retention and conversion of the existing store should be reviewed. Whilst the job this building will do in terms of securing continuity of trade is an important component of the proposals, beyond that the building has an awkward relationship with its hinterland. The link between Liverpool Road and Manor Road to the north could be greatly improved if this site were to be redeveloped. The very poor Little Crosby Road frontage could also be improved in any redevelopment proposal.
- **The Victorian Villas** – in view of the townscape qualities these buildings have, their demolition is unfortunate, especially when other buildings which detract from the character of the centre (such as the existing store) are being retained. However, if the location of the store is to remain then great emphasis must be placed on the quality of their replacement and the important job they do on the main approach to the centre from the east.
- **Islington** - there is no attempt to improve the car and bus dominated environment that has evolved along Islington. There is an opportunity to tighten the road network up on this location but a multi-storey car park in this location will undermine any such opportunity.

PlacesMatter! RIBA North West Northwest Regional Development Agency ARCHITECTURE CENTRE NETWORK Design review affiliated with CABE

PlacesMatter!
Design Review

This work was undertaken by Anthony Benson of Urban Practitioners (Places Matter! panel member) on behalf of Places Matter!

Yours sincerely

Charlotte Myhrum
Design Review Manager

PlacesMatter! RIBA North West Northwest Regional Development Agency Architecture Centre Network Design review affiliated with CABE

WYG Planning & Design
part of the **WYG** group

Ref: A064407

Date: 17th May 2010

Alan Young
Sefton MBC
First Floor
Magdalen House
30 Trinity Road
Bootle
L20 3NJ

Dear Alan

PROPOSED SAINSBURY'S SUPERMARKET, CROSBY

Further to your request to provide an appraisal of the suitability and acceptability of the proposed Sainsbury's foodstore at Crosby, our advice in relation to the development is set out below.

Introduction

Sainsbury's Supermarkets Limited have applied for full planning permission on land at Crosby District Centre for a new foodstore with associated car parking, a new multi-storey car park, public transport interchange, new retail units, conversion of the existing Sainsbury's store into new retail units, and the erection of a building for community uses. The scheme is identified as a major regeneration project which would transform the eastern gateway to Crosby District Centre, making use of an under-utilised brownfield site which would allow for the development and integration of a new Sainsbury's foodstore.

The proposed development can be summarised below:

	Existing Commercial Floorspace (GIA)	Commercial Floorspace Lost (GIA)	New Commercial Floorspace to be Developed (GIA)	Net Increase in Floorspace (GIA)
Existing Sainsbury's	3,576 sqm	3,576 sqm	0 sqm	-3,576 sqm
New Sainsbury's	0 sqm	0 sqm	8,802 sqm	+8,802 sqm
Small Retail Units	4,189 sqm	4,189 sqm	4,320 sqm	+131 sqm
Office Space	1,204 sqm	1,204 sqm	0 sqm	-1,204 sqm
Community Use	552 sqm	552 sqm	636 sqm	+84 sqm
Total	**8,969 sqm**	**8,969 sqm**	**13,122 sqm**	**4,237 sqm**

In seeking to justify the proposed redevelopment, Turley Associates (TA) have prepared a planning and retail statement in support of the application which sets out the key arguments as to why planning permission for the development should be granted. WYG have reviewed this document and have used this as the basis against which the acceptability of the proposal in retail planning terms has been tested.

creative minds safe hands

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

In dealing with the proposed development, WYG have also reflected upon the key findings of previous retail research undertaken on behalf of the Council, most recently set out in the 2009 version of the retail strategy review. This document is also referred to at length by TA within their planning and retail statement.

Although a key starting point in the determination of any planning application should be the Development Plan, it is important to note that new guidance has been recently issued by Central Government in the form of PPS4. Whilst the Development Plan including the adopted Regional Spatial Strategy and the adopted UDP will guide the overall suitability of the proposed scheme, it is important to note that neither of these Development Plan documents have benefited from the most recent guidance set out in PPS4. Therefore, in preparing this advice, significant weight has been given to PPS4 in this appraisal process.

The most significant change set out in PPS4 in relation to retail development is the removal of the needs test. However, it is evident that the proposed development falls within the defined boundary of Crosby District Centre and therefore, any assessment of need under previous PPS6 guidance would also not have been necessary. More importantly, PPS4 confirms that if a development is located within an established centre, then it is not necessary for the applicant to satisfy the sequential approach.

However, as set out in paragraph EC14.6, PPS4 makes it quite clear that an impact assessment is required for planning applications in an existing centre which are not in accordance with a Development Plan and which would substantially increase the attraction of the centre to an extent that the development could have an impact on other centres. Given that the proposed Sainsbury's store represents a significant increase in the overall net sales area compared to the existing store, WYG believe that it is important to test the impact of the development. Therefore, we believe that it is necessary to satisfy the impact tests as set out in Policy EC16. In addition, it is evident that all planning applications for economic development should also satisfy the impact considerations set out in Policy EC10.2.

The Principle of Retail Use

As highlighted above, the proposed development involves the re-use of an existing brownfield site within the defined boundary of Crosby District Centre. Given that both the Development Plan and PPS4 seek to enhance the vitality and viability of established centres, the principle of the type of development proposed is clearly acknowledged.

In understanding the background to this planning application, it is important to note that research undertaken by Sefton Council since 1997 has identified that the existing Sainsbury's foodstore within Crosby has been significantly overtrading as it is not large enough to satisfy the needs of its local catchment. The overtrading of the store has led to in-store congestion at peak times and in some cases will force other people to travel further distances to access foodstores elsewhere. Therefore, the need for a new and enlarged Sainsbury's foodstore within Crosby is well established and would help address significant qualitative deficiencies with the current store. The new store will not only provide a more attractive environment for shoppers but it will also enable the full range of convenience goods to be stocked which will again benefit consumer choice.

Furthermore, it is evident that the proposed development will deliver more than just a new foodstore at the heart of Crosby District Centre. The development will allow the re-use of the existing Sainsbury's store for approximately five retail units which would form part of the primary shopping area. In addition, a new multi-storey car park will also be provided serving both the foodstore and the District Centre as a whole. Clearly, there are strong arguments in favour of the comprehensive development proposed, particularly in terms of reinforcing the vitality and viability of the primary shopping area and securing a new anchor

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

foodstore which would underpin the future attractiveness of the centre and secure significant footfall for other facilities.

creative minds safe hands

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

Assessment of Potential Impact

As outlined previously, PPS4 states that all applications for economic development (including retail) must be assessed against the requirements of both Policy EC10.2 and Policy EC16.1. Policy EC10.2 effectively deals with the key sustainability issues such as accessibility and carbon emissions, as well as the overall quality of design and the impact on local employment. As WYG have been asked to assess the retail implications only, we have not commented on the quality of design or the opportunity to limit carbon emissions. However, it is evident that in terms of accessibility, given the sites in-centre location, the site is clearly accessible by all forms of transport and will also benefit from a local walk-in catchment. This in turn will have positive impacts on carbon emissions whereby the need to travel by private motor vehicle will be reduced.

It is also important to note when assessing the development against Policy EC10.2, the new enlarged foodstore will create significantly more employment than the constrained store at present. In fact, TA assumes that an additional 150 jobs will be created by the new development which, although it is unclear how many of these will be full-time equivalents, appears to be a reasonable assessment. Therefore, in assessing the proposed development against Policy EC10.2, it is evident that the scheme would have significant positive impacts in terms of providing resilience to climate change, being accessible by a choice of means of public transport, securing economic and physical regeneration within the established centre, and providing local employment. Whilst we have not commented on the quality of the design, we believe that the proposed development more than satisfies the requirements set out in Policy EC10.2.

Policy EC16

As highlighted previously, it could be argued that as the development is located within an established centre, it should not be necessary to assess the impact of the scheme on the vitality and viability of that centre. However, given that the proposed development is of a significant scale that will substantially increase the attractiveness of the centre; we believe it is necessary to test the development against Policy EC16 as set out in paragraph EC14.6 of PPS4. Whilst this impact test is not focussed on Crosby District Centre, it must consider the implications for other centres within the local hierarchy that may be adversely affected by the development.

In dealing with the six criteria set out under paragraph EC16.1, our conclusions on each matter are as follows.

The Impact of the Proposal on Existing, Committed and Planned Public and Private Investment in a Centre or Centres in the Catchment Area of the Proposal

It is evident that the scheme proposed for Crosby represents a significant private sector investment within the primary shopping area which will transform the overall attractiveness of Crosby as a main food shopping destination as well as meeting the needs of the local community.

With regard to other centres in the catchment area, it is evident that the provision of a new enlarged foodstore within Crosby would not have an adverse impact on investment in other centres throughout the Sefton area. As highlighted previously, the existing foodstore within Crosby has been compromised for a significant period of time and, as a result, has been trading well above its company benchmark average. Therefore, the primary role of the new enlarged foodstore will be to alleviate this over trading and the symptoms (including in-store congestion) which are associated with that. Clearly, we would anticipate that people currently not shopping within Crosby may be attracted to the new development who may shop at other foodstores elsewhere. However, given that the majority of the competing provision surrounding Crosby is located on out-of-centre sites, any impact on these stores, including the existing Tesco at Formby and the new Tesco store at Lanstar, are not afforded any policy protection. In addition, given the overall

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com

shortfall of convenience provision in the South of the Borough in the past, there is a need for further investment within Crosby to relieve over-trading and help meet the day-to-day needs of the local community.

Although new investment has been secured recently within Bootle including the provision of a new Asda foodstore, this foodstore will be competing directly with the new Tesco at Hawthorne Road and would not be drawing from the same primary catchment from which the proposed Sainsbury's at Crosby will draw the majority of its trade. Therefore, whilst there may be some concerns about the potential impact on Bootle created by the new development in Crosby, WYG do not believe that this will be an issue at all, given that the Sainsbury's in Crosby has historically been over-trading and therefore any additional trade drawn to the store will not be significant enough to create any adverse impact.

Impact of the Proposal on Town Centre Vitality and Viability, Including Consumer Choice

As highlighted previously, the proposed development will have a positive impact on the future vitality and viability of Crosby District Centre. In addition, the development will also provide a modern, high quality Sainsbury's foodstore which will add to the choice of new foodstore provision within the South of the Borough which is currently dominated by Tesco (with stores at Formby, Litherland and Bootle) and Asda (with stores at Aintree and Bootle). Therefore, there will be significant positive impacts on enhancing the choice and range of convenience goods within this part of the Borough.

The Impact of the Proposal on Allocated Sites Outside Town Centres Being Developed in Accordance with the Development Plan

As there are no sites within Sefton that have been allocated in out-of-centre locations, this test does not apply.

The Impact of the Proposal on In-Centre Trade/Turnover

As highlighted previously, we anticipate that a significant proportion of the stores turnover will be transferred from the existing store in Crosby which has been over-trading since the mid-90's when retail surveys were conducted by the Council. Since then, this position has not changed and therefore, it is unlikely that the proposed development would draw significant trade from other established centres elsewhere within the catchment, particularly given that the two major foodstore in close proximity to Crosby are large out-of-centre Tesco stores which are afforded no protection under retail planning policy.

If Located In or On the Edge of a Town Centre. Whether the Proposal Is of an Appropriate Scale in Relation to the Size of the Centre and its Role in the Hierarchy of Centres

In assessing the appropriateness of scale of the development, it is evident 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. Clearly, the size of the Sainsbury's store is influenced by a number of factors including the need to better provide for the demands of the local community as well as providing an offer and range of products that is competitive when compared to other large foodstores elsewhere in South Sefton. Constraining the size of the Sainsbury's foodstore would do little to address the qualitative deficiencies of the existing store and would not enable Sainsbury's to compete effectively with other modern provision elsewhere. This in turn would not bring about the positive impacts for Crosby District Centre as a whole.

Therefore, whilst the proposed development represents a significant proportion of the established centre of Crosby, the scale in our view is not inappropriate for the role and function of the centre and will enable

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

Crosby to compete effectively as a convenience goods destination in the future, which can only bring about wider positive benefits.

Any Locally Important Impacts

Although there are no obvious locally important impacts in relation to the retail development, it is evident that there are a number of other positive benefits which will need to be weighed in the balance when determining the planning application. These are set out in chapter 11 of TA's planning and retail statement and include the:

- regeneration and investment of Crosby;
- linked trips to support other shops and services in the centre;
- improvements to the quality of the townscape;
- improvements to town centre parking;
- job creation;
- improvements to public realm and accessibility;
- improvements to the quality of shopping provision from the new units;
- improvements in the retail offer created by the large foodstore;
- customer comfort;
- helping meet the needs of the local community; and
- community building provision.

Summary and Conclusions

Based on our knowledge of the past performance of Crosby District Centre and the Sainsbury's foodstore, the need for new investment and a new foodstore within the centre is well established. The development now promoted by Sainsbury's would appear to not only 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. Although we believe that post-development the centre of Crosby will be more attractive as a retail destination, we do not anticipate that this will in any way adversely affect the role and function of other established centres within the catchment and South Sefton. The over-trading at the existing Sainsbury's store is significant and will ensure that the new enlarged store will not have to rely on drawing trade from a significant distance just to support the scale proposed.

Given that we do not anticipate there to be any significant adverse impacts created by the future trading pattern of the proposed development, it is evident when this conclusion is combined with the significant positive impacts that will be delivered for the centre as a whole, the only conclusion that can be reached in relation to this development from a retail planning point of view is that it is wholly compliant with both the Development Plan and the most recent national guidance. PPS4 makes it quite clear that town centre investment is the absolute priority in maintaining vitality and viability. The development before the Council represents a prime example of in-centre comprehensive redevelopment which will transform the fortunes of Crosby District Centre and secure its future vitality and viability in both the medium and long-term.

However, in ensuring that the wider benefits of the scheme are delivered, it will be fundamental that appropriate phasing conditions or legal agreements are put in place to ensure that all the components of the development are delivered as part of the scheme. Although the Applicant has provided suggested conditions as to how the development could be phased, it will be important for the Council to ensure that the development is delivered in the comprehensive manner as proposed and that all of the phases will be implemented in the short-term. In addition, in order to control the scale and turnover of the foodstore (ensuring that it is appropriate); we would suggest that conditions are put in place to control the net sales

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

WYG Planning & Design
part of the **WYG** group

area as proposed. Although imposing conditions on the split of convenience and comparison goods may be viewed by some to be less appropriate in this circumstance given its town centre location, we believe that there is a need to control the scale of the foodstore element so as to satisfy the test set out at paragraph 14.6 of PPS4. Therefore, it would be beneficial to devise a condition which restricts the net sales area to that proposed and then agree a sensible convenience and comparison goods split within the foodstore with the applicant.

In terms of the other retail units that are created by the proposed development (including the former Sainsbury's store that will be subdivided) we believe that as these stores will operate from a town centre location they should be given the maximum flexibility to attract as diverse a range of tenants/retail operators as possible. Therefore, any condition should just seek to limit the gross area of these stores and no restrictions should be placed on the range of goods that they sell or the net sales area.

Subject to these conditions, WYG can see no reason why the proposed development should not be fully supported by the Council with regard to retail planning matters.

Yours Sincerely,

Keith Nutter
Director
WYG PLANNING & DESIGN

creative minds safe hands

Regatta House, Clippers Quay, Salford Quays, Manchester, M50 3XP
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193 Email: info@wyg.com www.**wyg**.com
WYG Environment Planning Transport Ltd Registered in England Number: 3050297
Registered office: Arndale Court, Otley Road, Headingley, LS6 2UJ

This page is intentionally left blank