

Upper Central

Spatial Regeneration Framework

July 2019 - Draft



DRAFT

About this Document

This Spatial Regeneration Framework (SRF) for the Upper Central area of the city centre (previously referred to as the “Knowledge Quarter Gateway”) has been prepared collaboratively between Liverpool City Council (LCC) and its partners, key stakeholders within the area and a professional team led by Avison Young, K2 Architects and Planit-IE.

The SRF will be considered by the Council’s Cabinet, who will decide whether to endorse the document for public consultation, alongside supporting documents. Following a period of public consultation, during which we will seek the views of the local community and other key stakeholders, any appropriate revisions will be made, and a revised document will be put before the Council’s Cabinet for final approval and adoption. If adopted the document will become an adopted Supplementary Planning Document (“SPD”). The SPD will form part of the Development Plan for Liverpool, becoming a material consideration for future planning decisions and an important planning tool to guide developers, investors and occupiers.





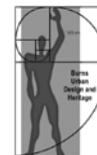


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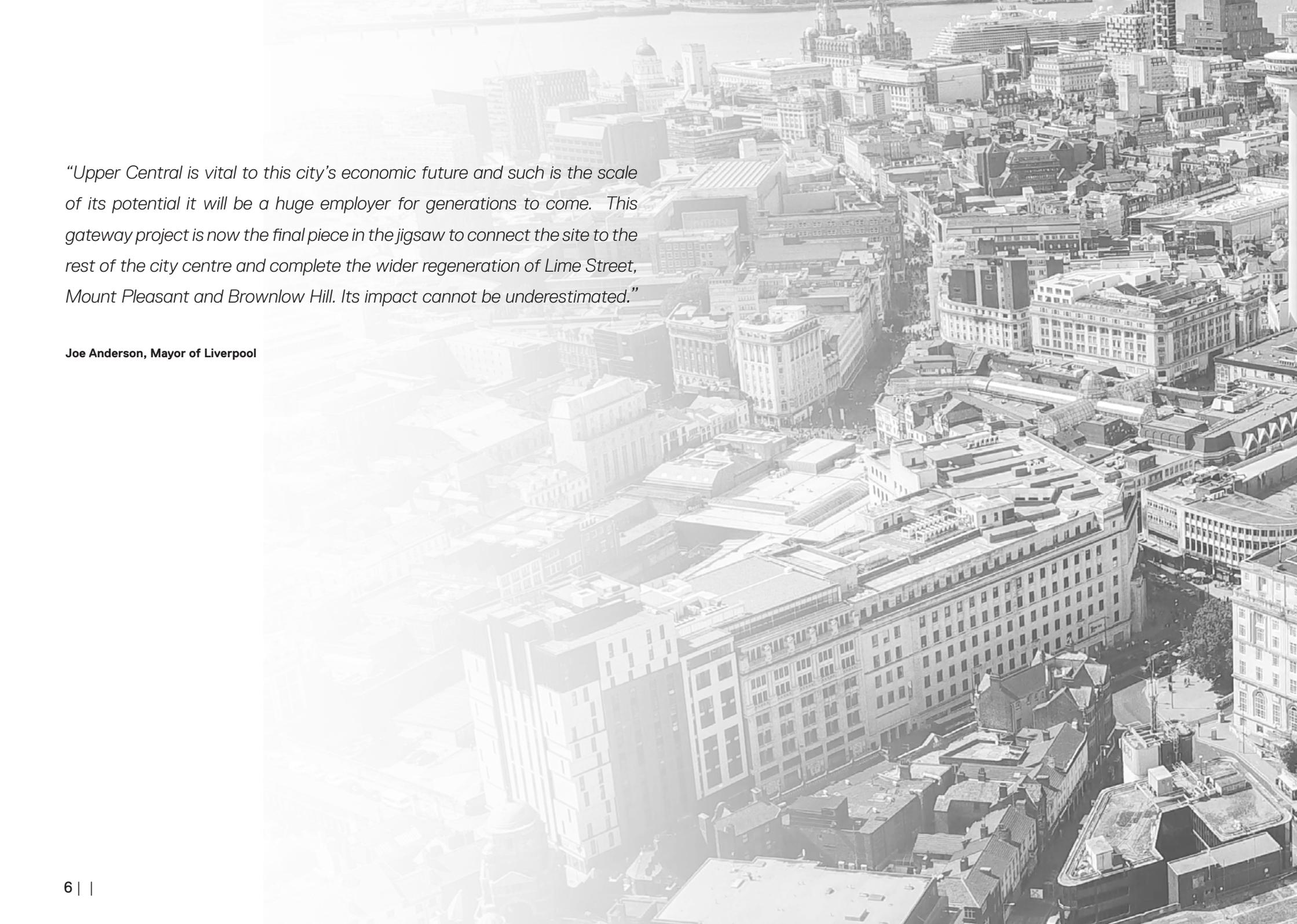
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An aerial, high-angle photograph of the Liverpool city center, showing a dense urban landscape with numerous buildings of varying heights and styles. The image is slightly faded and has a soft, hazy quality. The city extends to the waterfront in the background, where a large ship is visible. The overall tone is light and airy.

“Upper Central is vital to this city’s economic future and such is the scale of its potential it will be a huge employer for generations to come. This gateway project is now the final piece in the jigsaw to connect the site to the rest of the city centre and complete the wider regeneration of Lime Street, Mount Pleasant and Brownlow Hill. Its impact cannot be underestimated.”

Joe Anderson, Mayor of Liverpool



“The phenomenal growth of Knowledge Quarter Liverpool, along with the ongoing regeneration of Lime Street, has shone the spotlight on Upper Central. It represents one of the greatest development opportunities in the UK and, alongside Paddington Village, will have a major impact on the city’s economy, creating thousands of jobs, in science, tech, health, education, retail and leisure. The SRF will truly allow us to plan a world-class development, enabling Liverpool to continue to compete with any city in Europe.”

Colin Sinclair, Chief Executive of KQ Liverpool

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Executive Summary

At the heart of the city centre, and its gateway to the wider Knowledge Quarter Liverpool and surrounding neighbourhoods, is the **Upper Central area** (previously referred to as the “Knowledge Quarter Gateway”). This was once a thriving and popular city district that was the centre of Liverpool’s night-life and characterised by prestigious department stores, neon-lit cinemas, high-quality hotels, and animated streets. The area, however, has largely been left behind in the recent growth of the city, but it has incredible potential.

Upper Central covers **56 acres** of land at a fulcrum point for city centre activity, from a transportation, commercial, education, and leisure perspective and could be a key economic driver and connector from this part of the city to neighbouring districts. It also provides a significant opportunity to **reconnect** the expanding Knowledge Quarter innovation district with the core of the city centre.

The Upper Central SRF will establish an ambitious planning framework to ensure that the area is seen holistically. It will define a collective identity befitting of its location and the growing national and international populations of the Knowledge Quarter and the whole Liverpool city region. It will do this through positive placemaking - gluing together and realizing the opportunities of this area with exceptional new public realm, branding and innovative and exemplary architecture.

The Knowledge Quarter aims to **cultivate and encourage** collaboration in a variety of sectors i.e. health, medicine, technology, science and design as well as the various institutions these sectors work within; as a means of collating the city’s isolated pockets of expertise and excellence under one umbrella; the Knowledge Quarter.

There are many catalysts required to **work in unison** in order to cultivate this unified ‘whole’. The **connections** necessary to do so do not stop at the physical; but extend into the digital and professional, however, a key driver in this unification comes down to how the city is physically arranged; the architecture, urban design and infrastructure.

Many of the already established educational institutions as well as those planned and currently in development reside outside of the city centre and as such, the **physical link** between this and the city centre needs to be created and repaired, **establishing a strong connection** between the two.

The point at which this **interconnectivity and interactivity** can happen is in what has been named “**Upper Central**”. Geographically located in the heart of the city, the Upper Central curtilage contains already well-established infrastructure and transportation hubs; **connecting the city to the rest of the UK**. This provides a strong base in which to build and repair this **nucleus**, with Upper Central effectively **becoming the bridge** between Liverpool City centre, the wider city and the rest of the Knowledge Quarter and a dynamic city district and destination in its own right.

This SRF sets out a vision, a set of design and development principles, and an illustrative masterplan to guide and continue the future development of the Upper Central area into:

1. A vibrant new city centre district that can accommodate a mix of uses that blurs the boundaries between surrounding districts, in **excess of 2.5m sqft of new development opportunities and creates up to 7,000 new jobs.**
2. A new sustainable, walkable and recognizable Gateway location within the city, promoting pedestrian movement, permeability, increased dwell time; and a positive first impression to millions of residents and visitors arriving into the city centre at Lime Street or Central stations.
3. An exemplary mix of modern design and iconic historic buildings set within high quality public realm that creates a place that is distinctly Liverpoolian and attractive to occupiers, residents and investors.

“Upper Central: A new city district connecting Paddington, the Universities and the Knowledge Quarter Interchanges and the City Centre.”





BROWNLOW HILL

ASHTON STREET

UNIVERSITY SQUARE

PADDINGTON VILLAGE

UNIVERSITY PLACE



INTRODUCTION

The Upper Central Spatial Regeneration Framework (SRF) has been prepared collaboratively by Liverpool City Council (“LCC”) and its partners to guide the regeneration and future development of the unique Upper Central site and its surrounds as part of the ongoing expansion and evolution of Liverpool’s Knowledge Quarter and city centre. The Upper Central SRF presents a vision, illustrative masterplan and set of design and development principles to guide the future development of the framework area over the next 15 – 20 years. The SRF responds to existing and emerging planning policies and seeks to develop a world-leading innovation and mixed-use district whilst fostering and enhancing the built environment and opportunities that are exclusive to this part of the city – comprised of unique architecture, important heritage assets and key transport infrastructure; including Lime Street Station and Central Station. This section provides an overview of the SRF’s context within the city, summarises its vision, and looks at the key issues and opportunities associated with the current condition.

01

The Site

Upper Central is located at the heart of Liverpool City centre, at a pivotal gateway location on the crossroads of both established and emerging city centre quarters, transport hubs and institutions - the area represents the epicentre between these areas, albeit a disconnected and inconsistent one.

At the heart of the city centre, and its gateway to the wider KQ Liverpool and surrounding neighbourhoods, is the area to be known as “Upper Central”. This was once a thriving and popular city district that was the centre of Liverpool’s night-life and characterised by prestigious department stores, neon-lit cinemas, high-quality hotels, and animated streets. The area, however, has largely been left behind in the recent growth of the city. It sits between the city’s two busiest rail stations, however, it is dominated by vehicular traffic. It is geographically the epicentre of the city centre but you have no reason to go or dwell there and it is currently a barrier to movement. It has a collection of important historic buildings but is currently characterised by smaller businesses, vacant land, and car parks. But it has incredible potential.

The SRF red line boundary encompasses an area of 56 acres of varying local vernacular, with some development deserving of listed status whilst others detract from the local environment and represent low quality units which are deficient of design rationale. The site contains a mixture of uses, predominantly within commercial, retail and leisure use classes.

The SRF has also been developed with an appreciation of its wider surrounds and how other development opportunities, transport initiatives, vehicular and pedestrian movements, and heritage assets could influence future use and development of the area. This is shown on the adjacent diagram as a blue line, indicating a zone of influence which will ultimately be affected by the changes that will occur within the SRF area.

Upper Central is a crucial component for the continued success of Knowledge Quarter Liverpool, providing it with its city centre front door and its main arrival point from two main railway stations and the Waterfront. It has the potential to offer significant benefits in improving movement and connectivity to the rest of the city centre and beyond, as well as delivering new development opportunities and substantial new floorspace, helping to attract further investment and house complementary uses that will contribute to the ongoing growth of Knowledge Quarter Liverpool.

Connectivity

Upper Central’s red and blue lines include two of the city’s key national and regional transport hubs: Lime Street Station and Central Station. These stations bring millions of commuters and visitors to the city every year and represent the overall theme for the area being the entrance and exit point to and from the city.

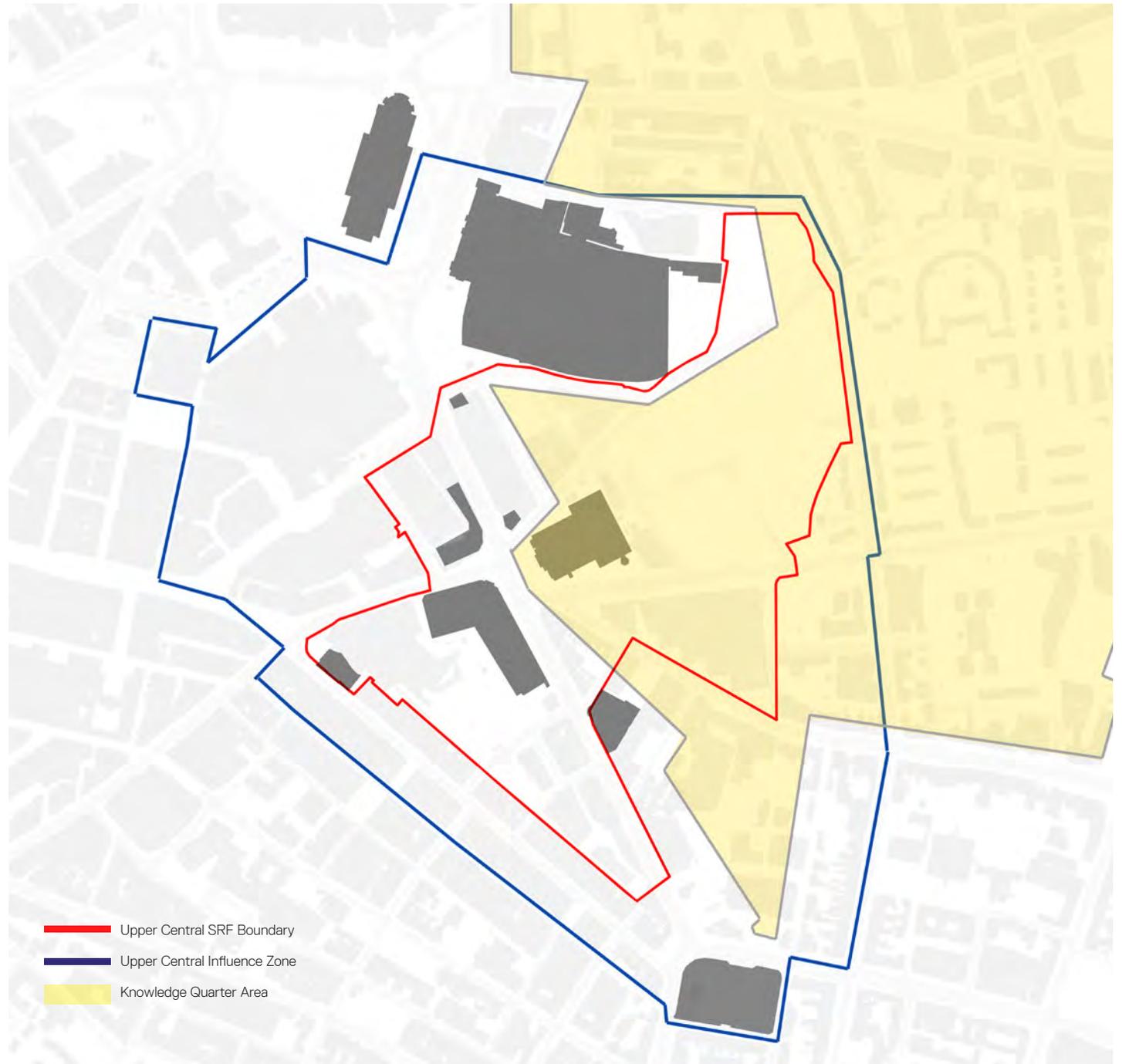
The area is also a key pedestrian, vehicular and bus movement corridor through the city and presents a key link to many of the surrounding city destinations and neighbourhoods.

A Historic Urban Pattern

The site is comprised of a unique geometry where many of the significant individual districts of the city centre meet and combine to allow direct connections beyond.

The natural centre of the areas is the square in front of the Adelphi hotel- here some of the city’s main arteries meet: Ranelagh Street provides a natural route to the Main Retail District and the Waterfront, and reaches the Baltic Triangle creative district, Renshaw Street, Mount Pleasant, Brownlow Hill, Copperas Hill and Lime Street.

The Cultural Quarter to the north is connected with key views and a historic vista between St George’s Hall and St Luke’s church dissects the Upper Central area. The Ropewalks to the south is poorly connected due to physical barriers and undesirable routes, however, there is great potential for this to be enhanced.



01/ The Upper Central SRF boundary (red line)

The Context

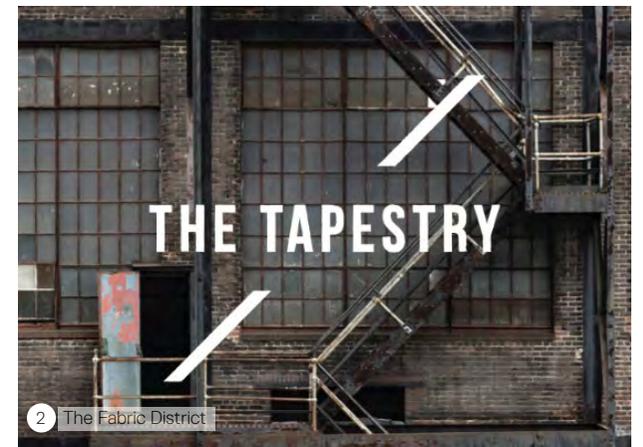
Upper Central is located at the heart of Liverpool City centre, at a pivotal gateway location on the crossroads of both established and emerging city centre districts, transport hubs and institutions; to the east the Knowledge Quarter with its world class education and research facilities, to the west the Main Retail District including Church Street and Liverpool One, to the north Lime Street Station, the Fabric District and St. George's Quarter, and Ropewalks and the Georgian Quarter to the south.

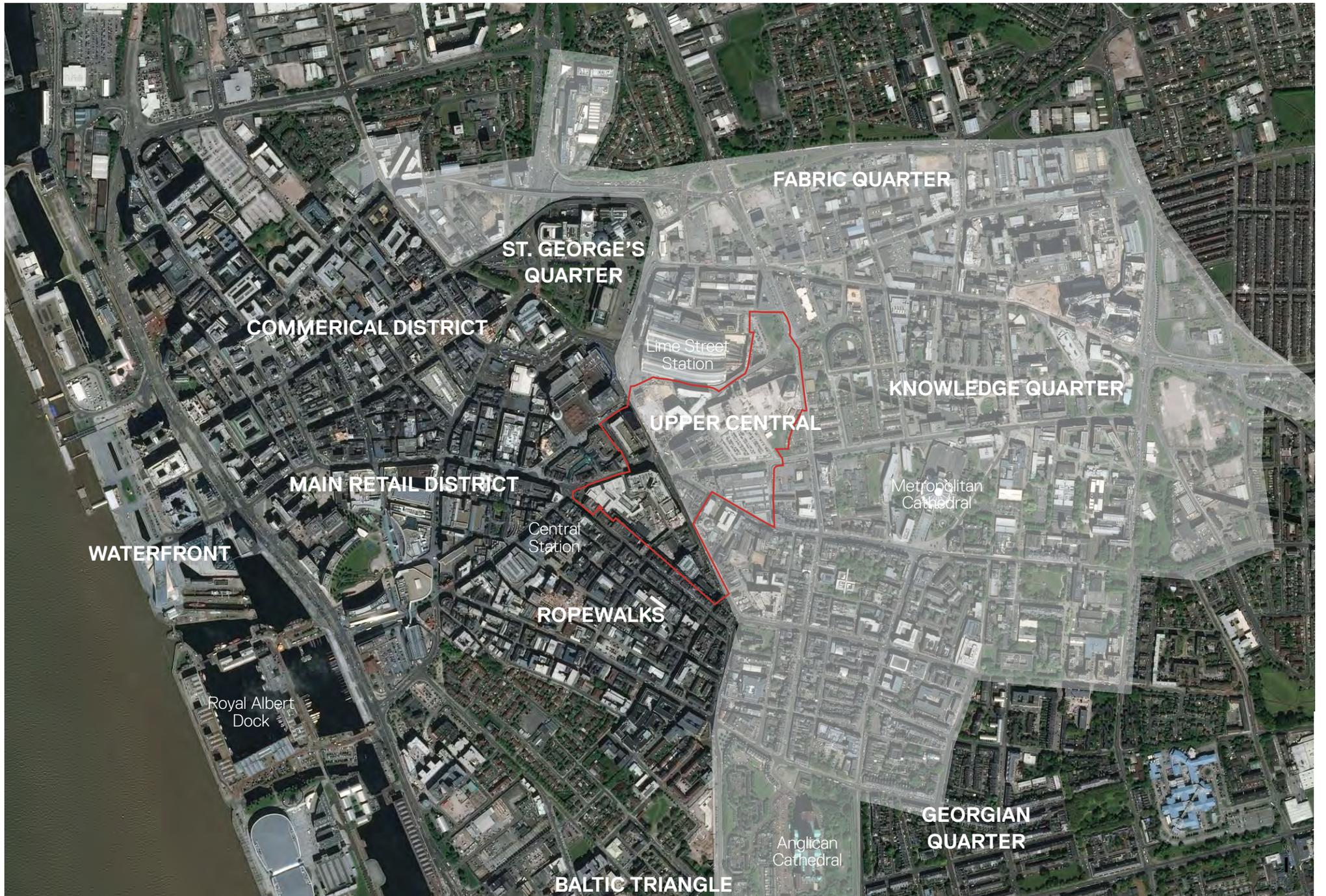
The wider strategic context of the framework area has changed significantly over the years and is subject to ongoing change. This is being driven by a number of development opportunities and major emerging regeneration initiatives including:

- The Knowledge Quarter Mayoral Development Zone which is seeing over £2 billion worth of investment being ploughed into the area currently and in the coming years;
- The Paddington Village development area which is seeing up to £1 billion invested in new Life Sciences, Medical and Knowledge Industries campus;
- The recently endorsed Fabric District vision document which will set out the area close to Lime Street as a regeneration zone in its own right
- The ongoing work at Lime Street by ION which includes a hotel, student accommodation and retail units along Lime Street
- The emerging University of Liverpool Masterplan and Estates Strategy;
- Emerging proposals for Central Station and Circus (Former Lewis's Building).
- Liverpool John Moores University's new Copperas Hill development to provide new student life and sports buildings.
- Proposals by ION for the redevelopment and re-opening of the

former ABC theatre.

The SRF is an opportunity to respond positively to this changing context through the delivery of an illustrative masterplan and set of guiding principles that reflect and contribute to the wider context of the framework area.





The Vision

The area around Upper Central has seen a significant degree of re-development and change over recent years. However, the area itself has largely been left behind - it has not experienced much growth and evolution in recent decades and the fundamental changes that are happening around the framework area have created a void in the fluidity of the city. This SRF seeks to re-establish this area, re-create a sense of place and re-connect this part of the city back with the surrounding uses.

The vision is to transform this area of Liverpool's City centre fringe into a vibrant, innovative and creative district which will be home to a large cluster of commercial, education and cultural assets, alongside exceptional transport infrastructure, areas of public realm and supporting use classes. These changes will radiate far beyond the gateway location and will enhance the entire city's status as a pioneering destination with an exclusive offer, character and world-class facilities that will ultimately drive future prosperity for the city and its people.

LCC and its partners are committed to delivering an outstanding quality of place at Upper Central that is fully aligned with a vision for the area and with LCC's strategic initiatives for the city. This can be achieved with an introduction of clear design principles, as set out within this SRF, which would create a sense of place for the framework area and would marry together the many differing uses throughout the development site. The area has great potential to be a truly metropolitan place with a 24-hour offer, however, presently there are many sites which are underdeveloped or poorly developed. This SRF seeks to explore and bring these sites back into use.

The ambition for Upper Central is to be bold and to create:

A VIBRANT NEW CITY DISTRICT – Creation of a recognisable and truly mixed-use district that blurs the boundaries between the neighbouring districts and attracts visitors, workers, residents, and students in its own right. It is anticipated that the SRF area could deliver **in excess of 2.5 million sqft** of new development that could bring **up to 7000** new jobs, educational facilities, and living accommodation to the area, and significant economic benefits to the wider city region.

A NEW WALKABLE AND SUSTAINABLE GATEWAY LOCATION – Currently dominated by vehicular traffic and with poor permeability, there is a major opportunity to deliver new public realm that shifts the **focus** back to **pedestrians and cyclists**. This includes the opportunity for a new entrance to Lime Street station, and a vastly improved transport corridor along Brownlow Hill and major new public realm at Ranelagh Place.

EXEMPLARY DESIGN – The SRF will promote high-quality and collaborative design for both new buildings and public realm. The area has the opportunity to be **distinctly Liverpoolian** and promote the successful and positive integration of modern **architecture** alongside iconic **listed buildings** in the backdrop to the Liverpool Maritime Mercantile City World Heritage Site.



01/ Upper Central in context - The new 'Epicentre' of Liverpool City Centre, where key routes converge



Knowledge Quarter Liverpool

The Upper Central SRF area, set between Mount Pleasant, the old Lewis's store, Copperas Hill and Lime Street station, is the gateway to the wider Knowledge Quarter from the city centre of Liverpool and its key transport interchanges.

Knowledge Quarter Liverpool (KQ Liverpool) houses one of the UK's largest concentrations of universities, hospitals and cultural attractions, with science parks, business incubators and laboratories sitting alongside state-of-the-art hospitals and academic excellence.

Home to Liverpool School of Tropical Medicine (LSTM), the University of Liverpool (UoL), Liverpool John Moores University (LJMU), Liverpool Science Park (LSP) and the new £429m Royal Hospital, KQ Liverpool is fast becoming one of Europe's leading innovation districts and a place renowned for its cultural assets, including Liverpool's two cathedrals.

Upon completion of the new Royal Liverpool University Hospital it will also become one of the largest academic and clinical campuses in the UK, and due to its overall importance to the city, KQ Liverpool is a Mayoral Development Zone.

The Knowledge Quarter aspires to increase employment figures, improve graduate retention and attraction rates and establish Liverpool as the home to one of the world's leading innovation districts.

A recent government-commissioned Liverpool City Region Science and Innovation Audit (SIA) recognised Liverpool's world-leading strengths in infection, materials chemistry and high performance and cognitive computing. In education, health, science and tech Liverpool can compete with the best cities from across the globe, but it needs to keep improving.

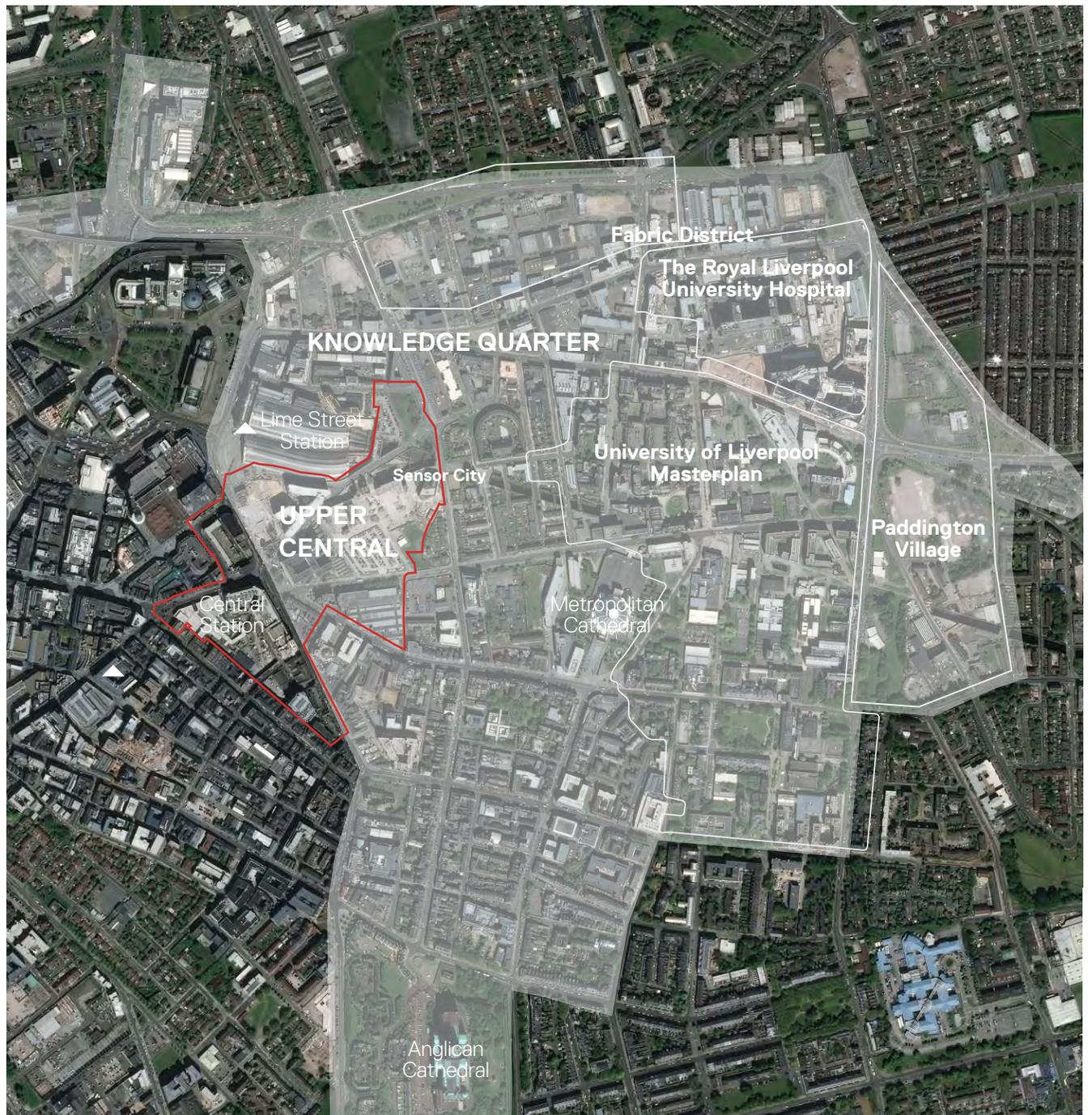
Key to these plans will be the Paddington Village expansion site, set to attract a further £1bn to the city, which will house 1.8m sq ft of science,

technology, education and health space. In the centre of Paddington Village there will be a cluster of major facilities, including RCP North, Rutherford Cancer Centre, Liverpool International College and the new college of Physicians. The new village will be directly linked to the SRF site by Brownlow Hill and Mount Pleasant, acting as book ends to the street.

Together the Knowledge Quarter provides a concentration of expertise, knowledge and wealth-creating potential, generating £1bn for Liverpool each year, or 15% of Liverpool's GVA: it supports some 14,000 jobs, around 7% of the city's total.

The new Fabric District is north of the SRF site and will be a regenerated part of the city attracting creative and vibrant businesses and expanding the city centre. Movement north via Copperas Hill from the stations within the SRF site will allow better connection to the new district.

- The Knowledge Quarter Mayoral Development Zone which is seeing over £2 billion worth of investment being ploughed into the area currently and in the coming years
- The Liverpool John Moore's University Masterplan which incorporates the redevelopment of the former Royal Mail building
- The emerging University of Liverpool Masterplan and Estates Strategy.
- New Royal Liverpool Hospital.



Initial Issues and Opportunities

To support the changing strategic context and the emerging educational and innovative district at the Knowledge Quarter, it is vital that the existing environment at Upper Central is rejuvenated. The uses, aesthetics and connections in the framework area require significant improvement, and renewal of these key elements will be imperative to the future success of this area. At present, the potential of the framework area is being held back by:

ISSUES

- Vacant sites, buildings and non-contributory uses that detract from the character of the area;
- A lack of connectivity and permeability;
- A deficiency in identity and sense of place;
- Fragmented land ownerships and differing individual priorities for redevelopment (or lack of);
- An absence of quality, useable and connected public spaces;
- An environment designed for the car, but lacking in highway infrastructure, including easily accessible car parking and safe, attractive walking and cycling routes and pedestrian friendly environments;
- Unsympathetic buildings and design principles which represent a low-quality atmosphere with little to no animated frontages within parts.

OPPORTUNITIES

- The need for complementary and ancillary uses which will merge well with and provide support for the existing and emerging educational facilities, innovative businesses and creative spaces;
- The need for uses classes which increase vitality throughout the day and into the night and provide a 24-hour offer;
- The need for ancillary and complementary uses, which support new and existing employment uses and encourage increased vitality throughout the day and into the night;
- Opportunity for new high quality architecture and public realm;
- Much improved permeability and transport corridors.



1 Mount Pleasant Car Park



3 Hawke Street



5 Renshaw Street



2 Brownlow Hill



4 051 Corner Plot



6 Ranelagh Place

SITE ANALYSIS

The Upper Central framework area is situated in a pivotal location and represents the arrival into the city centre for many entering via the two main train stations. This section explores the history of the SRF area, issues and opportunities around its current built form, public realm and transport infrastructure, and an overview of its current position and attractiveness to investors and occupiers. It also provides a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the existing site that has influenced the SRF's future vision and development framework.

02

2.1 History and Heritage - Historical Evolution

The SRF area was not part of the original seven streets of Liverpool but was developed after the construction of the Old Dock of 1715, after which the city expanded dramatically and exponentially. Chadwick's map shows the city in 1725 (1) and illustrates that the Upper Central area was peripheral to the town.

Before the construction of the Old Dock, the area had effectively been cut off from the original centre of Liverpool and its castle. With Church Street starting to develop, the road to Manchester, originally a narrow, unmade road, became Ranelagh Street, terminating at a junction of three other routes- Lime Kiln Lane (Lime Street), the road to Copperas Hill, the road to Martindale's Hill (Mount Pleasant) and the Road to Warrington (Brownlow Hill). The routes are shown on John Eyre's map of Liverpool 1765 (2).

On the site of the Adelphi Hotel, the White House Tavern and Ranelagh Gardens stood, named after the pleasure gardens in Chelsea, London. This was the first deliberate provision of open space in the city, opened between 1722 and the 1790s. In addition to a conventional flower garden, Ranelagh Gardens incorporated a number of alcoves and arbours, for congregation and socialising, with musical performances, fireworks displays, and refreshments.

Occupying Brownlow Hill and Mount Pleasant at this time were gardens, including the first Botanic Gardens in the city, founded by William Roscoe in 1802. But the area also contained industrial works such as the Lime Kilns, and the Copperas works after which Copperas Hill was named. These were used for processing copper sulphate, and were eventually closed following litigation in the 1770s.

The first Adelphi Hotel was opened in 1826, but this was replaced by a

larger version in 1876, whilst the hotel on the site today was built in 1911 (3). The current version of the hotel led to the demolition to the rear of St David's Welsh Church on Brownlow Hill. This formed part of a residential neighbourhood consisting of terraced houses and courts, along with the pro Roman Catholic Cathedral Church of St Nicholas, located on Copperas Hill/Hawke Street, and which from 1827 was the primary place of worship for the Catholic community on the city, until it was demolished in 1972.

The triangular shaped area from Ranelagh Place to Russell Street to the east was perforated with a number of streets, including the main east-west link of Warren Street, which bisected the area, and led to the rear of the Adelphi. A number of other north-south streets linked Copperas Hill with Brownlow Hill, and allowed connections through to Mount Pleasant, Renshaw Street and on to Bold Street.

A similar triangle of land between Brownlow Hill and Mount Pleasant was also cut through by Pleasant Street/Mary Anne Street, which provided a direct connection between Clarence Street and Ranelagh Place. David Lewis opened his first store on Ranelagh Street in 1856, although the existing building was constructed following the destruction of the first department store due to bomb damage in 1941. Central Station on Ranelagh Street opened in 1874, a three-storey building which was demolished in the mid-1970s (4).

The area was at the centre of Liverpool's seemingly endless fascination with the cinema, with Lime Street home to the Futurist, La Scala, Palais de Luxe and the Forum by the 1940's, the earliest of which dated back to 1912.

Lime Street was at the centre of Liverpool's night-life, with St George's Place also becoming an area of neon-lit entertainment (6), before the

new St John's market was built in the 1970s. The 1970s also saw the demolition of the buildings to the south of the Adelphi Hotel, and the construction of yet another cinema, the O51, as part of the multi-storey car park which currently occupies the site. In 1972, St Nicholas's Roman Catholic Church was demolished on Copperas Hill/Hawke Street to allow for the construction of the Royal Mail Sorting Office, and the combination of the Sorting Office and multi-storey car park developments effectively prevented north-south links from Copperas Hill through to Mount Pleasant and Renshaw Street.



1 Chadwick's map of Liverpool 1725



3 Current Adelphi hotel



5 Jacobs Building, Ranelagh Place



2 John Eyre's map of Liverpool 1765



4 Original Central Station, Ranelagh Street

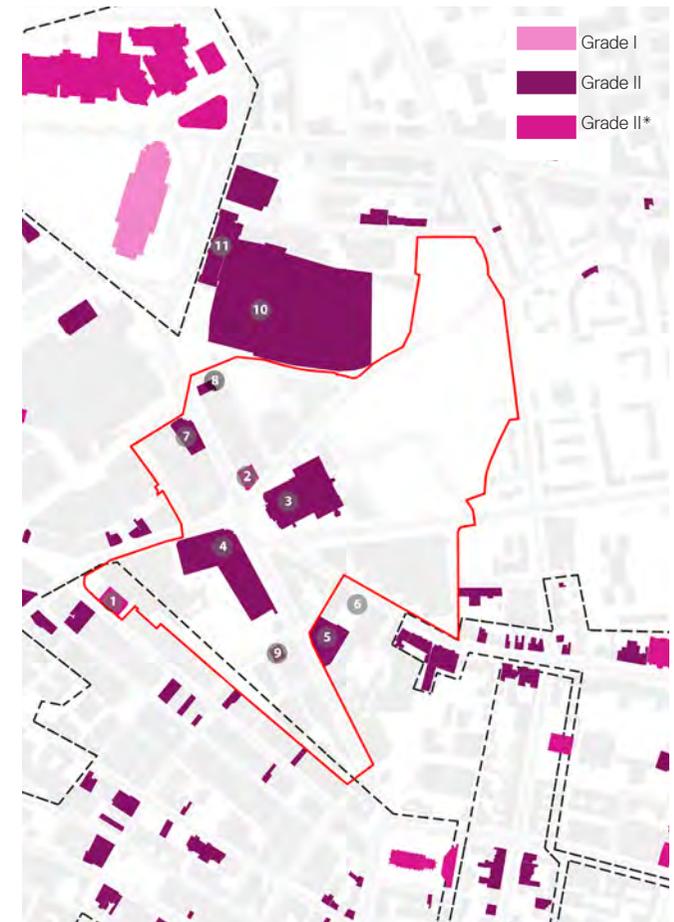


6 St. George's Place 1950's

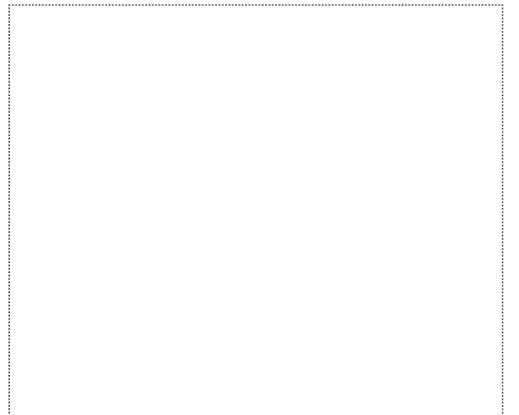
Existing Heritage Assets

Within the SRF area, there are a number of grade II* and II listed buildings, and the whole area is within the Buffer Zone of the Liverpool, Maritime Mercantile City World Heritage Site. These include:

1. **The Lyceum, Bold Street, grade II*.** Constructed in 1802 as a newsroom, and library. Designed by Thomas Harrison of Chester. Currently unoccupied.
2. **The Vines Public House, grade II*.** Opened in 1907. Designed by Walter Thomas. Unoccupied.
3. **Adelphi Hotel, grade II.** Opened in 1912, designed by Frank Atkinson. Of seven storeys, is dressed in Portland stone, with central giant Ionic columns.
4. **Lewis's Department Store, grade II.** Designed by Gerald de Courcy Fraser, 1947. Replaced earlier building following bomb damage and incorporates the adjacent Watson Building on Renshaw Street. Of seven/eight storeys, the building is of Portland Stone, with relief panels and bronze statue of Liverpool Resurgent above corner doorway, by Sir Jacob Epstein.
5. **35-43 Renshaw Street and Methodist Central Hall, grade II.** Chapel, shops and offices, dating from 1904, in red brick and yellow terracotta. four storeys, with ground floor with segmental arched openings and Art Nouveau capitals. Corner has polygonal turrets, and cupola. Surmounted by copper dome.
6. **Renshaw Street Chapel Memorial in Roscoe Gardens, Mount Pleasant, grade II.** Monument of square stone centre block, surrounded by eight Doric columns with octagonal entablature.
7. **ABC (formerly Forum) Cinema, Lime Street, grade II.** 1930, by A. E. Shennan, on rounded corner with Elliot Street. Faced in Portland stone, and of three storeys in height. Vertical grouped windows, with those over entrance with pilaster motifs. Listed for interior.
8. **Crown Hotel, Lime Street, grade II.** Public House, 1905, brick with stucco and marble. Art Nouveau style, with richly decorated interior.
9. **16-18 Newington/23 Cropper Street (Bevington Buildings), grade II.** Shops, dated 1847. Rusticated quoins, central bay recessed. 1st floor Venetian windows.
10. **Lime Street Station, grade II.** Railway sheds and façade, begun in 1867 by Francis Stevenson and extended in 1874-79. Earlier portion has long glass roof in a graceful curve, supported on double Doric columns. Screen facing Lime Street is of stone, and with the Skelhorne elevation has Tuscan columns.
11. **North Western Hall, Lime Street, grade II.** Originally a hotel, now student accommodation. By Waterhouse, for London North Western Railway, 1871. In French Renaissance style, and some six storeys high. In stone, with towers flanking the centre with large finials, and steep pavilion roofs to flanking stacks.



01/ Listed buildings within the SRF area and surroundings



Townscape

The SRF is of varied character, which relates to the main route hierarchies. The nodal point is Ranelagh Place, which contains a concentration of the tallest structures in this part of the city centre. The Adelphi Hotel, Lewis's building, and the Vines public house, are all of a scale which provides an unambiguous grandeur. This is a reflection of the importance of the routes, which converge at this place, and which was marked in the earlier periods of the city. The evolution of the junction has been marked with a generous up-scaling, although the earlier north west corner of Lime Street-Ranelagh Street did have substantially taller buildings than now.

The southern side of Lime Street has been substantially re-built following war-time damage, and appears to have lost some of its earlier scale, through post-war buildings which lacked the confidence of the earlier aspirations in the city. The northern side had, until recent years, preserved most of its three to four storey Georgian scale, but this is currently changing with the construction of the new hotel and, to the rear, the student accommodation.

Copperas Hill is a blighted townscape, with the Unite student scheme to Copperas Hill, Skelhorne Street and Bolton Street, and, until recently, the functional and utilitarian Post Office sorting office. It is dominated by car movement, with no active frontages, and little of visual interest, although the demolition of the sorting office has provided a new vista towards the Metropolitan Cathedral.

Looking towards the city centre from Copperas Hill, the corner tower of the Vines public house is a landmark through its distinctive and contrasting materials, tone and architectural style, and which provides some visual relief. Brownlow Hill comprises areas of car parking, unenclosed space and the impermeable 1970s car park. Whilst the multi-storey car park provides some scale, it is set back from the road, with a wide pavement, and

there is no corresponding scale on the opposite side. There are no active frontages, and the area is dominated by traffic infrastructure. Before the construction of the car park and the Royal Mail sorting office, Brownlow Hill was perforated by streets on both sides, and edged with buildings. Some of these were of some scale, such as St David's Welsh Church, and the larger buildings of the later Reece's Bakery and Dairy on Hawke Street. The view when ascending Brownlow Hill is now very much two-dimensional, with little scale or visual interest, and poor and ill-thought landscaping.

The view towards the city centre from Brownlow Hill at least provides a suitable termination and visual destination, with the Lewis's building and the Adelphi illustrating the location of a nodal point. The multi-storey car park, whilst partially screened, remains a poor townscape structure, and the lack of any enclosure to the opposite side of the street, allowing views to the rear of the Adelphi, allows space to simply leak away. Historically, the view from here would have been channelled along a view corridor, framed by development which enclosed the street.

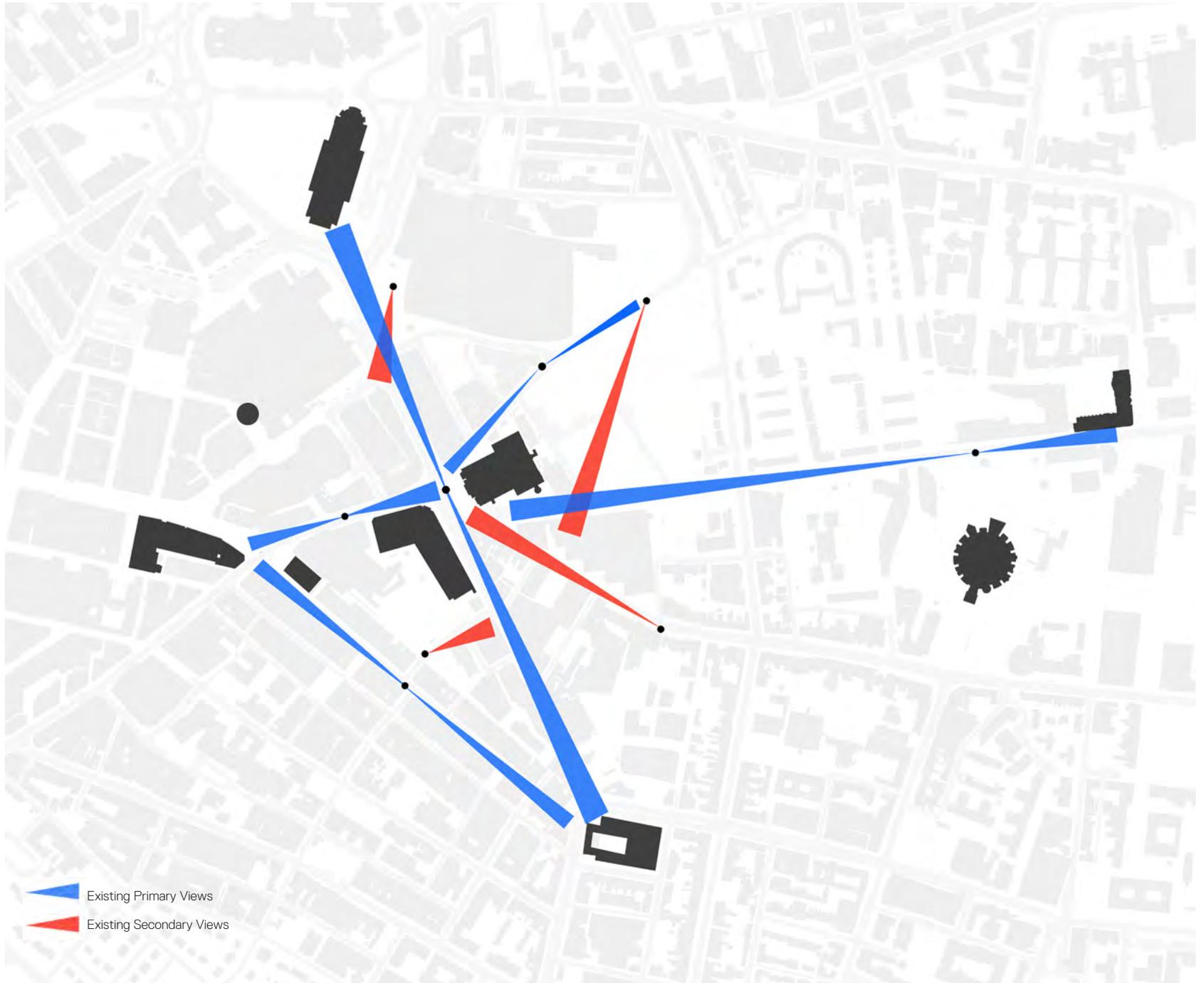
Views along Renshaw Street from the west provide a sense of entering the core of the city, with a clear upscaling provided by the buildings in the distance, whilst those of the foreground are smaller in height. There is a varied tone and texture provided by the different building materials, with red-brick and white render preferred to different sides of the street. The dome of the Central Halls is clearly seen, and offers a landmark, whilst the termination point is the southern portico of St George's Hall, a key, grade I listed building, and into the World Heritage Site. The street offers a balanced townscape, and a gradual introduction to Ranelagh Place and the city centre, and retains historic integrity from its earlier evolution, whilst displaying multi-period structures. The long, linear axis illustrates its formation as one of the original roperies in the area and helps to explain

the grain of this part of the city.

Looking along Renshaw Street from Lime Street, in the opposite direction, there are a series of distinctive vertical elements in the view, which create a sequential layering, with the tower of the grade II* St Luke's in the background, and the corner dome of the Vines in the near view, with the dome of Central Halls in the middle distance. The unornamented facades of the buildings on Lime Street help to provide an uninterrupted frame and allow the historic buildings to stand out. Neither the Adelphi Hotel or Lewis's building are visible in the viewpoint, as both are recessed, but the trees on Ranelagh Place are also prominent in the view.

In spite of the contribution made by the historic buildings, the road infrastructure remains the most dominant element, and the important node of Ranelagh Place is not apparent or marked, except as a series of vehicular junctions.

The local view from the junction of Ranelagh Street/Church Street shows the Lyceum, Lewis's building and the Adelphi Hotel, but in comparison with the same viewpoint from 1882, it lacks the animation of the forceful roofline, and the vertical punctuation associated with the towers of the earlier Lewis's. The buildings of Central station are anonymous and two-dimensional, and do not contribute to the heritage dynamic of the area. The flat, horizontal datum is in contrast to the buildings on the opposite side of the street, and whilst it is respectful of the Lyceum, it fails to hold the eye, and fails to add any positive layering to the townscape. The sequence of building lines, changes in height, spirited rooflines and variations in tones and textures, are part of the historic qualities of the area, but these are absent in the Central Station buildings. Nevertheless, the Adelphi Hotel is in clear view, despite being partially screened by the large sycamore trees.



01/ Map of Strategic Existing Views

Heritage Views





World Heritage Site

Liverpool was designated as a World Heritage Site (WHS) in 2004, and the statement of outstanding universal value (OUV) contains the following summary:

“Liverpool - Maritime Mercantile City reflects the role of Liverpool as the supreme example of a commercial port at the time of Britain's greatest global influence. Liverpool grew into a major commercial port in the 18th century, when it was also crucial for the organisation of the trans-Atlantic slave trade. In the 19th century, Liverpool became a world mercantile centre for general cargo and mass European emigration to the New World. It had major significance on world trade as one of the principal ports of the British Commonwealth. Its innovative techniques and types of dock, dock facilities and warehouse construction had worldwide influence. Liverpool was instrumental in the development of industrial canals in the British Isles in the 18th century, and of railway transport in the 19th century. All through this period, and particularly in the 19th and early 20th centuries, Liverpool gave attention to the quality and innovation of its architecture and cultural activities. To this stand as testimony its outstanding public buildings, such as St. George's Hall, and its museums. Even in the 20th century, Liverpool has made a lasting contribution, remembered in the success of The Beatles, who were strongly influenced by Liverpool's role as an international port city, which exposed them to seafarers, culture and music from around the world, especially America.

The Upper Central area is located within the Buffer Zone of the WHS, although nearby assets such as Lime Street station are within the boundary. The buffer zone does not convey outstanding universal value, although it does contribute to the setting of the WHS, and can contain elements of authenticity and integrity which help to underline the value and significance of the WHS.

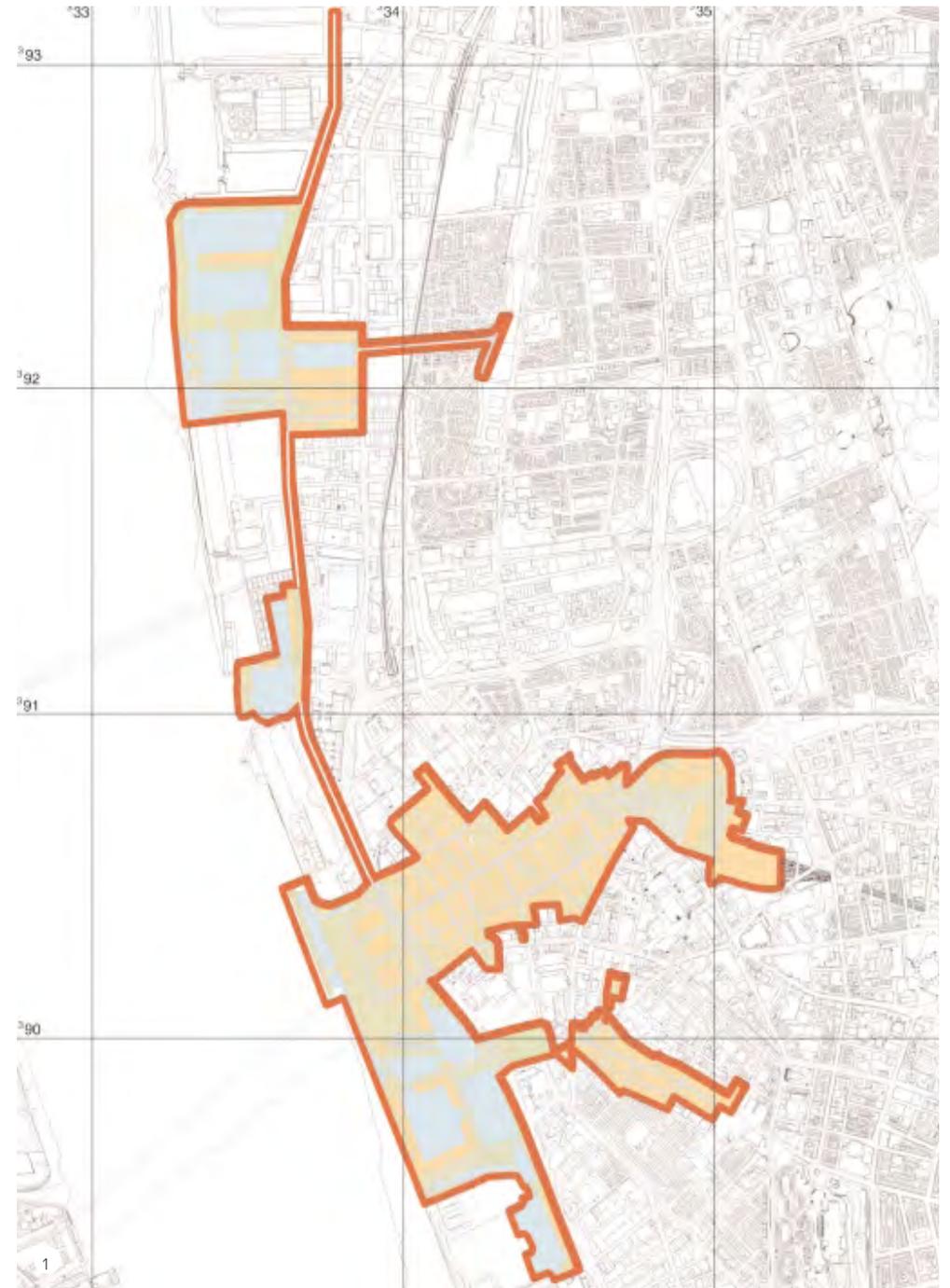
In particular, the Adelphi Hotel and the Lewis's building are both examples of the influence of American architecture. The close relationship between Liverpool and the eastern seaboard of the USA is an underlying, and defining, feature of the WHS and the city generally, and manifests as the importing of ideas and music through the 'Cunard Yanks' which was to influence Liverpool bands, and led directly to the Merseybeat sound, and the formation of the Beatles.

Alongside these tangible assets are a series of intangible attributes, which helps describe and define the city and its people. These include:

- Risk-taking
- Purposefulness and Commerciality
- Internationalism
- Innovation/Inventiveness
- Adaptation/Re-Invention/The Liverpool 'Twist'
- Radicalism
- Ostentation
- 'Edginess'

Of these, the clearest is the internationalism manifested in some of the buildings, with its 'Liverpool Twist' of taking an idea or concept and providing it with a particular Liverpool quality. Lewis's was provided not with just an American model of a department store, but one with a controversial Epstein statue above the entrance- the famous 'Dickie' Lewis, as well as murals depicting childhood scenes from the city. The Adelphi also captures internationalism, but also ostentation, and an opening was regarded as one of the finest and most luxurious hotels in Europe.

The Council has adopted the Liverpool Maritime Mercantile city WHS supplementary Planning Document (SPD) (October 2009). It provides guidance for protecting and enhancing the OUV of the WHS. Part of the SPD includes a series of defined view to, from and within the WHS that contributes to the OUV and should be assessed when considering relevant developments.



Heritage and Townscape - Emerging Themes

In trying to capture or acknowledge some of the heritage values which are prevalent in the area, there are a series of opportunities. These include:

- 1. Street Pattern:** the earlier street pattern allowed for the merging of the different geometries of the surrounding areas which converged on Ranelagh Place. Some of these have been severed as a consequence of demolitions and later developments, which have compromised the earlier grain. Consideration should be given to some reinstatement of routes which would allow for a higher density than present, and offer a choice of routes.
- 2. Landscape:** the area has historically been characterized by greenery and landscaping, through the earlier pre-1715 location market gardens along the routes which led to Manchester and Warrington, and the establishment of the formal pleasure gardens associated with the pre-Adelphi Whitehouse Tavern. Roscoe established the first botanical gardens on Mount Pleasant.
- 3. Destination area:** From the 18th century pleasure gardens, through to the opening of the current Adelphi in 1914 as one of the finest hotels in Europe, the study area has been a magnet for entertainment and recreation. This continued with the opening of many of Liverpool's early, and later cinemas, and the use of the Adelphi as the main hotel for trans-Atlantic liners. The proximity of Lime Street Station as the main entry point into the city, the nearby museums and galleries of St George's plateau and William Brown Street, and the theatres and music halls of Williamson Square and Lime Street, have all contributed to the cultural activities and diversity of the area.
- 4. Landmark Structures:** Ranelagh Place as major node, and access point to different routes has been marked with a scale and landmarking quality only matched at that other great arrival point at Pier Head. Lewis's and the Adelphi were large buildings at the time of their construction, and symbolize a confidence and certainty marked by their landmark status. Whilst other large buildings have been provided in the study area, such as the Unite student scheme on Skelhorne Street and the Mount Pleasant multi-storey car park, the quality and architectural ambition are heavily diluted, and they play no positive role in the townscape. Landmark structures of high architectural value could add to the continuity of significance to the area, and help to distract from the recent poor addition.



2.2 Built Form

The framework area has a varied topography, generally falling some 18m from the east to a lower plateau to the west, acknowledged in the naming of two of the primary roads across the site – Brownlow Hill and Copperas Hill. Relatively recent buildings of significant mass and scale dominate the sloped upper part of the site.

These include the bland, cliff like 12-storey Unite student halls of residence complex to Copperas Hill, the dated and tired 051 building and multi-storey car park located between Mount Pleasant and Brownlow Hill, and until its recent demolition, the imposing, monolithic Royal Mail building - this site is currently being redeveloped as new buildings for Liverpool John Moores University. North of Brownlow Hill is the Brownlow Hill surface car park, and adjacent open green space, sites left undeveloped since a dairy complex and the associated street pattern was demolished in the 1970s.

The landmark eight-storey Adelphi Hotel and Lewis's store dominate the junction between Ranelagh Street, Renshaw Street/ Lime Street and the bottom of the hill. Both are Grade II* listed. The Adelphi is freestanding, surrounded on three sides by roads, but the datum height established by Lewis's continues east along the southern edge of Renshaw Street, rising to the 14-storey IconInc student residential building, after which a three-storey building height is established heading towards St Luke's.

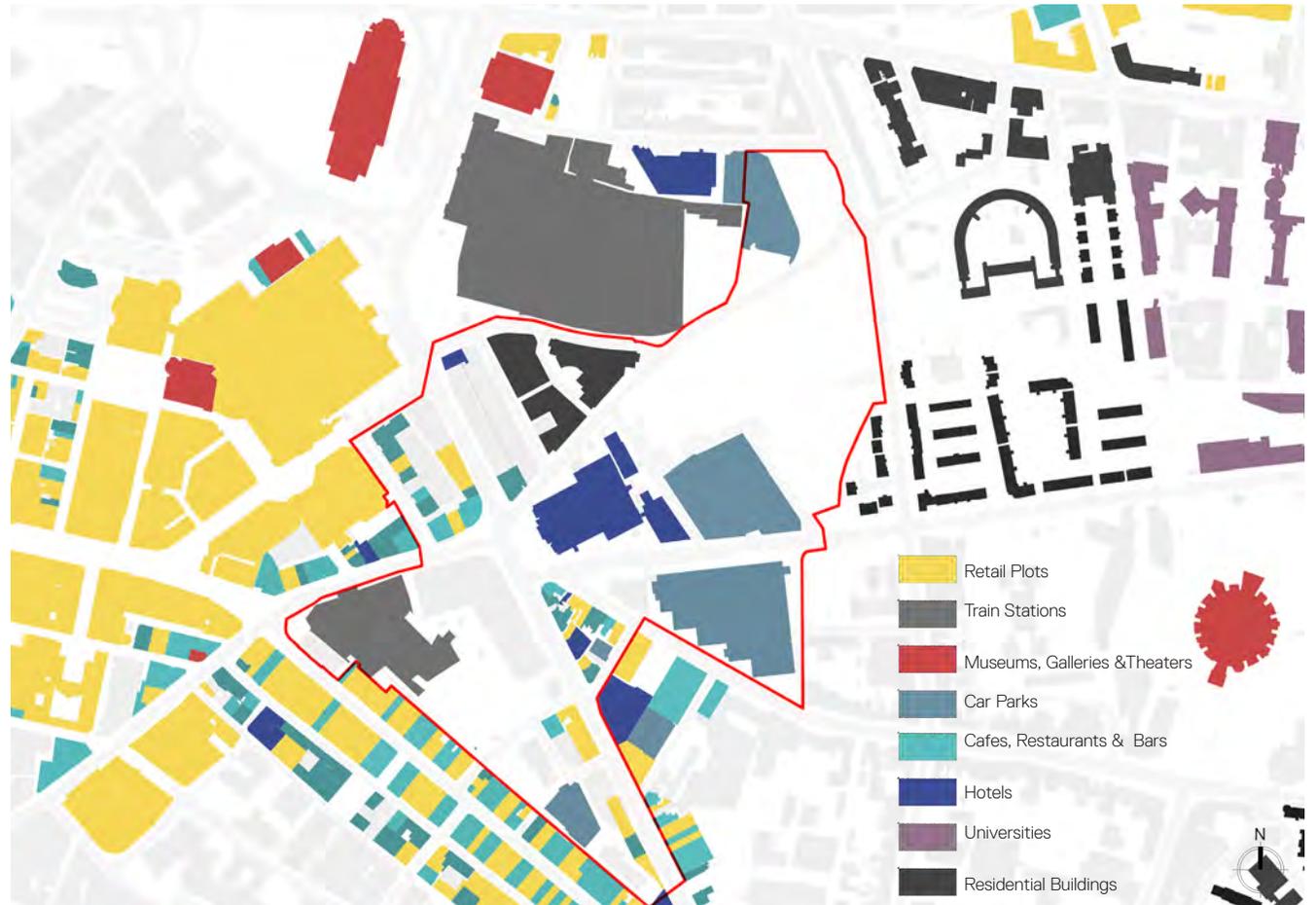
The sweeping curved façade forming the corner of Ranelagh Street and Lime Street, the building at the junction of Renshaw Street and Mount Pleasant and the Vines public house all relate to a lower datum of 4-5 storeys, that is generally followed along Ranelagh Street to the west, and Lime Street to the north.

Initial Built Form Issues and Opportunities

- The area contains several significant view corridors including from Brownlow Hill towards Lewis's, along Ranelagh Street to the Adelphi Hotel, and down Renshaw and Lime Streets to St George's Hall and the St Luke's respectively.
- The emerging proposals help to provide further enclosure and framing of these vistas. Local views which focus on the Grade II listed Central Halls have also been accommodated, and the re-provision of a finer urban grain allows the tower and dome of that building to become new landmarks, helping orientation and navigation across the area.
- The framework also comprises a strong element of landscaping, echoing the earlier character of the area before its incorporation into the expanding city, when Brownlow Hill and Mount Pleasant were both rural tracks, and the area to the rear of the Adelphi Hotel was a series of field systems.

The Framework Area - Uses

The existing plot uses within the SRF lack diversity and car parks occupy many prominent sites within the Upper Central SRF boundary.



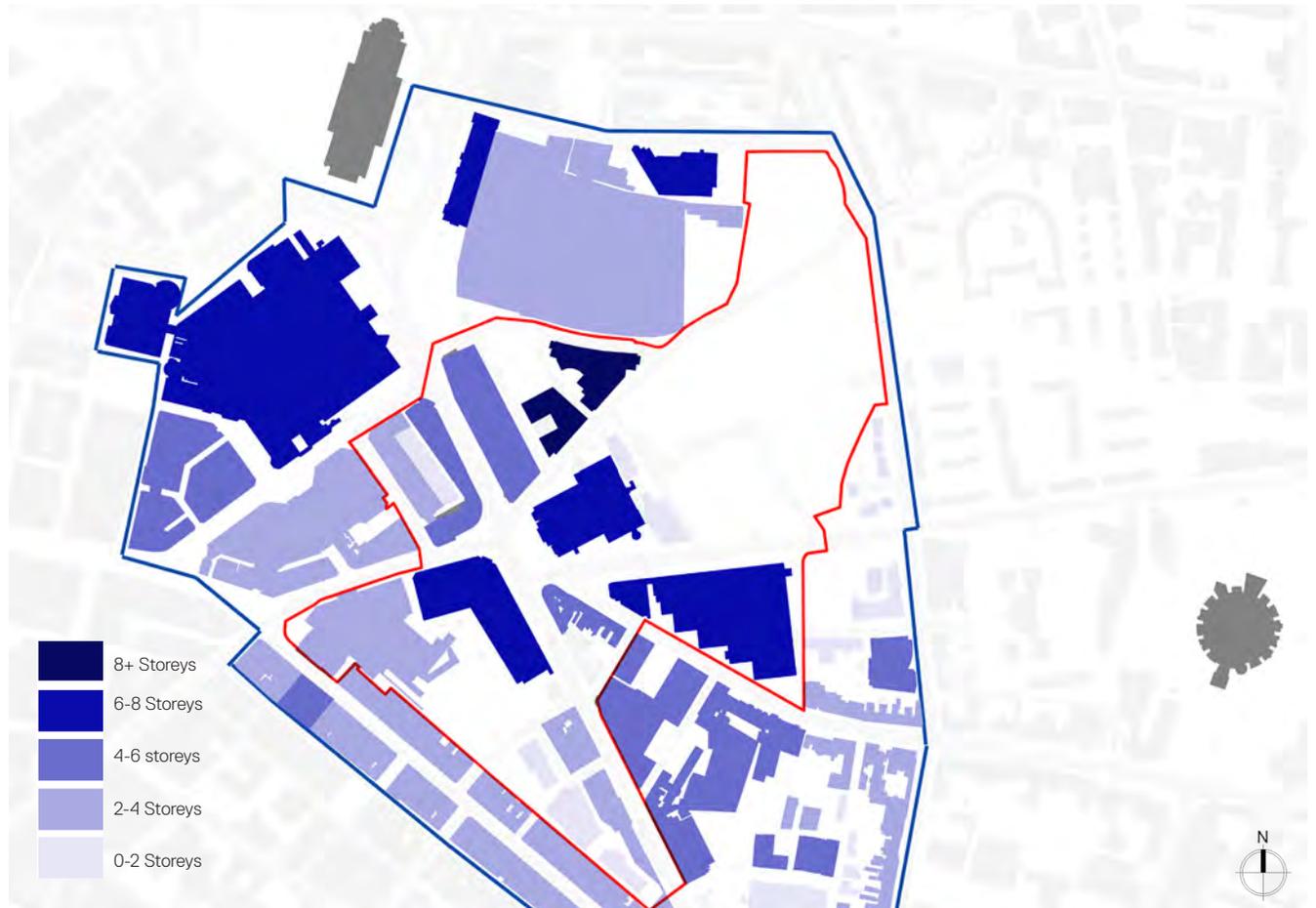
The Framework Area - Existing Active Frontages

It is apparent that most of the existing active frontages are centred more around Bold Street and in certain areas on the periphery of the boundary or right outside of it. However, almost all the frontages within the SRF boundary are classified as weak and poor frontages that ultimately need to be enhanced. Active frontages should be considered as a crucial and essential aspect of the urban design as they massively contribute to the creation of lively, animated and vibrant streets, which subsequently encourages people to dwell in the area instead of merely using it as passage way to transit from a place to the other.



The Framework Area - Existing Heights

The existing heights within the SRF area present a general datum of six-eight storeys with a series of taller buildings.



The Framework Area - Character Areas

Based on the analysis of the existing context of the area, for the purposes of this SRF, Upper Central has been divided into six distinct character areas which each comprise specific characteristics, architectural styles, use classes and development opportunities. These areas are centred around Ranelagh Place, the hub of the framework area, which connects the surrounding character areas together. Each of the character areas are detailed below:

- 1. Ranelagh Place** - Comprises the heart of the framework, characterised by the grand architecture of the listed Adelphi Hotel and the former Lewis's department store. Ranelagh Place is pivotal within the framework area and is central to connecting the city centre with the other character areas and Knowledge Quarter.
- 2. Lime Street Threshold** - Location is one of prominence representing the arrival into Liverpool for both train passengers leaving the station and those entering the city centre. The area is characterised predominantly by retail, dominated by St Johns shopping centre, and requires significant renewal to signify the arrival into the centre and to better reflect the local vernacular.
- 3. Copperas Hill** - Comprises the area to the east and rear of Lime Street Station which encompasses the former Royal Mail building, a key landmark building, which is currently undergoing development into a new Student Life and Sports Building by Liverpool John Moores University. The area is currently being transformed into a student community with the provision of student accommodation however, still lacks a sense of place and has many underused development opportunities. These should be celebrated and utilised given this area is a key connection route into the wider Knowledge Quarter.
- 4. Mount Pleasant** - Represents the area of land sandwiched between two key transport links which lead from the Knowledge Quarter down in the city centre. This area has a multitude of uses including Pleasant Street Primary School, and the currently underutilised Mount Pleasant car park, which is prime for redevelopment. The zone to the front of this character area comprises one of the only designated parts of public realm within the framework area.
- 5. Renshaw Street** - Character area faces into Renshaw Street, one of the busiest streets in Liverpool with little provision for pedestrians or sustainable transport along this route. The area is characterised by numerous ground floor retail units and as a whole would benefit from reconnecting development that is set back from the outward facing units and making use of previously developed/ underdeveloped land.
- 6. Ropewalks** - This area encompasses the independent scene of Liverpool, home to Bold Street, which is lined with a broad mix of stores, coffee houses and restaurants alongside a variety of cultural institutions. This area is predominantly used by pedestrians and is landmarked by St Luke's church, which is praised for its architectural significance and hosting of cultural events.



- 01/** Ranelagh Place
- 02/** Lime Street Threshold
- 03/** Copperas Hill
- 04/** Mount Pleasant
- 05/** Renshaw Street
- 06/** Ropewalks

01/ Map of Character Areas

2.3 Transport, Movement and Public Realm - Connectivity, Movement and Public Realm

This sub-section summarises connectivity, movement and public realm within the study area and explores the principles of potential improvements within the framework area. The assessment is based on the assumption that the proposed Lime Street/St George's and Brownlow Hill schemes by Liverpool City Council (LCC) as part of the City Centre Connectivity programme are delivered as currently planned.

Following implementation of the Lime Street/St George's Scheme, Lime Street will be subject to a 20mph speed limit and become one-way between Skelhorne Street and Copperas Hill. Public realm will be significantly enhanced along the length of Lime Street and new taxi and coach laybys will support the proposed new hotel on the North Western Hall site. Along Brownlow Hill, there will be a like-for-like refurbishment of the existing carriageway between Ranelagh Place and Great Newton Street. Significantly enhanced public realm is planned for the section of Brownlow Hill west of the junction with Russell Street, towards the University of Liverpool.



Bus Routes (Post Lime Street Scheme)

Over 900 buses pass through Ranelagh Place daily. The routes shown consider the changes that will come forward as part of the Liverpool City Region Bus Routing Strategy (2016). In particular, the Lime Street scheme will restrict buses travelling to Queens Square from the south, rerouting many of them to Liverpool One. There are approximately 4 million annual journeys made by bus through Ranelagh Place. Any future changes to the highway layout in the area must reflect the fact that the area is of huge strategic significance for bus movements.

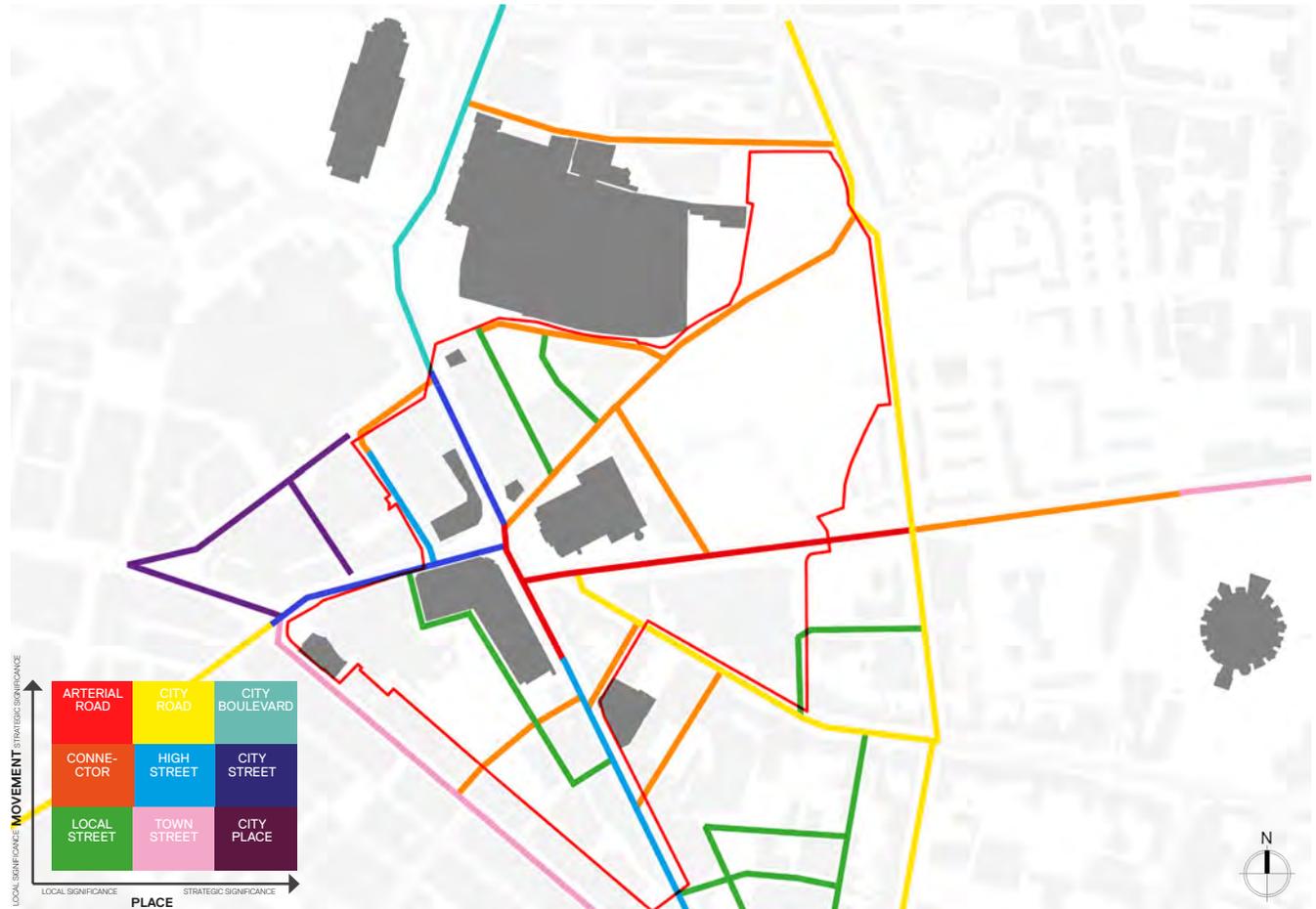
The bus shelters at Great Charlotte Street, Elliot Street and Renshaw Street are some of the most used in the city centre but have only the basic facilities. Improvements are required to encourage a modal shift from car use. It is imperative that travel by bus is attractive and reliable. Bus facilities at the bottom of Brownlow Hill next to the Adelphi are an important interchange for journeys to Knowledge Quarter and the Royal Liverpool Hospital. Facilities here should be improved, particularly as the new Royal Liverpool Hospital comes forward.



The Framework Area - Movement and Place

The Movement and Place matrix plan reflects the relative significance of streets within the Upper Central area in terms of both placemaking and movement of people and goods. Roads that score highly in 'Movement' terms are those that carry large volumes of traffic, whereas roads that rank highly on the 'Place' axis are those that better lend themselves to supporting social and cultural functions – including retail – and are key routes for pedestrians.

Significantly, Ranelagh Place around the Adelphi has the feel of an arterial road and is heavily trafficked at peak times as well as being unattractive for movements made on foot. This area has the potential to be a key space in the city centre with a high quality open public space to help attract greater footfall into the area and increase dwell time, creating a world-class gateway to the Knowledge Quarter and wider city. Brownlow Hill also has the feel of an arterial route but should be an attractive city boulevard that supports multi-modal movement as well as having the feel of a strong civic space, providing an attractive connections between KQ Liverpool, the rail stations and retail core.



The Framework Area - Road Traffic Collisions

Collision data for the past five years reveals several clusters of accidents within the study area as follows:

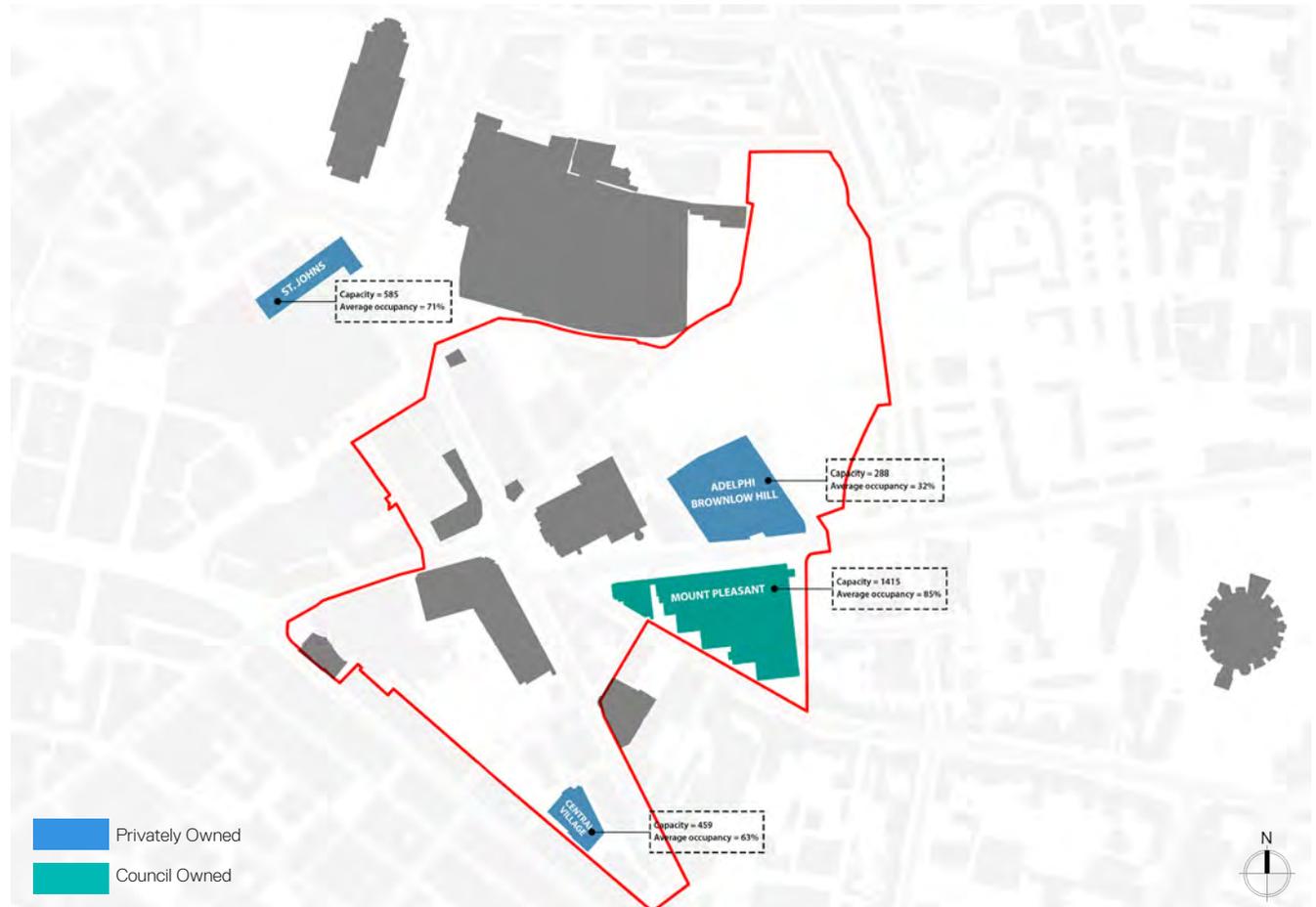
1. Liverpool Central / Ranelagh Street has a high number of road collisions, reflecting the high volumes of rail passengers crossing in the area. This section of street is dominated by taxis and buses.
2. The high number of road collisions along Lime Street are due to the volumes of traffic and poorly positioned pedestrian crossings. The new Lime Street scheme will reduce the volume/speed of vehicles travelling through the area as well as providing new crossings.
3. There is a high number of collisions at the Renshaw/Newington Street junction due to the number of pedestrians travelling from Bold Street to Mount Pleasant. The pedestrian crossing on Renshaw Street is located 30m away from the desire line and is therefore underused.
4. The most significant accident hotspot is at the junction of Bold Street and Hanover Street. A better solution is needed to manage the fact that this location is a key desire line for pedestrians walking to Church Street.



The Framework Area - Existing Car parking

The four publicly available car parks located in the area are St Johns (585 spaces, LCC owned), Central Village MSCP (459 spaces), Mount Pleasant (1415 spaces), and the Adelphi Brownlow Hill surface car park (288 spaces) providing over 2,700 spaces in total. Mount Pleasant has operated at 85% occupancy over the last three years and is now advised at 100%, significantly higher than the weekday averages for the Adelphi Brownlow Hill site (32% capacity). Both St Johns (71%) and Central Village (63%) have experienced similar levels of occupancy across the period.

The Mount Pleasant MSCP has had limited investment and offers poor user experience, low natural light and lifts/stairs which are unfit for purpose. The council's modest £4 per day charge contributes to its high occupancy levels. The demolition of the Mount Pleasant MSCP is a key opportunity for the SRF and bringing forward a new council-owned car park will help underpin new development. Proposals for new car parking will need to address the city's wider parking strategy including the 1,000 space car park at Paddington Village and any new University of Liverpool owned MSCPs.



The Framework Area - Retain Taxi on Skelhorne Street

Retaining the existing taxi rank at Skelhorne Street along with the Lime Street scheme could mean journeys to key destinations in all directions will be routed through Ranelagh Place (given the right turn ban at Skelhorne Street) increasing pressure on the highway network in this area. This point on the network is vital for supporting bus movements, and increased taxi usage may cause further congestion, and potentially safety issues as Lime Square comes forward as a more attractive and well used area by pedestrians.

Journeys to the north of the city to destinations such as Anfield may have to loop around Lime Street, whilst all city centre journeys to destinations such as the Albert Dock/Waterfront and Liverpool One could be routed along Ranelagh Street/Hanover Street giving rise to greater conflicts with the heavy pedestrian flows in the city centre, potentially posing greater road safety issues.



The Framework Area - Pedestrian Movement

There is a lack of connection between Lime Street Station and the Knowledge Quarter. Lime Street and Central Stations feel disconnected due to obstructed sightlines, poor wayfinding, and low quality public realm. The station entrance around Liverpool Central is poorly defined. Collectively, over 30 million journeys are made through Lime Street and Central Stations on an annual basis, with Liverpool Central being the busiest underground station outside of London. Interchange between the two stations must reflect their strategic importance.

Mount Pleasant MSCP represents an obstacle, blocking movement between key streets. Renshaw Street and Brownlow Hill feel like very separate parts of the city despite being geographically close. Existing crossings are poorly located and contain excessive guardrailing. Movement through Ranelagh Place funnels pedestrians onto the narrow footways on the south and west sides of the junction, increasing walk times and reducing journey quality between the city centre and the Knowledge Quarter.

The Bold Street/Hanover Street crossing, is also restricted by the busy bus thoroughfare which operates along Hanover Street. This should be a key space in the city centre that is both attractive and safe for pedestrians.



The Framework Area - Greenspaces

The Upper Central area is close to a few public parks such as the St. John's Garden and Roscoe Gardens. Nonetheless, the area severely lacks areas of high quality public realm / public spaces, as shown in the adjacent diagram, and is in need of an enhanced public realm that is focussed on the coordination of green spaces within this part of the city..



Main Transport Issues / Opportunities

1. Brownlow Hill and Mount Pleasant

The area between Brownlow Hill, Mount Pleasant and Renshaw Street offers a significant amount of highway space that could be better provided as new public realm. The highway and public realm here should 'talk' to the built environment, with public realm complementing new development.

2. Renshaw Street

Renshaw Street experiences heavy demand during peak hours but outside of those periods, the route can feel quiet and isolated. There is a need to reconsider the allocation of space on this corridor. The current design was developed to support the once thriving night time economy here, but these uses have since migrated. There is an opportunity to rethink how this corridor works for pedestrians and cyclists. This includes the potential delivery of new segregated cycle facilities and tree planting. This would have a wider effect in aiding regeneration in the area and supporting existing businesses.

3. Brownlow Hill

The corridor does not have the feel of a key city centre route as it should, owing to the lack of activity, absence of active frontages, and poor quality public realm.

Currently, this is little more than a dead space between the Knowledge Quarter and the city centre, when really it should be an attractive, vibrant connector linking the two areas and helping set the scene for the sense of place in Upper Central. Given the wide existing highway boundary, there is significant opportunity to develop new spaces and deliver high quality public realm.

4. Ranelagh Place

The headcount (shown on picture 4 opposite) gives an indication of the

typical number of vehicles and pedestrian passing through Ranelagh Place at any given time in the weekday interpeak period. It is clear that the existing allocation of space for pedestrians and vehicles is unbalanced due to a combination of wide highways, excessive guardrails and lack of crossings on desire lines.

The guardrails and limited pedestrian space funnel pedestrian movements along the west and south sides of Ranelagh Place constraining movement and creating issues of overcrowding on the footway outside Lewis's. For a key node of the city which experiences a high footfall, this is a poor-quality space that lacks any real focus on pedestrian flows and public realm.

5. Brownlow Hill – Adelphi

Along Brownlow Hill in the area outside the Adelphi Hotel, the carriageway is excessively wide. This carriageway is overproviding for vehicles and there is an opportunity to better utilise this space and enhance the pedestrian environment.

There is a significant opportunity to create a new major public space on Brownlow Hill, at the start of a new boulevard up towards the Universities and Knowledge Quarter. Enhanced public realm should talk to the built environment and have the potential to act as a spill out space for new development.

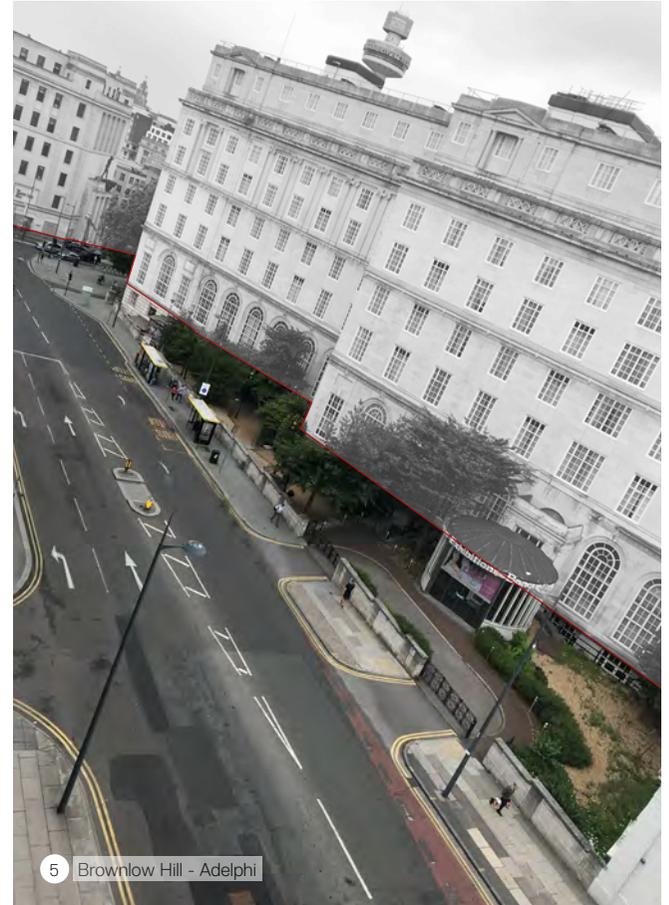
6. Liverpool Central

Liverpool Central caters for more than 16m trips per year. It is the busiest underground station outside of London, and alongside Lime Street, is in the top five busiest stations in the North West. There are currently several key issues at the station and in the surrounding area:

- The station gateway around Liverpool Central is a particularly poor pedestrian environment;
- The corridor along Hanover Street/Ranelagh Street experiences significant flows of buses and taxis throughout the day, leaving pedestrians marginalised;
- The platforms at Liverpool Central are not fit for purpose and frequently operate over capacity;
- Liverpool Central & Lime Street Stations feel disconnected, making for poor interchange. This is due to the lack of connecting sightlines, poor natural wayfinding, and absence of quality connecting public realm;
- Outside Liverpool Central, Ranelagh Street has a high incidence of road traffic collisions;
- The most significant accident hotspot in the area is at the junction of Bold Street and Hanover Street. This crossing is the busiest in terms of pedestrian movements in the entire City Region;
- Planned changes to bus routes as part of the Liverpool City Region Bus Routing Strategy (2016), and once the new Lime Street scheme is implemented, an increased number of bus movements will be made along Hanover Street and Ranelagh Street accessing Liverpool One.

High footfall and a major desire line along Bold Street and Church Street requires a better solution at the junction with Hanover Street/Ranelagh Street. This should be a key civic space within the city; a place to meet or dwell, free of clutter and with priority for pedestrians.

A new public space around the Lyceum could also provide the potential to re-think pedestrian access to Liverpool Central - enhancing pedestrian movement and providing a new, attractive station entrances.



2.4 Property Market Analysis- Property Appraisal

Liverpool has a population of c. 464,000. It is an important economic centre and comprises the principal retail centre in Merseyside. Liverpool is also an important cultural centre with more galleries and national museums than any other city in the United Kingdom outside London. The Knowledge Quarter is home to the city's leading creative and performing arts venues, as well as the city's two cathedrals.

Upper Central occupies a strategic position at the heart of the city, linking the Knowledge Quarter with the main retail district. It benefits from being home to Lime Street and Central Stations and also provides access to the Cultural Quarter, Baltic Triangle and Ropewalks.

The vision for the SRF envisages a range of uses, including residential, offices, hotels, retail and leisure, commensurate with the profile of the location.

Residential:

Build-to-Rent (BTR) has emerged as a significant sector over the last five years. Demand for residential accommodation in the city is mainly driven by students, young single professionals or couples, many of whom work or study in the city centre. Development activity in the city centre has largely focused on developing purpose built student accommodation but as this moves towards saturation point, investors are already seeing the residential market as being more lucrative, particularly new purpose built Build to Rent (BTR) apartments.

The Liverpool City Centre development pipeline continues to grow with a particular emphasis on new build, expanding the city centre boundaries. The Build to Rent Market is the largest residential growth sector in the Liverpool city region housing market. The future direction of the residential market in the Liverpool city centre region is optimistic

with a healthy continued demand for city centre rental accommodation, particularly high quality, more premium product at increased rental values.

It is arguable that the most successful Build To Rent schemes may be those which are well positioned close to transport links, the retail and business core and key amenities and Upper Central is well positioned in that respect.

Liverpool is a well-regarded education hub in the North West. Liverpool's three universities all have residential accommodation either owned or operated by a third party for their own students. However there is also a considerable amount of privately owned accommodation. There is an oversupply of student accommodation in Liverpool, but much of this stock is not up to modern standards and is situated in secondary locations. There is potential demand for student accommodation that is well designed and situated in close proximity to the city's amenities and universities.

There is an undersupply of high-quality, well designed new residential accommodation for sale in Liverpool city centre. Upper Central, therefore offers a unique opportunity to bring forward attractive residential accommodation, comprising high quality rental apartments, including a mix of bedroom styles.

Demand for new residential accommodation will come from a variety of customers, including:

- Young professionals and key workers currently living in the city centre, but seeking a new and attractive housing offer as part of a dynamic new community.
- Upper Central provides a unique opportunity to capture an element

of the graduate market that plan on remaining in the city.

Office Market:

The Liverpool office market has changed dramatically over the last 10 years with the emergence of a new Commercial District primarily focused around the Old Hall Street area which along with the Liverpool Waterfront has shifted the focus away from the traditional core. The city's office market can be divided into 4 main zones:

- Traditional core
- The Commercial District
- The Waterfront (Albert Dock/3 Graces/Princes Dock/Liverpool Waters)
- Ropewalks/Knowledge Quarter

The total office stock in the Commercial District continues to fall with a number of key buildings having been sold for alternative uses, such as hotels, apartments and residential. Meanwhile, there has been a lack of new build and speculative refurbishment activity in the Liverpool office market since 2011 which has further restricted supply. As such there is currently no Grade A office space available in the Commercial District. The area surrounding Upper Central (Renshaw Street/Ranelagh Street) currently has no core office market which is currently limited to "The Department" and "The Watson Building".

The City Fringe take up is dominated by occupiers in the Creative, IT, Digital and Media industries, focused on existing space within the Ropewalks/Baltic Triangle and within Liverpool Science Park/Knowledge Quarter. Short – medium term demand in Upper Central would be provided from low tech, creative/digital occupiers, potentially within a co-working "style" environment which may supplement other primary uses such as leisure

and residential. The proximity of the transport hubs is an attraction and will lend appeal to potential footloose occupiers.

The landscape with flexible workplaces and co-working is changing rapidly, and will continue to do so for the next few years. Occupiers large and small are changing their working practices and adopting a more flexible approach. This has resulted in niche flexible co-working operators emerging in the marketplace and this type of “flexible workplace” would be suitable to sit alongside alternative uses, providing a sense of community.

Office use would not be appropriate for the upper floors of existing buildings (e.g. Jacobs Building and surrounds) due to the current supply of stock within The Department and The Watson Building. Additionally, the majority of modern office occupiers require dedicated receptions/entrances, which would not be possible to provide.

Retail and Leisure:

Liverpool is the principal retail centre in Merseyside. Liverpool One brought about the long awaited regeneration of parts of Liverpool City centre and greatly enhanced Liverpool’s position as a major retail destination. Liverpool One also includes a large leisure element, anchored by an Odeon cinema, two hotels and numerous restaurants in addition to residential apartments. The success of the scheme has led to an increase in demand from retail and leisure operators that has seen surrounding areas regenerated as a result.

Whilst Liverpool One is the focus of retail in the city centre, Church Street remains a prime shopping thoroughfare. Liverpool’s main retail and leisure offer is diverse. Bold Street is home to an diverse mix of independent retail and food and beverage operators and Metquarter is being remodelled with an Everyman cinema alongside complementary F&B. Whilst there

is stress in the retail and leisure sector, Liverpool’s strengths ensure that there remains a healthy demand from a range of independent and national multiple occupiers.

Upper Central presents an opportunity to create new retail and leisure destinations through the development of The Circus and potential redevelopment of Jacob’s Building, as well as active ground floors within mixed use schemes.

Retail and leisure also can provide interesting uses that can stimulate interest in the area and create a vibrant new space.

Hotels:

Liverpool is one of the UK’s leading visitor destinations particularly for weekend leisure breaks based around football, nightlife and events. Tourism is a vital part of Liverpool’s economy and in 2017 Liverpool was the 5th most visited city in the UK for international visitors and 7th in England for domestic visitors (2016), with tourism worth £4.53bn to the city region’s economy. Hotel market performance has grown impressively in the past five years. Whilst the city is relatively price sensitive midweek, Upper Central’s position in close proximity to the cultural and creative quarters and to major transport hubs makes it an attractive area for hotel operators.

In light of the above we consider that the potential uses that could be provided in the SRF for each of the character areas , are :

1. Ranelagh Place: new commercial space, hotel, retail and leisure including active ground floor frontages. Meanwhile uses to include independent food and beverage alongside retail along Hawke Street.
2. Lime Street: Retail and leisure at ground floor with occupiers

comprising both multiple and independents. Residential development on the upper floors which do not support office uses.

3. Copperas Hill: Active Retail and leisure uses at ground floor to complement the education offer including the student life and sports building. Commercial and student accommodation may also be supported.
4. Mount Pleasant: A major new mixed use scheme including ground floor retail and leisure, with offices and residential above. Commercial offer focused upon innovation, life science, and more traditional office tenants ranging from start up incubator units up to footloose occupiers. High quality student uses could also be accommodated to complement the existing education offer.
5. Renshaw Street: Ground floor will support independent food and beverage and retail units. Upper floors to provide residential accommodation.
6. Bold Street: The redevelopment of Central Station will support grab’n’go retail and food and beverage for commuters, with ground floor retail on Ranelagh Street. Leisure development including potentially a cinema will complement the food and retail offer and the strong tourism offer.

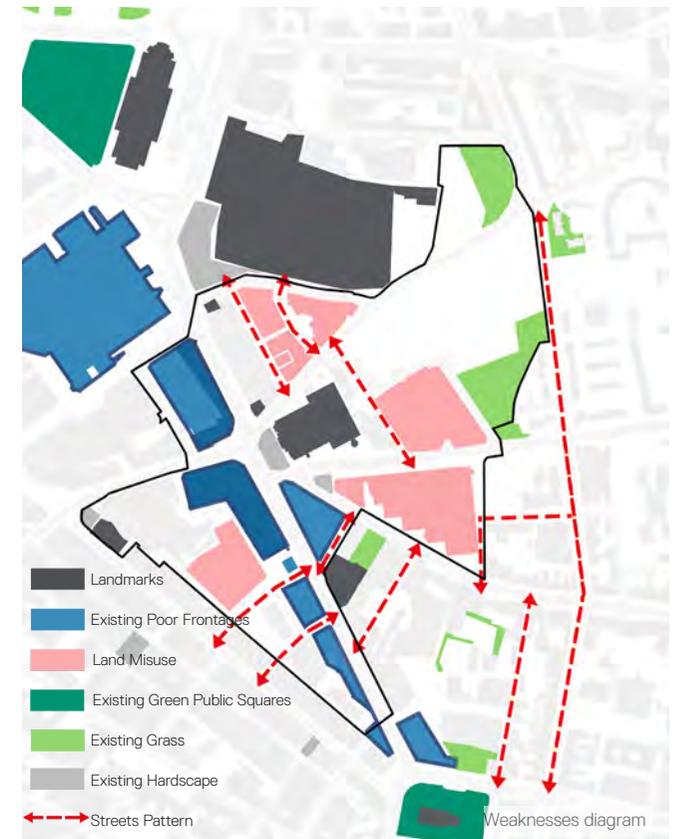
2.5 SWOT Analysis for the SRF Area

Strengths

- Exemplar heritage assets and listed buildings unique to Liverpool.
- The area contains the city's national train station and busiest underground station channelling approximately 30 million visitors per year.
- Converging point for key city districts.
- Contains key vistas and views to iconic landmarks.
- Short walking distances to key city centre locations, waterfront and Knowledge Quarter.
- Well connected bus and taxi network.
- Over-allocation of cheap car park spaces.
- Contains some successful streets with good links to the Main Retail Area.
- Increase in height and density with high levels of student accommodation recently constructed.
- Large council owned plots of land.
- Permission granted on schemes in and around the framework area.
- Positive uses vs non-contributory uses.
- Linking and supporting with emerging initiatives.
- Integrated approach.

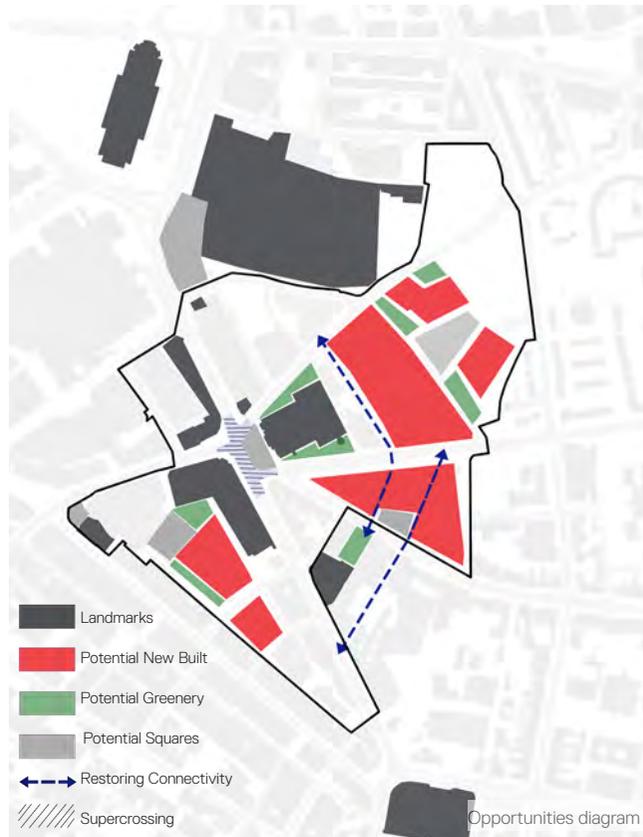
Weaknesses

- Poor first impression of the city.
- Convoluted and indirect connection to the Knowledge Quarter and university campuses.
- Restrictions with heritage sensitivities and conservation areas.
- Poor pedestrian connectivity and permeability across the site due to obstacle buildings and poor wayfinding.
- Lack of quality public realm throughout the area.
- Minimal quality green spaces.
- Undersold and partly unoccupied heritage assets.
- Vehicle dominant area with excessive quantities of road vs footpath.
- Under-developed plots of land.
- Access and parking.
- Varied land ownerships outside of Liverpool Council's control.
- Largely poor quality ground floor frontages.
- Lacking in diverse business uses appropriate for a thriving destination hub.
- Contains uninviting and potentially unsafe areas including poorly lit routes.



Opportunities

- Potential to create a strong gateway and brand identity and vastly improve the first impression of Liverpool.
- Quick wins and temporary uses throughout the area to engage with stakeholders and the public.
- Potential to extend the city centre particularly to the north towards the new Fabric District.
- Potential for new innovation in buildings and uses.
- Flagship model of sustainability for Liverpool.
- Opportunity for new high quality public realm.
- Supporting major infrastructure commitments.
- Respecting and enhancing heritage assets to sell Liverpool internationally.
- Building on existing and emerging regeneration initiatives.
- Large available development plots with potential to attract global investors and businesses.
- Reconnecting the various quarters and primary streets which form the area.
- Improve the highways and transport routes to enable a desirable pedestrian experience.



Threats

- Controlling emerging development and understanding appropriate building heights, quality and use and maintaining the correct balance of development.
- Possible loss of financial contributions from parking assets and how this is resolved.
- Location and access of any new proposed car parking spaces.
- Preserving key views and vistas both locally and including distant views concerning the World Heritage status guidance.
- Difficulty in altering key transport routes, primarily within the existing bus network.
- Disruption to the road network during upgrading works.
- Any environmental impact of proposals.
- Attracting suitable and reputable investors to the area.

STRATEGIC POLICY AND PLANNING POLICY

Upper Central sits within the Knowledge Quarter Mayoral Development zone and is an area with the potential to generate transformational economic growth through the fostering of innovation and creativity. The SRF has been developed with full consideration to strategic policy and regeneration context for the framework area, which is summarised in this section. A fuller review of the strategic and planning policy context is contained in Appendix 2.

03

Strategic and Regeneration Context:

The Upper Central SRF area occupies a strategically important location and is a key link between Liverpool city centre and the Knowledge Quarter. The framework area forms part of the wider Knowledge Quarter Mayoral Development Zone; home to thriving university campuses which accommodate some of the over 54,000 students attending the three universities within Liverpool. Since 2000, over £600 million have been invested in this zone and this area is currently seeing over £2 billion worth of investment being ploughed into this locality.

A number of important strategies and regeneration frameworks provide the strategic context and impetus for the growth of the wider Knowledge Quarter and the City Centre, including:

- A 2011 Strategic Investment Framework (SIF) was created for the Liverpool Knowledge Quarter which supports and guides investment within this area of the city centre, focusing on the development of the knowledge economy;
- The Liverpool City Region Growth Strategy 2016, prepared by the Liverpool City Region Local Enterprise Partnership (“LEP”), seeks to capitalise the strengths of the City Region, to unlock growth by creating tens of thousands of new jobs and new businesses over the next 25 years.
- Liverpool City Centre Strategic Investment Framework (“SIF”) provides an investment framework and a strategic direction for the city centre. It supports the growth of new creative and innovative sectors and encourages the evolution of the Knowledge Quarter and its surrounding areas.

Planning Policy Context

The relevant planning context is set out in the National Planning Policy Framework (NPPF), which provides the overarching planning framework that underpins decision making the plan making process in the UK, and Liverpool’s Development Plan. The NPPF expects the planning system to embrace positive development and to deliver the types of sustainable development that will create inclusive, mixed and vibrant communities.

The Liverpool Unitary Development Plan (UDP) was adopted in 2002 and its saved policies, along with the Joint Merseyside and Halton Waste Local Plan (2013), form the existing Development Plan for the framework area. The Council is currently preparing a new Local Plan for Liverpool, which will supersede the policies of the UDP. The new Local Plan was submitted for independent examination in March 2018.

Within the Adopted UDP the SRF area is identified under a number of saved UDP policies. These primarily designate the area for mixed use development, alongside areas identified for a variety of uses under allocation M48 (Brownlow Hill/ Russell Street) and part of the area falling within the city centre boundary. The framework area is surrounded by a number of conservation areas

Within the draft Local Plan the framework area has retained the majority of the allocations as set out within the UDP and introduces a specific policy which covers the Knowledge Quarter Character Area. Draft Policy CC3 (Character Areas – Knowledge Quarter) states that within the Knowledge Quarter a mix of uses will be supported to create a world-class place of innovation and discovery in science, technology, education, medicine and culture. Specifically, office, community, educational and residential (including student) uses will be encouraged within this area supported by ancillary uses and infrastructure. Proposed development

within this area should demonstrate contribution to promoting the clustering of knowledge economy assets, attracting businesses, place-making and improving connectivity. Particular attention should be paid to those proposals which lie within the World Heritage Site Buffer Zone, with special regard to views in and out of the area.

In addition to the adopted and emerging planning policy, there are a number of adopted and emerging Supplementary Planning Documents which provide more detail, and which will be material in determining applications on this site. These include:

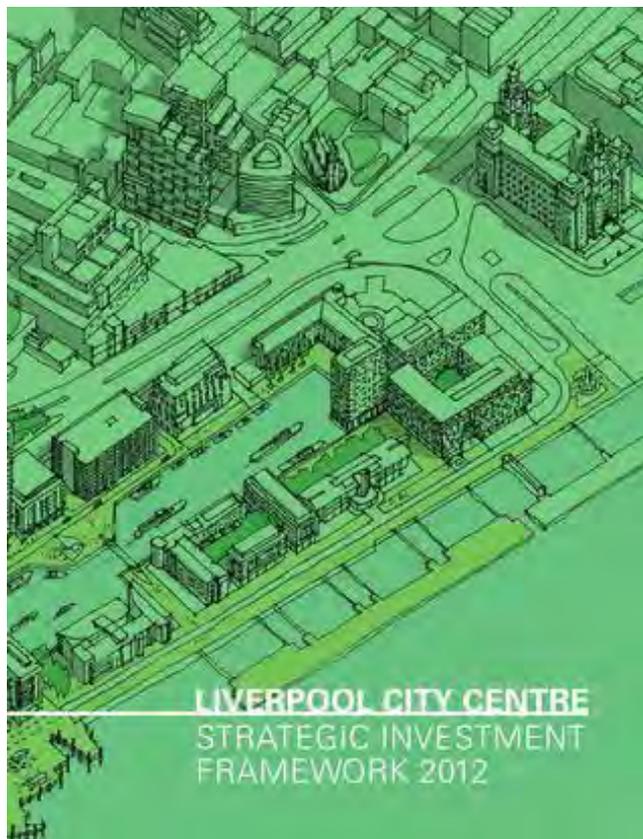
- World Heritage Supplementary Planning Document (October 2009);
- Liverpool Maritime Mercantile City World Heritage Management Plan 2017-2024; and
- Future Tall Buildings SPD (anticipated 2019).



Planning Application Context

Within the Framework area there have been a number of historic and more recent planning applications of note that are of relevance to the SRF. These provide an emerging planning context of redevelopment and regeneration that can be built upon through the delivery of this SRF. A list of relevant applications is set out in Appendix 2, with a summary of some of the key applications set out below:

- 18F/1410 – Former Royal Mail Office, Copperas Hill – Proposals by Liverpool John Moores University for new Student Life and Sports Buildings;
- 17F/1984 – Former Lewis' Building – Proposals by Augur for works including the temporary ground of use of the lower floors;
- 15F/0525 - 45 and 51 to 79 Lime Street – Proposals by ION for a mixed-use development comprising ground floor commercial, retail and leisure uses (Use Classes A1-A5) with hotel above and student accommodation
- 11F/2003 - Watson Building - Proposals by Central Regeneration Ltd to erect an eight-storey extension to Watson Building in connection with its conversion to B1 office use
- 05F/3082 - Central Village – Proposals by Central Regeneration Limited to erect a mixed development consisting of five buildings of 25, 20, nine, nine and five storeys, incorporating:- residential accommodation (Class C3); hotel (Class C1); retail, food and drink, financial and professional services, assembly and leisure, non-residential institutions, business and marketing suite uses.



Summary

The Upper Central SRF is underpinned by a robust and extensive strategy, regeneration, and planning context that seeks to promote sustainable development and growth in the city centre and the wider Knowledge Quarter. The Development Framework that forms the basis of the SRF is rooted in adopted planning policy and will assist the Council and developers in bringing forward development proposals that accord with planning policy and assist in delivering Upper Central's vision.

OPPORTUNITIES & VISION

The Upper Central SRF provides a unique opportunity to build on the distinctive character of the Knowledge Quarter and its multifaceted character zones and stitch this important part of the city back into the rest of the city centre. The vision is based upon continuing the successes of the wider Knowledge Quarter developments and capitalising on the significant development and regeneration opportunities within this part of city. This section sets out a vision for the site that is underpinned by overarching masterplan principles, which were developed during consultation as a set of guiding ideologies and initial concepts that define Upper Central as a place with a distinguishing character and purpose.

04

Vision of the Upper Central SRF

The Knowledge Quarter aims to **cultivate and encourage** collaboration in a variety of sectors i.e. health, medicine, technology, science and design as well as the various institutions these sectors work within; as a means of collating the city's isolated pockets of expertise and excellence under one umbrella; the Knowledge Quarter.

There are many catalysts required to **work in unison** in order to cultivate this unified 'whole'. The **connections** necessary to do so do not stop at the physical; but extend into the digital and professional, however, a key driver in this unification comes down to how the city is physically arranged; the architecture, urban design and infrastructure.

Many of the already established educational institutions as well as those planned and currently in development reside outside of the city centre and as such, the **physical link** between this and the city centre needs to be created and repaired, **establishing a strong connection** between the two.

The point at which this **interconnectivity and interactivity** can happen is in what has been named **Upper Central**. Geographically located in the heart of the city, the Upper Central curtilage contains already well-established infrastructure and transportation hubs; **connecting the city to the rest of the UK**. This provides a strong base in which to build and repair this **nucleus**, with Upper Central effectively **becoming the bridge** between Liverpool city centre, the wider city and the rest of the Knowledge Quarter.

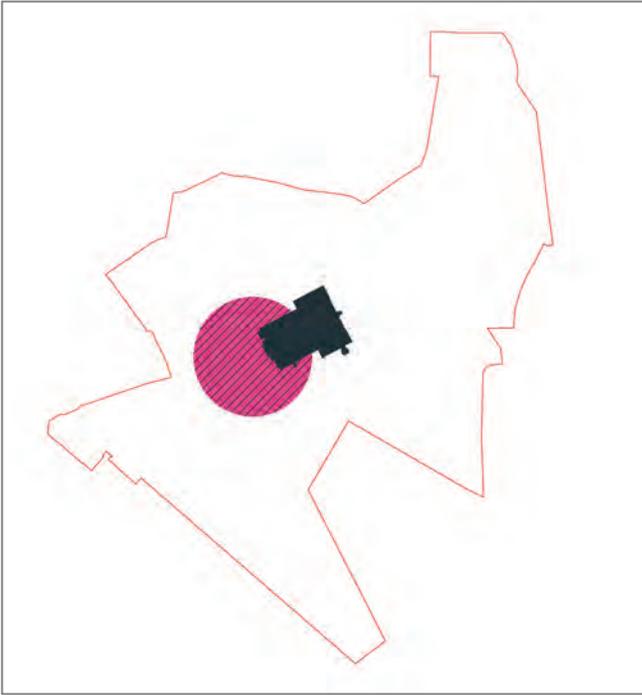
This SRF sets out a vision, a set of design and development principles, and an illustrative masterplan to guide and continue the future development of Upper Central into:

1. A vibrant new city centre district that can accommodate a mix of uses that blurs the boundaries between surrounding districts, in **excess of 2.5m sqft** of new development opportunities and creating **up to 7,000** new jobs.
2. A new sustainable, walkable and recognizable Gateway location within the city, promoting pedestrian movement, permeability, increase dwell time; and a positive first impression to millions of residents and visitors arriving into the city centre at Lime Street or central stations.
3. An exemplary mix of modern design and iconic historic buildings set within high quality public realm that creates a place that is distinctly Liverpoolian and attractive to occupiers, residents and investors.



01/ Upper Central Vision sketch

Key Spatial Principles



Ranelagh Place

- A key arrival space, a new landmark public space for Liverpool
- Pass & Pause - offers pedestrians both ease of movement and a place to meet and gather
- Discourages vehicular traffic through traffic calming measures
- Creation of Super-Crossing



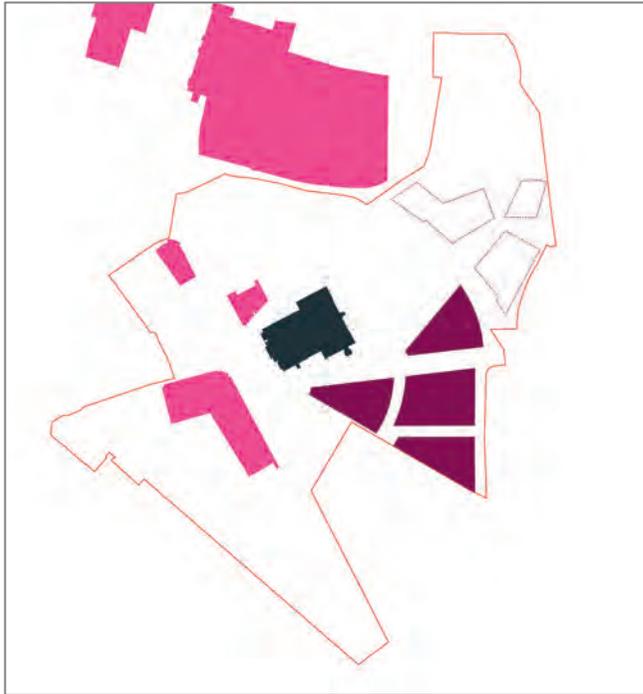
Great Streets

- Existing main routes to be upgraded into high quality streets for the benefit of the pedestrian
- De-engineering, narrowing of carriageways, pedestrian crossings and planting
- Sensitively framed by new and old buildings



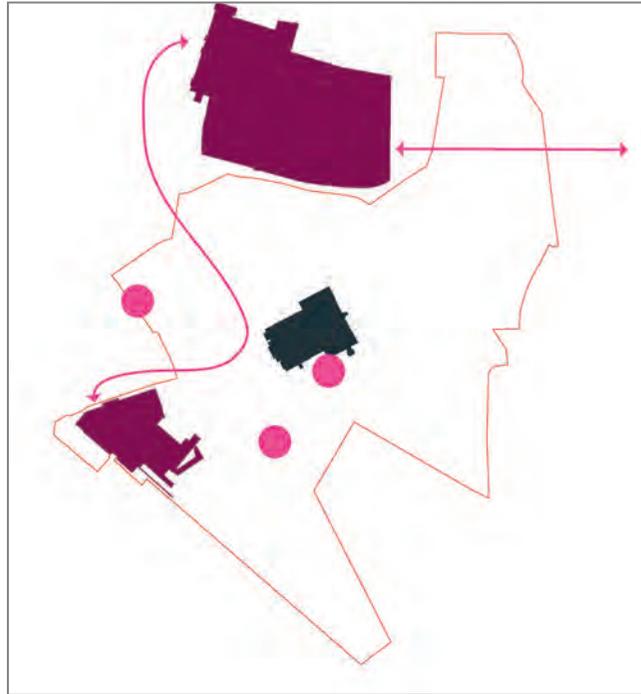
Lost Streets

- Re-instating the lost network of north-south connections previously found in the area.
- Streets smaller in scale and favouring the pedestrian



Iconic landmark Buildings

- Improving the setting of existing key buildings
- Retaining views to key existing buildings
- New buildings of high quality design, sensitive relationship to the street and complementary scale
- Opportunity for limited landmark buildings at key strategic locations



Transport and Movement

- Improving connectivity between Lime Street Station and Central Station through Ranelagh Place
- Creating suitable settings for existing bus stations and terminals (shown above)
- New back entrance to Lime Street Station for direct connection to the Knowledge Quarter



High Quality Uses

- A true mixed use district
- Blurs uses and supports main retail area and Knowledge Quarter Liverpool
- Flexibility and innovation
- Suitably located multi-storey car parking
- Active ground floors

Key Themes

A series of key themes have been established to set out the overall objectives of Upper Central, help to deliver the SRF vision, and to guide the future development of the framework area and underpin a more detailed approach to character areas and development opportunities. These themes will draw on planning and strategic policy, the SRF vision, and aspirations of LCC and key stakeholders

THEME 1: Creation of a True Gateway for Liverpool

Creating a true and appropriate gateway district for Liverpool is essential in the regeneration of this part of the city. The SRF area sits within a prominent location at one of the key entrances into the city centre and the wider Knowledge Quarter area but currently lacks distinction or activity, and has lost its sense of place and attraction that existed in the past. It is currently a barrier to movement and prevents other city centre neighbourhoods such as the Knowledge Quarter, the main retail area and the waterfront from knitting together successfully. The SRF will promote innovative approaches to design to enable the reimagining of spaces, buildings and streets, in particular supporting the creation of new public spaces, which will inject life back into this area and reclaim its uniqueness. The SRF requires a design response that reflects the grandeur of the existing historic buildings but encourages new development of individuality. Together these will produce a dynamic and prominent destination that will draw people in, and signify the start of the city for those arriving by rail. This space should be about the celebration of Liverpool and the many diverse characteristics of the city should reflect the multifaceted elements of the city through the combination cutting edge modern architecture and iconic historic buildings.

THEME 2: Improving permeability, linkages to the rest of the city, and pedestrian experience

Improving permeability, linkages and the pedestrian experience is integral to the future development and regeneration of the SRF area. The gateway

should present the highest degree of permeability allowing people ease of access both within the SRF area and through the spaces which link to the rest of the city. The SRF supports the revitalisation of the pedestrian experience in an area dominated by car transport and new and enhanced public spaces and pathways will be encouraged to support this. The SRF area should not be isolated from the rest of the city but should be an area of fluidity that can be accessed by a variety of modes of transport. Improvements to vehicle, cycle, pedestrian and public transport connectivity will be promoted; such as the enhancements to the cycle and pedestrian experience along Renshaw Street, the formation of a one-way system at Lime Street and the creation of a new public realm and supercrossing at Ranelagh Place. A major aspiration of the SRF is to promote a new pedestrian access/egress point to Lime Street Station from the east to connect to Copperas Hill and allow ease of movement up to the Fabric District and the wider Knowledge Quarter, including Paddington Village and the Universities. Any development within the SRF area should be of a high quality, be cognisant of the need to improve permeability and the pedestrian experience and should demonstrate how opportunities to support these principles have been seized.

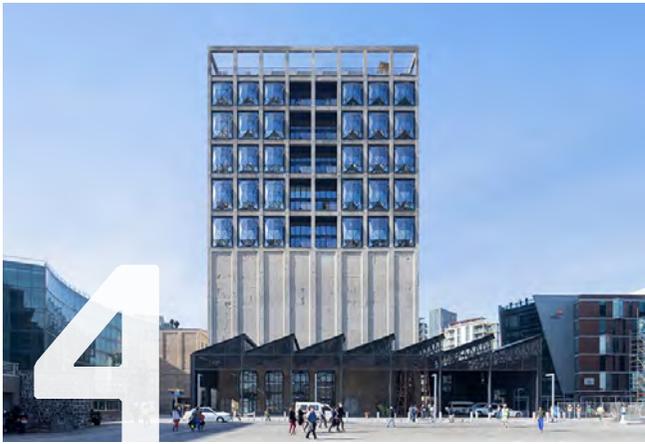
THEME 3: A mix of uses to create a quality of place and identity

The SRF area will play a key role in the economic and employment growth of Liverpool, the Knowledge Quarter, and the wider city region. The SRF will support this growth by building upon the existing character and uses within the area. Traditional employment businesses will be revitalised and joined with creative and innovative new industries, alongside complementary opportunities for residential, leisure, education, tourism, culture, commercial and ancillary uses. Further provision of purpose-built student accommodation may be supported if it can demonstrate a role in meeting the wider needs of the higher education institutions. The SRF area is already home to a number of different uses and the SRF intends to capitalise on this existing infrastructure by allowing for the expansion

of existing businesses and providing opportunities for new businesses and facilities to enter. This mixture of uses will help reinvent this area of the city into 24-hour destination, bringing back the life this area once had, and will help create a truly metropolitan space with a revitalised identity. The SRF will encourage businesses and development that will provide employment opportunities and will support the vision for each of the character areas within the SRF area. This will include the creation of a new commercial-led Hub at Mount Pleasant and will encourage the regeneration of the former Lewis's building into Circus, providing a plethora of retail, leisure and commercial uses. It will create a boulevard along Brownlow Hill, which will provide the SRF area with active frontages and a 24-hour offer that will transform this area into a destination people want to travel to and spend time in. The SRF area's proximity to Liverpool's busiest train stations means that high quality new commercial development could attract new businesses to the area and the City Region that don't need to be within the Commercial Business District. Combined with this will be new space for creative, life science, and innovative new industries to grow out of the Knowledge Quarter in a range of spaces capable of housing incubator units to regional headquarters, further adding to the draw of the wider Knowledge Quarter vision.

THEME 4: Striving for High Quality Design, Appropriate Massing, and Landmark Buildings

A key aspiration for the SRF is to drive exemplary design quality for new development, be that public realm, architecture, public art, or shopfront design. Part of the vision for the SRF is for the area to be recognisable for its combination and juxtaposition of magnificent restored heritage assets with world class new forms of development. In order to facilitate this it will be expected that new development opportunities are brought forward in a collaborative manner with input from key stakeholders and statutory consultees. All major developments are expected to be reviewed by Places Matters and demonstrate the highest standards of design. There



could be opportunities for areas of greater height, including the potential for landmark buildings within the area, which could be recognisable by either their architectural innovation, sustainable credentials, or massing. It is expected that there will be a mid-rise datum of up to five to eight storeys across most of the SRF area but there will be the opportunity for areas of greater height, including the potential for landmark buildings to be explored in key areas. Any such landmark buildings will need to be brought forward as part of a city-wide plan-led approach to Tall Building, and will be assessed in conjunction with current planning policies and design guidance, which includes (once adopted) the New Local Plan and its evidence base, and the World Heritage Site SPD. Any proposals for tall buildings over 15 storeys will need to include a full assessment of their impacts and key views, heritage assets, and the Outstanding Universal Values of the World Heritage Site, including verified views.

THEME 5: Provision of high-quality infrastructure

To realize the full potential of the SRF area, high quality infrastructure will be required to support and contribute to the new district. The SRF will deliver and encourage new areas of public realm that will help to populate the area and create dynamic and interactive spaces. These spaces will need to be well thought out and acknowledge their role in improving the pedestrian experience, alongside their relationship with the built environment. Buildings that contribute to and synergize well with public space will be encouraged, and new development will be required to be of a high-quality, helping to improve the aesthetics of the area. Buildings or features which currently detract from the character of the area will be redeveloped or revitalised using the design principles set out within this SRF. To support the businesses and educational facilities within this area, the SRF will encourage the provision of innovation space that can be used for both existing and start-up businesses. This will add a new and exciting element to the area which will contribute to the offer within this location. These facilities will require high-tech infrastructure such as superfast

broadband and the SRF is committed to ensuring this is delivered.

THEME 6: Holistic view of development context and creating a new city district

Creating a unique sense of place and identity, where the distinct characteristics of Upper Central are enhanced is essential to the success of the framework area. The SRF will promote the development of spaces and buildings which contribute to the branding and principles of the Gateway to create a new metropolitan space that is distinctly Liverpoolian and appealing to residents and visitors alike. The SRF requires a design response that promotes quality and a sense of place yet reflects the existing characteristics of the area, including its unique character, grain and heritage. The SRF recognises the many characteristics of the framework area and also acknowledges that key streets and spaces have become lost and disintegrated. Through the masterplan for the area, the SRF seeks to build upon these existing conditions and intends to re-create an identity for the area. The SRF will promote uses which are appropriate for each of the character areas, following the principles outlined within this document. Together they will combine to create a vibrant and distinctive new quarter in Liverpool where people want to dwell and visit. The key to the success of this district will be successfully combining the redevelopment proposals with the existing fabric of the area. New development should complement, yet be distinct from, the developments proposed around the framework area which include Paddington Village, the wider Knowledge Quarter development and the University of Liverpool and John Moores University masterplans. Liverpool City Council is working with marketing agents and the key stakeholders on the potential branding of the SRF area to help define this identity and attract tenants, residents, and investment.

THEME 7: Preserving and enhancing heritage assets

The framework area contains significant designated heritage assets, including a number of key listed buildings such as the iconic Grade II listed Adelphi Hotel. The SRF area is also located within the Liverpool Maritime Mercantile City World Heritage Site Buffer Zone and is surrounded by four conservation areas each with its own unique identity. Any development within the framework area should respect, preserve and enhance the important heritage of these key assets, having particular regard to the status of the adjacent World Heritage Site, and the unique character of the listed buildings within the vicinity which are of a similar era but represent their own unique vernacular. Proposals that seek to restore or enhance important buildings and those that contribute to the intrinsic character of the area and their setting, including securing their long-term use, will be encouraged.

THEME 8: Delivery and collaboration

The SRF promotes a collaborative approach to the development of the framework area that supports existing partnership arrangements between Liverpool City Council, businesses and the local community. Engagement with key public and private stakeholders should be undertaken to inform all future acquisitions and development proposals. The SRF will support strategic acquisitions to deliver key elements of the vision for the area, including critical infrastructure, public spaces and uses.



THE DEVELOPMENT FRAMEWORK

A development framework that underpins the Upper Central SRF has been prepared to support the overarching vision for the framework area, It has been developed with full regard to the existing physical characteristics of the area, the overarching themes of Upper Central and the ongoing consultation with key stakeholders.

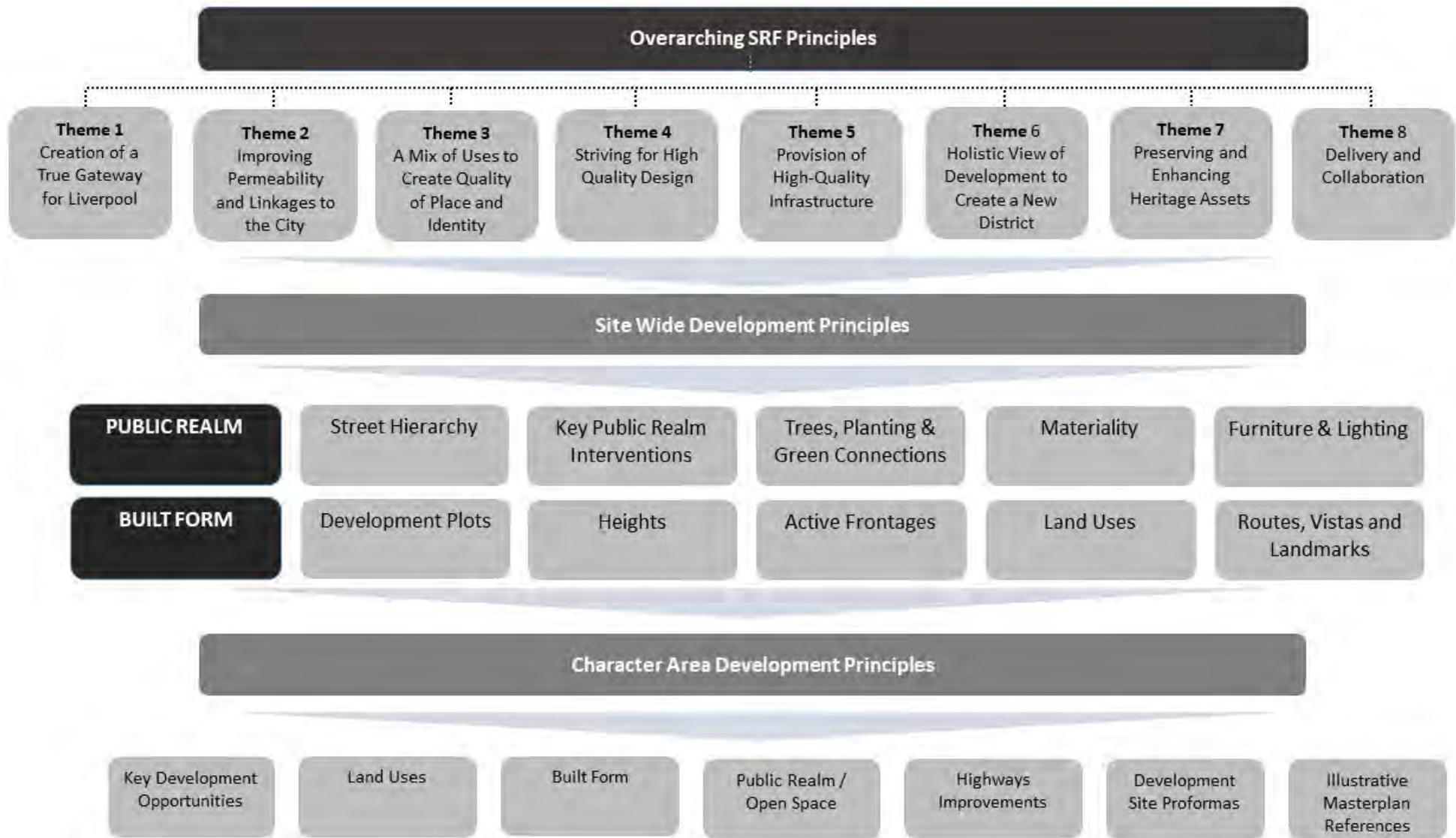
05

The Development Framework

A development framework that underpins the Upper Central SRF has been prepared to support the overarching vision for the framework area. This will be used to guide future development and be a material consideration against which future planning applications will be considered

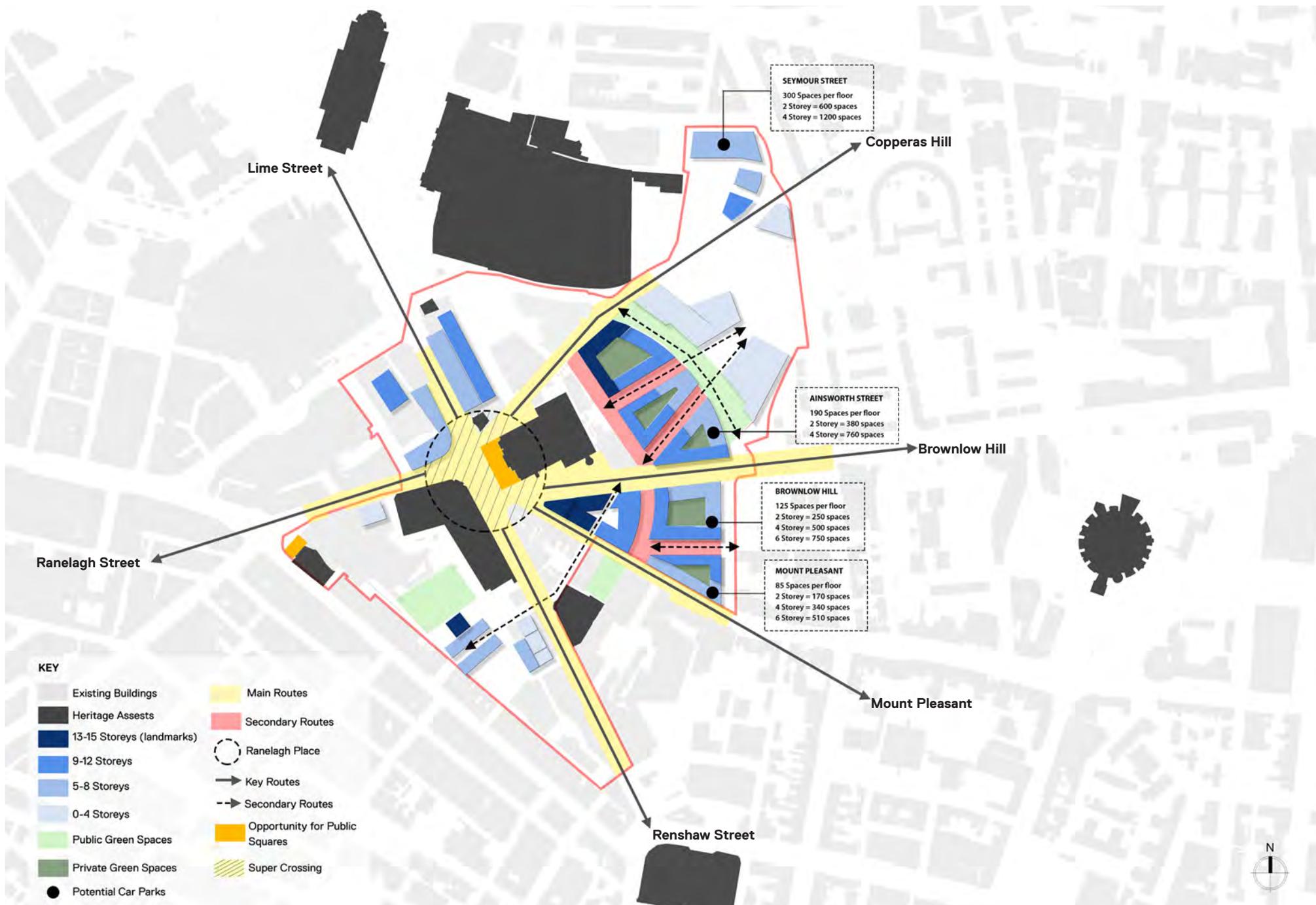
It provides:

1. A set of eight SRF - wide themes (described in previous section) that are intended to underpin a more detailed set of site-wide and character area development principles;
2. A series of site wide development principles covering strategic public realm and built form aspirations within the SRF area;
3. A set of development principles for each of the six character areas that indicate how the site wide principles should be delivered;
4. Individual development proformas for each key development site that will be used to guide future planning applications; and
5. An illustrative masterplan which provides one possible spatial arrangement of how the development principles might be interpreted and applied across the framework area.



5.1 The Development Framework Plan

The Masterplan principles underpinning the vision for the Upper Central SRF area have been drawn together and physically expressed through the Spatial development Framework plan.



- KEY**
- Existing Buildings
 - Heritage Assets
 - 13-15 Storeys (landmarks)
 - 9-12 Storeys
 - 5-8 Storeys
 - 0-4 Storeys
 - Public Green Spaces
 - Private Green Spaces
 - Potential Car Parks
 - Main Routes
 - Secondary Routes
 - Ranelagh Place
 - Key Routes
 - Secondary Routes
 - Opportunity for Public Squares
 - Super Crossing

PUBLIC REALM FRAMEWORK

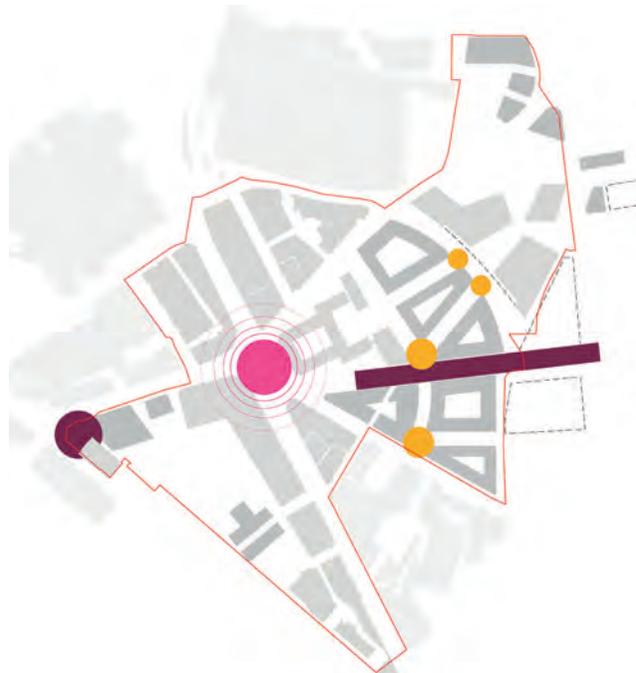
5.2 Public Realm Framework

The site-wide public realm framework builds upon and provides future detail on the key public realm interventions envisaged within the SRF area.



Street Hierarchy

The street hierarchy is defined by different treatments of the street profile and the relationship to the street of the building blocks framing it. This will result in a comfortable environment of human scale for all users moving through the spaces in different ways, and a sense of place and orientation.



Key Public Realm Interventions

A few existing spaces within the site have been identified for improvement and definition as key public spaces. Connected by walkable streets and active corners, with opportunities for dwelling and pausing and an overall sense of place, this will transform the area from a space of passing-through, to a place of meeting and staying.



Trees, Planting & Green Connections

There is opportunity for the site to use trees and planting in an intelligent way, both for the area's beautification, as well as in the form of SUDS and other stormwater mitigation measures. Trees as a key element of design will line main streets to form urban boulevards and announce destinations, with anchor trees accentuating corners.



Materiality

The choice of paving materials and treatment will reflect the street hierarchy and enhance the dwelling quality of streets and spaces. A choice of high quality and robust, but modern and eclectic paving materials will support street life, complement the architecture and reflect the innovativeness of the quarter.



Furniture & Lighting

An improved public realm will be supported by a selection of simple and multifunctional furniture which will support everyday dwelling, and also provide opportunities for temporary and performative installations. Street lighting will help extend the use of streets and spaces into the late hours, and building lighting will be used to accentuate the façades of historic and new buildings.



Art & Installation

The re-imagined Ranelagh Place will offer opportunities to showcase art, including that from students of the university's art schools, and can spill-out onto Brownlow Hill. Visual art can also be included in the very design of the public realm and the new buildings.

Street Hierarchy

The approach to managing traffic and street design has stemmed primarily from the wish to ease pedestrian movement through the space, as well as creating an urban environment comfortable enough for people to dwell in. This is also underpinned by an ambition to create a beautiful and awe-inspiring place, defined by the historic and proposed edging buildings, and not its highways and vehicular traffic.

A differentiation in width and character of the streets will aid orientation and navigation.

The hierarchy of streets consists of:

- Primary streets - Existing main arteries within the site leading to further destinations, their re-design aims to reconcile pedestrian, cycle and vehicular movement, ultimately discourage vehicular through-traffic and improve the pedestrian and cyclist's experience
- Secondary streets - Streets between the new proposed blocks, characterised by narrow carriageways, wide pavements and tree planting
- Concentric streets - Re-instating the 'lost' north-south streets, enabling movement in this direction; the streets are pedestrian-priority orientated



Highways - Quick Wins

The re-design of streets within the site can be divided into 3 stages, depending on the level of intervention needed:

Tidy up and de-clutter - Great Charlotte Street and Elliott Street, Copperas Hill, Mount Pleasant

Subtle changes to street scene to improve look and feel:

- Remove unnecessary street clutter e.g. A-boards, excessive guardrail, and bollards;
- Rationalise street furniture by integrating street functions such as lighting posts, traffic signage and litter bins to a single post.

Rethink traffic management - Renshaw Street, Lime Street, Ranelagh Street

Improve the function of streets by changing how users interact with them, and each other:

- Rebalance how streets function through rethinking traffic management;
- Greater traffic calming, pedestrian priority crossings, and cycling infrastructure.

Recreate the street - Ranelagh Place, Brownlow Hill

Transformational change, flipping the mode hierarchy to a pedestrian dominated space, creating new destinations:

- Attractive, high-quality public realm, and landscaping.



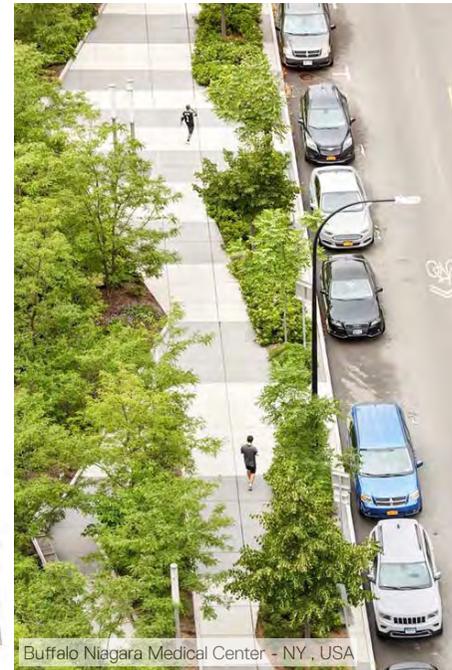
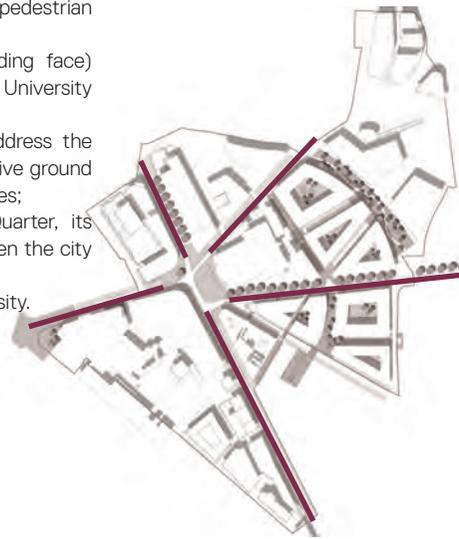
Hierarchy of Streets - Primary Streets

Vision

The primary streets are the main arteries of this part of the city centre, and will be used to announce the Knowledge Quarter, offering the pedestrian and cyclist a high quality urban experience, and extending a sense of 'urbanity' from the city centre up to the heart of the Knowledge Quarter at University Square. A tree-lined street, edged by high quality buildings, a combination of old and new. Active ground floors will contribute to a sense of vibrancy and destination.

Design Principles

- De-engineering the street - removal of street clutter, narrowing the carriageway, widening footpaths, lowering kerbs, adding pedestrian crossings;
- Consistent width of the street (building face to building face) corresponding to the eastern end of Brownlow Hill by University Square of approximately 20m;
- Proposed building lines are tightened to frame and address the street with sensitive treatment of ground floors with active ground floor uses, wide comfortable footpaths and spill-out spaces;
- The street becomes the spine of the Knowledge Quarter, its backbone, creating a legible and accessible route between the city centre and the wider Knowledge Quarter;
- Opportunity for SUDS and measures to increase biodiversity.



Buffalo Niagara Medical Center - NY, USA



War Memorial Park - Singapore

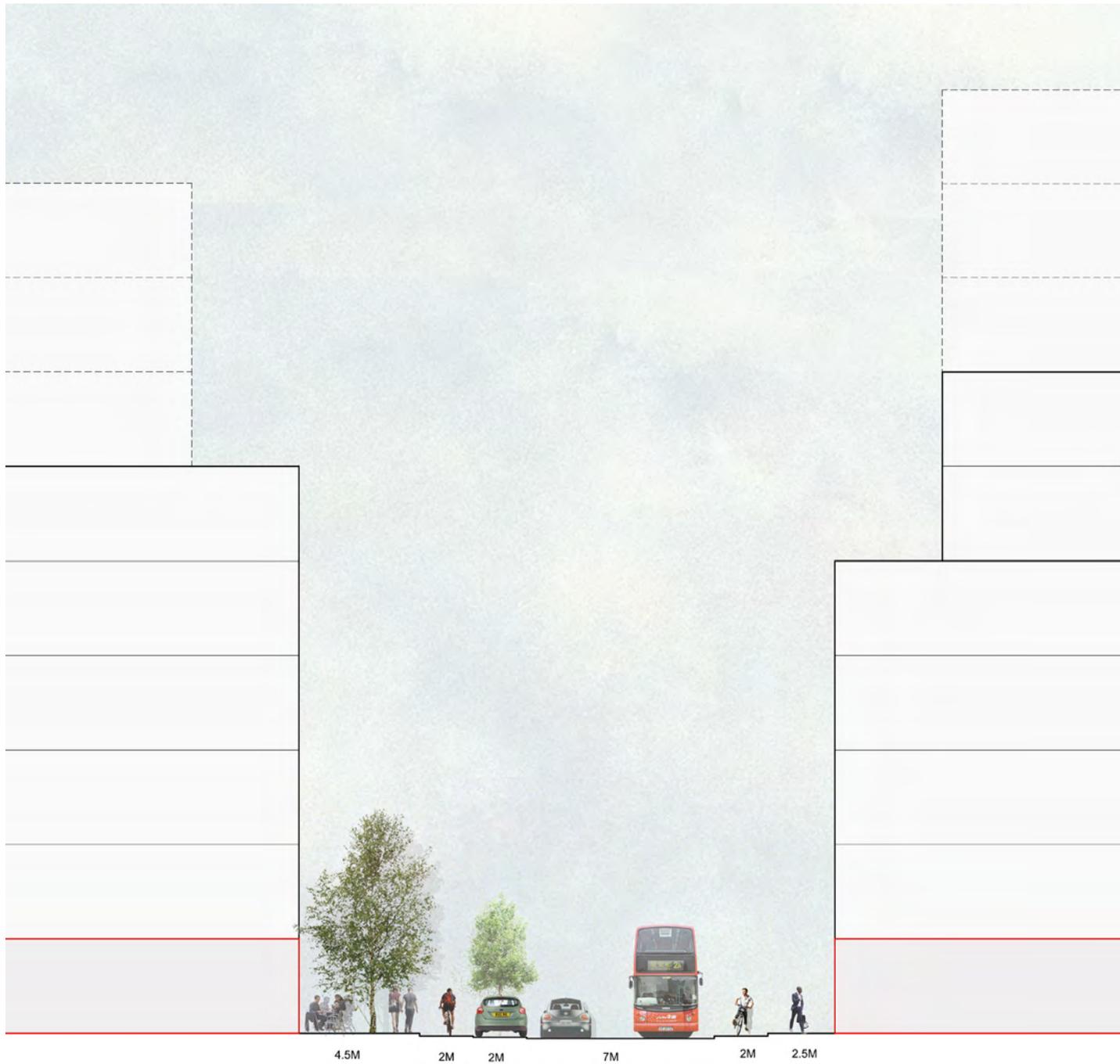


Urban Renovation of Centre-Ville - Mons-en-Baroeul, France



Pedestrian Lane - Westfield, London, UK





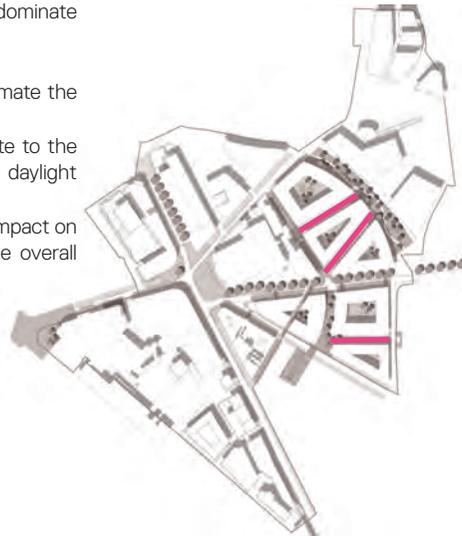
Hierarchy of Streets - Secondary Routes

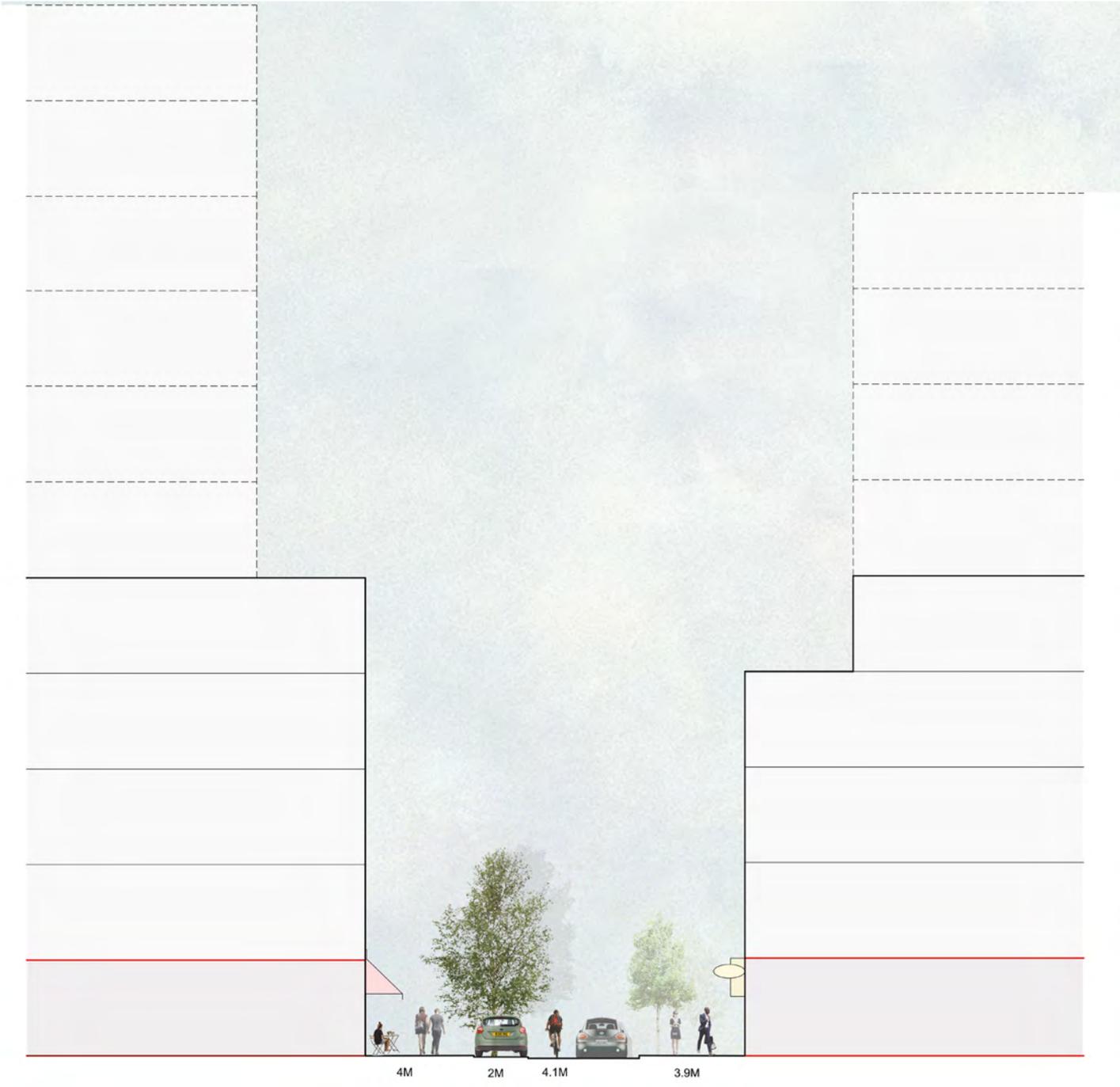
Vision

Secondary streets primarily run east-west and provide secondary connections and alternative smaller scale routes around the gateway area. These should prioritise pedestrian and cycle movement, whilst also allowing vehicle access where necessary. Building elevations should be active and animate the street scene. Building set backs at the upper floors increase daylight and improve the micro-climate.

Design Principles

- Prioritise pedestrian and cycle movement;
- Allow for vehicular movement, but not allow the car to dominate with narrow carriageways;
- Include street trees and planting where appropriate;
- Ground floor uses should be active and transparent to animate the street scene and encourage natural surveillance;
- The upper elevations should equally address and contribute to the character of the street, with set backs used to maximise daylight penetration of the street;
- Any building developments should carefully consider their impact on the overall street section and how they contribute to the overall massing and character of the street.





4M 2M 4.1M 3.9M

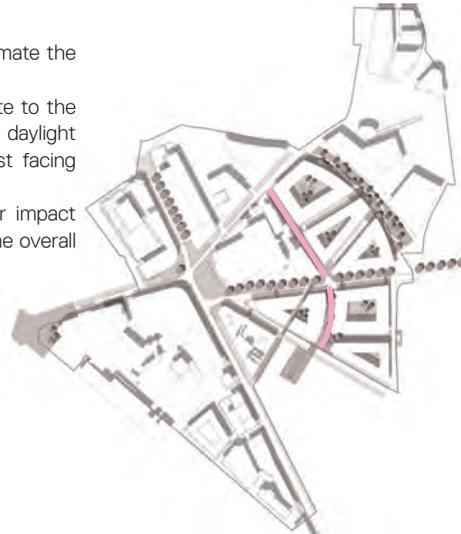
Hierarchy of Streets - Concentric 'Lost Streets'

Vision

Concentric streets run north-south and will improve connections between Lime Street to the north of the gateway area with Renshaw Street to the south. These should prioritise pedestrian and cycle movement, whilst minimising vehicle access, allowing it only where necessary. Building elevations should activate and animate the street scene. As they are orientated north-south the upper floors of the buildings on the eastern side of the street can take advantage of the sunsets to the west.

Design Principles

- Prioritise pedestrian and cycle movement;
- Include street trees and planting where appropriate;
- Ground floor uses should be active and transparent to animate the street scene and encourage natural surveillance;
- The upper elevations should equally address and contribute to the character of the street, with set backs used to maximise daylight penetration of the street and take advantage of the west facing aspect;
- Any building developments should carefully consider their impact on the overall street section and how they contribute to the overall massing and character of the street.



Shambles Market York - York , UK



Exmouth Market - London , UK



Tollensstraat - Amsterdam , Netherlands





12M

Key Public Realm Interventions

A few existing spaces within the site have been identified for improvement and definition as key public spaces. These will become gravitational points of dwelling, but also accommodate easy movement across this vehicle and pedestrian intensive site, with the aspiration of transforming this area from a space of passing-through, to a place of meeting and staying. These include:

- **Ranelagh Place** - an existing but underused space in front of the Britannia Adelphi Hotel
- **Central Station** - The spaces in front of the former Lyceum Post Office and next to Liverpool Central Station
- **Brownlow Hill**
- **Corners** - key street corners which can become smaller neighbourhood hotspots

The purpose is creating a sense of place and destination for the area and the city as a whole, also through introducing greenery, art installations etc. Their definition will also allow for the opportunity to frame views towards landmark and historic buildings

The key public realm interventions are further elaborated on at the end of this chapter.



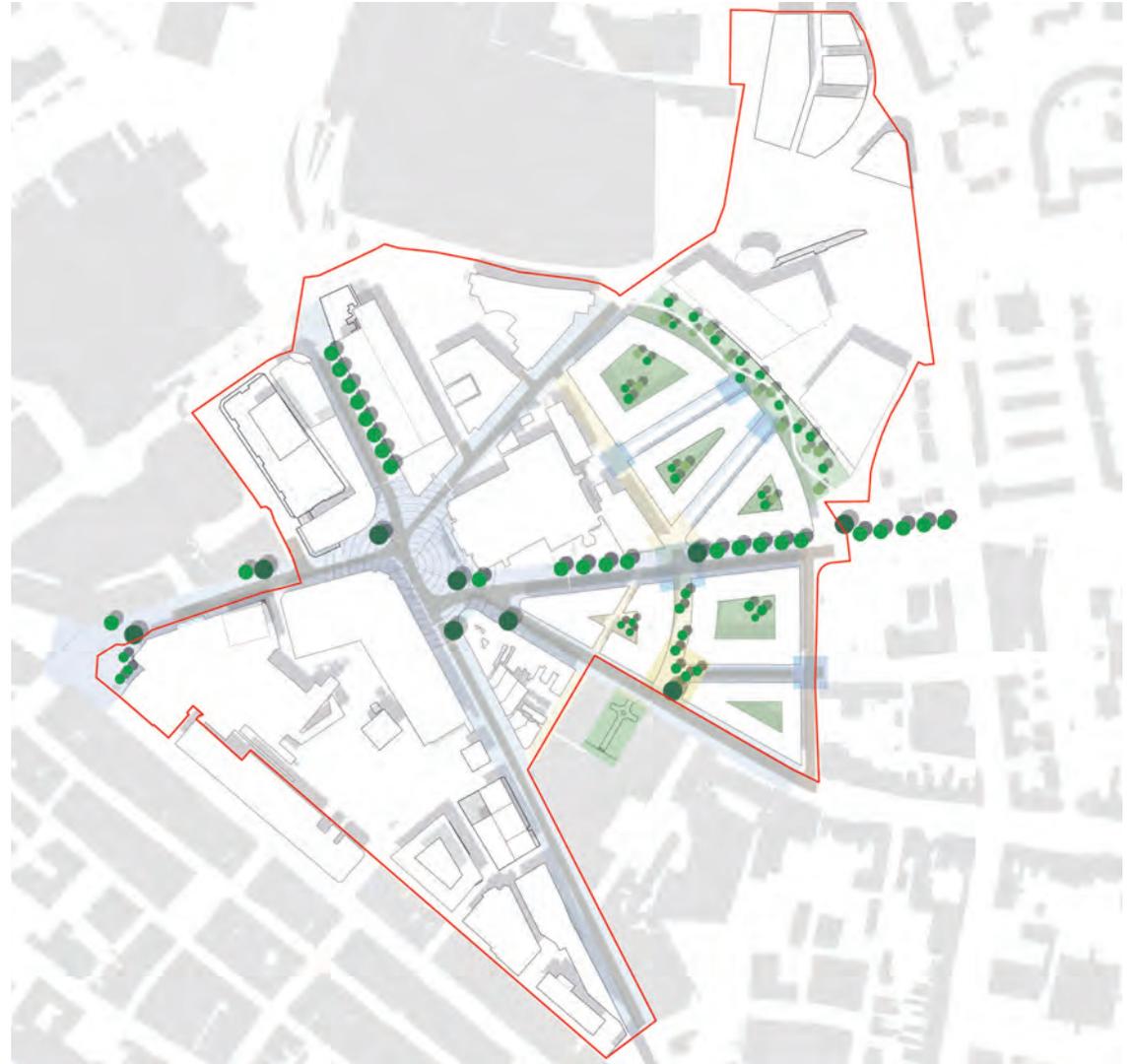


CONCEPTUAL DIAGRAM ILLUSTRATING THE PUBLIC REALM PRINCIPLES

Trees, Planting and Green Infrastructure

There is great opportunity to express the innovative and sustainable character of the district in the public realm through the use of trees, planting and sustainable urban drainage systems (SUDS).

- The removal of oversized existing trees in Ranelagh Place and Brownlow Hill is suggested to improve the visibility of existing heritage assets and key views.
- New boulevard, anchor and decorative trees are to be introduced that contribute to a fine streetscene and human scale, as well as a more comfortable micro-climate and pollution mitigation - a variety in tree species can distinguish the streets and spaces and contribute to their identity, also throughout the seasons.
- There is opportunity to implement sustainable urban drainage systems (SUDS), particularly along the key streets. These could greatly contribute to the area's sense of place and commerciality.
- Green walls can be used as a means of 'decorating' large blank surfaces and green roofs on new buildings can also contribute to mitigating the effects of urban heat islands and stormwater runoff, and can become valuable amenity spaces.



Trees



SUDS

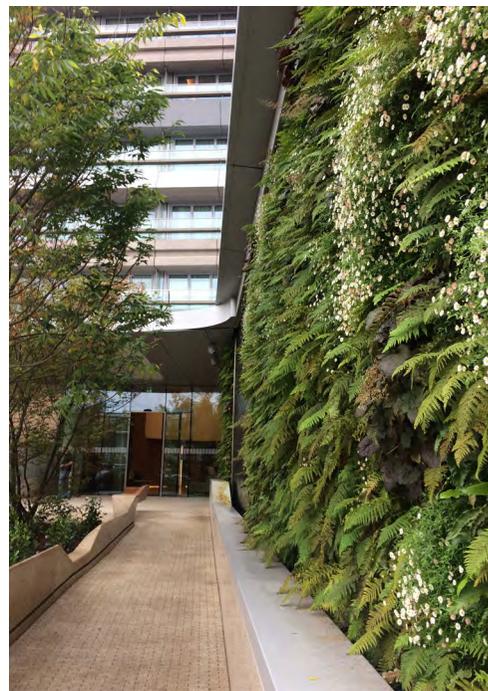


Green Walls

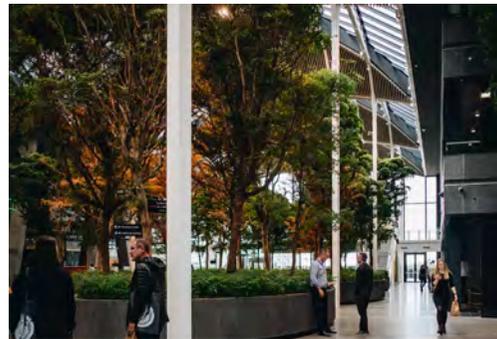


The Millennium Gallery - Sheffield, UK

Green Roofs



London Metropolitan Archives - London, UK



Gary Comer Youth Center Green Roof - Chicago, USA

Materiality

The materials strategy and choice of a materials palette will be key to the design and functioning of the public realm. The overall strategy is based on a simple palette of materials divided into different categories and aspired towards the use of these materials:

1. Main spaces - High quality natural stone to the square and footpaths, carriageway defined using smaller natural stone setts with natural stone kerbs.
2. Thresholds and gateways - Textured setts of natural stone.
3. Streets - Concrete or natural stone flags or setts for carriageway or tarmac with chipping for lower-priority roads, and tarmac to cycleway, concrete pavers with natural stone kerbs to footpath.

Overall, high quality and robust paving materials that will age well and complement the city's climate should be selected.

There is ample opportunity for eclectic and forward-thinking design, particularly in key places such as squares and corners to reflect Upper Central's new character. This includes permeable and flexibly-laid paving wherever possible to aid stormwater infiltration, completing the urban water cycle.

Eclectic design can particularly be reflected on the footpaths and cycle lanes, additionally announcing and encouraging these modes of movement.

Gateways, pedestrian crossings and the approach to them should be accentuated with textured and tactile materials.





Furniture and Lighting

A holistic approach towards the design and choice of street furniture should be considered from the outset of the design process. Comfortable benches of modern design should be placed within key spaces, corners and along streets. Ample bicycle parking should be provided to support the new cycling infrastructure and strategy of shifting transport modes. Multi-functional high-tech bus stops of high quality design can be used as landmarks for this transport-intensive site. High quality design can be incorporated within the details as well, such as tree grills with site-specific design related to the site's history or contemporary character.

Lighting

A site-wide holistic lighting strategy should be defined at the preliminary stages of the development process. This can include street lighting, facade lighting, dynamic lighting systems, including interactive lighting for the public realm and façades, etc.

The street lighting system should primarily create a comfortable and safe environment for the evening and night hours. Dynamic lighting and lighting installations are encouraged to reflect the innovative and digital character that is aspired for the area.

Highlighting the façades of the existing historic buildings will draw the eye to their often impressive and eclectic design, while new buildings should take their lighting into consideration from the early stages of the design process, including the potential incorporation of dynamic façades.

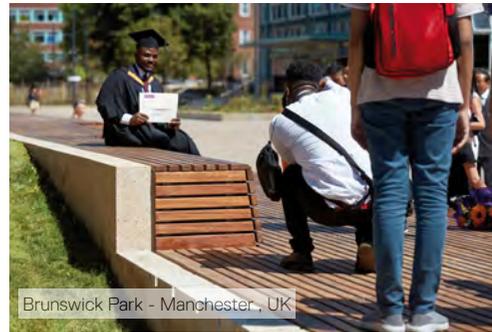


Bicycle parking



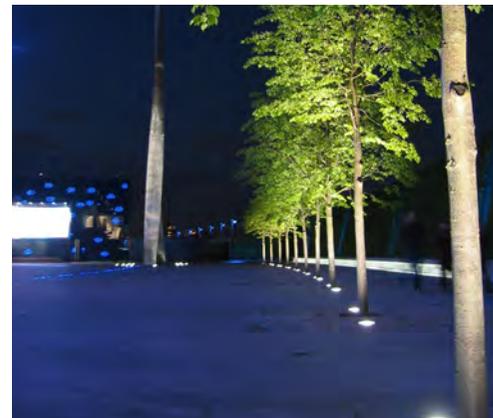
Brunswick Park - Manchester, UK

High quality street furniture



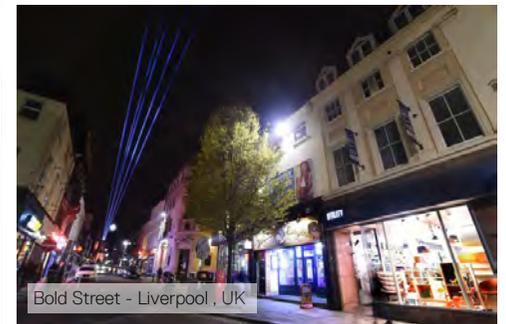
Brunswick Park - Manchester, UK

Street lighting



Angel Lane - London, UK

Lighting installations



Bold Street - Liverpool, UK

Art and Installation

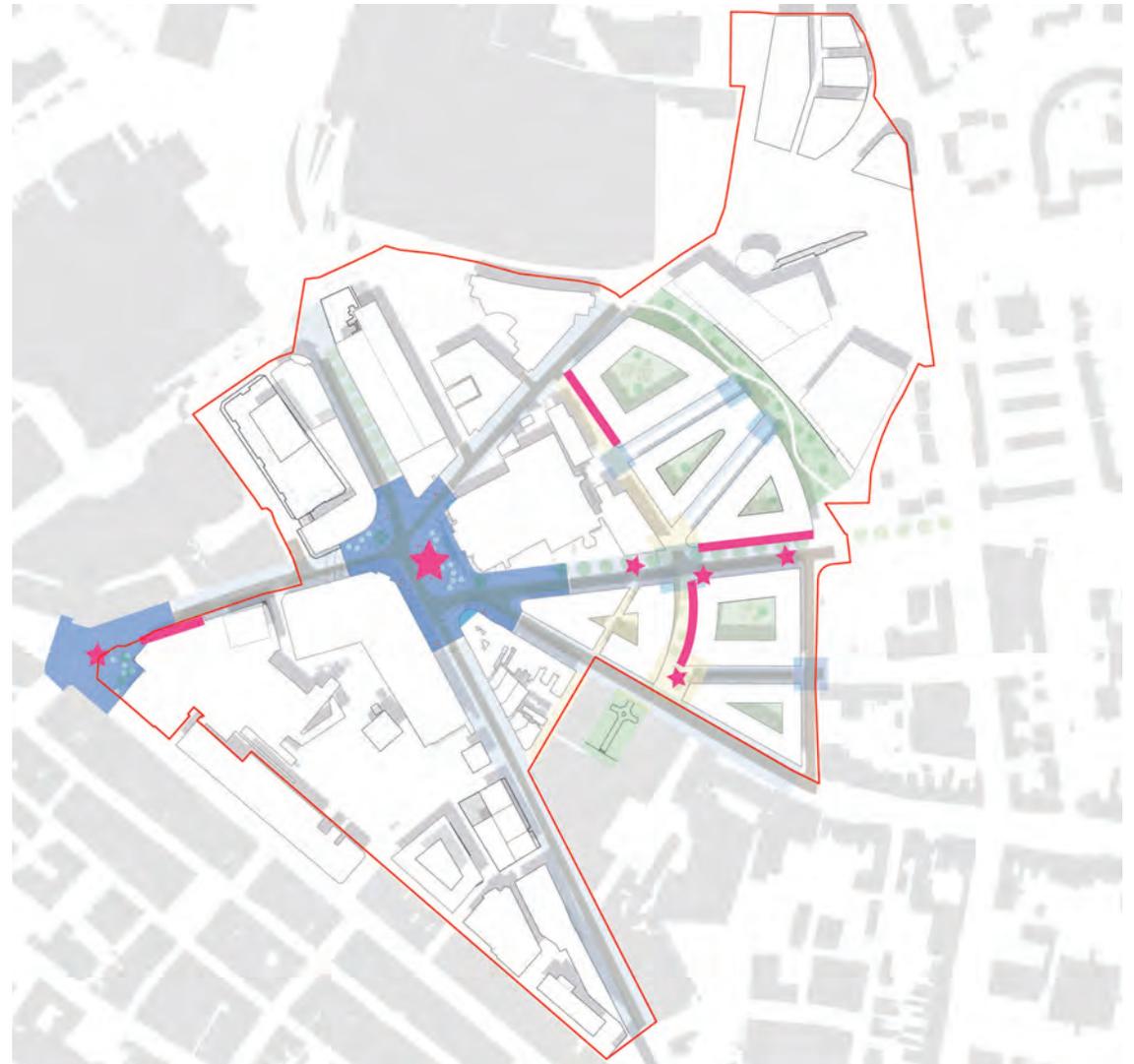
Public art, temporary interventions and events are often used as a strategic tool in contemporary urban development. They can greatly contribute to the identity of place, animate empty spaces and blank façades, test out alternative proposals and ultimately become icons and destinations for the city.

Specifically, this should be considered in the re-thinking of Ranelagh Place. Creating a simple design with street furniture mainly at the edges of the square will offer ample area for a flexible space to accommodate public art, temporary and seasonal installations and occasional events. These can be realised through a collaboration with Liverpool Biennial of Contemporary Art or the space can be seen as an advertising space for the creative schools within the Knowledge Quarter, such as the Liverpool School of Art and Design at LJMU or the School of Architecture at the University of Liverpool.

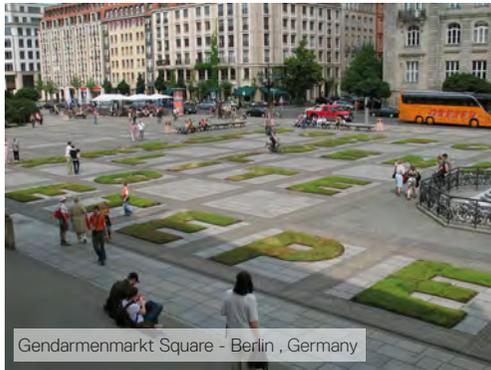
Liverpool Biennial of Contemporary Art

Liverpool Biennial of Contemporary Art has a long track record of presenting artwork in Liverpool's public spaces, unused buildings and galleries. Their installations have contributed to the evidence base of the role of art in the public realm in facilitating a sense of ownership and creating vibrant spaces, particularly when collaborating with local communities and stakeholders.

Liverpool Biennial prepared a Public Art Strategy for Liverpool's Commercial District BID in 2017 with the aim of animating the area during its quieter hours and creating a cultural destination for residents, businesses and visitors, while boosting to the city's visitor economy.



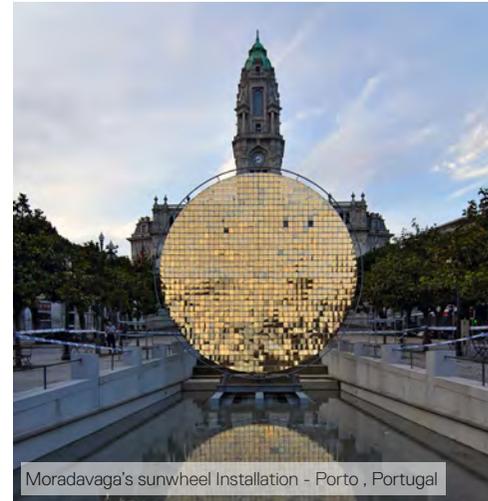
Commemoration



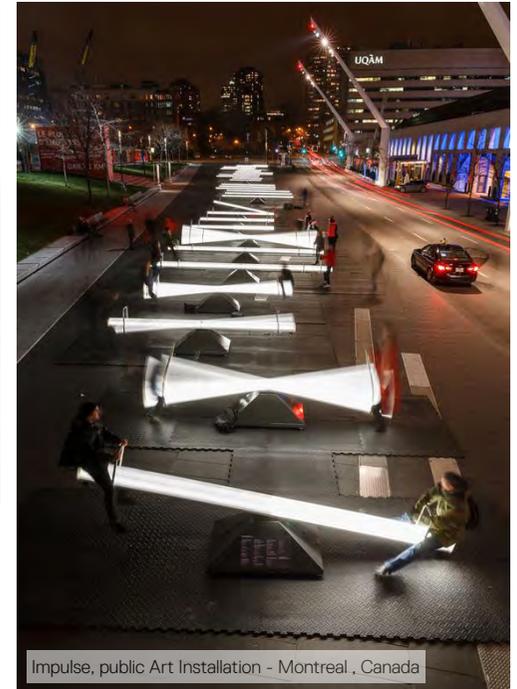
Temporary Interventions and Events



Art



Light and Interaction



Key Public Realm Interventions - Ranelagh Place

Vision

A real urban square at the gateway to the Knowledge Quarter and Liverpool City centre and the heart of the Upper Central district, framed and addressed by historic and new iconic buildings. A square to pass and pause - a place accommodating a high volume of pedestrian traffic, but also a brand new public square for people to meet, gather and linger.

Design Principles

1. De-cluttering of the square, removal of excessive street barriers and furniture, as well as the trees in front of the Adelphi to open up views of the building and allow for openness and light on the square.
2. Creating a super-crossing - accommodating key pedestrian movement patterns and re-thinking through and surrounding traffic narrowing carriageways, eliminating lanes, softening the environment with a combination of textured and tactile paving.
3. A defined, clean, flexible space for the square, a place of movement, but also meeting, gathering, experimentation and performance supported by sensitively placed furniture and street trees.



Scale Comparison

This scale comparison with other existing squares within Liverpool City centre highlights the clear and rare opportunity that Ranelagh Place has in creating a new public space of significance within the city centre.

It highlights the space available to create a square of compelling size that would then significantly contribute to the wider public realm of the city.



Williamson Square

50 x 68 m

One of Liverpool City centre's only public squares, it is a vital connector between the city's major transport hubs and districts.



Exchange Flags

55 x 48 m

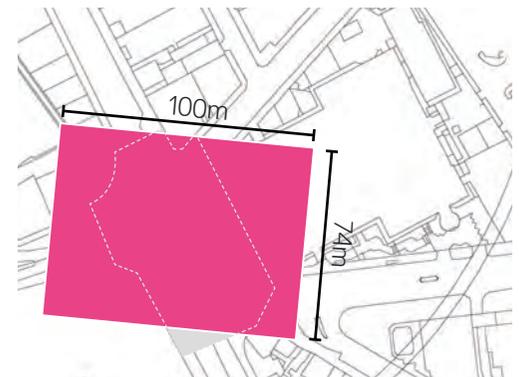
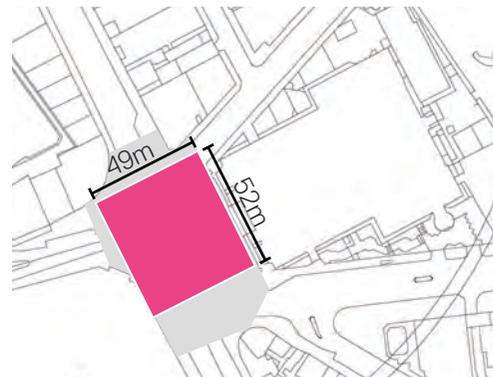
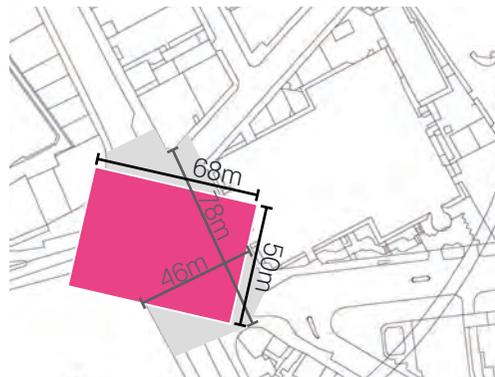
Sitting behind the Town Hall and surrounded by Exchange Buildings, this monumental space is anchored by the Nelson Monument and is the most striking space within the Central Business District.



Abercrombie Square

100 x 74 m

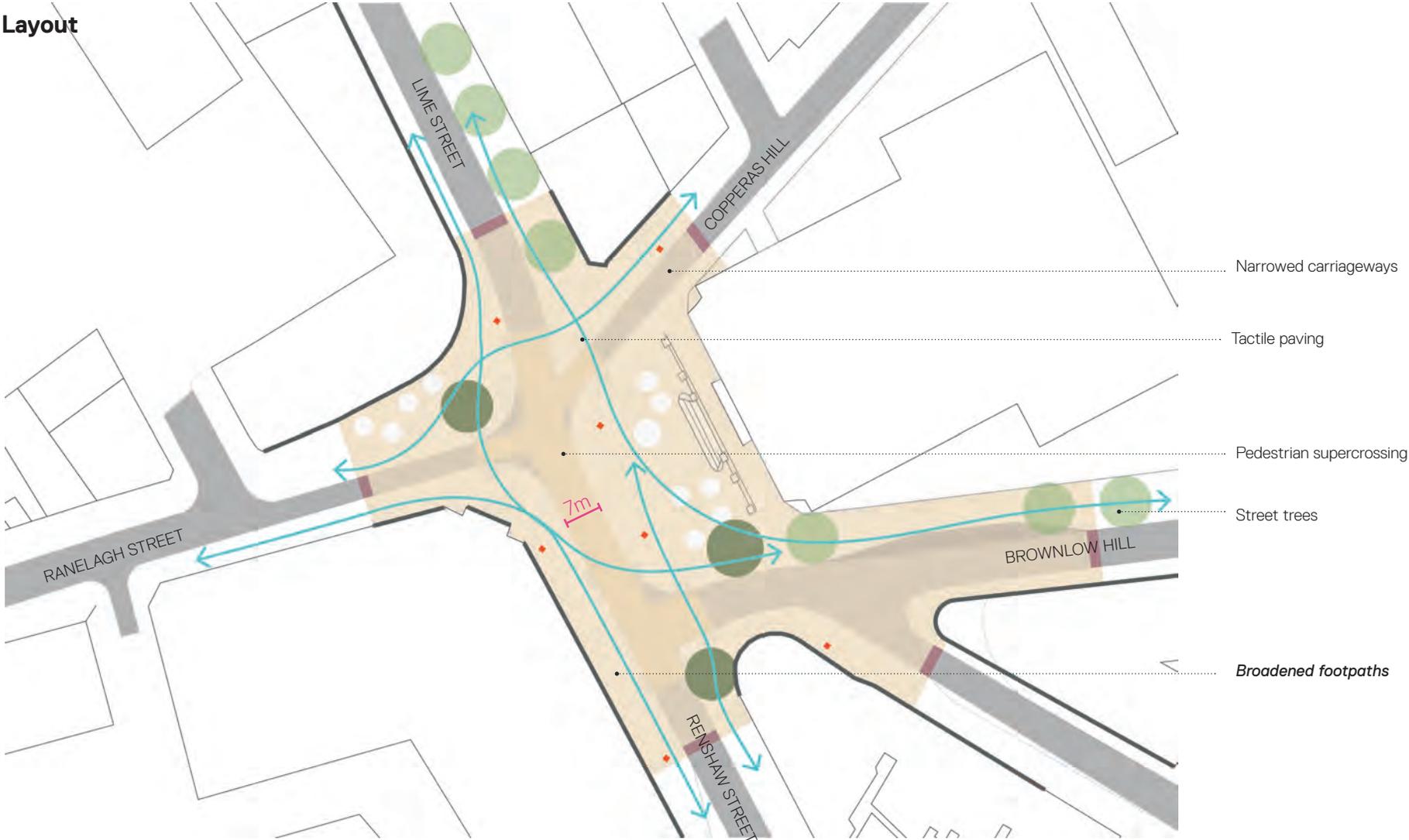
Abercrombie Square and Gardens are located at the heart of the Knowledge Quarter, framed by Georgian townhouses on three sides and the Sydney Jones Library to the east.



Proposed Extent of Ranelagh Place
 Existing Squares in Liverpool

Key Public Realm Interventions - Ranelagh Place

Indicative Layout



Materiality

The choice of materials will be key to the functioning of this space - their use will increase the perceived extent of the square, while differentiation of paving will be used to announce the square on its approach.



- Key spaces - High quality natural stone to the square and footpaths, carriageway defined using smaller natural stone setts with natural stone kerbs
- Thresholds and gateway spaces - Textured setts of natural stone
- Streets - Tarmac with chipping to carriageway, tarmac to cycleway, concrete pavers with natural stone kerbs to footpath



Planting

There is no Tree Survey available for the site, however we know there are no Tree Preservation Orders on the trees in front of the Adelphi Hotel. The preferred approach is to remove the two trees and keep this area open. Anchor trees would be planted on key corners and new avenue trees of Brownlow Hill and Lime Street would anchor these streets to the new square. The key benefit of this proposal is to enhance the openness of the square and visibility of the surrounding buildings and maximise the usability of the square for dwelling, installations and potential events.



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Super-Crossing - Innovative and Spatial

A super-crossing has the ability to transform how people move through Ranelagh Place. Movement patterns that are currently very tightly controlled and defined and often conflict with desire lines of movement, can be altered through a super-crossing to 'free up' those patterns of pedestrian movement, whilst maintaining the control of traffic movements where necessary.

The proposed super-crossing would move away from defining a series of standard linear crossing points and work on the principle of effectively shutting down all traffic through the space by synchronising the lights to allow pedestrians to move across the space in any direction, be that straight, diagonal etc, with each crossing delineated in the same way. This is reinforced through the materiality of the space and the adjacent public realm.

Equally the design of the crossing points themselves offer opportunities for innovation and creativity, contributing the vibrancy, and distinctive character of the area.



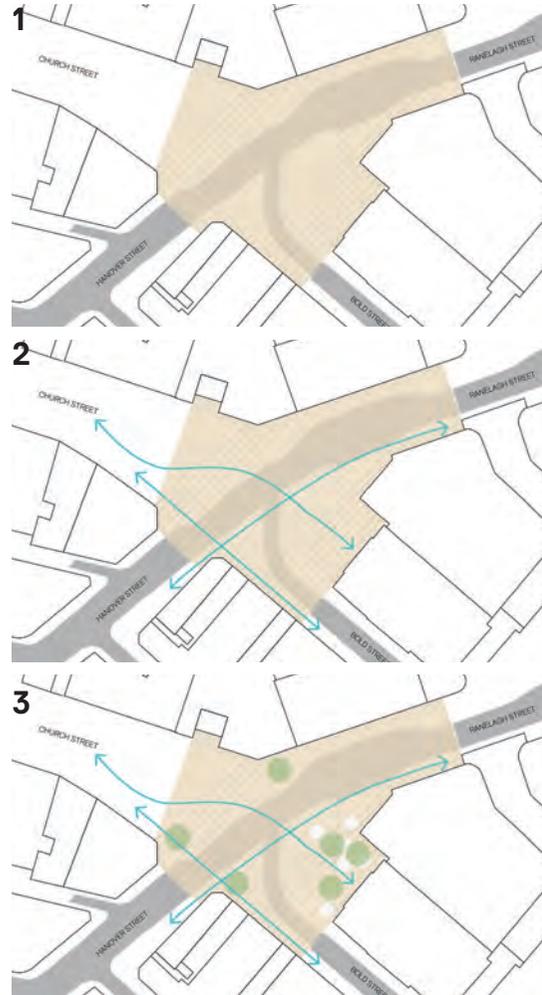
Key Public Open Space - Central Station Junction

Vision

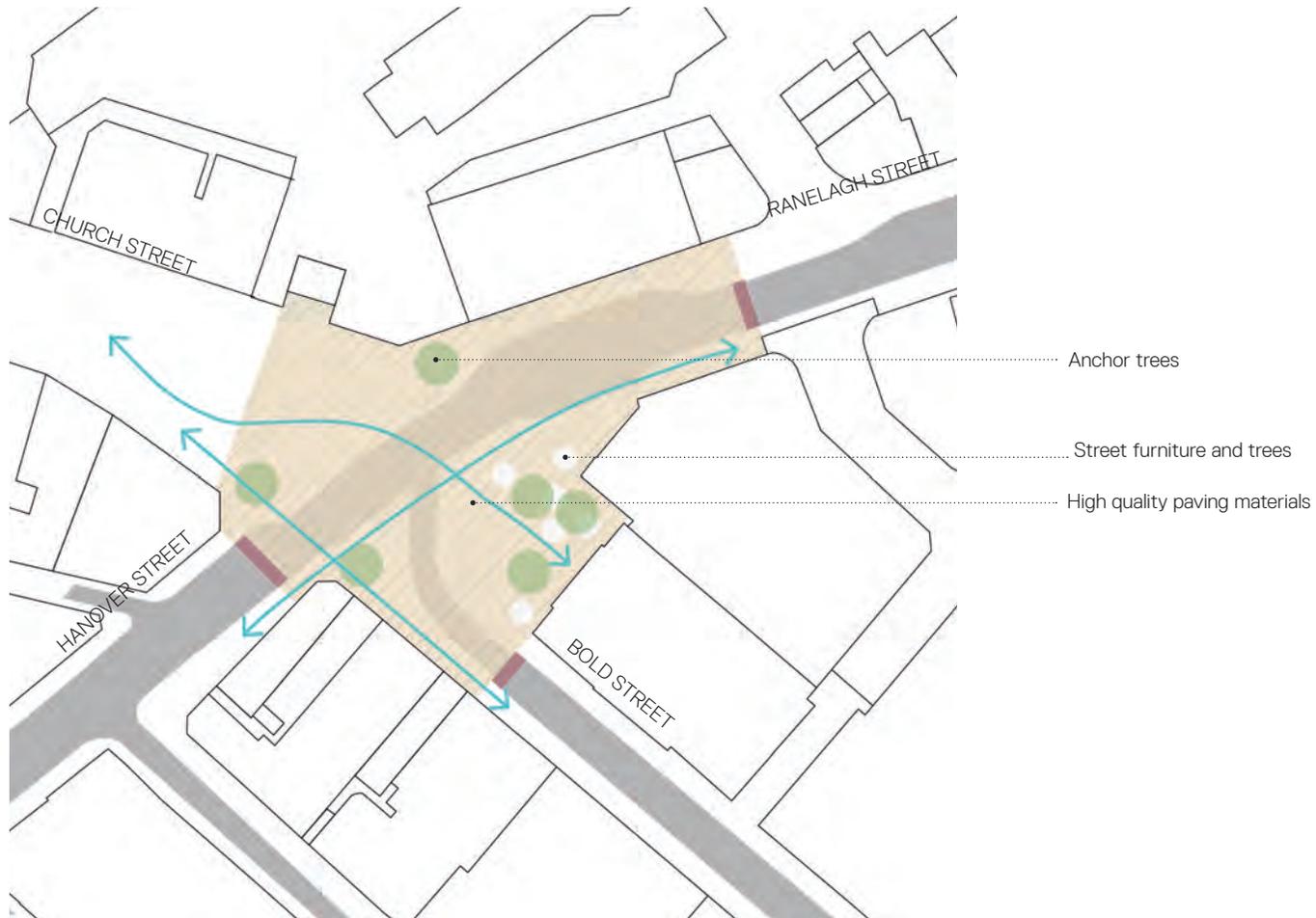
A new square in front of Central Station, connected to the Lyceum, Lewis's and new development behind the station.

Design Principles

1. Defining a space and appropriate arrival to and from Central Station
2. Re-thinking traffic management and prioritising pedestrian movement through defining and enhancing routes and desire lines
3. Anchor trees and street furniture define the space and encourage dwelling



Indicative Layout



Materiality

The choice of materials will be similar to those of Ranelagh Place in order to create a clear identity and cohesion at this key threshold into Upper Central.

Key Public Realm Interventions

Brownlow Hill

Vision

Brownlow Hill will become one of Liverpool's new Great Streets, announcing the Knowledge Quarter from the core city centre, offering the pedestrian and cyclist a high quality urban experience, and extending a sense of 'urbanity' from the city centre up to the heart of the Knowledge Quarter at University Square. A tree-lined street, edged by high quality buildings, a combination of old and new. Active ground floors will contribute to a sense of vibrancy and destination.

The street will become a key part of the public realm infrastructure in this area. A place not only to pass by and through, but now offering opportunities to pause, spill-out, linger and people watch.

Design Principles

1. Consistent width of the street, supported by the new buildings, corresponding to Brownlow Hill by University Square - 20m. The new buildings complement the public realm and sensitively treat the ground floors to offer comfortable footpaths and spill-out spaces
2. De-engineering the street - removal of street clutter, narrowing the carriageway, widening footpaths, lowering kerbs, and adding numerous pedestrian crossings in alignment with desire lines
3. Lining the street with trees creates a boulevard, enticing curiosity, strengthening the urbanity of the place and announcing the Knowledge Quarter.

Corners

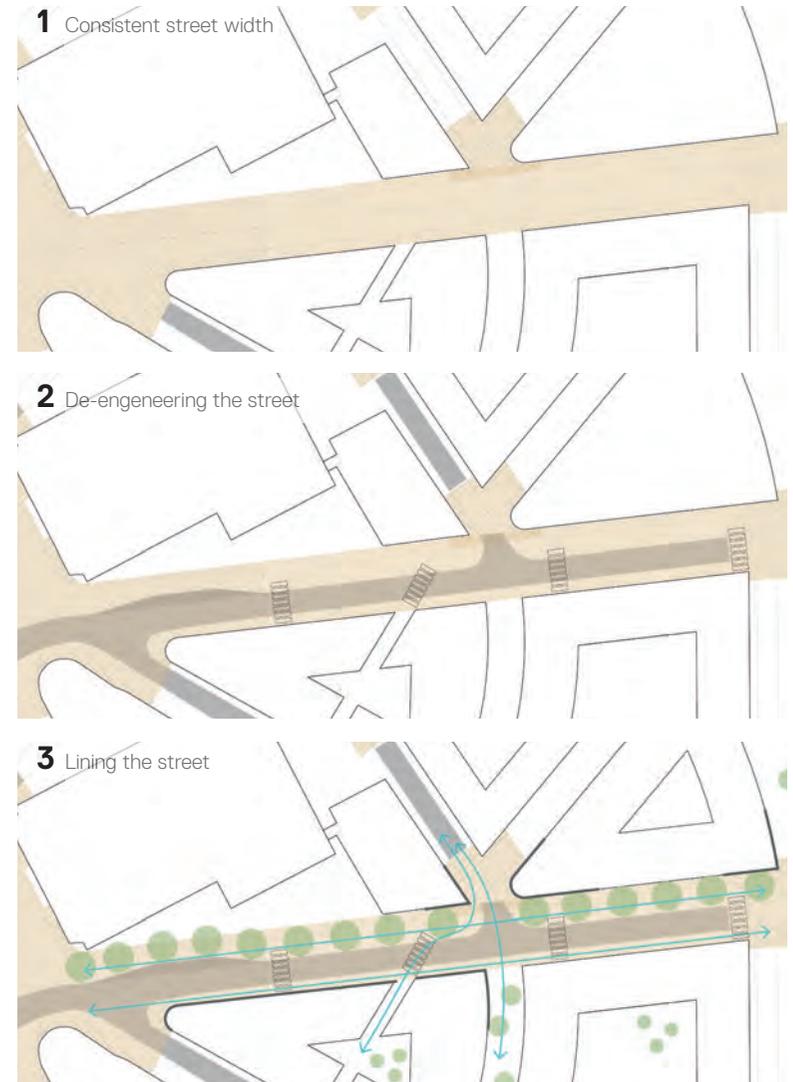
Vision

The layout and structure of the masterplan creates several triangular blocks. This block form although largely driven by the access and movement requirements has a potential benefit of creating the opportunity for a variety of interesting corner buildings.

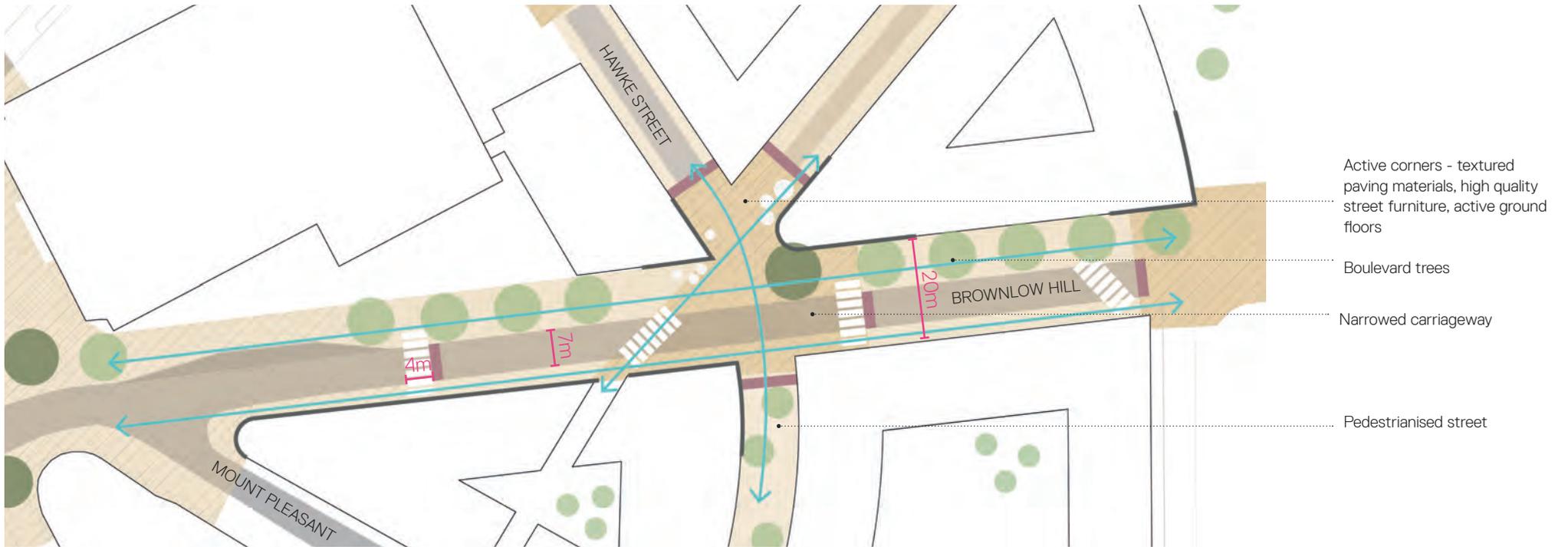
These corners can be resolved in a variety of different ways; protruded to create landmarks or chamfered to create cozy incidental spaces. The corners can become key sunny corners on transecting streets, out of the way of pedestrians, which support spill-out of small-scale retail and offer opportunities for wandering, gathering and rest.

Design Principles

1. Articulate the corner and identify its role within the masterplan, whether as landmark to aid orientation or as an opportunity to create an incidental space.
2. Must be of high design quality and architectural interest.
3. Can include: colour, texture, trees and planting.
4. Must be active and contribute to the wider street scene.



Indicative Layout



BUILT FORM FRAMEWORK

5.4 Built Form Framework

The built form framework defines the desired character and function of built elements within the SRF area while providing further detail on the site-wide development principles relating to new buildings.

The structure for the Upper Central masterplan strives to reinforce the vision, principles and the key themes of the SRF.

The built form Framework ensures that new buildings within the framework area reinforce an outstanding quality of design which exemplifies the highest quality and standard of architecture.

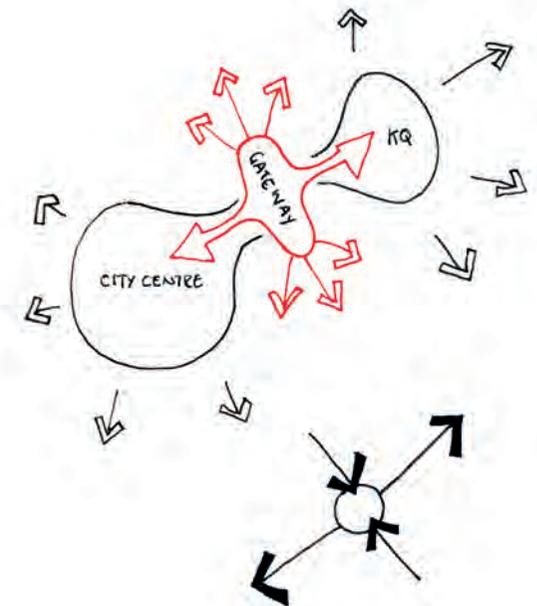
The SRF masterplan's focus is geared towards the concept of placemaking, therefore strives to create attractive and inviting places for its users to linger, dwell and enjoy.

The new buildings and developments should be considerate and respectful of the built heritage and the listed buildings within the SRF area and its surroundings.

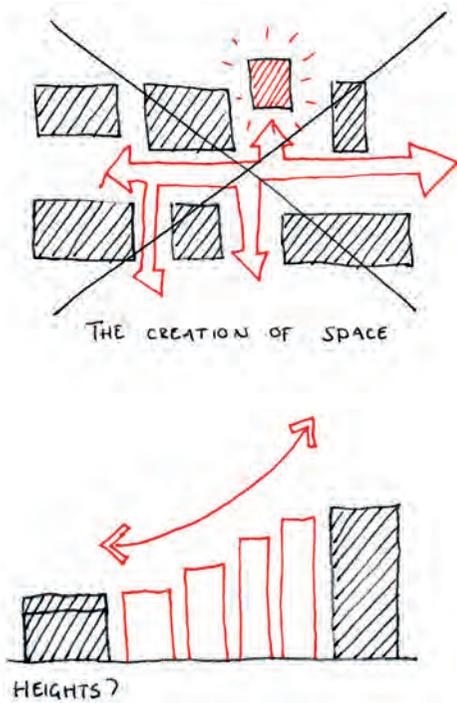
While the new buildings should enhance the assets and qualities of the key iconic buildings, they should clearly be distinctive and have their own character in order to define Upper Central as a distinct and special place.

Improving Permeability and linkages to the rest of the city. -

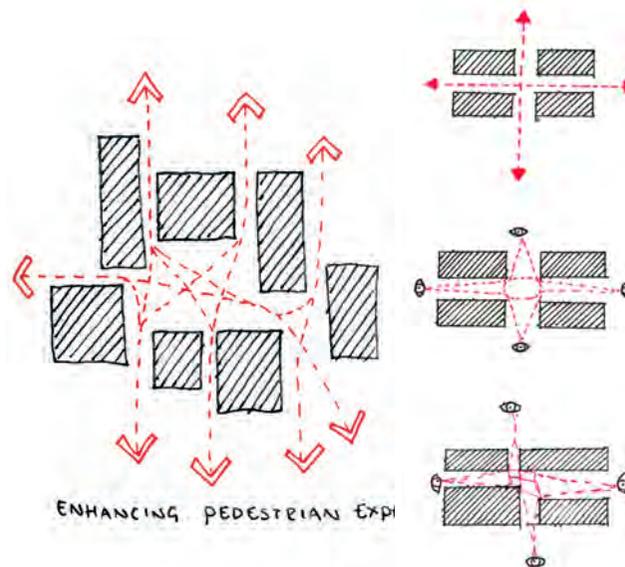
As described earlier, the SRF site is located at a key strategic point at the periphery of the existing city centre, forming a Gateway to the Knowledge Quarter to the east. New development should encourage and demonstrate a range of routes through it to enable residents and visitors to flow through this important gateway location, and should reknit the wider city fabric back together.



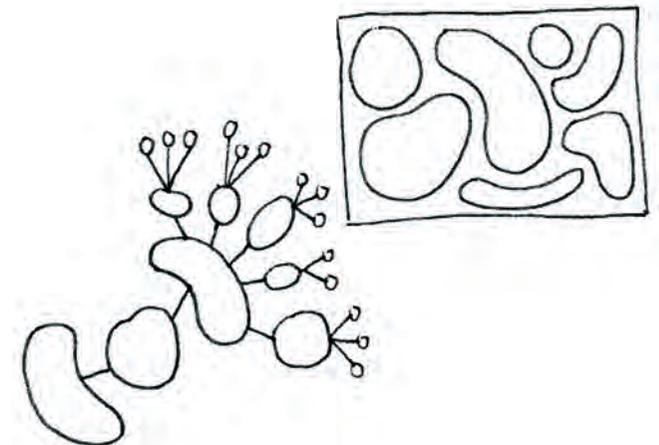
Creating a distinctive metropolitan space - Upper Central represents an important new district that repairs the link between the city centre, its major transport infrastructure and the Knowledge Quarter. With this unique gateway setting comes the requirement to clearly articulate the graduation in the scale of built form between the centre and the outer, together with the need to orientate people and celebrate arrival in the City of Liverpool.



Enhancing the Pedestrian Experience - Upper Central should be an enjoyable place to visit, reside and work in. Passers-by should feel compelled to linger in the safe new routes, the rich variety of external spaces linked by key views, and the Upper Central's distinctive and high-quality public realm.



Support the Economic and Social growth - The SRF aims to embed sustainable economic growth and job creation in the Upper Central area and the wider city by meeting the retail, leisure, office and other demands of the creative and innovation industries. This is achieved by allocating of a range of appropriately scaled flexible accommodation that allows a diverse mix of uses to grow and thrive.

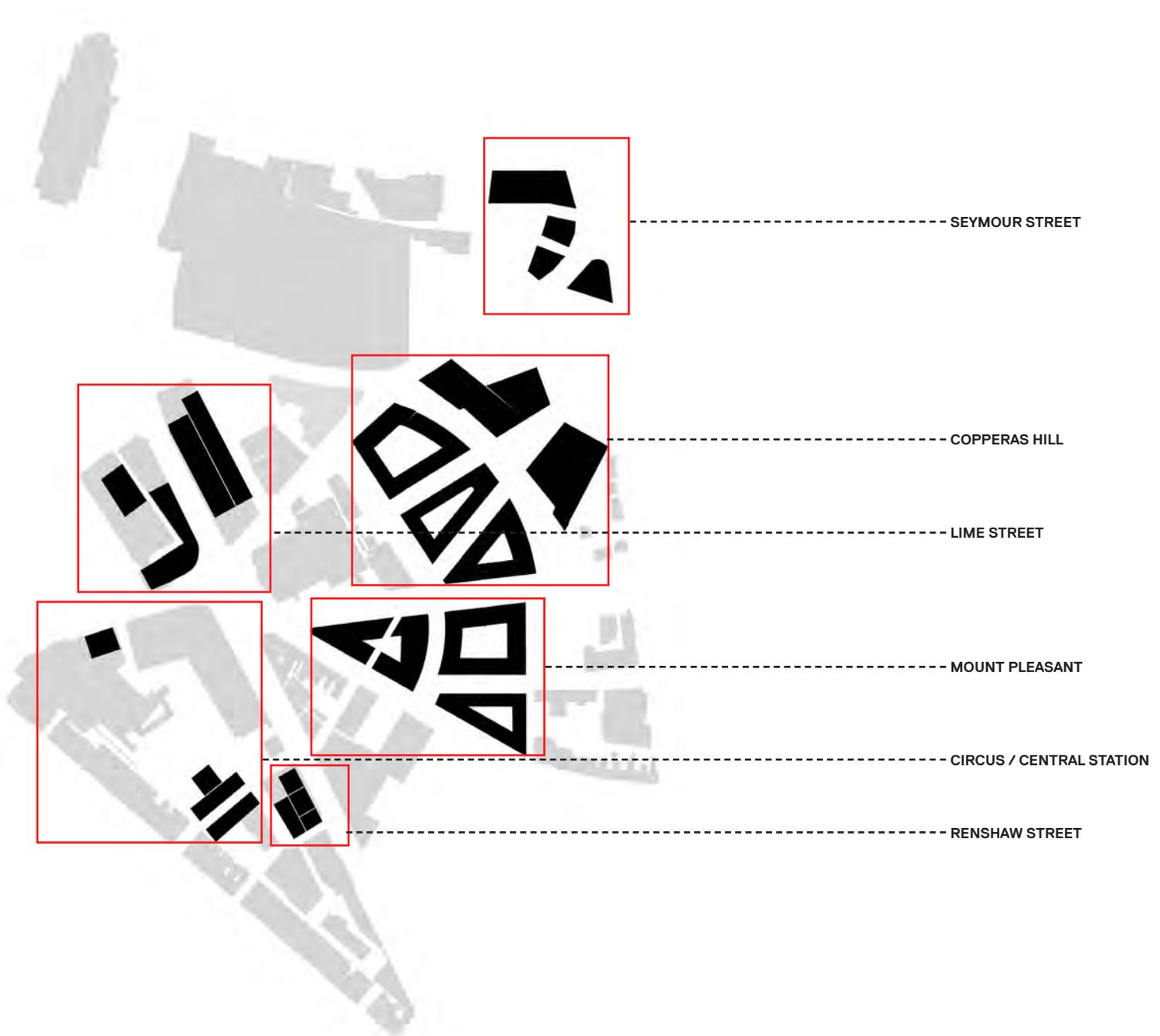


Development Plots

The existing area is characterized by under-used, poor quality or vacant sites that present a significant opportunity to establish a series of new development plots, informed by historic street patterns, the existing built fabric, and the public realm aspirations of the SRF.

The final form of any buildings within these locations will be determined at the planning application stage, but will need to consider the design principles contained within this SRF (such as views and set backs) and an assessment of relevant technical and environmental impacts.





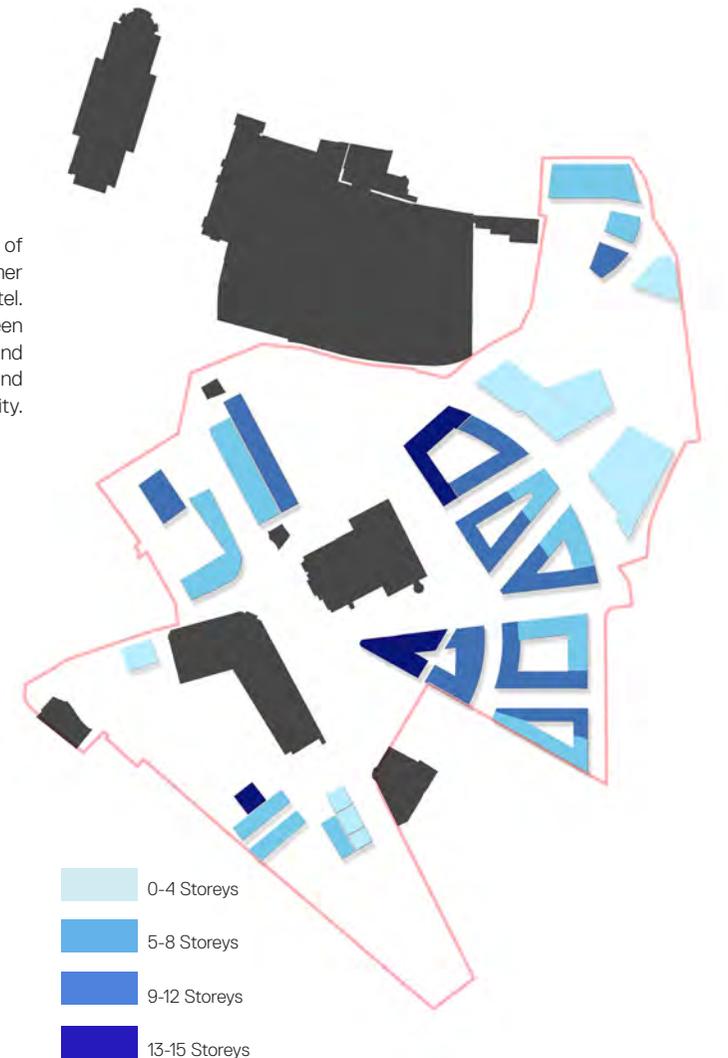
Heights, Mass and Scaling

After extensive consideration and testing of the potential scale and massing of key development sites (see “Early Masterplan”visual adjacent), the developments proposed within this SRF aims to respond to the existing massing and datum heights set by the key existing landmark buildings, establishing a datum of five to eight storeys. There are opportunities for greater height in key locations identified, for new high-quality landmarks on the site of the old 051 building at the junction of Mount Pleasant and Brownlow Hill and the Circus site south of Lewis’s.

We propose there are also three potential sites for taller buildings above the proposed datum height. The prominent location at the junction of Copperas Hill and Seymour Street is an important node for both pedestrians and vehicular traffic approaching Upper Central from the north and east of the city. A 9 storey building within this proposed cluster of buildings could act as a visual marker and wayfinding beacon at the top of this important artery into the city. The site identified also falls on axis of the vista looking up Copperas Hill from the city. The no-build zone created by the railway lines running below give an opportunity for a protected view of a distinctive landmark building of scale in this location.

A 9-12 storey building is proposed to the north of the Adelphi Hotel heading up Copperas Hill. This is in part to counterbalance the dominant scale of the Unite student residential building opposite, and to help frame the view up Copperas Hill. This location also represents an important node at the junction of Skelthorne Street, sitting on an important pedestrian desire line between the rail station and the city, and the new pedestrianised public realm that will be delivered as part of the new LJMU student life and sports buildings development and the Knowledge Quarter beyond. This route, and hence the node and the buildings that surround it will become even more significant if the proposals for a new pedestrian entrance to the rear of Lime Street are adopted in the future.

A building of between 9-12 storeys is proposed on the southern side of Brownlow Hill adjoining the proposed landmark building on the former 051 nightclub building site, facing the side elevation of the Adelphi Hotel. A building of this height helps to provide a graduation in scale between the datum for new development proposed across the area generally and the pinnacle at the corner site, and reflects the increase in scale and significance of the existing buildings at this important junction of the city.



Approach taken to Buildings Design

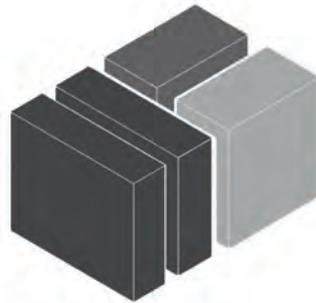
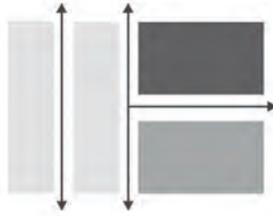
1. Development Plot



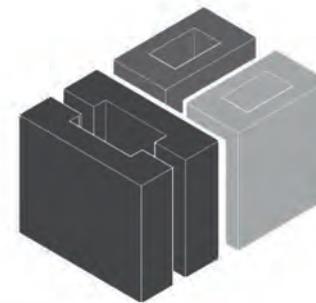
2. Plot Division



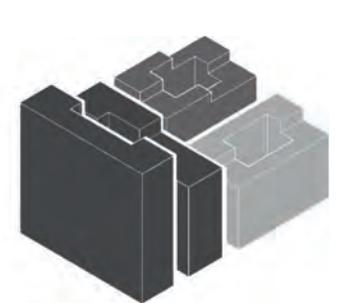
3. Creating links



4. Courtyards



5. Articulation and detailing



1 Early Masterplan testing of heights



2 Masterplan Proposal

World Heritage Site Key Views and Vistas

The proposed heights for new buildings within the SRF have been tested within a selection of the defined World Heritage Site views to demonstrate that there is no impact on the Outstanding Universal Value (OUV), and to explore the potential contribution they could make to Liverpool's skyline. Any proposals for new buildings over eight storeys will need to be fully justified and planning applications include a full assessment of any impacts on key views, heritage assets, and the WHS OUVs.





3 Old Massing + Cumulative



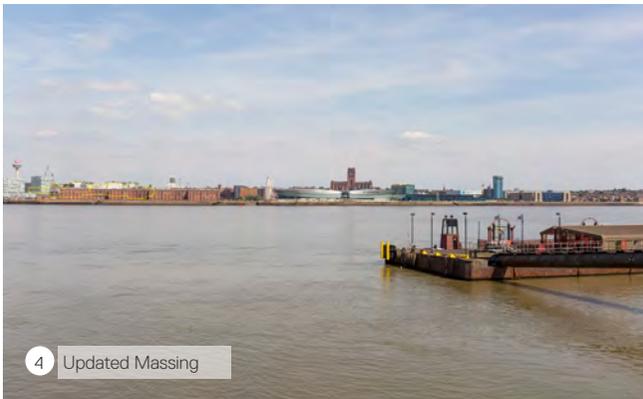
4 Old Massing + Cumulative



5 Old Massing + Cumulative



3 Updated Massing



4 Updated Massing



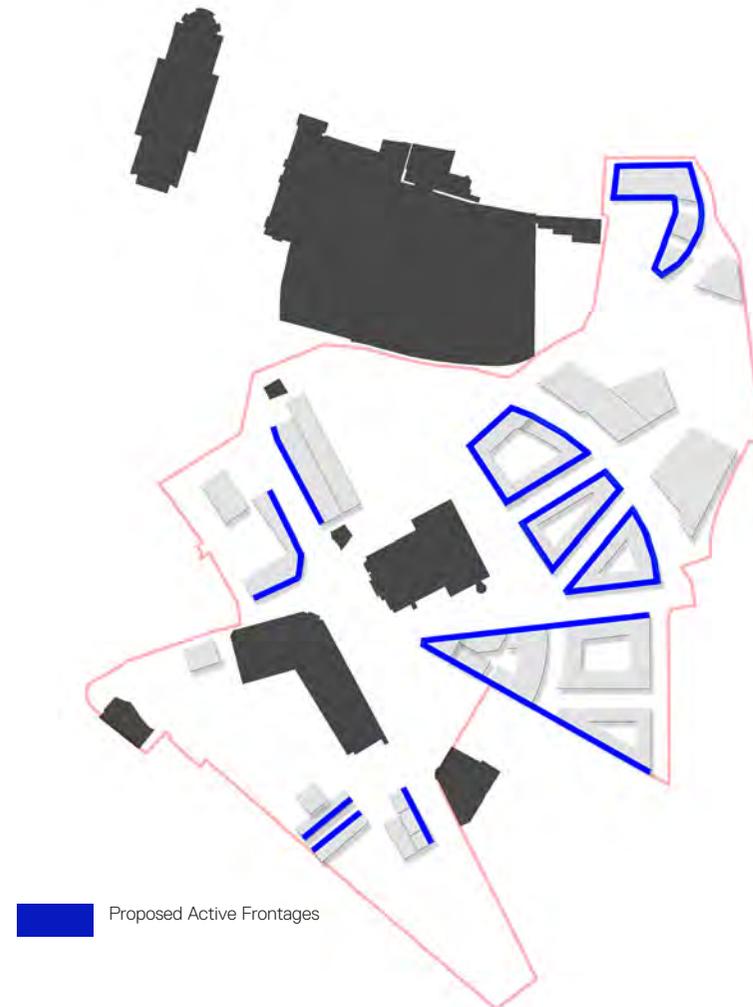
5 Updated Massing





Active frontages

Buildings with ground floor active frontages are crucial as they will encourage people to visit and dwell within the Upper Central area and provide animation and passive surveillance, particularly along key routes. However, quality of design needs to be ensured as currently most of the frontages are of a really poor quality that needs to be enhanced. Consideration should be given to preparing shop front design guides to ensure the quality of active frontages is being controlled.





1 Hawke Street Today



2 Proposed Hawke Street - Buffer to the Adelphi



3 East 4th Street - Cleveland, Ohio



4 East 4th Street - Cleveland, Ohio Vision



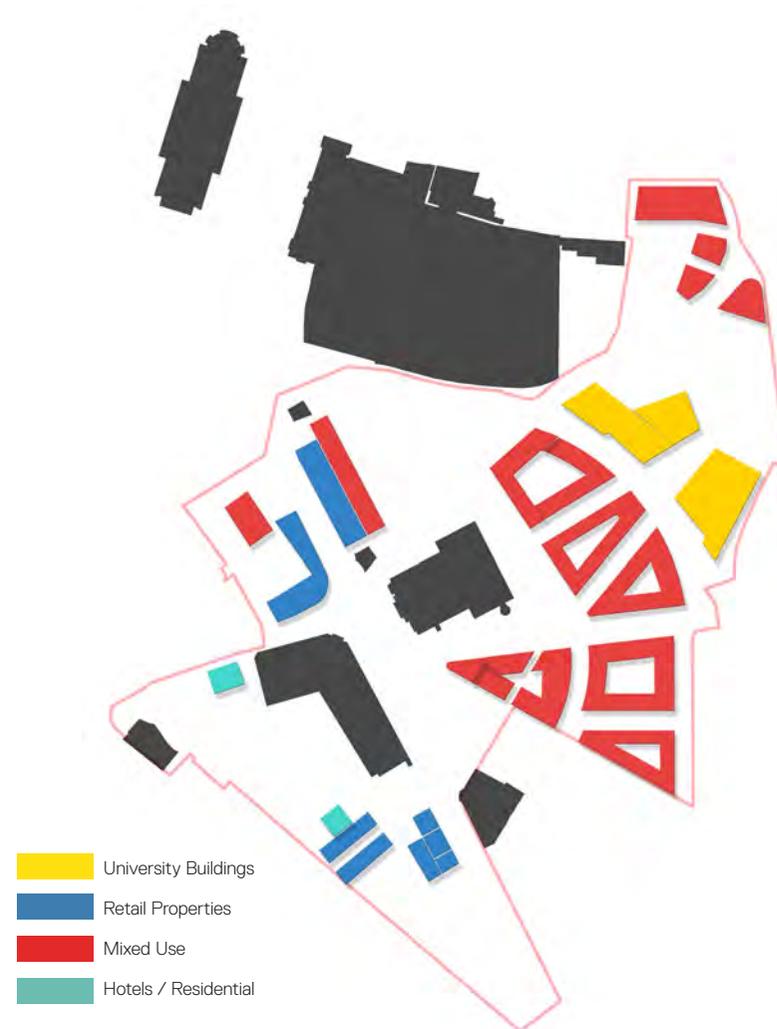
5 The Avenue - Washington, D.C., USA

Block Typology and Uses

A mix of uses to new developments in the SRF area will be supported to encourage pedestrian footfall into and through the Gateway, to help tie the city centre to the Knowledge Quarter, and to stimulate the economic and social growth of the area.

A range of scales of buildings will cater for small and upcoming start-up businesses alongside larger, established retailers to provide a rich and diverse offer. Retained and regenerated properties such as the ION scheme on Lime Street will sit alongside new developments, with redesigned active frontages to enhance the pedestrian experience and encourage locals and visitors to dwell.

The new LJMU Copperas Hill scheme will also form an important link between the established University centres in the Knowledge Quarter and the city centre.

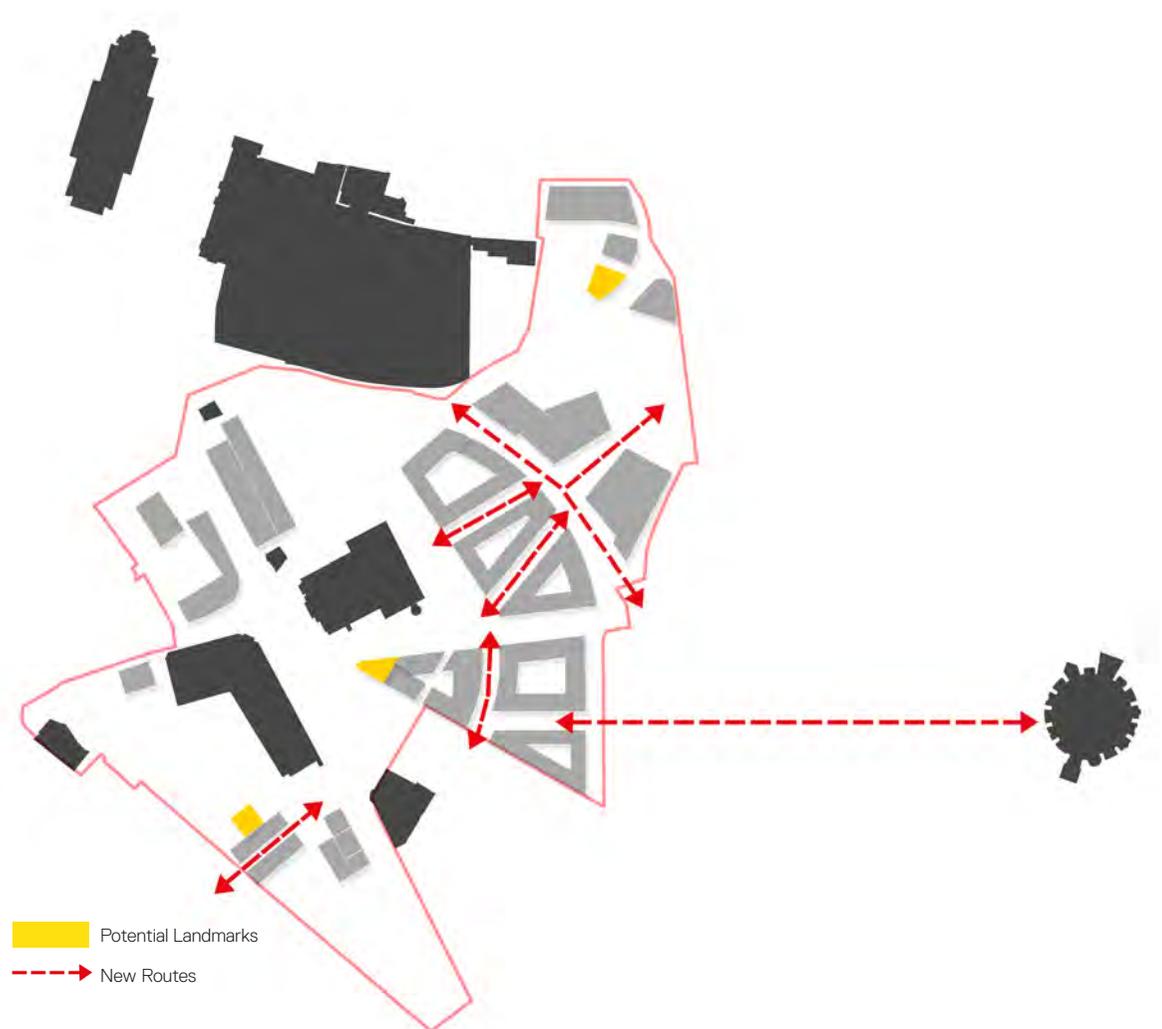


New Routes, Vistas and Landmarks

The built form can define and structure views into and throughout the Upper Central area in order to create visual interest and strategically aid way finding using identifiable architectural features. New buildings can be key elements in establishing the new view corridors which are proposed within the indicative masterplan, and contribute to the reinstatement of a finer urban grain, more reminiscent of the street pattern from historical maps of the City dating from the 18th and 19th Centuries.

New vistas provide opportunities to frame some of Liverpool's historical assets and landmarks, a good example of this being the proposed extension of Pleasant Street into the footprint of the monolithic Mount Pleasant MSCP, extending the long view to the Metropolitan Cathedral into the Upper Central area.

Alongside the new routes and vistas established in the Upper Central indicative masterplan, key opportunities for landmark sites have been identified. Landmark sites are features within an area that enhance its character and identity, while aiding navigation and wayfinding. The former 051 club site has been identified as a potential key landmark building due to its location facing onto Ranelagh place. Other potential landmark sites are proposed on Seymour Street and Circus (behind Lewis's and Central Station).



Built Form Framework - Summary



SRF Development Plots

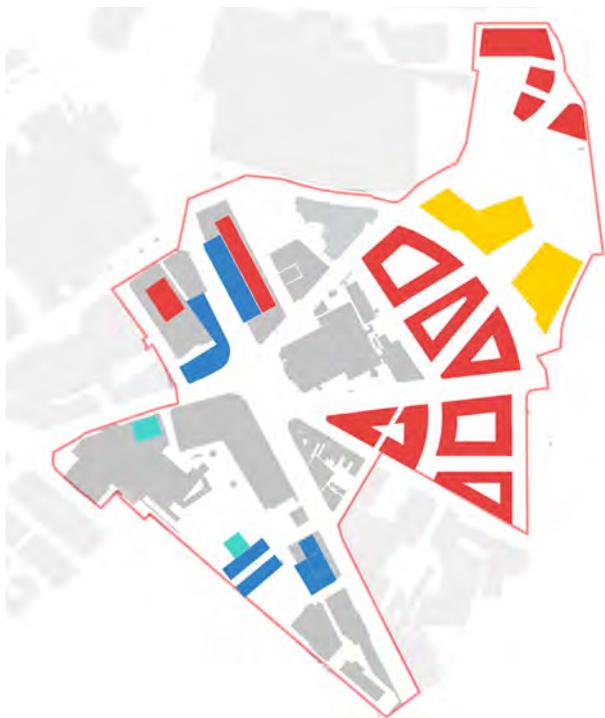


Height Parameters



Proposed Active Frontages





Framework Area Uses

- University Buildings
- Retail Properties
- Mixed Use
- Hotels / Residential



New Routes, Vistas and Landmarks

- Potential Landmarks
- New Routes

CHARACTER AREA PRINCIPLES

The vision and key site-wide themes for the framework area have been brought together in this SRF to form the basis for a set of area specific design and development principles for each distinct character area. These are not meant to be separate neighbourhoods but have to be set to recognise the individual characteristics of the separate parts of the framework area.

How each of the character areas will contribute to producing a truly innovative district, and how each character area is intended to be redeveloped is detailed in the following pages alongside the Development Proformas in Appendix 1. Each of these pages set out the baseline for each of the character areas and the development opportunities that lie within them in regard to land uses, built form, public realm and highways improvements, and will be a material consideration in the determination of future planning applications.

RANELAGH PLACE

Ranelagh Place comprises the heart of the framework area, characterised by the grand architecture of the listed Adelphi Hotel, the former Lewis's department store, and the Vine Public House. Ranelagh Place is pivotal within the framework area and is the central location that connects the city centre with the Knowledge Quarter and the city's two primary railway stations.

Key Development Opportunities

- Circus, Former Lewis's Department Store (with Central Station).
- Former Jacob's Department Store.
- Adelphi Hotel.
- Hawke Street Properties.

Land Uses

- A mix of uses that support the vision for a truly metropolitan area will be reinforced, including offices, hotel and retail.
- Independent food and beverage use, alongside retail, will be encouraged within the existing warehouse buildings along Hawke Street to reanimate this space and provide a long-term economic use.
- Uses that support the development of Upper Central as a commercial, creative and innovation district will be encouraged.
- Active frontages (retail and co-working spaces) at ground floor will be supported alongside opportunities to better relate to new public realm.



Built Form

- Celebrating and restoring heritage assets will be a key priority for any development within this area including the retention of key landmark buildings such as the Adelphi Hotel. Proposals that seek to restore or enhance the important buildings and those that contribute to the intrinsic character of the area and their setting, including securing their long-term use, will be encouraged.
- Lighting schemes will be provided to create a sense of place and support the night time offer.
- New mid-rise development must respect the heights and style of gateway. There is an opportunity for the full or partial redevelopment of the former Jacob's Department Store Building to play a key role in defining the new Ranelagh Place by providing a mix of appropriate uses and a high-quality and distinctive frontage in key views. Limited additional height may be appropriate in this location that pays regard to the height datums for this character area that are set by the existing listed buildings.
- Improvements to existing buildings at ground floors and potential pedestrian routes through the Adelphi Hotel will be explored.
- Hawke Street has the potential to reimagine a key 'lost street' in the area and renovate the small brick warehouse type buildings into small cafes and bars which allows for variance of scale within the area, giving both areas to the east and west some breathing room.



Public Realm / Open Space

- Opportunity for significant enhancement of public realm outside of the Adelphi Hotel to increase footfall and dwell time, showcase existing landmark features (such as the Adelphi Hotel frontage).
- Removal of existing trees and street furniture to create better vistas and pedestrian experience.
- Replacement tree planting of an appropriate scale.
- Remodelling of the traffic and pedestrian crossing movements through the square to prioritise pedestrian movements and the public realm, whilst controlling traffic and maintaining safety.
- Potential opportunity for secondary entrance from Central Station via Lewis's building.



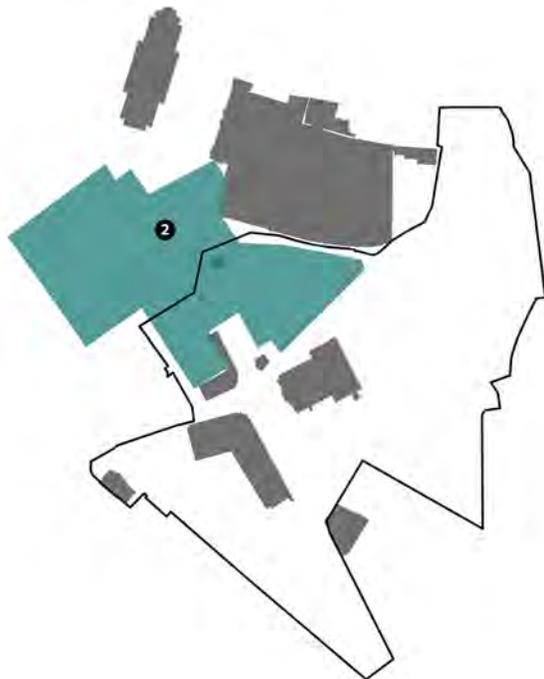
Highway Improvements

- The creation of a new super crossing within Ranelagh Place / Lime Street and associated hard landscaping scheme which prioritises pedestrian movement.
- Increasing pedestrian footpaths through reclamation of vehicular carriageway.
- Rethinking the junction of Ranelagh Street / Great Charlotte Street by removing the pedestrian island and guardrailing and re-providing pedestrian crossings on all arms.
- Desire to relocate Adelphi Hotel servicing road to enhance new public space.



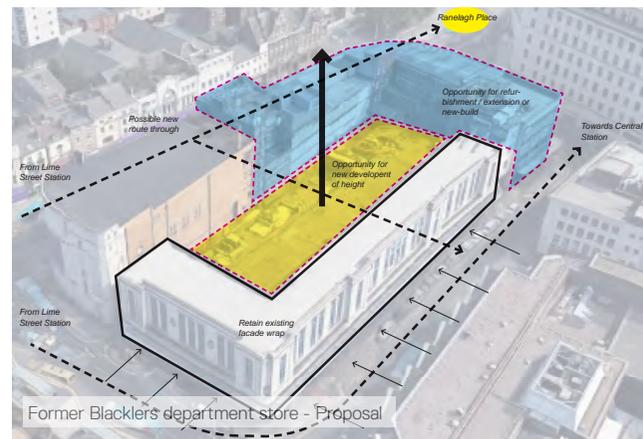
LIME STREET

The Lime Street area sits adjacent to Liverpool Lime Street and its location is one of prominence representing the arrival into Liverpool for both train passengers leaving the station and those entering the city centre. The area is characterised predominantly by retail, dominated by St Johns Shopping Centre and the new ION development, and requires further renewal to create a positive and inviting threshold into the new gateway district, better reflect the local vernacular, and encourage movement into Ranelagh Place and towards Central Station and the rest of the city centre.



Key Development Opportunities

- ION Lime Street mixed use development.
- Former ABC cinema site.
- Former Blacklers department store.



Land Uses

- Retail and leisure at ground floor level will be encouraged to revitalise the existing uses within this area. Both chain and independent stores will be supported and will be needed to create active frontages and to enliven the streetscape at this location.
- Plans to transform the former ABC cinema into an entertainment venue will be supported to diversify the offer in this location. This will not only revitalise the cinema and bring it back into economic use but will improve the visitor attractions in this gateway location.
- Residential development on the upper floors of buildings in this area will be promoted to ensure that land is being effectively used and a true mix of uses is implemented. This will additionally support the contribution this area makes towards housing targets.



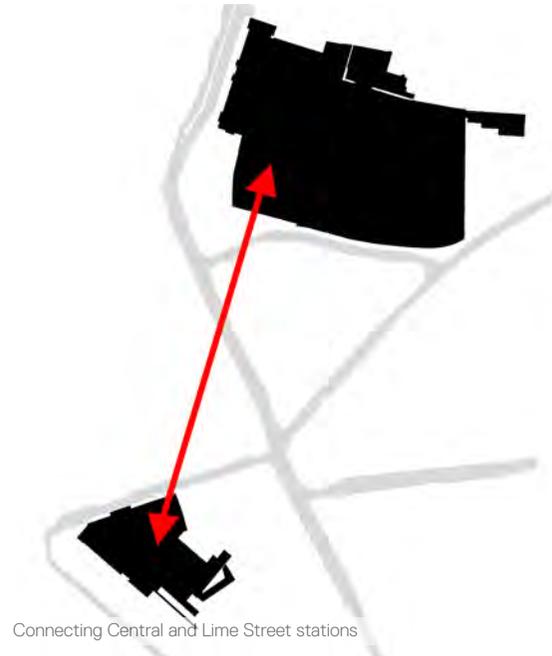
Built Form

- Potential for limited vertical extensions to increase height and prominence.
- Improvements to existing buildings at ground floors including the use of design principles to improve aesthetics.
- Modernise and reinvigorate the general vernacular.
- There is an opportunity to explore a major new retail and leisure opportunity to be created at the former Blacklers Department Store to help signal the arrival point from Lime Street Station and the threshold into the city centre, as well as adding to the vibrancy of the area and create a complementary offer to other parts of the SRF area and the Main Retail Area.



Public Realm / Open Space

- Improve footways and street furniture to create a more attractive pedestrian environment.
- Improve pedestrian crossing opportunities, particularly between Lime Street and St Johns precinct.
- Better linkages between Central and Lime Street Stations will be created, along Lime Street and through Ranelagh Place.
- Improve lighting, in particular on areas of under passing to improve feelings of safety.



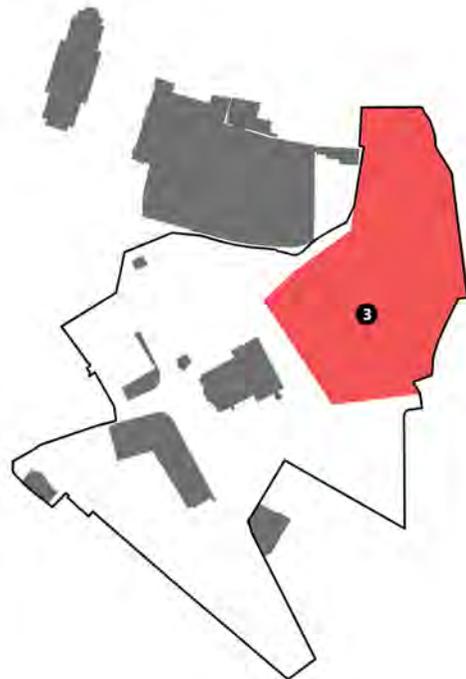
Highway Improvements

- Major highway scheme removing through traffic from the front of the station and the creation of a one-way system, southbound traffic only.
- Improving ranking facilities on Lord Nelson Street to create a rebalance of taxi ranking between Skelhorne Street, which will contribute to a better sense of place at this entrance to Lime Street Station. Skelhorne Street ranks will serve the south of the city, and Lord Nelson Street the north.
- Improved directional wayfinding within Lime Street Station.



COPPERAS HILL

Copperas Hill comprises the area to the east and rear of Lime Street Station which encompasses the former Royal Mail building, which is currently undergoing renewal through the development of a new Student Life Building and Sports Building for Liverpool John Moores University. The area is currently characterised by underutilised sites and surface level car parking but has the potential to be transformed through the creation of a new access point from Lime Street Station, new streets, vistas, and development opportunities.



Key Development Opportunities

- Liverpool John Moores University Copperas Hill scheme.
- Former Reece's Bakery and Dairy factory site.
- Seymour Street and Copperas Hill junction site.



Land Uses

- Opportunities to maintain and enhance the existing Liverpool John Moores University campus through new education facilities and associated commercial uses will be encouraged.
- Retail uses will be supported that will reactivate ground floors uses, create vibrancy and provide for the influx of students and businesses who will be using this space.
- Large open plan car parking will be reduced within this area to ensure that land is used effectively however, some replacement car parking may be provided which will serve the visitors and users of the committed and future development schemes.
- Some leisure uses will be supported in this area to enhance the student offer and these will be particularly encouraged at ground floor level with other uses above, creating a truly mixed used area.
- Purpose-built student accommodation maybe supported if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses in the character area.



Built Form

- New mid-rise development must have regard to the height and setting of The Adelphi Hotel and key views in determining an appropriate scale.
- New development will be encouraged within this area alongside committed development and the enhancement of existing buildings.
- Development will need to respect the heritage assets within this location and must ensure that materials used do not detract from the vernacular that is set by these assets.
- There is an opportunity for a new development on the Seymour Street site to mark the entrance to Upper Central from the north and respond to key pedestrian routes.



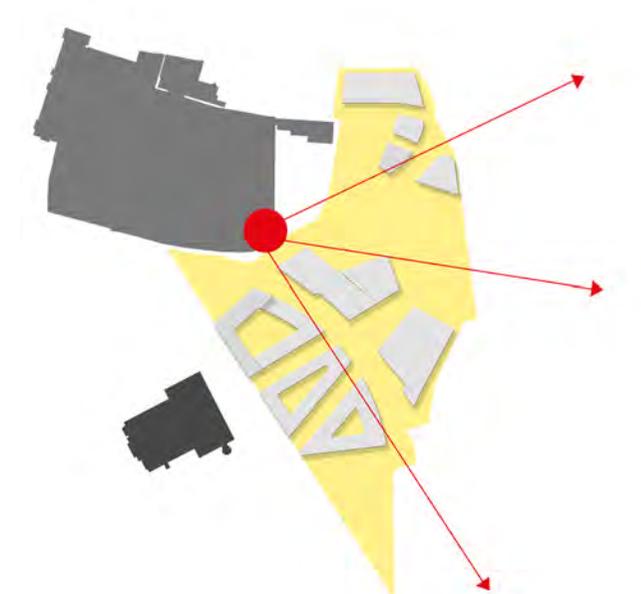
Public Realm / Open Space

- Improved permeability to cater for pedestrian desire lines through the area, to improve connections with the wider Knowledge Quarter.
- Improved public realm along Brownlow Hill to create a boulevard style street..
- Create better connections to Lime Street Station and Universities, with an opportunity for a 'back door' entrance/exit from Lime Street station opening out onto Copperas Hill.



Highway Improvements

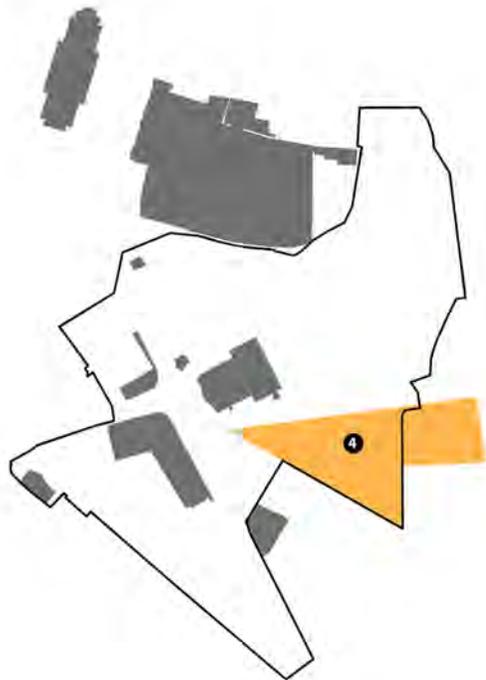
- A 'pedestrian-first' campus.
- A longer-term aspiration for a new rear entrance to Lime Street, that would be provided somewhere in the vicinity of Copperas Hill/ Seymour Street, reducing the walk distance between the major rail hub and the Knowledge Quarter and re-connecting these spaces.
- Potential for replacement car parking to be located off Seymour Street, or on the former Dairy site.



Proposed rear entrance to Lime Street station to facilitate movement

MOUNT PLEASANT

The Mount Pleasant character area is defined by the broadly triangular area of land sandwiched between Brownlow Hill and Mount Pleasant which lead from the Knowledge Quarter down in the city centre. This area comprises the former 051 nightclub and the 1,400 space Mount Pleasant car park, neither of which contribute positively to the area's townscape or appearance. The redevelopment of these sites represents a significant opportunity to add new floorspace and uses into the area and to create a distinctive new commercial-led Hub to attract and retain people in the area, signify the start of the Knowledge Quarter at the bottom of Brownlow Hill, and provide an architectural counterpoint to the iconic listed buildings within Ranelagh Place.



Key Development Opportunities

- Former 051 nightclub site.
- Mount Pleasant car park site.



Land Uses

- A mix of uses will be supported in this character area due to the highly sustainable location that bridges the Knowledge Quarter and the Main Retail Area.
- Active frontages will be encouraged at ground floor with opportunities for retail and leisure uses, with the potential for retail, leisure, and student uses above ground. The area's proximity to Liverpool's busiest train stations means that high quality new commercial development could attract new businesses to the area and the City Region who don't need to be within the Commercial Business District. Combined with this will be new space for creative, life science, and innovative new industries to grow out of the Knowledge Quarter in space that is capable of housing incubator units to regional headquarters, further adding to the draw of the wider vision for Upper Central.
- Purpose-built student accommodation may be supported as part of the Mount Pleasant car park site if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses in the character area.
- Potential for an element of replacement car parking within the Mount Pleasant site.



Built Form

- New mid-rise development will be appropriate and must have regard to the setting of heritage assets, key views, and surrounding land uses in determining an appropriate scale. The building line of new development will need to better address Brownlow Hill as part of a consistent approach with other new development opportunities.
- There is an opportunity for an iconic landmark building on the 051 development site, which should be recognisable by its architectural innovation, sustainable credentials, and massing, and could take the form of a modern 'flat iron' building given the geometry of the site. Any proposals for a landmark building significantly above the height of existing buildings will have to be brought forward in conjunction with a plan-led approach to tall buildings across the City Centre, and must accord with the most up to date planning policies and design guidance, which will include (once adopted) the New Local Plan and its evidence base, and the World Heritage Site SPD. Any proposals for a landmark building will need to include a full assessment of its impacts a key views, heritage assets, and the Outstanding Universal Values of the World Heritage Site, including the preparation of verified views.
- Comprehensive proposals for development should look to include a new public square and the creation of desire lines through the development to re-imagine the 'lost streets' and repair permeability in the area.
- Development should also seek to reintroduce Pleasant Street either as an external street or within new development to further increase permeability and introduce a new vista to the Metropolitan Cathedral.



Public Realm / Open Space

- Improved public realm along Brownlow Hill and Mount Pleasant will be provided to reanimate the street and improve safety
- A new public square within Mount Pleasant car park redevelopment could be provided.
- Replacement tree planting would improve the aesthetics of the street and improve the pedestrian environment.
- Active ground floor uses will help to increase the vibrancy of the area and contribute to opportunities to dwell.



Highway Improvements

- Creation of a key boulevard with world-class and innovative public realm providing an exciting welcome to the Knowledge Quarter will be encouraged.
- Highways narrowed and reclaimed as footway, creating a walkable district.
- The re-provision of high quality and attractive car parking design will be supported. Surface car parking will be removed and the ground floor of any future MSCP should have active street frontage. MSCP access points should be positioned in a manner that doesn't negatively impact street frontage or pedestrian movement.



RENSHAW STREET

This character area faces into Renshaw Street which represents one of the busiest streets in Liverpool with little provision for pedestrians or sustainable transport along this route. The area is characterised by numerous ground floor retail units and as a whole would benefit from reconnecting development that is set back from the outward facing units and making use of previously developed/ underdeveloped land. The vision for this character area is to lift the retail offer and attractiveness through improvements to existing buildings, a consistent approach to shopfronts and signage, and improving permeability to allow the success of Bold Street to continue north.

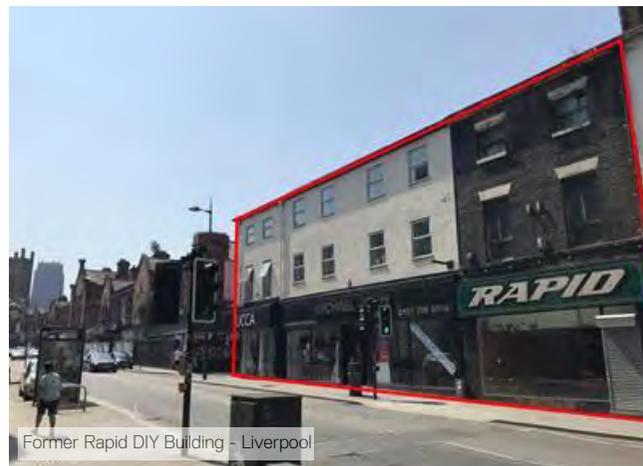


Key Development Opportunities

- Watson Building.
- 40-46 Renshaw Street
- Former Rapid DIY building.



The Watson Building - Liverpool



Former Rapid DIY Building - Liverpool

Land Uses

- Retail uses at ground floor will be encouraged with an aspiration for an independent food and beverage and retail units to extend the Grand Central and Bold Street offer and animate the streetscape.
- Residential space at upper floors will be supported to provide a live/work environment which will link in with the committed developed of Ropewalker Place.
- Relocation of uses that detract from the character of the area will be supported.



Bloor & Dufferin Master Plan - Toronto, ON

Built Form

- Repurposing existing buildings and supporting new committed development will be supported.
- Revitalising the character and architecture of existing building will be encouraged.
- Any new development must be respectful of historic views and desired sight lines in this area including those looking towards St Luke's Church at the end of Renshaw Street and the historic assets at Ranelagh Place.
- Improvements to existing buildings at ground floors will be encouraged, including improvements to advertisements to ensure building features do not detract from the historic environment and architecture which include both the surrounding heritage assets and the vernacular of the upper floors.



Public Realm / Open Space

- Improving footpaths along this street will be important to ensure that the pedestrian is the priority. This will increase pedestrian footfall and will ultimately support the variety of uses along this street.
- Cycle routes and access along Renshaw Street should be improved.
- Improved permeability north and south from Bold Street will be encouraged to marry these two areas together and create an extension of this space.
- Connecting Renshaw Street to Roscoe Gardens would be beneficial to the area to ensure that public open space is made accessible and available.



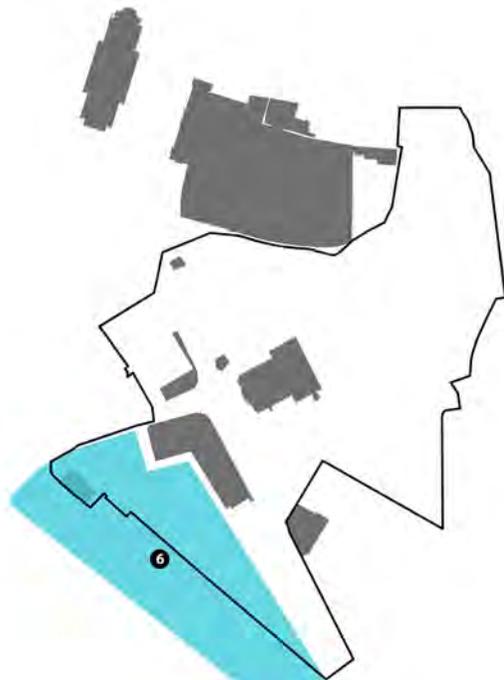
Highway Improvements

- Renshaw Street will always be an important bus corridor in the city, but it should also be a truly multi-modal and green street. Too much of the street is under-used, or cluttered and should be paired back to allow more space for pedestrians and street furniture that enhances the environment.
- New segregated cycleways here will link this part of the city through to Great George Street, Chinatown, and the south of the city replacing the 'dead space' created by delivery bays and street clutter. This will connect with planned changes on Lime Street, which will also make this a much better and more important link for pedestrians and cyclists.
- Street trees will create a stronger sense of place, and boulevard vista between Ranelagh Place and the St Luke's Church.
- Improved pedestrian crossing facilities are required between Newington and Upper Newington to give the pedestrian the priority along this busy route and to improve permeability and accessibility between these two areas.



BOLD STREET

This area encompasses the independent scene of Liverpool, home to Bold Street, which is lined with a diverse mix of stores, coffee houses and restaurants alongside a variety of cultural institutions. This area is predominantly used by pedestrians and is landmarked by the infamous St Luke's Church known locally as 'The Bombed-Out Church' which is praised for its architectural significance and hosting of cultural events. This area is also home to Central Station which is Liverpool's busiest train station with proposals to significantly increase its capacity.



Key Development Opportunities

- Central station entrance and platforms.
- The Lyceum and front piazza.
- Fairclough Street / Cropper Street / Circus Development.



Land Uses

- A mix of uses will be supported including retail, office, food and drink, and residential. Retail and office uses will be encouraged on the ground floor to mirror the surrounding development.
- Ancillary leisure development will also be supported to complement the food and retail offer and to support the tourism sector in this location.
- Purpose-built student accommodation may be supported if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses in the character area.



Built Form

- Supporting the appropriate development of Central Station will be crucial to help improve the status of this station and to improve wayfinding in this area. Improvements to both the station's internal and external appearance will be important, and the additional space will improve the offer for public transport users.
- A new entrance to Central Station should be explored in the vicinity of the Church Street, Ranelagh Street, Bold Street junction to better relate to key pedestrians desire lines.
- Redevelopment and revitalisation of the former Lyceum Club building on the corner of Bold Street will be encouraged either independently or as part of the wider plans to redevelop Central Station. Development will need to preserve the historical element of this building but should provide a contemporary long-term economic use that will see greater utilisation of space and will support the mixture of uses in this area.
- New mid-rise development will be appropriate fronting onto Ranelagh Street, which must have regard to the setting of heritage assets, key views, and surrounding land uses in determining an appropriate scale.
- There is an opportunity for a landmark building at the rear of Central Station as part of the comprehensive redevelopment of the station, which should be recognisable by its architectural innovation, sustainable credentials, and massing. Any proposals for a landmark building significantly above the height of existing buildings will have to be brought forward in conjunction with a plan-led approach to tall buildings across the city centre, and must accord with the most up to date planning policies and design guidance, which will include (once adopted) the New Local Plan and its evidence base, and the World Heritage Site SPD. Any proposals for a landmark building will need to include a full assessment of its impacts, key views, heritage assets, and the Outstanding Universal Values of the World Heritage Site, including the preparation of verified views.
- Improving active frontages within this area will be key to reactivating lost streets including Fairclough and Copper Street, which lack footfall and a sense of security.
- The historic architecture of existing buildings in this location should be respected but high-quality contemporary design that is sympathetic to the character of this area will also be encouraged. .

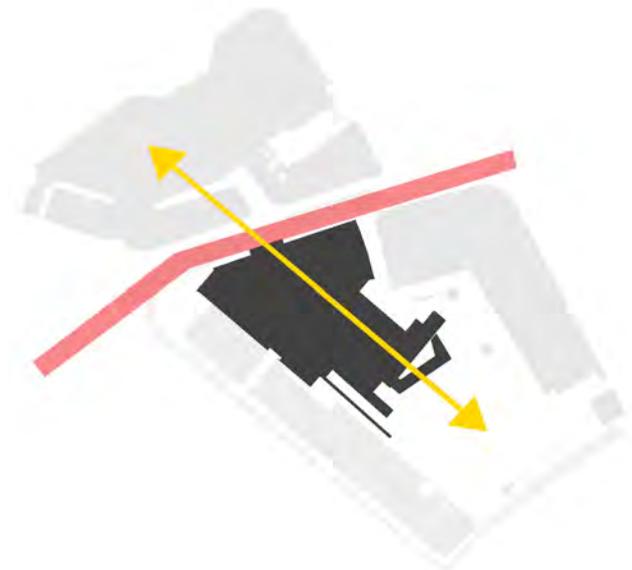
Public Realm / Open Space

- Improving footways along Ranelagh Street, Bold Street and through to Hanover Street, including de-cluttering the street or where possible, widening paths.
- Provision of a pedestrian plaza at Fairclough/ Cropper Street will be encouraged to increase the footfall in this location and improve the use of the western entrance to Central Station.
- Street lighting will provide a sense of security for pedestrians using this space at night.
- There is a significant opportunity for new public realm outside the Lyceum at the Central Station junction. This should be an important public space, supported by the adjacent de-cluttering of bollards, signage and guardrailings at the bottom of Bold Street.



Highway Improvements

- Crossings along Ranelagh Street/Hanover Street to be improved to ensure that pedestrians are given priority particularly at the conflict points of the Central Station entrance and the Bold Street / Church Street crossing.
- A new enforceable restriction on cars is required on Ranelagh Street / Hanover Street to limit traffic congestion and improve public transport services.
- New/improved access routes to and from Central Station are a priority, including providing an access route through any new development that is built to the back of the station and improving the aesthetics and wayfinding along Fairclough and Cropper Street to the western entrance of the station.



DELIVERY AND PHASING

The SRF for Upper Central seeks to facilitate transformational change that will create a new innovative destination on the edge of the city centre which will draw people into this gateway location and through to the wider Knowledge Quarter. The SRF recognises that this evolution cannot entirely be achieved in the short term and thus seeks to establish a phased approach to implementation. This will ensure that early wins can be provided within the immediate future which will act as a catalyst to the larger, more challenging projects that can be developing within the background.

06

Immediate Opportunities

This SRF has been developed in line with high-quality committed development within the area that is either within the planning stages or is currently or recently been under construction. These developments represent the first phases of the transformation of Upper Central and include recently completed ION development at Lime Street and the receipt of planning permission for the transformation of the Former Royal Mail site by Liverpool John Moores University.

A significant short term aspiration of the SRF is to implement improvements to Ranelagh Place, including exploring immediate opportunities for temporary road closures and events, and then delivering the “super crossing” in an interim phase. These improvements could include:

- Resequencing the existing pedestrian crossing signals to enable them to be synchronised and prioritise the single movement of pedestrians across the space;
- Removal of guardrails and street clutter where appropriate;
- Removal / pruning of trees; and
- Exploration of potential interim public realm improvements.

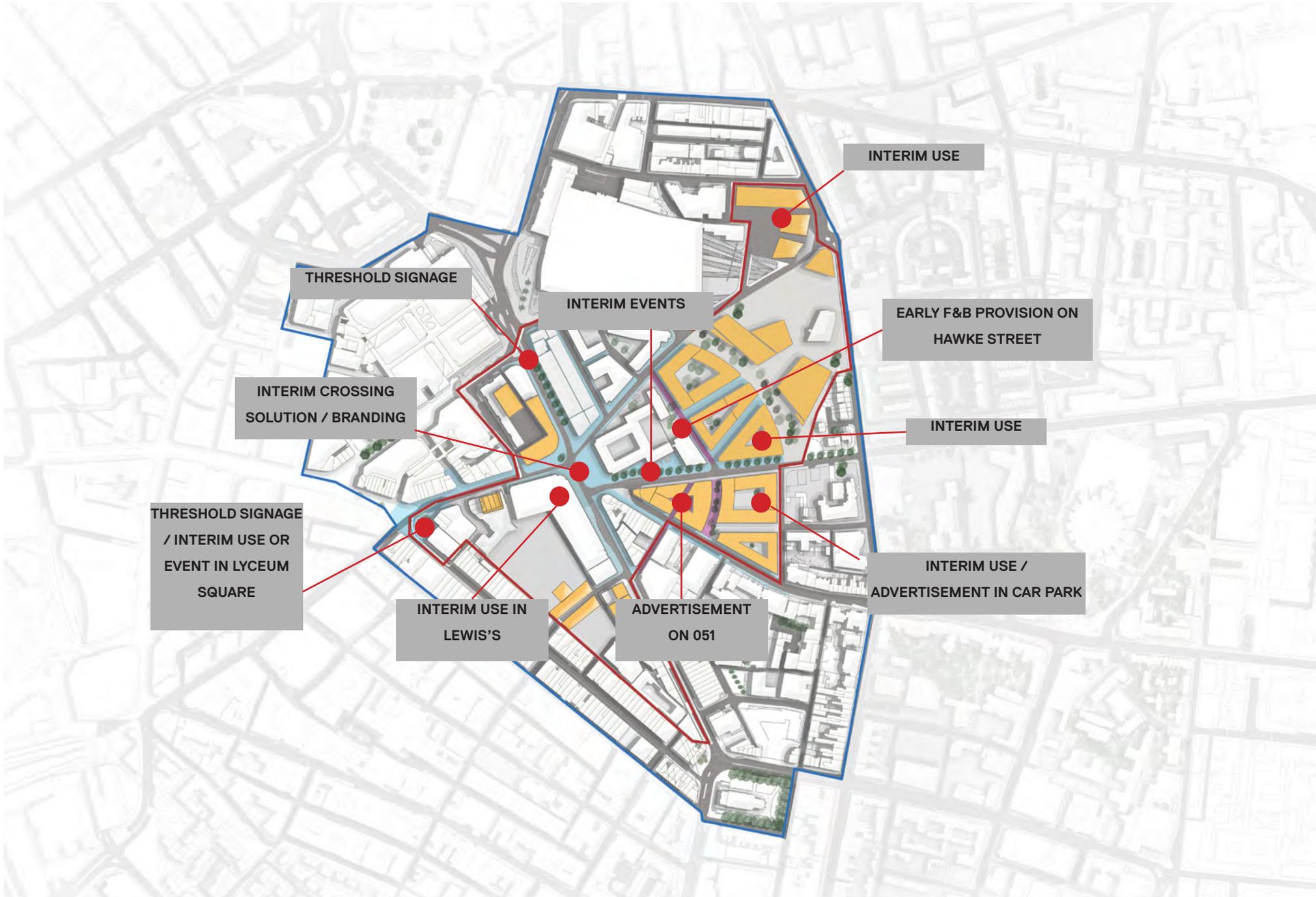
Other early initiatives in the framework area that have the potential to build upon this ongoing change should include:

- The redevelopment of underused plots within the framework area that are under the control of the Council or its development partners;
- Encouraging the redevelopment of vacant, derelict and underutilised sites, particularly around the Ranelagh Place and Brownlow Hill character area;
- Improving existing buildings through external change, including new signage, branding and art will catalyse further aesthetic enhancements and will help to boost inward investment through the creation of a more sophisticated and cohesive destination;
- Beginning to work on the infrastructure improvements within and

around the framework area will be key to realising the future vision of Upper Central and will help bring forward development in shorter timescales;

- Working with the private sector to bring forward development opportunities in line with the vision and development principles set out in this SRF;
- Engaging in dialogue with the business and education community and potential inward investor to draw into Upper Central the types of uses and amenities that will realise the vision, including Liverpool City Council providing a “sign-posting” service to assist existing businesses with their relocation needs;
- Working with key stakeholders and landowners to understand their requirements and future plans;
- Interim uses that help to animate the area in the short-term and create a destination and identity that supports the longer-term vision whilst showcasing what development can be brought forward on individual sites and effectively test running different uses on these plots i.e. market/ pocket park/ temporary units;
- It is not the intention to prescribe defined phases of development. However, early opportunities to deliver sites or development projects (such as public realm enhancements, crossings, lighting or signage schemes) that contribute to the overall vision of the SRF and / or individual character areas will be encouraged.

The adjacent diagram below provides examples of some of the potential interim uses within the framework area.



Transformative Transport Initiatives

The success of the Upper Central area in the future will, in part, be significantly influenced by the ability to deliver transformational transport and public realm initiatives to improve access to and through the area, and connect new developments to the wider Knowledge Quarter and the city centre. These public sector-led strategic projects include:

- The Ranelagh Place “Super Crossing”;
- Central Station Upgrade Works;
- A New Entrance to Lime Street Station;
- Enhanced Public Transport Links along Brownlow Hill; and
- Central station junction public realm

The City Council will continue discussions with key stakeholders on these projects following the adoption of the SRF as well as exploring the ability to harness public funding to assist in their early delivery.

Delivery Mechanisms

As stated throughout this document, Upper Central provides the opportunity to plan strategically for how the unique characteristics and circumstances of this particular area can contribute to the continued growth of this part of the city. The quality of uses, public realm and architecture as well as the manner in which the more functional requirements such as access, servicing and car parking are handled must therefore be of the highest quality.

Without an overall strategic approach to the area, and a drive for high quality design, the piecemeal redevelopment of the area would represent a significant missed opportunity in terms of revitalising the existing characteristics and creating a more innovative and thriving neighbourhood. A key purpose of this document will therefore, be to provide a framework for the Local Planning Authority to ensure that any future development in the SRF area is of the highest quality in terms of design and supporting public realm, highways and other community infrastructure in line with national and local planning policies.

In accordance with national planning guidance, it therefore follows that in order to secure a sustainable future for the area and deliver a destination of choice and innovation, the Local Planning Authority will utilise all reasonable resources and mechanisms to secure appropriate contributions from new development on a site-by-site basis, either directly or in the form of financial contributions where appropriate, that will allow site-wide public realm and other infrastructure to come forward in tandem with the delivery of development sites. This approach will help achieve quality outcomes and deliver the vision of the SRF and underpin the vitality and viability of the area.

It is proposed that appropriate contributions could relate (but are not limited) to:

- New public realm;
- Signage, lighting and artwork;
- Highways Improvements;
- Public transport improvements; and,
- Contributions to the RIBA Liverpool City Model.

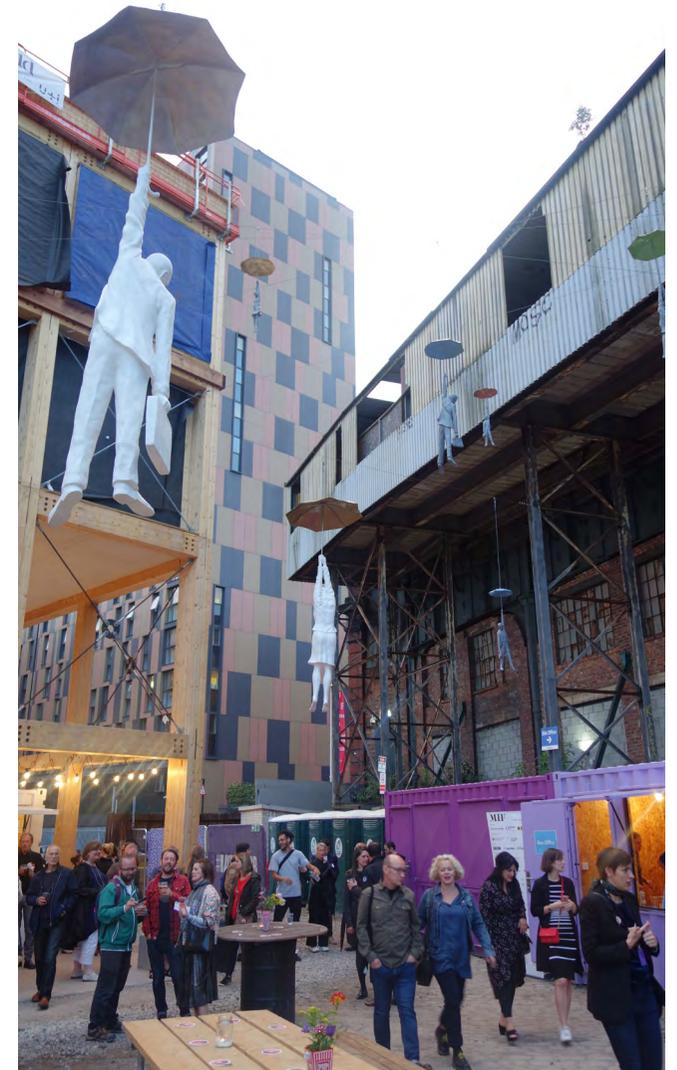
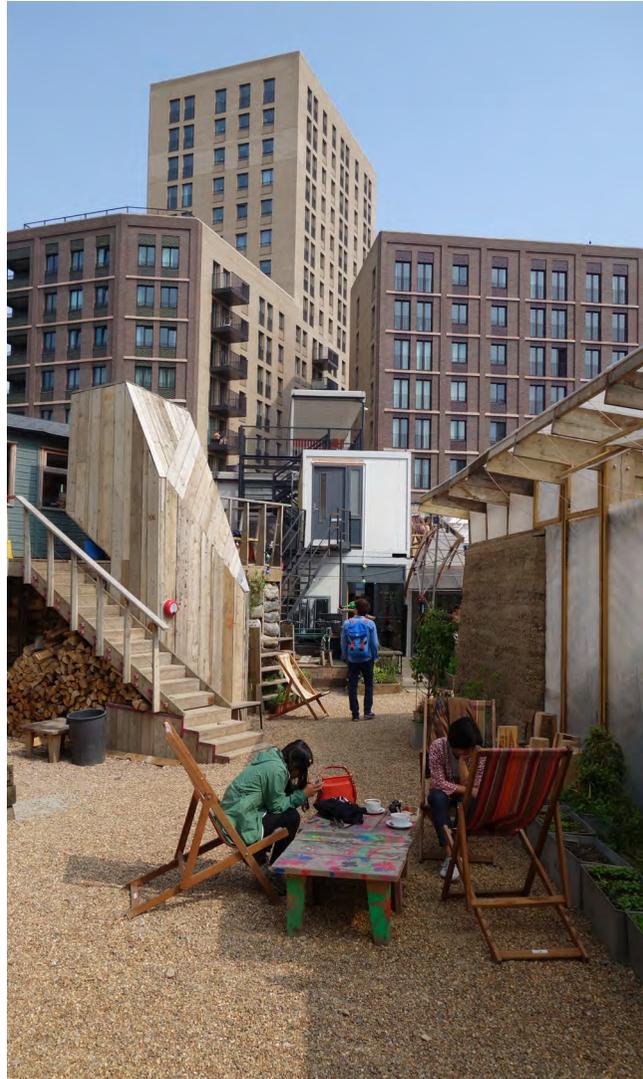
To further support the vision of creating a high-quality destination that will deliver viable and sustainable development across the framework area and transform this key location into a true gateway to the city centre, this SRF additionally seeks to set clear steps in which all development must undertake during the implementation process to ensure that by way of design and concept, proposals do not detract from the overall character and vision for the area. The key steps are outlined below but will be expanded upon based on each individual proposal put forward:

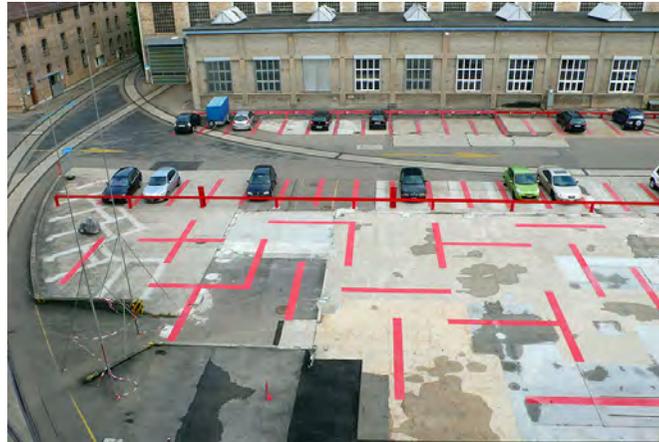
- Collaboration must be held with key stakeholders at the earliest opportunity and during the design process;
- All identified development sites to be reviewed by Places Matter;
- All tall buildings to include justification of design against CABE/Historic England Guidance; and,
- All redevelopment proposals to include heritage impact and views assessment.

Monitoring and Review

The City Council will expect the detailed proposals for redevelopment to have regard to the SRF's character area principles and design guidance and to build on the wealth of community consultation that has been undertaken. This SRF provides development partners, businesses, key stakeholders, potential investors and the local community with a clear vision for the future development of the Upper Central framework area. In order to be flexible and adaptable to change and to ensure that the framework area is developed in a timely manner, the effectiveness of the SRF and its key principles will be monitored, and a formal review will be undertaken when appropriate.

Catalogue of Ideas - Temporary Urbanism



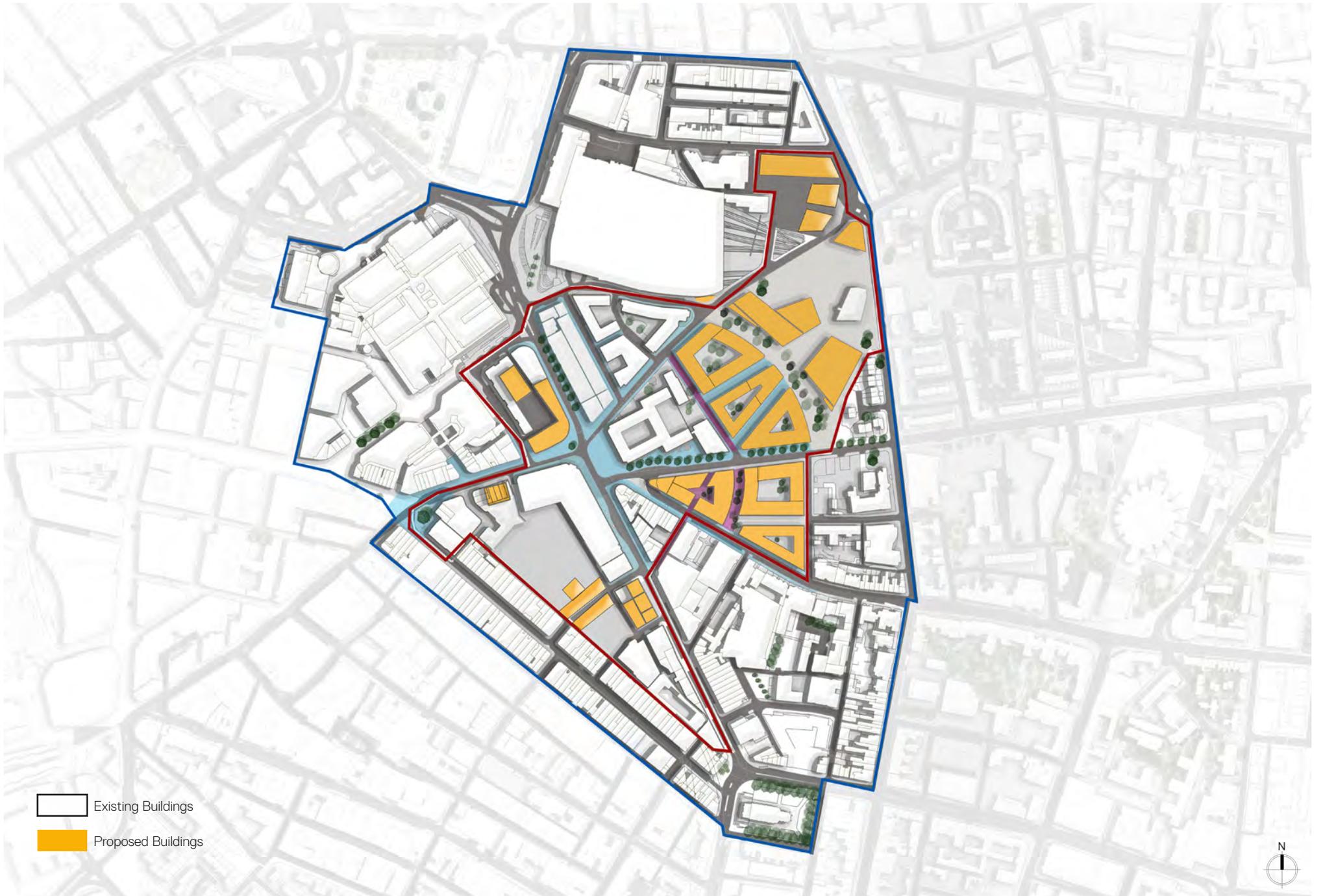


ILLUSTRATIVE MASTERPLAN

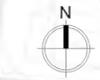
07

Illustrative Masterplan

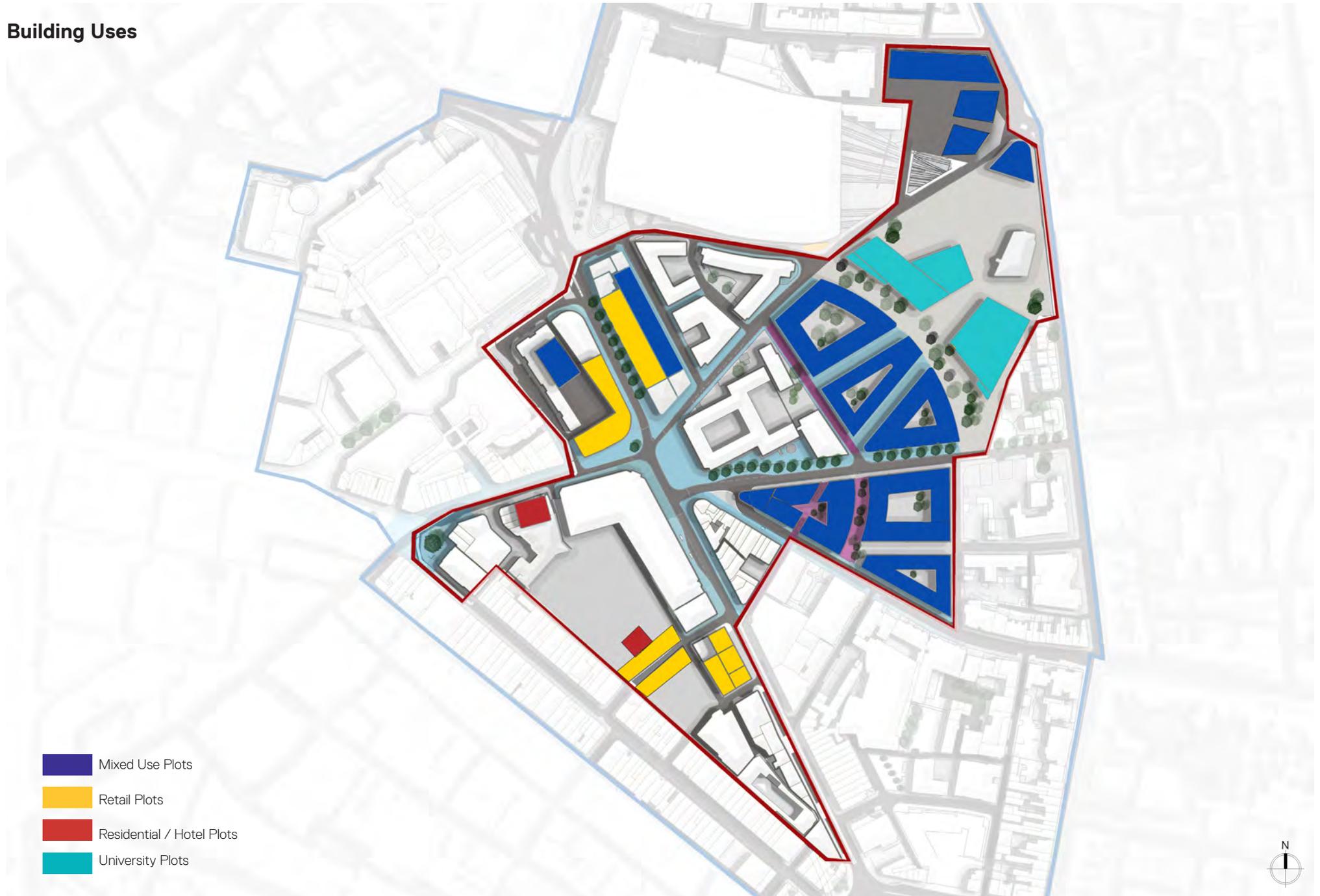
An overarching Illustrative masterplan has been developed that demonstrates one iteration of how the six identified character areas can be woven together to deliver an integrated approach to the Upper Central area. The design and development principles set out in this section have been developed to reflect the vision for Upper Central, alongside the key themes that are the original drivers behind this proposal.



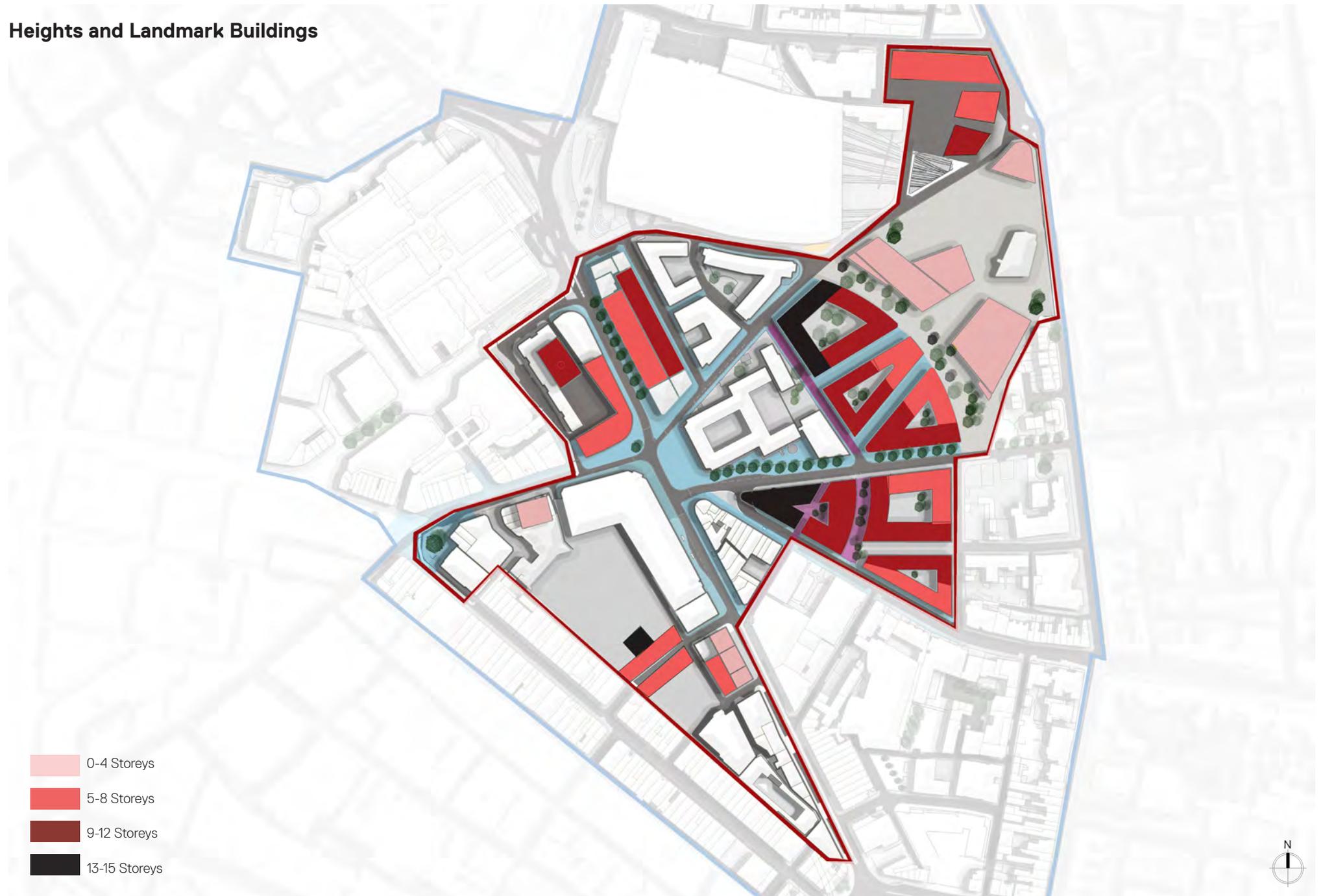
- Existing Buildings
- Proposed Buildings



Building Uses



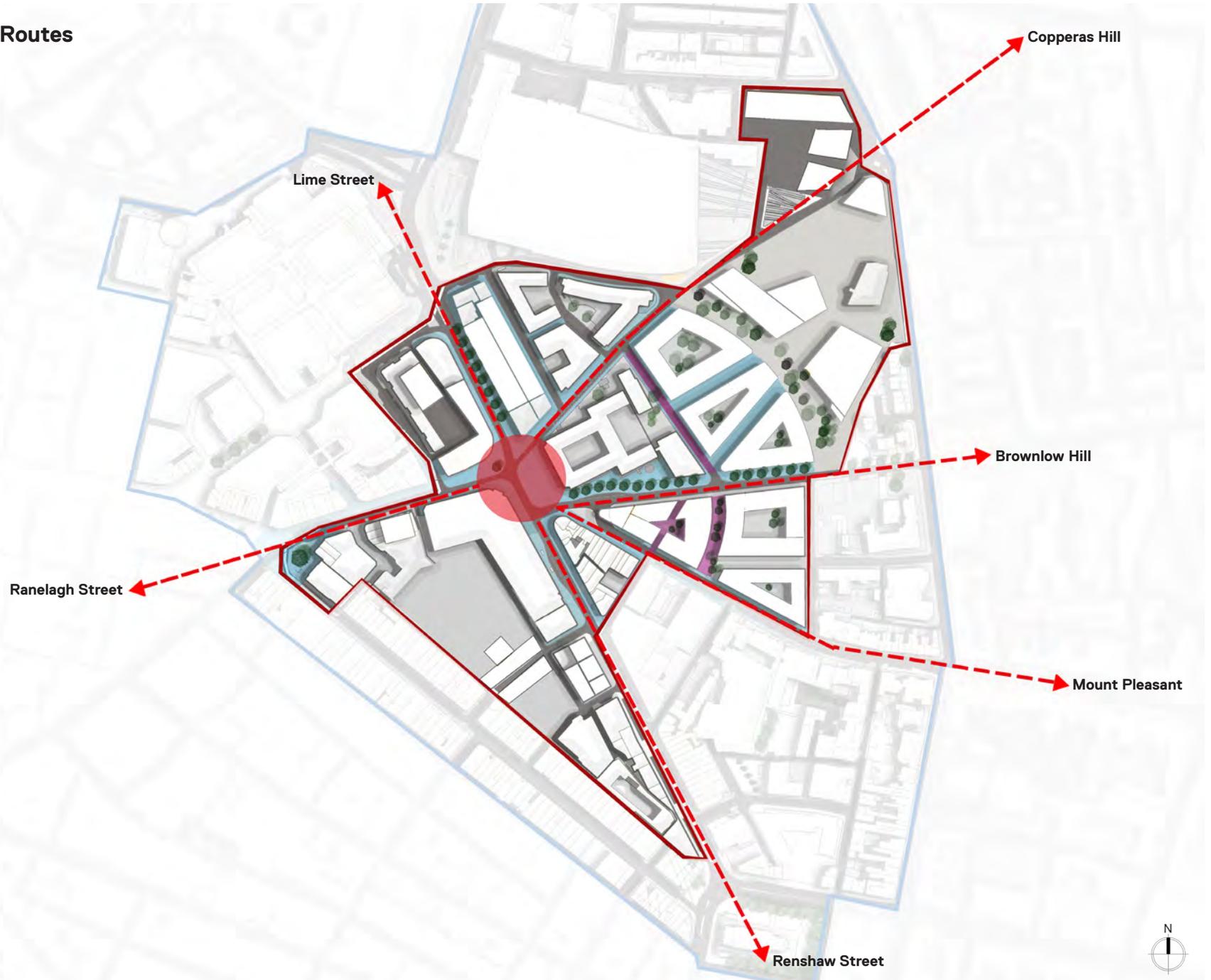
Heights and Landmark Buildings



- 0-4 Storeys
- 5-8 Storeys
- 9-12 Storeys
- 13-15 Storeys



Connections and Key Routes

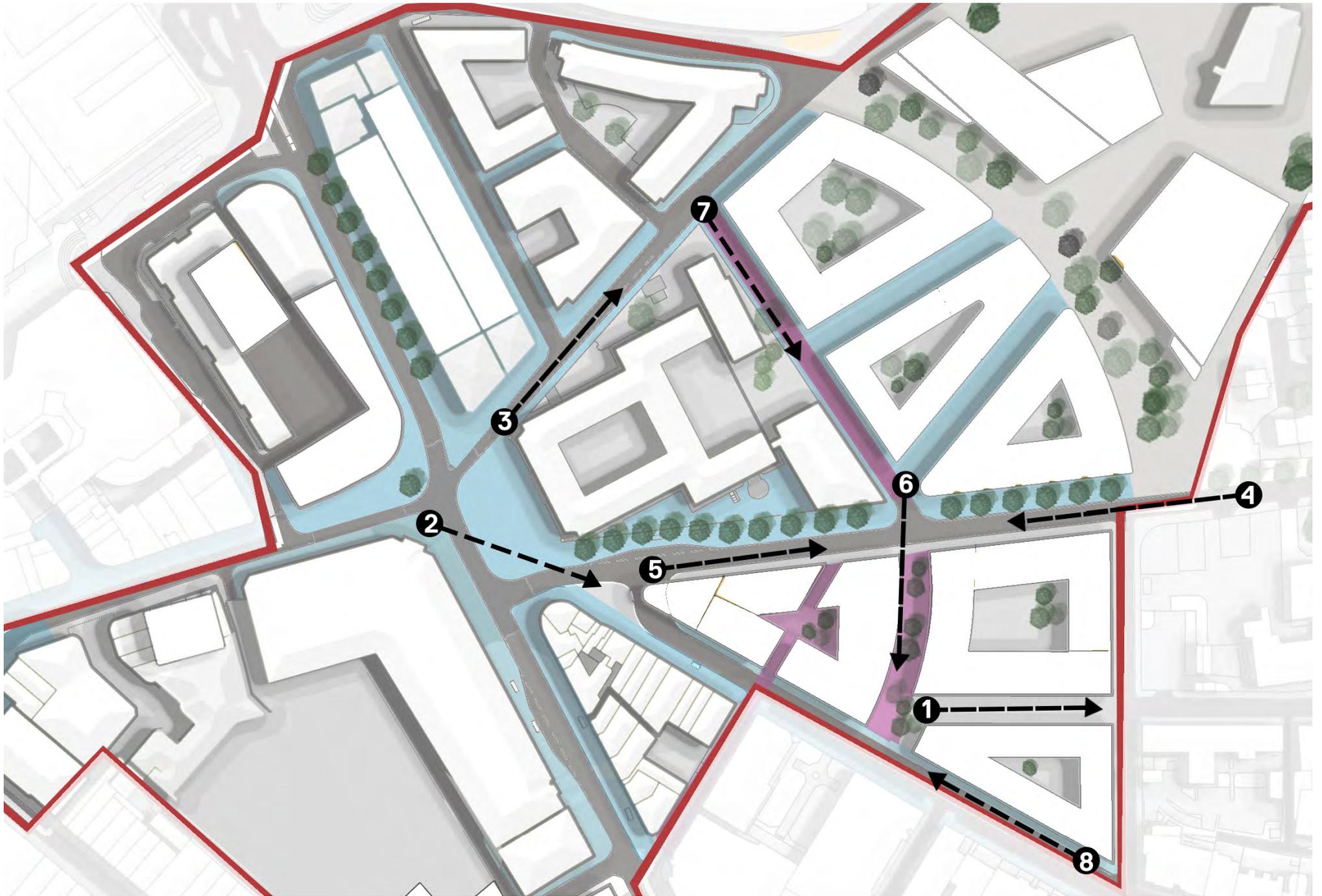


Key Public Realm Interventions



Upper Central SRF Masterplan - Views

The following map identifies the views that were considered in defining and assessing the suitability of the proposed masterplan and corresponding development framework. This has included introducing some new routes as they provide prominent views and vistas towards significant landmarks such as the Metropolitan Cathedral for instance, which is now visible through Pleasant Street. The buildings proposed (highlighted in red) are massing of potential development plots that can play an important role in this area in order to achieve the aims of this SRF.

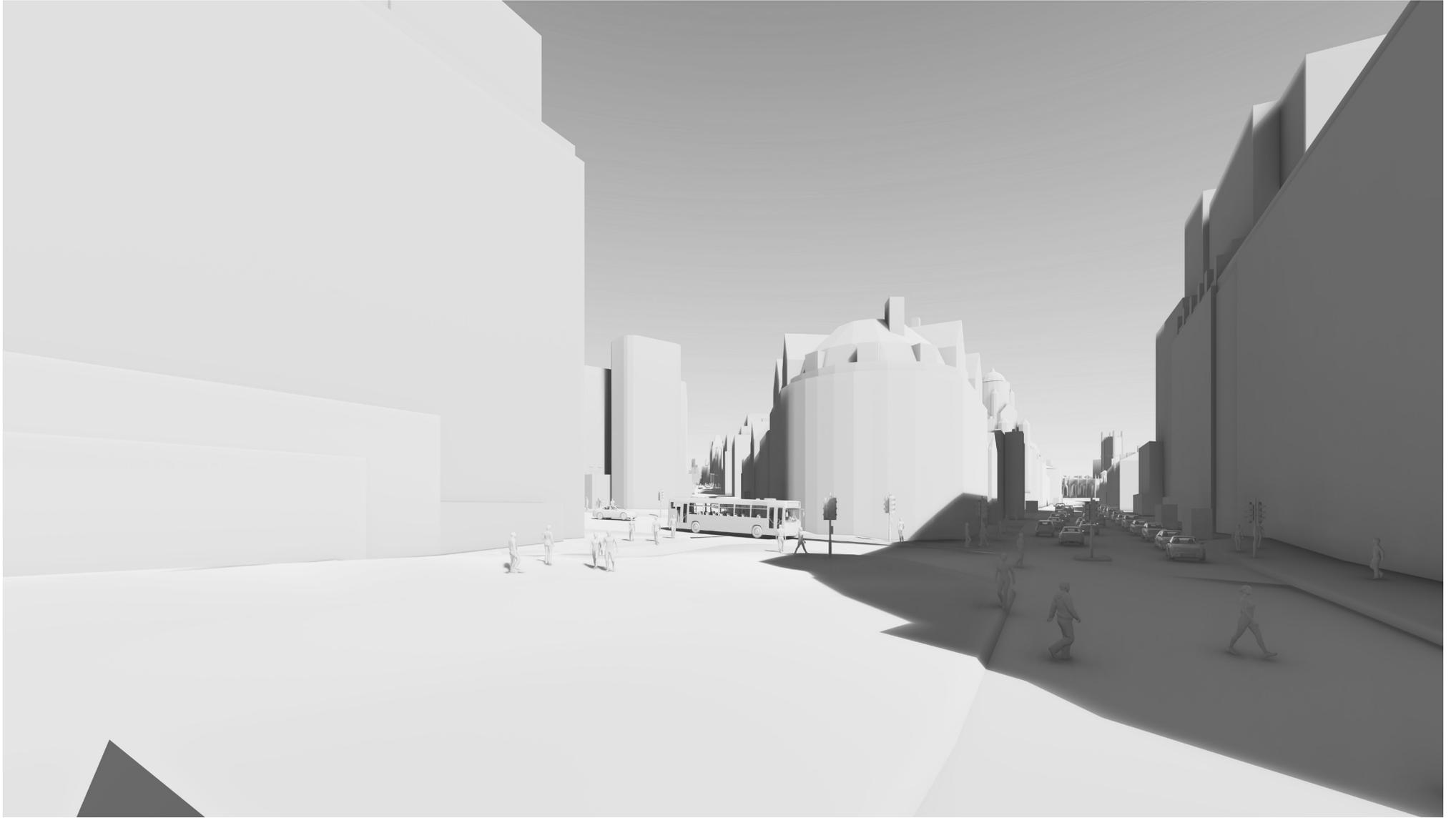


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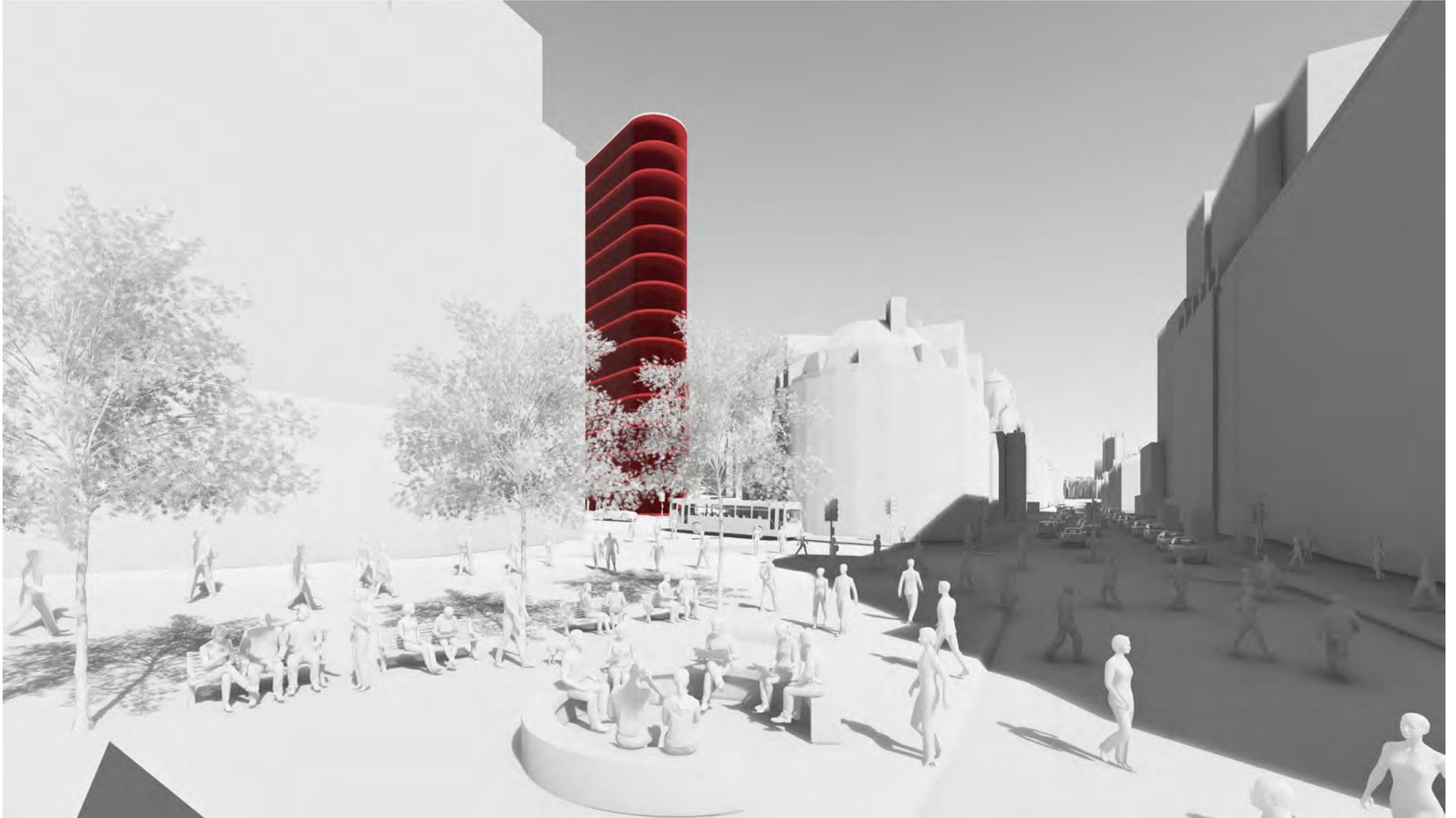
1/ Pleasant Street view to Metropolitan Cathedral - Proposed



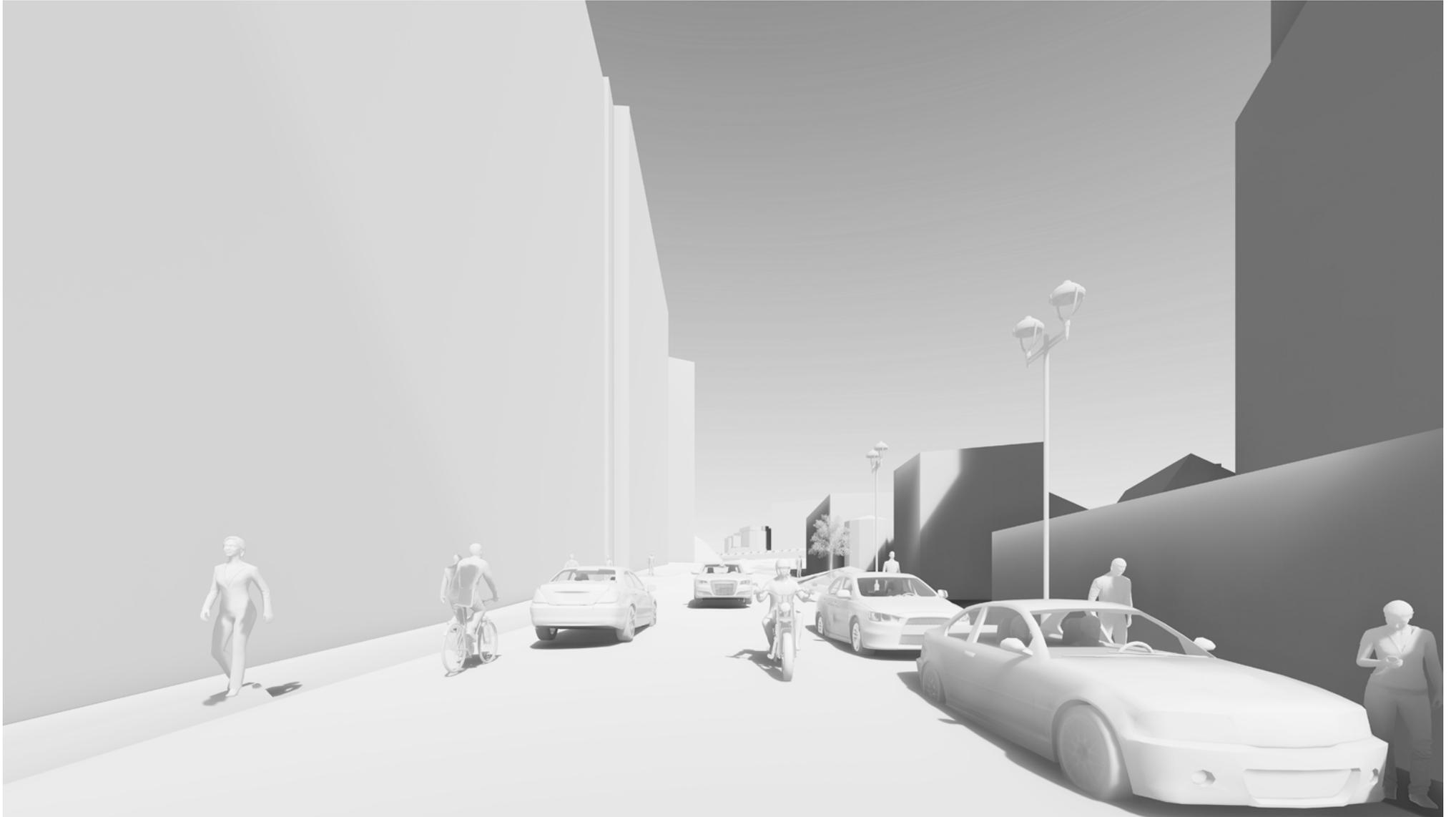
2/ View from Ranelagh Place - Existing



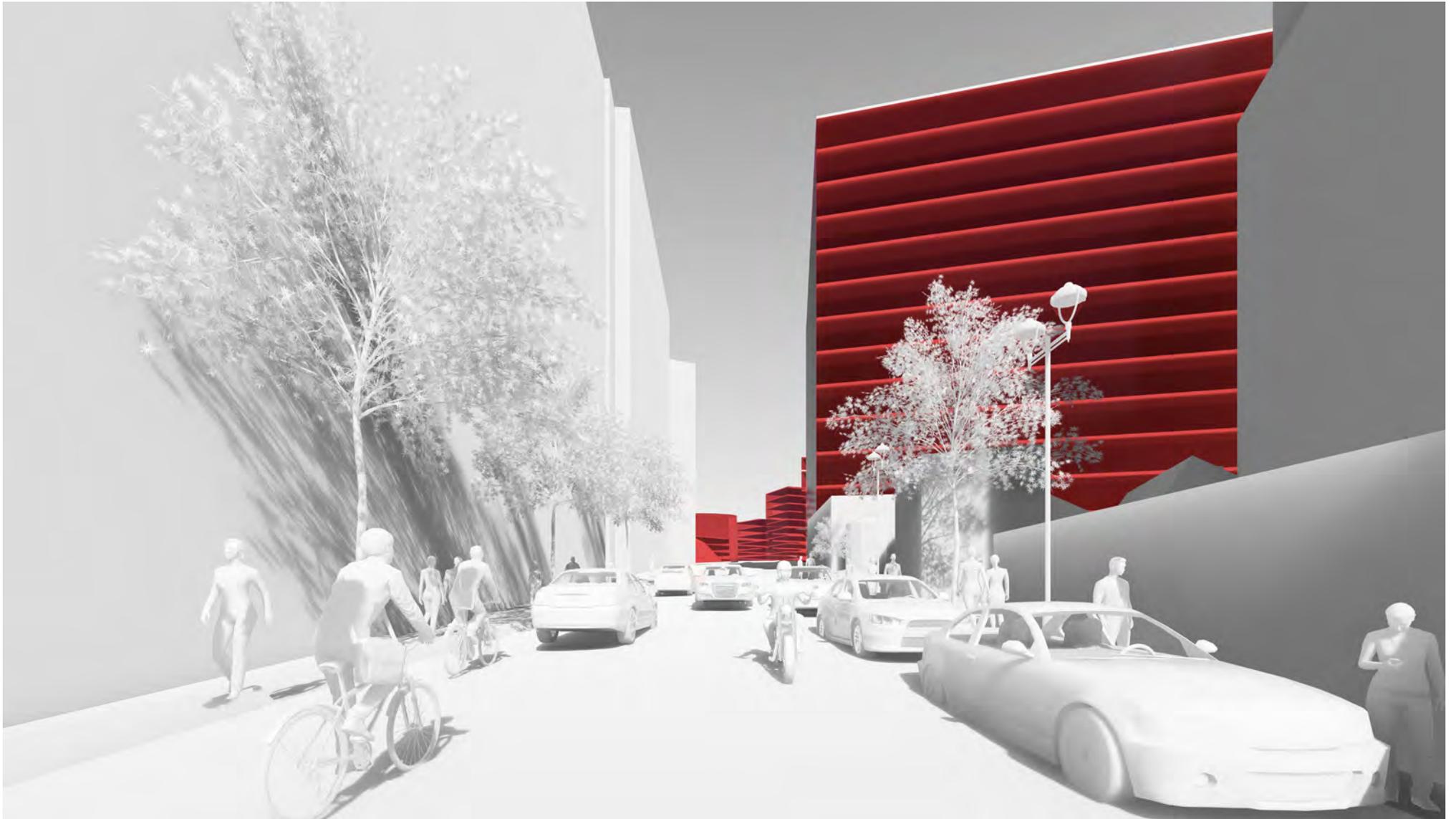
View from Ranelagh Place - Proposed



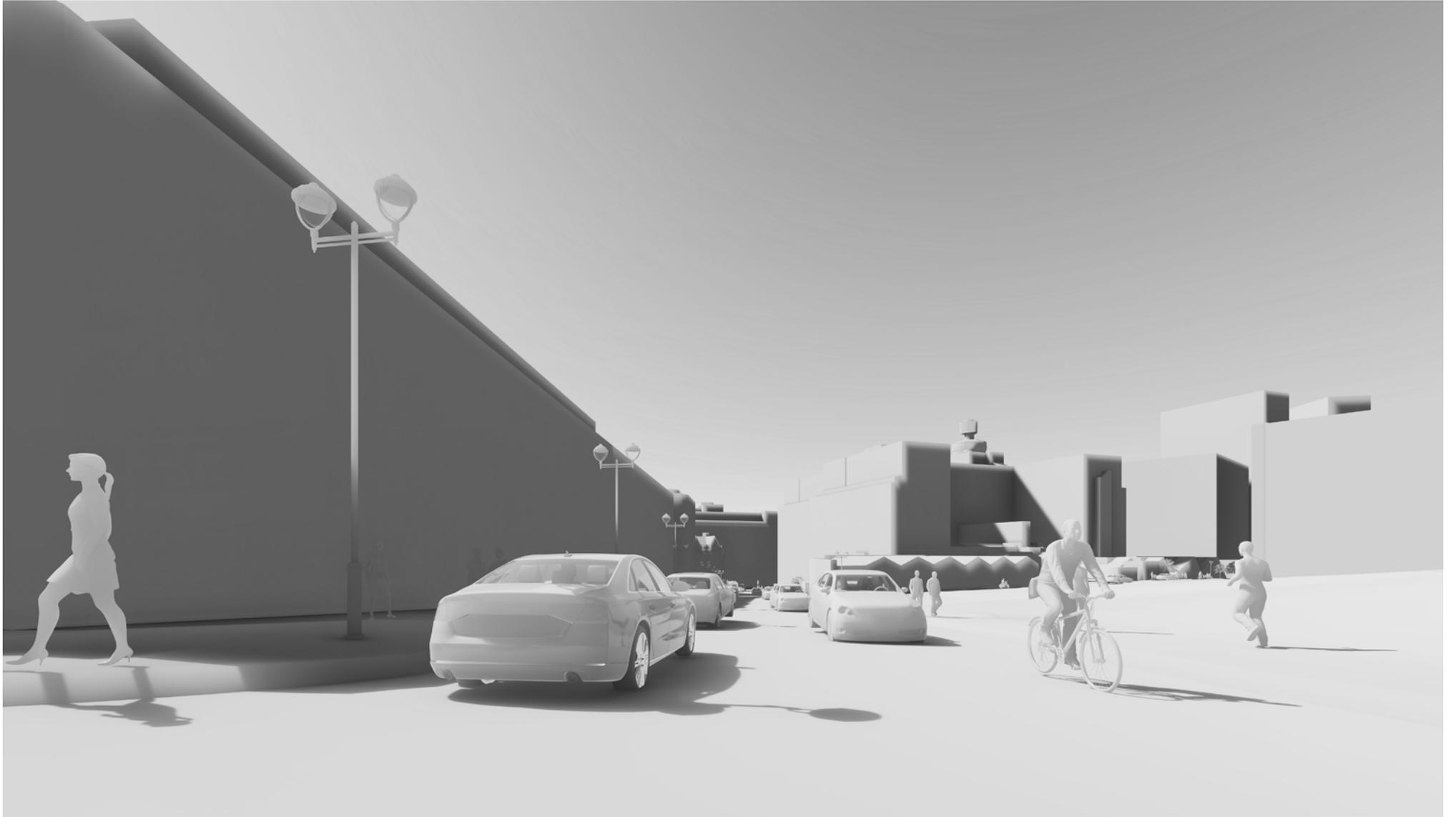
3/ View up Copperas Hill - Existing



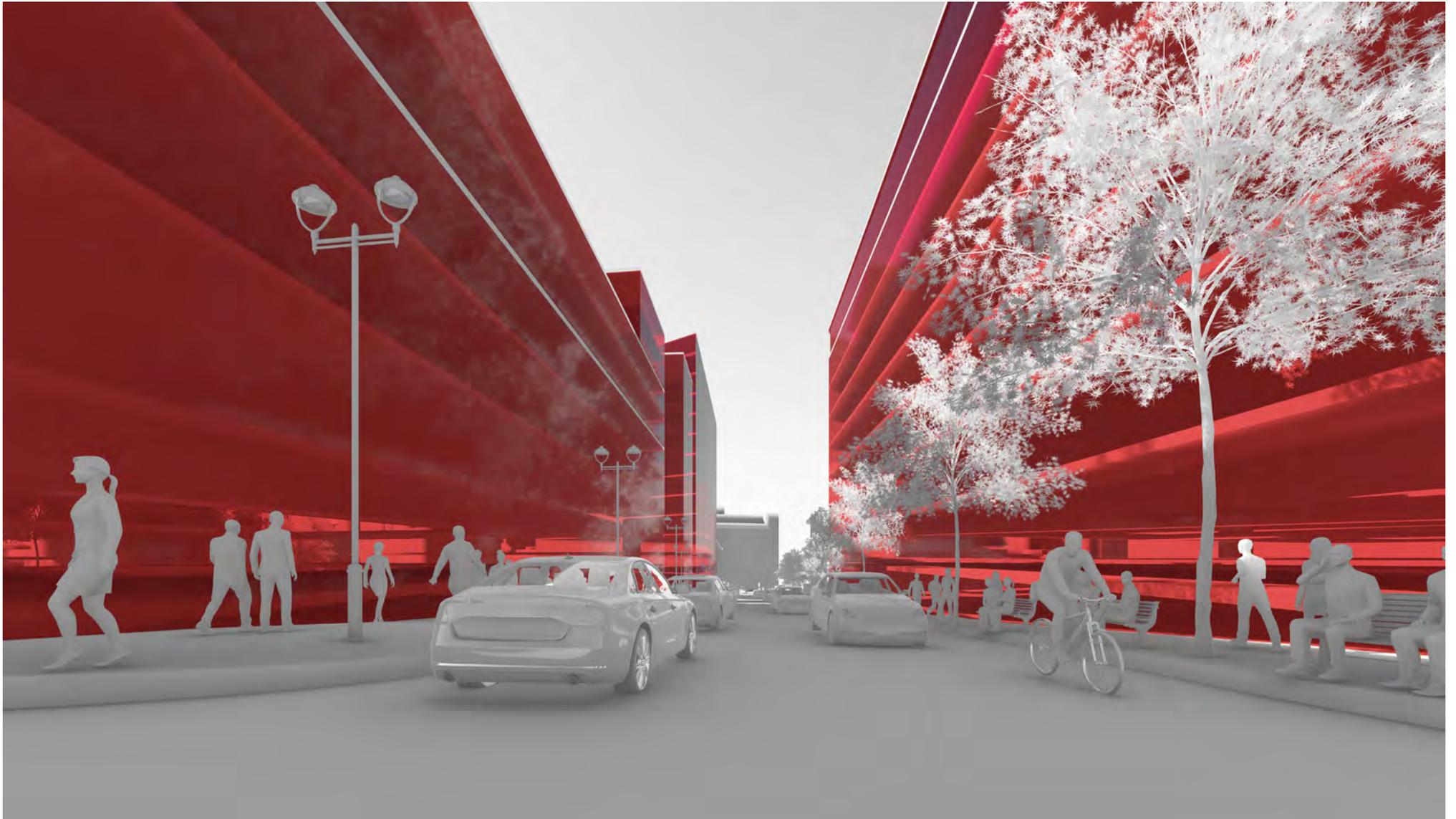
View up Copperas Hill - Proposed



4/ View down Brownlow Hill - Existing



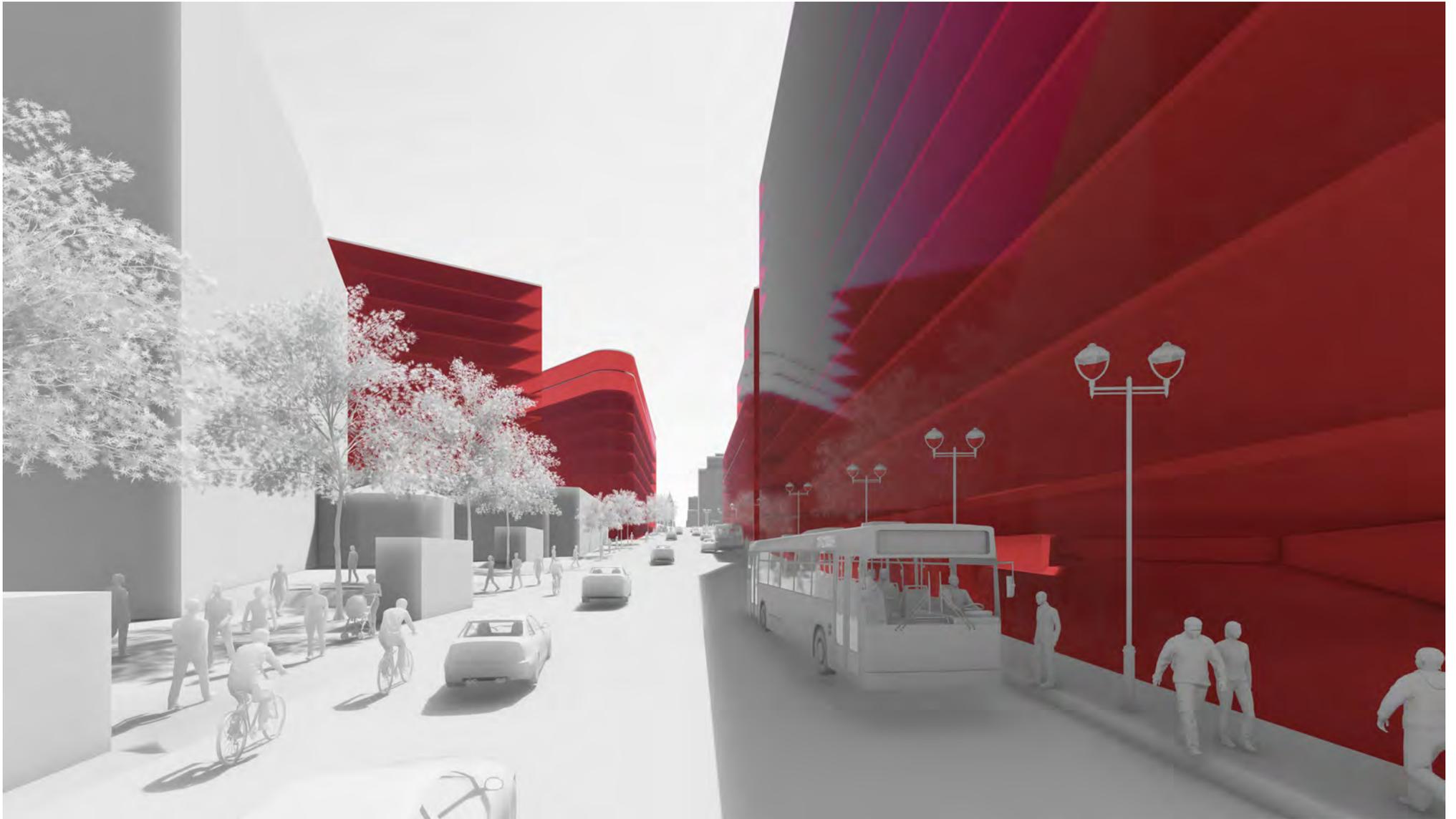
View down Brownlow Hill - Proposed



5/ View up Brownlow Hill - Existing



View up Brownlow Hill - Proposed



6/ Cut Through from Hawke Street to Brownlow Hill - Existing



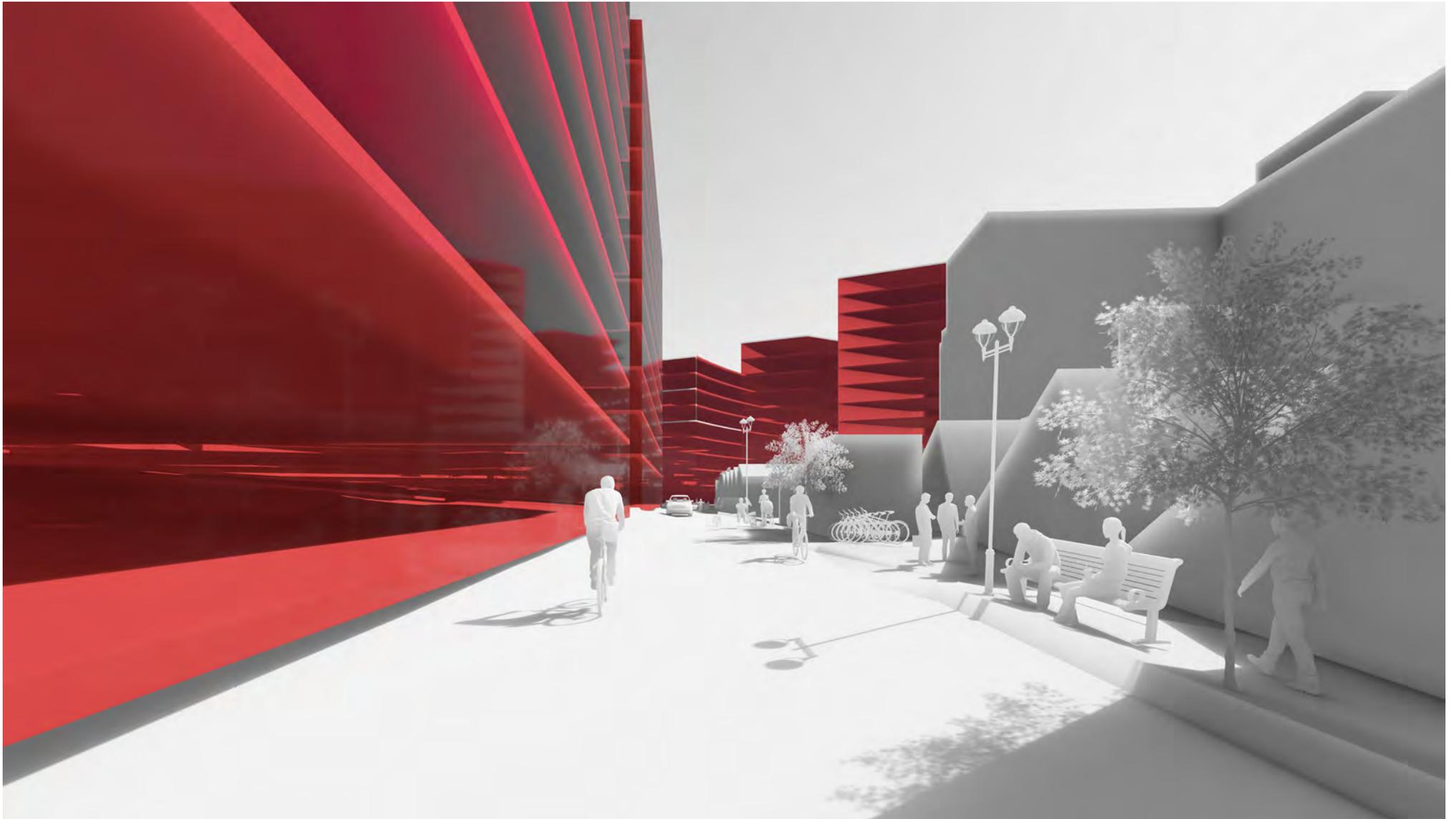
Cut Through from Hawke Street to Brownlow Hill - Proposed



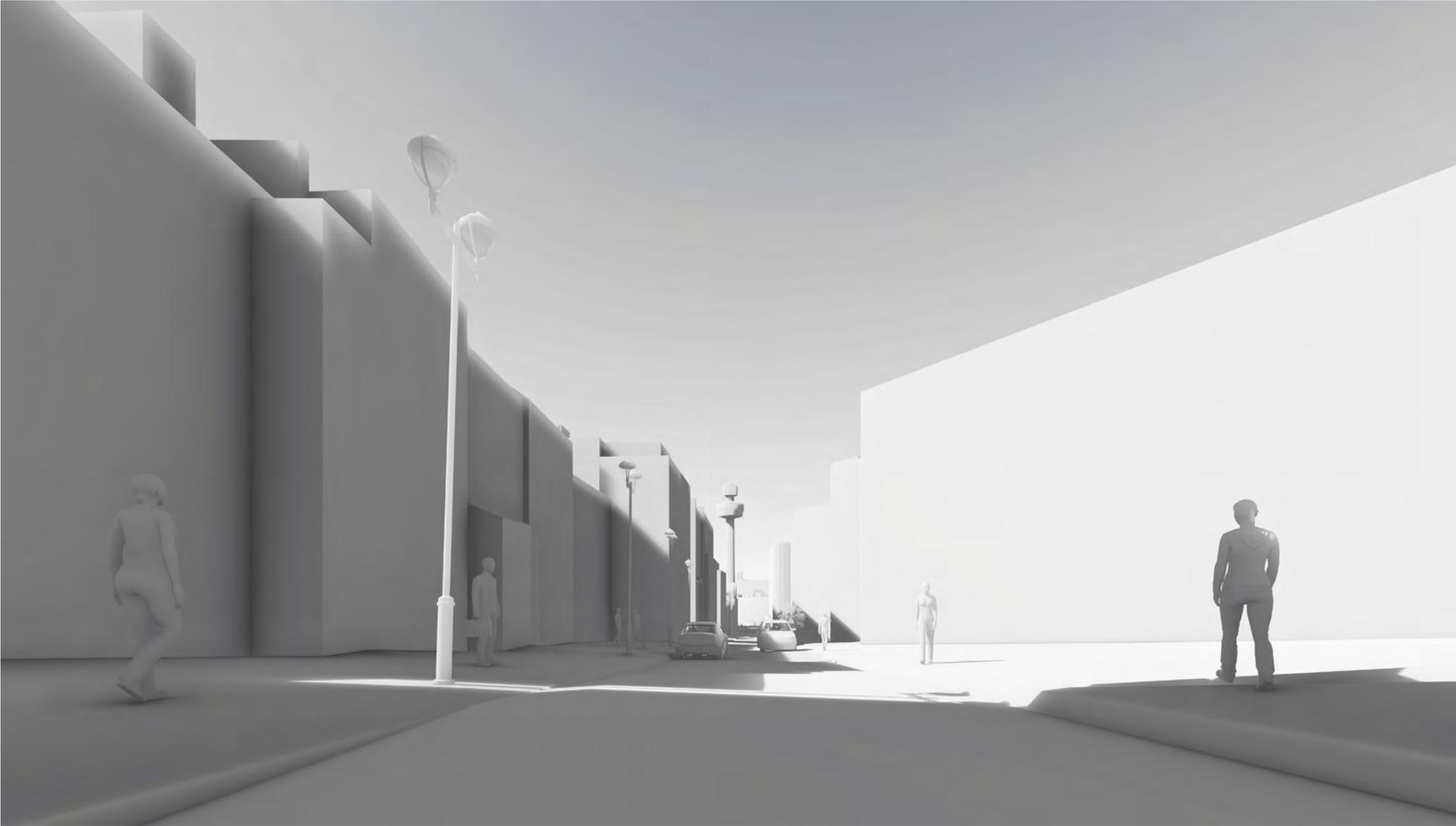
7/ View along Hawke Street - Existing



View along Hawke Street - Proposed



8/ View down Mount Pleasant - Existing



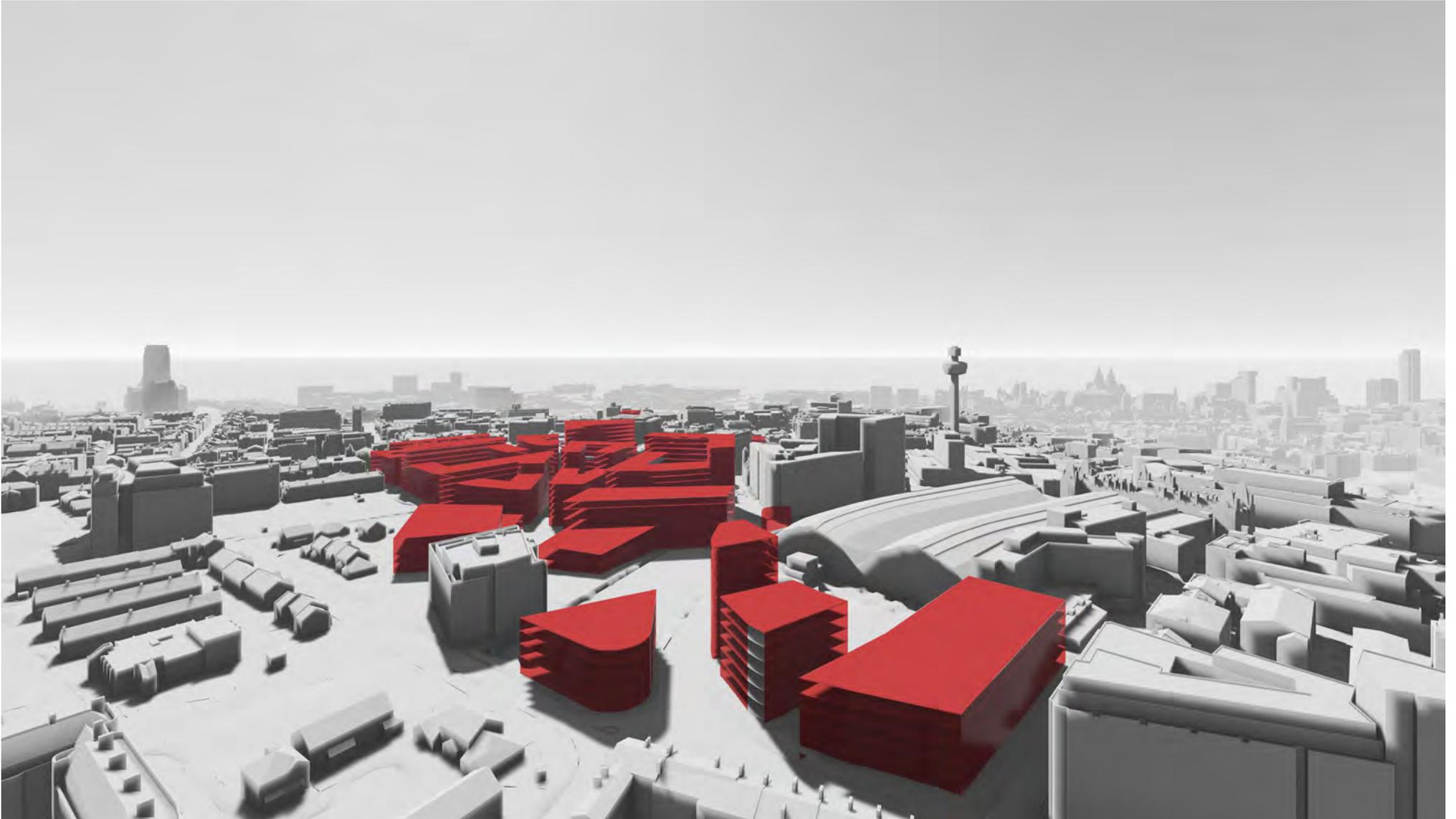
View down Mount Pleasant -Proposed



Aerial View 1 - Existing



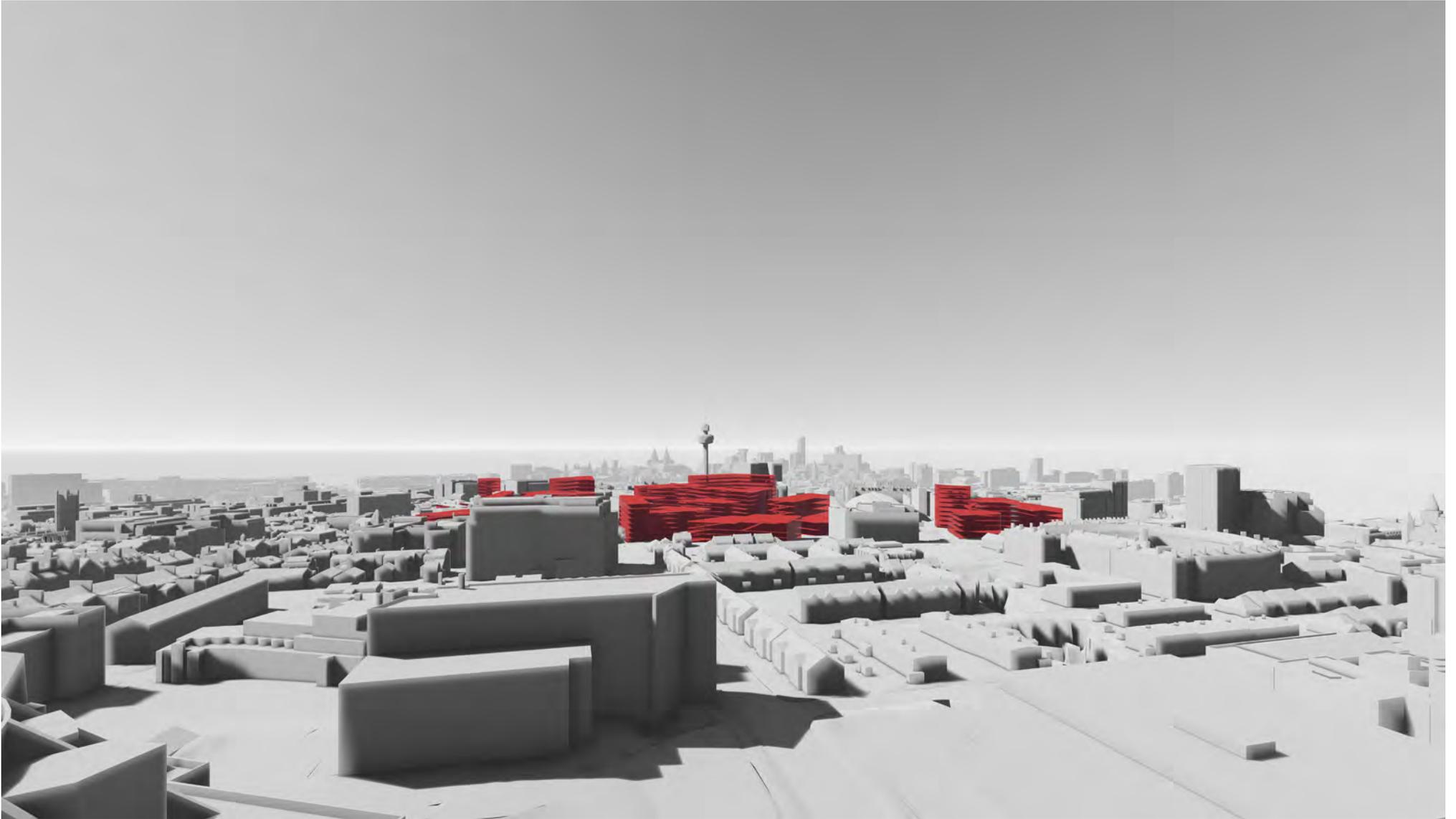
Aerial View 1 - Proposed



Aerial View 2 - Existing



Aerial View 2 - Proposed



APPENDICES

08

APPENDIX 1

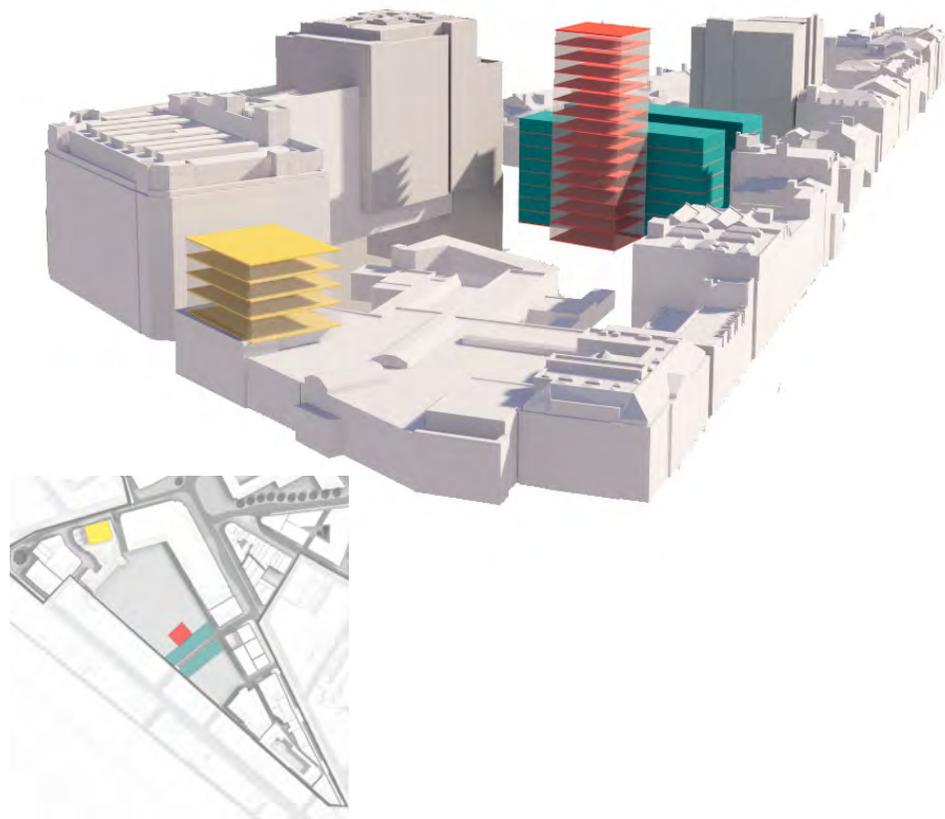
DEVELOPMENT PROFORMAS

RANELAGH PLACE DEVELOPMENT PROFORMA 01

Circus, Former Lewis' Department Store / Central Station

SRF Vision

Major mixed-use redevelopment to significantly increase footfall and accessibility to Upper Central and the wider city centre, provide new uses to support the wider SRF vision, and provide high quality landmark developments of the former Lewis's building and Central Station.



<p>Uses</p>	<ul style="list-style-type: none"> Comprehensive redevelopment and upgrading of Central Station. A mix of ancillary and new uses will be supported as part of the station upgrade including retail, office, food and drink, leisure, and residential. Purpose-built student accommodation may be supported if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses in the character area.
<p>Built Form / Design Guidance</p>	<ul style="list-style-type: none"> The appropriate and comprehensive development of Central Station will be crucial to help improve the status and functionality of this station, the city's economy, and to improve perceptions and wayfinding in this area. A number of new entrances to Central Station should be explored, including i) through the Lewis' building; and ii) in the vicinity of the Church Street, Ranelagh Street, Bold Street junction to better relate to key pedestrian desire lines. Improving active frontages within this area will be key to reactivating lost streets including Fairclough and Copper Street, which lack footfall and a sense of security. New mid-rise development along Ranelagh Street – either as a vertical extension of existing buildings or as part of a new development - must respect the views and setting of the rear of the listed Lewis' building in terms of its location and design, as well as the location of the underground railway tunnels.
<p>Indicative Height</p>	<ul style="list-style-type: none"> There is an opportunity to provide additional height in the form of vertical extensions or new mid-rise development of up to five storeys fronting onto Ranelagh Street and Newington. These will help to reinstate the layering of height historically found at Central Station and provide new floorspace associated with a comprehensive development proposals. Any new height in these locations must have regard to the setting of heritage assets, key views, and surrounding land uses in determining an appropriate scale.

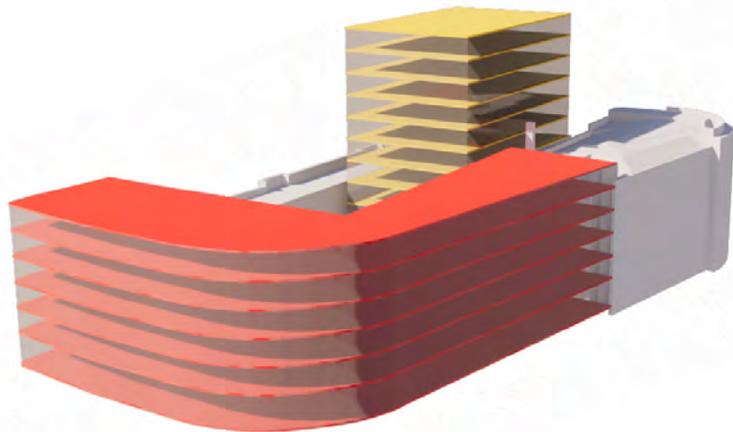
<p>Indicative Height</p>	<ul style="list-style-type: none"> · There may be an opportunity for a local landmark building at the rear of Central Station of up to 15 storeys (45m AOD) as part of the comprehensive redevelopment of the station to assist in wayfinding and maximising the development potential in this sustainable location above a transport interchange. Any local landmark building should be recognisable by its architectural quality and innovation, sustainable credentials, as well as its massing. · The location and deliverability of any local landmark building must be considered in respect of the existing railway infrastructure and underground services, as well as its visibility and townscape implications from key local views, such as along Church Street and those identified in the Ropewalks SPD, as well as its impact in longer views of the World Heritage Site. · Any proposals for a landmark building significantly above the height of the existing buildings will have to be brought forward in conjunction with a planned approach to tall buildings across the city centre, and must accord with the most up to date planning policies and design guidance and an assessment of key local and strategic views.
<p>Phasing</p>	<ul style="list-style-type: none"> · Medium – long term
<p>Opportunity for early wins / Temporary uses</p>	<ul style="list-style-type: none"> · New uses with Lewis's Building · Lighting scheme at Lewis's Building

DEVELOPMENT PROFORMA 02

Former Jacob's Department Store

SRF Vision

Major opportunity to complement the historic buildings Ranelagh Place with a new development that will be visible in key views and re-establish the importance of this corner site that has been lost since the demolition of the former Jacob's Department Store Building.



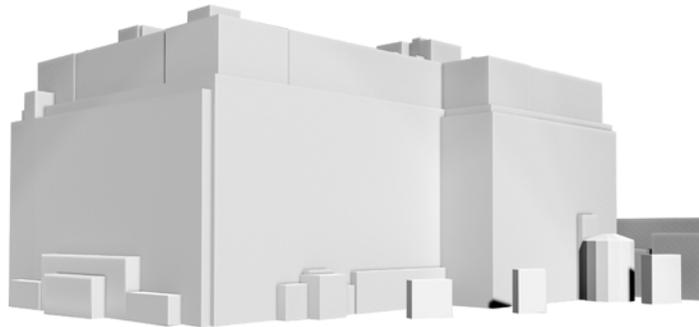
Uses	<ul style="list-style-type: none"> • Retail uses with residential use above.
Built Form / Design Guidance	<ul style="list-style-type: none"> • There is an opportunity for the full or partial redevelopment of the site to play a key role in defining the new Ranelagh Place by providing a mix of appropriate uses and a high-quality and distinctive frontage in key views from Ranelagh Place, Renshaw Street and Mount Pleasant. • The design of any replacement façade / building should respect and take cues from the existing listed buildings fronting onto Ranelagh Place in terms of height and materiality, as well as the historic Jacob's building previously on the site that provided a complementary and distinctive corner, articulation and breaks to the façade, and high-quality ground floor activation. • Any new development should retain the building footprint to Ranelagh Place
Indicative Height	<ul style="list-style-type: none"> • Additional height of between five - eight storeys may be appropriate in this location that has regard to the heights of the existing listed buildings facing onto Ranelagh Place. that has regard to the heights of the existing listed buildings facing onto Ranelagh Place.
Phasing	<ul style="list-style-type: none"> • Short - medium term
Early wins / Temporary uses	<ul style="list-style-type: none"> • Upper floor uses • Temporary lighting, signage, advertisements

DEVELOPMENT PROFORMA 03

Adelphi Hotel

SRF Vision

Significant improvements to the setting of the listed building to better reveal its frontage and reinstate its importance to Ranelagh Place. Opportunities should be considered to relocate coach drop off and encourage the active use of the hotel's ground floor for the public.



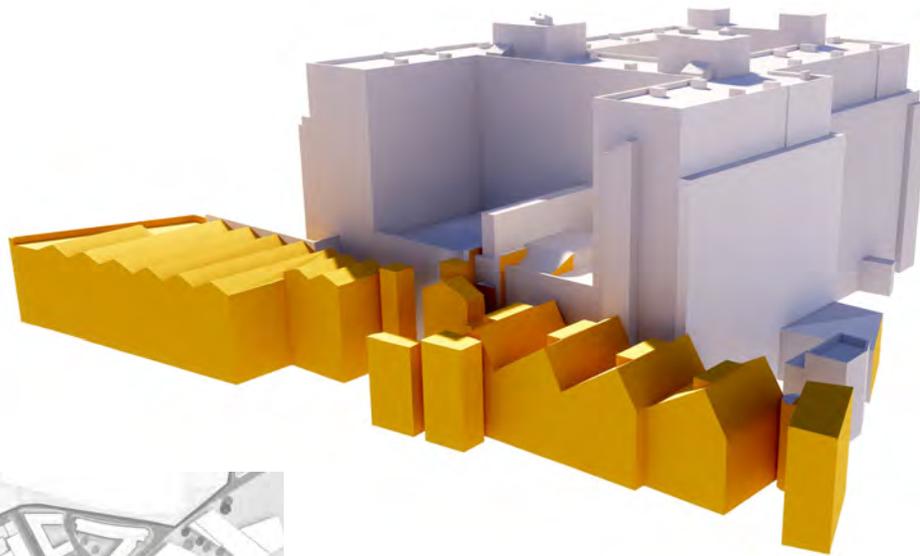
Uses	<ul style="list-style-type: none"> Hotel use with potential for ancillary ground floor food and beverage/ leisure uses.
Built Form / Design Guidance	<ul style="list-style-type: none"> Encourage removal of existing trees in Ranelagh Place to better reveal the frontage of the listed building, with adequate replacement within the SRF red line boundary. New public space outside the listed building connected to the wider improvements works to Ranelagh Place, with a strong desire to relocate the existing hotel coach drop off location. Improvements to appearance and use of open space fronting Brownlow Hill and Copperas Hill Explore opening a new pedestrian route through the ground floor of the hotel to link Ranelagh Place to Hawke Street
Indicative Height	<ul style="list-style-type: none"> No change to existing building heights
Phasing	<ul style="list-style-type: none"> Medium term.
Opportunity for Early Wins/ Temporary Uses:	<ul style="list-style-type: none"> Removal of trees in Ranelagh Place.

DEVELOPMENT PROFORMA 04

Hawke Street Properties

SRF Vision

Hawke Street has the potential to reimagine a key 'lost street' in the area to better promote north-south permeability, and the opportunity to renovate the small brick warehouse type buildings into small cafes and bars which allows for variance of scale and building forms within the area.



Uses	<ul style="list-style-type: none"> · Retail and food and beverage use.
Built Form / Design Guidance	<ul style="list-style-type: none"> · Retention and sensitive renovation of the small brick warehouse type buildings to bring back into use and provide active frontage to the street and any new development in the Copperas Hill character area. · An appropriate and consistent approach to shopfront signage and advertisements will be required.
Indicative Height	<ul style="list-style-type: none"> · No change to existing building heights.
Phasing	<ul style="list-style-type: none"> · Short term.
Early wins / Temporary uses	<ul style="list-style-type: none"> · Temporary uses inside warehouses.

LIME STREET DEVELOPMENT PROFORMA 01

ION, Lime Street

SRF Vision

New development to enhance Lime Street and the threshold to the SRF area with a contemporary landmark development, providing new active frontages to Lime Street and new uses.



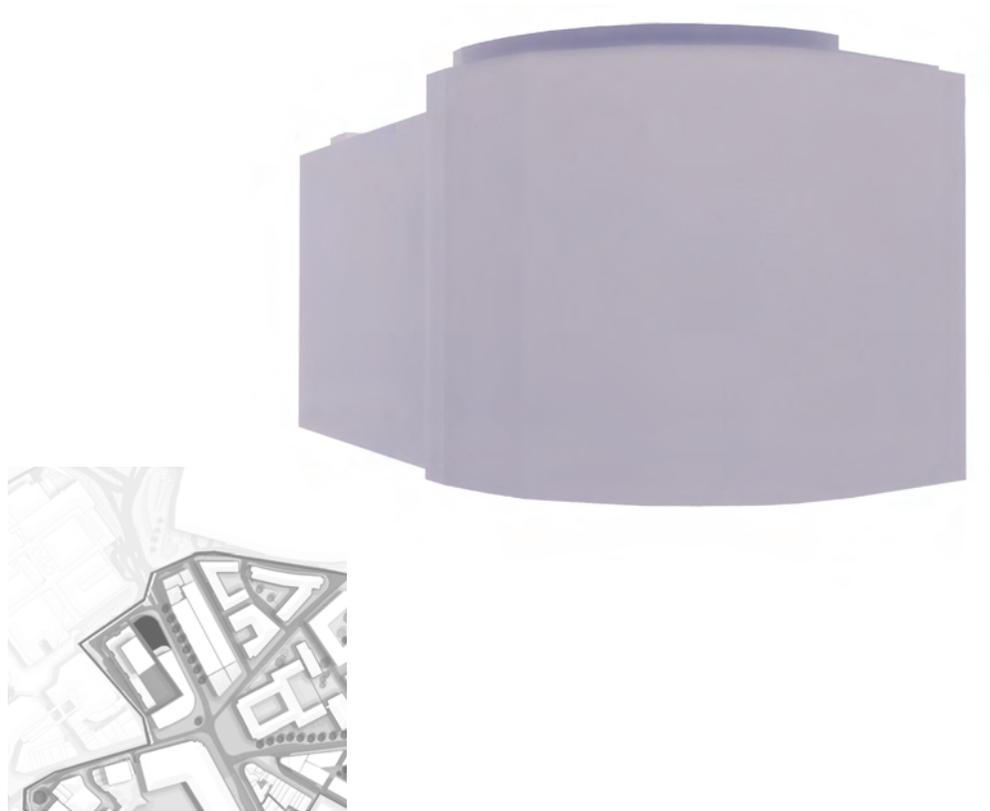
Uses	<ul style="list-style-type: none"> Student accommodation, leisure, commercial and retail.
Built Form / Design Guidance	<ul style="list-style-type: none"> Under construction
Indicative Height	<ul style="list-style-type: none"> Under construction.
Phasing	<ul style="list-style-type: none"> Under construction
Early wins / Temporary uses	<ul style="list-style-type: none"> N/A

DEVELOPMENT PROFORMA 02

Former ABC Theatre

SRF Vision

Provision of a sensitively refurbished new entertainment venue at the key threshold point into the SRF area from Lime Street Station to revitalise the listed building and improve visitor attractions, dwell time, and the evening economy within the area.



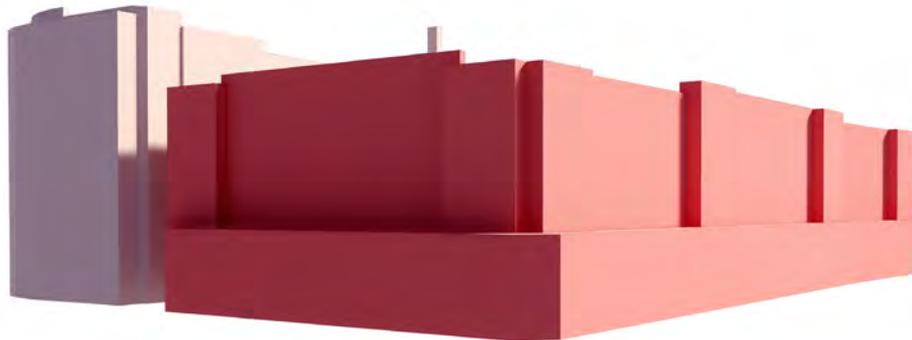
Uses	<ul style="list-style-type: none">Leisure and entertainment
Built Form / Design Guidance	<ul style="list-style-type: none">Sensitive refurbishment and reuse of the existing building.
Indicative Height	<ul style="list-style-type: none">Retention and refurbishment of existing building
Phasing	<ul style="list-style-type: none">Short-term
Early wins / Temporary uses	<ul style="list-style-type: none">Use of existing building foyer for temporary events.

DEVELOPMENT PROFORMA 03

Former Blacklers Department Store

SRF Vision

Major opportunity to explore a major new retail and leisure development at the former Blacklers Department Store to help signal the arrival point from Lime Street Station and the gateway into the city centre, as well as adding to the vibrancy of the area and create a complementary offer to other parts of the SRF area and the Main Retail Area.



Uses	<ul style="list-style-type: none"> • Retail, leisure and residential use on upper floors.
Built Form / Design Guidance	<ul style="list-style-type: none"> • Immediate opportunity to improve shop frontages and signage along Lime Street with a consistent high-quality approach. • Opportunity for major comprehensive retail-led redevelopment scheme to include: <ul style="list-style-type: none"> • Renovation or redevelopment of existing buildings facing onto Lime Street; • Refurbishment of building facing onto Great Charlotte Street; • Potential for new build element at the centre of the site; and • Creation of a new retail courtyard space between Lime Street and Great Charlotte Street that could improve permeability between Central and Lime Street Stations and provide the opportunity for a bespoke retail offer.
Indicative Height	<ul style="list-style-type: none"> • New or refurbished buildings along Lime Street and Great Charlotte Street of five - eight storeys. • Any new built form along Lime Street should not exceed the existing height datum and must include appropriate architectural techniques to break up and add interest to the façade. • There is potential for new mid-rise building of up to 12 storeys at the centre of the site to mark the threshold into the SRF area from Lime Street Station in conjunction with the ION development. The height and design of this building should have regard to the setting of the Grade II listed ABC Theatre in key views.
Phasing	<ul style="list-style-type: none"> • Medium / long term.
Early wins / Temporary uses	<ul style="list-style-type: none"> • Improvements to the appearance of existing uses through consistent approach to high quality shopfronts and signage. • Removal of bulky additions and de-cluttering of street.

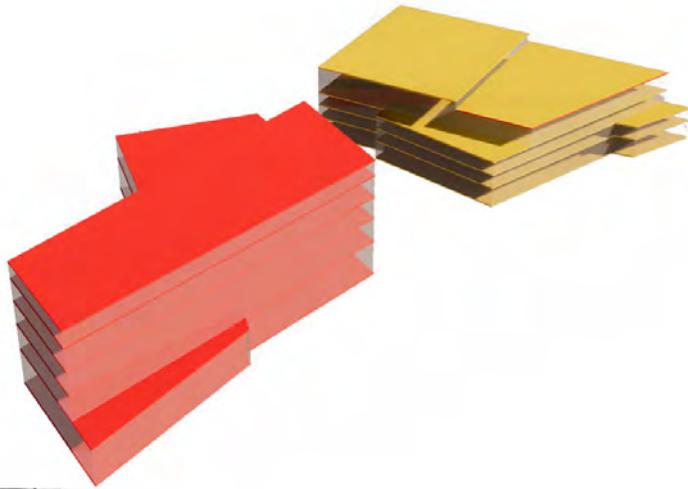
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COPPERAS HILL DEVELOPMENT PROFORMA 01

LJMU Copperas Hill site / Former Royal Mail Sorting Office

SRF Vision

New development as part of Liverpool John Moores University Campus to provide high quality new education and sports facilities alongside other ancillary uses, a new pedestrian boulevard, and an active ground plane.



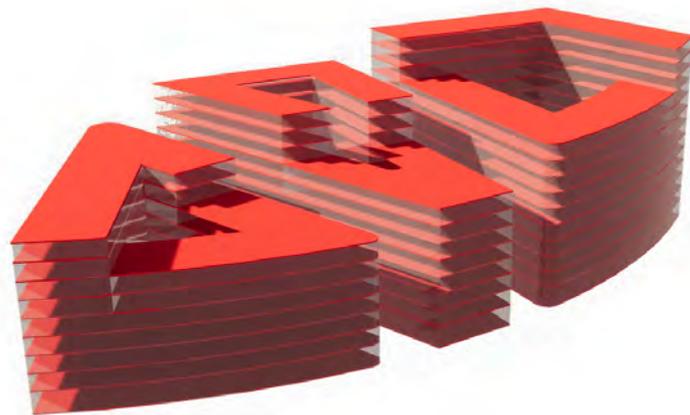
Uses	<ul style="list-style-type: none"> Education and sports facilities alongside complementary leisure, retail and food and beverage uses.
Built Form / Design Guidance	<ul style="list-style-type: none"> Ground floor retail and café space to reanimate the street and add to the overall mixed used concept for the area.
Indicative Height	<ul style="list-style-type: none"> Mid-Rise Scheme of up to four storeys with planning approval.
Phasing	<ul style="list-style-type: none"> Short-term
Early wins / Temporary uses	<ul style="list-style-type: none"> Improvements to the public realm.

DEVELOPMENT PROFORMA 02

Former Reece's Dairy Factory Site

SRF Vision

Major new mixed-use development opportunity to complement the LJMU Campus, provide high quality new buildings and public realm, and provide a strong presence to Hawke Street, Copperas Hill, and Brownlow Hill.



Uses

- Opportunities to maintain and enhance the existing Liverpool John Moores University campus through new education facilities and associated commercial uses will be encouraged.
- New commercial uses will be encouraged where they contribute to the wider vision of the SRF.
- Retail uses will be supported that do not conflict with the aspirations of the Main Retail area and where they will reactivate ground floors uses, create vibrancy, and provide for the influx of students and businesses who will be using this space
- Purpose-built student accommodation maybe supported if it can demonstrate a role in meeting the wider needs of the higher education institutes and as part of a wider mix of uses in the Copperas Hill character area.
- Large open plan car parking will be reduced within this area to ensure that land is used effectively, however, some replacement car parking may be required as part of the redevelopment of this site to serve the visitors and users of the committed and future development schemes within the SRF area, and to replace (in full or in part) existing car parking provision within the Mount Pleasant multi-storey car park. The location of any replacement multi-storey public car parking within the SRF will be established in consultation with Liverpool City Council as part of a wider car parking strategy for this part of the city centre, and should seek to be of a high design quality and include alternative uses to activate the ground floor and key elevations.

Built Form / Design Guidance

- New secondary pedestrian routes through the site should be created that improve permeability from Hawke Street and Brownlow Hill into the new public realm and boulevard being created by the LJMU Copperas Hill development. These secondary routes should follow the principles contained within the Public Realm Framework section of this SRF, including prioritising pedestrian and cycle movement, allow street trees and art installations where appropriate, and be at least 14m in width.

<p>Built Form / Design Guidance</p>	<ul style="list-style-type: none"> The site should be divided into individual development plots informed by the new pedestrian routes that can house a mix of uses and create new ground floor uses and active frontages / corners to Hawke Street, Brownlow Hill, and the new secondary routes. Any new development should define a strong edge and appropriate scale to Brownlow Hill and Copperas Hill in accordance with the public realm and urban design principles, and other development sites envisaged within Section 5 of this SRF. This should seek to introduce active frontages, new street trees, and spill out space where appropriate. New buildings fronting Brownlow Hill should help to create a consistent width of the street (building face to building face) of approximately 20m. New development must have regard to the height and setting of the Adelphi Hotel, as well as key views of the World Heritage Site from Brownlow Hill and Copperas Hill in determining an appropriate scale. Opportunities should be explored in the form, massing, and articulation of new buildings to allow glimpses of the St John's Beacon when travelling down Brownlow Hill towards Ranelagh Place.
<p>Indicative Height</p>	<ul style="list-style-type: none"> New mid-rise buildings of varying scales from nine - twelve storeys may be appropriate, with variations in height and setbacks required to be explored as part of the detailed design of individual plots to respect existing uses and key views, provide appropriate daylight and microclimate to new buildings and public realm areas, and the site's topography. For example, it is envisaged that development will be lower adjacent to the LJMU Copperas Hill development site. There should be a consistent approach to height alongside Brownlow Hill of five - eight storeys, rising to nine - twelve storeys approaching Ranelagh Place.

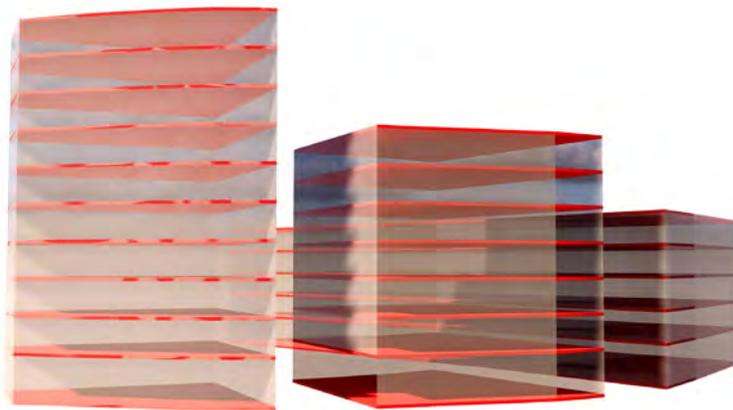
<p>Indicative Height</p>	<ul style="list-style-type: none"> There may be an opportunity to explore a taller element of up to 13 storeys fronting onto Copperas Hill to help frame views along this key route and complement other buildings in the vicinity.
<p>Phasing</p>	<ul style="list-style-type: none"> Medium Term
<p>Opportunity for Early Wins/ Temporary Uses</p>	<ul style="list-style-type: none"> Potential use of site for temporary events

DEVELOPMENT PROFORMA 03

Seymour Street

SRF Vision

New mixed-use development to announce the northern entrance to the SRF area and potential new egress from Lime Street Station.



Uses

- A mix of uses, including commercial, residential, and hotel, with ground floor active frontages.
- Some replacement car parking may be required as part of the redevelopment of this site to serve the visitors and users of the committed and future development schemes within the SRF area, and to replace (in full or in part) existing car parking provision within the Mount Pleasant multi-storey car park. The location of any replacement multi-storey public car parking within the SRF will be established in consultation with Liverpool City Council as part of a wider car parking strategy for this part of the city centre, and should seek to be of a high design quality and include alternative uses to activate the ground floor and key elevations.
- Purpose-built student accommodation maybe supported if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses in the Copperas Hill character area.

Built Form / Design Guidance

- There is an opportunity to provide a major new mixed use development on the current surface car park and adjacent land at the northern entrance to the SRF area and to signal the important intersection between Copperas Hill, Seymour Street, and Russell Street that marks the transition between Lime Street Station and the city centre, Upper Central, the Fabric District, and the university campuses and Knowledge Quarter Liverpool beyond.
- New buildings should provide a strong building frontage onto Lord Nelson Street and Seymour Street, with variations in height and façade treatments encouraged to break up the mass and provide an appropriate architectural response.
- New development should seek to introduce active frontages, new street trees, and spill out space where appropriate, and well as the replacement or enhancement of open space within the site.

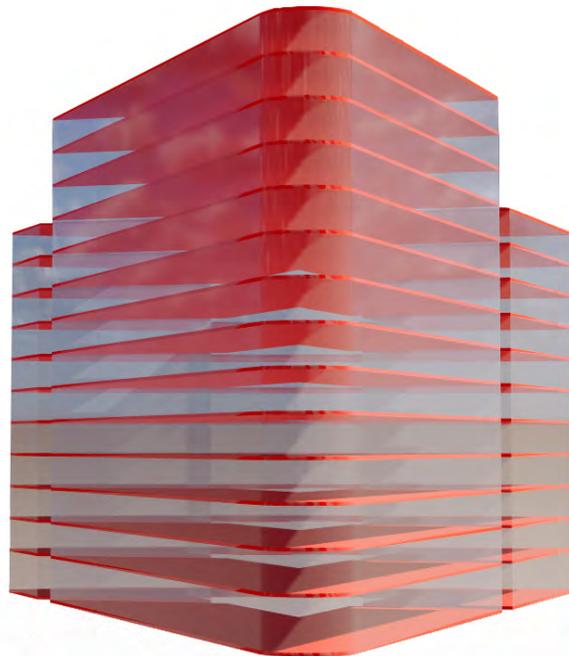
Built Form / Design Guidance	<ul style="list-style-type: none"> There is potential to explore a taller element fronting onto Copperas Hill to mark the northern entrance to the SRF area, the potential new egress from Lime Street Station, and provide an appropriate visual marker in the view up Copperas Hill from Ranelagh Place. Any taller element should be recognisable by its architectural quality and innovation, sustainable credentials, as well as its massing.
Indicative Height	<ul style="list-style-type: none"> Predominantly mid-rise development of five – eight storeys that should step up from Lord Nelson Street to Copperas Hill to manage transition in scale from the existing buildings. There is potential to explore a taller element of nine storeys (maximum) fronting Copperas Hill. The maximum height has been set to ensure that any development does not impact on the silhouette of the Metropolitan Cathedral in distant views to the World Heritage Site from the Wirral.
Phasing	<ul style="list-style-type: none"> Medium term.
Opportunity for Early Wins/ Temporary Uses:	<ul style="list-style-type: none"> Use of car park or adjacent open space for temporary uses

MOUNT PLEASANT DEVELOPMENT PROFORMA 01

Former 051 Nightclub

SRF Vision

Redevelopment of existing site that does not contribute to the area to provide a landmark building at the bottom of Brownlow Hill to signify the start of the Knowledge Quarter and provide an architectural counterpoint to the iconic listed buildings within Ranelagh Place.



Uses	<ul style="list-style-type: none"> Active frontages will be encouraged at ground floor with opportunities for retail and leisure uses, with the potential for commercial, hotel and residential uses above ground.
Built Form / Design Guidance	<ul style="list-style-type: none"> There is an opportunity for an iconic and highly visible replacement building on the site that can help signify the new City District. Exemplary and innovative architecture is required in this critical location in the SRF area, which could take the form of a modern 'flat iron' building. At the important triangular intersection of Brownlow Hill and Mount Pleasant any new building should seek to articulate the corner and to help identify its role within the masterplan, be that through architecture, incidental space, and/or ground floor uses. New development should define a strong edge and appropriate scale to Brownlow Hill and Mount Pleasant in accordance with the public realm and urban design principles within Section 5 of this SRF. This should seek to introduce active frontages, and a stepping down of height to respect the existing buildings on Mount Pleasant. Frontages to Brownlow Hill should help to create a consistent width of the street (building face to building face) of approximately 20m. New development must have regard to the height and setting of the Adelphi Hotel, as well as key views of the World Heritage Site, in determining an appropriate scale. Heights can step up towards Ranelagh Place where there is an opportunity for a landmark element to signify the start of the Knowledge Quarter, create an appropriate bookend to Brownlow Hill, and provide an architectural counterpoint to the iconic listed buildings within Ranelagh Place.
Indicative Height	<ul style="list-style-type: none"> The heights of any new building(s) should vary to reflect the surrounding buildings, uses, and location in the area. Along Mount Pleasant heights of five – eight storeys may be appropriate that will need to respect existing uses and buildings to the south with exact heights and architecture subject the discussions at the detailed design stage. Along Brownlow Hill taller elements of nine - twelve storeys may be appropriate opposite the Adelphi as the height

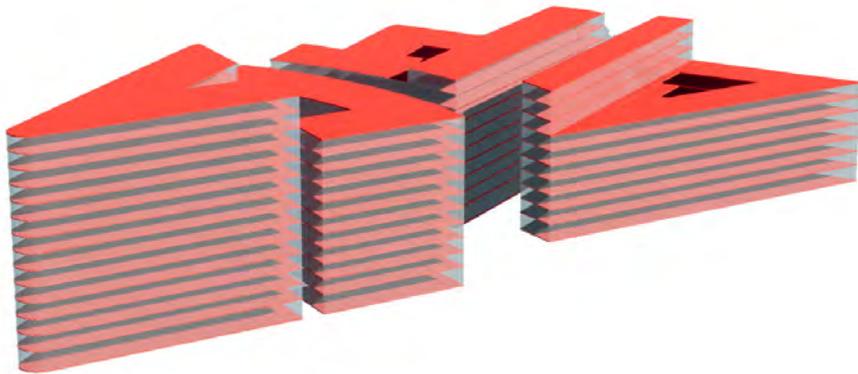
Indicative Height	<p>rises towards Ranelagh Place</p> <ul style="list-style-type: none"> · There is an opportunity for a landmark element on the site of up to 15 storeys (45m AOD) at intersection of Brownlow Hill and Mount Pleasant, which should be recognisable by its architectural quality and innovation, sustainable credentials, and massing. · Any proposals for a landmark building significantly above the height of the existing buildings will have to be brought forward in conjunction with a planned approach to tall buildings across the city centre, and must accord with the most up to date planning policies and design guidance and an assessment of key local and strategic views. Any proposals for a landmark building on this site will need to include a full assessment of its impacts a key views, heritage assets, and the Outstanding Universal Values of the World Heritage Site, including the preparation of verified views.
Phasing	<ul style="list-style-type: none"> · Short to Medium
Opportunity for Early Wins/ Temporary Uses	<ul style="list-style-type: none"> · Short term opportunities for advertisements, branding and temporary use of the former nightclub building prior to its demolition.

DEVELOPMENT PROFORMA 02

Mount Pleasant Car Park

SRF Vision

Flagship major new mixed-use development for the framework area to create a commercial-led mixed-use 'Hub' to accommodate new and existing businesses in the area to expand, alongside opportunities for major new investment in this highly sustainable location and a true mix of uses to create a 24-hour destination at the heart of this new City District. The redevelopment of the former car park shall comprise a series of development blocks to increase north-south permeability, reintroduce Pleasant Street and lost views of the Metropolitan Cathedral, and create a new piece of open space.



Uses

- A mix of uses will be supported due to the highly sustainable location that bridges the Knowledge Quarter and the Main Retail Area.
- Active frontages will be encouraged at ground floor with opportunities for retail and leisure uses, with the potential for commercial, retail, residential and student uses above ground.
- Any new retail uses must not conflict with the aspirations at the main retail area.
- The site's proximity to Liverpool's busiest train stations means that high quality new commercial development could attract new businesses to the area and the City Region who don't need to be within the Commercial Business District. Development should provide flexible commercial space that is capable of housing incubator units to regional headquarters, that will allow for new business as well as for creative, life science, and innovative new industries to grow out of the Knowledge Quarter.
- Purpose-built student accommodation may be supported as part of a mix of uses if it can demonstrate a role in meeting the wider needs of the higher education institutions and as part of a wider mix of uses on the site.
- Some replacement car parking may be required as part of the redevelopment of this site to serve the visitors and users of the committed and future development schemes within the SRF area, and to replace (in full or in part) existing car parking provision within the Mount Pleasant multi-storey car park. The location of any replacement multi-storey public car parking within the SRF will be established in consultation with Liverpool City Council as part of a wider car parking strategy for this part of the city centre, and should seek to be of a high design quality and include alternative uses to activate the ground floor and key elevations.

Built Form / Design Guidance

- Comprehensive proposals for development of the site will be encouraged, which should look to include a new public square and the creation of desire lines through the development to re-imagine the 'lost streets' and repair permeability in the area.

<p>Built Form / Design Guidance</p>	<ul style="list-style-type: none"> • New secondary and concentric pedestrian routes through the site should be created to improve north-south permeability through the site from Hawke Street and Brownlow Hill towards Mount Pleasant, Upper Newington, and Roscoe Gardens. These new routes should follow the principles contained within the Public Realm Framework section of this SRF, including prioritising pedestrian and cycle movement, allowing for street trees and art installations where appropriate, and be at least 12 - 14m in width. • Development should reintroduce Pleasant Street either as an external street or within new buildings to further increase permeability and re-introduce a lost view of the Metropolitan Cathedral. • The site should be divided into a series of development plots informed by the new pedestrian routes that can house a mix of uses and create new ground floor uses and active frontages and corners to Brownlow Hill, Mount Pleasant, and the new pedestrian routes. • The detailed design of individual development plots will need to consider how long elevations can be avoided or appropriately articulated. • Any new development should define a strong edge and appropriate scale to Brownlow Hill and Mount Pleasant in accordance with the public realm and urban design principles, and other development sites envisaged within Section 5 of this SRF. This should seek to introduce active frontages, new street trees, and spill out space where appropriate. • New buildings fronting Brownlow Hill should help to create a consistent width of the street (building face to building face) of approximately 20m. • New development must have regard to the height and setting of the Adelphi Hotel and existing buildings on Mount Pleasant, as well as key views of the surrounding heritage assets and the World Heritage Site from Brownlow Hill and Mount Pleasant in determining an appropriate scale.
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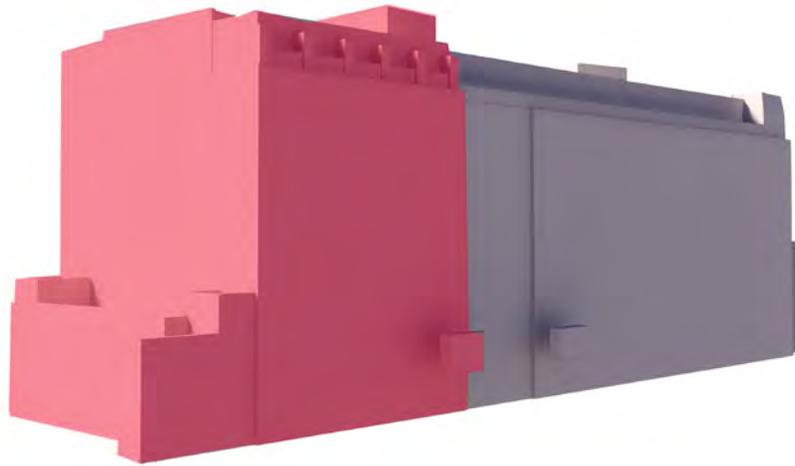
<p>Indicative Height</p>	<ul style="list-style-type: none"> • A new mid-rise datum of nine – twelve storeys across the site will be appropriate. • There will be a need for variations in height and / or setbacks at upper floors to ensure new building plots respect surrounding uses and key views, provide appropriate daylight and microclimate to new and existing buildings and public realm areas, and the site's topography. • There should be a consistent approach to height alongside Brownlow Hill of five - eight storeys.
<p>Phasing</p>	<ul style="list-style-type: none"> • Long term once replacement car parking built
<p>Opportunity for Early Wins/ Temporary Uses</p>	<ul style="list-style-type: none"> • -Use of car park for temporary events and uses • Short term opportunities for advertisements and branding before the existing car park is demolished.

RENSHAW STREET DEVELOPMENT PROFORMA 01

Watson Building

SRF Vision

Revitalisation of the existing building to introduce new office accommodation and improved ground floor uses.



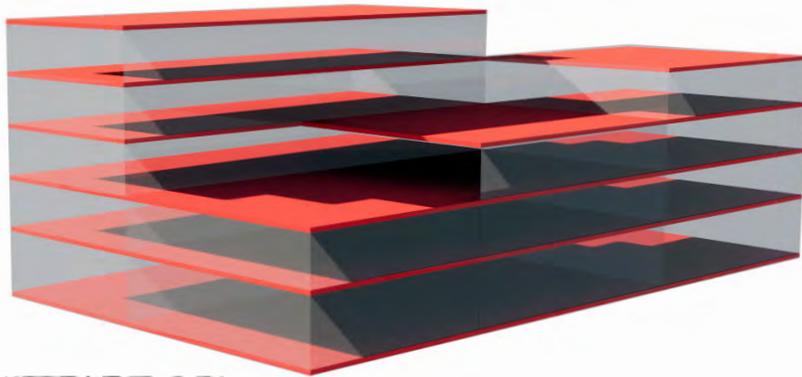
Uses	<ul style="list-style-type: none">Office uses with complementary ground floor retail/ leisure uses
Built Form / Design Guidance	<ul style="list-style-type: none">Provide active ground floor uses and high quality signage and shopfronts to animate Renshaw Street.
Indicative Height	<ul style="list-style-type: none">Five - eight storeys.
Phasing	<ul style="list-style-type: none">Immediate
Opportunity for early wins / Temporary uses	<ul style="list-style-type: none">Not Applicable

DEVELOPMENT PROFORMA 02

40-46 Renshaw street

SRF Vision

There is potential to explore refurbishment or redevelopment of either individual units or a comprehensive development site to provide a new frontage onto Renshaw Street and vertical extensions to mediate the scale of surrounding buildings and provide complementary uses at upper floors.



Uses	<ul style="list-style-type: none"> · Retail uses with residential use above
Built Form / Design Guidance	<ul style="list-style-type: none"> · There is an opportunity for the full or partial redevelopment of the site to provide an improved frontage and new retail units to Renshaw Street. · Some additional height could be explored by way of vertical extensions to existing buildings or as part of a more comprehensive scheme. · Proposals must be cognisant and respect the setting of the nearby heritage assets.
Indicative Height	<ul style="list-style-type: none"> · Additional height of five - eight storeys may be appropriate in this location.
Phasing	<ul style="list-style-type: none"> · Medium term
Opportunity for Early Wins/ Temporary Uses:	<ul style="list-style-type: none"> · Improvements to shopfronts and signage on existing retail units fronting Renshaw Street.

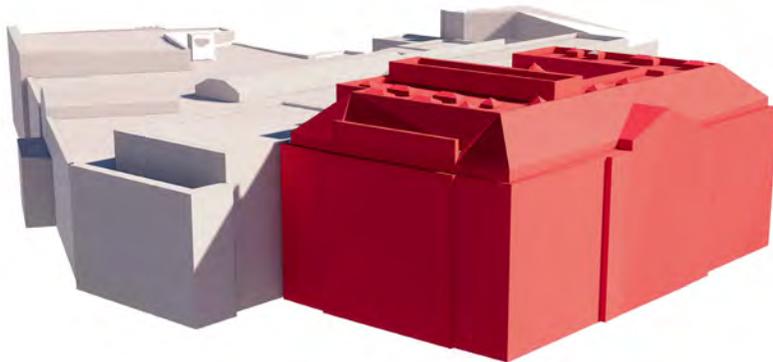
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BOLD STREET DEVELOPMENT PROFORMA 01

The Lyceum

SRF Vision

Significant opportunity to preserve and revitalise the Grade II* listed former Lyceum Club building to bring it back into a viable public use either independently or as part of the wider plans to redevelop Central Station. Major opportunity for new public square and better pedestrian crossing at this key threshold to the SRF area and Central Station.



Uses	<ul style="list-style-type: none"> · Retail, commercial, leisure or station-related uses.
Built Form / Design Guidance	<ul style="list-style-type: none"> · Development should preserve the historical element of this building but should provide a contemporary long-term economic use that will see greater utilisation of space and will support the mixture of uses in this area. · The opportunity to better reveal the listed building and improve its setting as part of the wider redevelopment plans for Central Station will be strongly encouraged. · Better usage of the poor quality public space outside the Lyceum at the junction of Ranelagh Street, Church Street, Bold Street and Hanover Street will be strongly encouraged. This should seek to define a new square with anchor trees and street furniture to extend dwell time, better pedestrian crossing points, and a more appropriate arrival point to and from Central Station.
Indicative Height	<ul style="list-style-type: none"> · Not applicable – no change to height of listed building.
Phasing	<ul style="list-style-type: none"> · Short - medium term.
Early wins / Temporary uses	<ul style="list-style-type: none"> · Decluttering and creation of new important area of public space.

APPENDIX 2

STRATEGIC CONTEXT AND POLICY FRAMEWORK

Upper Central - Strategic Fit

The Upper Central SRF area occupies a strategically important location and is a key link between Liverpool City Centre and the Knowledge Quarter. The framework area forms part of the wider Knowledge Quarter Mayoral Development Zone which is home to the thriving university campuses which accommodate some of the over 54,000 students attending the three universities. Since 2000, over £600 million have been invested in this zone and this area is currently seeing over £2 billion worth of investment being ploughed into this locality.

In 2011 a **Strategic Investment Framework (SIF)** was created for the Liverpool Knowledge Quarter which guides investment within this area of the city centre, focusing on the development of the knowledge economy. This document was prepared in order to build upon the 'Liverpool Knowledge Quarter Need & Opportunity Report' published by GVA in March 2010. This report provided an affirmation of the importance of the Liverpool Knowledge Quarter within the Liverpool City Region, a concept that has developed over the last 10 years following on from the Liverpool City Centre Strategic Regeneration Framework (1999). The SIF includes a number of important principles which will be critical to the delivery of a new city centre district at Upper Central and the synergies to be had between the two areas. However, an imperative part of this document is the number of key themes which the SIF recognises as characteristics that should underpin a successful Knowledge Quarter which include:

- Internationally recognised branding of the area linked specifically to knowledge economy credentials;
- Continued delivery of fit-for-purpose floorspace and accommodation, recognising emerging and growing knowledge economy business sectors, multi-disciplinary facilities where there is occupier appetite, and the need to accommodate businesses within various stages of their life cycle including start-up, grown-on, indigenous relocations,

and inward investment opportunities;

- 'Outward-looking' floorspace provision facilitating links with Universities and other knowledge economy drivers including the private business community promoting cross-fertilisation and knowledge transfer;
- High quality mixed-use development, public realm and access (including public transport), and supporting infrastructure (including broadband and utilities) creating vibrant and viable locations and supporting functions to facilitate a professional working environment;
- Delivery and management of facilities, including where possible control over ownership, and operational management including leases, rents and charges etc by the most appropriate body including involvement by key public and private sector stakeholders; and,
- Effective and formalised relationships between the Universities, Hospitals, and the public and private sector, ensuring all are working to a common goal.

These characteristics ultimately underpin the principles set out for the Upper Central area and whilst the focus for this document is on the Knowledge Quarter itself the SIF does recognise the wider context and the importance of integrating these principles within the surrounding areas. The framework area, is seen as a significant opportunity to create a gateway to the knowledge economy across the City Region and represent a strategic opportunity to deliver an city centre focus to the wider City Region knowledge economy, contributing to wider economic growth.

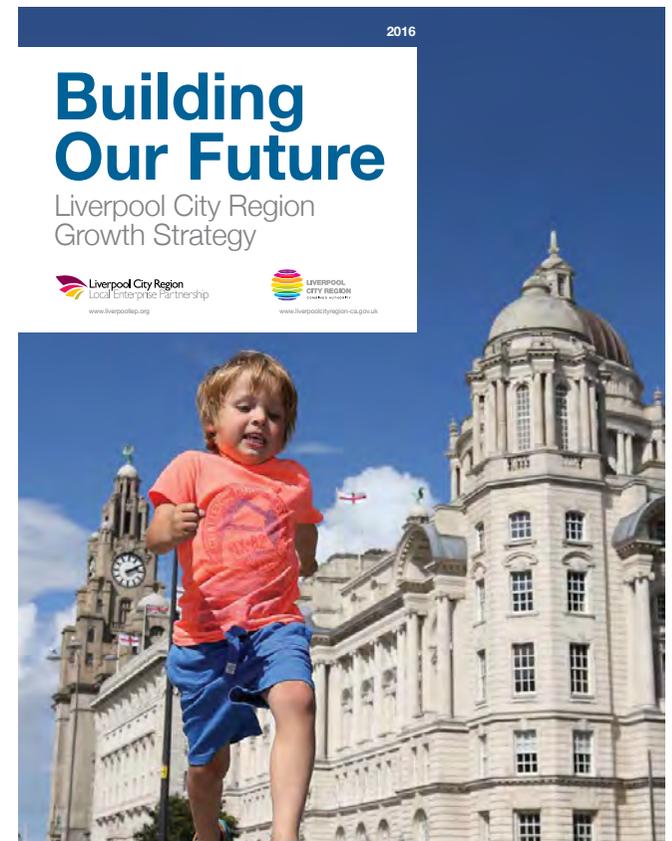
**LIVERPOOL KNOWLEDGE QUARTER
STRATEGIC INVESTMENT FRAMEWORK**



**FINAL REPORT
FEBRUARY 2011**

The Liverpool City Region Growth Strategy 2016, prepared by the Liverpool City Region Local Enterprise Partnership (“LEP”), seeks to capitalise the strengths of the City Region, to unlock growth by creating tens of thousands of new jobs and new businesses over the next 25 years. The City Region economy is worth £28.3 billion GVA, with output increasing by 8.4% in the five years up to 2014. The region now has the second highest incidence of high-growth firms in the country, second only to London. Research conducted by Oxford Economics (2016) has forecast that adopting the approach set out in the Growth Strategy could lead to:

- The creation of over 100,000 additional jobs by 2040;
- A net increase of 20,000 businesses over the next 25 years;
- An additional 50,000 people coming to live in the City Region by 2040; and
- Nearly doubling the size of the Economy to £50 billion by 2040.



Upper Central - Strategic Fit

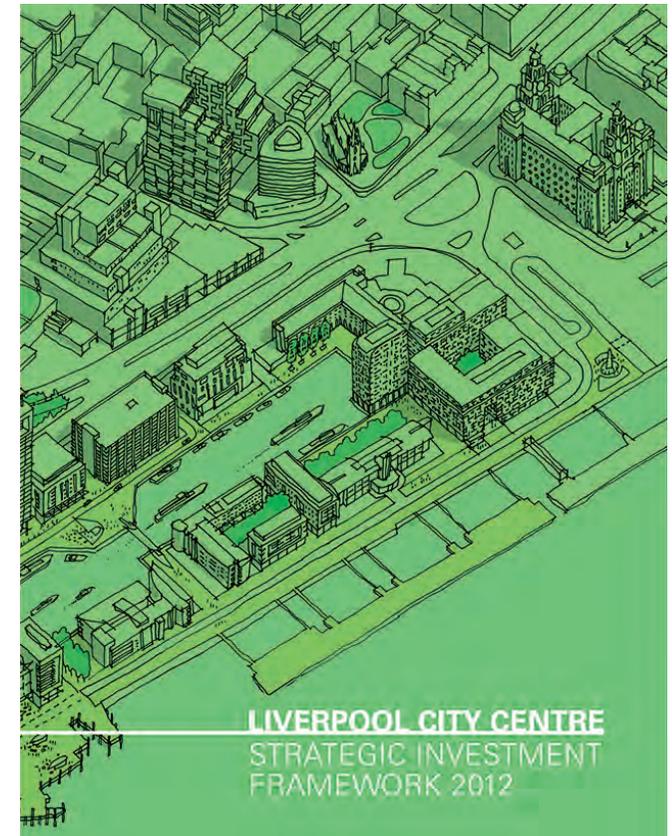
The City Region Strategy recognises the importance of the growing creative and digital sectors of the economy, noting that these industries have doubled between 2010 and 2013. A key ambition of the LEP is “to be a world-leader in the application of high performance and cognitive computing and sensor technology to revolutionise productivity across all sectors, and the best place in the UK to start, grow and scale up a digital or creative business”.

The Upper Central SRF has been developed in line with the strategic policies of the **Unitary Development Plan (“UDP”)** and **emerging Local Plan**. The strategic policies of the UDP support the identification of regeneration areas, including the city centre and its surrounding areas (Policy GEN1). The UDP also seeks to preserve, enhance and improve heritage and the built environment (Policy GEN3) and to improve pedestrian and cycle movement (Policy GEN 6).

The emerging Local Plan seeks to create a robust and regionally significant competitive economy with thriving and attractive neighbourhoods, development including the provision of land for education, employment and supporting retail and leisure. The Local Plan supports the Knowledge Quarter and encourages a mix of uses to create a world-class place of innovation and discovery in science, technology, education, medicine and culture. Specifically, office, community, educational and residential (including student) uses will be supported within this area including ancillary uses and infrastructure.

The Local Plan seeks to achieve a competitive economy by focusing economic development in the City’s key employment areas including – North Liverpool, city centre (including the Knowledge Quarter), Stonebridge/Gillmoss/ Aintree, Central Liverpool, South Liverpool (including Speke and Garston), and Enterprise Zones – Mersey Waters

(Liverpool Waters) and Liverpool City (Policy STP1). Upper Central sits firmly within the Knowledge Quarter Mayoral Zone and is clearly a key focus for economic development and regeneration over the next plan period.



Planning Application Context

Within the Framework area there is an emerging planning context of renewal, redevelopment and invigoration which is to be built upon by the introduction of this SRF. Most recently there have been a number of applications within the area and the surrounding neighbourhood which look to improve the student accommodation offerings in the city, alongside the development of the wider Knowledge Quarter and supporting leisure, retail and residential uses.

Buildings along Liverpool Lime Street are undergoing a transformation into a mixed used scheme by ION. The scheme will deliver a new landmark development consisting of over 28,000sq.ft of retail and leisure space, a 412-bed student block and a 101 room hotel.

There have also been applications submitted in recent years for the redevelopment and new development of leisure and retail uses. This includes an application relating to the reconfiguration of the former Lewis's building which received consent for a mixture of uses within its existing building including retail, financial, food and beverage, office, hotel, music venue, gym and nightclub. This application was part of the Central Village scheme within Liverpool which was once one of the highest-profile regeneration schemes in the city. This application alongside the entire Central Village ideology, which included plans for two towers to rise over Bold Street, erection of a nine-storey hotel and more than 400 apartments, shops, bars and restaurants, was never realised. Applications have since been submitted by another developer who has taken over the scheme with plans to revive the development now to be called 'Circus'.

A key planning highlight, is the re-development of the former Royal Mail building, located adjacent to Lime Street Station, which is to be transformed into two high-quality buildings consisting of a Student Life Building and Sports Building with supporting office, retail and café to be used by John Moores University (Ref:18F/1410). The buildings will sit

in a highly visible hilltop position and will form part of the Copperas Hill character area as set out within this SRF. This development will be built upon by existing development, such as Sensor City located on Russell Street.

As a direct response to the increasing number of students and education facilities, both existing and emerging, this area of Liverpool has been the subject of a number of applications for student accommodation. Adjacent to the Framework area this includes the re-development of a vacant plot of land on the corner of Seymour Street and London Road which has secured consent for, and has since been developed into, a five and seven storey building comprising 69 units of student accommodation. Existing development such as this will aid in the revitalisation of this Gateway site and illustrates further the demand for student and innovative facilities in this part of the city.

These applications are examples of the aspirations for the Gateway and the vision of creating a truly mixed-use area which will support the wider Knowledge Quarter's cluster of creative and innovative industries, alongside the provision of areas of supporting uses and public realm. Details of the above applications alongside significant other applications in and around this area of the city can be found below.

Upper Central - Planning Application Context

Education and Student Facilities

Ref:	Address	Description	Decision	Decision date
18F/a1410	Former Royal Mail office, Copperas Hill	To erect a five storey student life building (use Class D1) and a two-storey sports building (Use class D2) with ancillary office accommodation, retail and cafe uses (use classes A1, A3 and B1(a)), new public realm with associated parking and servicing.	Awaiting	Deferred
15F/2311	Vacant land bounded by Russell street / Warren street	To erect three - four storey incubator facility comprising incubator units, laboratories, breakout spaces and meeting rooms with hard and soft landscaping, vehicle access, car and cycle parking.	Approved with conditions	11/12/2015
15F/0525	45 and 51 to 79 Lime Street	To redevelop site following the refurbishment of 45 Lime Street and demolition of 51-77 Lime Street and partial demolition of 79 Lime Street to erect mixed use development comprising ground floor commercial, retail and leisure uses (Use Classes A1-A5) with hotel above and student accommodation with associated landscaping, servicing and access.	Approved with conditions	01/09/2015
12F/0979	Land on corner of Seymour Street and Lord Nelson Street	To erect a five and seven storey building comprising 69 units of student accommodation comprising 212 beds (33 cluster flats and 36 studios), management suite, commercial unit for A1 (Retail), A2 (Financial/Professional Services) or B1 (Office/Light Industrial) uses together with associated cycle and bin storage.	Approved	06/09/2012

Leisure, Retail and Supporting use classes

Ref:	Address	Description	Decision	Decision date
18F/1836	Western Hall, Lime Street	Change use of the building from student accommodation (Use Class C2) to hotel (Use Class C1).	Approved	28/08/2018
18NM/0108	Lewis's Building	Application for non-material amendment to vary conditions 1, 3, 4, 5, 6, 10, 11, 12, 14, 15, 21, 28, 29, 30 and 31 attached to 15F/0281.	Approved	12/01/2018
17L/3572	Former Lewis's building	To vary conditions 3, 8, 11, 12, 13 and 16 and remove condition 5 attached to 15L/0277 to introduce more flexibility in terms of the scheme delivery which is for external and internal alterations required in connection with the conversion of the building for mixed use purposes, including the partial demolition of the rear of the building and the creation of a new external pedestrian plaza across Cropper Street.	Approved	29/12/2017

Leisure, Retail and Supporting use classes

Ref:	Address	Description	Decision	Decision date
17F/1984	Former Lewis's store	To carry out temporary enclosure and weatherproofing works and associated external alterations including the temporary change of use of the ground floor to mixed retail A1/A3 uses and basement/lower ground floor to a mix of retail (A1-A5) and leisure (D2) uses.	Approved	06/12/2017
16F/2022	48-54 Renshaw Street	To demolish part of existing building retaining facade of existing building and erect seven storey building, to provide 114 serviced apartments (Class C1) and commercial space within Use Class A1, A2 and B1 and other associated uses at basement and ground floor levels, including cycle store, plant room, offices, reception, store room, laundry room, gym and lobby.	Approved with Conditions	02/08/2017
13F/0332	Central Station, Fairclough Street	Application to replace extant planning permission to 09F/2665 - To carry out improvements and alterations to Central Station, including a three storey extension to provide additional retail floorspace (within the following Use Classes A1, A2, A3, A4 and A5), new linkages into the approved Central Village scheme including the creation of a pedestrian plaza across Cropper Street.	Approved with Conditions	03/05/2013
11F/2003	Watson building (formerly part of Lewis's building)	To erect an eight storey extension to Watson Building in connection with its conversion to B1 office use, including provision of basement car parking and ground floor retail units for uses within Classes A1 (retail), A2 (financial services), A3 (cafe/restaurant), A4 (drinking establishments), A5 (hot food take-away).	Approved with Conditions	08/03/2012
11F/0190	Lewis's building	To vary the layout and configuration of approved scheme 08F/0471 - To reconfigure existing floorspace through external and internal alterations, including the partial demolition of the rear of the building and the creation of a new pedestrian plaza across Cropper Street linking into the Central Village redevelopment scheme). The building will incorporate a combination of uses to include one or more of the following: A1 retail, A2 financial and professional services, A3 restaurant and cafe, A4 drinking establishments, A5 hot food take-away, B1 office, C1 hotel, casino and live music venue (D2) and nightclub (sui generis) - granted 5 August 2008).	Approved with Conditions	16/05/2011

Upper Central - National Planning Policy

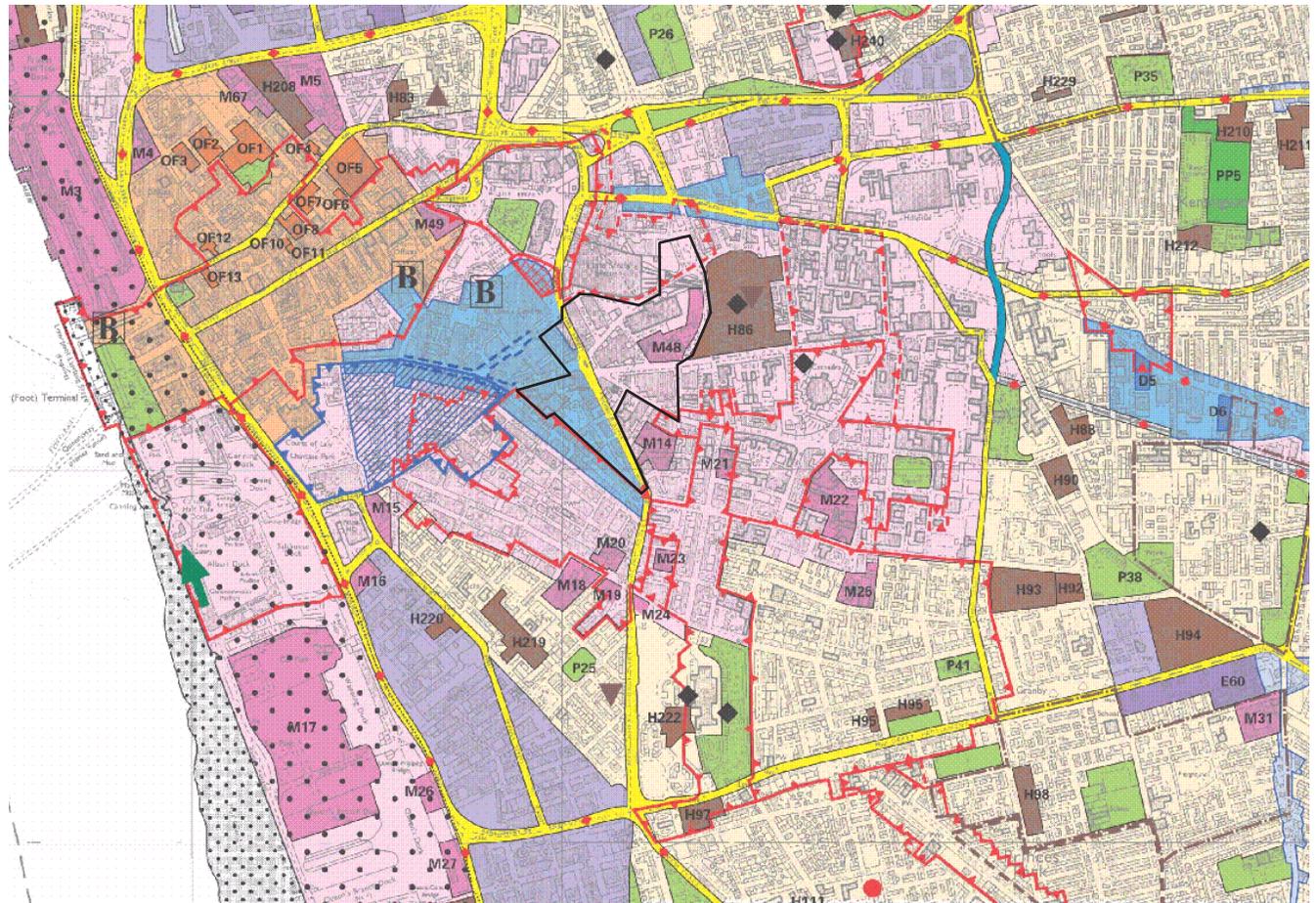
The National Planning Policy Framework (“NPPF”) provides the overarching planning framework that underpins decision making and the plan making process in the UK. The NPPF provides the Government’s planning policies for England and sets out how these are expected to be applied. The NPPF expects the planning system to embrace positive development and to deliver the types of sustainable development that will create inclusive, mixed and vibrant communities. The Framework also:

- Sets out the importance of the three dimensions to sustainable development: economic, social and environmental, including contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation (Chapter 2).
- Sets out a clear presumption in favour of sustainable development, which is the golden thread for both plan making and decision taking (Paragraphs 11 &12).
- Encourages the vitality of town centres and the role they play at the heart of local communities. The Council supports applications that take a positive approach to their growth, management and adaption (Chapter 7).
- Promotes sustainable travel, accessible by a range of sustainable modes of transport with access to a range of services and facilities (Chapter 9).
- Reaffirms that good design is a key aspect of sustainable development and should contribute positively to making places better for people; planning positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes (Chapter 12).
- Advocates for an inclusive planning system that aims to involve all sections of the community in the development of Local Plans and in planning decisions (Chapters 3 and 4).
- Seeks to conserve and enhance the natural environment supporting development that is resilient to climate change and introduces new green infrastructure (Chapter 15).
- Requires planners to sustain and enhance the historic environment, recognising that heritage assets are an irreplaceable resource and attaching significant weight to the conservation of heritage assets (Chapter 16).

Upper Central - The development plan

The Liverpool Unitary Development Plan (“UDP”) was adopted in 2002 and its saved policies, along with the Joint Merseyside and Halton Waste Local Plan (2013), form the existing Development Plan for the framework area. The Council is currently preparing a new Local Plan for Liverpool, which will supersede the policies of the UDP. The new Local Plan was submitted for independent examination in March 2018 and is currently being examined with a new SHLAA and Viability Appraisal expected to be published in October 2018 in response to one of the queries raised by the inspector.

- Mixed Use development
- Various types of development
- City Centre (MRA)
- Primary and strategic route network
- Conservation area
- Emerging Conservation area



The Adopted UDP - Land Use

The framework area is identified under a number UDP polices, which primarily designate the area for mixed use development, alongside areas identified for a variety of uses under allocation M48 (Brownlow Hill/Russell Street). The framework area is surrounded by a number of conservation areas, existing conservation areas (William Brown Street and Duke Street) and as indicated by the dashed red line, areas identified for the potential expansion or development of a new conservation area. The key UDP policies within the SRF framework area include:

Policy E6 (Mixed Use Area):

Policy E6 covers part of the framework area, including Ranelagh Place. It relates to the allocation of mixed use and site M48 (Brownlow Hill/Russell Street) for various types of development/uses which fall under use classes B1/C1/D2 or conference facilities. It also states that planning permission will be granted for a mix of uses in those locations specialised in the UDP's mixed use area profiles. Given the expanse of the framework area, it encompasses a number of these area profiles. The mixture of uses permitted in this area therefore includes residential, educational, retail, office, entertainment and leisure.

The Adopted UDP - Leisure and Retail

Part of the framework area sits within the city centre Main Retail Area, with the rest of the area sitting outside. Proposals for the delivery of retail uses would be required to demonstrate that they would not by nature of scale conflict with the below policies or the city's key retail centres.

Policy S1 (City Centre Retail Development in the Main Retail Area):

Policy S1 states the Council will protect and enhance the city centre's role as a regional shopping centre by giving first preference to locating Class A1 retail within the Main Retail Area. The City Council are committed to undertaking initiatives designed to improve the shopping environment of the city centre Main Retail Area and will seek to secure enhancements

within the area.

Policy S3 (Improving the City Centre Shopping Environment):

Council will undertake initiatives designed to improve the shopping environment of the City Centre Main Retail Area. Priority will be given to improved pedestrian/public transport links, road safety, reuse of vacant upper floors in order to encourage activity outside normal shopping hours, environmental improvements, shopfront improvements and maintenance of the area's shopping function.

Policy S12 (Out of Centre Retailing):

Policy S12 seeks to restrict out of centre retail development unless it can be demonstrated that the proposal does not undermine the vitality and viability of identified retail centres. Proposals for the delivery of ancillary retail in the framework area would be required to demonstrate that it would not by its nature or scale conflict with this policy or the city's key retail centres.

Policy S16 (Shopfront Design):

Policy S16 states that planning permission will be granted for new or refurbished shopfronts provided that the design and materials of the shopfront is in keeping with the locality and the building in which it is set will not detract from the street scene.

The Adopted UDP - Design and Heritage

The SRF area is surrounded by the William Brown Street Conservation Area, Mount Pleasant Conservation Area, Duke Street Conservation Area and Castle Street Conservation Area. These areas are protected by the following policies and it would be a requirement as per policy HD18 of the UDP to ensure that any new development will not impact on the setting of these preservations.

Policy HD8 (Preservation and Enhancement of Conservation Area):

The Council will take positive action to secure the preservation or enhancement of conservation areas and will seek for the repair of the buildings and use its available powers the removal of features which significantly detract from the character of the area.

Policy HD12 (New Development in Conservation Area):

New development adjacent to conservation areas will only be permitted if it protects the setting of the conservation area and important views into and out of it.

Policies HD1 (Listed Buildings):

There are a number of listed buildings within the framework area which includes the Grade II listed Adelphi Hotel, the Grade II listed former Lewis's Department Store and the Grade II* The Lyceum. These buildings are protected by Policy HD1 which requires Listed Buildings and their settings and conservation areas to be preserved, maintained and enhanced.

Policy HD18 (General Design Requirements):

New development is to be designed to a high standard that reflects the locality in terms of scale, density, massing, layout, materials and character. The future redevelopment of the framework area will need to ensure a quality design approach to ensure that the distinctive features of the area are preserved and enhanced and with standards in accordance with planning policy. As planning proposals come forward within the

framework area, robust heritage assessments will be required to ensure that the impact of development on the heritage and character of the area is appropriately considered. Heritage features must be preserved, maintained and enhanced in order to preserve the unique character, grain and heritage of the area.

The Adopted UDP - Landscape and Natural Environment

The UDP places an emphasis on the protection and enhancement of green space. This is enforced through the following policies.

Policy OE11 (Protection of Green Space):

A key focus of the SRF is to create public spaces where people want to dwell and spend time. These spaces will be enhanced by the introduction of green infrastructure. Policy OE11 states that existing green space in the framework area should be protected from built development unless it can be demonstrated that no material harm would be caused. Policy OE12 (Enhancement of Green Space) encourages the enhancement of existing areas of green space and Policy OE15 (Environmental Improvement Corridors) seeks to enhance the appearance of Environmental Improvement Corridors.

The Adopted UDP - Highways, Access and Parking

UDP policy GEN 6 encourages balanced approach towards the provision of transport infrastructure that provides access to employment, leisure and retail facilities, meets the needs of the city and improves facilities for cyclists and pedestrians. These aims are also encouraged in the following policies:

Policy T6 (Cycling):

This SRF seeks to improve the connectivity of the area including the creation of provision for cyclists, particularly along Renshaw Street. Policy T6 promotes initiatives designed to maximise cycling, such as by improving the condition of designated cycle routes, catering for cyclists' needs in the design of new highways improvement schemes and giving consideration to the provision of safe cycling routes through all major redevelopment sites. Policy T6 also requires secure cycling parking facilities to be provided.

Policy T7 (Walking and Pedestrians):

A key aim of this SRF is to reclaim land within the framework area for pedestrians through the creation of safe walkways, crossings and public spaces. Consideration is to be given to the provision of safe/convenient walking routes through all major redevelopment sites. The introduction of traffic calming measures and speed reduction will be investigated in areas where heavy pedestrian flows are anticipated. This SRF wholly supports the above policy and these measures have been provided throughout the framework area.

Policy T8 (Traffic Management):

Priority investments in roads will be given to the maintenance and enhancement of the Primary and Strategy Route Network and schemes will be implemented to improve this network. Given the Strategic Route Network runs through the centre of the framework area, this has been a key consideration in the design and development of the masterplan, which is underpinned by a need to improve the connections and highways throughout the site.

Policy T9 (Road Safety):

The risk of accidents is reduced wherever changes are made to the existing highway network.

Policy T11 (Major Road Corridors):

The A565 at Great Howard Street is one of the major road corridors that was identified in the UDP for improvement measures, which are now being brought forward as part of the Liverpool Corridors work.

Policy T12 (Car Parking):

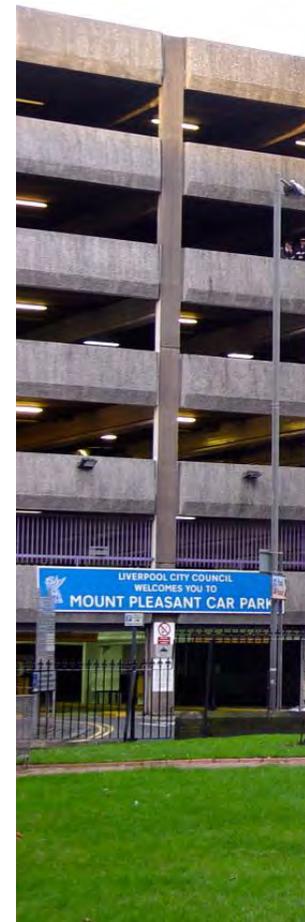
If it is not possible for a development to include car parking provision within the city centre, a commuted sum from developers is provided to improve public car parking and public transport facilities in the vicinity.

Policy T15 (Traffic Impact Assessment):

All major development proposals likely to result in a material change in the character or volume of traffic on the surrounding highway network to be accompanied by a Traffic Impact Assessment (TIA).

Joint Merseyside and Halton Waste Local Plan (2013)

The Joint Waste Local Plan was adopted on 18 July 2013 and sets out a number of policies that are now material to the consideration of planning applications. Policies WM8 and WM9 are most relevant for most forms of development. Policy WM 8 (Waste Prevention and Resource Management) requires any development which involves demolition and/or construction to implement measures to achieve the efficient use of resources; while policy WM 9 (Sustainable Waste Management Design and Layout for New Development) seeks to ensure developers incorporate sustainable waste management principles into their proposals.



Upper Central - Liverpool Draft Local Plan 2018

Within the draft Local Plan the framework area has retained the majority of the allocations as set out within the UDP including the allocation for mixed use development and the Main Retail Area. Key changes however, include the loss of the allocation for various types of development, the addition of the World Heritage Site allocation and St George's Quarter and most importantly, the introduction of a specific policy which covers the Knowledge Quarter Character Area. The main emerging Local Plan policies within the SRF framework area are outlined below:

Leisure and Retail

Policy EC6 (Mixed use areas and sites for various types of development):

This Policy states planning permission will be granted for a mixture of uses within this area, which include residential, employment, community, leisure and retail uses, subject to the provision of other relevant Plan policies.

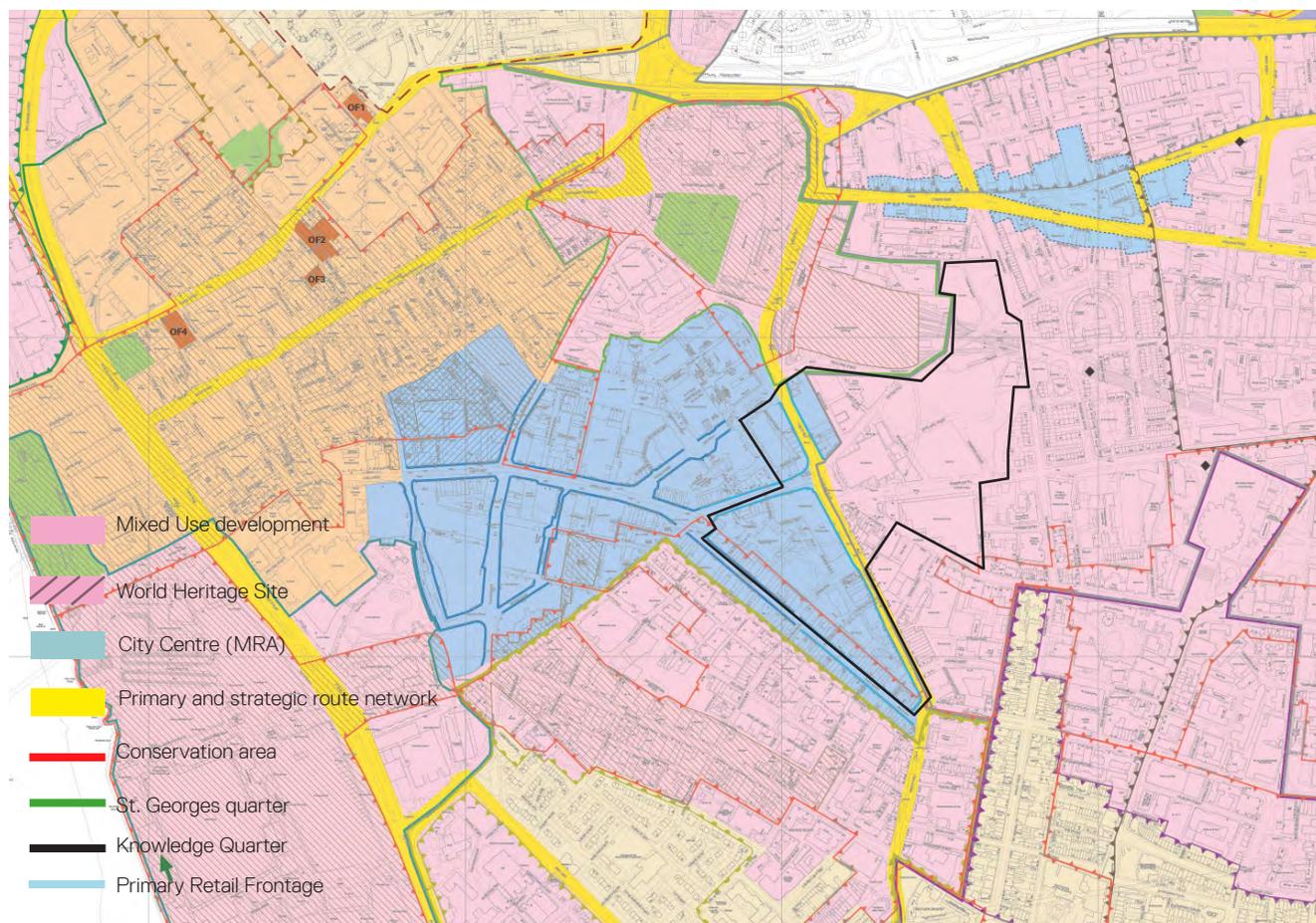
Policies CC7, CC8, SP1 and SP3 (Retail):

These policies state that the Council will protect the MRA by ensuring that it is the priority location for major non-food shopping facilities by requiring retail proposals within the rest of the city (including within the remainder of the city centre) to demonstrate compliance with the sequential approach. Planning permission for non-A1 uses at ground level within the MRA (Secondary Retail Frontages) will therefore only be granted provided that the proportion of units within Class A1 retail use does not fall below 50% of the street frontage length. New development within the city centre should contribute to enhancing the shopping environment of the centre and its role and function, with particular regard to the design of shop frontages.

Knowledge Quarter Character Area

Policy CC3 (Character Areas):

This Policy outlines that within the KQ a mix of uses will be supported to create a world-class place of innovation and discovery in science, technology, education, medicine and culture. Specifically, office,



community, educational and residential (including student) uses will be encouraged within this area supported by ancillary uses and infrastructure. Proposed development within this area should demonstrate contribution to promoting the clustering of knowledge economy assets, attracting businesses, place-making and improving connectivity. Particular attention should be paid to those proposals which lie within the World Heritage Site Buffer Zone, as the site does, with special regard to views in and out of the area.

Design and Heritage

Policy HD2 (Liverpool Maritime Mercantile City World Heritage Site): This policy outlines that the Council will support proposals which conserve or, where appropriate, enhance the Outstanding Universal Value of the Liverpool Maritime Mercantile City World Heritage Site. Permission will not be granted for proposals which would have an adverse impact upon the views of key landmark buildings and vistas identified in the Liverpool Maritime Mercantile City World Heritage Site SPD. Proposals for the redevelopment or remodelling of buildings or sites which have a negative or neutral impact on the character of the World Heritage Site or have vacant or underused ground floorspace will be supported where it can be demonstrated that this will enhance or better reveal the Outstanding Universal Value of the World Heritage Site.

Policy HD2 (Heritage Assets: Listed Buildings; Conservation Areas; Registered Parks and Gardens; Scheduled Ancient Monuments):

This policy states that the Council will support proposals which conserve or, where appropriate, enhance the historic environment of Liverpool. Proposals affecting a conservation area should preserve or enhance those elements identified in any conservation area appraisal as making a positive contribution to the significance of that area.

Policy CC18 (St Georges Quarter): This policy states proposals within St George's Quarter should complement the area's existing cultural attractions and uses, contribute to improving linkages between cultural

hubs and the city centre and enhance the public realm.

Transport

Policy TP1 (Improving Accessibility and Managing Demand for Travel): This policy states development proposals should make the best use of existing transport infrastructure. Where this cannot be achieved, development should be phased to coincide with new transport infrastructure provision. Developments which singly or in combination have a significant impact on the movement of people or goods, should, through the provision of travel plans, positively manage travel demand and contribute to the improvement of accessibility in general, particularly by more sustainable modes of transport including walking, cycling and public transport. Development proposals should not compromise existing transport infrastructure or schemes programmed in 'A Transport Plan for Growth', 'The Local Cycling and Walking Infrastructure Plan', 'The Liverpool City Region Local Journeys Strategy' and actions that are planned.

Upper Central - Other Considerations

In addition to the adopted and emerging planning policy, there are a number of Supplementary Planning Documents which provide more detail and which are likely to be material in determining applications on this site.

World Heritage Supplementary Planning Document

The World Heritage SPD was adopted by the Council in October 2009 to provide guidance for protecting and enhancing the outstanding universal value of Liverpool Maritime Mercantile City World Heritage Site, whilst encouraging investment and development which secures a healthy economy and supports regeneration.

The entire framework area is located within the WHS Buffer Zone. Section 4 of the SPD sets out general guidance for development in the WHS and Buffer Zone. The guidance seeks to ensure that any new development in these areas is designed to a high standard, is accessible to all and reflects the historic character of the surrounding area. The SPD provides guidance in relation to proposals for Tall Buildings, stating that there will be a strong presumption against high-rise developments within the World Heritage Site.

Liverpool Maritime Mercantile City World Heritage Management Plan 2017-2024

The World Heritage Management Plan sets out the Council's approach to the protection and management of the World Heritage Site. The approach is founded on basic principles of heritage management and champion the conservation of the historic environment through greater understanding and participation, encouraging people to enjoy, value and care for their world heritage.

Other SPD's and Frameworks

The following SPDs, both formal and informal are also relevant in the determination of any applications in relation to the Upper Central framework area:

- Ensuring a Choice of Travel SPD
- Design for Access for All SPD

Summary

The planning policy framework provides the policy basis that has underpinned the development of the Upper Central SRF. The Development Framework that forms the basis of the SRF is rooted in adopted planning policy and will assist the Council and developers in bringing forward development proposals that accord with planning policy and assist in delivering the vision for Upper Central.



