

KINGS DOCK, LIVERPOOL

Masterplan and Planning Brief

FINAL: November 2012



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Introduction and Context

1. Introduction and Context

Kings Dock is a location bursting with potential to further develop the success story of the City of Liverpool. Kings Dock offers a unique opportunity to complete a flagship waterfront destination like no other. It has the ingredients to be one of the most popular and exciting waterfront developments in the UK and Europe – a place to remember and return.

The site forms part of the central section of Liverpool's world heritage waterfront which is home to Liverpool's premier visitor destinations - The Pier Head and The Three Graces, Cruise Liner Terminal, Mersey Ferries terminal, Museum of Liverpool, Albert Dock, Echo Arena and BT Convention Centre.

Culture, leisure and tourism are key economic growth drivers for the City and the Liverpool City Region. Liverpool's River Mersey Waterfront continues not just to reflect the City's glorious heritage, but is also developing and maturing with recent and planned developments, destinations and attractions. It is central to the future success of the city and the Liverpool City Region.



1.1 The story so far

Over the last decade, Liverpool City Centre has developed strongly, transforming both the physical face of the City and its economic prospects. (See Figure 1.1 City Centre context map).

The Liverpool One shopping, residential and leisure complex which opened in 2008 completed the regeneration of 17 hectares of under-utilised city centre land. The scheme includes department stores Debenhams and John Lewis, a 14-screen Odeon cinema, the Novotel and Hilton hotels, apartments, offices, public open space and transport improvements. This has propelled Liverpool up the Experian retail rankings from 15th to 5th since 2007.

A new commercial office quarter has established in the north of the city centre including 34,000 sq m of Grade A floorspace at St Pauls Square attracting occupiers including Hill Dickinson, Royal & Sun Alliance, Trinity Mirror Group, Unisys, Royal Bank of Scotland, Maersk and UK Passport Agency.

The recently designated Liverpool Waters Enterprise Zone with plans for 3 Million sq m of mixed use floor space will provide further critical mass of commercial activity and development opportunities to expand the City Centre.

Liverpool City Council, working with the Liverpool City Region Local Enterprise Partnership, continues to focus on achieving transformational economic growth and job creation. A clear strategy is in place supporting key growth sectors including the visitor economy and focusing action in targeted investment zones.

One of the key, recent waterfront success stories is ACC Liverpool, home to BT Convention Centre and Echo Arena. Generating £500 million in economic benefit for the city since opening in 2008, ACC Liverpool currently offers world-class conference and event facilities including a 1,350 seat auditorium, 7,125m² of exhibition space and an 11,000 capacity arena. ACC Liverpool has hosted over 1,000 events, welcoming over 2.6million visitors and a variety of high profile artists.

ACC Liverpool is now growing. With the planned development of a new 8,100 sq m Exhibition Centre it will become the only purpose-built interlinked arena, convention centre and exhibition centre in the UK. With the inclusion of an up to 200-bed four or five star hotel, Exhibition Centre Liverpool (ECL) will be used to stage both trade and consumer exhibitions, as well as large scale national and international conferences with attached exhibitions, large scale banquets and concerts for up to 10,000 people standing.



Figure 1.1 City Centre context map

Introduction and Context

1.2 Looking Ahead

The City Council and partners are currently preparing a Strategic Investment Framework (SIF) to guide the next 15 years of economic growth and transformation of the City Centre. Although the SIF document is not yet finalised it is expected that the knowledge and visitor economies will remain a focus for growth and that within the visitor economy, leisure and tourism will be heavily promoted. The SIF is expected to set out a series of transformational projects to deliver objectives and it is expected that the development of the waterfront will be one of the most important locations.

The Masterplan highlights the immediate strategic routes for Kings Dock, but the emergence of the SIF is likely to bring with it a more comprehensive and strategic plan for accessibility and environmental treatment which will knit together areas within the waterfront and the rest of the city centre.

The success of ACC Liverpool and the strong growth of the visitor economy in the Liverpool waterfront provide new and exciting opportunities for further investment in the remaining part of the waterside development site at Kings Dock. The development of the site will play a key role in contributing to the realisation of Liverpool's strategic ambitions.

1.3 The Opportunity

The 3.26 hectare developable site is owned by the HCA who are working closely with Liverpool City Council (LCC) to unlock its potential for the benefit of the City and the wider Liverpool City Region. It is the last major waterfront development site in the southern end of the City Centre docklands and is vacant and serviced ready for development.

This masterplan and planning brief aims to build on the hugely successful first stage of development of the northern half of the Kings Waterfront site. Construction of the Echo Arena and BT Convention Centre, two hotels, a multi storey car park, apartments, two restaurants and piazza has enhanced the profile of the city centre waterfront and its growing reputation as a visitor destination of international quality.

The original residential-led masterplan from 2003 is out of date in the light of the opportunities presented by the growing visitor economy on the waterfront which provide a major economic driver for the City and Liverpool City Region. It is clear that the site has the potential for a more diverse mix of uses to complement ACC Liverpool's large scale Arena, Convention Centre and proposed Exhibition Centre. The site has an important role to play in supporting the sustainability of the waterfront destinations, the future regeneration of the Baltic Triangle, and complementing the wider City Centre development strategies.

The site is the final piece of a jigsaw cementing one of the most important regeneration initiatives Liverpool has seen in its recent history and presents a unique investment opportunity.

We are looking for commercial proposals which provide vibrancy and ensure the location provides reasons for people to visit and stay – leisure, food retail, hotel, restaurant, café bars, water based attractions, offices and residential are all considered appropriate. High quality public realm and the very best modern design which respects the surrounding heritage setting will ensure that the site is used to its best advantage and delivers a world class development.

1.4 How to use the documents

The Kings Dock Masterplan sets out the vision and development framework for a world class, vibrant, leisure led mixed use quarter at Kings Dock benefitting from and contributing towards the success of the Liverpool Waterfront. It sets the tone and aspirations for excellent design and place making.

The Planning Brief provides more detailed planning guidance for interested parties and has been approved by the Local Planning Authority as a material planning consideration. It will be used to assess development proposals and future planning applications.

The Masterplan and Planning Brief can be read together or independently according to the reader's needs.

A Baseline Review and site analysis report has also been produced to inform the Masterplan and Planning Brief and is available on request from HCA.

Community and Stakeholder consultation has been undertaken and the main issues and the responses are set out in Appendix A and B.

Introduction and Context



Fig 1.2 – Kings Dock site and relationship to immediate neighbours

Section A: Masterplan

1. A vision for Kings Dock

Kings Dock will be a high quality, vibrant mixed use quarter creating a new destination to complement the successful Liverpool waterfront. Offering an exciting mix of leisure attractions, with associated shops, bars, restaurants, hotel, homes and office space, it will deliver quality contemporary design within an historic dockside setting.

In order to attract these types of uses, and to become part of the visitor destination offer for the city, the proposals need to be of the highest quality and encourage footfall, offering an alternative to other hot-spots in the city. In particular, the area is to become not merely ancillary to the activities associated with the offer of the ACC Liverpool, but a destination in its own right, and to create a critical mass of uses that will add to the visitor experience of the waterfront, in particular to help animate this area of the city centre. The Kings Dock development provides an opportunity to create an alternative destination to the established areas, building on its waterside advantages and ability to attract users from the city centre and from neighbouring areas such as Baltic Triangle, and offer alternatives to honey pots such as Ropewalks.

Building on British Waterways South Docks waterspace strategy, built development and open space use at Kings Dock should exploit the attractive dockside location. Buildings can cantilever into the water, floating buildings are conceivable, access to (e.g. boat hire) and views from buildings towards the water should be promoted. The site provides a major opportunity to interact with the water and to realise more water based activity.

Using this vision for the site the illustrative Masterplan presents the key design considerations and framework for development that will be addressed by interested parties and their design teams.

The aim is not to prescribe urban design and architectural product. Rather, it indicates the desired quality and approach via precedent images and massing studies. Successful architectural approach could take many forms which would be compatible with the context of the site.



Kings Dock will benefit from the existing attraction factor and activities in the area



Liverpool Museum and Three Graces generate important pedestrian flows towards Kings Dock



Design of new development will need to establish a positive relationship with existing users



Water sports usage at Wapping/Queens Dock

Section A: Masterplan

2. Access to and Movement within Kings Dock

Principal vehicular access will be from Wapping A5036 and existing road infrastructure serving the site will remain largely intact save for a realigned Queens Wharf which will be re-routed to accommodate the ECL. Various pedestrian/cycle routes will serve the site.

East-west links with the city are critical in creating ‘jumping off’ points for joining the north-south linear route. The extensive length of the north-south route means that there are several hubs where east-west routes meet north-south serving different areas of the city. At Kings Dock the critical east-west route links the University and Cathedrals area, as well as Chinatown and ‘upper’ Ropewalks via The Baltic Triangle.

Development at Kings Dock should respond positively to the existing routes and pedestrian flows stemming from Liverpool One, The Three Graces/ Liverpool Museum area, Albert Dock, ACCL activities and residential areas/marina to the south.

New development at Kings Dock can create a ‘circuit’ by means of an improved crossing over Wapping; allowing and encouraging visitor flow and movement to and from the City Centre via the Baltic Triangle area. The arrangement for this crossing (subject to detailed design) should embody the best current practice of a direct, pleasant and friendly pedestrian crossing that co-exists with the needs of vehicular traffic, in a similar way to the crossing at Wapping linking Liverpool One and Albert Dock.

Figure 1.3 shows key routes for pedestrians and cyclists including a water’s edge promenade to maximise access to, and enjoyment of, the water space. The creation of pleasant routes to and from existing attractions and the wider area will be essential to successful place making at Kings Dock. Proposals will also need to recognise the current aspiration for a tram terminus, however this policy is currently under review.

It is essential that the treatment of the public realm and pedestrian/cyclist experience is of the highest standard to align with the vision and planning policy context.



Stepped Seating



Regeneration of Toronto Waterfront

Section A: Masterplan

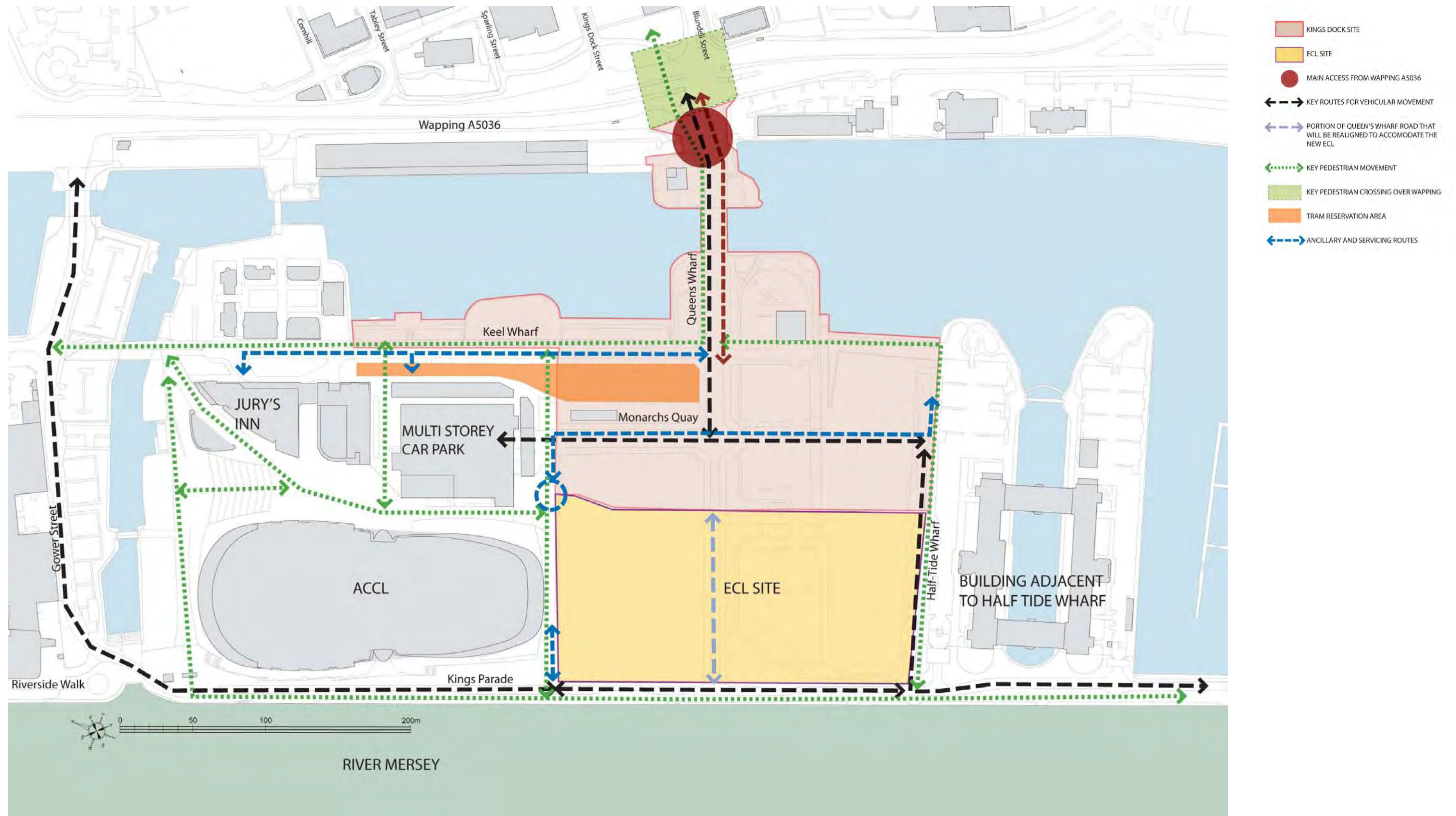


Figure 1.3 Access arrangements diagram.

Section A: Masterplan

3. The Public Realm is critical

At Kings Dock, a high quality public realm and landscape is of paramount importance. It will 'glue' and provide cohesion between existing and new developments and create a distinctive and enjoyable place. It is expected that a palette of materials and furniture is put forward by design teams that demonstrates how the proposed treatment integrates with surrounding development and areas. The design will show attention to detail and a unified design vision.

This site has the potential to become one of a sequence of linear north-south developments associated with new public spaces that have formed a central, strategic network along the river. Currently this includes Kings piazza at the Arena, the waterspace of Albert Dock, canal basin and winter garden at Mann Island, the new Pier Head, proposed courtyard at Plot 7 Princes Dock, the proposed new public realm crossing from Shanghai Tower across Princes Dock and including Princes jetty, and the park associated with the cultural building at Liverpool Waters, with more public squares and areas throughout Liverpool Waters as far as Bramley Moore dock.

These sites work in conjunction with the waterfront promenade that provides a strong linear route, and their location set-back one block from the river front provides an alternative route that helps counteract some of the exposure that can work against visitors, and provides 'pausing' and activity spaces, with greater or lesser degrees of enclosure, and with different opportunities for public use. This sequential movement corridor is a key element that links the visitor attractions together along the waterfront, and there is limited scope to continue this further south than Kings except through a water-based approach associated with the South Docks strategy. As such, this represents something of a southern terminus for such a route, and places even more importance on making sure it is of high quality.

Important public spaces will form part of the public realm structure (see Figure 1.4). Some of these spaces will be associated with and allow engagement with the water such as the promenade along Queens Dock or the suggested water steps at Wapping Dock. Others will be squares as suggested for Kings Dock Square.

Figure 1.4 overleaf indicates a preferred open space and public realm structure and show how the public realm zones for Kings Dock and ECL link.

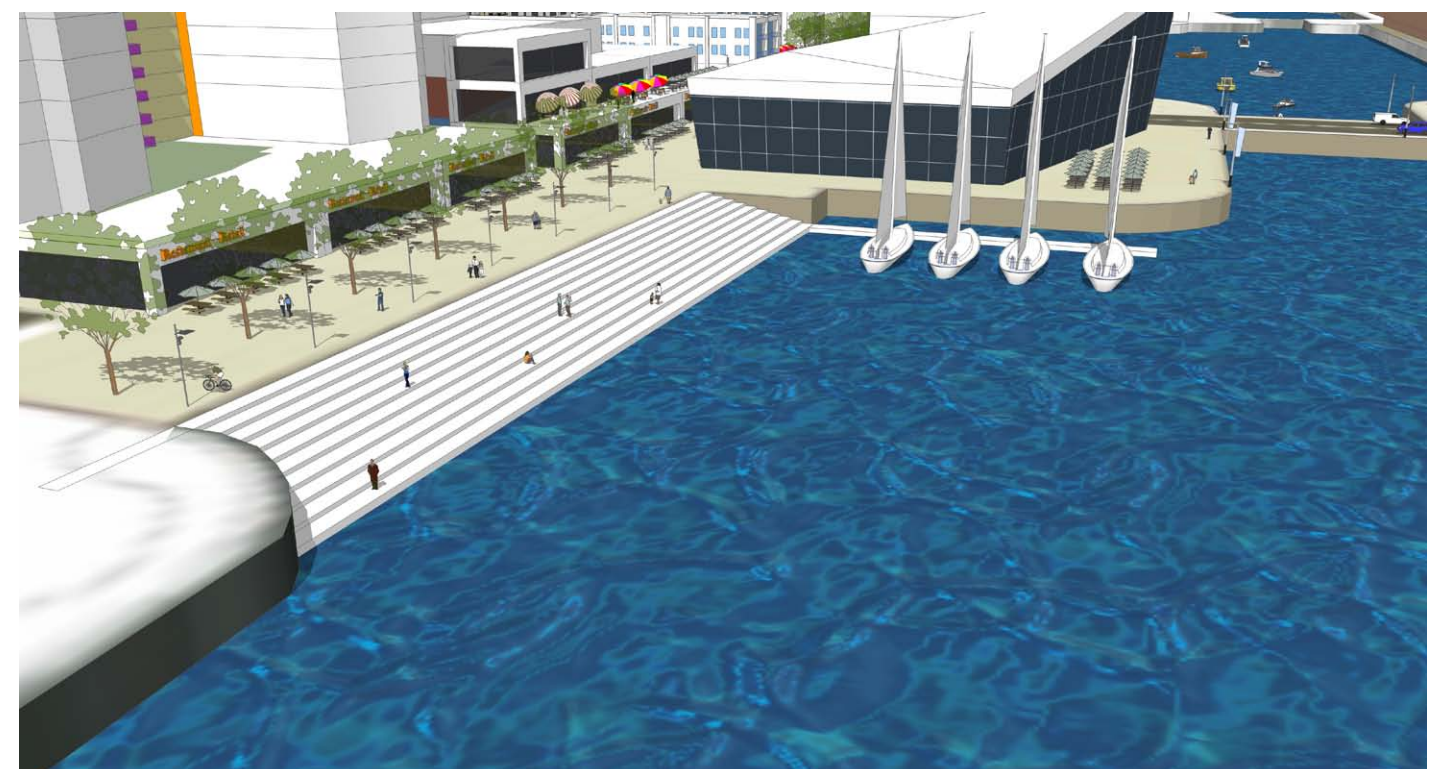
The purpose of the Public Realm will be to:

- provide permeable, legible and well connected areas
- provide clear and pleasant routes for pedestrians / cyclists
- create a sense of place as a new destination

- encourage visitors to come and linger



Grand Central Square, Dublin Docklands



Potential water steps at Queens Dock

Section A: Masterplan

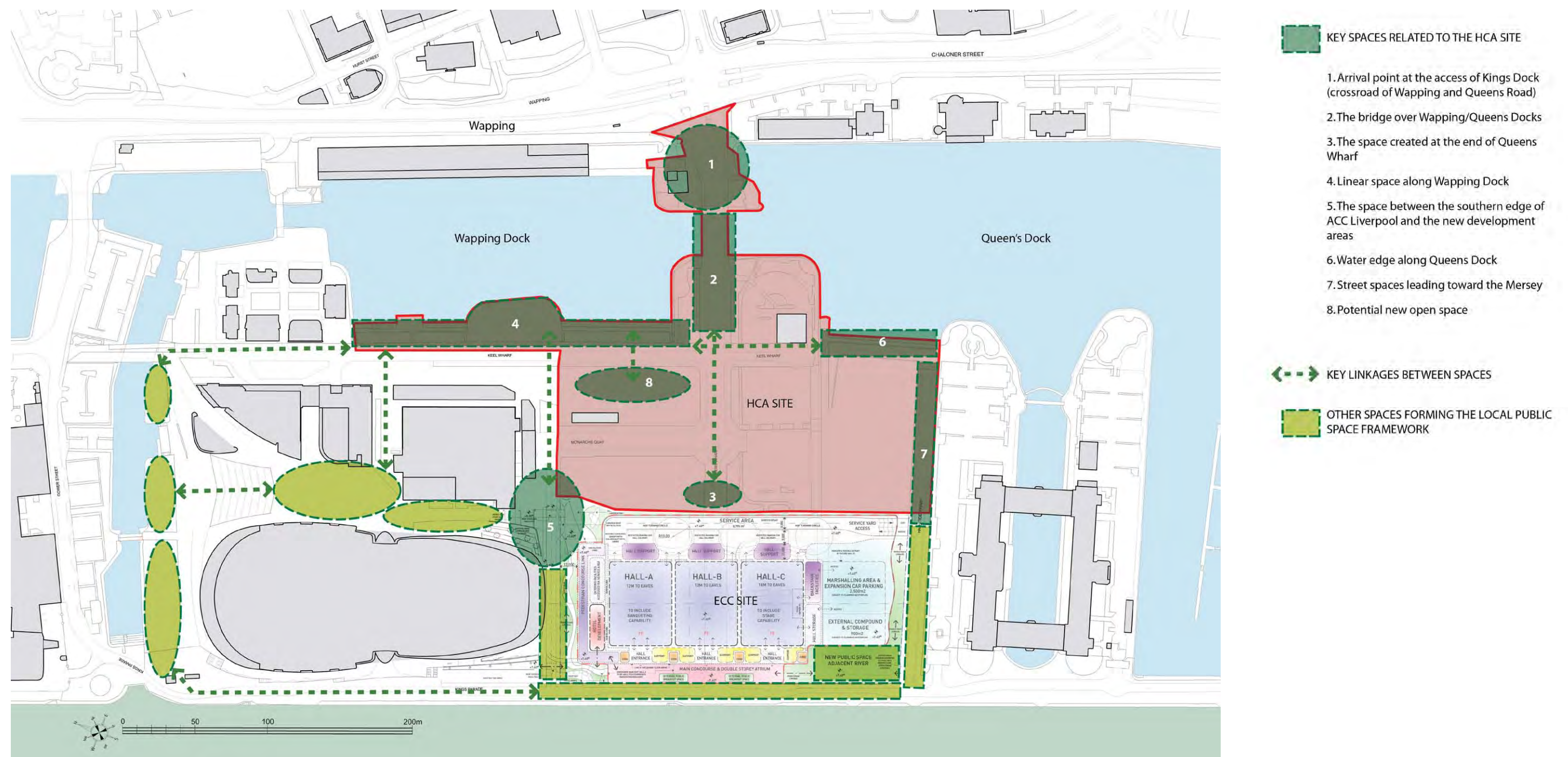


Figure 1.4 Open Space and Public Realm Structure

Section A: Masterplan

4. Neighbour Design considerations for Kings Dock

Kings Dock has the opportunity to benefit from the successful implementation of the Echo Arena, BT Convention Centre, the multi storey car park (MSCP) and wrap round residential development (The Block) and the proposed ECL.

At the same time proposals for Kings Dock will need to be aware of these immediate neighbours in determining the type, scale, access and design of new development. New development will need to integrate with these existing immediate neighbours and the proposed large scale ECL development which will abut the full length of eastern boundary of the site and which will sit between Kings Dock and the River Mersey.

In addition other close neighbours will influence appropriate uses, design, siting and access for development at Kings Dock. These include the existing residential communities at Wapping and Royal Quays to the north east and the building to the south of the site, adjacent to Half Tide Wharf.

These neighbours are identified in Figure 1.5 overleaf.



Apartment block east of Wapping Dock - 'The Block' screening the multi-storey car park behind



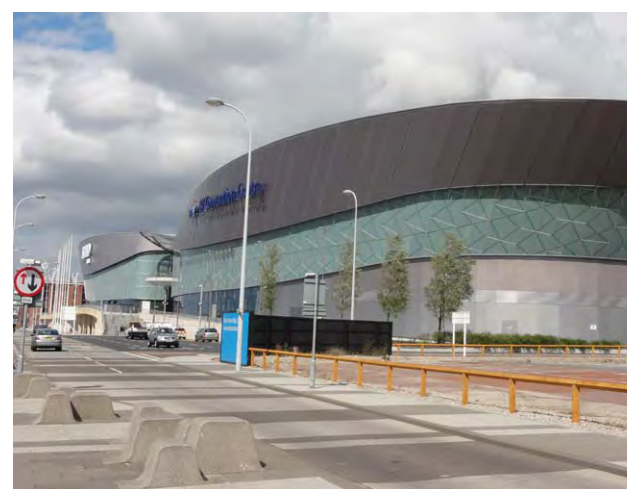
Hydraulic Tower setting



Residential community at Wapping Quay



Apartment block north of Wapping Dock - Royal Quays



BT Convention Centre façade facing the Mersey



Building adjacent to Half Tide Wharf

Section A: Masterplan

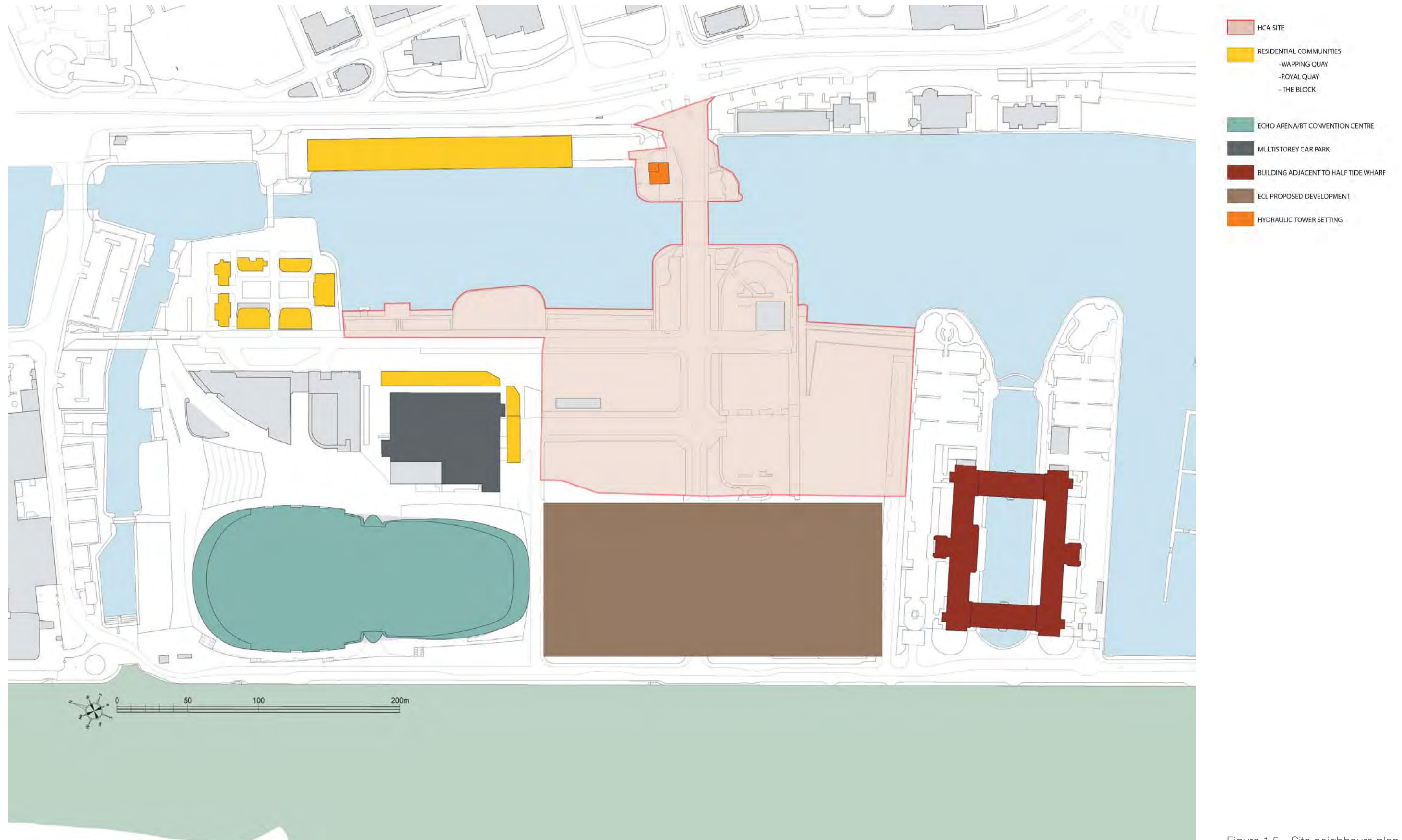


Figure 1.5 – Site neighbours plan

Section A: Masterplan

5. Planning and Heritage matters to be considered

Planning and economic policies including the City's emerging Strategic Investment framework support the Vision of a high quality, vibrant mixed use quarter supporting the Waterfront's major visitor destinations.

The majority of the site (see figure 1.6) lies adjacent to the stunning World Heritage Site which is the subject of a Supplementary Planning Document. This sets out a series of urban design considerations which development should address, for example character, public realm and permitted building heights. The Planning Brief provides further detail.

Planning for development will need to carefully consider archaeological constraints and in particular buried dock structures. The WHS location offers an unparalleled setting and unique development opportunity for Kings Dock.

Development should complement British Waterways' innovative and imaginative Liverpool South Docks Waterspace Strategy 2012 developed to provide a planning framework for the currently under-used Liverpool South Dock. The Strategy promotes Wapping and Queens Docks as a mixed-use zone to be used for leisure boats, floating mixed use and residential units and amenity.

Saved policies from the Liverpool Unitary Development Plan (2002) allocate the site for 'mixed-use' development and as a 'site for various types of development' in the UDP including offices, residential and assembly and leisure.

Liverpool City Council's submission draft Core Strategy states that the waterfront in particular, will be a focus for leisure and tourism activity.



New high quality public open space, Meida City, Salford Quays (picture courtesy of Gillespies, Landscape Architects)



Wapping Quay

Section A: Masterplan

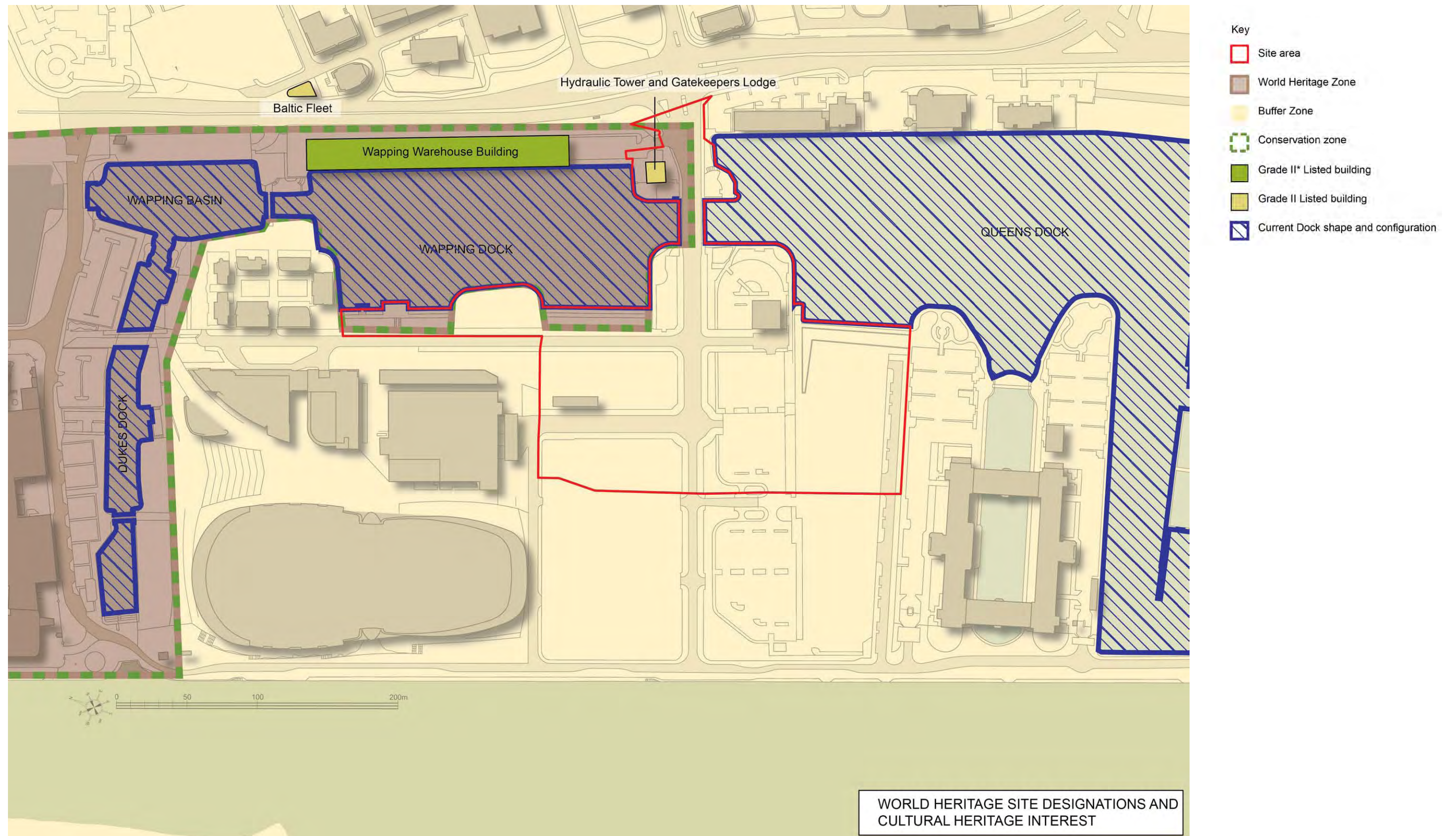


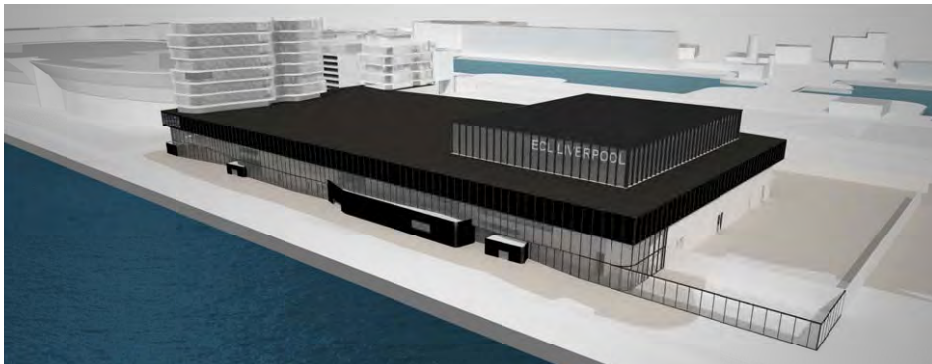
Figure 1.6 World Heritage Site and Buffer Zone

Section A: Masterplan

6. Kings Dock as a series of development plots

There has previously been substantial public investment in this location in roads, public realm and infrastructure which must be safeguarded. In addition plans for ECL are sufficiently advanced such that boundaries and additional road infrastructure can be accurately defined. The site therefore offers a range of identifiable separate plots suitable for development. This is shown in Figure 1.7 overleaf.

Artist Impressions of ECL



Plot	Developable Area (Sq M/Hectares)	Description
1a	4,197 sq m/0.42 ha	Land which runs parallel to Keel Wharf and overlooks Wapping Dock facing towards Wapping Warehouse. Plot includes Wapping pontoon.
1b	997 sq m/0.1 ha	Plot at the junction of Keel Wharf and Queens Wharf overlooking Wapping Dock
2	12,207 sq m/1.22 ha	The largest plot which fronts Queens Wharf and overlooks Queens Dock. A sub station is present.
3	10,292 sq m/ 1.13 ha	Land between Monarchs Quay and the rear boundary wall of the ECL service yard. The northern boundary faces The Block. Following completion of the ECL service access will be available to serve this plot for commercial uses via the ECL, service yard to maximise plot 3 footprint. This plot will be affected by construction of ECL and will be available from Spring 2015.
4	3,784 sq m/ 0.38 ha	A rectangular plot which is in part reserved for a tram terminus (policy under review). A sub station is present. The developable area stated includes the area currently reserved for the tram terminus but excludes the sub station. The northern boundary faces The Block and MSCP.
5	1,102 sq m/ 0.11 ha	Plot located at the entrance to the site at the junction with Wapping. There is an existing listed building which is currently used as a site management office by Kings Waterfront Estates.
Total	32,579 sq m/ 3.26 ha	

Table 1 - Plot areas and Description

Views of the site from the south and east



Section A: Masterplan

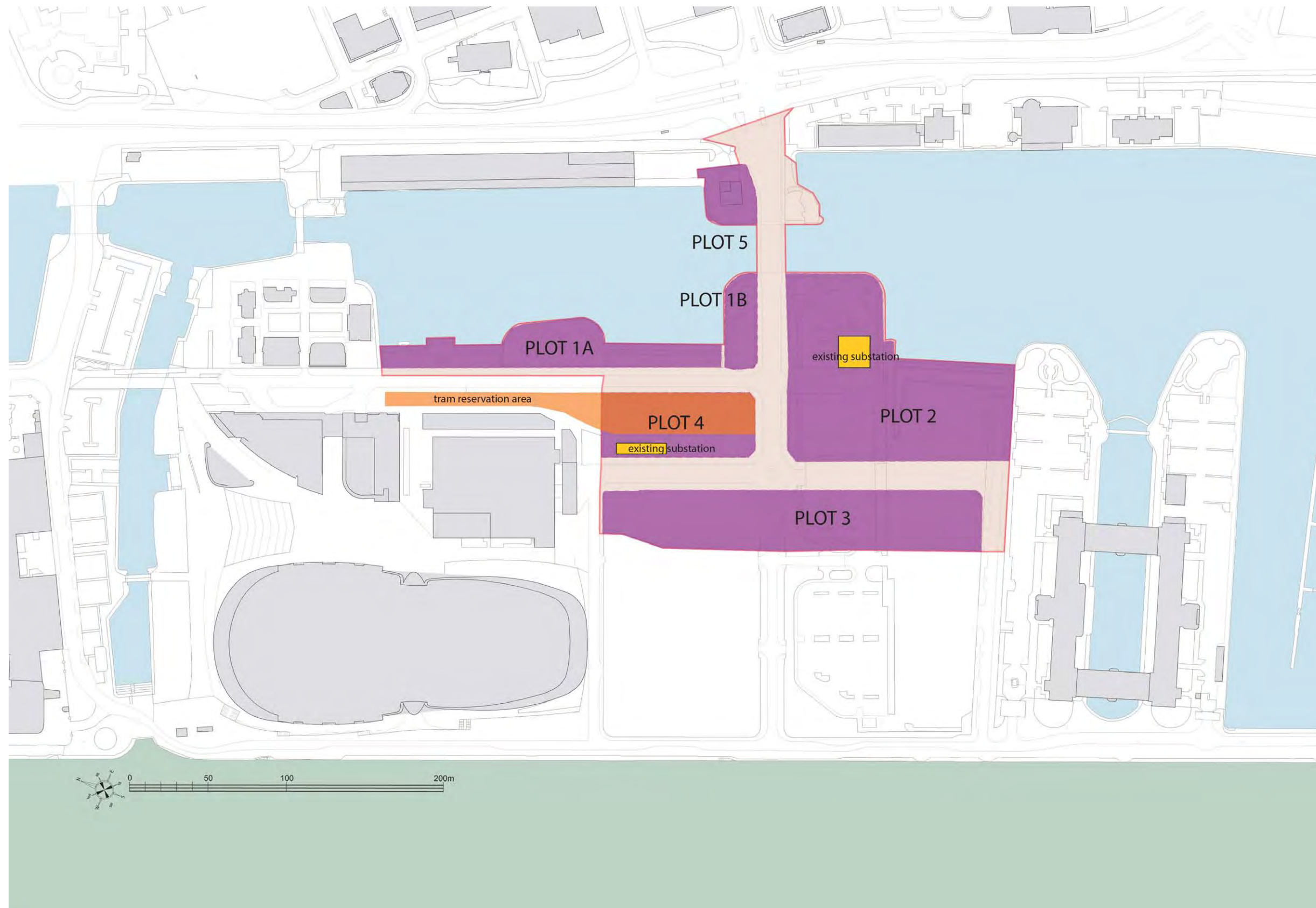


Figure 1.7 Kings Dock Development Plots

Section A: Masterplan

7. A Suggested Land Use Mix for Kings Dock

In order to achieve vibrancy and ensure that this location provides reasons for people to visit and stay the site should preferably have a strong leisure and destination theme. This would complement the existing ACC Liverpool uses and other visitor destinations whilst injecting different but complementary dynamic uses to the area.

A planning assessment and property market review/appraisal suggests that a wide range of uses could be viable. These are described further in Section 8 as they relate to character areas and specific plots.

It is stressed that the Masterplan does not seek to be prescriptive as to the use for each plot. The market will dictate uses and in order to respond to market conditions the Masterplan provides flexibility and is capable of considering the full range of uses suggested. For sake of clarity, however large scale food/non food retail, roadside uses such as drive through restaurants, petrol filling stations, industrial or warehousing will not be appropriate.

Commercial leisure could be underpinned by anchor attractions such as an ice rink, spa, gym or recreation venues (e.g. boutique bowling, surf centre or state of the art 3D simulation games venue). A casino and boutique hotel are two further suggested uses.

A new high quality food (and non food) retail offer could act as an 'attraction' and also fill a gap in local provision. This would serve both new development as well as the existing residential and business communities in this location. Initial discussions with the Local Planning Authority suggest a modest sized quality food store of up to circa 25,000 sq ft net retail area would be appropriate subject to a detailed retail impact assessment. The role of retail is detailed further in Section 8.

These anchors should be supported by drinking establishments, cafes and restaurants and leisure pursuits such as non motorised boat hire that have direct interaction with public spaces, the water, the inner activities of anchors or a combination of all three. The mix could also be complemented subject to demand by small scale retail outlets and shops associated with the main recreation and leisure uses.

These uses offer an all day opportunity to visit and linger, complementing and creating synergies with surrounding uses such as people arriving or leaving concerts at the ACCL or visitors to Albert Dock or Liverpool One or those attending exhibitions at the proposed ECL.

Whilst having a focus on leisure, the site has the opportunity to provide a high quality residential component.

New homes could benefit from the added value of the water setting, easy connections to the city centre and the new mixed use development and open spaces provided.

New commercial office space could also be appropriate as part of a mixed use development.



Cardiff Bay, Cardiff

Section A: Masterplan

8. Kings Dock Masterplan - a Unique Waterfront Quarter with three seamless character areas

Kings Dock is envisaged as a place characterised by three distinctive areas.

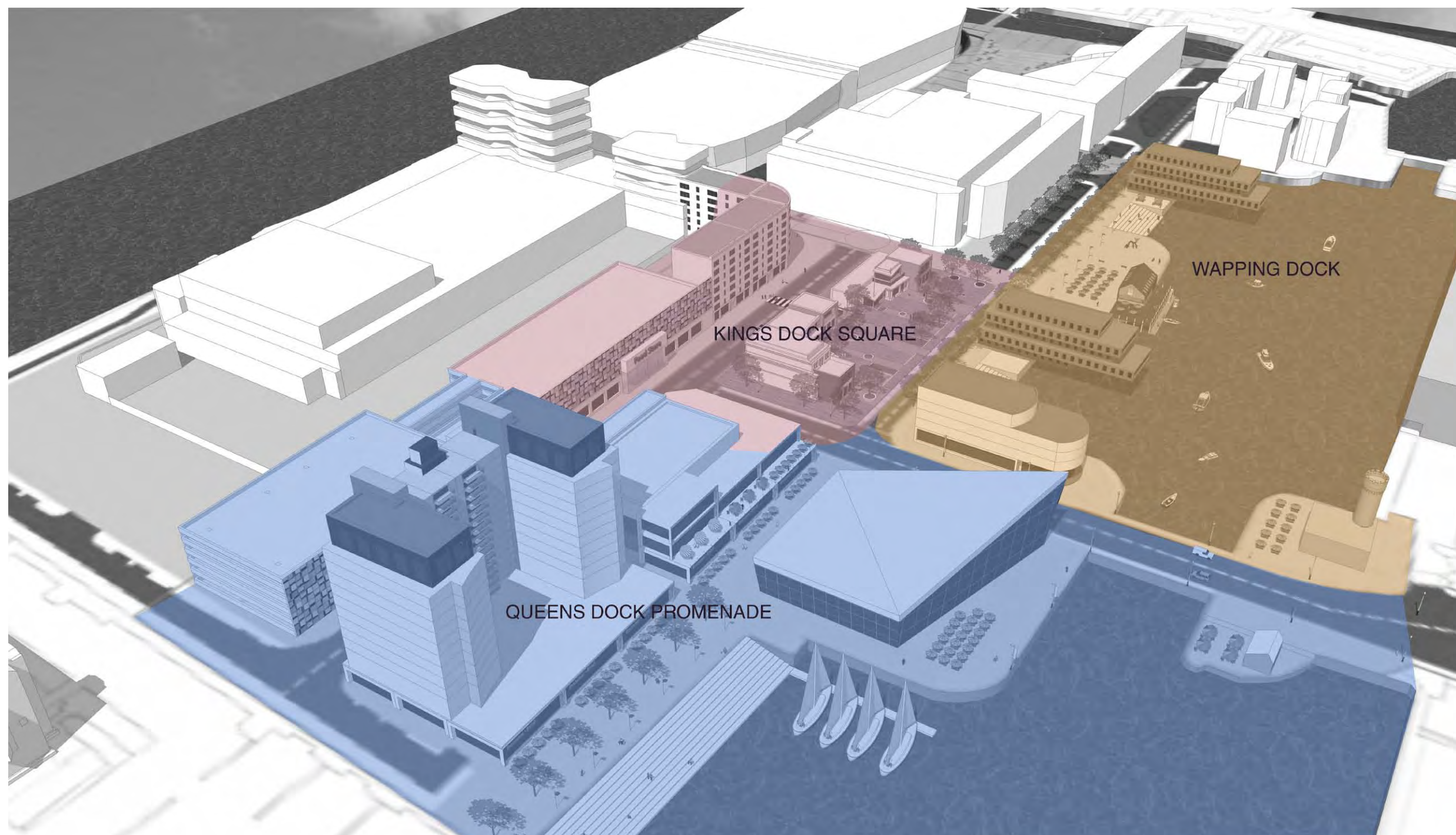


Figure 1.8 Kings Dock character areas

Section A: Masterplan

Kings Dock will be a new and exciting urban quarter alive with a vibrant mix of leisure uses and destination points.



Figure 1.9 Indicative development view

Section A: Masterplan



Granary Wharf Basin, Leeds



Figure 1.10 Indicative development view

WAPPING DOCK: this area covers the length of Keel Wharf, the northern aspect of Queens Bridge, the heritage setting of the hydraulic tower as well as the water setting of Wapping Dock. In general terms this area will have a linear public space feel to it where people can engage with the water; for example, water steps reaching the water level. Moorings and quiet water activities can all take place here. There is potential for a waterfront restaurant and associated outdoor areas.

A limited amount of residential space can also be provided. The Masterplan suggests that residential buildings can over-sail the water; although the visual continuity of the docks system will need to be respected as well as the privacy and distance to existing apartments in Wapping Quay.

The southern edge offers a privileged location for commercial uses such as a boutique hotel overlooking Wapping Dock and the city centre. Queens Bridge, also at the southern edge, will have a high quality treatment and lighting scheme marking the access point from Wapping. Together with the bridge and the hotel, the existing heritage site of the hydraulic tower offers a unique opportunity for a boutique restaurant or venue to hire boats from.

Potential development uses include residential, restaurants and cafes, small scale retail, hotel, casino.

Section A: Masterplan

Potential bar/restaurant with waterside access at Wapping Dock



Section A: Masterplan



Potential residential development at Wapping Dock
(indicative only - subject to planning)

Section A: Masterplan

KINGS DOCK SQUARE: provides transition space between the Echo Arena, the ECL and Wapping Dock. It sits at the heart of the site and therefore will be a natural gathering point.

Guidance for public realm and development

As part of this area is currently reserved for a tram terminus there is opportunity for a limited amount of permanent built development although its central location is nonetheless important in providing breathing space. It could comprise a formal square and park with hard and soft landscaped areas. The square itself could have grassed areas with trees – a place to lie, sit and linger as well as hard landscaped areas with a modern outlook. It could also be used for public art or outdoor activities associated with the uses around e.g. merchandising or outdoor entertainment. Associated development such as cafe or restaurant uses could also be envisaged here, subject to not prejudicing the tram proposals. If it transpires that the tram reservation policy is removed this would provide greater scope for more built development to frame the square.

Such development should be domestic in scale and seek to enclose the square on one or two sides, allowing views and access towards the Echo Arena. Careful façade treatment of the existing substation at this location will be required. Views and access between the square, the Echo Arena and future ECL development will also need to be carefully considered and designed to encourage east west pedestrian movement.

The square should not feel isolated or unenclosed. It should be capable of hosting activities to animate its edges. It should feel intimate, inviting and should be well defined both physically and in use terms.

As buildings will be facing this public space from all sides, high quality architecture and level of detail will be expected. Materials will be sympathetic to the surrounding heritage context and a continuous building line will be expected in order to strengthen the sense of place.

At the west of the site at the interface with ECL, it is suggested that development could host a mixture of office/ residential units, a food supermarket, as well as leisure uses. Food and non food retail uses here would have two roles. The primary role would be as an ‘attraction’, as a specialist, high quality retail offer complementing and adding to existing waterfront uses. A second role would be to provide convenience shopping for local residents and businesses. Ground floors of these buildings should also have cafes, restaurants and retail that will engage with adjacent public space. Servicing would be provided to the rear via a shared ECL service yard.

Funding, delivery and management arrangements for the square itself are considered in the Planning Brief.

Potential development uses include:

Food and non food retail of a specialist destination nature, small scale retail, offices, hotel, residential, casino.



Potential development of Kings Dock Square

Section A: Masterplan



Potential development of Kings Dock Square

Section A: Masterplan



Potential development of Kings Dock Square

Section A: Masterplan

QUEENS DOCK PROMENADE: this area sits at the southern end of the site. It overlooks the water space of Queens Dock and is the largest single area of land available for development.

This area should focus on the leisure/destination component as it will be able to accommodate larger floorplates. The main attractions are likely to locate here such as a spa, gym, ice rink, casino, surf centre, 3D games centre and the like.

There will be a promenade along the water edge allowing people to linger, sit and watch. Mooring and boat hire opportunities are also envisaged here.

Given its southerly aspect, this area will benefit from sunny days; hence cafes, restaurants and small retail can be located here at ground floor. These active uses will 'wrap' around the larger commercial leisure units providing an active front and be outward outlook to the water and the promenade. At the same time they will be able to have an internal aspect overlooking and link with indoor activities.

A multi-storey car park may be necessary to serve this area. This building is likely to serve the car parking needs for the whole of the Kings Dock Masterplan area. It will, if required, sit at the back of the plot. The façade treatment of this building is expected to be of a high quality and innovative design complementing other architecture.

Potential development uses include:

Commercial leisure, small scale retail, food and non food retail of a specialist destination nature, residential, offices, hotel, casino, restaurants and cafes.



Section A: Masterplan

9. Opportunities for Landmark Buildings

9.1 Appropriate locations

Landmark buildings of the highest design quality are important elements in signposting and establishing a new 'place' in this part of the city, but these should be seen as part of a place making approach that includes public space. Landmarks should provide strong visual interest along the main routes, either north-south or east-west to attract visitors.

Based on the urban design analysis and consultations the appropriate locations for landmark buildings are considered to be as follows:

- Site entrance at Queens Wharf overlooking Queens Dock – this will be the first visible building when arriving at the site by car from Wapping. Plot 1B also offers an opportunity to provide statement architecture given its location at the entrance to the site
- Southern end of site on Plot 2 – Figures 1.11 and 1.12 shows the existing viewing corridor towards the Three Graces running along Keel Wharf through the site. A building or structure(s) of dramatic form and exceptional architectural style to walk towards at the termination of this vista at Plot 2 would link the site in visual terms to the WHS. It would continue the existing pedestrian flow south from Albert Dock, would serve to draw visitors through the site and help maximise footfall to Kings Dock Square. The exact positioning of a destination building here will need to carefully consider views along Keel Wharf, shadowing and maintaining pedestrian access to and enjoyment of Queens Dock waterspace at the end of Queens Wharf.

The horizontal urban form of the dock estate is an important characteristic, emphasised by the Arena and New Museum. Development at Kings Dock should respect and continue this form but there is opportunity for higher rise development above this height.

9.2 Building Heights

Although there was planning consent granted in 2006 for three residential towers up to 20 storeys at the site, since that time the World Heritage Site SPD (2009) has been adopted and new development will need to accord with the policies set out therein (section 4.6).

Building heights should be varied throughout. The key consideration to be made is the contribution or impact they make to the wider historic urban and dock landscape and the WHS setting. In addition building

heights should ensure that they do not adversely affect the views towards Liverpool's cathedrals when viewed from the Wirral.

In general terms a maximum building height for all plots is the height of the Echo Arena/BT Convention Centre which is 21.5m (6 to 7 storeys). Slightly higher rise development is potentially acceptable across the site of circa 8 storeys where the uses require a taller treatment and where punctuating the skyline or roofscape serves to complement the existing architectural interest and townscape and strengthens the interplay of vertical/horizontal axes, characteristic of the waterfront.

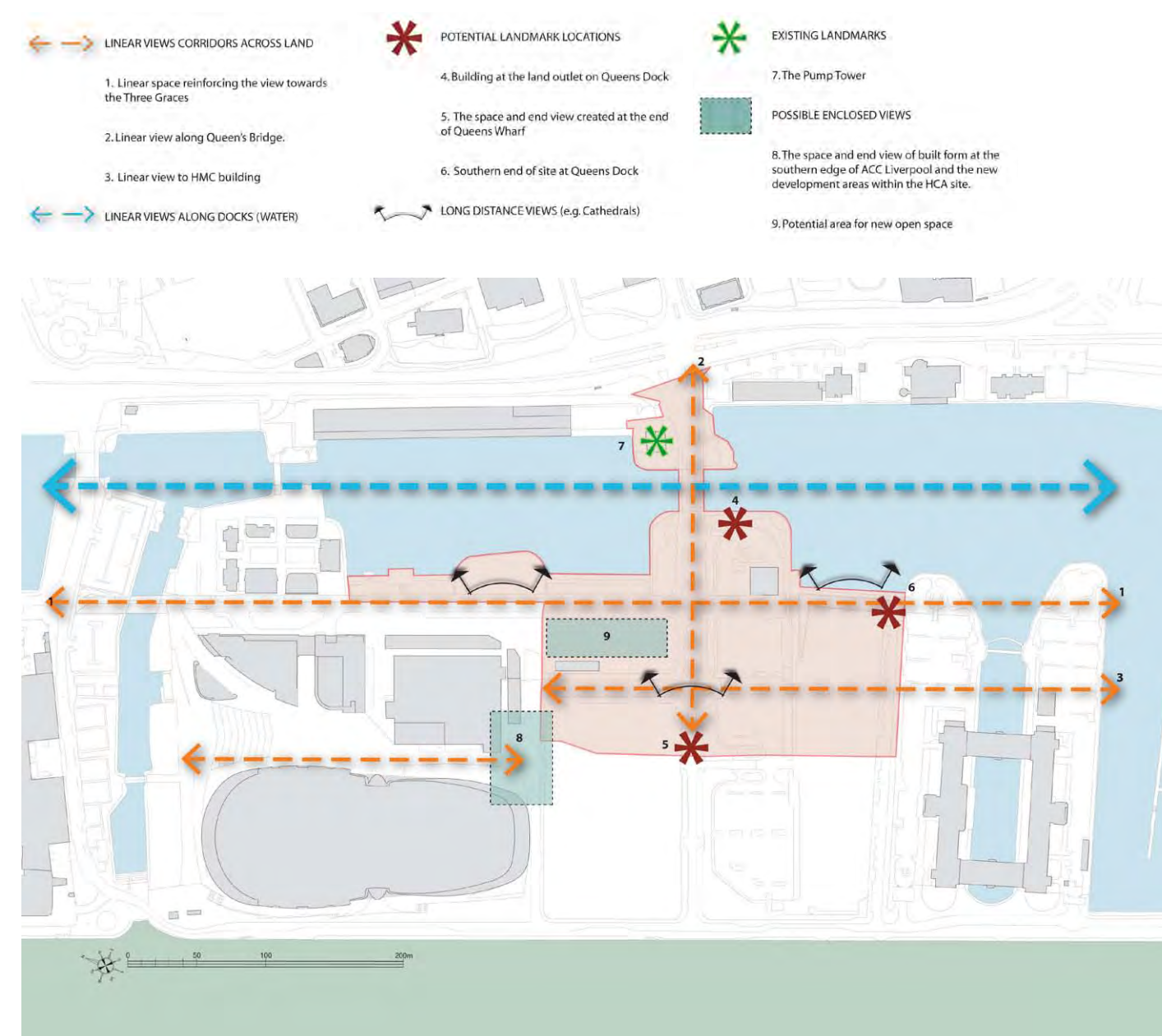


Figure 1.11 Views and Landmarks Framework

Section A: Masterplan

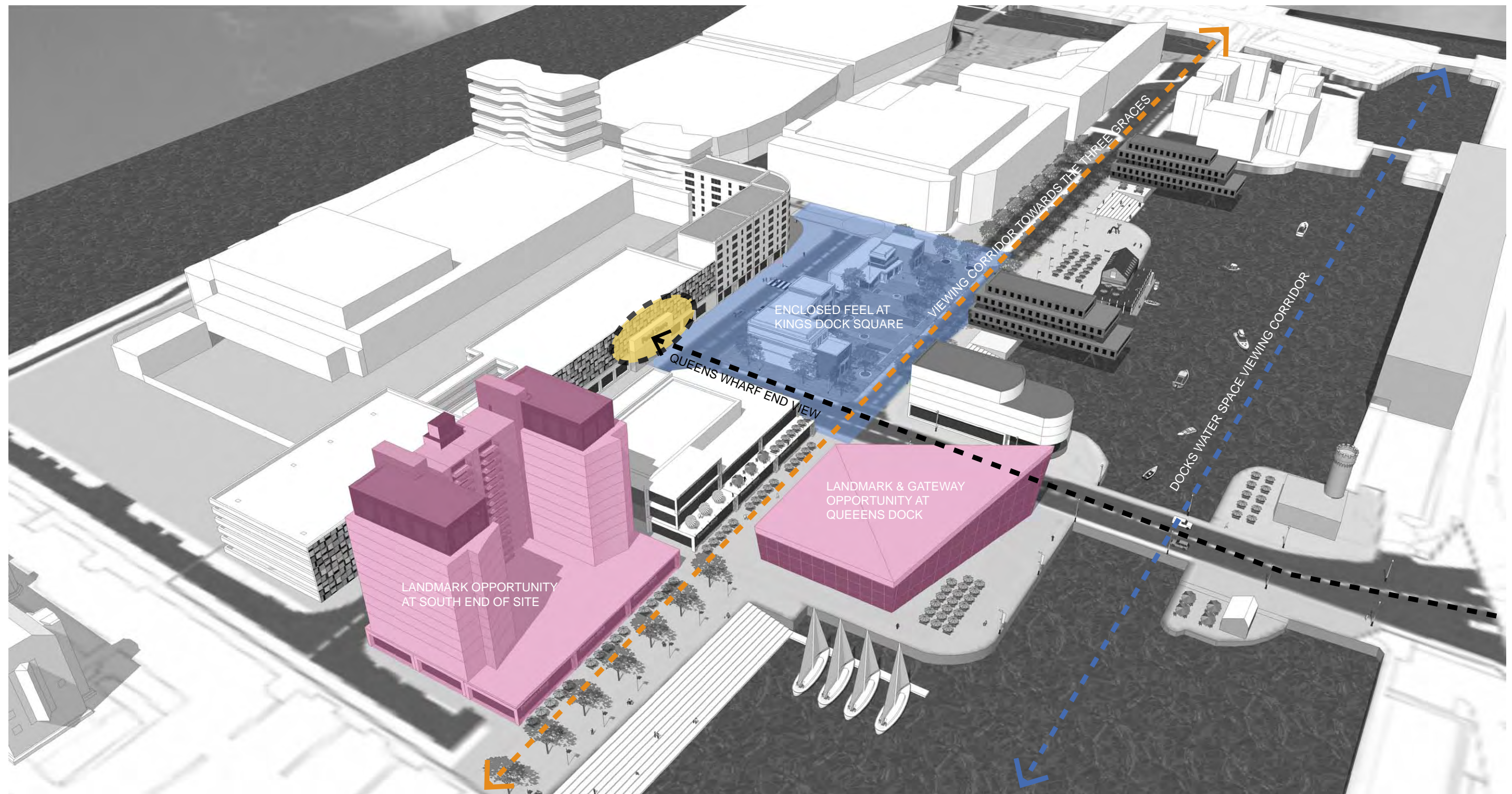


Figure 1.11 Landmark opportunities and viewing corridors

Section A: Masterplan

10. Kings Dock requires high quality Architecture

The setting is historic and is part of the World Heritage Site and Buffer Zone.

Kings Dock will be a showcase for quality architecture. It will be unique but at the same time will need to respond to the heritage context in terms of materials, fenestration and proportions.

Design teams putting forward proposals will be expected to make a clear link between their design intentions, the sensitive heritage context and the emerging modern architecture surrounding the site.

Some of the plots and buildings will have all façades facing public viewpoints (e.g. The gateway building at Queens Wharf). These will need to be carefully designed so the building shows unity in design but also addresses the immediate context and use of each façade.

Other buildings will have an active ground floor frontage fronting public spaces (e.g. buildings facing Queens Promenade and Kings Dock Square). These will need a careful integration between the active uses and the public space around them.

In case of the potential multi-storey car park use, the façade treatment needs to be as high quality as any other building.



West End Quay, Paddington Basin

Section A: Masterplan

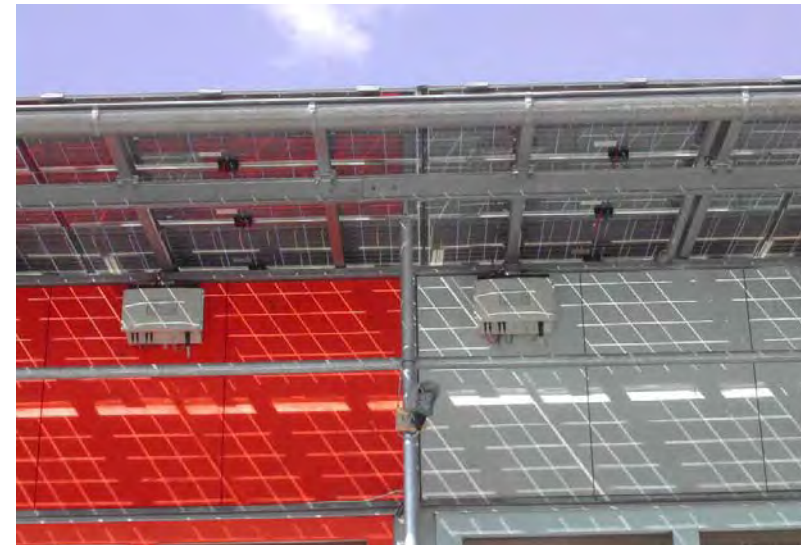
11. Kings Dock - Sustainable at Heart

Kings Dock will have the unique opportunity to showcase the best practice and approach to sustainability. On one front it will deliver environmentally conscious buildings. Using state of the art construction techniques and energy systems; these will achieve greatly reduced carbon footprints and emissions.

Physically the layout and design of this quarter will allow for adaptation to changing circumstances and uses. The mix of uses and places will encourage social interaction; a hub where people can meet and community is created. Phased development of viable uses together with the quality of place will foster investment and economic sustainability.



Gunwharf Quays Portsmouth



Architecturally integrated use of photovoltaics and shading canopies

Section B: Planning Brief

1. Site Context

1.1 Location

The area covered by the brief is edged red on the site plan Figure 1.1 below.

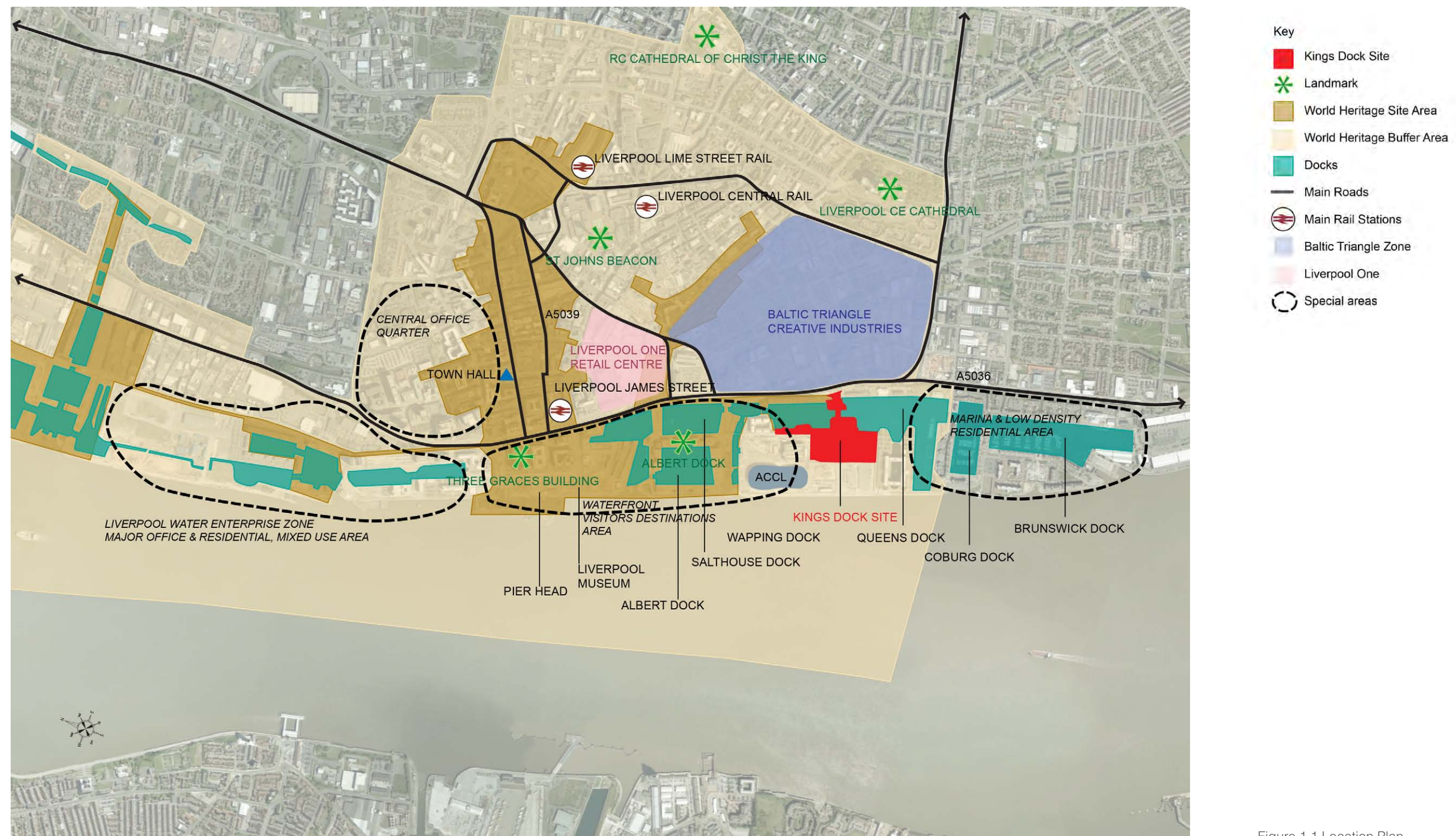


Figure 1.1 Location Plan

Section B: Planning Brief

The Kings Dock site is located to the south of Liverpool City Centre and to the east, beyond Wapping (A5036) lies the Baltic Triangle and Ropewalks area of Liverpool.

The 4.6ha gross (3.26ha net) site is bounded to the east by Wapping Dock, the five storey, Grade II* Victorian brick Wapping Quay residential development, the A5036 and Queens Dock. The site is bonded to the south by a six storey office building adjacent to Half Tide Wharf, to the west by land set aside for the future development of the Exhibition Centre Liverpool (ECL) and to the north by the BT Convention Centre and Echo Arena, a seven storey residential development, called The Block and a multi-storey car park.

Grade 1 Listed Albert Dock is located approximately 200m north of the site, and is a complex of five storey dock buildings with a brick façade with cast iron pillars.

The site has an important historic setting, structured by building types to the north and east of the site. Along the waterfront the iconic Three Grace buildings at Pier Head have a profound strength and presence on the area. The Anglican Cathedral is prominently viewed from the site and is located in an elevated position directly to the east.

The site is the final remaining undeveloped area of land within the Central Liverpool Waterfront area. As such it is of special value and has an important role in linking the waterfront area of the WHS to the waterfront residential neighbourhood to the east and south and beyond.

1.2 Description

The site is largely clearly and undeveloped, aside from a network of vehicular and pedestrian routes. There are large expanses of temporary car park tarmac surfacing, accessed from the central route along Queens Wharf. There are two permanent 1-2 storey substations.

Predominant uses around the site are residential/hotel and leisure to the north of the site. A large office complex, adjacent to Half Tide Wharf, borders the site to the south and has its own parking provision that wraps around the building curtilage. Across the docks and water to the east, there are two hotels and a casino, and the Warehouse at Wapping Quay which is a gated residential complex.

Abutting the site to the west is land reserved for the ECL and a 4-5 star hotel. The relationship and interface between the site for the proposed ECL and hotel and any redevelopment of the planning brief site is of paramount importance and has formed a key consideration in preparation of the planning brief and accompanying Masterplan.



Figure 1.2 The site and neighbours

The new 8,100 sq m Exhibition Centre Liverpool (ECL) will open in 2015 and will physically connect via an elevated walkway to the Convention Centre and Arena. It will be used to stage both trade and consumer exhibitions, as well as large scale national and international conferences with attached exhibitions, large scale banquets and concerts for up to 10,000 people standing. A four or five star hotel of up to 200 beds is included in the development plans as well as the exhibition centre but its delivery depends on market interest.

Section B: Planning Brief

1.3 Land Ownership

The HCA holds the freehold interest in the site under Title Number MS245246.

Parts of the site adjacent to the masterplan area have been let on long leases (of note to ACC Liverpool, Waterfront Inns and Artisan). There are also two independent substations within the site held on ground leases. The site is bounded to the east by docks in the ownership of British Waterways.

There may be further/future documentation of which the HCA are currently unaware, such as, of note, any wayleave agreements and/or any third party occupational leases. There may be in the future issues which the HCA cannot currently be aware of, such as, of note, boundary discrepancies, people in occupation/using parts of the site and/or prescriptive rights (such as rights of way) in favour of third parties which have been acquired and/or are in the course of being acquired.

1.4 Heritage

The site lies both within the Maritime Mercantile City of Liverpool World Heritage Site (WHS) and its Buffer Zone (see Figure 1.3). Those parts of the site that are located within the WHS include Wapping Dock, Wapping Warehouse and structures at the entrance to the Kings Dock on Wapping. The remainder of the site west of Wapping Dock and areas to the south are included within the WHS buffer zone.

There are a number of heritage assets within the site and within its wider environs defined by the WHS and Buffer Zone, these are:

- The Grade II* Listed Wapping Dock Warehouse
- The Grade II Listed Gatekeepers Lodge
- The Grade II Listed Hydraulic Tower
- The Grade II Listed Walls of Wapping Basin
- The Grade II Listed Dukes Dock
- The buried remains of the Kings Dock and Kings and Queens basin which extend over much of the western and south western parts of the site are undesignated assets of archaeological and historical potential.

1.5 Access and parking

The principal access point for vehicles to the site is via Queens Wharf gate from the A5036, while restricted secondary vehicular access is via Gower Street and Albert Dock. Pedestrians have access points from the north, with two pedestrian bridges crossing Dukes Dock, connecting Albert Dock across Wapping also,

and from the south via Kings Parade and Half Tide Wharf.

The site is well served by bus services and Liverpool Lime Street Station which is a national rail hub, James Street Station and Brunswick Station are all within a 15 -25 minute walk from the site. The site is also within walking distance of the Mersey Ferries pier head ferry terminal. National cycle route 56 runs east of the site along the waterfront. (See Figure 1.4: Movement and access analysis drawing).

Figure 1.4 shows the area reserved for a proposed tram line and terminus which is subject to funding and currently under review.

1.6 Topography

The topography within the site and along the dock area is generally flat, in direct relation to its former land use. The water level is approximately 3m below the dock edge.

The topography of the wider area rises in the direction of the Baltic Triangle with the Anglican Cathedral occupying a prominent position on St. James's Mount within the surrounding cityscape.

1.7 Land Contamination

The site has been used as docks and supporting facilities since the late 18th Century, however the docks were finally infilled in the 1970s and the site currently has mixed surfaces of tarmac and hardcore.

The EIA produced by Entec in 2004 in support of the original planning application for the previous Masterplan indicates that whilst the site is entirely composed of made ground from infilling at various times, the material used for infill was largely reworked natural material (silt, clay, sand and gravels), with brick rubble, concrete rubble, timber and other generally inert fill. This fill is unlikely to represent a source of contamination. Any incorporated contaminants are likely to be of minor scattered quantities.

Section B: Planning Brief

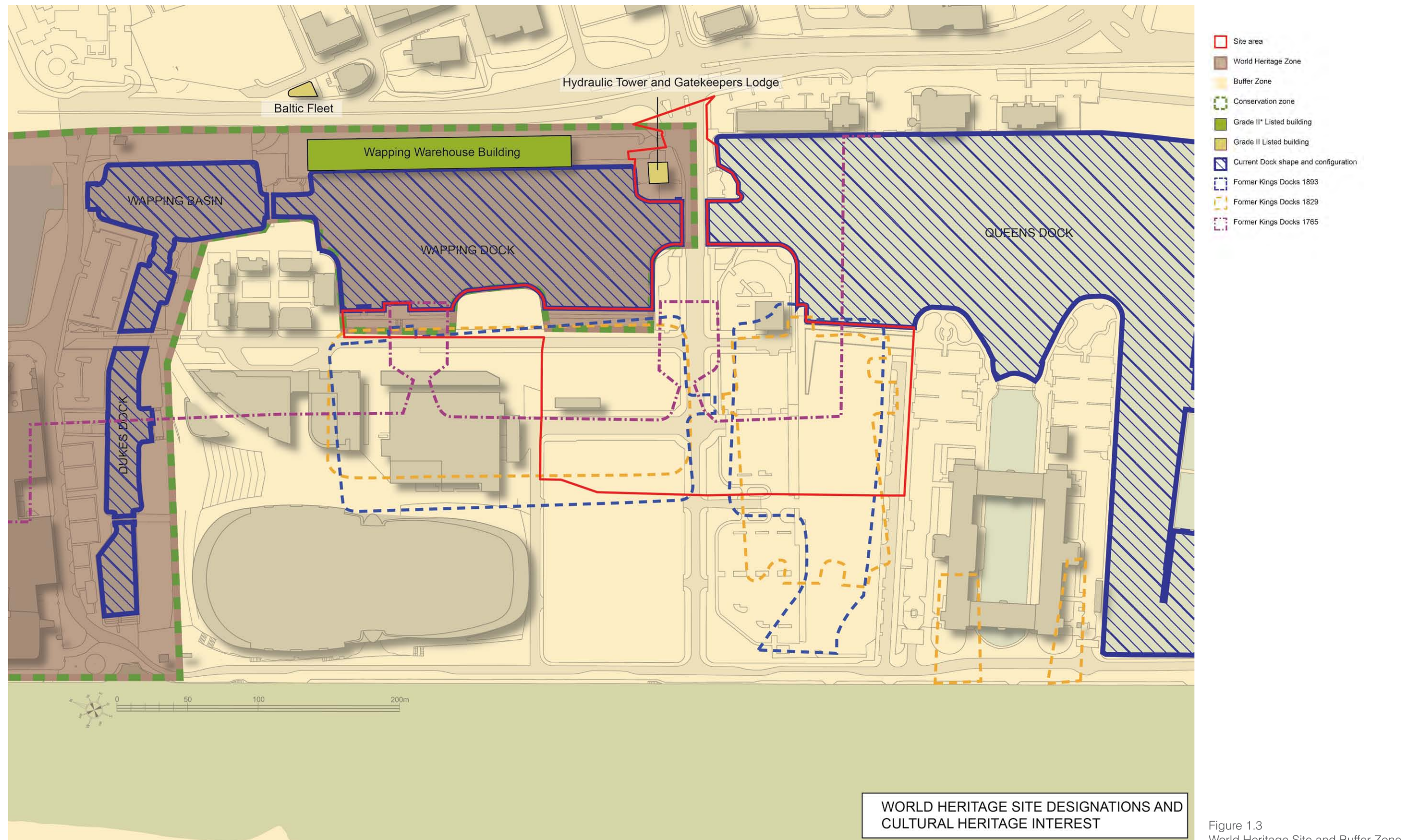


Figure 1.3
World Heritage Site and Buffer Zone

Section B: Planning Brief

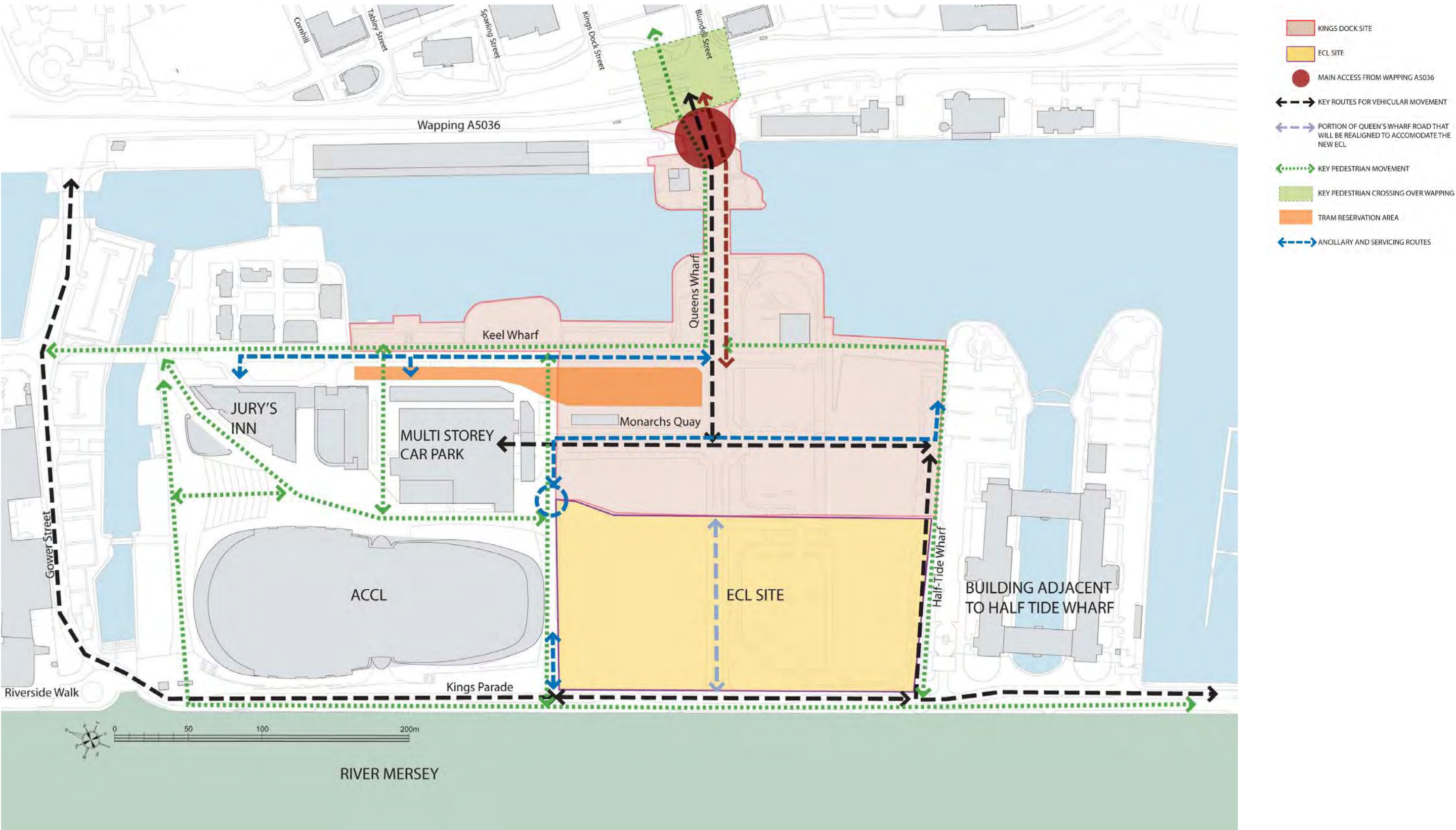


Figure 1.4
Movement and access analysis drawing

Section B: Planning Brief

2. Planning Policy Context

The planning policy framework in which the redevelopment of the Kings Dock site will be considered is provided by relevant National Planning Guidance, the North West of England Plan - Regional Spatial Strategy to 2021, Liverpool's Unitary Development Plan (UDP), the emerging Core Strategy and the Liverpool Maritime Mercantile City World Heritage Site Supplementary Planning Document.

The national, regional, sub-regional and local policy context to this Planning Brief is summarised in this chapter.

2.1 National Planning Guidance

Redevelopment of the Kings Dock site should have regard to Government advice as set out in the relevant Circulars and recently published National Planning Policy Framework (NPPF).

The DCLG published the NPPF on 27th March 2012. It sets out the Government's planning policies for England and how these are expected to be applied. It also sets out the Government's requirements for the planning system. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. The NPPF supersedes all previous planning policy statements (PPSs), planning policy guidance (PPGs) and mineral planning guidance.

The key theme set out within the NPPF is a presumption in favour of sustainable development. Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life.

The NPPF promotes mixed use developments and emphasises the need to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings. In line with the NPPF, redevelopment of the Kings Dock site should be of high quality design and layout and be informed by its wider context, having regard not just to neighbouring buildings but to the townscape and landscape of the waterfront, the WHS setting and wider city centre.

In order to ensure that the development of the site for residential use is consistent with the NPPF, development proposals for the site should ensure that the size, type, tenure and range of housing that is provided reflects local demand.

In line with the NPPF the Kings Dock site provides the opportunity to deliver a mix of land uses on a large scale city centre site that will contribute towards driving and supporting sustainable economic development through the delivery of homes, businesses, retail and leisure facilities.

As mentioned previously, the Kings Dock site lies part within the Liverpool Maritime Mercantile City WHS and within the Buffer Zone of the WHS and is adjacent to the Albert Dock Conservation Area. The site also contains a number of listed heritage assets. Therefore the redevelopment of the site should be in accordance with the NPPF, which highlights the importance of conserving heritage assets in a manner appropriate to their significance so they can be enjoyed for their contribution to the quality of life for this and future generations.

In line with NPPF it is important that the Kings Dock site is developed to ensure a permeable, connected and legible site that makes the fullest possible use of public transport, walking and cycling.

Circular 07/2009: The Protection of World Heritage Sites identifies the policies and principles which local authorities should consider when devising or appraising site specific development proposals for a site which includes a WHS and its setting including any buffer zone. Relevant principles which any redevelopment of the Kings Dock site will have to satisfy are:

- “protecting the World Heritage Site and its setting, including any buffer zone, from inappropriate development; and
- striking a balance between the needs of conservation, biodiversity, access, the interests of the local community and the sustainable economic use of the World Heritage Site in its setting “ (Page 3).

2.2 Regional and Sub-Regional Planning Guidance

Whilst it is recognised that the North West of England Plan- Regional Spatial Strategy to 2021 (2008) is to be abolished through the provisions of the Localism Act in 2012, it is still at this time of writing (June 2012) part of the statutory development plan for the City and is therefore still a material consideration in the determination of planning applications.

Policy LR2 identifies Liverpool City Centre as the regional centre and primary economic driver of the Liverpool City Region and states that plans and strategies should support and enhance this role by: “focusing appropriate commercial, retail, leisure, cultural and tourism development within the Regional Centre developing its role as the primary retail centre, main employment location and primary economic driver of the City Region” (Page 138).

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The Liverpool World Heritage Site is identified as a location where tourism activity should be promoted under Policy W6.

The Merseyside Local Transport Plan 3 (LTP3) (2011) indicates that Merseytram remains a long term aspiration of LTP3 and is identified as a major scheme to be delivered once funding can be obtained. Therefore it is imperative that the reserved tramline which runs to the north-east of the Kings Dock site is protected in any future redevelopment proposals for the site. This policy is, however, currently under review and developers should appraise themselves of the up-to-date status before preparing proposals.

2.3 Local Planning Policy

Liverpool Unitary Development Plan (2002)

The redevelopment of the site will need to comply with 'saved policies' contained in the **Liverpool UDP**.

The site is allocated as a 'site for various types of development' in the UDP under [Policy M17 – Queens Dock/Kings Dock](#) (B1/C3/D2 land uses) and a site for 'mixed-use' development under Policy E6 Mixed Use Area: Sites for various types of development.

Policy GEN3: Heritage and Design in the Built Environment aims to protect and enhance the built environment of the city by:

- “preserving and enhancing historically and architecturally important buildings and areas and, where appropriate, improving them through the leveraging of available funds;
- encouraging a high standard of design and landscaping in developments;
- improving accessibility for people with mobility and sensory impairments; and
- creating an attractive environment which is safe and secure both day and night” (Page 35).

There are a number of other relevant heritage and built environment policies (HD4, HD5, HD11, HD12, HD17, HD18) which relate to the protection and enhancement of listed buildings and conservation areas, design requirements and archaeological remains which any redevelopment of the site will have to accord with.

Redevelopment of the site should also take account of the following UDP policies:

- HD19: Access For All;
- HD20: Crime Prevention;
- HD23: New Trees and Landscaping;

- H3: City Centre Living;
- H5: New Residential Development
- T6: Cycling;
- T7: Walking and Pedestrians; and
- T12: Car Parking Provision in New Developments.

[Liverpool Maritime Mercantile City World Heritage Site Supplementary Planning Document \(2009\)](#) and [Liverpool Maritime Mercantile City World Heritage Site Management Plan \(2003\)](#)

The site lies both within the Maritime Mercantile City of Liverpool WHS and its Buffer Zone, and as such is subject to the policies contained within the **World Heritage Supplementary Planning Document (SPD)** and the **World Heritage Site Management Plan**.

The Liverpool Mercantile City WHS comprises six Character Areas. The north of the site falls partly within the Albert Dock and Wapping Dock Character Area.

The vision for the Albert Dock and Wapping Dock Character Area is:

“The area will remain a major tourism, retail and cultural destination for the city centre. It will benefit from links with Liverpool One and the new Kings Dock Waterfront. A Conservation Management Plan will be agreed between all stakeholders to ensure that; the Albert Dock complex is maintained to a high standard that befits its listed status and importance to the World Heritage Site and; that the character of the area is not eroded by small alterations and signage.

The docks will be conserved and the water spaces revitalised by a new management regime and new animated uses. The surrounding public realm will be enhanced with greater pedestrian permeability and will provide a suitable setting for the docks and buildings” (Page 90).

The World Heritage SPD identifies 14 objectives and those which are particularly important to the redevelopment of the site are:

- “Ensure that new developments in the WHS reflect the inherited patterns of local architectural diversity and the unique townscape and historic characteristics of each area of the WHS;
- Ensure that new developments enhance and protect the outstanding universal value of the WHS;
- Ensure that the setting of the WHS is adequately protected and that new development respects its visual and historic context; and
- Encourage new development that is of contemporary design which incorporates best practice of urban design, including morphology, patterns of townscape and the relationship of townscape to topography (Page 8).

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Any new development proposals for the site will have to accord with the requirements of the World Heritage SPD, this includes the need for applicants to:

“clearly demonstrate that they understand the characteristics of their site and its environs and that the design of their development has responded to the characteristics and Outstanding Universal Value (OUV) of the locality in which it is situated in terms of its materials, layout, mass, relationship to the street, architectural detail and height” (Page 40).

In accordance with UDP Policy HD18 any redevelopment of the site located within the WHS Buffer Zone will also need to:

“respond to and reflect the characteristics of the area around them. The design and scale of developments will need to respond to, and respect, their context proportionately to their potential impact on the setting of a conservation area and the WHS. Major schemes adjacent to conservation areas and the WHS will be considered more carefully for their impact on the OUV of the WHS and character of conservation areas than minor developments further away from the WHS and conservation areas” (Page 41).

Likewise where a proposal in the Buffer Zone is for:

- a tall building;
- a building with a mass that significantly exceeds that of surrounding buildings;
- a development that is immediately adjacent to the WHS;
- a building which has a significant impact upon key views or key landmark buildings;
- a building of architectural or historic interest (whether listed or not); and
- a development that affects a site of archaeological interest,

“special consideration should be given to the relationship between the development and the WHS and the impact of development on the historic character of its locality and any buildings that contribute to that character” (Page 41).

Any redevelopment proposals for the site will have to demonstrate how the urban design considerations outlined on pages 42-43 of the SPD have been addressed. The urban design considerations relate to:

- Character;
- Continuity and enclosure;
- Ease of movement;
- Quality of the public realm;
- Diversity;
- Legibility; and
- Sustainability.

There are also a number of public realm design considerations outlined on page 46 of the SPD which any redevelopment proposals for the site will have to consider.

Particularly important considerations for any redevelopment of the site includes the impact of new development on **views to, from and within the WHS** as outlined in section 4.4 of the SPD.

Views of the river are considered important, along with views over the river towards the site. It is acknowledged that new developments of high quality have the potential to contribute positively to the waterfront by adding further buildings of visual interest and nodes of activity.

Key **landmark buildings** have been identified within the SPD, and in relation to the site, these include :

- the Albert Dock Complex,
- Anglican Cathedral,
- Metropolitan Cathedral,
- St. John's Beacon and
- Wapping Warehouse (Quay).

These buildings are noted as forming a fundamental part of the OUV of the WHS and the wider city's visual structure, providing visual reference points across the cityscape and form major components of key views to, from and within the WHS. Views to and from any listed buildings form part of their setting and consequently are a material consideration in planning applications.

Any redevelopment proposals for **tall buildings** on the site will also have to accord with section 4.6 of the WHS SPD.

Likewise any redevelopment proposals for the site will also have to consider section 4.7 of the WHS SPD- ‘Dock Water Spaces’ which seek to ensure that “the fundamental integrity of the docks as open water spaces is retained” (Page 63).

The World Heritage Management Plan has a number of objectives relevant to the site. Particularly important are the following objectives which require that development within the Buffer Zone is monitored and managed, to ensure that the setting of the Site is adequately protected; and to ensure that a high quality environment is promoted within the Buffer Zone:

- **Objective 1.1:** Ensure that the management of the Site and its Buffer Zone defines, protects, conserves and enhances its significance.
- **Objective 1.4:** Ensure that change within the Site and its environs is managed and implemented

Section B: Planning Brief

in a manner that respects the agreed 'Future for the WHS' and Management Objectives and is in accordance with internationally established conservation principles and national and local conservation standards and best practice.

- **Objective 5.1:** Continue to ensure that all new developments within the Site and its Buffer Zone are of high design and construction quality.
- **Objective 5.2:** Ensure that new development respects the significance of the Site and is appropriate to the historic urban grain and the architectural and townscape context.
- **Objective 5.4:** Identify and release development sites within the Site and Buffer Zone in a manner that does not conflict with, and wherever possible, supports the conservation and regeneration objectives.
- **Objective 12.1:** Monitor and manage change within the Buffer Zone and wider environs to ensure that the setting of the Site is adequately protected from development that is incompatible with the distinctive character and status of the Site.
- **Objective 12.2:** Use the unique status and character of the Site to promote the need for a high quality environment in its Buffer Zone and the wider environs.

Liverpool South Docks Waterspace Strategy (British Waterways 2012)

The Liverpool South Docks Waterspace Strategy has been developed by BACA architects for British Waterways, in order to provide a planning framework for the currently under-used Liverpool South Dock. The Strategy considers Wapping Dock to be a mixed-use zone to be used for leisure boats, floating mixed use units and amenity.

Proposals are set out in the Strategy for Wapping and Queens Docks which are the two docks which abut the masterplan site. These are:

Queens Dock - use by leisure boats, floating homes and amenity.

In the short term an expanded mixed use potential is identified consisting of either the expansion of the marina or a floating community.

In the medium term the Strategy envisages the construction of a pedestrian link spanning Queens Dock to extend the dockside walk and a cost/benefit study to replace the fixed bridge between Wapping and Queens Dock.

In the long term to replace the fixed bridge between Wapping and Queens Dock with an openable bridge at Queens Wharf.

Wapping Dock - use by leisure boats, floating mixed use units and amenity.

In the short term the aim is to align the waterspace plan with the masterplan for the HCA owned site and to replace the low quality revetment with new quayside.

In the long term the aspiration is to replace fixed bridges at Gower Street and Queens Wharf with openable bridges.

Ensuring a Choice of Travel SPD (LCC, 2008)

The SPD seeks to ensure that a choice of transport is provided for new development; reduce the environmental impacts of travel choices; and promote the provision of fewer car parking spaces where appropriate. For Liverpool, the SPD seeks to:

- “Enable the provision of a balanced transport infrastructure which provides access to employment, leisure, retail and other facilities for all the city's residents and visitors; and
- Provide a framework for future investment in the City's strategic road and rail network where new development would create additional travel demand” (Page 2).

The SPD incorporates a Minimum Accessibility Assessment and car parking standards that should be considered when preparing design proposals for the site. Advice on parking provision for developments is also provided in Supplementary Planning Guidance Note 8 accompanying the UDP.

Design for Access for All SPD (LCC, 2010)

The SPD seeks to advise developers how to integrate inclusive design principles into their planning proposals, promoting a high quality and inclusive environment for all, irrespective of age, gender, mobility or impairment. It is important that the design principles outlined in the SPD for an important consideration in the preparation of development proposals for the site.

Local Development Framework - Submission draft Core Strategy 2012

The submission draft Core Strategy was approved for consultation by the City Council on January 18th 2012. Publication took place in March and following a six week consultation stage and the consideration of the representations received it will be submitted for examination in July or August 2012. It is envisaged that it should be possible to adopt it in early 2013.

Although the Core Strategy is not yet adopted elements which are felt to be of potential relevance to Kings Dock are:

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The draft Core Strategy Vision states that:

“The City Centre will remain at the heart of the City’s economic and urban renaissance. It will be a thriving regional centre for commercial and retail investment, a showcase for culture and art, civic, leisure, educational, world-class knowledge economy business and residential uses.”

The submission draft (see Executive Summary) states that:

“Economic growth will be the primary objective of development in the City Centre. Priority sectors include financial, business and professional services; knowledge-based, digital and creative industries; regionally-significant comparison goods retailing; and culture, leisure and tourism.” “Significant physical change will take place in the Baltic Triangle, Islington, Princes Dock, **Kings/Queens Dock**, Commercial District, Copperas Hill (Knowledge Quarter), and Hall Lane areas, where major development opportunities exist and where long term processes of development and investment are continuing.”

Strategic Policy 4 - Economic Development in the City Centre provides that: 3. Expansion of cultural and tourism facilities will be supported on the Waterfront.

Strategic Policy 11 - Housing Provision in the Urban Core provides that: 4. Housing growth in Waterfront locations to the south of the City Centre will be a lesser priority.

Strategic Policy 19 - City Centre Shops and Services provides that: 5. The Waterfront areas of the City Centre will be a focus for regionally significant cultural, tourism and leisure uses

Strategic Policy 29 - Green Infrastructure in the Urban Core provides that:

c. Improving or creating green paths and cycle ways, through development proposals that link residential areas with existing open spaces (including the waterfront), employment locations, local community services and leisure facilities.

Any redevelopment proposals for the site will also need to be in accordance with the emerging Core Strategy once adopted and wider LDF documents including the Land Allocations and City Wide Policies DPD when adopted.

[The Mersey Partnership Economic Review 2011](#)

The Review recognised that the visitor economy is a key sector for growth and that it has the “potential to realise further inward investment generating jobs and wealth creation, focus on sustaining and building on success achieved to date remains a priority for the visitor economy”

[People, Place and Prosperity and Economic Prospectus Liverpool 2024 \(2009\) – Liverpool Vision](#)

The Vision for Liverpool is founded on founded on four pillars of ambition including a Quality Place and a Vibrant Economy.

The Prospectus sets out our shared plan of action for Liverpool’s ambition and success over the next fifteen years. Liverpool’s progress will be measured and benchmarked against the best national and international exemplars of success across seven criteria including as: 5. A top UK visitor destination, retail, conference and convention centre.

In the immediate term the foundations for the future will be built on eight strands including Culture Capital – destination centre and convention city by adding to the city’s cultural, exhibition and sporting infrastructure and developing the domestic market for culture, leisure, sport and retail.

[Liverpool City Centre Strategic Investment framework \(SIF\)](#)

The City Council and partners are preparing a SIF which will be the economic masterplan for the next 15 years. This will determine the strategic direction for the whole waterfront within that period and determine in part how Liverpool develops its visitor economy.

Initial work on the SIF is developing a series of themes in relation to the waterfront. These are being developed but are referenced below to indicate the likely direction of the SIF and how it is anticipated it will relate to Kings Dock:

- The opportunity exists to capitalise on the distinctive parts of the waterfront recognising that there are a series of pockets of different activity along the length of the waterfront – each with different experiences and attractions
- The pedestrian links across the whole length of the waterfront from Liverpool Waters to Liverpool Marina will benefit from comprehensive consideration and improvement where appropriate. This consideration should also carefully consider east west links between the waterfront and the city centre across the Strand and Wapping to improve the pedestrian experience and environment in this area developing this area also as a place
- The potential exists for more use of the waterfront for events and festivals e.g. Mersey River Festival to celebrate and show off the waterfront as an attractive asset, promoting the city and leveraging economic benefit
- Continuation of develop partnership working with stakeholders and land owners

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3. Consultation Statement

3.1 Scope of consultation

As part of the masterplan preparation process, and in line with local planning good practice, a series of stakeholder and public consultations were undertaken.

Local resident and business consultation took place from 2nd December 2011 until 24th February 2012. This comprised:

- A presentation on 2nd December 2011 to the Licensing Advisory Group;
- A separate session with Engage to discuss resident engagement and issues;
- Meetings with Liverpool Vision, ACC Liverpool and its advisors, with Baca Architects, acting for British Waterways in relation to the Liverpool South Docks Waterspace Strategy;
- A leaflet drop to circa 700 local residents by Engage advertising a consultation event and links to a Survey Monkey questionnaire. The leaflet is attached at Appendix 1;
- The leaflet was also distributed via e mail to local businesses and other local stakeholders (Marina, Watersports Centre, Leo Casino, Dolby Hotel, representatives of Gower Street Estates and Albert Dock). This entailed a separate Survey Monkey questionnaire for local businesses link to provide comments. Local businesses and other local stakeholders were also invited to the consultation event. 13 written responses were received (9 questionnaires and 3 emails);
- A presentation to Liverpool City Councillors;
- Community consultation event 10 - 2pm, 11th Feb 2012 comprising a series of presentation boards, hard copy of questionnaire and a one hour workshop. Local councillors were invited to the consultation event. Twenty people attended the consultation event which ran from 10 am to 2pm on 11th February at the BT Convention Centre. Most lived at Wapping Docks and the majority of attendees stayed for a full and informative discussion about the Masterplan; and
- Distribution of the draft Masterplan and Development Brief for comment to British Waterways, Liverpool Vision, Engage, LCC officers.

3.2 Key Issues Raised

Appendix A Key Consultation Issues provides a full summary of issues raised by residents/businesses, the originator and how the issue was dealt with.

Despite the relative limited engagement from local residents and businesses the consultation provided a

wealth of local knowledge, views and constructive suggestions for the Masterplan.

A series of comments were also received from stakeholders following production of a first draft of the Masterplan and Planning Brief. These are summarised together with the response made in Appendix B.

The main issues and comments raised as a result of the community consultation were:

Uses – mixed use was supported. The following uses were suggested, in order of popularity 1. Open space e.g. recreational area, or seated area and community facilities; 2. Cultural and leisure e.g. hotel, cafes and restaurants, ice rink, bowling, market space; public art 3. Residential; 4. Retail e.g. small boutiques or food store.

Open space – a clear desire for good permeability usable green, public open space linked to the existing green and pedestrian infrastructure and to the emerging ECL proposal.

Quays – to make use of the water and be sensitive about the extent of any building out over Wapping Dock.

Access – concern over traffic impact accepting that more detailed transport assessment studies will need to be undertaken. Clear support for improvements to the pedestrian crossing over Wapping. Desire to retain openness, views and pedestrian/cycle access to water.

Design – quality of new build and of public realm of paramount importance. Liverpool One was seen as a quality benchmark with architectural style blending new with existing heritage buildings and also providing a quality benchmark for public open space at Chavasse Park.

One respondent commented, “Kings Dock has an unrivalled opportunity to create a riverside location beyond compare in the UK. Leisure facilities, parkland, retail, residential all combining to create a superb area providing a breakthrough that would link this side of the docks to the rest of the city”.

There was a strong feeling that more stringent management or stewardship arrangements should be effected for new development particularly residential.

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4. Guiding Objectives and Principles for Development

4.1 Introduction

This section outlines guiding objectives for development and the key design principles against which any future redevelopment proposal for Kings Dock should be formulated and the criteria against which they will be assessed.

The principles are intended to help realise and deliver a distinct and exciting urban quarter for Kings Dock and to integrate the site with the surrounding areas. These principles will be used by the HCA in choosing a development partner and by the local planning authority in making development control decisions. This list is not exhaustive and will need to be reviewed against any proposal presented.

4.2 Guiding Objectives

The objectives for the redevelopment of the Kings Dock site defined during the baseline review, derived from public consultation and in conjunction with the project steering group are:

- To provide a distinctive dockside and riverside setting with new development enhancing the setting and waterfront destination offer of ACC Liverpool, the proposed ECL and ancillary hotel development, ensuring that access to the water front is maintained and enhanced for pedestrians and cyclists;
- To strengthen the linkages (improving and increasing the pedestrian and cyclist experience and traffic) of Kings Dock Waterfront to the Strand, to the City Centre and to the rest of the dock network, in particular to the Baltic Triangle, the Albert Dock, Mann Island / the Pier Head and Liverpool One. Development should further sponsor the growth and success of these areas, thereby enhancing the living, working and visitor offer of the City as a whole;
- To establish a functional and engaging public space, with the opportunity to bring water into the landscape;
- To ensure that new development responds to the location of the site adjacent to and within the WHS and Buffer Zone, in terms of design, height and massing through high quality sensitive design of buildings, spaces and public realm that meet the highest environmental standards;
- To enhance and celebrate the WHS and City's wider cultural heritage and history;
- To achieve greater east-west permeability;
- To integrate the ECL with development at Kings Dock;
- To achieve a positive contribution to the wider urban landscape, particularly the topography and established building heights of the dock estate; and
- To understand the significance of the relative heritage assets at an early stage in order to bring

forward creative development that adds distinctiveness of the historic waterfront and to carefully consider archaeological constraints and in particular buried dock structures.

4.3 Development Principles

Development Concept and Vision

The concept for the Kings Dock Masterplan is to develop a high quality leisure quarter for people visiting and living in Liverpool. It is intended that proposals for the site should contribute to, complement and consolidate the successful Arena and Convention Centre as well as the future Exhibition Centre Liverpool.

The site has an important role to play in supporting these and other visitor based developments on the Waterfront which provide a major economic driver for the local and sub regional economy. The site also has a role to support the sustainability of Albert Dock, Liverpool One, Mann Island and future regeneration of Baltic Triangle/Ropewalks.

The Vision for Kings Dock:

Kings Dock will be a high quality, vibrant mixed use quarter creating a new destination to complement the successful Liverpool waterfront. Offering an exciting mix of leisure attractions, with associated shops, bars, restaurants, hotel, homes and office space, it will deliver quality contemporary design within an historic dockside setting.

Development should attract and retain visitors and deliver economic activity that will add value to the wider area. At the same time it should also provide a pleasant neighbourhood for existing and future residents, making the docks' water space and river front accessible to the local community.

To achieve this, the concept is based around anchor leisure activities surrounded by restaurants, cafes, retail and usable open spaces encouraging mingling and all day activity. Residential and commercial uses are also considered appropriate to consolidate the existing population and to provide opportunities for growth.

The new development should integrate with surrounding uses and buildings in a positive manner creating transitions between public spaces and continuity with buildings. The materials for buildings and public realm should be of high quality, easy to maintain, durable and capable of aging gracefully. The architecture

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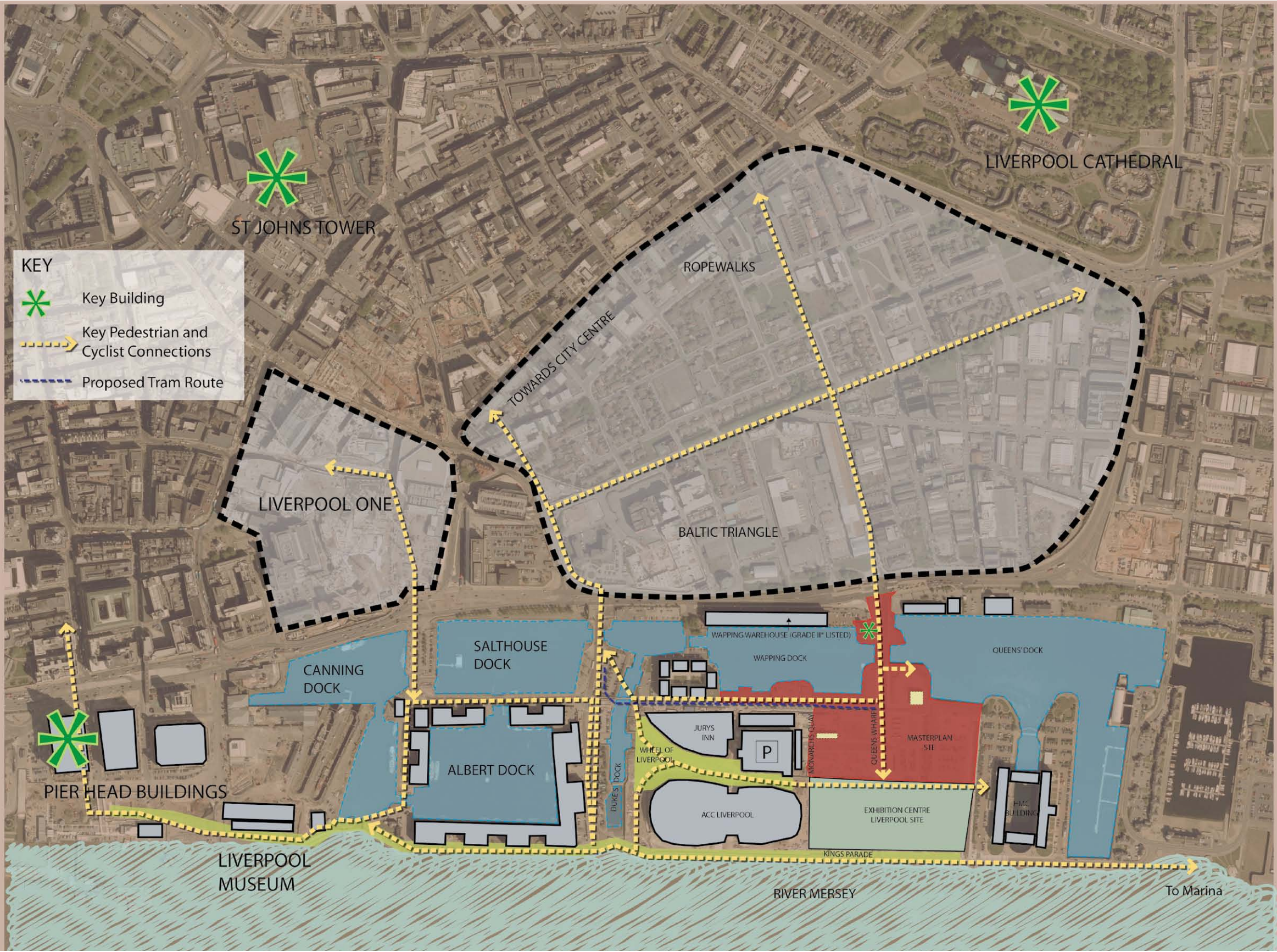


Figure 1.5
Wider local influences shaping the development
concept and vision of the Masterplan

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and building envelope of proposed buildings need to consider the wider heritage context as well as views to surrounding landmarks.

The Kings Dock site provides an opportunity to develop a stronger townscape. The Masterplan describes the site in three seamless character areas but this does not obviate the requirement, however, for urban and design to achieve a coherent townscape that provides the framework for detailed architectural responses.

Neighbour Context

Key wider areas to consider for a successful integration are shown in Figure 1.5 and include the World Heritage Site, Liverpool One, the Baltic Triangle, the docks water bodies and the Mersey as well as long views to Liverpool Cathedrals.

Kings Dock has the opportunity to benefit from the successful implementation of the Echo Arena, BT Convention Centre, the multi storey car park (MSCP) and wrap round residential development (The Block) and the proposed ECL.

At the same time proposals for Kings Dock will need to be aware of these immediate neighbours in determining the type, scale, access and design of new development. New development will need to integrate with these existing immediate neighbours and the proposed large scale ECL development which will abut the full length of eastern boundary of the site and which will sit between Kings Dock and the River Mersey.

In addition other immediate neighbouring uses will influence appropriate uses, design, siting and access for development at Kings Dock. These include the existing residential community at Wapping Quay, the building to the south of the site adjacent to Half Tide Wharf, the Block and multi storey car park. These neighbours are identified overleaf in Figure 1.6.

Outlined below are key considerations and design features to consider in respect of neighbouring uses: In relation to the existing Echo Arena/BT Convention Centre:

- the height, scale and materials treatment of the building
- the materials connections and activities in the public space outside the Echo Arena and BT Convention Centre
- the servicing routes and arrangements

In relation to the ECL:

- The height, scale and materials treatment of the proposed building
- The interface area between the Echo Arena and ECL. This is a crucial ending vista as well as transitional public space. It will provide the link between the Echo Arena, ECL and Kings Dock site.
- The materials connections and activities of the atrium facing the Mersey.
- The public realm treatment of the southern edge of the ECL where access to the service yard and a pedestrian link to the Mersey waterfront will co-exist.
- The servicing routes and arrangements for the ECL
- Temporary construction compound areas on the Kings Dock site

In relation to the MSCP/The Block:

- The height, scale and materials treatment of the building
- The need to maintain vehicular access
- Respecting residential amenity

In relation to Wapping Quay:

- The height, scale and materials treatment of the building
- Respecting residential amenity

In relation to Wapping and Queens Dock:

- The opportunity and value in overlooking water and encouraging access and appropriate water based uses where possible

In relation to the building adjacent to Half Tide Wharf:

- The need to maintain vehicular access. The freeholder of this building has a right of way from Wapping to the property
- The potential to improve pedestrian linkages with the masterplan site
- Potential future redevelopment or change of use
- The height, scale and materials treatment of the building

In relation to Hydraulic Tower Setting

- Heritage Context
- Materials
- Siting

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Apartment block east of Wapping Dock - 'The Block' screening the multi-storey car park behind



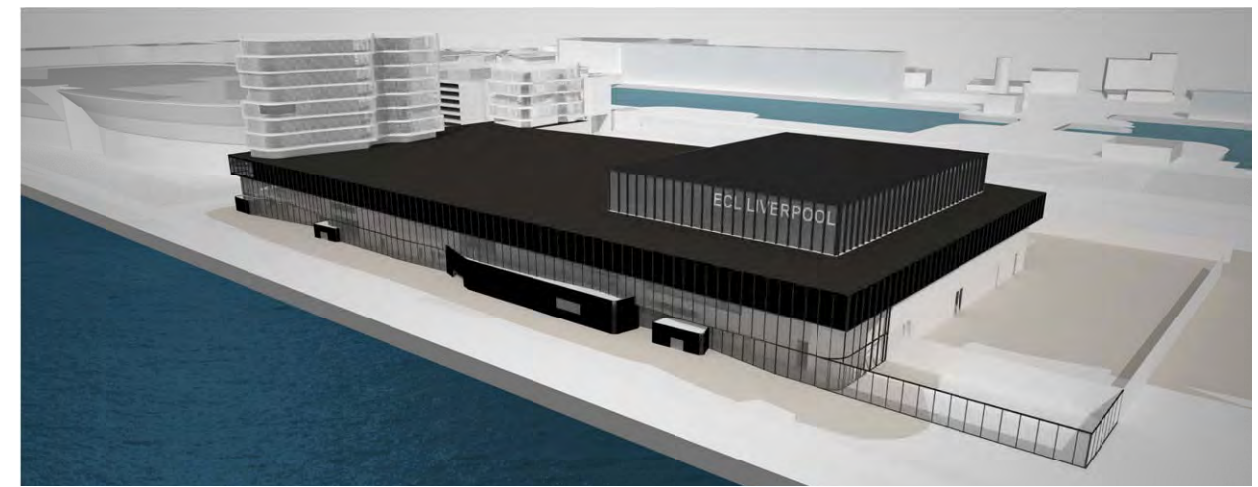
Residential community at Wapping Quay



BT Convention Centre façade facing the Mersey



Apartment block north of Wapping Dock - Royal Quays



Exhibition Centre Liverpool - Artist Impressions

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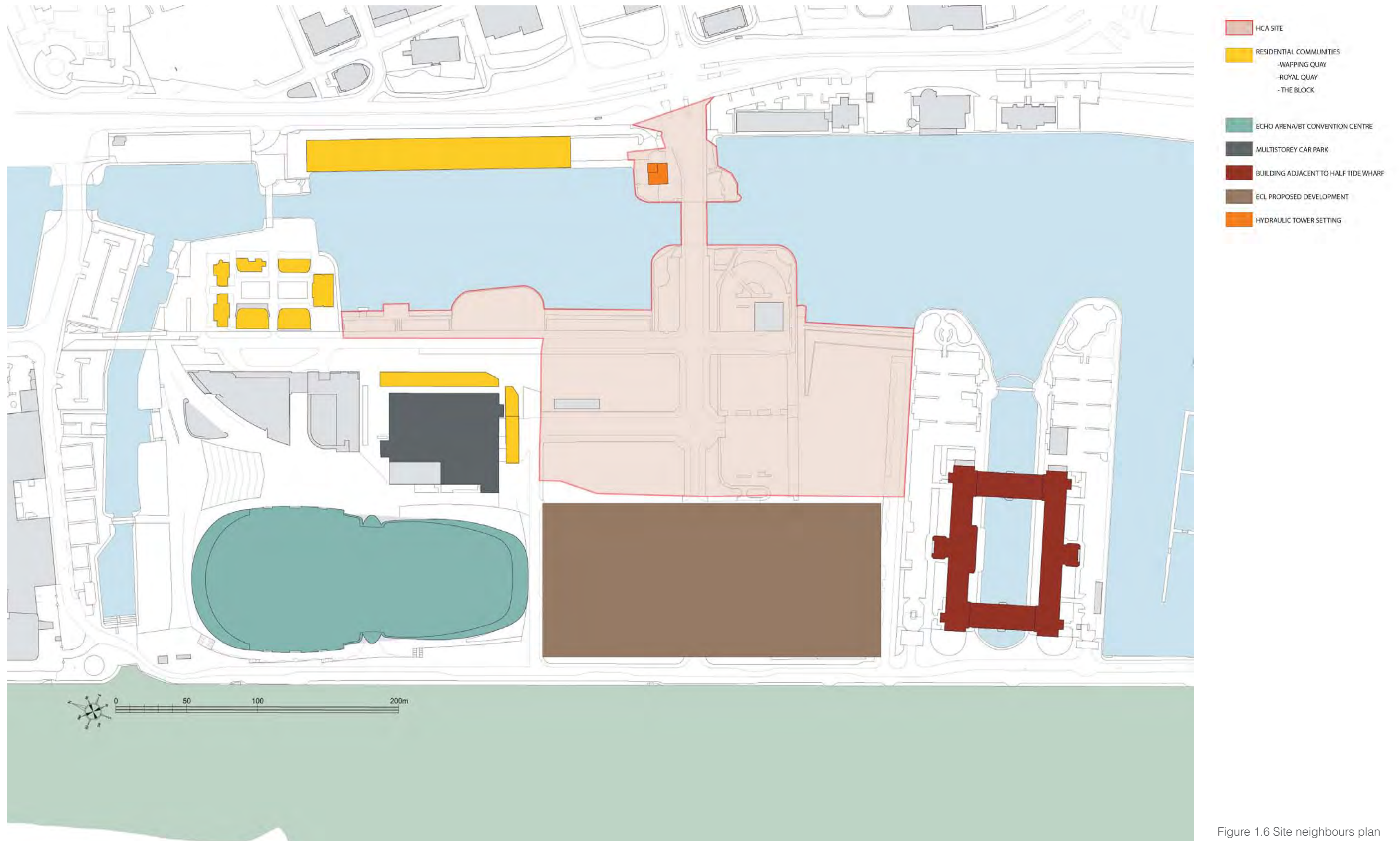


Figure 1.6 Site neighbours plan

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Sustainable Development

The overarching aim is for development to provide design solutions achieving different elements of sustainability:

- Physical: by providing durable, memorable and well designed buildings and urban patterns.
- Social: by creating the conditions in which people can interact in positive ways and create community
- Economic: by assembling a set of land uses that will encourage investment and economic synergies with other uses and surrounding areas
- Environmental: by utilising appropriate technologies, construction methods and materials that promote reduction of energy use and recycling.

It is anticipated that all development proposals will need to comply with applicable BREEAM and CfSH standards.



Maximise existing infrastructure (roads and utilities)

There has previously been substantial public investment in this location in roads, public realm and infrastructure. These improvements are identified in the existing road network and the two existing electric substations. Any development proposals will need to consider making the best use of this infrastructure as a starting point.

It may be possible to build over or around the existing sub stations but this would require more detailed feasibility

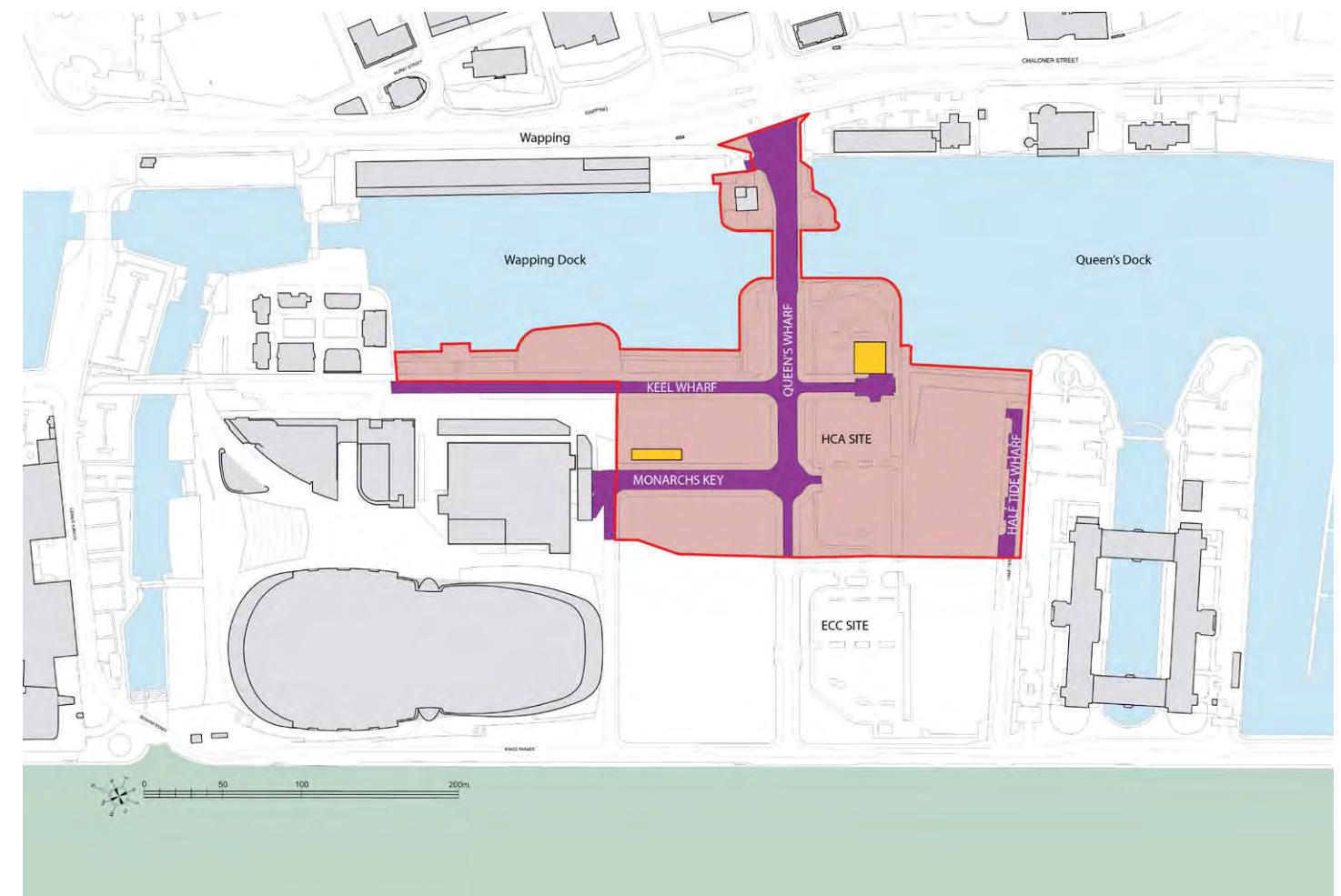


Figure 1.7 Plan showing the portions of road directly related to the HCA site (in purple) with the two key substations (in yellow)

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Kings Dock as a series of development plots

There has previously been substantial public investment in this location in roads, public realm and infrastructure which must be safeguarded.

In addition plans for ECL are sufficiently advanced such that boundaries and additional road infrastructure can be accurately defined. The site therefore offers a range of identifiable separate plots suitable for development. This is shown in Figure 1.8 opposite.

Plot	Developable Area (Sq M/Hectares)	Description
1a	4,197 sq m/0.42 ha	Land which runs parallel to Keel Wharf and overlooks Wapping Dock facing towards Wapping Warehouse. Plot includes Wapping pontoon.
1b	997 sq m/0.1 ha	Plot at the junction of Keel Wharf and Queens Wharf overlooking Wapping Dock
2	12,207 sq m/1.22 ha	The largest plot which fronts Queens Wharf and overlooks Queens Dock. A sub station is present.
3	10,292 sq m/ 1.13 ha	Land between Monarchs Quay and the rear boundary wall of the ECL service yard. The northern boundary faces The Block. Following completion of the ECL service access will be available to serve this plot for commercial uses via the ECL, service yard to maximise plot 3 footprint. This plot will be affected by construction of ECL and will be available from Spring 2015.
4	3,784 sq m/ 0.38 ha	A rectangular plot which is in part reserved for a tram terminus (policy under review). A sub station is present. The developable area stated includes the area currently reserved for the tram terminus but excludes the sub station. The northern boundary faces The Block and MSCP.
5	1,102 sq m/ 0.11 ha	Plot located at the entrance to the site at the junction with Wapping. There is an existing listed building which is currently used as a site management office by Kings Waterfront Estates.
Total	32,579 sq m/ 3.26 ha	

Table 1 - Kings Dock Development Plot areas and description

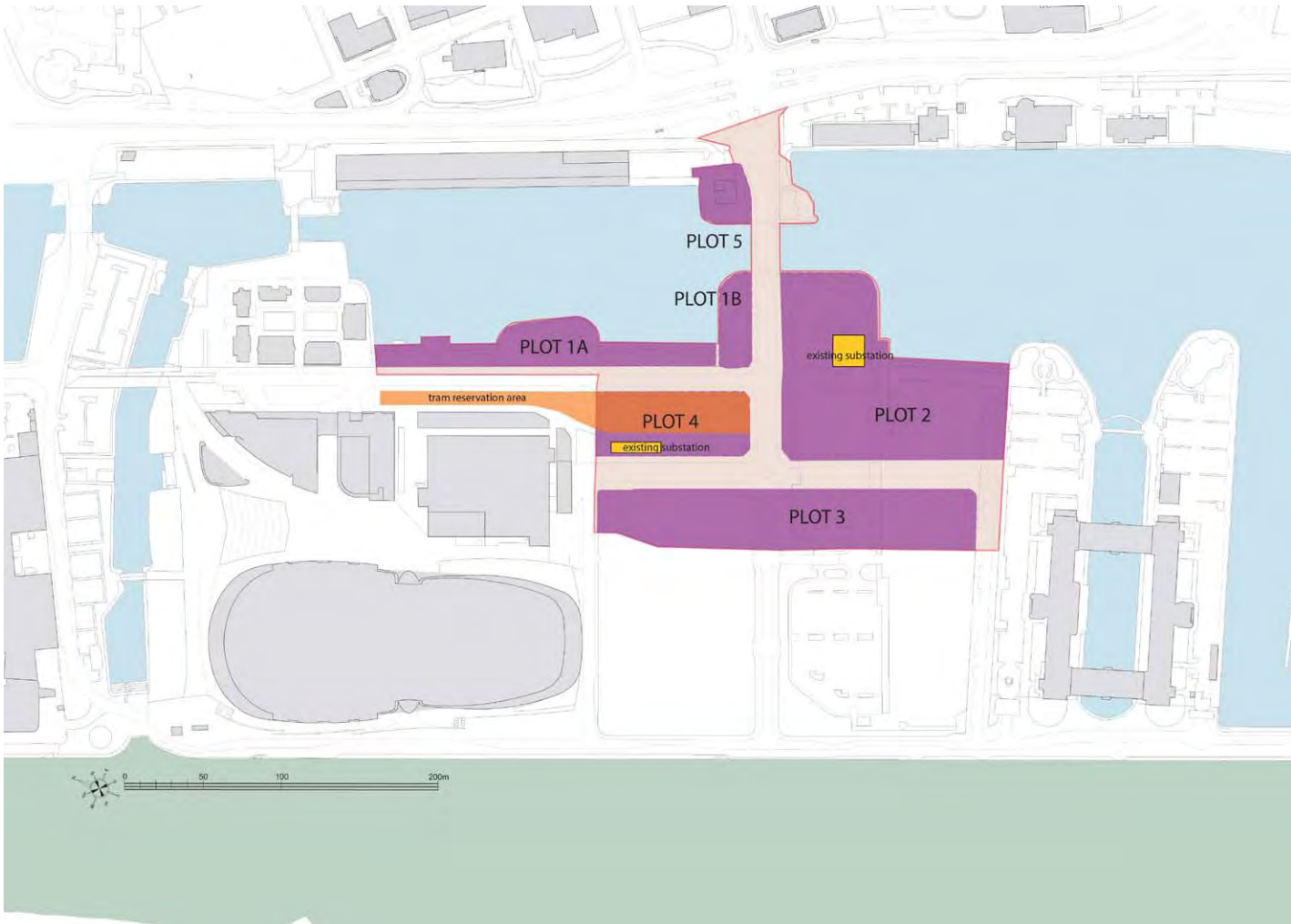


Figure 1.8 Plot Plan

Land Use Components

The Planning Brief does not seek to be prescriptive as to the use for each plot. The market will dictate uses and in order to respond to market conditions it is essential that it is flexible and capable of considering the full range of uses suggested. For sake of clarity, however large scale food/non food retail, roadside uses such as drive through restaurants, petrol filling stations, industrial or warehousing will not be appropriate. The accompanying Masterplan does however indicate the likely range of uses suggested as appropriate development.

In order to support the Vision and Objectives for development at Kings Dock the following land uses are suggested as appropriate development.

Leisure: sports and leisure oriented venues. Potential uses are wide ranging and are subject to market forces and demand. They could include; for example: ice rink, boutique bowling, surf centre, state of the art 3D simulation games venue, gym, spa or any combination of the above. Another option for leisure could be in the form of small concert or entertainment venues (not in direct competition to ACC Liverpool operations) as well as art galleries or ‘experience’ museums. A small marina element could also be co-located with other leisure/destination uses.

Casino: this is a specific standalone use that could also be located within the site.

Café/Restaurant: these uses will need to be closely related to the leisure element in order to provide animation and activity around other uses. Every effort must be made to combine café/restaurant and leisure activities. For example: restaurant and café windows could face not only the street but also internal leisure activities.

Food retail: A new high quality food (and non food) retail offer could be an ‘attraction’ and also fill a gap in local provision. This would serve both new site uses as well as existing residential and business communities in this location. Initial discussions with the Local Planning Authority suggest a modest sized food store of up to circa 25,000 sq ft net retail area would be appropriate subject to a detailed retail impact assessment.

General retail: similarly there will be an opportunity to introduce a modest number of retail units that will be associated with leisure uses and activities.

Commercial/Office: at the time of writing this brief, the new ECL was on target to submit a planning application with a view to open in early 2015. The ECL activities may open the opportunity for small

businesses related to the exhibitions industry. It is in this context that commercial premises and offices could be located within the masterplan, subject to demand. Given the prestige and heritage context of the site a headquarters office could also be an option.

Residential: this would benefit from the added value of the water setting, easy connections to the city centre and the new facilities and open spaces provided.

Multi-storey car parking: a new multi-storey car park (MSCP) may be required to meet the needs arising from development, however this will be subject to a future Transport Assessment. The design of this particular building if required will need to be of high quality. Visible facades should use a pleasant material palette complementing other buildings and context.

Open space: a vital element of the masterplan will be the public space network. These spaces will not only provide amenity but the setting for architecture and urban experience. These will be of high quality and provide diverse activities. A more detailed explanation of the types of spaces identified are detailed later under: Key Open Spaces and Public Realm Structure.

Movement, access and car parking

One of the factors that will drive the success of the masterplan is the access and movement strategy. Given the nature of the uses proposed as well as the operational needs for ACC Liverpool, the general principle is that functionality and ease of flow should be maintained. However, the heritage site context and destination aim also call for a pedestrian and cycle friendly approach that allows people to linger and enjoy the area. The appropriate balance between the needs of vehicles, pedestrians and cyclists will be crucial for development of Kings Dock. There is a need for greater east-west permeability and a need to integrate the ECL development with the site.

Principal vehicular access will be from Wapping A5036 and existing road infrastructure serving the site will remain largely intact save for a realigned Queens Wharf which will be re-routed to accommodate the ECL.

In relation to car parking needs work has been undertaken by Aecom on behalf of ACC Liverpool. These forecasts indicate the MSCP will operate below maximum capacity during events at either the Arena or the proposed ECL, however should events overlap at the two venues, there is forecast to be a short-term demand for parking spaces between 8pm and 10pm that can not be accommodated within the MSCP.

In relation to the plots at Kings Dock it is possible to assume that on a day-to-day basis, the MSCP should be able to accommodate some of the parking demand generated by the development (assuming a food

retail store will have its own car park). In advance of a defined scheme for Kings Dock it is premature to conclude that a new MSCP will be required. The local highway authority will require detailed Transport Assessments (to establish parking needs and off site mitigation) to support applications for planning permission and is likely to require a strong Travel Plan and some form of event traffic management for the proposed leisure uses, possibly including liaison between leisure operators (if this development were to come forward) and an event co-ordinator for the Kings Waterfront site.

Of particular importance will be the access at Wapping and ease of movement to and from surrounding areas; i.e. Baltic Triangle and further to Liverpool One and the City Centre. This junction could benefit from innovative approaches to pedestrian crossings, traffic light signalling and shared surfaces. Access for coaches will be required although there is no requirement for permanent parking. This can be achieved off site and therefore it is not envisaged that development plots will be used for coach parking. A new MSCP could potentially provide coach parking at ground floor level as part of a mixed use development.

The proposed Merseytram consists of three lines and a city centre loop, which includes a terminus at Plot 4 of the Kings Dock site, to connect outlying suburbs of the city with the city centre. The system has been postponed due to funding problems but remains official Merseytravel policy. The rights to construction were kept alive in 2010 by the issue of compulsory purchase orders. Alignments have been preserved within all current and approved projects along the Line 1 route which includes the terminus at Plot 4. This means that there is no scope for development of a permanent nature in the area reserved for the tram terminus unless this policy is rescinded at a future date.

Figure 1.4 on page 33 shows the indicative routes as well as the areas that would need particular design attention to achieve the best balance between pedestrian, cycle and vehicular needs.



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Key Open Spaces and Public Realm Structure

A hierarchy of attractive public squares and open spaces is to be created. These open spaces should provide a range of high quality recreation and amenity facilities. The areas around buildings such as streets, squares and open space will need to be designed as an integrated network of high quality spaces which provide both physical and visual connections to the neighbouring ACCL site and future ECL development. No areas of public realm should be neglected.

The opportunity exists to rationalise and improve the vehicular and pedestrian arrival point into the site, from the A5036 and the Baltic Triangle area. This could be potentially achieved through the replacement of the multiple pedestrian crossings and associated visual clutter with a raised table style crossing.

Proposals outlined within the illustrative masterplan identify the following key public spaces and transition areas that will need special attention due to the nature of surrounding buildings, land uses and spaces:

- 1. Arrival point at the access of Kings Dock (crossroad of Wapping and Queens Wharf)
- 2. The bridge over Queens Wharf
- 3. The space created at the end of Queens Wharf
- 4. Linear space along Wapping Dock
- 5. The space between the southern edge of ACC Liverpool and the new development areas
- 6. Water edge along Queens Dock
- 7. Street spaces leading toward the Mersey
- 8. New open public space

Phasing of new open space and public realm should broadly follow plot by plot take up, recognising that implementation will be dependant on phasing of development and plot take up. Given the importance of Kings Dock Square, the disposal and planning (S106) strategy should seek to ensure effective delivery.

In terms of ongoing management of completed public realm, it is expected that the maintenance of such will become the responsibility of site purchasers. Other predominantly common areas including roads are expected to be managed by Kings Waterfront Estates.

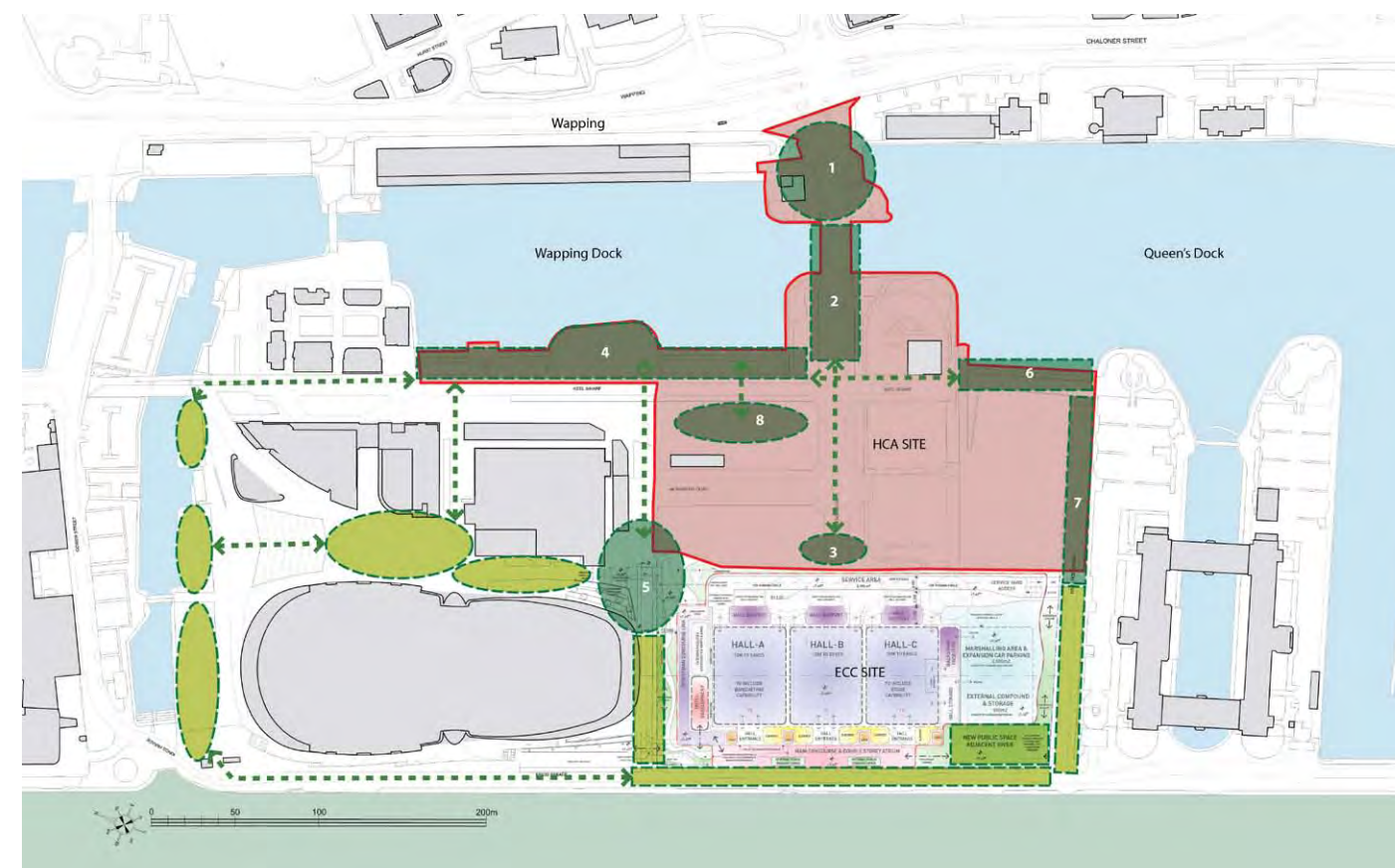
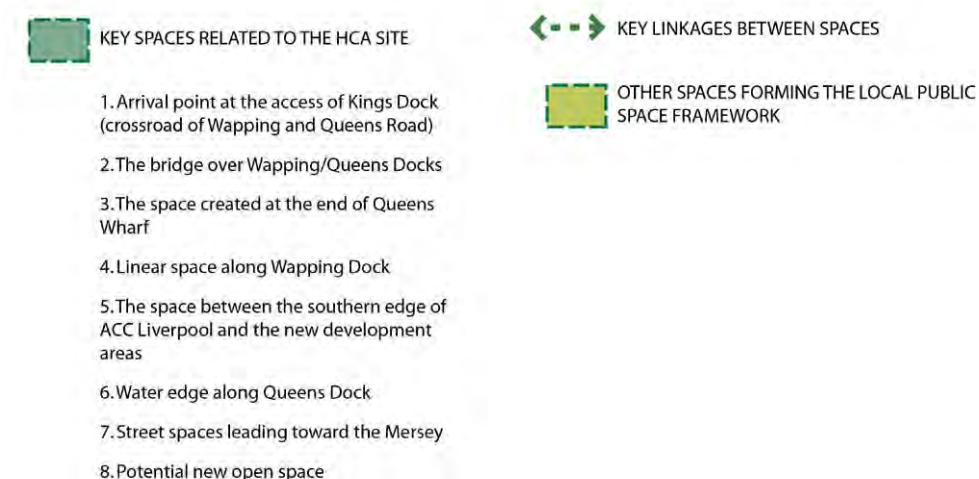


Figure 1.9
Open Space and Public Realm Structure



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Engaging with the water

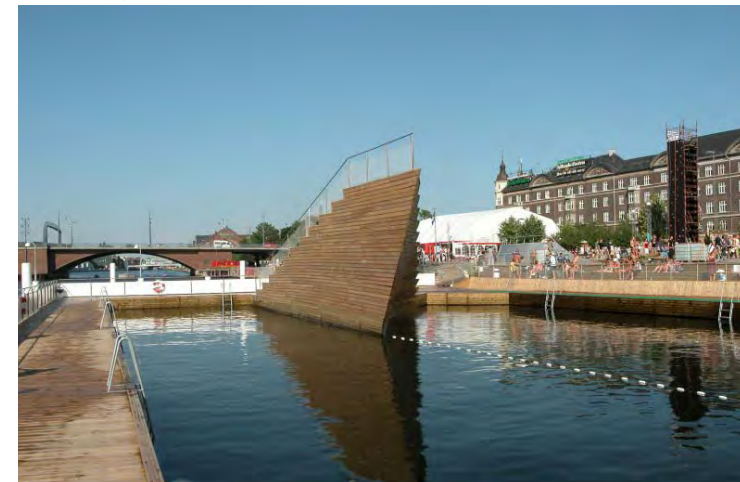
One of the key aspects will be how to interact with the water. For the areas within the Masterplan it will be important to create opportunities at Wapping Dock and Queens Dock potentially achieved through the introduction of lower level waterside public realm space. Improvements to the public realm strategy will aim to draw pedestrians to the waterfront.. These opportunities should allow access to the water for a variety of activities such as:

- Boat hire
- Contemplation and seating at water level,
- Seasonal shows/displays
- Floating recreational areas
- Floating Restaurant/café
- Organised Dock swimming

These types of activities would need to be balanced against the need to preserve any wildlife value, quality of the water and existing uses including canoeing, swimming, rowing, sailing and dragonboat racing. An early engagement with British Waterways is encouraged when starting the design process.



Copenhagen Harbour Baths



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Views and landmarks

Prominent corners or gateways to particular parts of the site are more significant than others and at these points taller buildings might be appropriate to provide an important visual reference point for the organisation of the streetscape. These buildings are required to be well designed and distinctive, reinforcing the structure of the development and adding character and visual interest. The illustrative Masterplan includes a number of keynote buildings and public spaces to enhance the identity of the site and to generate a sense of pride as follows:

- 1. Linear view towards the Three Graces
- 2. Linear view along Queen's Bridge.
- 3. Linear view to HMC building
- 4. Building at the land outlet on Queen's Dock
- 5. The space and end view created at the end of Queen's Wharf
- 6. The Pump Tower
- 7. The space and end view of built form at the southern edge of ACC Liverpool and the new development areas within the HCA site
- 8. Potential area for new open space

The scale and form of development should seek to retain existing open views and access to neighbouring docks and the wider waterscape which form key place-making features of the area. The importance of retaining existing long distance sightlines towards prominent landmarks from the wider area from key areas of public activity, including the Anglican Cathedral, Roman Catholic Cathedral, the Royal Liver Building and St. John's Beacon (Radio City Tower), is also of importance.

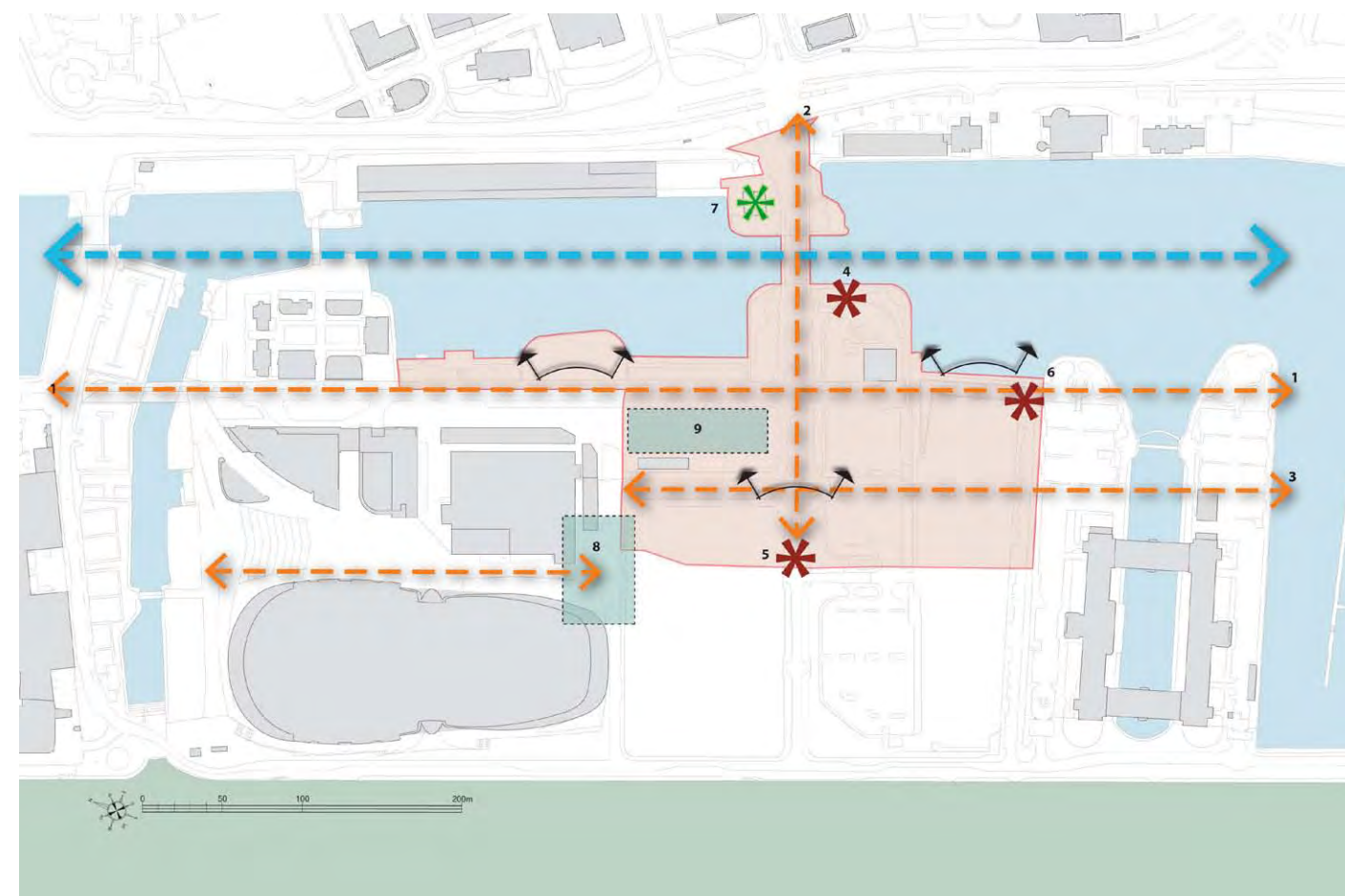
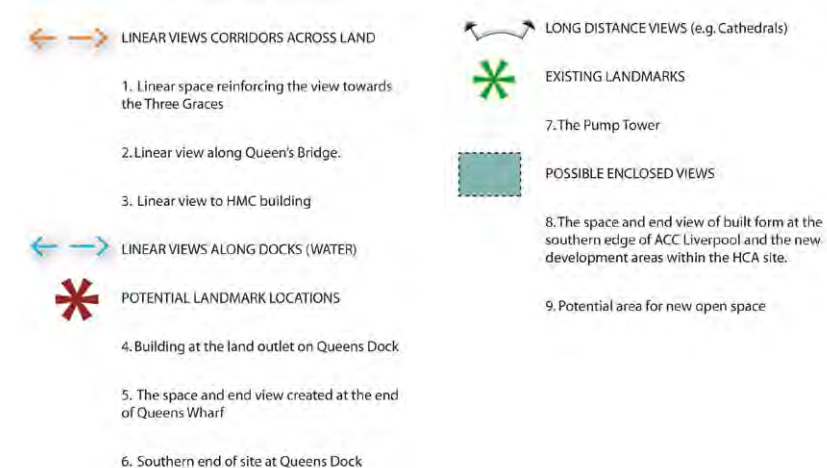


Figure 1.10
Views and Landmarks Framework



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Heights and building envelope

The heights and building envelope (i.e. scale and massing) of new development should respond to the character of existing and proposed development in the surrounding area. The development should maximise the site's potential and aim for high density creating a fitting setting for a world class waterfront site and in creating a sense of vibrancy.

The desire for high density should be balanced alongside:

- respecting the heritage character of the surrounding areas
- minimising impact on the amenities and quality of place
- providing an appropriate quantum of usable open space and public realm

Heights should be varied throughout the site to provide variety, interest and way finding elements. Taller buildings should not obstruct views of Liverpool Cathedral when viewed from the Wirral and linear views towards the Three Graces.

In general terms maximum building height for all plots is the height of the Echo Arena/BT Convention Centre which is 21.5m (6 to 7 storeys). Higher rise development is potentially acceptable across the site of circa 8 storeys where the uses require a taller treatment and where punctuating the skyline serves to reinforce and provide greater visual interest in the townscape and the interplay of vertical and horizontal axes, characteristic of the waterfront.

Cultural Heritage

The relationship of Kings Dock with the built heritage of the wider area should not be underestimated, and sensitive design will should a beneficial impact on the setting of the World Heritage Site. Visual intrusion to these statutorily designated elements can be minimised through sensitive design, including appropriate scale, massing, detailing, and the retention of key vistas into and out of the site.

The cultural and built heritage within the site itself should also be utilised to enhance the regeneration of the area. Where possible the retention and integration of locally important elements of the built heritage might be used, maintaining elements of continuity and a sense of place within the context of the redevelopment of the area.

It is recommended that a Management Strategy be drawn up for retained built heritage elements, outlining their conservation, management and interpretation requirements in the context of development. Management of the built heritage should be integrated into the masterplanning at an early stage.

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Public Realm Quality

The public realm comprises the areas around and between buildings such as streets, squares and neighbourhood parks. An important design objective within the development will be to create a place where the spaces around the buildings are as important as the buildings themselves. A successful public realm depends on its relationship/interface with the built form as much as the quality and arrangement of the individual materials i.e. paving, lighting, street furniture etc.

It will be important to ‘design out’ incidental or ‘left over’ spaces. Every space should have a clearly defined function. ‘Left over’ areas which are often poorly maintained or vandalised, and can very quickly detract from the appearance of the development and are a costly maintenance item. As such the public realm within the development will:

- Establish a clear distinction between public and private space that will help to improve safety and security and give people clear direction as to where they can or cannot go;
- Create a positive interface with the built form e.g. building frontages, windows and entrances should face onto and overlook the street and open spaces;
- Use high quality materials and planting;
- Establish a comprehensive management and maintenance strategy to look after all public realm area;
- The streetscape should not be characterised by a clutter of mismatched signage, lighting, street furniture and traffic control measures. These detract from the appearance of the public realm. A more holistic approach is proposed involving a co-ordinated, design, installation, management and maintenance strategy – ensuring consistency of quality, style and colour. This will involve discussion with key stakeholders, such as Kings Waterfront Estates, the local authority, highways and landscape departments and utility companies. Key design issues will be:
 - Design the space so that the functions of its parts are clear and the need for superfluous signage, bollards and barriers are minimised.
 - Establish a comprehensive suite of materials and street furniture to be used consistently throughout the life of the development.
 - Liaise with utility companies to identify the most appropriate location of inspection chambers, manhole covers etc.

A range of different materials can be used throughout to help enhance the character of the areas. However, the selection of materials should respond to an overall strategy, providing a consistent surface language and coherent linkage with adjacent sites such as the ACCL and future ECL development. In key public spaces pedestrian, cycle and vehicular areas should have shared surfaces emphasising the pedestrian cycle priority.

All materials within the public realm must be robust and appropriate for use. A clear hierarchy of materials must be proposed for the roads, footpaths, cycle routes and boundary treatments. With regard to surface treatments the emphasis will be on simplicity and quality of detailing.

In general roads could use tarmac, while paving kerbs, raised tables and surface treatments should be utilised to emphasize key public spaces. The mass usage of concrete block pavers will not be permitted.

Lighting Strategy

There should be a lighting strategy that enhances and differentiates the character areas. All lighting must comply with current standards and should avoid bright spots and the subsequent creation of dark shadows.

Feature lighting should be considered around works of public art and key public spaces such as those outlined in the Views and Landmarks section.

The lighting regime should encourage safe use and accessibility of the different areas by night and create a welcoming environment to live in as well as to visit in the case of shops, café and restaurants. Lighting should be designed with the comfort, safety and general ambiance of the pedestrian in mind and should not be selected purely for highway illumination purposes. This often results in out of scale, ugly fittings and poor lighting quality for the pedestrian.

Street Furniture and Signage

All street furniture must complement the materials and landscape treatments used in the different areas and contribute positively to the character of the space. In order to avoid fragmentation of the wider public realm street furniture should be consistent throughout the development following the precedent set by



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the adjacent ACCL and future ECL developments. However, distinctive elements can be introduced to differentiate key spaces. The introduction of high quality street furniture which tie in with the dock edge and the existing built vernacular of historic buildings will also improve the visual appeal of the public realm. Street, occupier and public realm signage should accord with the established **Waterfront Signage Strategy**.

The street furniture selected should be durable and with low maintenance requirements. Materials and design should be vandal resistant and discourage anti-social activities. The location should be sympathetic and supportive of the use and activities envisaged. Seating encourages socialisation and use of space therefore formal and informal seating should be encouraged.

The use of signage should be kept to a minimum and it must be creative and complementary of the overall design; for example floor signage and use of the materials palette to create signage should be preferred. Signage and street furniture should avoid clutter. Consideration should also be given to directional signage to the site from Wapping and the Strand.

Public Art

Public art could be used to enhance the space. The use of art can assist in discouraging vandalism and promote a sense of appropriation of the public space. Art could make reference to historic elements, e.g. lock gates, pump tower, remnant of Kings Dock pier at Wapping Dock.

Landscape Approach

The quality of the landscape will have an important effect on the overall design quality, sense of place and well being of users. For Kings Dock a comprehensive landscape strategy will be required to enhance valuable existing features and to bring improvement where needed. In addition to the importance of encouraging strong physical and visual connections with the adjacent ACCL and future ECL

developments, proposals should be reviewed in the wider context of new public realm in the Baltic Triangle. The landscape strategy should aim to cover the following items as a minimum:

- Developing a network of open spaces with different but complementary uses and intentions; in obvious relationship and concordance with the public realm strategy
- Creating microclimate and contribute significantly to local biodiversity through providing habitats for wildlife and planting or retaining landscapes, which also assists in reducing CO2 emissions.
- Improving the interaction between the pedestrian and the water's edge in order to maximise different experiences of the site.

Safety and Security

The design and management of the public realm contributes significantly to the safety and security of a development and can assist crime prevention and minimise the fear of crime. Development should have regard to Secured by Design Standards.

Future development should conform to the following principles:

- Casual surveillance to be created through the sensitive positioning of windows, building entrances and car parking
- Development to front streets and open space
- Active frontages to encourage street level activity and natural surveillance
- 24 hour access of all public realm, pedestrian and cycle routes
- Innovative lighting to guide people throughout the public realm and avoid hiding places
- Controlled access of private car parking and servicing areas
- Ongoing maintenance of the public realm.



Section B: Planning Brief

Architectural quality

Appearance

The Kings Dock Masterplan offers a unique opportunity to bring first class architecture to the waterfront and docks area. The role of architecture should be to assist in providing an identity for Kings Dock. The style and concept of architectural proposals should make reference to the surrounding context and be complementary to existing buildings.

The built vernacular should be designed to be sympathetic to the historic sensitivity of the World Heritage Site architecture without adopting pastiche maritime qualities. Materials should also reflect the context and history of the site and must be robust and appropriate for use. A clear strategy of materials must be proposed for the buildings. The emphasis will be on simplicity and quality of detailing.

Materials should be fit for purpose and easy to maintain in the long term. It would be desirable to source them locally where possible and appropriate. A compatible palette of materials will promote a positive character for each building, but there must be coherence in materials used throughout the site.

Affordable Warmth

By appropriate design consideration at the right stage we can minimise the amount of heating through use of fossil fuels thereby reducing pollutant emissions, the cost to residents and the attendant health risks to vulnerable groups. Key design considerations include:

- Produce an energy strategy for the development
- Where possible, orientate the majority of main elevations in a southerly direction
- Provide high levels of insulation above the statutory minimum to all external elements to super insulate homes. It is the most cost effective way of saving energy



- Minimum standard should be compliant with required CfSH Level4 for residential buildings and BREEAM for other premises.
- Provide larger windows facing north, smaller facing south
- Consider the use of sun spaces and winter gardens
- Consider the use of heavy structure to create a thermal store.

Ventilation

Controlling ventilation can reduce energy usage and minimise waste of heat whilst reducing draughts. This needs to be considered at an early stage of design so that the necessary allowance for services can be made

- Consider low energy heat recovery ventilation systems
- Control leakage of air through the structure by good detailing
- Select high performance windows which allow for controlled ventilation
- Provide shading to prevent overheating during summer months, to avoid air conditioning
- Consider cooling provided by ground source.

Conserving Water

Through design we can reduce the amount of water used.

- Use low water consumption fittings such as dual flushing cisterns and spray taps
- Consider rainwater harvesting or “grey water” systems
- Low flow showers to be fitted in all homes as they use far less water than baths
- External hard landscape areas should where possible be permeable to allow surface water to return to the ground.
- Consider ‘green’ roofs to reduce rainwater run-off.



Section B: Planning Brief

Renewable Energy

There is an increasing range of small scale local options for producing renewable energy. Whilst some of these may be too expensive at present, they will undoubtedly become more affordable and efficient in future.

- Retrofitting of photovoltaics and solar panels should be allowed for through orientation of dwellings and roof design
- Consider CHP for appropriate projects at an early stage
- Consider ‘future proofing’ for renewable energy upgrades during life time of the project.
- Environmentally Friendly Materials and Recycling
- Careful selection of materials can contribute to the environmental credentials of the project as well as protecting present and future residents, users and builders from harmful effects
- Make use of reclaimed or re-cycled materials where possible
- Wherever possible give preference to materials from accredited renewable sources
- Minimise use of oil-based products such as PVC and plastics
- Consider the embodied energy contained within materials
- Use materials and construction details with a view to future re-cycling.
- Provide space inside homes and in communal areas for segregated waste storage
- Use natural flooring finishes to reduce volatile organic components in the internal environment.

Locally-Sourced Materials and Reducing Waste

Making use of materials or products that are local will reduce transport costs and the use of fossil fuels as well as supporting the local economy. Careful selection of materials and well considered design can also reduce waste.

- Minimise transportation of materials by selecting local suppliers or manufacturers
- Consider local employment opportunities where possible.
- Minimise waste in construction through careful detailing.
- Consider factory methods and prefabrication which are inherently less wasteful

Lifetime Homes and Adaptability

The needs of households will change over time. Also, over the life of a building, space standards and ways of living may mean using the space in different ways. By careful design and construction, some of these changes can be anticipated and allowed for.

- Lifetime Homes standard is to be achieved.
- Design to meet changing needs of household during a lifetime by allocating flexible space for home working or sub-divisible bedrooms.

- Allow future re-modelling of interiors by providing full span floors and non-load bearing internal partitions.
- Consider opportunities to use roof space at design stage.

Design for Ease of Maintenance

The design will influence the way buildings need to be managed and maintained throughout their life. Proper consideration of these aspects during the design stage can save long-term cost and disruption.

- Modern methods of construction may reduce defects at handover and post-completion
- Design with low maintenance in mind and longevity and replacement cycle of materials
- Consider whether materials and components likely to be readily available both now and into the future
- Consider running costs of plant and service installations as well as easy accessibility to these with minimal disruption to other activities or users
- Consider whole life costing in the design process
- Consider implication of design on service charges.

Design for Ease of Management

Once the construction is completed and the defects period is over, responsibility falls to the management team. Poor design decisions can leave a legacy of high management costs. Schemes which are difficult to manage are rarely successful in the long-term.

- Consider ease of cleaning and future replacement of windows at design stage
- Consider management and maintenance strategy at design stage through consultation with management and maintenance team
- Consider maintenance regime of public areas, landscaping and open spaces.
- Allow space for cleaners’ storage and facilities
- Systems and components should be easy to use and accessible
- Design for intuitive management by users

5 Planning Obligations

A Section 106 Planning Agreement will be expected to accompany any planning consent. Financial contributions may apply to proposals for new uses and activities on this site including:-

- Highway works;
- Affordable housing;
- Open space / public realm;
- Street trees; and
- Public art.

In accordance with Regulation 122 obligations must be:

- Necessary to make development acceptable in planning terms;
- Directly related to the development; and
- Fairly related in scale and kind to the development.

Contributions for open space / public realm, street trees and public art can be designed into the development rather than paying separate Section 106 contributions.

The Council will negotiate with applicants as to the planning obligations associated with development on the site. Developers should contact the Council at an early stage to discuss likely requirements.

6 Planning Application Requirements

In support of a planning application(s) for the site the Council will require the submission of the following information where appropriate:

- Design and Access Statement
- Planning Statement
- Land Contamination Assessment
- Sustainability Statements
- PSS5 Statement
- Transport Assessment
- Landscape Report
- Site Level Flood Risk Assessment
- Regeneration Statement
- Statement of Community Involvement
- Environmental Impact Assessment
- Sustainable Construction Checklist
- Retail Impact Assessment
- Noise Impact Assessment
- Utilities Statement
- Daylight/Sunlight Assessment
- Lighting Assessment

It is advised that applicants formally engage with the Council via pre-application discussions at the earliest opportunity to agree form and content of the planning submission and to avoid abortive or unnecessary work.

7 Useful Contacts

7.1 **HCA**
Carol Sutton
Area Manager
Homes and Communities Agency
4th Floor
One Piccadilly Gardens
Manchester M1 1RG
Tel : 0161 200 6153

7.2 **Liverpool City Council**
Mark Loughran
Development Control Manager
Millennium House
Dale Street
Liverpool
L2 2DH
Tel: 0151 233 5681

Appendix A: Key Consultation Issues and Responses

Main issues raised during consultation	Originator	How has the issue been dealt with?
Survey Monkey Questionnaire (operational from 13-1-2012 to 24-2-2012)		
USES		
Supported uses included: 1. Open space e.g. recreational area, or seated area and community facilities 2. Cultural and leisure e.g. public art, hotel, ice rink, market space 3. Residential 4. Retail e.g. small boutiques or food store 5. Offices	Local Residents	Noted. The Masterplan and planning brief reflect the uses supported
TRANSPORT		
Concern over traffic impact	Local Residents	Noted. The planning brief confirms that the traffic impact will need to be assessed in detail within a Transport Assessment as part of a planning application in order that any unacceptable impacts are identified and mitigated
Need to improve pedestrian linkages to the City Centre	Local Residents	Noted. The Masterplan and planning brief identify that pedestrian linkages are of critical importance.
DESIGN		
Quality of new build and of public realm of paramount importance - previous developments at Royal Quay and the Block were of an unacceptable standard.	Local Residents	Noted. The Masterplan and planning brief require a high quality of design for buildings and public realm.
Design in open aspects to the River and to waterside area.		Noted. The Masterplan and planning brief identify the importance of making the most of open aspects to the Quays
OPEN SPACE/PUBLIC REALM		
A clear desire for good permeability usable green, public open space including seating areas linked to the existing green and pedestrian infrastructure and to the emerging ECL proposal.	Local Residents	Noted. The Masterplan and planning brief set out a landscape and public realm strategy which provide for usable green, public open space. The detail of this provision will need to be articulated once firm development proposals are brought forward
OTHER		
The management arrangements of Royal Quay and the Block have lead to anti social behaviour and that more stringent management or stewardship arrangements should be effected for new development particularly residential.	Local Residents	Noted. HCA are working with Kings Waterfront Estates, the city council and Engage to identify ways to increase the ability of management companies to deal with issues arising in apartment blocks

continued overleaf

Appendix A: Key Consultation Issues and Responses

Main issues raised during consultation	Originator	How has the issue been dealt with?
Public Consultation Event and Workshop (11th February 2012 - 20 attendees)		
USES		
Uses supported - residential/, mini supermarket, commercial leisure facilities to include ice rink/ bowling etc, fun fair (space to accommodate)/ 5* hotel/ cycle track/usable green open space/seating areas. New developments to focus on daytime economy such as restaurants and leisure amenities	Workshop Attendees	Noted. The Masterplan and planning brief reflect the uses supported
Ferry amongst the docks is a good idea for tourism	Workshop Attendees	Noted. The provision of this type of attraction has a good fit within the Vision, objectives and suggested uses in the Masterplan
DESIGN		
Dock to be preserved and no building infringement over Wapping Dock is preferred. Maximise potential of proximity to Quays in terms of views and access	Workshop Attendees	Noted. The Masterplan and planning brief set out the need to respect and enhance the surrounding built heritage and to respect residential amenity. Plots which front Wapping and Queens Quays are development sites and the Masterplan shows limited oversailing of Wapping Dock (Plot 1a) with residential use. This is in line with BW's waterspace strategy 2012 although is indicative at this point. The city council as planning authority would need to consider amenity/development control issue should a proposal come forward which includes suspended buildings or structures over the quays
There needs to be a balance in architectural treatment between old and modern in new developments. Liverpool One and Chavasse Park are style and quality benchmarks	Workshop Attendees	Noted. The Masterplan and planning brief require a high quality of design for buildings and public realm
How will the Exhibition Centre service area be 'shielded'	Workshop Attendees	At the current time the ECL proposals show a 3.0 m high, perimeter screen. The detail will be articulated in planning proposals. The Masterplan and Planning Brief set out a strategy to screen this perimeter with city-facing development.
OPEN SPACE/PUBLIC REALM		
Provision and high quality of green open space crucial to attracting visitors and families	Workshop Attendees	Noted. The Masterplan and planning brief set out a landscape and public realm strategy which provide for usable green, public open space. The detail of this provision will need to be articulated once firm development proposals are brought forward
Exploit the rectangle of routes around the site to create a green route with events along it for pedestrians, cyclists etc - a linear rectangular park	Workshop Attendees	Noted. The Masterplan and planning brief set out a landscape and public realm strategy which provide for usable green, public open space. The detail of this provision will need to be articulated once firm development proposals are brought forward
OTHER		
General Anti-social behaviour is a problem in area which should not be allowed to grow	Workshop Attendees	Noted. HCA are working with Kings Waterfront Estates, the city council and Engage to identify ways to increase the ability of management companies to deal with issues arising in apartment blocks.

Appendix B: Stakeholder Comments

Respondee	Comments	Response
Liverpool City Council	Masterplan at odds with the emerging Strategic Investment Framework.	SIF referenced on page 6.
	Need to add more to the vision in terms of the role that the site should play as a visitor destination in its own right.	Text added on page 8.
	Section on public realm and function needs strengthening.	Text added on page 11.
	Query the uses table which promotes one use over another.	Table deleted. Potential development uses listed without any order of preference within the sections detailing each character area.
	The square should not feel isolated or unenclosed.	The square has been reworked to indicate development which encloses public space
	Desire to provide for building over the ECL service yard	Stated that this is unviable as per previous appraisal.
British Waterways	None received	
Liverpool Vision	Introduction and Context lack reference to either the emerging City Centre SIF or the BW South Docks Strategy.	SIF referenced on p.6. BW strategy already referenced.
	If the tram reservation goes – would the approach differ?	Answered in revisions made on p23.
	Large scale non food retail is precluded – this might be regretted if a proposal, distinct from the city centre offer and supportive of leisure uses, emerges.	Text revised to include non food retail use of a specialist destination nature (p.23).
	The retail ambition feels wrong – high quality food retail, to fill gap in local provision.	Text augmented on p23.
English Heritage	The potential to create a sustainable and legible development would be greater if an integrated approach could be taken to master planning both sites.	Agreed. The masterplan has as far as possible carefully taken into account the rapidly advancing plans for the ECL which is being delivered in advance of development at the site.
	It would be advantageous to establish an urban design objective of maximising the building footprints on Plots 1B and 2 and consider the broad parameters for enclosure to encourage buildings on those plots to reduce the perceived gap between the site and the A5036.	Text added on p.42.
	Figures 1.3 and 1.6 indicate that the masterplan would lack east-west permeability across the site.	The use of public open space in Kings Dock Square will serve to create this permeability and connection between ACCL's Arena and Convention Centre, Mersey Waterfront, the ECL, the remainder of the development site and Wapping Dock. The ability to fully retain east/ west views to the Mersey is problematic given the location and scale of the ECL building. Also added a east-west permeability guiding objective on p.40.
	Building heights – would prefer to see more uniform 6 storey height across the site punctuated by some slightly taller buildings where use dictates, providing architectural interest. This is in line with SPD and would not adversely impact upon the wider historic urban/ dock landscape. This The impact on the view from the Wirral of the Anglican Cathedral is important but not considered to be the overriding issue.	Text changed within section 9 Section which brings more clarity to likely acceptable building heights.
	Not supportive of development of 20 storeys – contrary to SPD. Supportive of development at K. Dock Square including the northern edge to screen the Block.	

Appendix B: Stakeholder Comments

English Heritage, continued	Is of the opinion that the siting of the development on Plot 2 is incorrect – needs to be shifted east much closer to dock edge so that it provides a destination building/s of dramatic statement architecture in direct line of vision towards 3 Graces. Also that this development should be of uniform height across its footprint.	Text added within section 9 which brings more clarity to the opportunities and issues faced in providing landmark buildings
	A further urban design / urban landscape objective could be the requirement to achieve a coherent townscape that provides the framework for detailed architectural responses.	Requirement stated for urban design to achieve a coherent townscape that provides the framework for detailed architectural responses (p. 42).
	As a key WHS attribute, Wapping warehouse should maintain its role as the principal building in relation to the dock.	It is not the intention that new development should undermine this role.
	The Sage, in Gateshead, is very much an individual design response to a site with very specific topography and has a relationship with the adjoining public realm which is likely to be significantly different to that at Kings Dock.	mage deleted and replaced with Paddington Basin.
	Additional guiding objectives suggested - the need for greater east-west permeability; the need to integrate the ECL development site with this adjoining Kings Dock site; development to positively contribute to the wider urban landscape, particularly the topography and established building heights of the dock estate.	These are included on p.40.
	Suggest that specific mention is made in relation to buried archaeological assets – i.e. dock walls as a guiding objective.	Guiding objective added in section 4.2.

Appendix C: Community and Business Questionnaire

Kings Dock, Liverpool

Masterplan and Planning Brief Consultation

Consultation Feedback Form

Your views on the future development of the vacant land at Kings Dock, Liverpool are very important to us, so please take a moment to fill in this questionnaire. You can also feedback any comments by contacting Mark Phillips at URS on 0161 237 6020 or mark.phillips02@URS.com. The consultation deadline is Friday 24th February 2012.



1. How did you hear about the Kings Dock Masterplan and Planning Brief consultation?

☐ Leaflet ☐ Word of Mouth ☐ Other

Other (please specify)

2. Are you a local resident?

☐ Yes ☐ No

If you are a local resident, which block do you live in?

3. Are you a local business?

☐ Yes ☐ No

If you are a local business what type of business are you?
(e.g food and drink, attraction, hotel, retail or other?)

4. What opportunities does the redevelopment of Kings Dock present?

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.....

5. How would you improve Kings Dock?

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6. What are the most important features of the Kings Dock site that you feel should be enhanced?

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.....

continued overleaf ...

Kings Dock, Liverpool: Masterplan and Planning Brief Consultation

7. From your experiences how would you rate the following at Kings Dock?

	Excellent	Very Good	Satisfactory	Could be Improved
Car Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fear of crime and anti-social behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian linkages to the City Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian movements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to local shops and amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic / Vehicular access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any other comments?

.....

.....

8. What type of development would you like to see at Kings Dock where the market allows/permits?

	Mostly	Some	Very Little	None
Retail e.g. small boutiques or food stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment e.g office development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open space e.g recreational area, or seated area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural and leisure e.g public art, hotel, ice rink, market space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

.....

9. Do you have any other comments about how the site should be redeveloped?

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Appendix C: Community and Business Questionnaire

Kings Dock, Liverpool: Masterplan and Planning Brief Consultation

10. Do you have any comments on the initial plans for the proposed Exhibition Centre Liverpool (ECL) adjoining the Masterplan and Planning Brief area?

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11. How would you like to be kept informed about future plans for the site?

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Thank you for completing this form

You do not have to leave your details, but if you do, it will enable us to write back to keep you informed. The information that you provide will be treated in strict confidence and will not be shared with any third parties.

Name:

Address:

.....

.....

Post Code:

Email:

Telephone:



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