



Liverpool
City Council

The Draft

Liverpool Local Plan

EXTRACT - URBAN DESIGN AND HERITAGE CHAPTERS

September 2016



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Urban Design **10**

10 Urban Design

Introduction

10.1 Liverpool seeks to manage growth so that it takes place in the most appropriate locations, meeting the City's needs while continuing to conserve and enhance the features that make Liverpool an attractive, vibrant and interesting place to live, work and visit. Promoting and protecting high standards of design is a key element of ensuring sustainable growth of the City, and will be a major consideration when the City Council assesses development proposals. While seeking to ensure high standards of design, the environmental, social and economic benefits that development can bring need to be weighed up proportionately in considering proposed development schemes. Principles of good urban design are applicable not just to the quality of individual buildings, but also to the arrangement of buildings in their environment, how they relate to their context, the spaces they create and also to the way an area functions.

Local Character and Distinctiveness

Policy UD1 Local Character and Distinctiveness

In drawing up development proposals developers should demonstrate, through the submission of a planning statement and / or a Design and Access Statement, that the following aspects have been taken into account:

- a. Local grain and pattern of development, and where this has been fragmented, the opportunity to re-stitch damaged historic townscape.
- b. Means and pattern of enclosure, and any intrinsic rhythms and patterns established by streets, spaces and built form.
- c. The definition of private space.
- d. The hierarchy and height-width ratio of streets and spaces.
- e. The form, scale, proportion, building line, frontages, plot sizes, storey and absolute heights, rooflines and ratios of solid to void within buildings.
- f. Materials, colours, tones and textures.
- g. Relationship and response to topography, orientation and natural and built landscapes, including the underlying morphology of the area.
- h. Focal buildings, landmarks, compositions and building ensembles, nodes and gateways.
- i. Palette and detailing of the public realm.
- j. Existing uses and activity.
- k. Designated and non-designated historic assets.

Policy Context and Justification

10.2 All development should be of high design quality and make a positive contribution to the character and distinctiveness of its location. This includes layout, form and architecture, as well as inclusive design, landscaping, public realm and public art. The Council will refuse schemes where design is considered to be poor. Examples of poor quality design include:

- Design solutions that are inappropriate to their context;
- Schemes which fail to take positive opportunities to improve the appearance of the area or the way it functions.

10.3 Development should be based on principles of sustainable design including retention and re-use of existing building stock, construction and materials, renewables, robustness, adaptation, energy management, re-cycling and waste management, modes of transport, ease of movement for

all, community safety and cohesion, and climate change. Each part of Liverpool has its own distinctive character, and these variations must be taken into account to produce developments that are grounded in local context. Reinforcing local character is of primary importance.

10.4 Policies UD1, UD2 and UD3 recognise that design includes both aesthetics and functionality. The massing, bulk, scale, and height of buildings, and the spaces between them, both public and private, are significant components of an area's character. The consideration of these components and how a proposed development will relate to existing buildings, including any impacts on neighbouring occupiers, will ensure development is responsive to its local context. Securing high quality architecture, materials, and environments will ensure that new developments enhance and enrich Liverpool's built environment and the experience of those who use it.

10.5 Landscaping should be included as an integral part of the overall design of a development proposal. The landscape and buildings need to be considered together from the start of the design process and careful consideration should be given to the existing character of the site including its typology, existing trees and other natural features. The space around buildings is important not only as a setting for the building in its context, but also for reasons of functionality. It enables the implementation and successful growth of landscaping schemes, provides an outdoor amenity for occupiers, space for refuse storage and car parking, and the sustainable management of flood risk and surface water drainage.

10.6 For major schemes or proposals that are expected to have a significant impact on their surroundings the Council encourages pre-application discussions. Applicants are required to submit a Planning or Design and Access statement (DAS) in support of the majority of applications. The information provided should be proportionate to the type and scale of development proposed. The requirements of a DAS are set out in [Planning Practice Guidance](#).

10.7 Where a DAS fails to adequately explain and justify the proposal against the requirements of Planning Practice Guidance and local and national policy this may be used by the Council as grounds to justify refusal of the scheme.

10.8 8.47 Where the application is in Outline the information provided in the DAS should be sufficient to explain and justify the concepts for the scheme without the need for further information at reserved matters stage. This is to ensure the full impact of the proposal can be properly assessed at the outline stage.

Development Layout and Form

Policy UD2 Development Layout and Form

1. The layout and form of development proposals should ensure that:
 - a. The structure allows for ease of movement, transition and connection to other areas and should be based on the established local grain, including hierarchy. Where this has been fractured, proposals should seek to repair the structure;
 - b. Enclosure, continuity and cohesion are key elements in street and space design, and allow for specific uses and functionality;
 - c. New public spaces are fit for purpose and seek to supplement existing spaces;
 - d. A variety of blocks and plots are provided;
 - e. Safe, secure and usable private space is provided, where appropriate;
 - f. Future expansions and adaptations or change of use have been considered;
 - g. Form, height, scale and massing are appropriate to the function of the building;
 - h. Car parking, cycle, waste and recycling storage are designed in a positive manner and are integrated into the development;

- i. The proposal reduces the opportunities for crime without compromising social cohesion;
 - j. Landscaping is integral and is at the heart of the development
2. The developer should demonstrate that adequate building and street/space management has been considered as part of the design, and appropriate regimes put in place to demonstrate how these will be secured and delivered.

Policy Context and Justification

10.9 High quality layouts not only help to define a place but can also prevent anti-social behaviour and crime, encourage ease of movement, and create legible and permeable places.

10.10 Structure refers to the relationship between the built-form and the streets and spaces that it encloses, and also includes those spaces that comprise entirely private areas for amenity. Scale and the height-width ratio of streets and spaces help to define hierarchy and refinement of movement. Where these are associated with important buildings of significance and civic functions, the space should be seen as outdoor expansions and allow for multiple and varied uses.

10.11 A variety of blocks and plots are key elements in defining place, and may provide inherent patterns and rhythms. The variety is based on use and function and these need to be considered as part of the proposal. Whilst continuity and enclosure will be the norm, individual plots for significant buildings will require a much more rigorous approach to the space surrounding it. As well as defining the public realm, private amenity space is of equal concern for users, and the needs of occupiers should ensure safe, secure and usable private space

10.12 The function of a building will be critical to its form; and height, scale and massing are key considerations. This is especially the case with mixed-use schemes within individual buildings, or when a building has a particular civic or cultural significance. Some buildings may be crucial movement or navigation devices and aid legibility and permeability within an area. The morphology of the area and the importance of street hierarchies should be considered when examining form.

10.13 The City Council recognises that amenity within a development or within the adjoining buildings, spaces and streets can be compromised in a number of ways through development such as detrimental loss of daylight and sunlight to existing and adjacent occupiers; loss of privacy and outlook due to the proximity and design of developments; harmful noise, odour, vibration and air pollution from existing and proposed developments (typically commercial activities and other activities such as rail); developments with the potential to endanger highway safety; and cause detrimental micro-climate effects. Buildings should therefore be compatible with their local environment and conditions.

10.14 The design and layout of buildings must enable sufficient sunlight and daylight to penetrate into and between buildings, and ensure that adjoining land or properties are protected from unacceptable overshadowing.⁽⁵⁷⁾

Public Realm

Policy UD3 Public Realm

When designing Public realm it should be demonstrated that it:

⁵⁷ The Building Research Establishment (BRE) provides guidance on site layout planning to achieve good sun-lighting and day-lighting (BRE Site Layout Planning for Daylight and Sunlight: a guide to good practice).

- a. Takes account of the role of the particular location within the overall movement hierarchy of the area;
- b. Reinforces and complements local distinctiveness.
- c. Is based on a clear rationale of function/s. Public realm should be designed for maximising opportunities for activity and enjoyment, and encourage interaction and community cohesion.
- d. Is based on the primacy of people over vehicles where appropriate.
- e. Allows for adequate car-parking, cycling provision and servicing.
- f. Incorporates existing and historically important features that contribute to sense of place.
- g. Has strong inclusive design principles and minimise physical barriers and visual clutter.
- h. Has considered landscaping holistically as part of the development within a submitted landscaping plan
- i. Will be of a scale, size and layout to achieve its primary function

Policy Context and Justification

10.15 Public realm and street design are integral parts of the Liverpool's environment and character. A poorly designed public realm can lead to street clutter and negatively impact on the accessibility and attractiveness of an area. The design of streets including street lighting, paving, street furniture, public art installations and signage should be of the highest quality and contribute to local distinctiveness, providing safer and accessible spaces for all.

10.16 The City Council will seek to ensure that new development contributes to the delivery of a high quality public realm. Irrespective of whether land is in public or private ownership, development must be accessible and safe, as well as maintained and managed in an appropriate way. This is particularly important to promote inclusive environments.

10.17 Private ownership and management of the public realm is not in itself a cause of exclusion and segregation, and inappropriate controls and the application of codes of conduct are what the City Council wants to avoid. Understanding there may be reasonable concerns around liability and health and safety, through planning obligations, the City Council wants to work with developers to ensure standards of public access and use are maintained, including the arrangements for events/ pop-up markets, both of which can affect the character of the areas, impact on the amenity of neighbouring properties and compete with existing local amenities.

Inclusive Design

Policy UD4 Inclusive Design

1. All development proposals, by virtue of their location and physical features, should meet the highest standards of accessibility and inclusion so that all potential users, regardless of mental or physical ability, age or gender can use the development safely and easily.
2. Development proposals (including extensions, alterations and changes of use) for any building that the public may use will be required to provide safe, easy and inclusive access for all people. This should include access to, into and within the building and its facilities, as well as appropriate car parking and access to public transport provision. Planning applications will be expected to indicate space standards, (for example, door, corridor, wheelchair turning circles, ramp gradients, parking bay widths), together with any facilities such as lifts, ramps etc. required for compliance with good practice, Inclusive Design Guidance documents, Equality legislation and policies.
3. Development proposals to extend and/or enhance the public realm and the pedestrian environment should be designed to meet the highest standards of access and inclusion.
4. Alterations and extensions to historic buildings and their settings should take every possible opportunity to improve access for all into and around the premises whilst having regard to

- what makes the building and surrounding area special. Where, in the view of the City Council such provision may reasonably be achieved, the Council will require its provision.
5. All external works should be designed to be accessible and safe for people with mobility, visual or hearing impairments. Layouts should be arranged to facilitate access to and within the buildings.
 6. The highest standards of accessibility and inclusion should be met in all developments that would result in the provision of jobs.
 7. All applications will need to be accompanied by an Inclusive Design Statement that could form part of Design and Access Statement. This should show that the principles of inclusive design, including the specific needs of disabled people, have been integrated into the proposed development and how inclusion will be maintained and managed.
 8. Residential development proposals should meet the requirements set out in Policy UD8 Accessible Housing.

Policy Context and Justification

10.18 The National Planning Policy Framework (NPPF) highlights that it is important to plan positively for the achievement of high quality and inclusive design for all development including individual buildings, public and private spaces and wider area development schemes. This policy seeks to ensure that all new development in the City is inclusive.

10.19 The City Council's current policy requirements are set out in the "Design for Access for All" SPD. The SPD was written within the context of then current national and local planning policy guidance on inclusive design and other relevant best practice standards and codes of practice. The SPD emerged through joint-working with Code of Practice on Access and Mobility Steering Group and the Corporate Access Forum; supported by the Regeneration Cabinet member and Access Champion member, it also underwent extensive public consultation prior being adopted by the council in 2011.

10.20 The City Council has a corporate legal obligation to comply with the requirements of the Equality Act 2010 and Public Sector duty; taking every opportunity to promote equalities in areas of delivering its services and in other areas through its statutory power such as Development Management to influence and promote the creation of sustainable communities and 'Lifetime Neighbourhoods' by taking into account the need to provide "access for all" and equality of opportunities.

10.21 The Government's Planning Policy Guidance (PPG) states that it will be for local planning authorities to set out how they intend to approach demonstrating the need for Requirement M4(2) and / or M4(3) of the building regulations, taking account of several factors including the likely future need for housing for older and disabled people (including wheelchair user dwellings). These two different housing standards provide for distinct household types, with wheelchair accessible homes enabling a greater degree of independence for some people with more complex or distinct needs.

New Buildings

Policy UD5 New Buildings

All new buildings should be designed to the highest design standards, based on a clear rationale, and aesthetic based on the characteristics of the area. Design proposals for new buildings should demonstrate that:

- a. The design has been considered from both a macro and a micro-scale, with adequate responses to issues of skyline impact, scale, relationship to existing structures, function, amenity, and its relationship to the public realm.
- b. Active frontages relate well to the public realm

- c. Private amenity is provided where appropriate to the end-use.
- d. Orientation and micro-climate, overlooking and interface issues that may impact on existing structures or neighbouring plots have been considered.
- e. Buildings are robust and adaptable.
- f. Adequate sound attenuation and fume extraction is achieved, especially in mixed-use buildings.
- g. The building has a role in aiding legibility and ease of movement, and its function in the overall inter-connectivity of the City and its hierarchies.
- h. It has considered the impacts on views, vistas and setting of designated and non-designated heritage assets or other landmarks.
- i. The materiality, tone and texture of the area is reflected in the design.
- j. There is a clear rationale for continuity or contrast, and how the building 'fits' with the architectural grammar of the area, including the ratio of solid to void.
- k. The building is highly sustainable, including re-cycling and renewables.
- l. It provides for appropriate levels of car-parking, cycling provision and servicing.
- m. Fully meets the requirements of inclusive design principles.

Policy Context and Justification

10.22 The NPPF states that the Government attaches great importance to the design of the built environment and that good design is indivisible from good planning and should contribute to making places better for people. Outstanding design of buildings and spaces has been at the heart of Liverpool's recent regeneration success, and the continuation of inspirational, contextual urban design is key to securing a thriving international City and Region. Both the public and private sector have invested heavily in Liverpool's urban environment, with many schemes recognised by regional and national design awards. This policy sets out criteria to ensure new buildings are of the highest quality design reflecting the characteristics of the local area.

Alterations and Extensions to Existing Buildings

Policy UD6 Alterations and Extensions to Existing Buildings

Alterations and extensions to existing buildings should ensure that:

- a. The scale, proportion, form, materials and character of the existing building are considered in the proposals.
- b. The impact is minimised on neighbouring properties in terms of overshadowing, overlooking, noise and fumes.
- c. Adequate amenity space is retained for the occupiers of the building.
- d. The overall character of the area is retained.

Policy Context and Justification

10.23 It is important that the design of alterations and extensions to existing buildings is of the highest quality and reflects the character of the existing building, adjacent properties and the area. Extensions can have a major impact on the appearance of an area, and poorly designed extensions and alterations may have an adverse impact on the quality and character of the area.

Public Art

Policy UD7 Public Art

1. Within all major developments or refurbishments and new development proposals for key public places, there will be a requirement for the integration of public art within the development.
2. Commissioned artwork, whether permanent or temporary, should contribute to the delivery of good design and sustainable place-making and demonstrate exemplary commissioning practice;
3. At Pre-Application stage the City Council will seek to negotiate a contribution for the provision of public art as a percentage of the construction cost. This should be appropriate to the scale and significance of the development and allow for a meaningful public art outcome. This may be provided directly by the developer as an integral part of the development, or by way of a commuted sum to be spent on providing public art in close proximity to the development.

Policy Context and Justification

10.24 Public art can play a valuable role in contributing to local distinctiveness and legibility of neighbourhoods and it can greatly benefit a new development. It can create a sense of place and engender civic pride; it creates distinctiveness of places and spaces, and can ensure that a building, development or landscape scheme is unique. Where appropriate, the Council will seek to harness opportunities for development to contribute to public art. The selecting of public art should balance expert and artistic taste with local public opinion. Competitions could be used to select public art commissions.

10.25 A site-specific artist commission can increase involvement of and ownership by local residents and workers to firmly link schemes to local areas. Landmark public art can also act as recognisable orientation points, lasting symbols for particular buildings and as cultural/ tourism attractions. Public art advice can be sought through the City Council. Proposals for public art should outline the arrangements for maintenance and agree these with the City Council and where appropriate public art will be sought and secured through a legal agreement as part of new development.

Disability

Policy UD8 Accessible Housing

1. To ensure that new homes provide quality living environments for residents both now and in the future and to help deliver sustainable communities, the following standards will apply, subject to site viability:

a. Accessibility of homes

- Private Housing - for all new housing developments, all homes are to meet building regulation M4(2) – ‘accessible and adaptable dwellings’.
- Affordable Housing - for all new housing developments, 90% of homes should meet building regulation M4(2) – ‘accessible and adaptable dwellings’.
- For all new housing developments; 10% of all new homes should meet building regulation M4 (3) (2) (b). When providing for wheelchair user housing, early discussion with the Council is required to obtain the most up-to-date information on specific need in the local area. Where there is no specific need identified, then M4 (3) (2) (a) will apply, to allow simple adaptation of the dwelling to meet the future needs of wheelchair users.

b. Internal Space in a Home

- All new homes should meet the Government's Nationally Described Space Standard (NDSS).

Policy Context and Justification

10.26 The Council through this Local Plan will ensure that planning policies reflect the needs of all Liverpool's residents and give priority to the most disadvantaged communities and neighbourhoods. The Council considers that people with mobility difficulties, including disabled people, should have access to a range of housing types that match the range available to those without mobility constraints. Accessibility issues affect most families, people living alone and other households at some point, and affect young people as well as older people.

10.27 To achieve sustainable development, Para 17 of the NPPF sets out a set of core land-use planning principles that should underpin both plan-making and decision-taking, including: "Planning should always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings".

10.28 On 25 March 2015 the Government introduced, in a Written Ministerial Statement (WMS) new technical housing standards and set out how these would be applied through planning policy. The aim of the national set of standards is to enhance residential quality and reduce the administrative burden on new housing developments by simplifying and rationalising the wide variety of standards that local authorities across England apply to new homes.

10.29 Local Planning Authorities have the option to set additional technical requirements exceeding the minimum standards required by Building Regulations in respect of access and a Nationally Described Space Standard (NDSS). In this context access relates to how people access and use a dwelling and its facilities and for space, this relates to the internal space of a dwelling.

10.30 Since 2011, the City Council has expected all new dwellings in the City to meet Lifetime Home criteria. The criteria are applied to conversion of existing homes and non-residential properties as well as new build development, but are operated flexibly taking into account the constraints arising from conversion of an existing building. All housing proposals are accompanied by a submission of a checklist showing how each of the Lifetime Homes criteria are being met, with a full justification why any individual element will not be met. New build schemes are expected to incorporate all Lifetime Homes features. Guidance on the criteria is currently included in Design for Access for All Supplementary Planning Document.

10.31 The proposed policy is considered to represent a continuation of the current planning requirement as set out in the Lifetime Home policy applied in Liverpool since the 2011 through the 'Design for Access for All' SPD. The proposed policy is intended to align existing policy with the new Optional Building Regulations for Access, as required in the Minister's Written Statement.

10.32 The Written Statement of March 2015 states "From 1 October 2015: Existing Local Plan policies relating to access and internal space should be interpreted by reference to the nearest equivalent new national technical standard". The Building Regulations requirement M4(2) for accessible and adaptable dwellings is the nearest equivalent national technical standard to the Lifetime Homes standard. Like Lifetime Homes, regulation M4(2) requires dwellings to be accessible, to meet differing needs, including for some elderly or disabled people, and to allow adaptation of the dwelling to meet the changing needs of the occupants over time. Optional requirement M4(3) – wheelchair user dwellings - distinguishes between wheelchair accessible dwellings and wheelchair adaptable dwellings; wheelchair adaptable dwellings are homes that are designed for future adaptability – which means houses would need to be able to accommodate wheelchair access and circulation but all of the equipment would not need to be installed at the time of initial build (eg. through-floor lifting device provision). Wheelchair accessible dwellings are properties which are fully fitted out (e.g. wheelchair

accessible) so that they are readily usable by a wheelchair user at the point of completion. However, the Planning Practice Guidance (PPG) states that wheelchair accessible dwellings should be applied only to dwellings that the local authority is responsible for allocating or nominating a person to live in.

10.33 The Planning Practice Guidance (PPG) sets out information on the application of the Optional Housing Technical Standards, stating that: “Local planning authorities will need to gather evidence to determine whether there is a need for additional standards in their area, and justify setting appropriate policies in their Local Plans.” And: “Local planning authorities should consider the impact of using these standards as part of their Local Plan viability assessment.” Within this context work will be undertaken to establish whether there is a need to implement these standards in Liverpool.

Access

10.34 Generally, Liverpool’s changing urban environment must respond positively to the needs of an ageing population, including through the principles for inclusive design and those to develop and extend ‘Lifetime Neighbourhoods’. Liverpool’s older population is increasing and as people age so does the prevalence of disability. For Liverpool, the older persons’ population change is set out in the Strategic Housing Market Assessment (SHMA), which indicates an increase in the total number of 65+ years people of 38% for the period 2013-2033, based on the 2012 Sub-national Population Projections. The majority of older people (over 70%) want to remain in their home for as long as possible.

10.35 In 2013, Liverpool was home to approximately 70,000 people aged over 65 years, with approximately 18,000 of these being over the age of 80. The number of older people living in the City has increased over the last decade, although not to the same extent as nationally (2% compared with 18%). The number of people over the age of 85 has increased significantly over the past decade, with a 10% increase in those aged 80-84, and a 17% increase in those aged over 85. The number of Liverpool people aged over 65 and 85 is expected to increase significantly by 2020, and then again by 2037.

10.36 The needs of 21.3% of the working age population in Liverpool who consider themselves disabled and 23.5% of the whole population who have a long term limiting illness (ONS Annual Population Survey January – December 2010) need to be met. The design of wheelchair user dwellings reflects the principles of inclusive design. Wheelchair user dwellings should not look different from adjacent homes and they should be able to respond to individual needs and circumstances, to enable residents to participate in and be full members of the local community.

10.37 Meeting the needs of our ageing population and those living with a disability presents challenges for housing provision, which is already evidenced by the funding being spent on adapting homes to meet need and the impact on public services of treating people who fall in the home. Providing more accessible homes will ensure that the City’s housing stock is more easily adaptable and will help people to maintain their independence for longer.

Internal Space

10.38 The amount of space in a home influences how people live, impacting on their health and wellbeing. Providing homes of sufficient size to allow residents ‘room to grow’ is a critical part of delivering sustainable communities. A survey in 2015 of new homes built and with existing consents (2014 - 2016) in Liverpool found that 2 and 3 bedroom houses are generally being built below the optional Nationally Described Space Standard (NDSS) set by the Government. The NDSS reflects the need for rooms to be able to accommodate a basic set of furniture, fittings, activity and circulation space appropriate to the function of each room. The overall objective is to ensure that all homes are highly functional in terms of meeting typical day to day needs at a given level of occupation.

10.39 The standard deals with internal space within new dwellings and is suitable for application across all tenures. It sets out requirements for the Gross Internal (floor) Area of new dwellings at a defined level of occupancy as well as floor areas and dimensions for key parts of the home, notably bedrooms, storage and floor to ceiling height.

The Design of New Residential Development

Policy UD9 New Housing - Physical and Design Requirements

1. Planning permission will be granted for new residential development which:
 - a. Maintains or enhances the overall character and appearance of the local environment. The siting, design, density, massing, scale, layout, materials, building to plot ratio and integral landscaping should respect the character of the surrounding area, and maintain levels of privacy and amenity for existing and future residents.
 - b. Safeguard and enhance the built and historic environment;
 - c. Provide landscaping as an integral part of the development, protecting existing landscape features, providing or if appropriate contributing to open space and enhancing the public realm;
 - d. Ensures that highway and parking provision ensures a safe, attractive, convenient and nuisance-free highway environment for pedestrians, cyclists and drivers.
 - e. Is sympathetic to surrounding land uses and occupiers and ensures that the amenities of occupiers of the new development will not be adversely affected by neighbouring uses and vice versa
 - f. Link in with surrounding movement patterns and not be prejudicial to the development of neighbouring land, including the creation of landlocked sites;
 - g. Minimise opportunity for crime and maximise natural surveillance;
 - h. Make provision for the needs of special groups in the community such as the elderly and those with disabilities;
 - i. Demonstrate, through the Design and Access Statement, the appropriateness of the proposal;
2. The City Council will welcome residential schemes which include an element of local community facilities, particularly where existing facilities would be rendered inadequate as a result of an increase in population arising from the development, subject to the policies in the shopping centres and community facilities chapter.

Policy Context and Justification

10.40 New housing development should be sympathetic to its surroundings and respect the character of the area. Housing development may also provide the opportunity to improve the local environment or facilitate regeneration. Wherever possible, residential proposals should ensure that future residents of the development enjoy high standards of privacy and outdoor amenity, and that the overall layout provides a safe and attractive living environment.

10.41 Where there is pressure for the development of sites within existing residential districts, proposals will be acceptable where the character and residential amenity of the area are not harmed, and where important and attractive features such as boundary walls and trees are retained.

10.42 Improving the quality of housing in Liverpool is an important principle and the above policy aims to ensure delivery of high quality housing which provides a good quality of life for occupants, and is compatible with and contributes to the distinctive character and amenity of an area, whilst also achieving the optimum housing delivery on individual sites.

Advertisements

Policy UD10 Advertisements

Proposals for advertisements will only be permitted where:

- a. They are of the highest standard and contribute, rather than detract from an area.
- b. They do not constitute a traffic hazard or detract from important landmark buildings.
- c. They do not become part of a critical mass of similar advertisements that lead to clutter.
- d. Hoardings and housings are well designed and are based on local considerations.
- e. They do not lead to loss of amenity to local residents or businesses due to light or noise pollution.
- f. The size and scale is appropriate to the size and scale of the building.

Policy Context and Justification

10.43 Advertisements can bring movement and excitement to an area, or can be seen as visual clutter. New forms and techniques for advertisements that lead to more dynamic and bespoke retail areas should be explored, rather than relying on static or two-dimensional forms. Signs and advertisements are important to the commercial life of an area and can make a contribution to their character or appearance. However, careful control is necessary to ensure that they do not adversely affect visual amenity or public safety. The size and scale of advertisements should be in keeping with their surroundings. In particular, advertisements above ground floor level on buildings or those sited in predominantly residential areas would normally be considered inappropriate.

10.44 The number and arrangement of adverts should not cause distraction or confusion to traffic (either vehicular or pedestrian), particularly at junctions. Advertisements should not unduly dominate either individual buildings or the area generally. Excessive numbers of adverts and signs in close proximity can lead to visual chaos and clutter in the street scene. The Council wishes to avoid this by restricting the number of adverts and signs to a level appropriate to the character of the area.

10.45 In the case of illuminated signs, luminance conditions will normally be imposed to ensure their brightness does not cause a traffic safety hazard or a nuisance to neighbours.

11 Heritage

Introduction

11.1 Liverpool has a wealth of heritage assets across the City which play an important role in its attractiveness. Its protection and enhancement is therefore important. NPPF requires local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment within the Local Plan and should recognise that heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance.

Designated Heritage Assets

Policy HD1 Designated Heritage Assets

1. Consent or permission will not be granted for:
 - a. applications which are not fully justified and accompanied by full information necessary to assess the impact of the proposals on the heritage asset. Proposals that affect heritage assets should be accompanied by a Statement of Significance which may form part of a Design and Access Statement, and/or a Heritage Impact Assessment to demonstrate that the architectural and historic interest of the structure has been understood and accounted for in any proposals.
 - b. development or works which are unsympathetic to the heritage asset and/or its setting in terms of its architectural, historic, cultural or artistic significance. In considering any proposals, the quality of the design and layout and materials will be taken into account.
2. Where a proposal is likely to result in harm to, or loss of, a heritage asset or its setting, the granting of permission or consent will be exceptional other than where the public benefits considerably outweigh the harm to the asset or its setting. These benefits will be proportional to the significance of the asset and to the level of harm or loss proposed.
3. Granting of permissions or consents where a proposal is likely to result in substantial harm to the significance, or loss of, a designated heritage asset will be wholly exceptional. In such cases the applicant will be expected to demonstrate that all reasonable efforts have been made to sustain the existing use or to find viable alternative uses and should be the minimum necessary. Where substantial harm to a listed building is unavoidable for reasons of safety or other extenuating circumstances, the asset must be fully recorded and the record and commentary deposited with the Local Planning Authority and the Historic Environment Record.
4. Proposals for development in the World Heritage Site and its buffer zone will protect its Outstanding Universal Value as set out in the Liverpool Maritime Mercantile City World Heritage Site Supplementary Planning Document.

Policy Context and Justification

11.2 Heritage assets, both designated and non-designated, form a major part of Liverpool's distinctive character. They range from comprehensive areas such as the World Heritage Site, to individual structures such as post-boxes. As a finite resource, it is critical that these heritage assets are retained, and if necessary re-used, as a crucial endowment for the future. It is equally critical that this resource should not only be conserved, but also be enhanced whenever possible, and that it continues to make a positive contribution to local pride and cultural awareness and aids inward investment. In Liverpool designated heritage assets comprise the World Heritage Site, listed buildings, conservation areas, scheduled monuments and registered historic parks and gardens.

Non-designated Heritage Assets of Archaeological Remains

Policy HD2 Non-designated Heritage Assets of Archaeological Remains

1. All planning applications likely to affect archaeological remains must be accompanied by an appropriate archaeological assessment.
2. There is a presumption in favour of physical preservation in situ of archaeological remains. Where this is not achievable, mitigation should be undertaken through archaeological fieldwork to investigate and record remains in advance of works. Subsequent analysis, publication and dissemination of the findings should be submitted to the Local Planning Authority and also deposited with the Historic Environment Record.

Policy Context and Justification

11.3 Important non-designated archaeological remains and their settings should be preserved, and those that are demonstrably of equal significance to scheduled monuments will be given weight equal to designated assets in determining applications.

