

4.0.0 PLANNING APPLICATION

- 4.1.0 The Masterplan is the basis for the Planning Application that was submitted in January 2001, with additional illustrative material in October 2001.
- 4.2.0 It is a hybrid application, outline for the entire development area and in detail for those parts of the area that are in the Conservation Area or adjacent to Listed Buildings.
- 4.3.0 The scope of the Application was agreed beforehand with the Local Planning Authority and where relevant with English Heritage. GH also took Counsel's advice.
- 4.4.0 The Application includes a "Masterplan Report" that is in three parts: the first explains the principles; the second is the plans for which consent is sought; and the third part is illustrative material which GH anticipated would be covered by conditions; to give the Planning Authority the necessary controls and GH the necessary flexibility.
- 4.5.0 A separate "Conservation Area and Listed Buildings Report" describes the five groups of buildings, nine buildings in all, that have already been designed in sufficient detail for full planning, listed building and conservation area consents. In accordance with the principles of variety and quality set out in the Masterplan Report, different firms of architects were appointed to develop these designs, working to design briefs set by the masterplanning team.
- 4.6.0 The "Environmental Statement" covers economic, transport, environmental and construction assessments.
- 4.7.0 The Economic Assessment by Drivers Jonas concludes that there will be sufficient comparison goods expenditure to support the PSDA Development as a result of forecast growth in comparison expenditure in the catchment area and the increase in market share that will result from implementation of the Masterplan.
- 4.8.0 Drivers Jonas estimate that Liverpool City Centre's share of town centre comparison goods expenditure will increase from 17% to 24%.