

EAST AREA

The site is currently occupied by two reasonably substantial houses which have been subdivided into flats at some point in the past and a coach house. The commands an elevated position with excellent views across the River Mersey.

The site is currently bounded by a mixture of sandstone and brick walls in varying conditions. Soft landscaping is minimal. There is an area of public open space to the east of the site at the junction of Warrington Street and Church Road.

Principle of Development

The site is within an area designated as Primarily Residential within the Council's adopted Unitary Development Plan (UDP) and is subject to Policy HS4, criteria for New Housing Development.

It is also within the Northwest Metropolitan Area as defined by policy SD1 in the Regional Spatial Strategy (RSS). The Regional Spatial Strategy for the North West is part of the development plan for Wirral under the terms of Section 38 of the Planning and Compulsory Purchase Act 2004 and should be used in conjunction with the UDP policies. Policies DP1 and UR6 of RSS are also of relevance. National Planning Policy in PPS1 and PPG3, is also a material consideration. The application site is located at the edge of the Church Road Master Plan Area.

It is accepted that the application proposal is within the Primarily Residential Area in the adopted UDP and therefore, residential development is, in principle acceptable. However, Policy URN1 of the adopted UDP states that the LPA will be concerned to ensure that: (i) 'Full and effective use is made of land within the urban areas'.

The site is within the North West Metropolitan Area [NWMA] as defined in Policy SD1 of RPG13, within which a significant proportion of development and urban renaissance resources are to be focused. This has been given further expression by the Government's commitment of Housing Market Renewal Initiative funding with the aim of restructuring housing markets. Whilst the application site is at the edge of the Church Road HMRI Area, the re-development of a Brownfield site through private sector investment is to be supported in the wider context of this urban renaissance.

Whilst Policy DP1 of RPG13 sets out a sequential approach, including the re-use or conversion of empty buildings, this is qualified by the need to take account of local circumstances and the need for the effective use of existing buildings and infrastructure. In the context of the application proposal, the local circumstances are the proximity of the site to the HMRI area and the Masterplan's identification of the sites in Warrington Street and Church Road as requiring comprehensive redevelopment.

Policy UR6 of RPG13 echoes the need for an understanding of local housing markets, in order to adopt a concerted and comprehensive approach to influencing housing supply across all tenures and values, in the interests of improving the quality of the Region's housing stock. Policy UR6 specifically lists the HMRI Districts, including Wirral, and refers to a comprehensive approach to housing renewal, clearance and urban regeneration. Local Authorities should 'consider designating substantial local areas for comprehensive regeneration, possibly including demolition and clearance, as part of a broader course of action to regenerate local communities...'

One of the Government's main objectives in PPG3 is that 'there should be greater choice of housing and that this should not reinforce social distinctions.' The Masterplan has evolved with full community involvement, a key principle of PPS1, to produce a vision for improving the quality of one of the most socially and economically deprived areas of Wirral. The redevelopment of this site would assist in the wider aim of restructuring the local housing market and/or meet housing need. The area is characterised by a large private rented sector and this proposal would assist the overall aim of the HMRI strategy to reduce this type of tenure in the area. The size and type of the units proposed, being a mix of two and three bed apartments and houses, would help to improve the choice for existing and/or new residents and

EAST AREA

regenerate and revitalise the area.

Design and Layout Considerations

The proposed development has evolved over a period of time following a series of consultation events with key stakeholders. These included members of the local community and relevant officers from Wirral Borough Council.

This consultation process directly contributed to the development of the overall design and is considered to result in a robust scheme which will aid regeneration in the wider Tranmere area.

The accommodation is split between three blocks containing 32 apartments and 4 town houses.

The apartment blocks are designed to provide four units accessed from a central circulation core at each floor up to the top floor which in each block contains two penthouses. Scale and Massing have been designed to be sympathetic to the surrounding buildings with the apartment blocks arranged along Holt Hill starting at three front and four rear storeys adjacent to no.109 Holt Hill, rising to four front and five rear storeys at the junction of Holt Hill and Warrington Street. This change in scale is considered to help emphasise the corner plot and provide a landmark that becomes a gateway to the Church Road area.

The buildings return to a more domestic scale along Warrington Street with the introduction of a short terrace of four contemporary town houses. This housing orientated towards family tenure and the use of a terrace style is a clear reference to the surrounding existing streetscene.

The proposed development is designed to provide an edge to the key boundaries which in turn provide a visually discreet courtyard that contains car parking and private amenity space for the apartments. This courtyard is accessed via secure automatic gates and is overlooked in terms of natural surveillance by both the apartments and town houses.

Highway Safety and Car Parking

In terms of access and services, the Highway maintenance division and the traffic management division raised no objection to the proposal and felt that the provision proposed was adequate to cater for the development in question subject to the following requirement:

Given the width of Warrington Street (where the main entrance to the site is proposed) and the potential problems that any overspill of parking may cause at this location, It is recommended that a sum of money be put aside to enable the processing of an appropriate traffic regulation order to combat any overspill of parking should the Director consider it necessary within the first twelve months of occupation of the site and for this money to otherwise be used for further improvements to sustainable transport facilities at the discretion of the Director in the area if a traffic regulation order proves not to be necessary. This could be achieved by a Section 278 order and I would suggest a sum of £1750, which would allow for investigation, consultation, legal processes, etc and subsequent introduction on site.

In addition, a road hump on Warrington Street at the access into the site will require repositioning (in order that vehicle may easily negotiate the access) at no expense to the Council, this could be achieved also with a S.278 order.

A condition to provide cycle parking at one space per dwelling, details to be submitted and approved in writing prior to commencement of construction.

Summary of Decision:

The proposal accords with the principles and policies set out in Policy URN1 of the Wirral Unitary Development Plan, Policy DP1 of RSS and Policy UR6 of RSS and would assist with the comprehensive redevelopment and regeneration of the area in accordance with the Church Road, Tranmere Masterplan.

Recommendation:

Approve

EAST AREA

Condition(s):

- 1 Full planning permission: standard commencement date. (C03A)
- 2 samples of the materials to be submitted and approved prior to commencement (C59B)
- 3 Cycle parking scheme to be submitted and completed prior to occupation (C61L)
- 4 Floodlighting details to be submitted and agreed before use. (C63A)
- 5 Detailed landscaping scheme to be agreed prior to commencement (C71A)
- 6 Replacement of diseased planting for a period of 5 years from completion. (C71G)
- 7 Landscaping works to be carried out in accordance with the approved details as set out in Condition 5. (C71J)
- 8 Remove permitted development for gates, walls and fences (C57A)
- 9 Remove permitted development for all extensions. (C57C)

Reason for conditions

- 1 Standard (CR86)
- 2 In the interests of visual amenity. Policy EM6 or HS4 of the UDP (CR66)
- 3 To promote more sustainable forms of transport. Policy TR12 of the UDP (CR69)
- 4 To ensure satisfactory floodlighting and to protect local amenity. PolicyHS4 of the UDP (CR74).
- 5 In the interests of the visual amenities of the area. Policy GR5 of the UDP (CR79)
- 6 In the interests of the visual amenities of the area. Policy GR5 of the UDP (CR79)
- 7 In the interests of the visual amenities of the area. Policy GR5 of the UDP (CR79)
- 8 To maintain the character of the area. Policy HS4 of the UDP (CR60)
- 9 To maintain the character of the area. Policy HS4 of the UDP (CR61)

Last Comments By: 12 October 2006

56 Day Expires On: 17 November 2006