

McCARTHY STONE
Life, well lived

Planning and Affordable Housing Statement (inc. Statement of Community Involvement)

St Chad's Drive, Kirkby



London



Harrogate



Bristol



Newcastle

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1. Introduction

- 1.1. This Planning and Housing Statement has been prepared by Planning Potential on behalf of McCarthy Stone Retirement Lifestyle Ltd (McCarthy Stone hereafter) (the Applicant). The application seeks full planning permission for the erection of a 53 no. apartment retirement living development (Use Class C3), landscaping, car parking and all associated works on land at St Chad's Drive, Kirkby.
- 1.2. McCarthy Stone is the UK's leading developer and manager of retirement communities. Since 2010 they have opened over 500 developments and today support more than 22,500 older people. In each location, they remain as the landlord and managing agent, providing lifestyle services to their homeowners.
- 1.3. Kirkby is located in the north of the borough and with a population of 41,200 is the second largest settlement in Knowsley. Kirkby is one of the three town centres across Knowsley and the planned regeneration of the centre will enhance its role and performance in the borough.
- 1.4. The town centre is designated as a Principal Regeneration Area in the Core Strategy. Policy CS10 supports the comprehensive regeneration of the centre to enhance its viability and vitality encouraging a wider range of town centre uses, including residential. The application site comprises brownfield land within a highly accessible and sustainable location in the town centre. This will maximise the use of existing infrastructure and resources to delivery new homes and jobs to encourage footfall to other facilities to be located close to the site.
- 1.5. The Council also hold an aspiration of delivering specialist accommodation for the elderly (see Core Strategy policy CS16) which can be achieved by the development proposals, which will benefit from excellent access to a range of retail services and other complementary facilities, supported by access to open spaces and public transport infrastructure which help support independent and healthy lifestyles.
- 1.6. McCarthy Stone have proactively engaged with the Council, elected members as well as the local community and will continue to do so during the course of the planning application process.
- 1.7. The proposed four-storey retirement living development takes the form of an 'L' shape building, with its longest elevation dissecting the site east to west and the short elevation running along the eastern boundary of the site. The residential garden/ courtyard area is framed by the building, with car parking towards the northern boundary of the site, accessed via the existing access/ egress from St Chad's Drive.
- 1.8. Located in a highly accessible and sustainable location within the urban fabric of Kirkby, the introduction of a nationally recognised and award-winning retirement living provider will secure the long-term productive use of a brownfield site and make a valuable contribution to the local economy. It could also serve to attract further inward investment into the town and represents a much-needed vote of confidence in the regeneration of the town centre.
- 1.9. This Statement details the proposals and demonstrates how the development accords with the latest national and local planning policy framework. It asserts the wider benefits of developing a brownfield site in a sustainable and accessible location to provide a specialist residential development for which a need is identified, without having any adverse impacts on relevant planning and material considerations.

2. Site Context and Planning History

Site Description

- 2.1. The site sits within the urban fabric of Kirkby town centre. Within the Core Strategy, Kirkby town centre is noted as being in need of significant intervention and investment to serve its local catchment and compete effectively with neighbouring centres (Policy CS10)
- 2.2. The site is made up of mixture of hardstanding, currently utilised as a Council operated temporary car park and an area of grass to the northeast, with mature hedgerows and trees bounding the site. The site is bound to the north by St Chad's Health Centre, a new purpose built 3 storey building and Kirkby Police, Community Fire and Ambulance Stations to the south. Beyond County Road (A5208) which forms the northeastern boundary of the site, is a dense pocket of residential properties. The southwestern boundary of the site is St Chad's Drive off which the site is accessed. Beyond St Chad's Drive is the remainder of Kirkby town centre.

Figure 1: Site Context



Source: BrightSpace (2023)

Figure 2: Site Photograph



Source: Planning Potential site visit (August 2023)

Context

- 2.3. As the site is located within Kirkby town centre, it is within walking/cycling distance of an array of local amenities and services. There is excellent pedestrian connectivity in the local area, presenting the opportunity to promote walking from the development site, particularly to the wider town centre. St Chad's Drive benefits from wide, well-maintained footpaths with dropped kerbs.
- 2.4. The site also benefits from being located close to local public transport links, offering an excellent opportunity to promote sustainable travel to and from the proposed development. The nearest bus stops are positioned approximately 200m south of the site along Webster-Drive, with both a westbound and an eastbound stop available. Further services to destinations such as Huyton and Tower Hill are available from additional bus stops located 350m north of the site along Hall Lane (A506). Kirkby bus station is also situated within walking distance of the site being located 450m west (6-minutes' walk) along Cherryfield Drive, where an array of bus services are accessible.
- 2.5. The site's lies on the fringe of Kirkby town centre, with the surrounding houses being built primarily from red brick with grey slate roofs to the east. To the south of the site is the Kirkby Police and Fire Stations, two 1960's red brick buildings with horizontal and vertical white banding features. The bordering police station is three storeys, with refurbished white UPVC windows along the façade separated by concrete infill panels between the floors. To the north is the St Chad's NHS Health Centre, a three storey unit with white render facade and a dark brick base, contrasted with a grey sheet cladding on the trapezoid projection. This analysis of the surrounding area and existing context is detailed fully in the Design and Access Statement by BrightSpace, and informed the proposed building.
- 2.6. The site is not in a conservation area and there are no listed buildings near the site. The site is in a Flood Zone 1 area.

Planning History

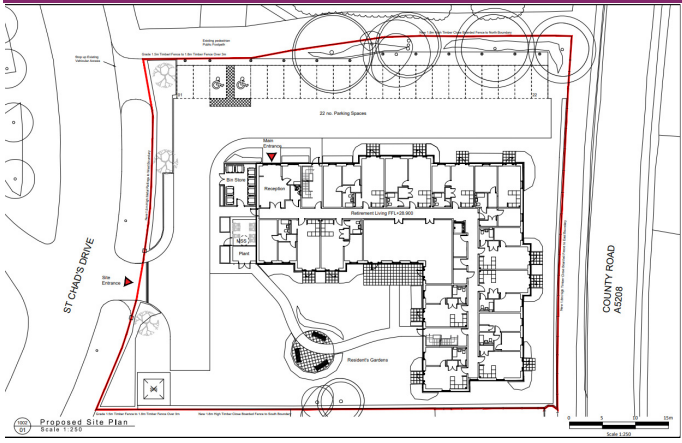
- 2.7. The most recent/relevant planning permission to the site is associated with the demolition of the former office blocks and transition into a council operated car parking facility (LPA ref. 18/00577/KMBC1). Further permission was granted to replace the paving arrangement with hardstanding in 2019 (LPA ref. 19/00395/FUL).

- 2.8. Historically, the site formed part of the wider outline application associated to the scheme of regeneration across the town centre (LPA ref. 10/00505/OUT) and sits to the adjacent south of the recently erected St. Chad's Centre NHS facility (LPA ref. 11/00129/FUL).
- 2.9. None of the applications cited above are of detriment to the progression of development on this site.

3. Proposed Development

- 3.1. This planning application seeks full permission for the erection of a 53no. apartment retirement living development (Use Class C3), landscaping, car parking and all associated works on land at St Chad’s Drive, Kirkby.
- 3.2. The proposed site layout and CGI are shown below.

Figure 3: Site Layout



Source: BrightSpace Architects

Figure 4: CGI



Source: BrightSpace Architects

- 3.3. The proposals have been developed following a detailed review and assessment of the site-specific considerations.
- 3.4. The McCarthy Stone model delivers 53 no. of high quality, low maintenance private apartments with functional requirements to ensure ease of movement throughout the development. McCarthy Stone have taken on-board expert advice from independent consultants on-site specific considerations including ground conditions, ecology, landscaping, highways, flooding and drainage.
- 3.5. The proposed development will comprise 53 self-contained apartments, with a mix of 37 no. 2-bed apartments and 16 no. 1-bed apartments spread across three floors with a flat roof. There will be a total of 22 on-site parking spaces including 2 disabled spaces.
- 3.6. The table below sets out the proposed floorspace breakdown:

Table 3.1

1-bedroom apartments	16
2-bedroom apartments	37
GIA Ground Floor	859.9 sqm
GEA Ground Floor	925.8 sqm
GEA Total	3703.2 sqm

Source: BrightSpace

- 3.7. Full details of the application proposals are set out in the Design and Access Statement prepared by BrightSpace architects. However, these can be summarised as below.

Layout & Access

- 3.8. The layout of the development has been dictated by the existing site constraints and McCarthy Stone’s business model which requires a ‘L’ shaped building with a sheltered courtyard/ garden with direct access from the entrance and communal lounge. The visual impact of the building has also ensured the proposal sits comfortably within the street scene and massing of the existing context.
- 3.9. The long elevation of the proposed L-shaped building faces the health centre, while the short leg faces County Road. The site vehicular entrance has been kept in its existing location along St Chad’s Drive but has been narrowed to 5.5m in width providing suitable visibility splay in both directions. The landscape design, fence treatment and planting of new trees to the Westen side facing St Chad’s drive will soften the development and associated parking area from the public highway.

Scale & Massing

- 3.10. The scale of the proposed building has been carefully considered to respond to the local context and the character of the wider area. The site is located at the heart of the town of Kirkby, surrounding by a variety of typical town centre uses. The police station to the south of the site, and the NHS health centre to the north of the site, are three storeys high. However, the mass and height of the proposed four storey building are comparable with the adjacent buildings as illustrated in the submitted streetscape drawing. As such, the proposed height the building sits more comfortably within the surrounding area. The proposed flat roof minimizes the overall height of the building in its immediate context.
- 3.11. The existing street scene along St Chad's Drive is fragmented and lacks a consistent architectural language. The proposal aims to balance and enhance the street scene along this section of the road with a defined boundary treatment and landscaping to soften the frontage of the development.

Appearance

- 3.12. The appearance of the proposed building looks to provide a contemporary design approach whilst being respectful of the local surroundings. A detailed assessment of the local context of the site is provided in the Design and Access Statement provided by BrightSpace Architects.
- 3.13. The development will use Modern Methods of Construction requiring a uniform building line throughout the apartments.
- 3.14. The primary materials for the building include two red bricks with feature infill panels and headers to add architectural interest to the façades. The language is simple but contemporary and clean. Materials are durable and low maintenance to help with the aesthetic of the building in the long term.

Landscape

- 3.15. A Landscape Masterplan prepared by FDA Landscape provides detail on the proposed landscaped areas. It has been developed to create an attractive garden setting for the residents whilst enhancing the biodiversity of the site with a palette of native species and wildlife attracting plants. Specimen trees are also included to provide year-round seasonal interest.
- 3.16. The comprehensive planting scheme breaks up the area of development, softens its appearance from St Chad's Drive and boosts the boundary treatments between the development and the surrounding uses, instilling a sense of arrival at the entrance and generally adds to the overall scheme's attractiveness.

Parking and Refuse

- 3.17. The proposed development will provide 22 spaces (including two disabled spaces). In line with the recently adopted requirements for Electric Vehicle (EV) charging points within Part S of the Building Regulations, active 7.2kW dual charging stations will be provided, ensuring a charging point to every parking space. A mobility buggy store is also provided on site.
- 3.18. The communal refuse store is proposed close to the site's entrance for ease of access. There is an allocation of 10 accessible 1100L euro-bins, providing six recycling bins and four general waste bins and four 240l organic waste bins. The Design and Access Statement demonstrates that an appropriately sized refuse vehicle is able to enter the site and exit the site safely.

Security

- 3.19. The site will provide a good level of natural surveillance with apartments facing the private amenity spaces and site entrance to/ from St Chad's Drive. The north, east and southern boundaries will have a new 1.8m high close boarded fence, whilst the eastern boundary will have a 1.5m high bow top metal railing fence.

Planning Conditions

- 3.20. It is intended that planning conditions will be discussed with the Council to control those matters that cannot be agreed ahead of determination of the application. It is necessary that the wording of all appropriate pre-commencement conditions will be agreed upon with Officers prior to the determination of the application.

Planning Obligations - S106 Terms

- 3.21. It is not anticipated that any planning obligations will be required to make the development acceptable in planning terms. Any obligations that are sought or proposed must satisfy the statutory tests that are set out in the Community Infrastructure Regulations 2010 (as amended) and Paragraph 57 of the NPPF.

4. Business Operator Model

Later Living with McCarthy Stone

- 4.1. McCarthy Stone is the UK's leading developer and manager of retirement communities. Since 2010 they have opened over 500 developments and today support more than 22,500 older people. They have over 40 years' experience in providing independent retirement apartments that are a serious alternative to remaining in the family home or moving into residential care. In each location, McCarthy Stone remain as the landlord and managing agent, providing lifestyle services to our residents. McCarthy Stone schemes consist of 1no.- and 2no.- bedroom apartments within a single development with accompanying communal facilities, which, where appropriate, can include, a resident's lounge, guest suite and house manager's office.
- 4.2. Retirement housing makes an enormous difference to the lives of older people across the country. The proposition helps residents stay happier and healthier for longer, enabling them to maintain their independence, find a community and make new friendships. The proposition combines the best features of your own home with the ability to engage with a like-minded community and have care and support on hand when required. It also unlocks the housing market by releasing larger homes at the top of the ladder. whilst promoting a healthier lifestyle easing pressure on public health and care services.
- 4.3. Despite this, millions of older people are currently unable to move from their existing homes into something better suited to their evolving needs because demand outstrips supply. At present, c.7,000 new retirement housing units are delivered annually, compared with demand for 30,000. The UK is facing a housing crisis and given our ageing population, more and more older people are acutely affected. The 2021 Census data has shown that 18.6% of the UK population is now over 65, compared to 16.4% in 2011. This is a population of nearly 13 million older people that is expected to grow by a further five million in the next 20 years.

A new model of Retirement Living

- 4.4. There is an acute shortage of specialist accommodation in the UK that meets the needs of our ageing population.
- 4.5. McCarthy Stone is seeking to improve the affordability, flexibility and choice of later living accommodation, recognising that there has been an inequality of provision that has led to many in the UK regarding specialist later living housing options as being unsuitable for their needs, or too expensive. Through the current strategy, McCarthy Stone are seeking opportunities to bring forward later living developments in areas of the country that have previously been unviable but where an identified need exists, so more people can access the benefits of this form of living in the most sustainable and accessible locations.
- 4.6. McCarthy Stone have developed a new development concept exclusively to appeal to people over the age of 60 who reside in an average priced home between £150k-£250k, for whom traditional retirement living developments are not a viable alternative. At present, 2.3 million older people live in a home valued between these levels across the UK. This represents the most populated £100k price band on the existing house price spectrum. As a consequence, McCarthy Stone are delighted to promote this new development in Kirkby intended to cater for the middle market.
- 4.7. This development proposal will offer low maintenance private apartments (Use Class C3), tailored to meet the needs and preferences of the local housing market and delivered to ensure affordability is maximised.
- 4.8. The McCarthy Stone build will also use Modern Methods of Construction ('MMC'). There are numerous benefits of MMC, including:
 - A shorter construction programme 20%-24% faster than traditional building methods.
 - Build accuracy of up to 1mm per structural storey height, which improves thermal efficiency and air tightness.
 - Reduced carbon footprint, with a considerable reduction in production of onsite waste material, and up to 20% reduction in embodied carbon in building fabric.
- 4.9. To unlock a lower than local market value price for future homeowners, the concept requires adherence to an optimum building design, which is presented as a 4 story 'L' shaped building, delivering 53 apartments. The footprint enables efficiencies to be made within the initial design phase and the wider supply chain during construction which enables the benefit to be passed to the homeowner. However, this reduces the ability for McCarthy Stone to promote schemes which substantially deviate from the building format. For example, the design utilises a flat roof, which enables PV solar panels to be installed and will be used to provide energy to communal areas and therefore, reducing running costs for homeowners.

- 4.10. Older persons accommodation is widely recognised as being more expensive than typical apartment buildings. This is due to a range of reasons such as:
- Additional communal areas (lounges and gardens) to support the needs of older people and to reduce loneliness
 - Use of lifts and adherence to standards of level access to the building
 - Installation of sprinkler systems to protect homeowners in the event of fire
- 4.11. It is for the above reasons that a departure from the building format is particularly vulnerable to cost fluctuation. This is counterproductive to the principle of offering an affordable form of senior living and as such, the proposal requires optimum efficiencies to be extracted from the initial design.
- 4.12. This is a proposal that offers provision of a form of accommodation for which there is a considerable need, and which has several well documented advantages including reducing demand on the healthcare system and freeing up larger properties in the housing chains. McCarthy Stone have created this development concept to target a level of affordability that is an under-supplied sector of the market, and for which there has been no substantial supply of stock. Whilst the constraints of the concept mean it is not capable of significant design adaptation, it will be delivered using cutting-edge construction methodology recognising the associated resource and environmental benefits that this brings.

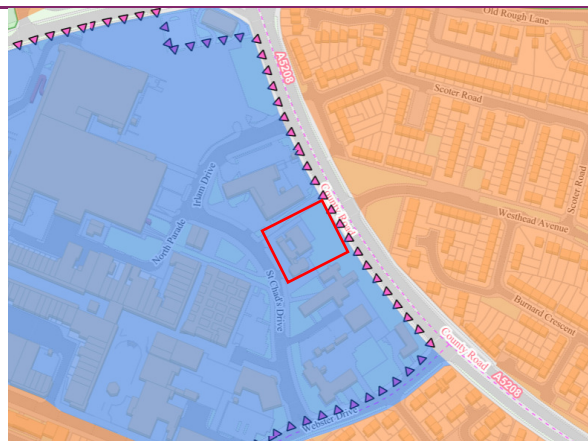
5. Planning Policy Context

- 5.1. Section 38(6) of the Planning and Compulsory Purchase Act (2004) states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.2. The Development Plan for Knowsley comprises the Knowsley Local Plan Core Strategy (January 2016), The Knowsley Replacement Unitary Development Plan (June 2006), Local Plan Policies Map and The Merseyside and Halton Joint Waste Local Plan (July 2013). In January 2022, Officers reviewed the Local Plan and concluded that there is no need to update any of its policies.

Local Planning Policy

- 5.3. The site is unallocated on the Local Plan Policies Map, therefore the proposed development is not contrary to the Development Plan. The site sits within Kirkby town centre, within a mixed-use area lying between St Chad's Drive and County Road. As such the site is highly visible from the town centre to the west and residential areas to the east.

Figure 5.1: Policies Map



Source: Knowsley Council Local Plan

Local Plan Core Strategy (January 2016)

- 5.4. Policies applicable to the proposal are set out below:

- **SD1 - Sustainable development** - Reflects the presumption of sustainable development, as per the NPPF. Development should improve economic, social and environmental aspects where possible.
- **CS1 – Spatial Strategy for Knowsley** - Sets out the overall strategy for spatial development for Knowsley, including directing development to existing urban areas, particularly areas in need of regeneration and re-balancing the housing stock by providing a wide choice of new market housing and supportive services/facilities.
- **CS2 - Development Principles** – Sets out 5 development principles to achieve sustainable development, including the promotion of sustainable economic development that considers meeting housing needs and provides opportunities for positive lifestyle choices and health improvement for all ages.
- **CS3 - Housing Supply, Delivery and Distribution** – Supports the provision of 8,100 new dwellings by 2028, with an annual rate of 450 dwellings (minimum net figure). 16% of this target are to be distributed in Kirkby.
- **CS7 - Transport Networks** – Requires development to prioritise accessibility and sustainable modes of transport. Where deficiencies are present, developer contributions can be made. Schemes are also required to comply with the cycle, car, disabled and service vehicle parking standards.
- **CS8 - Green Infrastructure** – Supports new development incorporating green infrastructure.
- **CS10 – Principal Regeneration Area- Kirkby Town Centre-** Supports the comprehensive regeneration of Kirkby town centre to enhance its viability and vitality.

- **CS15 - Delivering Affordable Housing** – Developments of 15 dwellings or more are to make a minimum provision of 10% affordable housing within the current urban area. A lower proportion of affordable housing will only be permitted where it is clearly demonstrated that affordable housing provision would render the development not economically viable.
- **CS16 – Specialist and Supported Accommodation** - Supports new specialist and supported housing to make better use of the existing house stock and meet changing needs. Developments should be located near to highways and public transport links, are accessible to all abilities, align residential facilities with health and social care services and are well-designed and attractive schemes, in compliance with Policy CS19 and takes account of potential occupiers.
- **CS17 - Housing Sizes and Design Standards** – Developments of 15 dwellings or more, must demonstrate how the scheme contributes to the re-balancing of Knowsley's housing market and comply with relevant design standards.
- **CS19 - Design quality and accessibility in new development** - Encourages locally distinctive accessible developments, that maintain a good standard of amenity and address challenges associated with climate change.
- **CS21 - Greenspaces and Trees** – the Council support development that include appropriate planting of trees, other soft landscaping and installation of habitat features for the benefit of biodiversity; and include adequate replacement provision where tree loss is unavoidable, comprising two additional trees for every tree lost and taking account of species and size.
- **CS22 - Sustainable and Low Carbon Development** - New development is to meet high standards of sustainable design and construction and minimise carbon emissions.
- **CS24 - Managing Flood Risk** - New development that may cause an unacceptable risk of flooding on the site or elsewhere will not be permitted.
- **CS26 - Waste Management** - Promotes sustainable forms of waste management in accordance with the waste hierarchy.
- **CS27 – Planning for and Paying for New Infrastructure** - New development will be required to mitigate any negative impacts of the development.

Replacement Unitary Development Plan (June 2006)

- **DQ2 – Security in the Built Environment** - New development should be designed to provide good levels of personal and property security.
- **DQ3 – Gateway Sites and Corridors**- New development proposals which are within or adjacent to, or visible from, prominent road and rail routes within Knowsley should seek to enhance the visual appearance of the route.
- **DQ4 - Trees and Development** - New development should include appropriate planting of trees or other soft landscaping as an integral part of the development.
- **ENV2 - Noise and Vibration** – Development that will either cause or be affected by unacceptable noise or vibration levels will not be permitted.
- **ENV5 - Contaminated Land** – Requires contaminated land to be appropriately remediated during construction.
- **T5 - Location of Major Traffic Generating New Development** – Supports major developments located within safe and convenient walking distance of public transport facilities.
- **T7 - New Development and Walking & Cycling Route** – Promotes the preservation and where possible enhancement of the walking & cycling network.
- **T8 - Transport Assessments** – Requires a Transport Assessment/Statement for proposals impacting on the highway network.
- **T9 - Travel Plans** – Submission of a travel plan will be required when significant amounts of vehicular traffic is generated in or near to Air Quality Management Areas or when development exacerbates an existing traffic problem in the surrounding area.
- **T10 - Access for the Less Mobile** – Requires adequate access for the less mobile or those who have sensory impairments, and shall have adequate adaptability to meet lifetime design standards for homes and inclusive design standards for all other buildings and shall also be in accordance with the principles of the Disability Discrimination Act 1995 and its successors.

Merseyside and Halton Waste Local Plan (2013)

- **WM8 - Waste Prevention and Resource Management**- Requires development to ensure the efficient use of resources.
- **WM9 - Sustainable Waste Management Design and Layout for New Development** – Requires new developments to facilitate the access and collection and storage of waste and recyclable materials.

Supplementary Planning Documents (SPDs)

5.5. In addition to the adopted development plan, a range of adopted SPDs expand on the policies set in the Core Strategy and UDP, offering further guidance into the implementation and delivery of these directives. Relevant SPDs are discussed below:

- Town Centre Uses SPD
- Ensuring a Choice of Travel SPD
- Design Quality in New Development SPD
- Developer Contributions SPD
- Trees and Development SPD
- Adding Social Value to Development: Employment and Skills SPD
- Amended New Residential Development SPD

Other relevant Local Considerations

- 5.6. Knowsley Council Strategic Housing Land Availability Assessment 2023 Update identifies the Former St Chad's Clinic, Kirkby (Site Ref. K0702) as suitable, available, achievable and deliverable for in the region of 50 dwellings. Consequently, there are no planning policy or known physical constraints that would make the site unsuitable for housing. The SHLAA Update also confirms the Council's five-year supply position, demonstrating a 6.57 years' supply of deliverable housing land.
- 5.7. The Knowsley Housing Needs Assessment (July 2021) provides an assessment of Knowsley's housing market and its housing needs. The study notes the need to increase and diversify the supply of specialist housing for older people. Given the ageing of the population, the need for specialist older person accommodation is expected to increase. Based on population projections to 2036, there is an additional need for 1,022 additional units of specialist older persons' accommodation (Table 4.4).

National Planning Policy Framework (NPPF) (July 2021)

- 5.8. The NPPF sets out the government's planning policies and how these are expected to be applied. Planning law requires an application to be determined in accordance with the development plan unless material considerations indicate otherwise. Paragraph 2 of the NPPF notes that it (the NPPF) is a material consideration in planning decisions.
- 5.9. Paragraph 8 establishes three dimensions to sustainable development: economic, social and environmental.
- 5.10. Paragraph 9 requires planning policies and decisions to play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area.
- 5.11. Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development, including approving development proposals that accord with an up-to-date development plan without delay.
- 5.12. Paragraph 38 states that 'local planning authorities should approach decisions on proposed development in a positive and creative way' and encourages working proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area.
- 5.13. Paragraph 39 identifies early engagement as having the potential to improve the efficiency and effectiveness of the planning application, securing improved outcomes for the community.
- 5.14. Section 5 concerns itself with the delivery of a sufficient supply of homes. Paragraph 60 asserts the importance that the supply of homes meets the needs of groups with specific housing requirements. Paragraph 62 confirms the size, type and tenure of homes needs to meet the need of different group in the community including older people.

- 5.15. Paragraph 119 advocate's the effective use of land in meeting the need for homes and other uses and emphasises the use of as much previously developed or 'brownfield' land as possible.
- 5.16. Paragraph 124 supports development that makes efficient use of land, taking into account:
- a) the identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it;
 - b) local market conditions and viability;
 - c) the availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;
 - d) the desirability of maintaining an area's prevailing character and setting (including residential gardens), or of promoting regeneration and change; and
 - e) the importance of securing well-designed, attractive and healthy places.
- 5.17. Paragraph 126 promotes the creation of high quality, beautiful and sustainable buildings and places.

Planning Practice Guidance (PPG) 'Housing for older and disabled people'

- 5.18. The PPG recognises a critical need to provide housing for older people. People are living longer and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million. Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities, and help reduce costs to the social care and health systems¹.
- 5.19. Guidance recognises four [main] different types of specialist housing for older people:
- Age-restricted general market housing
 - Retirement living or sheltered housing
 - Extra care housing or housing-with-care
 - Residential care homes and nursing homes
- 5.20. Relevant to proposals at Kirkby is *Retirement living*. The guidance recognises that this type of housing usually consists of purpose-built flats or bungalows with limited communal facilities such as a lounge, laundry room and guest room. It does not generally provide care services but provides some support to enable residents to live independently.

¹ PPG Paragraph: 001 Reference ID: 63-001-20190626

6. Community Engagement (SCI)

- 6.1. Consultation is core to the planning process. It allows local communities to view and comment on proposals and for applicants to consider this feedback as they develop their schemes.
- 6.2. The consultation programme was comprehensive and devised in accordance with Knowsley Council's Statement of Community Involvement (June 2023). The programme ensured that McCarthy Stone proactively engaged with elected members as well as local residents living in close proximity to the site.
- 6.3. A leaflet profiling the plans was issued to 346 households within close proximity to the site. It provided key details of the proposals, including a plan and generated image of the proposed site.
- 6.4. The leaflet was also issued to the three ward councillors that represent both the Northwood ward and Whitefield ward. Supportive comments were received.
- 6.5. All newsletters contained a contact telephone number and email address, should the recipient require any further information or wanted to speak to a member of the project team during the consultation process. This opportunity will remain post submission.
- 6.6. A dedicated project website was also set up - kirby.mccarthystoneconsultation.uk - this included indicative plans and more information on the scheme.

Response

- 6.7. On the whole, the overall response was positive with many of the comments focusing on the need for this type of accommodation as well as the opportunity to redevelopment an underutilised site.
- 6.8. Eight feedback forms were received, and the following points were raised:

Comment	Address
"I think it will be a wonderful scheme for the whole community."	Webster Drive
"Kirkby needs more places like this."	Rye Hey Road
"Why not build something for children and adults with special needs so they can feel safe, live independently and try to have a more normal life."	Kelday Close

- 6.9. A robust and transparent consultation programme was undertaken which indicates a good level of support for the proposals. The low response rate gives a clear indication of how the community feels about the proposals, with the community expressing very little concern.
- 6.10. Consultation is an ongoing process and dialogue will continue with both local and elected stakeholders as well as the Council throughout the period up to determination. All feedback will be relayed to the project team.
- 6.11. Given the interest displayed by residents and stakeholders in the proposals, McCarthy Stone will seek to ensure that information continually flows through existing channels to interested parties.
- 6.12. The project's information line number and email address will still be available throughout the course of the planning process for those that require further information or to discuss the proposals in more detail.
- 6.13. It is considered that the consultation exercise has been thorough and has targeted all households within a reasonable catchment of the site.
- 6.14. The consultation has been designed to meet national guidance as set out on the NPPF and Localism Act as well as in accordance with Knowsley Council's Statement of Community Involvement.

7. Planning Assessment

- 7.1. Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 (PCPA) and Section 70(2) of the Town and Country Planning Act 1990 (TCPA), applications are to be determined in accordance with the Development Plan, unless material considerations indicate otherwise.
- 7.2. This section considers whether the proposal accords with the tests set out in the Development Plan and whether the material benefits of the development would demonstrably outweigh any conflicts.
- 7.3. Paragraph 11 of the NPPF sets out the Government's commitment to the presumption in favour of sustainable development. Paragraph 11c clearly states development proposals that accord with an up-to-date Development Plan should be approved without delay. As such, the starting position in assessing whether the principle of development is acceptable is its accordance with the policies set out in the Development Plan.
- 7.4. This section considers whether the proposal accords with the tests set out in the Development Plan and whether the material benefits of the development would demonstrably outweigh any conflicts.

Principle of Development

- 7.5. The application site comprises previously developed land within the urban fabric of Kirkby, bound by existing development to the north and south and the existing road network to the east and west. The redevelopment of such land is supported by the thrust of national and local policy with the NPPF encouraging LPAs to take a proactive role in bringing forward land that may be suitable for meeting development needs, particularly brownfield sites.
- 7.6. Paragraph 119 of the NPPF encourages the effective use of land to meet the need for homes and other uses. Paragraph 120(c) states that substantial weight should be afforded to the value of using suitable brownfield land within settlements for homes and other identified uses. Further, 120(d) states that decisions should promote and support the development of under-utilised land and buildings.
- 7.7. At the local level, Kirkby town centre is designated as a Principal Regeneration Area in the Core Strategy. Policy CS10 supports the comprehensive regeneration of the centre to enhance its viability and vitality encouraging a wider range of town centre uses, including residential. Clearly the principle of the proposed development complies with the vision set out in the Development Plan and national planning policy.

Loss of Car Park

- 7.8. The existing site is currently occupied by a Council operated temporary car park with 88 marked parking bays (3 Blue Badge holders) which is free to park in and allows for a maximum stay of 3 hours Monday – Saturday 0800 – 1700. Prior to this, the site was occupied by an office building until approval was granted in November 2018 for the demolition of the building to provide the temporary car park (ref: 18/00577/KMBC1). The temporary car park was required whilst Kirkby town centre was being redeveloped to provide a supermarket, retail units, petrol filling station, car parking and drive-thru restaurant (ref: 17/00559/FUL), which has since been completed. The car park was only ever intended to be a temporary facility and as such its loss is not critical to the functioning of the wider town centre.

Housing Need and Specialist Housing

- 7.9. The proposals for 53 no. retirement living apartments represents an efficient use of brownfield site, with a higher density generated by the apartments (compared to traditional dwellings) in a highly sustainable and accessible location in central Kirkby. It will contribute towards the Borough's housing stock and local community needs. This is therefore strongly in line with local and national policy objectives.
- 7.10. Chapter 5 'Delivering a sufficient supply of homes' of the National Planning Policy Framework (NPPF) states that the size, type and tenure of housing needs to cater for different groups in the community including older people. The PPG confirms it is important to plan the housing needs of older people in order to offer a better choice of accommodation to suit their changing needs to help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems. It recognises age-restricted general market housing as a specialist type of housing generally for people aged 55 and over and the active elderly. These often provide some shared amenities such as communal gardens but do not include support or care services.
- 7.11. Policy CS3 'Housing Supply, Delivery and Distribution' supports the provision of 8,100 new dwellings by 2028, with an annual rate of 450 dwellings (minimum net figure). Of these, 16% are to be distributed in Kirkby. In addition policy CS16 'Specialist and Supported

Accommodation' seeks to rectify the established shortage of housing which is available to meet the needs of those who require specialist accommodation and the development satisfy the requirements of new accommodation set out under part 2 of this policy.

- 7.12. The development promoted will form part of McCarthy Stone's brand-new product which offers low maintenance private apartments (Use Class C3), exclusive to people over 60. The model is part funded by Homes England and unlocks the sale of high-quality specialist accommodation at circa. 25% below the market value. It therefore provides a new mechanism to allow people to invest and live in specialist accommodation, who would otherwise not be able to own the more traditional private ownership model.
- 7.13. The application site is included in the Council's Strategic Housing Land Availability Assessment (2022 update) under site ref. K0702, for in the region of 50 apartments, and notes that there are no planning policy or known physical constraints that would make the site unsuitable for housing.
- 7.14. For the above reasons and under the presumption in favour of sustainable development, a pragmatic approach towards the development of this site for retirement living accommodation should be taken.

Affordable Housing

- 7.15. Chapter 5 of the NPPF requires local authorities to identify affordable housing need and set policies for meeting this need. Improving the delivering affordable homes is also a priority for Knowsley Council.
- 7.16. Adopted local policy CS15 'Delivering Affordable Housing' requires all residential development of 15 dwellings and above to provide an appropriate level of affordable housing provision, with 10% required on sites within the current urban area. A lower proportion of affordable housing is only permissible where it is clearly demonstrated that achieving provision at levels set out in the policy would render the development economically unviable.
- 7.17. Specific to the proposals for a McCarthy Stone retirement living development in Kirkby, the proposed strategy seeks the opportunities to bring the recognised and trusted later living format to a new catchment (Kirkby and the surrounding area) where an identified need exists but where it is unviable to support the provision of policy compliant affordable housing. To unlock the delivery of retirement living exclusive to people over 60 years of age, the application is an entirely private proposal, with the proposals following the Viability Tested Route.
- 7.18. The application is supported by a Financial Viability Assessment (FVA) prepared by Alder King and concludes there is no financial headroom available for planning obligations, after accounting for the anticipated gross sales receipts and all reasonable aspects of the outlay necessary.
- 7.19. There is an identified need for specialist retirement housing in the local area, evidenced with very few retirement developments in Kirkby and the wider authority area. Whilst viability is constrained because of the values in connection with the application site, McCarthy Stone is prepared, willing and able to commit to this site to deliver much need retirement housing to create a retirement living development supported by viability, which planning policy invites.
- 7.20. The delivery of 53. no of low maintenance, high quality, private apartments exclusive to people over 60 years of age directly addresses an unmet need in the local area by providing apartments for the local aging residents seeking to downsize into accommodation appropriate for their later years.
- 7.21. Overall, the delivery of the new purpose-built housing which maximises affordability is a considerable planning benefit, cognizant of the fact that the accompanying FVA also demonstrates the scheme is unviable if planning obligations are pursued to secure affordable housing through Planning Obligations.
- 7.22. Therefore, the development accords with Policy CS15 and CS27 of the Core Strategy.

Health

- 7.23. In accordance with Core Strategy Policy CS2 a Health Impact Assessment details the development's effects against relevant health indicators demonstrating the positive impacts and effects the retirement living facility will deliver in respect of health. The McCarthy Stone development provides for an identified need for an aging population, and in doing so, the retirement living development supports and fosters healthy and active lifestyles for people over 60 years of age. Therefore, fundamental in providing for and maintaining an enhancing a healthy community. Supporting the creation of healthy living environments and social interactions for an increasingly elderly population runs to the very heart of the proposals and the wider business model.

Does the proposal constitute sustainable development?

7.24. The purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 11 of the NPPF sets out support for the presumption in favour of sustainable development, which should run through all decision-making. In order to achieve sustainable development, the planning system has three overarching objectives, which are interdependent (paragraph 7 and 8):

Economic

7.25. Paragraph 8(a) details the 'economic objective' as the first overarching objective of the planning system. The proposed development would generate several economic benefits, including:

- Full and more-efficient use of an accessible brownfield site.
- The development and operation of retirement communities creates more local economic value and more local jobs than any other type of residential development².
- People living in a typical retirement development (45 units) typically generate £550,000 of spending per year, £347,000 of which is spent on the local high street, with nearly £225,000 of this new spending in the local authority area, directly contributing to supporting the local economy³.
- Building 30k retirement units a year, up from 7k currently and the level of supply needed, generates £2bn of additional economic activity every year across the country. This is £20bn over 10 years, roughly equivalent to 1% of current UK GDP over 10 years, focussed where it is most needed, on our high streets⁴.
- For just one retirement development of roughly 45 units, a local authority could expect to see benefits of 85 construction jobs for the duration of the build, as well as six permanent jobs and £13m in GVA over the lifetime of the development, as opposed to not developing a site⁵.
- McCarthy Stone also have a policy of local procurement where possible and practical.

Social

7.26. Paragraph 8b of the NPPF details the social objective over sustainable development and the development proposals will ensure:

- The provision of 53 retirement apartments to help meet the housing needs of the town.
- By providing alternative accommodation options for older people, and those with specialised needs, more family sized homes will be made available, helping to ensure that a sufficient number and range of homes are available to meet the needs of present and future generations⁶.
- Improved health outcomes for local older people, with the average 80-year-old feeling 10 years younger after moving into specialist retirement accommodation⁷.
- Each person in specialist retirement accommodation saves cc. £3,500 to the NHS and social services per year. Equating to fiscal savings of £2.1bn per year for the NHS and social services if 30,000 more retirement units are development a year for the next 10 years as the Government targets⁸.

² Silver Saviours for the High Street, Home for Later Living (February 2021)

³ Silver Saviours for the High Street, Home for Later Living (February 2021)

⁴ Silver Saviours for the High Street, Home for Later Living (February 2021)

⁵ Silver Saviours for the High Street, Home for Later Living (February 2021)

⁶ Chain Reaction, The positive impact of specialist retirement housing on the generational divide and first-time buyers, Homes for Later Living (August 2020)

⁷ Healthier and Happier, An analysis of the fiscal and wellbeing benefits of building more homes for later living, Homes for Later Living (September 2019)

⁸ Healthier and Happier, An analysis of the fiscal and wellbeing benefits of building more homes for later living, Homes for Later Living (September 2019)

- A reduction in social isolation amongst the elderly, with those who live in specialist retirement housing half as likely to feel lonely as those who do not.
- Development in sustainable location that is accessible by a range of sustainable transport modes. Local amenities such as supermarkets, restaurants and a leisure centre are within walking distance.
- The creation of a sheltered residents garden, and new open greenspaces, encouraging a bio-diversity improvement to the current land use.

Environmental

- 7.27. The final objective of achieving sustainable development is environmental.
- 7.28. As a brownfield site, it provides the opportunity to redevelop an underutilised site within an urban area, thus avoiding any negative environmental impacts from an alternative greenfield site.
- 7.29. The application is supported by a range of technical assessments considering the environmental effects of the development and conclude that the development would not result in unacceptable harm subject to appropriate mitigation. These are addressed below:

Highways and Parking

- 7.30. A Transport Statement and Travel Plan has been prepared by Paul Basham Associates in support of the application which outline the anticipated impacts of the development in relation to transportation and highways and reducing the need for private car/single occupancy vehicle trips through highlighting and promoting the use of more sustainable travel methods.
- 7.31. The site is located in a highly accessible area with several amenities (including Kirkby town centre) within walking distance of the site. This is supported by good pedestrian infrastructure including continuous footways and provision of various crossing points situated along St Chad's Drive. Additionally, there is an excellent opportunity to promote sustainable travel from the site with the nearby bus stops providing frequent services to nearby towns and facilities.
- 7.32. There are currently two existing vehicle access points to the site, with both positioned along St Chad's Drive approximately 40m apart. As part of the development, it is proposed that the northern access will be stopped, with the southern access utilised to serve the Retirement Living development. The southern access is currently in the form of a bellmouth measuring 6.0m wide, however, as part of the development proposals this will be narrowed to 5.5m. Pedestrian access will be provided on the northern side of the access via a continuation of the existing footway along the site frontage. This will be formed of a 1.5m wide footway continuing from the existing footway into the site. A 1.5m wide footway will also be provided along the perimeter of the building to provide access into the apartments. Therefore, sufficient pedestrian access will be provided.
- 7.33. As detailed in the submitted Transport Statement, a net traffic impact assessment has been completed to establish the estimated impact of the proposed development on the local road network. When compared to the exiting car park, the proposed development is expected to result in a significant reduction of vehicle trips.
- 7.34. The National Planning Policy Framework (NPPF) (September 2023) states in paragraph 111 that 'development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe'. As it is estimated that the trip rate generated by the proposed development will not have any significant impact on the operation and safety of the local highway and would in fact lead to the betterment of the road network, it is concluded that the proposed development is acceptable in relation to trip generation.
- 7.35. As such, the proposal would comply with Knowsley Local Plan Core Strategy policies CS19 'Design Quality and Accessibility in New Development' and CS7 'Transport Networks' and is considered that the development would not result in any significant adverse impacts on the highway network.

Layout and Design

- 7.36. Planning policy at both national (NPPF and PPG) and local level, most notably in local policy CS17 'Housing Sizes and Design Standards' and CS19 'Design Quality and Accessibility in New Development' and relevant Supplementary Planning Documents, expects the enhancement of local distinctiveness, identity, and accessibility.
- 7.37. Section 12 of the NPPF makes it clear that good design is a key aspect of sustainable development, helping to create better places in which to live and work and helps makes development acceptable to communities.

- 7.38. The McCarthy Stone retirement living development proposed for Huyton comprises a 'L'-shaped building across four floors with a flat roof. This model delivers functional requirements relating to ease of movement through the building with level accesses throughout. The design also employs modular methods of construction which deliver additional benefits through improved manufacturing and efficiency values compared to more traditional building methods.
- 7.39. The building is located towards the north and eastern boundaries of the site, with its longest elevation running along the site's northern boundary. The residential garden/ courtyard area is framed by the building to create a functional semi-private outdoor amenity space. Car parking lines the northern boundary of the site, accessed via the modified access/ egress from St Chad's Drive. This arrangement also helps to provide a southerly aspect and take advantage of solar gain.
- 7.40. The design of the building ensures a modern and crisp development whilst respecting the local character and setting the area. The design rationale responds deliberately and positively to this. A combination of red brick tones is proposed alongside the use of brick banding and panelling detail.
- 7.41. The height, scale and mass of the proposed development are explained in detail within the accompanying Design and Access Statement produced by BrightSpace Architects. However, it is important to note that the retirement living development is not over-bearing when compared to the neighbouring properties and is an attractive high-quality addition to street scene, of Kirkby town centre.
- 7.42. The overall design reflects the functionality of the building, but too responds to the local character and setting. It will complement the wider street scene without dominating or competing with the existing materials and colours used on surrounding developments.
- 7.43. The proposal provides an attractive sustainable development that integrates successfully with the existing and committed urban grain and is in line with national and local policy.

Amenity Open Space

- 7.44. The importance of public and private amenity space is highlighted through national and local policy, with policy CS21 requiring the provision of new, preferably on-site open space detailing the accessibility standards across a range of typologies.
- 7.45. The communal resident garden provides maintained green amenity space and is accessible to all resident via the main entrance and resident lounge, which is also complemented by a communal patio terrace. All ground floor flats benefit from a 3sqm private patio and upper floor apartments all have Juliet balconies which help maximise natural light and fresh air.
- 7.46. Beyond the application site itself, the retirement living facility is 0.3 miles from green open space accessed off Cherryfield Drive at Webster Park.

Ground Investigations

- 7.47. As required by policy ENV5, the application is supported by a Phase I & II Site Appraisals prepared by Patrick Parsons. The reports are based on the findings of the investigation, chemical analysis and geotechnical testing undertaken to date. Based on the ground conditions encountered in the site investigation and the further works identified, it is not considered that the proposed development will give rise to environmental hazards.

Flooding & Drainage

- 7.48. A flood risk assessment & drainage impact assessment strategy produced by GGP Consult accompanies the application.
- 7.49. In accordance with the NPPF flood risk vulnerability classification, the proposed development is classified as a 'more vulnerable development'. The site is entirely located within flood zone 1, as shown in the below Environment Agency flood risk map. This means the site has a less than 1:1000 annual probability of river and sea flooding.
- 7.50. As per table 3 of the NPPF, all developments with a 'more vulnerable' classification proposed within flood zone 1 are acceptable. Additionally, as shown in the below Environment Agency flood risk map, the entire site is at 'very low' risk of surface water flooding, meaning the site has a 0.1% annual probability of surface water flooding. Therefore, flood risk to the site is considered negligible and the proposal is deemed acceptable.
- 7.51. It is proposed that the surface water drainage system will be discharged to the ground through the form of 'Infiltration'. Therefore, foul water is to be discharged into an existing chamber within the site which GGP believe to be deemed as 'Foul' water. This is subject to further testing to clarify the use of this system prior to construction.

7.52. As such, the development complies with Policy CS22 and CS24 of the Core Strategy.

Ecology & Biodiversity

7.53. The Preliminary Ecological Appraisal, comprising an ecological desk study and a walkover survey (in accordance with Phase 1 Habitat Survey methodology) has been undertaken by Middlemarch to identify the features of ecological importance on site and provide a preliminary assessment of the potential impacts the proposed development could have on these features. The PEA includes a number of other recommendations (Section 7 of the PEA) to ensure compliance with wildlife legislation and relevant planning policy and to secure a net gain for biodiversity overall. These can be subject to condition or legal agreement as part of a future planning permission.

7.54. The Biodiversity Net Gain Assessment confirms that with all the proposed landscaping and tree planting a net gain of +45.07% in habitat units and +221.93% gain in hedgerow units is achieved. Therefore, the development exceeds the requirements of Core Strategy Policy CS8 'Green Infrastructure' which aims to minimise impacts on biodiversity, providing net gains where possible, with no target % stated.

Trees

7.55. Given the presence on trees bounding the site, a Preliminary Arboricultural Assessment and Arboricultural Impact Assessment has been prepared by Middlemarch. The site is not within a conservation area and none of the trees on or around the site are shown to be subject to a Tree Preservation Order (TPO). Ancient and Semi-Natural Woodland is not located within/adjacent to the site and land upon the site is not listed on the Priority Habitat Inventory - Deciduous Woodland (England).

7.56. Local Policy CS21 'Greenspaces and Trees', DQ4 'Trees and Development' and paragraph 131 of the NPPF makes clear the important contribution made by trees to the character and quality of built environments. Trees help to mitigate and adapt to climate change. The application proposals are respectful of the benefits trees provide and have been developed to ensure the retention of trees and the incorporation of new trees within the layout.

7.57. The Report confirms that what few trees and hedgerows that are on the site are of low quality and value. The proposed development of the site is unlikely to significantly impact the visual amenity of the local area as a result of the proposed hedgerow removal. Whilst some works are to be undertaken within the RPAs of retained trees, the nature of those works are such that they can be completed without causing significant impact, subject to the adoption of appropriate working practices as detailed in a future Arboricultural Method Statement following approval of the current planning application.

7.58. New tree planting is proposed, in keeping with the surrounding area, to sustain green infrastructure in this part of the town. The proposals seek to retain existing trees where appropriate and integrate new trees in accordance with the requirement of local and national planning policy.

Landscaping

7.59. A Landscape Masterplan prepared by FDA landscape and in collaboration with the appointed ecologist and provides further detail on the proposed landscaped areas.

7.60. The proposed landscape scheme has been developed to create an attractive garden setting for the residents whilst enhancing the biodiversity of the site with a palette of native species and wildlife attracting plants. Pedestrian access from the car park to the communal patio and resident's lounge will run through the resident's garden area which will comprise a formal lawn with specimen planting and a wander path that leads to a small sitting area against the boundary. The remainder of this garden area will be planted with species rich flowering lawn and meadow grass, a treatment which will continue around the building. Individual patio areas to rooms and the breakout area from the resident's lounge and dining areas will be planted with a mix of ornamental plants to give all year-round colour and interest. The ornamental planting palette will be simple, planted in bold groups to give a striking visual effect.

7.61. The comprehensive planting scheme helps to break up area the development, soften its appearance and add to the scheme's attractiveness and appeal from St Chad's Drive. All this is in addition to the landscaping which provides areas for wildlife to thrive and forage, contributing to local biodiversity. The landscaping is compliant with Policies CS8, CS21 and DQ4 which requires development to protect, conserve, and enhance biodiversity and green infrastructure.

Energy & Sustainability

7.62. A key objective of the NPPF is to support the transition to a low carbon future and all stakeholders are committed to achieving a truly sustainable development as part of their operations.

- 7.63. An Energy and Sustainability Statement has been prepared by Focus Consultants considering the development against local and national planning policies, particularly Policy CS2 – Development Principles - Principle 2 and Policy CS22 – Sustainable and Low Carbon Development - Sustainable Construction Principles – 1. The statement sets out how the scheme will utilise a high performing thermal envelope to minimise heat loss, as well as efficient heating and lighting systems, which will drive energy efficiency in the building. This is augmented by the use of an ASHP system to provide hot water, and an MVHR system for ventilation, both of which are high performing products that drive low carbon, efficient energy usage.

Residential Amenity – Noise

- 7.64. Acoustic Consultants Ltd have prepared a Noise Impact Assessment based upon noise levels measured at the site. This report considers the impact of noise, associated with traffic on the road on the proposed residential development.
- 7.65. The report identifies relevant planning, noise guidance, establishes environmental noise levels and provides mitigation measures to the proposed dwellings in support of a planning application.
- 7.66. It is considered that external noise can be suitably controlled within the habitable rooms of the residential development below the lowest observed adverse effect level of the NPPG. Also, with a suitably designed noise scheme it will not adversely affect the proposed dwellings on the site and the development achieves the aims of the NPPF. The proposal therefore complies with Knowsley Local Plan Core Strategy policies SD1 ‘Sustainable development,’ CS2 ‘Development Principles’ and CS19 ‘Design Quality and Accessibility in New Development’ and ENV2 ‘Noise and Vibration’ of the Replacement UDP.

Residential Amenity – Lighting

- 7.67. Paragraph 185(c) of the NPPF includes consideration of light pollution from developments, specifically in that they are designed to limit light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.
- 7.68. Lighting on the site will be carefully controlled to ensure no light spillage to neighbouring properties.

Residential Amenity- Air Quality

- 7.69. This application is supported by an Air Quality Assessment prepared by NoiseAir Ltd. The report presents the findings of an assessment of the potential air quality impacts of the proposed development during the construction and operational phases. For both phases, the significance of potential impacts are identified, and measures that should be employed to minimise these are described. It is considered that the effects on air quality through the construction and operation phase of the development will not be significant.
- 7.70. As such, it is concluded that the Proposed Development complies with national and local policy (CS2) for air quality with air quality issues not considered to be a constraint to planning consent.

Summary

- 7.71. The application site comprises an under-utilised brownfield site in a highly accessible and sustainable location on the fringe of Kirkby town centre. In addition to the robust justification for the retirement living development, there are numerous additional benefits introduced by the scheme ensuring the development is sustainable. The McCarthy Stone development will introduce significant improvements to the site and wider street scene, provide much needed specialist accommodation for which a need is identified, and help support the local economy.

8. Conclusion and Planning Balance

- 8.1. Planning permission is sought on behalf of McCarthy and Stone Retirement Lifestyle Ltd for the erection of a 53 no. apartment retirement living development (Use Class C3), landscaping, car parking and all associated works at St Chad's Drive, Kirkby.
- 8.2. The site comprises the temporary car park on St Chad's Drive in Kirkby town centre. As the site is occupied by a temporary car park use, the site is primed for redevelopment, the thrust of which is supported by local and national policy. Lying in an accessible and sustainable location close to the heart of Kirkby town centre, the site benefits from a range of localised social, civic and community services and activities close to people's homes. Whilst the site is not allocated for any particular use in the adopted Development Plan, the site is a gateway site into the town centre noted as having potential for residential in the SHLAA. To date, the LPA have been supportive of the principal of a retirement living development in this location.
- 8.3. The proposals introduce low maintenance private apartments, exclusive to people over 60 years of age, unlocking the delivery of high-quality, specialist residential accommodation and therefore serving a local need.
- 8.4. The proposals will meet the needs of a sector of society with a specific housing requirement in accordance with paragraph 60 of the Framework. The retirement living development will also likely help residents remain in better physical and mental health. Residents moving into the development has the propensity to release existing housing stock. Significant environmental benefits will occur through the incorporation of sustainable technologies and construction techniques.
- 8.5. The key themes of the proposed development bring with them significant planning and community benefits:
- **Brownfield Development** – the proposals represent the effective and efficient use of brownfield land.
 - **Housing Delivery** – provision of 53no. of residential units for later living.
 - **Affordable Housing** – delivery of units at 25% below local market value, unlocking a product not previously available to the local aging population.
 - **Considered Design** – the scheme deliberately responds to the local character and context, and also provides a functional layout to aid movement through the retirement living development.
 - **Residential Amenity** – the development will achieve high standards of amenity for future occupants.
 - **Community Facility** – the development includes a resident's lounge and maintained residents garden to encourage healthy mental and physical well-being amongst residents.
 - **Landscape Focus** – incorporation of high-quality areas of planting and landscaping, for both amenity and urban greening.
 - **Sustainability** - the incorporation of sustainable design principles, including EVCP's and Modern Methods of Construction (MMC).
- 8.6. This Planning Statement provides a detailed assessment of the application proposals. It has concluded that the proposals comply with relevant national and local planning policies. Principles of brownfield regeneration; housing delivery; meeting the most acute housing needs; place-making and exemplary design are at the heart of this proposal and are core themes of the NPPF. It is respectfully requested that planning permission is granted.

Appendix A: Consultation Leaflet

YOUR FEEDBACK IS IMPORTANT TO US

We would like to know what you think of our proposals. We collect your personal data so that we can keep you informed about our plans and offer you additional opportunities to provide feedback. If you are willing to provide feedback and would like to be kept informed, please complete the form below and return it in the FREEPOST envelope provided.

Title: First name: Surname:

Address:
 Postcode:

Email:

☐ I am happy to provide my details so that you can keep me informed about these plans ☐ I do not wish to provide my details and would prefer not to receive further information about these plans

Are you generally in favour of the proposed development?

☐ Yes ☐ No ☐ Not sure

Do you have any further comments?

By completing this comment form, you are acknowledging that the information you provide can be used by Planning Potential Ltd for the purposes of the McCarthy Stone consultation exercise. Your comments may be shared with McCarthy Stone and Knowsley Council, but please be assured that your personal details will not be passed on to any third parties. The information you provide will be retained for the duration of the planning application process and data will be stored using appropriate security measures to ensure it is protected. If you wish to do so, you have the right to withdraw consent for your data to be used.
Please email will.rogers@planningpotential.co.uk or call 01423 502 115.

MORE ABOUT OUR PROPOSAL

- A four-storey building designed to respond to the local character
- Access to a communal lounge and large attractive gardens
- Safety and security - door intercom entry, fire-detection system, and 24-hour emergency-call out system
- Low maintenance – we take care of the gardening and maintain the exterior and shared areas
- A friendly manager on-site to keep everything running smoothly



McCarthy Stone

Life, well lived



LAND EAST OF ST CHAD'S DRIVE, KIRKBY

We wanted you to be among the first to know of our emerging plans for high quality, low maintenance private apartments exclusive to people over 60 on land east of St Chad's Drive in Kirkby.

Please let us know your thoughts

ST CHAD'S DRIVE, KIRKBY

The proposals represent the redevelopment of brownfield land. The site used to house the St Chad's clinic and has more recently been used as a temporary car park for Kirkby town centre. The proposals will complement the transformation of the town centre, which is underway as part of a multi-million pound regeneration programme being driven by the Council. The proposals therefore accord with the Council's Local Plan.

We are working closely with the Council to ensure that any development is the right fit for the local community. After many months

of collaborative work, this brings a new and exciting stage in this important scheme's development, and we recognise that as a local resident, you might wish to be involved in the consultation process. McCarthy Stone is keen to ensure that any scheme is the right fit for the local community and one that can benefit everyone.

We are in discussion with Knowsley Council and other stakeholders about our plans and are fully committed to consulting the wider community to seek the views of local people and businesses.

-  **The development we are proposing is Retirement Living apartments specifically designed with older people in mind and exclusive to the over 60s**
-  **We believe bringing this site back into use will make a valuable contribution to the local economy and community**
-  **Our proposed redevelopment will provide something new and different to meet an identified local housing need**

McCARTHY STONE
Life, well lived

OUR PROPOSALS AT A GLANCE



The development we are proposing will see the existing site redeveloped into exclusive apartments for people over 60s. These are contemporary properties filled with natural light and packed with high spec fixtures and fittings.

Landscaping is planned to help enhance the setting, including new trees and hedgerows.

Access for vehicles will be from St Chad's Drive and private car parking will be provided for home owners, guests and staff.

CONTRIBUTING TO KIRKBY'S HOUSING TARGETS

Retirement housing makes an enormous difference to the lives of older people across the country. It helps residents stay happier and healthier for longer, enabling them to maintain their independence, find a community and make new friendships. It combines the best features of your own home with the ability to engage with a like-minded community and have care and support on hand when required.

Residents should have the opportunity to stay close to their hometown and to their family in later life, and new housing can contribute to local regeneration.

We strongly believe that this development will be a local asset and represents an important opportunity to regenerate the site and to meet an acknowledged and growing need for specialist local housing. The development will offer Kirkby's ageing population with the opportunity to downsize into a well-tailored living environment, whilst still enabling residents to enjoy their independent lifestyles.

YOUR FEEDBACK - WHAT HAPPENS NEXT?

We invite your comments until 4th December 2023 and we will review all feedback, taking on board comments wherever possible.

We aim to submit a planning application to Knowsley Council in the coming months.

If successful, we would expect activity to start on site as soon as the relevant planning conditions have been discharged.

All our work will be carried out in a way which minimises the impacts on local people, and we will work with the community to keep you informed of activity on the site throughout the construction process.

PLEASE COMPLETE YOUR FORM

As a local resident who lives near to the site, please tell us what you think! We look forward to receiving your feedback. You can also submit your feedback online by visiting our dedicated website:

kirkby.mccarthystoneconsultation.uk

If you have any questions, you can contact us using the details below:

will.rogers@planningpotential.co.uk or 01423 502 115