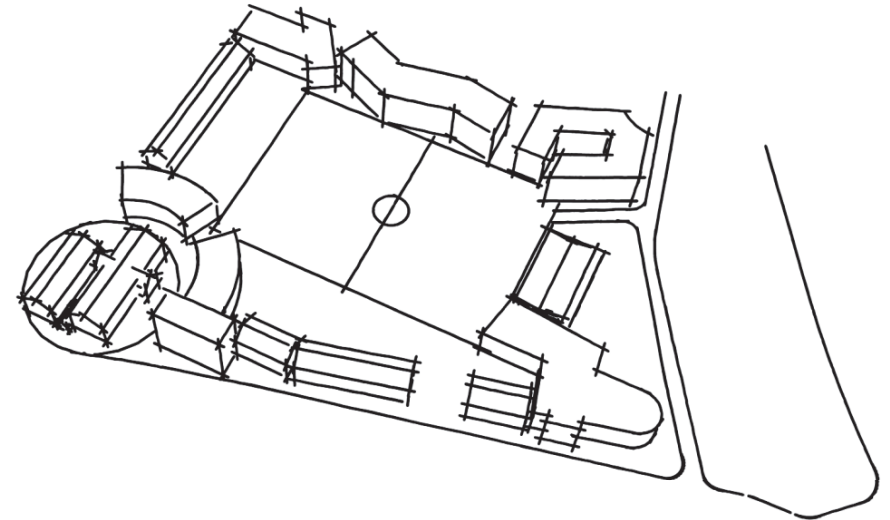


# Concept and Design Evolution

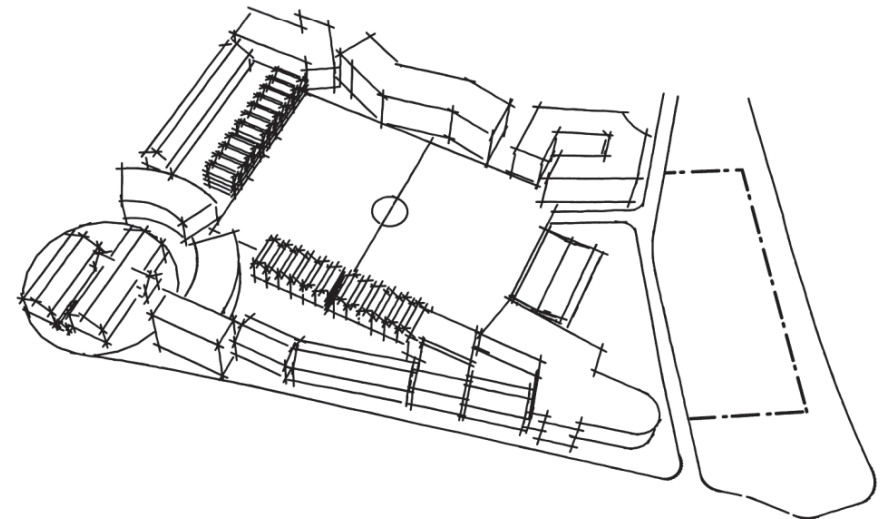
## Design Principle 05 - Corner Magnets

The brief established the need for a mixed use development in order to keep the site active and vibrant but also to provide an array of supportive services reflecting the needs of the local area and tying in with the key programmes Everton in the Community run throughout the northwest. The uses proposed have been designated to suit the location and context of the site. Community buildings and key services / amenities could sit at the four corners of the site with their own frontage onto the street and they will be able to access the inner garden space directly. In the former location of Park End stand to the South of the site another 'Magnet' could provide community retail and café / gallery / museum space.



## Design Principle 06 - Play Street

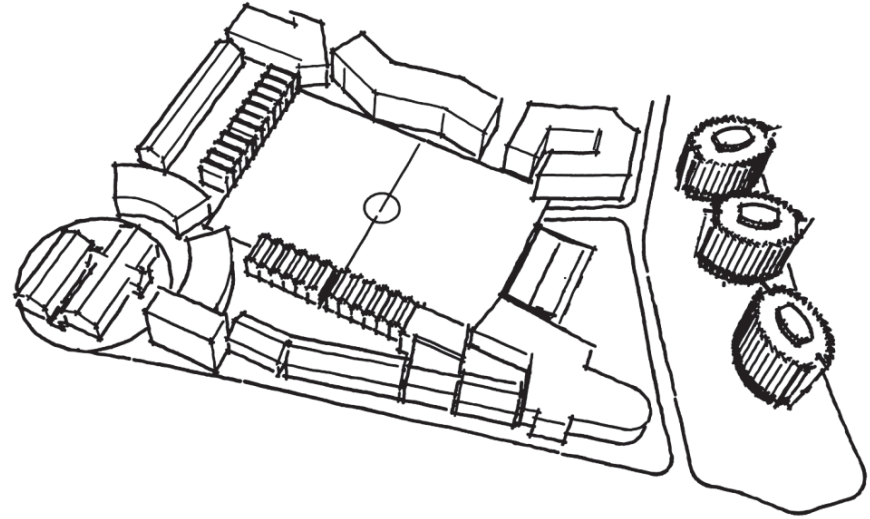
The space created between the terrace housing and the inner townhouses/ apartments blocks, could be ideally suited for a secure play street. This space not only acts as a green buffer and screening between the residential buildings but provides a direct play space to the rear of the terrace gardens.



# Concept and Design Evolution

## Design Principle 05 - Iconic Feature

The Applicant felt the design proposal should make an iconic statement on the site through built form which would somehow reflect the club's history. The primary location for such an iconic building we felt would be the area at the South of the site which is currently the Park End stand car park. This location is on a key arterial route into the city and connects the site with the Grade II\* Registered Parks and Gardens of Stanley Park and Anfield Cemetery.



# Concept and Design Evolution

## Special Space

Central to the design proposal is the development of a landscaped garden to reflect the extent of the former playing pitch. Landscaping is a reserved matter and therefore details are not provided within this outline application. The following describes the design intent regarding the landscaped area. With direct access to this garden from key nodal buildings around its periphery and to the general public via new established routes, the central open space is the key feature unifying the site. It was clear from the early design options for the site that to consider building completely over the pitch was not the preferred approach of Everton.

The design brief's strong focus on the Club's Legacy and the history of the club reinforced how special this space is to the fans now and could be in the future. The concept proposal seeks to create an inner landscaped space which explores and references the key historical events on the pitch, the players and special moments that have etched themselves into the memories of every Evertonian.

The space should be welcoming and attractive, a garden in its own right and offer a number of areas to enjoy a variety of experiences. Key features could include a memorial to fans and players, a children's play area, a performance space and a communal garden or allotment area. Sculptural features could show the structure of the former stadium layout or identify the EFC's best eleven players. The existing centre circle will remain a key focal point for the gardens.

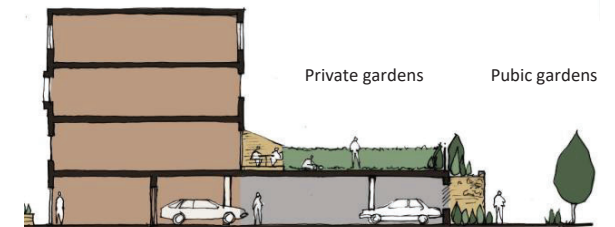
The inner garden could effectively be a walled garden formed by the raised deck gardens to the Block G and the residential properties abutting the space. The perimeter wall could be staggered with lower angled walls to form large planters which could also become focal points within the garden and allow for another higher tier of planting offering greater privacy to the surrounding residential properties.

## Early Concept Sketch of Garden



Maintaining the inner green space is a key principle of the design proposal. Not only does the space act as a green public space but it also reinforces the historic footprint of the former pitch. The rectangular form also sets out the orientation of the residential blocks which immediately abut it and also inform the Café buildings position. Unlike the present football pitch this space can be viewed and physically interacted with and the public will be encouraged to engage with the space and its history.

This space also provides a green link further north of the publicly accessible Grade II\* Registered Park and Gardens of Stanley Park and Anfield Cemetery.



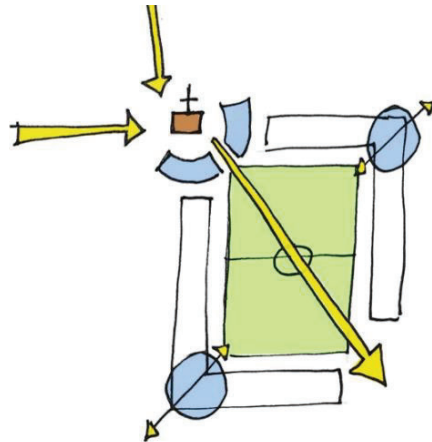
# Concept and Design Evolution

## Connectivity

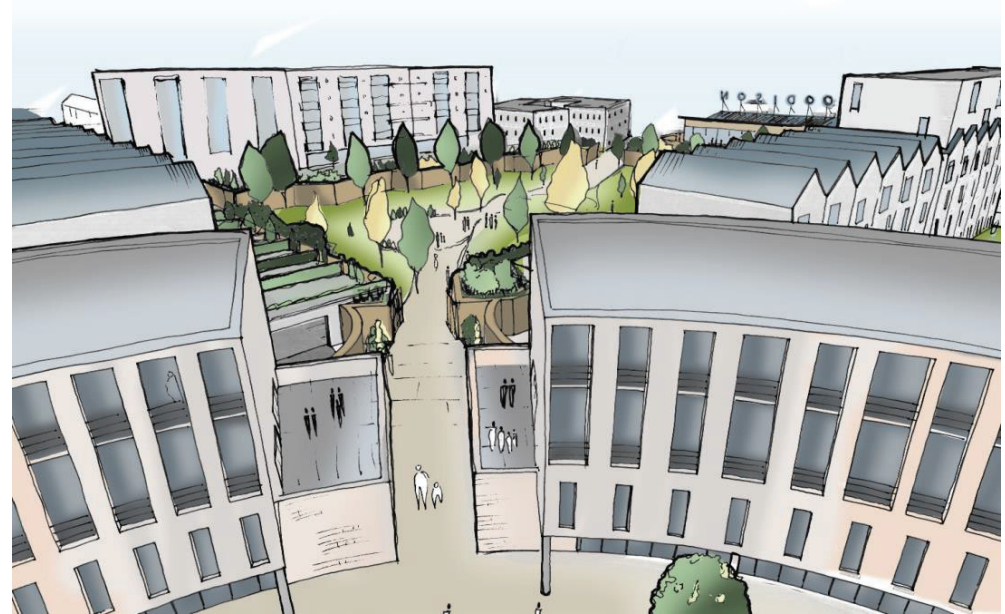
A pedestrian route through the park picks up the new public space created around St Luke's Church as a starting point and moves diagonally through the site to the south east corner connecting with the potential community retail public space.

The gardens will be publicly accessible and provide a green link to Stanley Park beyond.

Routes off this diagonal path can take you directly to any of the corner building on the site as well as linking you to smaller off shoots within the garden design. The park has been carefully designed so it can be easily closed off to the general public at certain times but the inner space may still be accessible to the mixed use corner buildings if required. Good overlooking ensures the space will be protected, looked after and secure as well as being an attractive space to look onto from the surrounding residential properties



## Early Concept Sketch of Connection to Park via St Luke's place



The creation of new pedestrian routes into the site has been driven by one of the main design principles established early on in the project's development. This route, from a key new public space, aims to encourage pedestrians to migrate around St Luke's Church and enter the proposed garden space. The Church acts as an existing focus point to the area with an identity that stands independently from the stadium and as such it is a pivotal design device to act as the gateway building to the core of the site. The engagement of the public and surrounding residents to use the gardens and site facilities is key to the integration of the community.

# Concept and Design Evolution

## Blocks

This planning application is submitted in outline, with all matters reserved for future determination, including appearance, access, scale, landscaping and layout. The following text describes the design intent for the blocks / uses around the site. The detail of these buildings will be agreed via future Reserved Matters submissions.

### 2B - Café / Retail

To the south of the Landscape area in the location of the former Park End stand could be another raised deck which is accessed via a stepped 'terrace' which reflects the former seating of the Park End stand.

Fronting onto the raised deck there could be a café / bistro. The café not only looks inward onto the public gardens but also looks south towards toward the front of the site and Stanley Park. The spaces, within the park proposed as part of the GPLP, we hope will be informed by the variety of uses we have proposed to each corner of the site with each 'nodal' block having direct access to the space.

The proposed public space in this location replicates the existing pre-match gathering point at the Park End Stand of the stadium. By reinforcing this key nodal space we re-establish an area with a historic context which strengthens the purpose and identity of the space. The development of the café block acts as a viewing platform and gateway into the 'pitch' but also looks outward to the new three block proposal, and Stanley Park beyond.

Early Concept Sketch of Retail / Café space

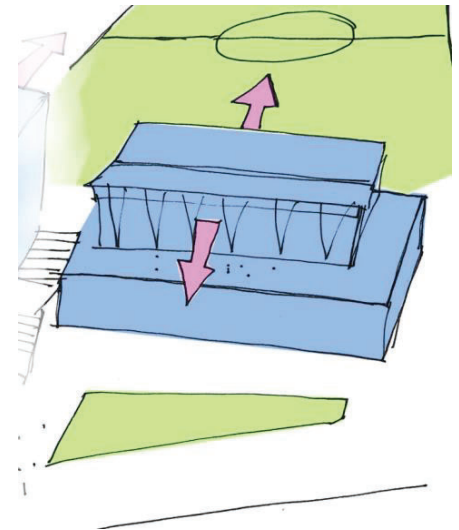


Initial concept sketch showing connectivity to garden area via terrace

Block offers view both inward and outward



Sketch impression of retail area with café above



# Concept and Design Evolution

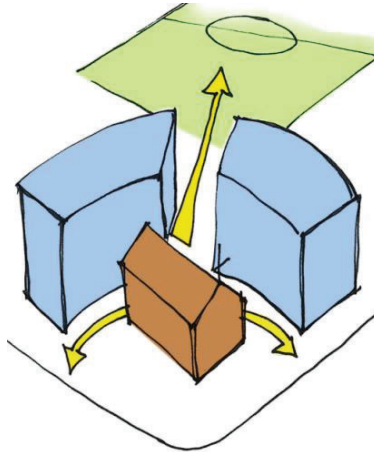
## Strong Identity Elements

### St Luke's Colonnade

With such a high profile location and its important historical role in the community and to Evertonians we felt St Luke's was a strong anchor to encourage and continue to attract activity and a focus to the part of the site. We felt any development should give the church breathing space around it but also focus on the church. The concept of a curved colonnade form which radiates from the centre of the church's cruciform shape was proposed. This space would not only respect the church but the public space around it could enhance the church's setting and with sensitive landscaping and seating become a space for the public to enjoy. The existing remembrance garden would be retained and integrated into the landscaping proposal. The defined break in the colonnade structure would be the pedestrian gateway to the new public gardens and we envisage the flow of pedestrians north of Goodison Park will converge via this location.

### Colonnade

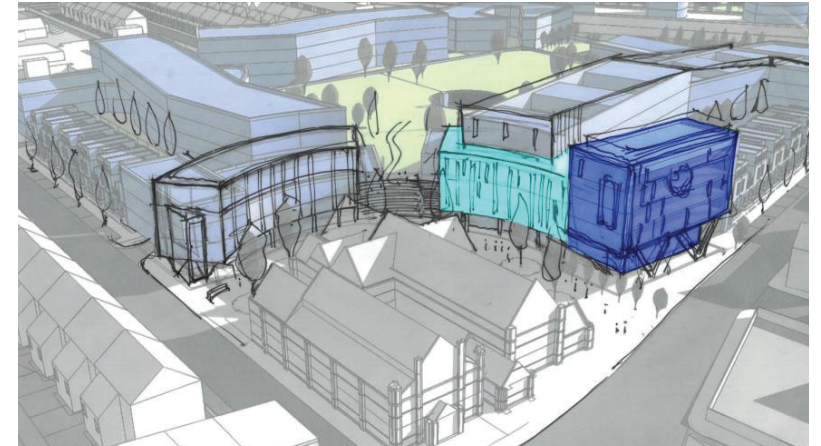
The design proposal offers a curved colonnade which wraps around the church at the northwest corner of the site. The curved form offers protection to the church but also has a break within its centre to form the gateway to the inner garden. The start of this curved shape is punctuated with the large rectilinear block of offices which it is envisaged could be occupied by Everton in the Community. The block replicates the existing projecting block of the Main stand on Goodison Road making a statement that EITC will remain very much part of the community. A sheltered colonnade is envisaged around the front of the commercial units and hard and soft landscape and trees will make this a welcoming and attractive space.



### Curved block responds to the Church and also acts as gateway to gardens

By proposing a new built form which focuses attention on the key nodal point of St Luke's Church the design enhances the setting of the building and uses the new public space created as a 'connecting' space between new and old. A key design principle is to ensure we build on the residents' existing relationships with the site and enable them to interact with new elements proposed.

### Early Concept Sketch of Curved Block



### Early Concept Sketch of Colonnade



# Concept and Design Evolution

## Stadium focal point

### St Luke's frontage

Recent developments around the stadium have seen the reconfiguration of the paved area to the front of St Luke's Church to accommodate a new sculpture. By extending the pavement a better spill out and congregating space outside the Church and its adjacent Church hall has been created. The sculpture itself shows three of Everton's iconic players who are in a triangular back to back form looking outward to each of the streets. The works tie in with the aspiration to make this area a focal point and form part of a public space which will wrap around the Church and leads into the public garden. It is a clear indication of the Club's commitment to leave a Legacy to the area.

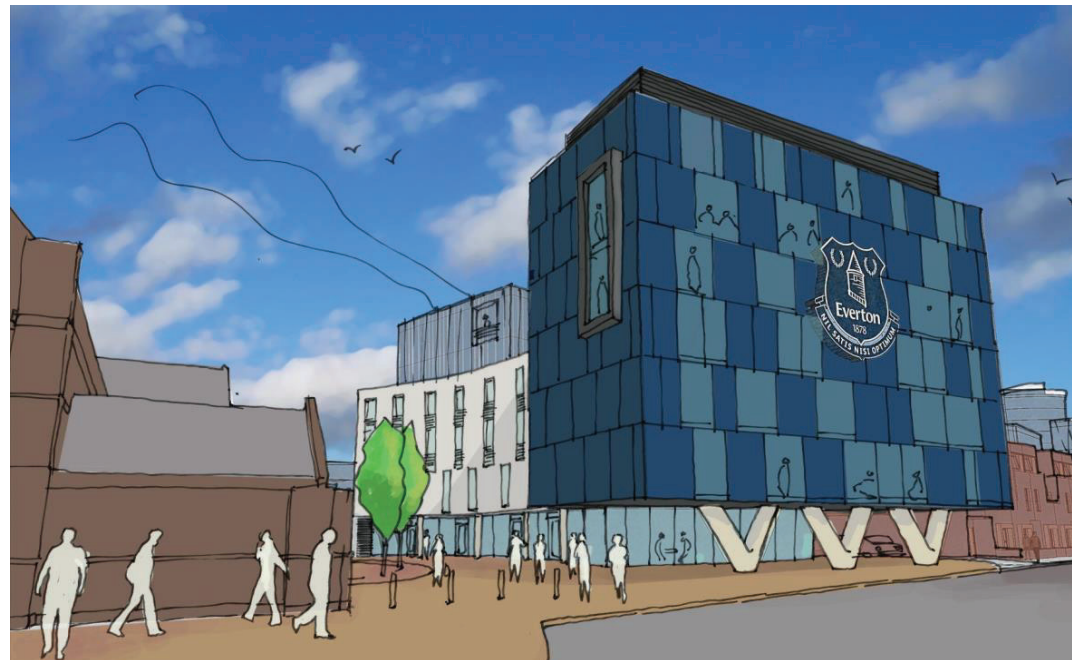
### Goodison Road

One of the long established high profile parts of the existing stadium fabric is the projecting circulation block of the main stand that fronts onto Goodison Road. This 6 storey rectangular block can not only be seen from the northern approach from City Road and Goodison Road it can also be seen from the southern approach from Goodison Road. Emblazoned with the Everton logo the main frontage looks directly down Neston Street and can be clearly seen from County Road, it is one of the main pedestrian routes to the stadium. Its importance as a feature of the ground was further emphasised in the exterior refurbishment works to the stadium completed in 2017. Now a solid block of Royal blue colour and with its updated branding the structure is symbolic of the clubs presence within the streets of terraced houses with its dominant form. The gap formed between this block and St Luke's Church, Goodison Place, has always offered an open glimpse into the floodlit stands and the excitement of what lay beyond the turnstiles.

St Lukes Church with new statue



Suggested location of Everton in the Community Offices



# Concept and Design Evolution

## Historic connections

We identified in the site analysis how important the narrow terrace streets leading up to the stadium are in terms visual and pedestrian connectivity between County Road and the site. A strong visual connecting node is St Luke's church community hall which can be seen at the end of Andrew street.

Similarly the focal end point of Neston Street is the projecting 'box' circulation core of the Goodison main stand. This 'box' has the clubs branding which has changed over time and its most recent design is a blue solid block which has informed the new design proposal.

To build on the principle of these connection the potential art / enterprise block establishes a new visual link via Oxton Street and hopefully promotes a new pedestrian route to the site.

The concept design identified the need for new buildings to interact and have a relationship with its surrounding context either physically or visually or both. To ensure the site maintains a connection with the nearby shopping district of County Road, the focal point identified in the site analysis are to be applied.

View from Andrew Street



Historic view from Neston Street



Early Concept Sketch from Neston Street



Early Concept Sketch from Oxton Street



# Concept and Design Evolution

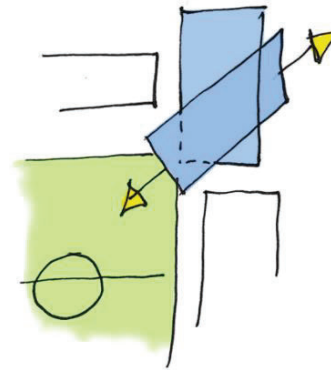
## Key feature blocks

### Education - Block F

Deliberately positioned at the north eastern corner of the site opposite the playground of Gwladys Street primary school it is hoped that the use of the building may begin to engage with the existing education use adjacent to this part of the site. The proposed 4 storey block fronts onto Bullens Road with views across to the school. An angled form cantilevers towards the centre circle of the inner garden continuing to the external façade reinforcing both the visual and physical connectivity to space within.

In response to the initial design concept Block F's position within the masterplan and its suggested use class relate to the existing education facility directly opposite. The building is both inward and outward looking, engaging with the street scene and also providing a route through into the public garden space.

Early Concept Sketch of Education block—Bullens Road

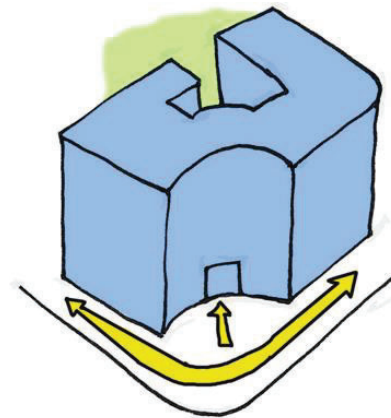


Each feature block will hint at the internal garden



### Health - Block H

Located at a quieter part of the site in the south eastern corner the potential healthcare building is clearly visible from the main retail space but a potential recessed entrance provides discrete access from the main pedestrian path. Suitably located next to the potential care home / supported living (Block G) this building's open core offers views into the new garden area as well as an upper open terrace.



# Concept and Design Evolution

## Arts & Enterprise block - Block 1B

The potential arts / enterprise block is located in a prominent part of the site and as you move into the site via Spellow Lane it is the building that diverts the eye along either Goodison Road or into the public space in front of the retail area. Not only does it encourage movement around its form it also presents itself as a bold statement to the viewer as it is a key building that will encourage creative enterprise in the area. Its proximity to the existing Everton Free school and Peoples Hub promotes a stronger physical connection to the EitC campus. Moving to the right of curved frontage pedestrians are encouraged up to the upper deck terrace with full view over the enclosed garden space.

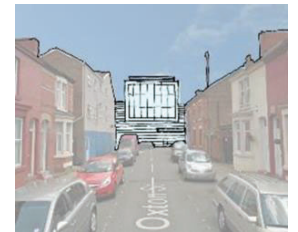
The ground floor of the building will also engage with the garden space and could offer an external exhibition / workshop area as well as views into the garden.

In line with the a key design principle the existing pedestrian and vehicular route at the Park End Stand connecting Goodison Road to Bullens Road is maintained and improved. A new public space is also created in this location reflecting the historic use of this part of the site where fans would gather pre-match. The curved block also reinforces the existing pedestrian route northward along Goodison Road but also encourages a new connection and link to the inner garden via the stepped route to the upper terrace.

Early Concept Sketch from Walton Lane



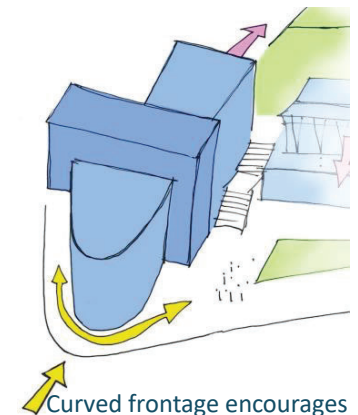
Steps up to garden viewing terrace



Building viewed from Oxton Street



Early Concept Sketch Goodison Road



Curved frontage encourages movement around form and 'soft' corner to site entrance

# Concept and Design Evolution

## Play street

Historically children playing in a terraced street would have been a typical sight in the city but with the advent of the motor car and the inherent risk to children playing between parked cars the activity, sadly, does not take place as frequently.

As the design proposal seeks to establish the 'terrace' to Gwladys street and Goodison Road we have the opportunity to re—think the play street. A number of high profile projects have been successful in promoting play streets and the benefit they offer in terms of community integration and the physical well being of the children. The design of the new terrace housing includes for the typical 'back yard' / garden associated with this type of housing but the yards / gardens have been designed to open up and fully engage with the new play street running behind the row of houses.

This play street could also become the main pedestrian access to the townhouses encouraging families to engage with each other. The space would be controlled in terms of access and has natural surveillance from opposite dwellings. The distances between the town houses and the terrace housing is greater than that found in the back to back vernacular and careful planting including trees as well as hard / soft landscaping will provide adequate privacy between dwellings.

Both the inner play streets to the new terrace on Gwladys street and Goodison Road also allow for controlled access into the main feature garden of the site.

The play street establishes a new type of space to the master plan which addresses a key design principle in terms of breaking down the 'island' feel of the stadium site and encouraging a mix of children from the existing and new housing provision.



Early concept sketch showing tree lined play street



Eye level sketch of how the two building types form the play street

# Concept and Design Evolution

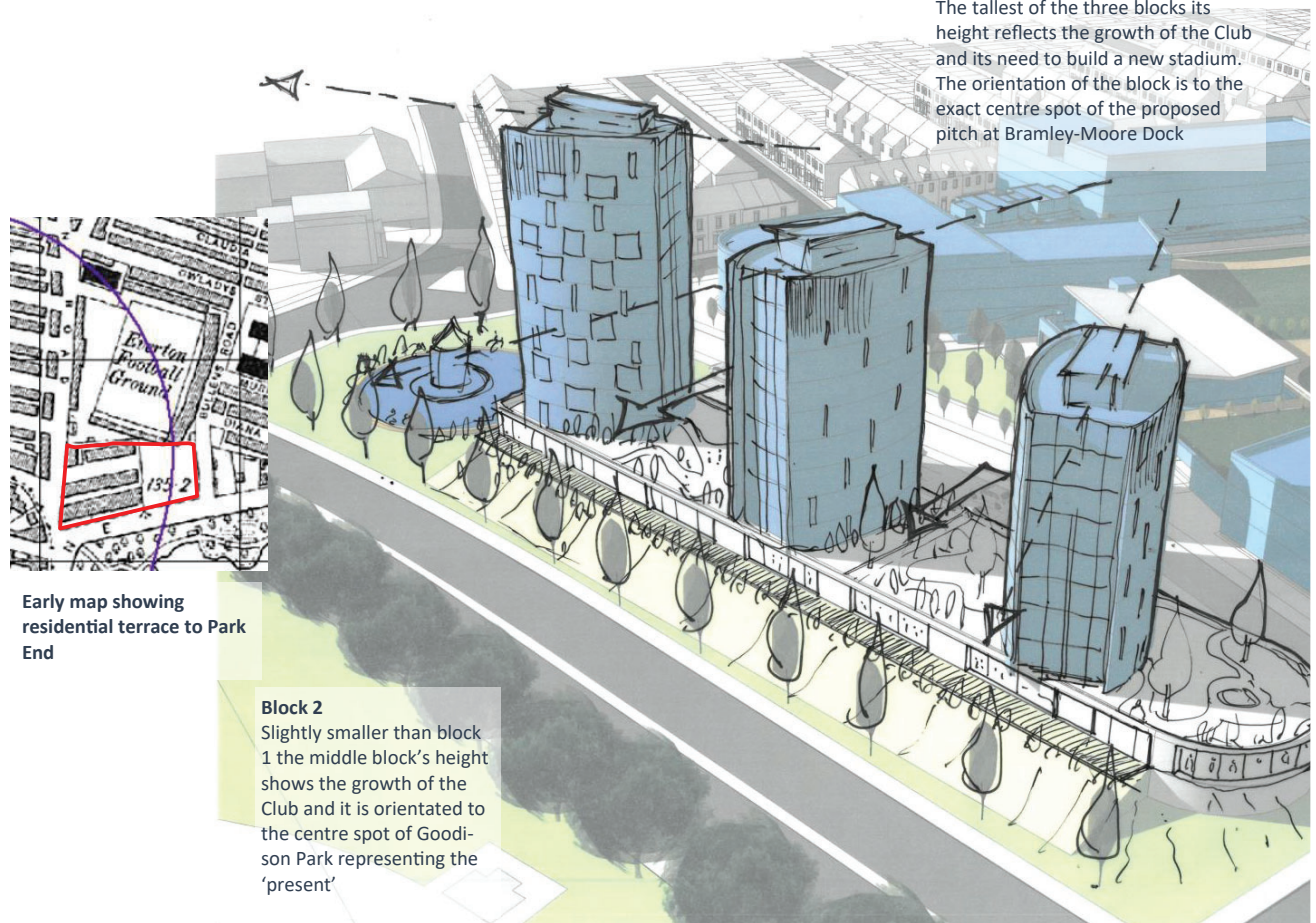
## Park End

The southern edge of the site is currently seen as the main frontage of the stadium as viewed from Walton Lane. There is a large area in front of the Park End stand which runs up to the back of the dual carriageway which is used for parking and the pre-match fan zone. This space is distinctly different from the rectangular edged form of the stadium and is more of a angled organic shape. Originally two residential streets ran through the western half of this area but following their demolition only the access into one of these streets remains and is used as the main route into the stadium car park via Goodison Road. An exit route from the car park is via Bullens Road. This vehicle and pedestrian route is familiar to the fans and local residents and is part of the natural movement around the ground. Our design proposal aims to retain the principle of this established route which allows for an 'internal' public space and frontage to the retail and café uses. The remaining area to the front edge of the site offered an opportunity to develop it outside the design principles we have established as part of the 'memory' of a stadium.

The client brief sought for an element of the design to be sculptural, iconic and to reflect the history of the Club and the site's former use. Rather than small sculptural elements we felt that using built form in a symbolic way could not only tell the story about the Club but could also provide additional accommodation on the site.

The initial concept was to create three blocks symbolizing past, present and future with each block orientated to the centre spots of the pitches where Everton FC have played as well as emphasising the growth of the Club and also act as a literal compass to the Club's proposed relocation to Bramley-Moore Dock. Initially, the blocks allowed for open views between each block from the central space into Stanley Park. Further design development resulted in the block elements sitting on a linear plinth which provides an active front edge to the site but also helps to screen the inner public space from Walton Lane. The plinth also allows the forms to pivot comfortably.

## Early concept for blocks



Early map showing residential terrace to Park End

### Block 1

The tallest of the three blocks its height reflects the growth of the Club and its need to build a new stadium. The orientation of the block is to the exact centre spot of the proposed pitch at Bramley-Moore Dock

### Block 2

Slightly smaller than block 1 the middle block's height shows the growth of the Club and it is orientated to the centre spot of Goodison Park representing the 'present'

### Block 3

Block 3 sits to the south east corner of the site and is orientated to the exact centre spot of the Anfield pitch. It references the historical begins of Everton FC with Anfield being the original ground. Its lower height represents the early scale of the club.

The blocks may also represent three of the club's playing legends, Alan Ball, Howard Kendall and Colin Harvey known by fans as the 'Holy Trinity'.

# Concept and Design Evolution

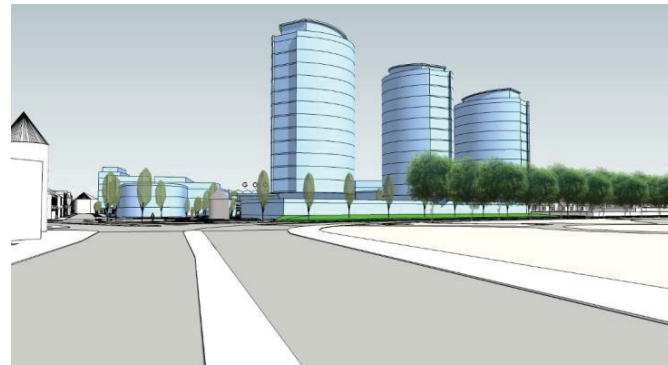
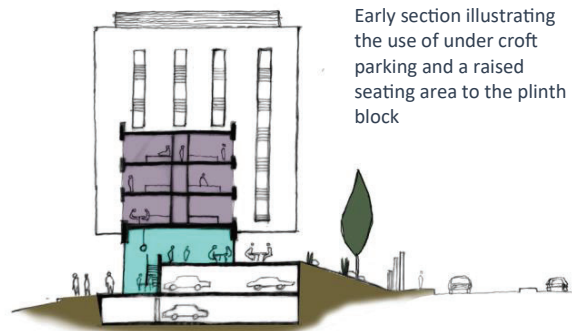
## Residential Blocks - early development

The initial block heights were proposed at 12 storeys with each block stepping down by two storeys. There is considerable precedence for residential blocks adjacent to public parks e.g. Sefton park has a similar configuration of blocks at that height and the benefit of residential apartments looking over the park was a key driver for the design height proposed initially.

We felt it was important that the blocks not only looked outward onto the park and back to the city but the design also allowed them to look into the site and the elevation design will emphasise this.

The exact positioning of the blocks was also informed by the views generated looking from key locations around the site as described opposite. We want the mix of residential development to be aspirational and not restrict the housing model to family dwellings.

The blocks will have designated parking, secure cycle storage and also a private entrance.



### Spellow lane

It is important that the block makes a strong visual connection with the main junction of County Road looking up Spellow Lane not only to establish a visual connection with the Spellow Lane campus but also to have a 'signpost' from County Road to the site. The orientation of the blocks also hints at the access route into the site.

### Walton Lane

As one of the main arterial routes out of the city Walton Lane offers a long view of the blocks as vehicles head north. The structures make a clear statement about the Club's and EitC's commitment to the local area. The step down in height also emphasises the route of the curved bend of the road as it passes the site. The buildings to the inner part of the site and in particular block 1B can be clearly be seen across the open public space to the front of block A.

### Priory Road

Another main approach to the site is from Priory Road and in particular the view back towards Goodison from the junction of Priory Road and Walton Hall Lane. The smaller of the three blocks and the increase in height of the blocks can be seen as well as the orientation back towards Anfield stadium is clearly identifiable. A proposed new residential development adjacent to the smaller block is approx. 5 storeys and has stepped approach which ties in well with our proposal and gently reduces the scale down to the height of the surrounding terrace housing.

# Concept and Design Evolution

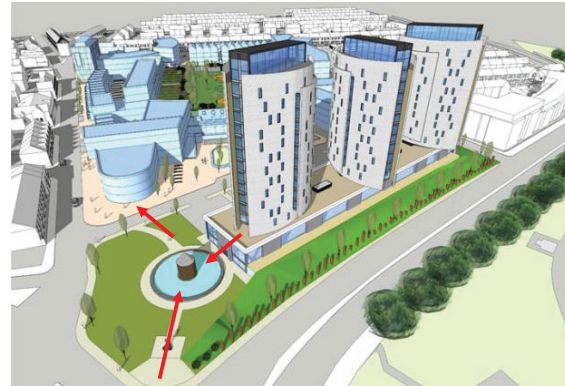
## Residential Blocks —continued development

Various iterations of the blocks have been considered and a financial appraisal was carried out to test the viability of this type of development in this location. The feedback suggested a more simplified rectangular plan would improve the viability as well as increase the number of units per floor. Along with modelling these changes it was suggested that the plinth block is also omitted. Feedback from a meeting (Oct 2019) with LCC planners did raise concerns over the height of the blocks and the loss of the plinth which they felt needed to be retained and become more of an active frontage.

One of the key driving factors in reducing the height of the towers has been to lessen the visual impact on the Grade II\* Registered Parks & Gardens of Stanley Park & Anfield Cemetery, which are located to the south and east of the site, closest to the Park End part of the site.

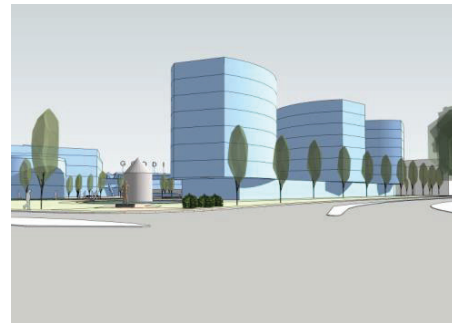
The current proposal takes on board these comments and the reduction in from 12 storey to 7 storey height allowed us to return to a more curved shape to the towers. The artistic impressions gives a flavour of what could be achieved in terms of materials and articulation. It is envisaged that each tower will be able to convey graphically or symbolically the history of the Club and its evolution.

The landscaping to the front of the blocks needs to engage with a number of routes and it will primary be accessed via the existing stadium 'Dixie' gateway. This space also fronts onto the end of the plinth block and also makes a pedestrian connection across to the Block 18 and the wider site.



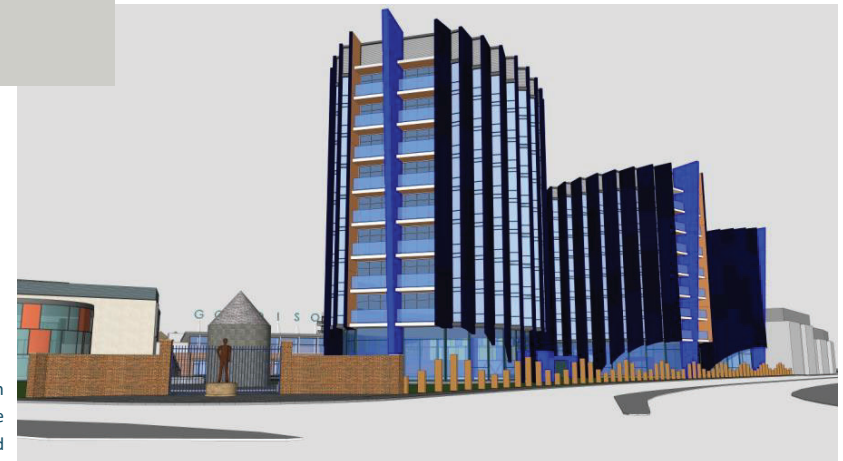
Early concept model of 12 storey tower option

Sketch view illustrating the more rectangular larger tower foot print



Sketch view illustrating the reduction in height and retaining the curved block

Penultimate model showing plinth omitted and an impression of how the form may be articulated



# 05 Planning Policy and Guidance

# Planning Policy and Guidance

## Statutory Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act (2004) and Section 70 (2) of the Town & Country Planning Act (1990) require planning applications to be determined in accordance with the statutory development plan, unless material considerations indicate otherwise. The statutory development plan for Liverpool comprises the Unitary Development Plan (UDP), which was adopted in 2002. The following design policies are relevant to the proposed development:

### Statutory Development Plan

Liverpool's Unitary Development Plan (UDP) was adopted in 2002. The following design policies are relevant to the proposed development:

Liverpool's Unitary Development Plan (UDP) was adopted in 2002. The following design policies are relevant to the proposed development:

- **Policy GEN3 *Heritage and Design in the Built Environment*** aims to protect and enhance the built environment, including through preserving & enhancing historically important areas and improving them where appropriate; encouraging a high standard of design and landscaping; improving accessibility; and creating an attractive environment which is safe and secure.
- **Policy HD15 *Historic Parks, Gardens and Cemeteries*** states that the Council will not grant planning permission for development in or adjacent to a historic park, garden or cemetery which would adversely affect its character and setting. Furthermore, the Council will ensure that any new development in or adjacent to the site is of the highest standard of design and materials appropriate to the historic character and setting of the Park / Garden / Cemetery.
- **Policy HD18 *General Design Requirements*** states that the scale, density and massing of proposed development should relate well to its locality. Developments should include characteristics of local distinctiveness e.g. design, layout, materials. New development should not detract from the city's skyline and local views within the city. There should be no severe loss of amenity or privacy to adjacent residents. External boundary and surface treatment should be included as part of the development and should be designed to relate well to its surroundings.
- **Policy HD19 *Access for All*** establishes that developments should include suitable provision for disabled people, giving consideration to ensuring ease of access and movement through public areas.
- **Policy HD20 *Crime Prevention*** encourages the incorporation of measures to provide for personal safety and crime prevention, including increasing overlooking, discouraging provision of hiding places, ensuring well designed public spaces (e.g. car parking, entrances) and making a clear distinction between public and private space.
- **Policy HD23 *New Trees and Landscaping*** requests development proposals make proper provision for the planting and successful growth of new trees and landscaping, including any replacement providing for the loss of any trees due to development.
- **Policy OE14 *Open Space in new residential developments*** requires provision of on-site open space for schemes exceeding 25 family dwellings. The provision should be on the basis of 50 sq m per dwelling. However, if on-site provision is not achievable the Council will consider off-site provision or a commuted sum to enhance an existing open space situated within walking distance of the proposed development. For outline planning application, permission will usually be granted subject to a condition or Section 106 Agreement to ensure that the detailed scheme complies with policy.
- **Policy H5 *New Residential Development*** states that planning permission will be granted for new residential development that respects the character of the surrounding area (in terms of density, design and layout) and maintains levels of privacy and amenity for existing and future residents.

# Planning Policy and Guidance

## Other Material Considerations

### National

The following considers design based policies at a national level. The **National Planning Policy Framework (2019)** includes a section on 'Achieving well-designed places'. This chapter establishes that the development of high quality buildings and places is fundamental to the planning and development process (p.124). The link between good design and the acceptability of development to local communities is established. Design is also noted as being key in establishing sustainable development (p.124).

Paragraph 127 of the NPPF states that decisions should ensure that development:

- will function well and add to the overall quality of the area;
- is visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- is sympathetic to local character and history;
- establishes / maintains a strong sense of place;
- optimises the potential to accommodate and sustain an appropriate amount and mix of development; and
- creates places which are safe, inclusive and accessible, which promote health and well-being and minimise crime and the fear of crime.

In accordance with paragraph 131, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in an area, so long as it accords with the overall form and layout of its surroundings.

**Planning Practice Guidance (2014 and updated)** establishes the role of Design & Access Statements in setting the narrative for the design approach and design rationale for the scheme. These statements demonstrate how the local character of an area has been taken into account and how design principles will be applied to achieve high quality design. Concisely, the statements should set out how proposals are a suitable response to the site and its setting, taking account of baseline information.

PPG also states that applications for outline planning permission should seek to establish whether the scale and nature of a proposed development would be acceptable. Information regarding the proposed land use, building heights, areas of potential built development, access and movement and other place making components can be shown on parameter plans. Parameter plans should be used in a way that does not inhibit the evolution of detailed proposals.

PPG references the **National Design Guide (2019)**, which sets out the key principles of good design.

The National Design Guide provides details of the ten characteristics of well-designed places, which work together to create a physical *Character*, sustain a sense of *Community* and address environmental issues affected by *Climate*. The ten characteristics are:

- *Context* – enhancing the surroundings
- *Identity* – attractive and distinctive
- *Built Form* – a coherent pattern of development
- *Movement* – accessible and easy to move around
- *Nature* – enhanced and optimised
- *Public spaces* – safe, social and inclusive
- *Uses* – mixed and integrated
- *Homes and Buildings* – functional, healthy and sustainable
- *Resources* – efficient and resilient
- *Lifespan* – made to last

The Government has also issued an interim report on its **Building Better, Building Beautiful** Commission. The interim report, ***Creating space for beauty*** was published in July 2019. The purpose of the Commission is to address the challenge of poor quality design and build of places across the country. Beauty should be seen in Buildings (windows, height, space and materials); Places (nature of streets, squares and parks) and being Beautifully Placed (sustainable settlement patterns and siting). There are 30 proposed policy directions with more engagement due before the Commission reports further.

# Planning Policy and Guidance

## Other Material Considerations

### Local

The *Design for Access for All Supplementary Planning Document (SPD) (2010)* provides guidance on producing positive and inclusive development. New buildings must be positioned and designed to achieve an accessible approach. The document draws attention to best practice in the design of the internal and external environment in terms of making buildings and external spaces accessible to, and usable by disabled people. The document advises developers how to integrate inclusive design principles into their planning proposals, promoting a high quality and inclusive environment for all, irrespective of age, gender, mobility or impairment.

The *New Residential Development SPG (1996)* supplements UDP Policy H5 (New Residential Development). The main objectives of the policy is to ensure that new developments are well integrated into their surroundings and offer a good standard of amenity to future occupants whilst protecting the amenity of existing occupiers.

Liverpool is preparing a new Local Plan, which has been submitted for examination. The following policies of the **Submission Draft (May 2018)** are relevant to the design of the proposed development:

- **Policy UD1 Local Character and Distinctiveness** establishes that development proposals should demonstrate that several aspects have been taken into account, including local grain and pattern of development; means and pattern of enclosure; patterns of movement and street character; materials, colours, tones and textures; relationship to topography; the need to preserve and improve views into and across development; heritage assets; and focal buildings and landmarks.
- **Policy UD2 Development Layout and Form** states that development proposals should demonstrate that the following are taken into account: the hierarchy of streets and spaces; form, height, scale and massing; the need to reduce opportunities for crime; the need to promote physical activity; the creation of active frontages; and the establishment of sufficient sunlight and daylight.
- **Policy UD3 Public Realm** requires public realm design to reinforce and complement local distinctiveness; be based on a clear rationale of the function of an area; establish a primacy of pedestrians and cyclists over vehicles; incorporate historically important features; incorporate strong inclusive design principles; minimise physical barriers and visual clutter; minimise risk of criminal activity and perception of insecurity; incorporate appropriate street lighting and signage; and encourage physical activity.
- **Policy UD4 Inclusive Design** states that development proposals should meet the highest standards of accessibility, safety and inclusion to ensure development can be used safely and easily. The principles of inclusive design, including the specific needs of disabled people, should be integrated into the development.
- **Policy UD5 New Buildings** lists a series of criteria for new design proposals, including that buildings are robust and adaptable; orientation and micro-climate issues have been considered; materiality, tone and texture of an area are reflected in the design; the building aids legibility; adequate sound attenuation is provided; building design is resource and energy efficient; and it provides appropriate levels of car and cycle parking and servicing provision.
- **Policy H3 Proposals for Residential Development** state that residential developments of ten or more units should demonstrate that they will provide an appropriate mix of dwelling types and sizes which reflect and respond to housing needs and demands.
- **Policy H12 Accessible Housing** details the requirements for new housing to be of a high quality for residents now and in the future. Features must be incorporated that makes housing suitable for a range of occupants.
- **Policy H13 New Housing - Physical and Design Requirements outside the City Centre** considers the density, design, separation distances, landscaping / boundary treatment, highways and parking and refuse and recycling measures in new development proposals. In terms of density, the Council will determine the appropriate density for new residential development based on the character of the surrounding area; the need to retain natural and man-made features; and the development capacity of sites having regard to the need to protect privacy and amenity and the provision of private garden space.
- **Policy H14 New Residential Development Open Space Requirements** reiterates the policy requirements of UDP Policy OE14.
- **Policy TP6 Walking and Pedestrians** seeks to ensure that design development layouts are fully accessible and designed to encourage walking by providing direct pedestrian routes following future and existing desired lines.

# 06 Consultation

# Consultation

## Public Consultation

The **National Planning Policy Framework (NPPF, 2019)** establishes that early engagement has significant potential to improve the efficiency and effectiveness of the planning process. 'Good quality pre-application discussion' is identified as creating improved outcomes for the community (para. 39). This is reiterated in the Council's Statement of Community Involvement (2013).

Details of the public consultation are contained within the submitted Statement of Community Engagement (SCE). In summary, the Club undertook two stages of public consultation in relation to The People's Project:

- **Stage 1:** November 2018 to December 2018
- **Stage 2:** July 2019 to August 2019

In addition to the two stages of consultation, workshops were held with residents and key stakeholders of the L4 postcode area, the local community around the application site. Details of the workshops, including the feedback received, are recorded in the submitted Statement of Community Engagement.

The first stage of the public consultation focused on the principle of the Club relocating from Goodison Park to Bramley-Moore Dock and the preliminary ideas for the reuse of Goodison Park. The second stage of the consultation presented the emerging designs for the new stadium and presented the emerging illustrative masterplan for the Goodison Park Legacy Project (GPLP).

Both consultations asked a series of questions to gather attendees' views of the proposals. These responses were then analysed and fed into the design process.

Both consultations involved a roadshow, which travelled around the City Region, providing the opportunity for people to read the consultation material, ask questions of the design team and complete a questionnaire.

As well as the roadshow, both stages of the consultation involved a project specific website, postal questionnaires, workshops, social media advertising and extensive newspaper coverage, at local and national level, in order to maximise awareness of the consultations.

Over 20,000 people responded during the first stage public consultation. Of relevance to the GPLP specifically:

- **95%** of respondents agreed that Goodison Park should be developed as a community legacy project
- Over 43,000 people participated in the second stage consultation. Key findings relating to the GPLP were as follows:
- **91%** of respondents supported / strongly supported the proposed mix of uses at Goodison Park
- **92%** of respondents supported / strongly supported the proposed design & layout of the development

Levels of support were also overwhelming among respondents who indicated that they live in the L4 postcode i.e. in close proximity to Goodison Park:

- **87%** respondents who indicated that they live in the L4 postcode either supported or strongly supported the proposed mix of uses at Goodison Park
- **88%** either supported or strongly supported the proposed design and layout of the development

## Consultation

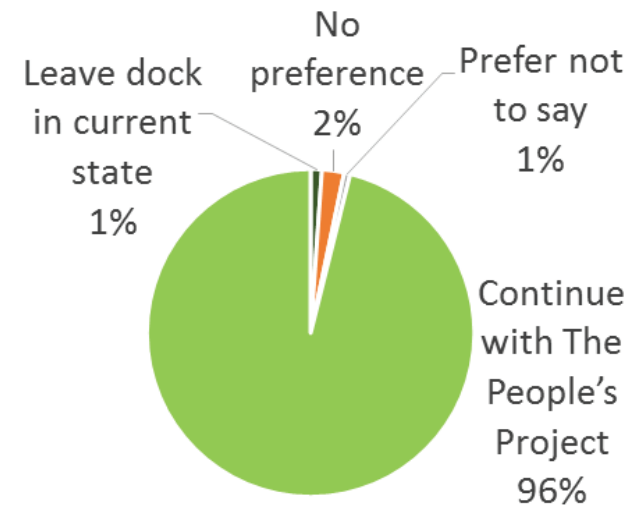
The questionnaire allowed people to provide qualitative answers to some questions, including making suggestions about the proposed development. This included

- There were 143 comments about retaining elements of Goodison Park's history in the redevelopment
- 87 comments related to the need for community spaces such as a park, community football pitch
- 76 comments related to housing, including the need for affordable housing
- 53 comments suggested creating a museum about the Club
- 26 comments mentioned building a hotel (seven were against and 19 were in favour)
- 23 comments expressed support for more green space
- 11 suggested the creation of a leisure/sports centre
- 12 stated that they did not want to see the stadium demolished

Respondents were asked whether in light of the information provided about The People's Project and its potential impacts and benefits, they would prefer to continue with The People's Project or leave Bramley-Moore Dock in its current state.

The response to this question demonstrates the widespread support for The People's Project, which was evident amongst non-Everton and non-football supporters, as well as the Everton fan base.

*Responses to the question: 'Taking account of what you have seen today about The People's Project and its potential impacts and benefits, which of the following outcomes would you prefer?'*



Source: Influential

# Consultation

## Stakeholder Engagement

In addition to the public consultation, the applicant has also discussed the proposed development with statutory consultees and key stakeholders, including:

- Liverpool City Council: Officers from Planning, Highways and Urban Design;
- Historic England;
- Environment Agency;
- Merseyside Environmental Advisory Service;
- Local Lead Flood Authority; and
- United Utilities.

Details of this consultation are included within the relevant technical chapters which make up the Environmental Statement.

Engagement with other key stakeholders is documented in the submitted Statement of Community Engagement.

In terms of design-related engagement, the following meetings were held with Planning and Urban Design Officers at LCC to discuss the emerging masterplan and proposed uses at the site:

- 4<sup>th</sup> October 2017;
- 19<sup>th</sup> June 2019; and
- 2<sup>nd</sup> October 2019.

The following design changes have been made following pre-application discussions with LCC Planning and Urban Design Officers:

- Reduction in height of Block A due to concerns regarding the impact of a tall building in this location upon the Grade II\* listed Stanley Park and Anfield Cemetery and in the context of the height of surrounding existing buildings; and
- The parameter block which forms Block A was amended to join up what was initially shown as three separate blocks, through the creation of a 'podium' level, in order to better contain Walton Lane.

# 07 Proposed Development

- Layout & Accommodation Schedule
- Scale
- Scale & Appearance
- Landscaping
- Summary
- Context
- Phasing

## Proposed development—Layout

The National Design Guide states that a layout should show how routes and blocks of development are arranged and relate to one another to create streets, open spaces and buildings. Layout defines:

- The structure or settlement pattern;
- The grain of a development or the pattern of development blocks and plots; and
- The broad distribution of various uses, including their densities or building heights.

Layout is a reserved matter, details of which will be provided through subsequent applications. The following provides information regarding the design principles associated with the layout of the proposed development.

Illustrative Purposes Only. Not for Approval

## Proposed development—Layout

### Accommodation schedule

BLOCK	PROPOSED USE	MAX FLOORSPACE / DWELLINGS
Block A	Retail (A1) A2/A3/A4/A5	532 sq.m GEA 644 sq.m GEA
Block A	Residential (C3)	96 residential units
Block 1B	Non-Residential Institution (D1)	4,283 sq.m GEA
Block 2B	Retail (A1) Restaurants and cafés (A3)	552 sq.m GEA 635 sq.m GEA
Block 1C	Residential (C3)	15 residential units
Block 2C	Residential (C3)	41 residential units
Block 1D	Financial and professional services (A2) Business (B1)	188 sq.m GEA 3,160 sq.m GEA
Block 2D	Financial and professional services (A2) Business (B1)	205 sq.m GEA 1,602 sq.m GEA
Block 1E	Residential (C3)	11 residential units
Block 2E	Residential (C3)	10 residential units
Block F	Non-Residential Institution (D1)	2,596 sq.m GEA
Block G	Residential Institution (C2)	5,863 sq.m GEA
Block H	Non-Residential Institution (D1)	3,119 sq.m GEA

Overall Accommodation Schedule

Illustrative Purposes Only. Not for Approval

# Proposed development—Layout

## Layout—Uses and rationale to locations

The rationale behind the use classes for the proposed development were primarily based on four principles. What was there before historically. What existing uses around the site could be enhanced or engaged with and which location best suited the proposed use class. The overriding principle was to encourage a real mix of uses to ensure continued footfall and activity to the site.

### Residential - Blocks 1C, 2C, 1E, 2E and Block A

We felt the scheme could accommodate a mix of house types and sizes in an area which is primarily terraced properties. The natural location of new residential units would be to Gwladys Street and Goodison Road and would help to re-establish the street. The residential blocks fronting Walton Lane provide a new typology of dwelling to the site and as such sit within their own context.

### Education / Arts & enterprise - Block 1B and Block F

Two elements of the site could offer educational support or an opportunity to engage with business and education. These are shown on the illustrative masterplan as being diagonally opposite each other: the southern block engages with the immediate public and the EitC free school on Spellow Lane and Block F engages with the existing primary school and nursery.

### Office - Blocks 1D & 2D

This use deliberately sits around the new space created to wrap around St Luke's Church and tie-in with the supportive role the church has to the community. This is the possible new HQ of Everton in the Community.

### Healthcare and Residential Institution - Blocks G & H

The eastern edge of the site is a quieter more private location and as such would be suitable for a potential care home block and/or healthcare use in this location with the two building being able to engage with each other and the education facility.

### Retail/café - Block 2B

The small retail area to the south of the public open space is intended to primarily be community based and is positioned to engage with visitors approaching the site. The upper level of this block could be a cafe.

CGI Aerial View Redevelopment masterplan proposal.

Illustrative Purposes Only. Not for Approval



# Proposed development—Layout

## Layout

The layout of the site can be defined primarily from the orientation and footprint of the existing football pitch. Although the inner garden is an inset reduction of this former 'green space' the edges of the pitch define the setting out of perimeter blocks. The remaining space between the outer edge of the pitch and the boundary of the site replicates the orientation of the former football stands but the design of each block responds to new design cues as well as referencing original elements of the stadium. Breaks within the perimeter blocks break up the density of form and add interest to the street scene as well as providing vehicle and pedestrian routes.

The Park End part of the site offers a new proposal in terms of built form but the access road through the site follows the established / historic route.



Master plan in wider context—Ground Level

## Proposed development—Layout

An upper level of landscaping conceals the undercroft parking to the site and provides private garden areas to the townhouse dwellings and an outside amenity area for the residential care Block G. Rather than having a hard rectangular edge to the inner garden space a number of angled wedged tiers are proposed which will provide a mid level of planting and therefore screening to the gardens above.

Block 2B could have a stepped seating terrace which leads up to the upper level entrance to the café, lift access is also provided. Flanking either side of this stepped terrace are two further planting wedges.

The public deck to block 2B continues around its perimeter offering the potential for outdoor seating looking toward Stanley Park or into the proposed garden space. This upper level garden and terrace are not connected between blocks and a clear separation is achieved via ground level access paths to the gardens.



First Floor Plan

## Proposed development—Layout



CGI Aerial View Redevelopment masterplan proposal.

Illustrative Purposes Only. Not for Approval

## Proposed development - Scale

The National Design Guide defines scale as the height, width and length of each building proposed within a development in relation to its surroundings. The Design Guide states: 'This relates both to the overall size and massing of individual buildings and spaces in relation to their surroundings, and to the scale of their parts. It affects how a space can be used and how it is experienced. The relationships between the different dimensions of a building or component are known as its proportions.'

Scale is a reserved matter, details of which will be provided through subsequent applications. The following provides information regarding the design principles associated with the scale of the proposed development, including the maximum proposed heights of the blocks.

## Proposed development—Scale

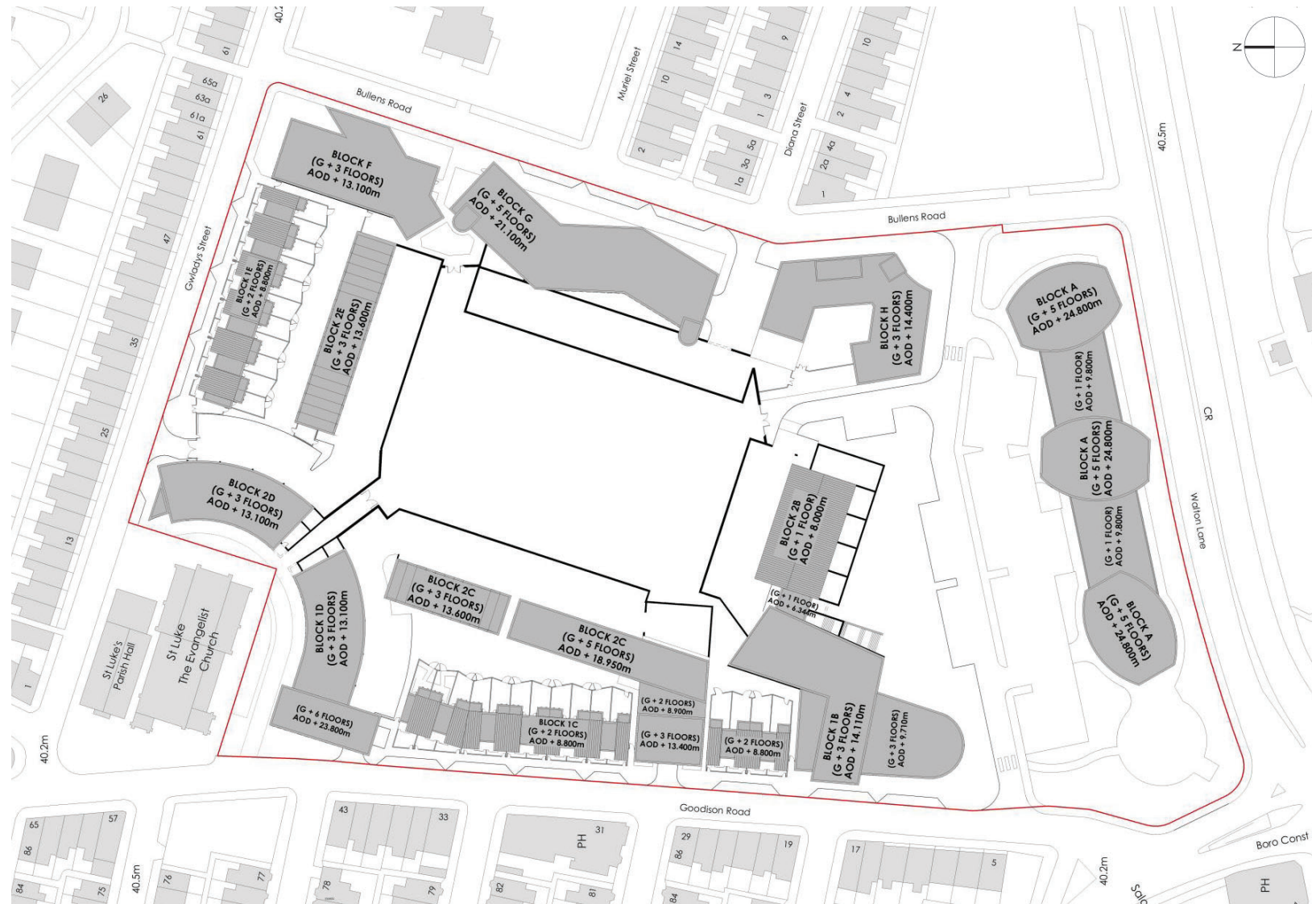
The height of specific buildings has primarily been generated by the context in which they sit, including the proximity of the development to the Grade II\* Registered Parks & Gardens to the south and east of the site. Blocks 1E and 1C respond to the existing terrace housing on Gwladys Street and Goodison Road. Blocks 1D & 2D are increased in height to help create a sense of enclosure and protection to St Luke's Church but sufficient space has been created away from the Church so as not to overpower it. The end point of this curved block is punctuated by a taller 7 storey block which deliberately replicates an existing structural feature of the stadium which may accommodate EitC.

The inner residential blocks 2C and 2E are taller than the perimeter housing as is the residential care block G. These blocks form the 'stadium' edges to the site helping to define the 'memory' concept we have proposed. To the south of the site block 2B is deliberately two storey to minimise overshadowing of the gardens and allow views from apartments across to Stanley Park.

Block F is a four storey building which steps up from the new residential block 1E. The distance from existing dwellings and the open aspect to the school playground allows for this height.

Blocks G and H are of a height above the existing housing but their positioning does not significantly impact on the amenity of residents.

The three feature blocks to the southern edge of the site are of a height that emphasises them as being key interventions of the development.



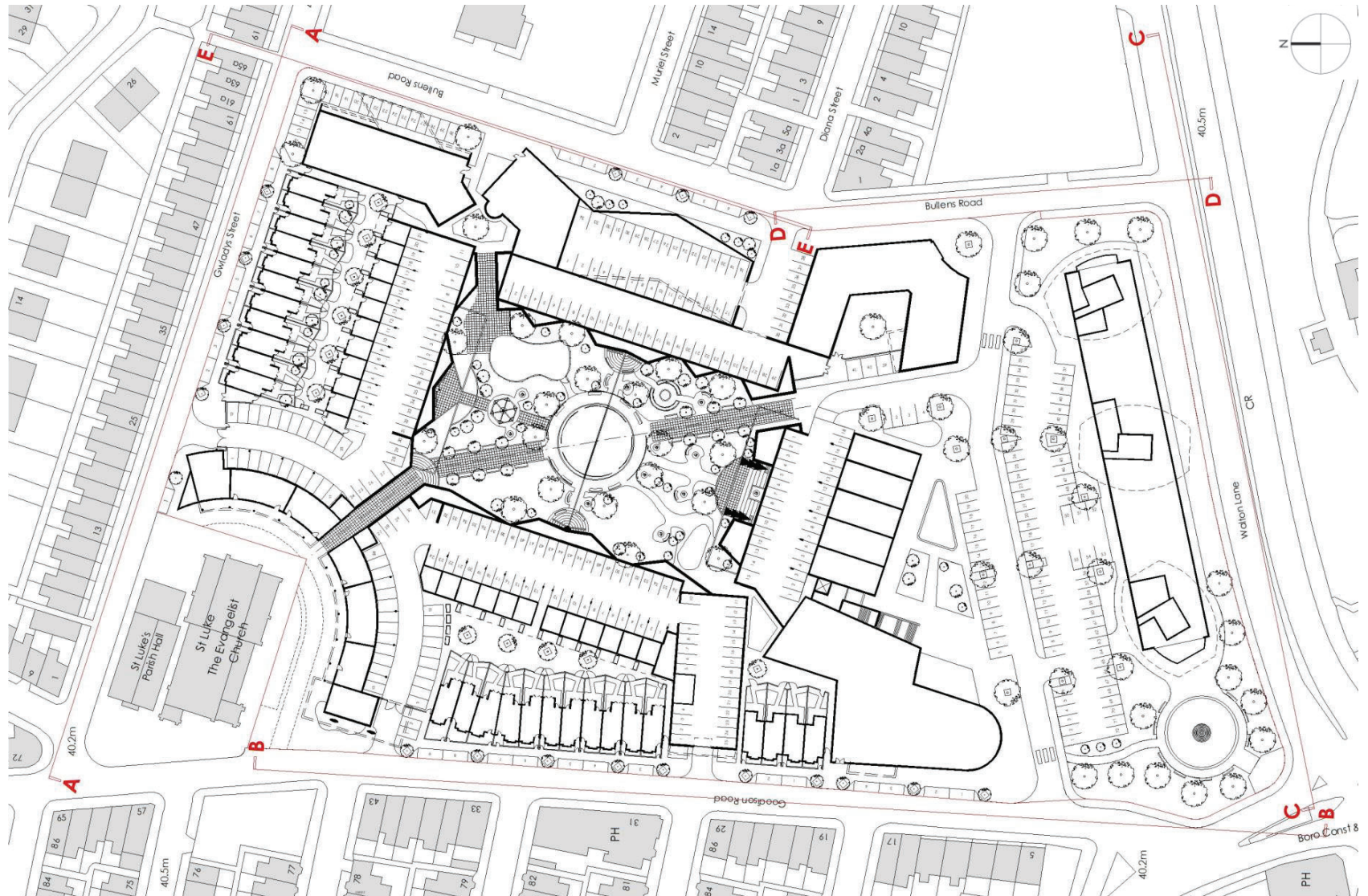
Proposed Maximum Heights

## Proposed Development – Scale and Appearance

Appearance is defined by the National Design Guide as the aspects of a building or space within development which determine its visual impression, including external built form, architecture, materials, lighting, colour and texture.

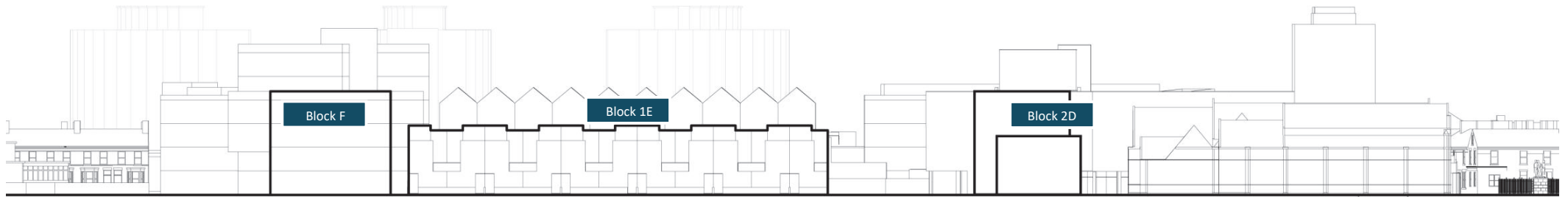
Appearance is a reserved matter and so this outline application does not include details of these aspects at this stage. However, the illustrative CGIs submitted with this application, and included within this Design & Access Statement, provide an indication of what the proposed development could look like.

## Proposed Development - Elevation Locations

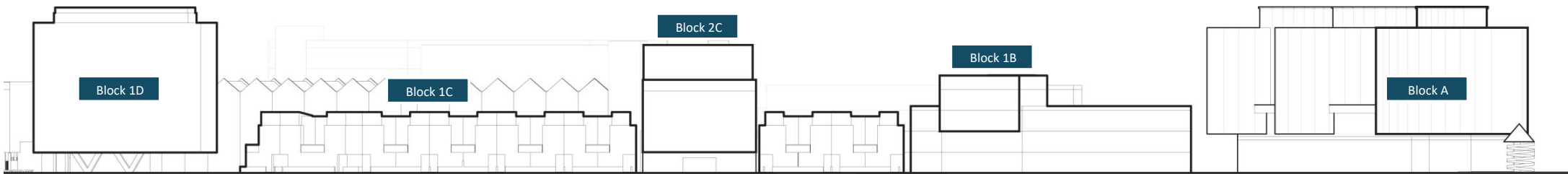


# Proposed Development - Scale - Parameter Blocks

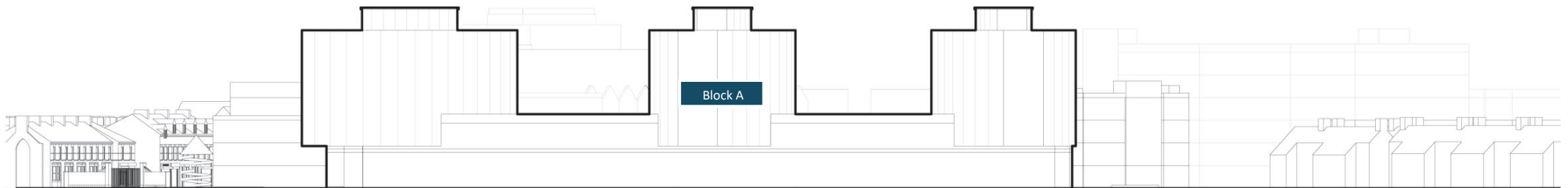
## ELEVATIONS



Illustrative elevation A - Gwladys Street



Illustrative elevation B - Goodison Road



Illustrative elevation C - Walton Hall Lane

# Proposed Development - Scale - Detailed Elevations for Illustrative Purposes

## ELEVATIONS



Illustrative elevation A - Gwladys Street



Illustrative elevation B - Goodison Road



Illustrative elevation C - Walton Hall Lane

# Proposed Development - Scale - Parameter Blocks

## ELEVATIONS



Illustrative elevation E - Bulls Road part 1



Illustrative elevation D - Bulls Road part 2