

5 ALTERNATIVES & DESIGN EVOLUTION

5.1 INTRODUCTION

The EIA Regulations 2011 [1] (as amended in 2015 [2]) (Schedule 4, Paragraph 2), state that an ES is required to provide:

"An outline of the main alternatives studied by the applicant or appellant and an indication of the main reasons for the choice made, taking into account the environmental effects".

This chapter of the ES details the main alternatives considered by the Applicant prior to the finalisation of the proposed scheme and shows the process of avoiding impacts through the iterative and collaborative design of the development ('mitigation by design').

Potential alternatives can be broadly grouped into the following categories:

- Alternative sites;
- Alternative land uses;
- Alternative processes; and
- Alternative development layouts.

Alternative sites have not been considered by the Applicant, on the basis that the proposals specifically relate to a redevelopment of the Goodison Park site, following the Club's proposed relocation of their home stadium to Bramley-Moore Dock.

As the proposals already include a broad variety of land uses, which are considered to fulfil an identified local need, additional alternative land uses have also not been considered. In addition, alternative processes, which are typically more relevant to industrial uses, have not been considered.

Alternative development layouts have been considered as part of the design evolution process. Further information on the evolution of the design and the alternative development layouts that were considered is provided in the following sections and the submitted Design & Access Statement and Design & Access Statement Addendum.

5.2 ALTERNATIVE DEVELOPMENT LAYOUTS AND DESIGN EVOLUTION

5.2.1 Early Scheme Design Concepts

Although a number of design options were initially proposed that included new development on the location of the existing pitch area, it was evident in the feedback from the Applicant and design group that this would represent a lost opportunity to preserve a key element of a long-standing feature of the area. It was agreed by the design team that it would be logical to take advantage of the existing proportions of the stadium, its massing and balance of solid to void.

It was agreed that creating the correct balance between the density on the site with the open green areas was key to establishing an active destination but also built form of a similar scale and layout of the existing stadium with potential to create betterment for existing surrounding residents.

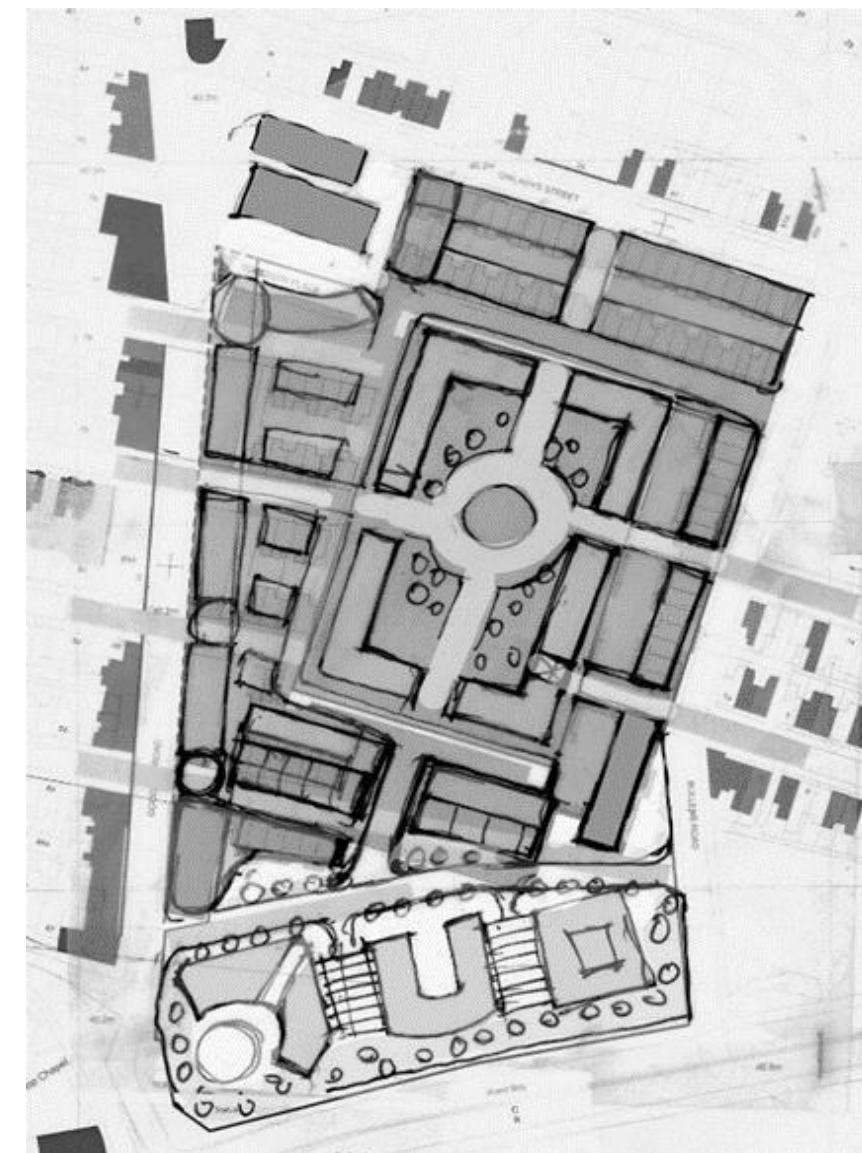
An early concept for the scheme included much denser apartment blocks than are included in the final scheme, which wrapped around the west, north and eastern edges of the 'pitch'. Potential problems for delivering a suitable parking strategy and potential adverse effects on residential amenity and the visual appreciation of the site meant that this concept was abandoned but the creation of an enclosed outdoor space in the centre of the site remained a priority.

Another early design proposal included the entire central pitch as a raised deck with ground level parking below. Under this concept, the centre circle of the pitch was to remain, with a stepped amphitheatre leading down to this level and acting as a seating / event space. Following a cost analysis exercise, it was established that this concept was financially unviable. However, a review of the parking strategy and further design development indicated that the use of some undercroft parking and under deck parking, as well as non-covered parking would go some way to alleviating the viability issues. It was agreed that a balance would need to be struck between providing sufficient on-site parking to meet the needs of site users and ensuring that the scheme did not become dominated by parking.

Concept sketches for three of the early scheme design concepts are shown in Figures 5.1 to 5.3.

Figure 5.1 shows a design concept that investigated accommodation extending onto the footprint of the existing pitch area, with the central portion of the pitch area retained as a semi-public garden space.

Figure 5.1
Concept Sketch 01



Source: Condry Lofthouse Architects

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Figure 5.2 shows a design concept that included higher density blocks extending over the original pitch area, allowing a more broken up view of the rectangular pitch but, again, retaining a public garden space in the centre.

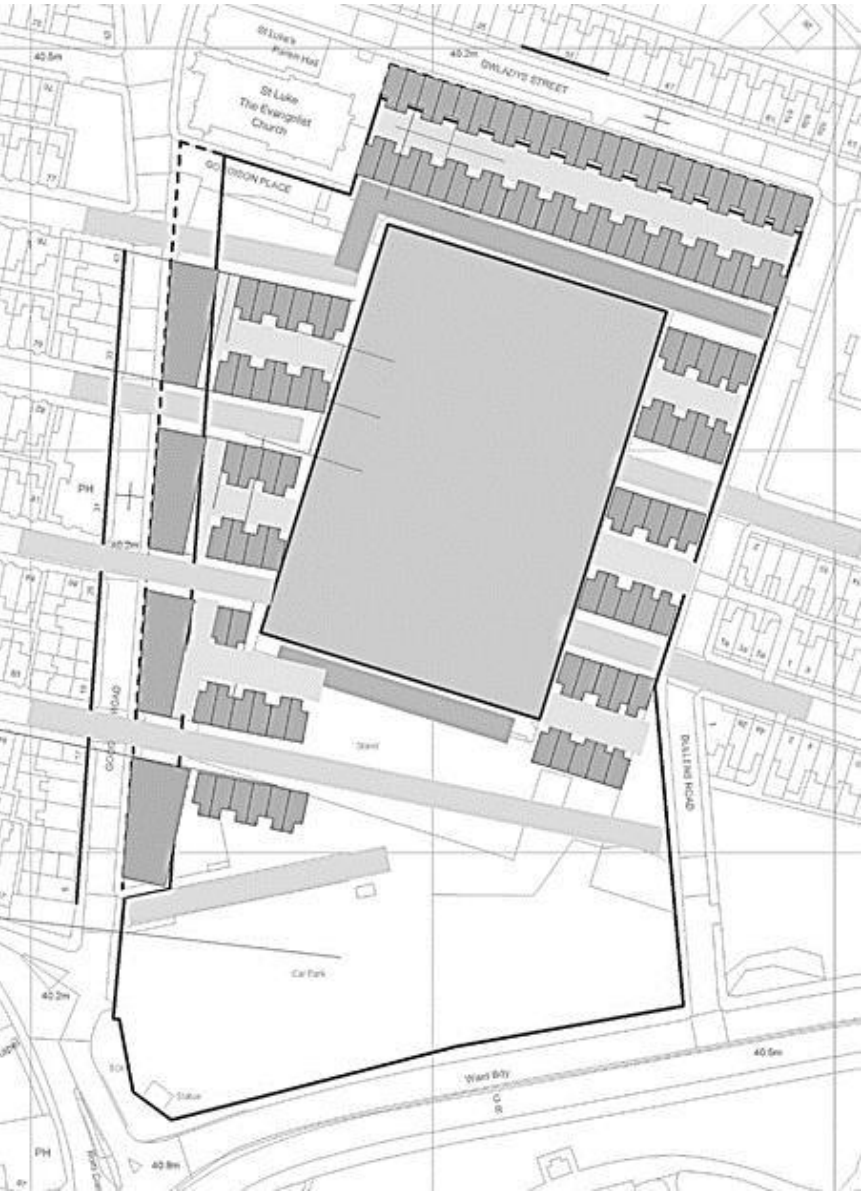
Figure 5.2
Concept Sketch 02



Source: Condry Lofthouse Architects

Figure 5.3 shows a design concept with traditional housing surrounding the full original pitch area, which is retained for public use. This concept was discounted by the project team due its limited community benefits.

Figure 5.3
Concept Sketch 03



Source: Condry Lofthouse Architects

A fourth early scheme design concept, that builds on previous iterations of the design, is shown in Figure 5.4. In this plan, key nodal buildings engage with the outer edge of the site but also provide physical links back into the public space within. Residential buildings establish the edge of the remaining boundary of the site and reinforce the enclosure of the former pitch. The area of the former car park in the south of the site can be seen as a separate element to the 'pitch', and the former stadium. It was the design intent that it would have a unique identity, acting as a sculptural element promoting the site but also providing a semi protective space screening the site from Walton Lane. It was this concept which was progressed and informed the outline planning application submitted in April 2020.

Figure 5.4
Concept Sketch 04



Source: Condry Lofthouse Architects

5.2.2 Design Principles

Following development of the early scheme design concepts discussed above, a series of scheme design principles were agreed in order to guide the design evolution of the scheme going forward. These design principles are outlined below.

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5.2.2.1 Design Principle 01 - Special Space

As noted previously, a number of early scheme design concepts were explored that proposed to build upon the football pitch. Through the development of subsequent early design concepts, it became clear that building on the pitch would represent a lost opportunity to preserve a key element of an iconic building in the area. It was agreed that the 'sense' of the pitch would be retained and the open space it created be enjoyed. This open space would be easily accessible to residents within the site and would also be publicly accessible. It was agreed that the actual centre circle, or a representation of it, could also potentially be retained within the open space.

5.2.2.2 Design Principle 02 - Memory of Stadium

Along with retaining the 'sense' of the pitch, to connect with the historical legacy of the site, it was considered important to recreate the sense of enclosure felt within the existing stadium and to reflect a 'memory' of what was there before. Built form along the four sides of the pitch would not only create a better density in terms of housing numbers but properties would also benefit from views into the central space and a sense of a 'protected' sanctuary could be developed.

5.2.2.3 Design Principle 03 - Re-Create Street Scene

To reflect the existing residential terrace streets and to re-create the historic 'street' scene for Gwladys Street, the development could accommodate family dwellings of a similar scale and massing in a terrace formation. This design proposal would bring benefits in terms of improvements in internal daylight/sunlight levels to some existing dwellings and openness to the existing residents who currently look out to the large flat elevation of the rear stands to the stadium.

5.2.2.4 Design Principle 04 - Strong Identity

Key buildings of note were identified in the area around the site. St Luke's Church was identified as being one of the most recognisable and unique features in the area, and a key focal building within the urban fabric. A stronger building element of the existing stadium, the projecting rectangular bay of the Main Stand on Goodison Road, was also a feature that was initially proposed to be maintained in the April 2020 version of the masterplan. This form, which has carried the Everton Football Club logo for decades, has a prominent position adjacent to St Luke's and it also looks down Neston Street and can be seen from County Road.

5.2.2.5 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 EitC run throughout the area. The uses proposed have been designated to suit the location and context of the site. Community buildings and key services / amenities were initially proposed at the four corners of the site and 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' was proposed to provide community retail and café / gallery / museum space.

5.2.2.6 Design Principle 06 - Play Street

The space created between the terrace housing and the inner townhouses/ apartment blocks, shown on the original submitted masterplan, was initially identified as suitable 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.

5.2.2.7 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. It was considered by the architects that the primary location for such an iconic building would be best placed on the area at the south of the site, which is currently the on-site car park. This location is on a key arterial route into the city.

5.2.3 Design Refinement Prior to April 2020 Submission

5.2.3.1 Central Open Space

Central to the design proposals is the development of a public open space in the centre of the site to reflect the extent of the former playing pitch. Landscaping is a reserved matter and therefore the design of the central open space will be subject to further design evolution up to submission of reserved matters. However, at this stage, the design intent is for the open space to include areas of soft and hard landscaping, pathways that traverse the area, and potentially the retention of the original pitch centre circle, or a representation of it.

The benefits of integrating this central open space into the proposals include the retention of the historic and cultural value of the pitch area, the amenity benefits to residents, employees and the general public, and the potential for improving the biodiversity value of the site.

5.2.3.2 Retention of Historic/Cultural Features

It is proposed that the existing entrance gates in the south west of the site, the commemorative/memorial plaques dedicated to former fans on the site boundary walls either side of the entrance gates, and the Ralph 'Dixie' Dean statue currently present at the site will be retained at the site under the proposals. The decision to retain these features will ensure that the historic and cultural value of the site's former use is not lost from the site.

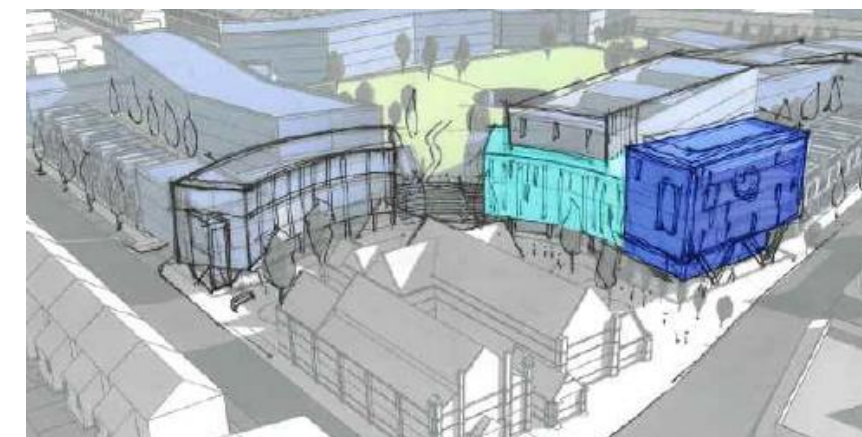
5.2.3.3 Response to Existing Key Local Features

With such a high-profile location, and its important historical role in the community and to Evertonians, St Luke's is a strong anchor to encourage and continue to attract activity and a focus to this part of the application site. It was considered that 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 initially proposed, as shown on Figure 5.5. This space

would not only respect the church but the public space around it and could enhance the church's setting and with sensitive landscaping and seating, become a space for the public to enjoy. The defined break in the colonnade structure was initially proposed to allow space for a pedestrian gateway to the proposed central open space area and it was envisaged the flow of pedestrians north of Goodison Park would converge via this location.

Figure 5.5

Early Concept Sketch of Curved Block (Blocks 1D and 2D)



Source: Condry Lofthouse Architects

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 site 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 Club's presence within the streets of terraced houses with its dominant form.

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Figure 5.6

Historic view from Neston Street



Source: Condry Lofthouse Architects

It was identified in the initial 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 application 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 (historic view shown in Figure 5.6). This 'box' has the Club's branding which has changed over time and its most recent design is a blue solid block which informed the April 2020 masterplan.

5.2.3.4 Key Feature Blocks

'Block F' of the original masterplan was a building proposed for non-residential institution use, which was identified as a potential educational use, and was deliberately positioned at the north eastern corner of the site opposite the playground of Gwladys Street primary school, as it was intended 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 fronted onto Bullens Road. An angled form cantilevered towards the circle of the proposed central open space continuing to the external façade reinforcing both the visual and physical connectivity to space within.

'Block H' of the original masterplan was located at a quieter part of the site in the south eastern corner, and was proposed as a non-residential

institution, potentially a healthcare building, as it was clearly visible from the main retail space proposed in the April 2020 masterplan. Suitably located next to the potential care home / supported living ('Block G' of the original masterplan), this building's open core offered views into the new garden area as well as an upper open terrace.

The potential non-residential institution use at 'Block 1B' of the original masterplan, was identified as a potential gallery / museum / educational block, and was located in a prominent part of the site. The block presented itself as a bold statement to the viewer as it was a key building to encourage creative enterprise in the area. Its proximity to the existing Everton Free School and Peoples Hub promoted a stronger physical connection to the EitC campus. Moving to the right of curved frontage pedestrians were to be encouraged up to the upper deck terrace with full view over the enclosed garden space. The ground floor of the building was intended to engage with and provide views of the central open space.

5.2.3.5 Block A of the original masterplan

The existing car park area in the south of the site is distinctly different from the rectangular edged form of the stadium.

An early concept was for the development of this part of the site to create three blocks (Blocks 1A-3A, that together comprise Block A) symbolising past, present and future, with each block orientated to the centre spots of the pitches where Everton 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. Later iterations positioned the block elements on a linear plinth, which provided an active front edge to the site but also helped to screen the inner public space from Walton Lane.

The initial block heights were proposed at 12 storeys, with each block stepping down by two storeys. The architects considered that there was 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.

It was considered by the design team that 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, as emphasised by the elevation design. The positioning of the blocks was also informed by a preliminary analysis of the visual impacts of the proposed blocks on key views from the surrounding area. Concept views of Block A at this stage of the design development process from Spellow Lane, Walton Lane and Priory Road, are provided in Figures 5.7, 5.8 and 5.9 respectively.

Figure 5.7

Early Concept View of Block A from Spellow Lane



Source: Condry Lofthouse Architects

Figure 5.8

Early Concept View of Block A from Walton Lane



Source: Condry Lofthouse Architects

Figure 5.9

Early Concept View of Block A from Priory Road



Source: Condry Lofthouse Architects

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Various iterations of the block designs were considered and a financial appraisal was carried out to test the viability of the development in this part of the site. The results indicated that a more simplified rectangular plan would improve the financial viability, as well as increase the number of units per floor. The results also indicated that omission of the plinth block beneath would also help the scheme’s viability.

A meeting was subsequently held with LCC’s Planning & Urban Design Officers in October 2019. LCC advised that the height of the three blocks should be reduced and that the plinth block beneath had benefits associated with containing the development and creating a frontage to Walton Lane.

In response, the maximum heights of the three blocks (1A-3A) were reduced from 12 storeys to six storeys and the plinth block was retained but amended in the submitted masterplan. The reduction in height of the blocks resulted in:

- A reduction in the impact of the proposed development on the local townscape and on views of the site from the surrounding area;
- A reduction in the impact of the proposed development on the setting of above ground heritage assets in proximity to the application site, including Stanley Park and Anfield Cemetery (Grade II* Registered Parks and Gardens) and various Listed Buildings; and
- Reduction of the potential for adverse daylight, sunlight and overshadowing effects on surrounding sensitive receptors as a result of the proposed development.

5.2.4 March 2020 Scheme Iteration

The iteration of the scheme design (produced in March 2020) that was the subject of the original planning application submitted to LCC in April 2020 is described in the sections below.

5.2.4.1 Maximum Building Heights

The proposed maximum building heights within the scheme ranged from two storeys to seven storeys.

The tallest buildings in the proposed development were the three residential blocks (Blocks 1A-3A), which together constituted Block A, in the south of the application site. Each of the three blocks were proposed to be up to six storeys in height (24. 80 m Above Ground Level (AGL)). The three residential blocks were linked by two lower buildings, both of which were two storeys in height.

Other taller elements of the proposed development included part of Block 1D in the north west of the site, which was up to seven storeys in height (23.800 m AGL). Block G and an element of Block 2C were also up to six storeys in height (21.1 m AGL and 18.95 m AGL respectively).

The maximum building heights that were previously proposed for each block are provided in Table 3.5 below.

Table 5.5
March 2020 Proposed Maximum Building Heights

BLOCK	MAXIMUM STOREYS (INC GROUND)	MAXIMUM HEIGHT (M AGL)
Block A	6	24.800
Block 1B	4	14.110
Block 2B	2	8.000
Block 1C	3	8.800
Block 2C	6	18.950
Block 1D	7	23.800
Block 2D	4	13.100
Block 1E	3	8.800
Block 2E	4	13.600
Block F	4	13.100
Block G	6	21.100
Block H	4	14.400

Source: Condy Lofthouse Architects

5.2.4.2 Residential Units

A total of up to 173 residential units (use class C3) were proposed for the application site. The units comprised a mix of typologies, including maisonettes, townhouses, apartments and terraces.

Up to 96 residential units were proposed in the three blocks that comprised Block A (Blocks 1A-3A), in the south of the application site. These units were indicatively shown in the form of apartments. The remaining residential units were located close to the site’s northern and western perimeters.

Block 1C was situated adjacent to the western site boundary. In this block, up to 15 residential units were proposed. Block 2C was located to the east of Block 1C, and provided up to 41 units.

Block 1E was situated adjacent to the northern site boundary. In this block, up to 11 residential units were proposed, shown on the March 2020 version of the illustrative masterplan as being in the form of terraced housing. Block 2E was located to the south of Block 1E and provided up to ten residential units, which were shown indicatively as townhouses.

The previously proposed residential unit schedule, including maximum square metre Gross External Area (sq.m GEA) floorspace areas, is provided in Table 3.6 below.

Table 5.6
March 2020 Proposed Residential Unit Schedule

BLOCK	INDICATIVE RESIDENTIAL UNIT TYPOLOGY	MAXIMUM UNIT NUMBERS	MAXIMUM FLOOR SPACE (SQ.M GEA)
Block A	Apartments	96	6,041
Block 1C	Terraced Housing	15	2,095
Block 2C	Maisonettes	6	1,054
Block 2C	Townhouses	6	1,045
Block 2C	Apartments	29	2,494
Block 1E	Terraced Housing	11	1,506
Block 2E	Townhouses	10	1,768
Total		173	16,003

Source: Condy Lofthouse Architects

5.2.4.3 Residential Institutions

Block G, which was located adjacent to the eastern site boundary, was proposed for use as a residential institution (use class: C2). This block comprised up to 5,863 sq.m GEA of floorspace. It was assumed for the purposes of the previous assessments that the block would have provided a 78 bed care home and 24 extra care apartments.

5.2.4.4 Non-Residential Institutions

Block 1B, Block F and Block H, were located in the south west, north east and south east of the application site respectively, and were proposed for use as non-residential institutions (use class: D1). Up to 9,998 sq.m GEA of D1 floorspace was proposed at the site in total.

Block 1B comprised up to 4,283 sq.m GEA of floorspace and was proposed to potentially be used as a gallery, museum or education facility. Block F comprised up to 2,596 sq.m GEA of floorspace and was proposed to potentially be used as an education facility. Block H comprised up to 3,119 sq.m GEA of floorspace and was proposed to be used as a health facility.

5.2.4.5 Commercial Floorspace

Up to 7,518 sq.m GEA of commercial floorspace was proposed at the application site. The potential commercial uses previously proposed comprised:

- Retail (use class: A1);
- Financial and professional services (use class: A2);
- Restaurants and cafés (use class: A3);
- Drinking establishments (use class: A4);
- Hot food takeaways (use class: A5); and
- Business (use class: B1).

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The locations of the proposed commercial uses included as part of the March 2020 design are indicated in Table 3.7 below.

Table 5.7
March 2020 Proposed Schedule of Commercial Uses

BLOCK	PROPOSED COMMERCIAL USES	MAXIMUM FLOORSPACE (SQ.M GEA)
Block A	Retail (use class: A1)	532
Block A	Financial and professional services (use class: A2) / Restaurants and cafés (use class: A3) / Drinking establishments (use class: A4) / Hot food takeaways (use class A5)	644
Block 2B	Retail (use class: A1)	552
Block 2B	Restaurants and cafés (use class: A3)	635
Block 1D	Financial and professional services (use class: A2)	188
Block 1D	Business (use class: B1)	3,160
Block 2D	Financial and professional services (use class: A2)	205
Block 2D	Business (use class: B1)	1,602
Total		7,518

Source: Condry Lofthouse Architects

5.2.4.6 Site Access

As part of the previous application it was determined that details of site access would not be provided until the reserved matters stage. However, an illustrative access and servicing plan was provided, which gave an indication of how the access arrangements at the site could have come forward. The indicative access arrangements that were shown on the illustrative plan are discussed in the sections below.

Potential vehicle access locations to the scheme were shown at various locations around the perimeter of the site on the illustrative plan.

Access to the car park serving Blocks A, 1B, 2B & H could have been facilitated via two junctions, one with Goodison Road and one with Bullens Road, both of which were indicatively shown at the same locations as the junctions to the existing Goodison Park car park. This would have created a southern spine road running east-west through the application site.

It was illustratively identified that vehicular access to other proposed off-street parking areas could have been provided by new junctions at the following indicative locations:

- Goodison Road near Winslow Street;
- Goodison Road near Neston Street;
- Gwladys Street between Bullens Road and Goodison Road; and
- Bullens Road near Diana Street.

Potential pedestrian and cycle access routes to and through the scheme were shown at various locations around the perimeter of the site on the illustrative plan.

5.2.4.7 Parking

Up to 393 off-street and 27 on-street car parking spaces were proposed to serve the development. The previously proposed maximum parking quanta is shown in Table 3.8.

Table 5.8
Proposed Maximum Parking Quanta

BLOCK	PROPOSED USE	MAX FLOORSPACE / DWELLINGS	MAX PROPOSED PARKING QUANTA & INDICATIVE TYPE (ON/OFF STREET)
Block A	Retail (A1)	532 sq.m GEA	24 off-street spaces
	A2/A3/A4/A5	644 sq.m GEA	
Block A	Residential (C3)	96 residential units	48 off-street spaces
Block 1B	Non-Residential Institution (D1)	4,283 sq.m GEA	15 off-street spaces 4 on-street spaces
Block 2B	Retail (A1)	552 sq.m GEA	38 off-street spaces
	Restaurants and cafés (A3)	635 sq.m GEA	
Block 1C	Residential (C3)	15 residential units	12 off-street spaces 9 on-street spaces
Block 2C	Residential (C3)	41 residential units	37 off-street spaces
Block 1D	Financial and professional services (A2)	188 sq.m GEA	56 off-street spaces
	Business (B1)	3,160 sq.m GEA	
Block 2D	Financial and professional services (A2)	205 sq.m GEA	37 off-street spaces
	Business (B1)	1,602 sq.m GEA	
Block 1E	Residential (C3)	11 residential units	11 off-street spaces 8 on-street spaces
Block 2E	Residential (C3)	10 residential units	10 off-street spaces
Block F	Non-Residential Institution (D1)	2,596 sq.m GEA	30 off-street spaces
Block G	Residential Institution (C2)	5,863 sq.m GEA	34 off-street spaces 6 on-street spaces
Block H	Non-Residential Institution (D1)	3,119 sq.m GEA	41 off-street spaces
Total			393 off-street spaces 27 on-street spaces

Source: Mott MacDonald

It was anticipated that cycle parking would have been provided throughout the site, both in the form of communal cycle parking outside buildings for visitors and sheltered/internal cycle parking for staff and residents.

5.2.4.8 Landscaping

It was proposed that the existing entrance gates in the south west of the site, the commemorative/memorial plaques dedicated to former fans on the site boundary walls either side of the entrance gates, and the Ralph ‘Dixie’ Dean statue currently present at the site would have been retained at the site under the proposals. New buildings were also not proposed in the central part of the site, broadly on the location of the current pitch area. It should be noted that these principles remain applicable to the December 2020 masterplan.

The previous illustrative masterplan identified a public open space, with soft and hard landscaping, in the centre of the site, broadly on the location of the current pitch area. It was the design intent to retain the centre spot of the original football pitch, or a representation of this, within the public open space at the heart of the site. This element was retained as part of the revised December 2020 design. A primary diagonal pedestrian route was shown running through the public open space on the previous illustrative masterplan, with secondary smaller paths also shown, leading to other focal points both within and outside the open space. Other areas of soft and hard landscaping were also shown on the illustrative masterplan, including areas of soft landscaping adjacent to Blocks G, 1B, 2B and F and around the perimeter of Block A.

5.2.5 Design Refinement Prior to December 2020 Submission

Following submission of the initial planning application in April 2020, consultation responses were received from LCC's Urban Design and Conservation officers, and this was also followed by a Places Matter Design Review. Both highlighted the need to address some key concerns with the existing masterplan.

The feedback suggested that a number of wider strategic moves have not reached their full potential, associated with Stanley Park, the surrounding terraced streets and the relationship with St Luke's Church.

The strategic approach was also questioned in the consultation responses, advising the following:

- the perceived enclosure of the pitch would potentially result in a private and protected space with limited surveillance;
- the partial retention of the pitch could also limit development plot flexibility;
- there was a concern that car parking dominated the public realm, and that the masterplan had been driven by a single architectural solution, potentially limiting future flexibility.

The decision to provide bold and tall architectural form to Walton Lane and St. Luke's Church was also challenged due to the impact this form would

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have on the sensitive parkland heritage and unique setting of the church respectively.

After reviewing the comments on the April 2020 application, the design team analysed the existing masterplan to ascertain where there was potential to address the concerns, whilst respecting the original brief and aspirations of the project for the Club and community.

The revised approach to the masterplan seeks to set up a series of flexible development plots underpinned by a strong vision, with Everton Football Club's legacy at its heart. It was also agreed during further conversations with LCC's Urban Design and Planning officers that the outline application should be delivered with a complete set of outline parameter plans, and these should be supported by a clear design rationale and plot briefing information.

In order to address the concerns raised by LCC and Places Matter, alterations to the existing masterplan layout were required. However, the agreed approach was that the extent of change should not alter the existing 'brief' in terms of quantum and mix of uses within the masterplan.

Therefore, the design team sought to both alter the layout and form of the masterplan, whilst maintaining the potential to deliver the same or similar schedule of accommodation.

5.2.5.1 Evolution of the Masterplan

The following diagrams highlight some of the key areas of focus that were explored during the further design progression following the April 2020 submission. These provide a snapshot of the potential structural changes that were considered to the overall masterplan and informed the early dialogue regarding the subsequent design changes with LCC.

Celebrate the legacy: The original masterplan sought to represent the legacy of the application site, as the home of Everton Football Club, through the retention of a large area of open space, close to, but not the full extent of the existing football pitch area. As part of the December 2020 design progression, the design team looked to expand on this idea of legacy to broaden out that symbolism to also include existing site features such as the Dixie Dean statue and the strong relationship between the Club and the surrounding community institutions, such as St Luke's Church, as detailed in Figure 5.10.

Figure 5.10
Consideration of the Legacy Elements



Source: Planit-IE

Establish connections: The original masterplan would create one east-west street to the south of the site and has limited connectivity with the surrounding terraced streets. As part of the post-submission design progression, the design team has explored the potential to create a more integrated network of streets across the masterplan to create meaningful connections with the surrounding streets and therefore embedding the proposal within the existing neighbourhood, as detailed in Figure 5.11.

Figure 5.11
Consideration of Connections through the Masterplan



Source: Planit-IE

Complementary distribution of uses: The brief prescribes a mix of uses across the site including residential, community, commercial and retail. As part of the post-submission design progression, the design team has given this mix of uses further consideration in terms of their distribution, seeking to position and group the uses in response to surrounding contextual factors, in a complementary arrangement, as detailed in Figure 5.12.

Figure 5.12
Consideration of the Distribution of Proposed Uses



Source: Planit-IE

Quality public realm: At the centre of the original masterplan was the open space signifying the current pitch area. Throughout the consultation feedback, there was some debate concerning the accessibility of this space. As part of the post-submission design progression, the design team has looked to further expand this new open space offer, to also consider the new streets as contributors to the public realm, and to treat all of this open space as publicly accessible. This is intended to be a benefit to the new and existing communities, as shown in Figure 5.13.

ALTERNATIVES & DESIGN EVOLUTION

Figure 5.13
Consideration of the Proposed Areas of Public Realm



Source: Planit-IE

Taking the above key considerations into account, the following amendments to the masterplan are proposed:

- Redesign of the masterplan layout to form seven distinct Plots, replacing the 12 Blocks previously proposed;
- Reduction in heights of the buildings in some parts of the masterplan, particularly adjacent to the Church of St Luke and along the Walton Lane frontage;
- Amendments to the massing of plots throughout the masterplan, including splitting the frontage along Walton Lane into two plots (Plot A and Plot B);
- Reduction in the total amount of A1-A5 use class floorspace proposed from 2,756 sq m to a total provision of 750 sq m (of which A1 use class development will be restricted to a maximum of 349 sq m);
- Relocation of uses around the masterplan;
- Reduction in the size of the central park area and improvement to the relationship between the Park and surrounding built form; and
- Creation of two additional east-west links through the masterplan and the establishment of a north-south green link between the proposed Park and Stanley Park to the south.