11.1 INTRODUCTION

11.1.1 Company

WYG

11.1.2 Author

Emily Jones, BSc (Hons), DipLA, CMLI

Emily Jones is an Associate Director at WYG with over 17 years' experience in landscape and visual impact assessment. Emily's experience is nationwide, covering numerous types of development, including residential and leisure developments in Liverpool.

Susan Parker, BA (Hons), DipLA, CMLI

Susan is an Associate Landscape Architect at WYG with over 20 years' experience in landscape and visual impact assessment. Her experience is also nationwide and covers many types of development, but particularly residential and mixed-use development proposals.

Suzanne Stamp, BSc (Hons), DipLM, CMLI

Suzanne Stamp is an Associate Landscape Architect at WYG and has over 14 years' experience in the production of landscape visual impact assessments for large scale development. Suzanne has previously worked on schemes nationwide including schemes within Liverpool.

Tim Phillips, BSc (Hons), MSc (Dist), BTEC

Tim Phillips is an Associate at WYG and specialises in GIS, visual impact analysis, photomontage and animation, design visualisation and landform modelling. Tim has over 19 years' experience in his field and has worked on projects worldwide.

11.1.3 Chapter Purpose

This chapter of the ES assesses the likely significant effects of the proposed development on the environment in terms of townscape and visual effects. The chapter and its supporting appendix describe the planning policy context; the assessment methodology; the baseline conditions at the application site and surroundings; the likely significant effects; the mitigation measures required to prevent, reduce or offset any significant adverse effects; the likely residual effects after these measures have been employed; and the cumulative effects. In summary, the objectives of the chapter are to:

- Describe and evaluate the townscape of the site and surrounding townscape context and the visual amenity of people in the surrounding area, which might be affected by the proposed development;
- Examine the development proposals and analyse the potential effects on the townscape and visual amenity associated with the proposed scheme's design, construction and operation, and whether they are likely to be significant;

- Set out design interventions or mitigation measures which have been implemented in order to avoid, reduce or offset adverse effects, especially those identified as significant;
- Describe any enhancements of the townscape or visual amenity incorporated in the development proposals; and
- Provide an assessment of the significance of the townscape and visual effects of the proposed development with design interventions and mitigation measures in place.

11.1.4 Chapter Updates for Revised December 2020 Submission

Due to the relevance and scale of the proposed development amendments, a full new technical assessment (a 'Level 3' update) has been undertaken in accordance with the methodology outlined in Chapter 2 and is reported within this chapter.

11.1.5 Figures

No figures are included in this Chapter. All relevant figures are provided within the TVIA report in Appendix 11.1, ES Volume III.

11.1.6 Appendices

Appendix 11.1 – Townscape and Visual Impact Assessment (TVIA)
 Report

11.2 METHODOLOGY

11.2.1 Guidance

The methodology used for assessing the townscape and visual effects is based on the recommendations in Guidelines for Landscape and Visual Assessment 3rd Edition published by The Landscape Institute and the Institute of Environmental Management & Assessment in 2013 (GLVIA3) (1).

In addition to GLVIA3, the Landscape Institute's Technical Guidance Advice Note 06/19 Visual Representation of Development Proposals (2) has been referred to.

Other relevant guidance to the assessment includes:

- Landscape Institute Technical Information Note 05/2017 Townscape Character Assessment, Revised April 2018 (3);
- Landscape Character Assessment: Guidance for England and Scotland, published by Countryside Agency, 2002 (4); and
- An Approach to Landscape Character Assessment, Natural England 2014 (5).

11.2.2 Planning Policy

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 the City of Liverpool currently comprises the Unitary Development Plan (adopted 2002) (6).

A summary of the statutory development plan policies relevant to the application proposal and matters of townscape and visual impact is set out below. The following policies and guidance are material considerations which also inform the assessment:

- Liverpool Local Plan (Submission Draft, May 2018) (7); and
- National Planning Policy Framework (March 2012, updated February 2019) (8).

A summary overview of relevant policies is set out below. A more detailed overview is provided in Chapter 6 of this volume of the ES.

11.2.2.1 Statutory Development Plan

Relevant saved policies from the adopted UDP relating to the proposed development from a townscape and visual perspective include:

- Policy HD15: Historic Parks, Gardens and Cemeteries;
- Policy HD18: General design requirements;
- Policy HD23: New Trees and Landscaping;
- Policy OE14: Open Space in New Residential Developments;
- Policy OE15 Environmental Improvement Corridors; and
- Policy H5: New Residential Developments.

11.2.2.2 Liverpool Local Plan (Submission Version, May 2018)

In accordance with NPPF paragraph 48, the submission version plan has substantial but not full weight in decision taking as it is yet to be examined. The plan sets out the overarching city centre vision and the city centre character areas which form the basis of the townscape character assessment. The draft policies relevant to the assessment include:

- Policy UD1 Local Character and Distinctiveness;
- Policy UD2 Development Layout and Form;
- Policy UD5: New Buildings;
- Policy HD1 Heritage Assets: Listed Buildings; Conservation Areas;
 Registered Parks and Gardens; Scheduled Ancient Monuments; and
- Policy GI7: New Planting and Design.



TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

11.2.2.3 National Planning Policy Framework

The revised National Planning Policy Framework (NPPF) was updated in February 2019 and sets out the Government's planning policies for England and how these are expected to be applied. Policies and objectives which are of particular relevance to landscape and visual effects include:

Section 12 "Achieving well-designed places" which states in paragraph 127 that planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 170 of Section 15 of the NPPF states that "Planning policies and decisions should contribute to and enhance the natural and local environment by (inter alia):

- a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan); and
- f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.

11.2.3 Scoping

An EIA Scoping Report (CBRE, May 2017) was submitted to LCC in May 2017. It was proposed in the report that an assessment of townscape and visual effects would be scoped into the ES. The proposed scope of the assessment was set out in Section 6.5 of the document.

The assessment reported in this ES chapter meets all the requirements set out in Section 6.5 of the Scoping Report. No comments were made on the proposed scope of the ES chapter by any consultee in the Scoping Opinion.

No changes to the scope of the Townscape and Visual Impact Assessment have been made as part of the revisions made to the ES chapter to support the revised December 2020 ES.

11.2.4 Consultees

Consultation has been undertaken with John Hayes, in the planning team at LCC.

A list of nine viewpoint locations was agreed with John Hayes on 21st October 2019. The locations were chosen to represent a range of viewer types within the study area and within ZTV coverage.

Following further site analysis, an additional viewpoint (Viewpoint 10) was added to the assessment by WYG to provide a supplementary view from Anfield Cemetery.

No changes have been made to the viewpoint selection as part of the revisions made to the ES chapter to support the revised December 2020 FS

11.2.5 Consideration of Climate Change

Of relevance to the ES chapter, the Landscape Institute has published a Position Statement on Climate Change (2008) in which it states the scenarios that could have a significant impact upon the landscapes of the U.K. The factors relevant to the TVIA include higher temperatures, water shortages, flooding, and changes in biodiversity due to changing climatic conditions.

The likely townscape and visual effects of the proposed development are unlikely to change as a result of climate change. The built development will not be affected by changes in weather patterns. The future green infrastructure proposed within the site (the subject of future Reserved Matters submissions regarding landscaping) should be selected to be tolerant of the existing urban conditions and make allowance to be resilient to future climatic conditions.

11.2.6 Consideration of Human Health

The townscape and visual assessment does not directly consider potential effects upon human health. Due to the subjectivity of townscape and visual matters, there are no targets or objectives that are relevant.

There are local policy requirements in terms of layout and design which have been considered as part of the assessment. Such design aspects have the potential to affect the wellbeing of receptors and it is concluded that the proposed development will positively respond to policy requirements, post construction.

11.2.7 Consideration of Risk of Major Accidents and/or Disasters

Major accidents and/or disasters identified as relevant to the proposed development are not considered relevant to this ES chapter.

11.2.8 Alternatives

Chapter 5: Alternatives and Design Evolution within this volume of the ES discusses the alternative designs considered for the development.

11.2.9 Assessment Scenarios

The following assessment scenarios have been considered within this ES chapter:

- 'Baseline' (Do Nothing) Scenario;
- The 'Proposed Development' Scenario; and
- The 'Proposed Development + Cumulative Schemes' Scenario.

11.2.9.1 Cumulative Assessment Scenarios

As the construction phase of each identified cumulative development will be temporary and are unlikely to be undertaken all at the same time, the cumulative assessment scenario does not assess the cumulative townscape effects of the construction phase. Instead, this section considers the effects of the cumulative schemes once they have all been built and will include the permanent alteration in their operation phase.

11.2.9.2 Accurate Visual Representations & Annotated Photographs

In accordance with what was proposed in the Scoping Report, wirelines have been prepared to inform the 'Proposed Development' Scenario assessment.

The Landscape Institute's Technical Guidance Note 06/19 Visual Representation of Development Proposals, advises that the use of visual representations should be proportionate to the type and scale of the development, the aim and audience of the visualisations in the decision-making process, and the sensitivity of the receptors and magnitude of potential landscape and visual change.

Two cumulative schemes are located within a 500 m radius of the application site, as follows:

- "The Parks" Phase 5 scheme on Venmore Street, Anfield which comprises up to 113 dwellings; and
- A scheme comprising part four/part five storey block providing 106 residential apartments with associated car parking, landscaping, and ancillary works on a site bounded by Walton Lane, Bullens Road and Diana Street (Planning Ref. 18F/1316)).

It is also noted that no significant cumulative effects have been reported in section 11.9 of this chapter. On this basis, it is considered that annotated photographs, indicating the location of the cumulative schemes, are sufficient to inform the Proposed Development + Cumulative Schemes Scenario assessment. As such, wirelines have not been prepared for this scenario.



11.2.10 Assessment of Baseline Conditions & Receptor Sensitivity

The assessment process comprises a combination of desk studies and field surveys, with subsequent analyses, and involved:

- A review of designations and planning policies for the townscape, and a review of other townscape studies relevant to the area, including any national and local landscape character assessments. Site specific townscape analysis was also conducted;
- A survey of the site and townscape context study areas and inspection
 of views of the site from publicly accessible viewpoints, including a
 photographic survey. The surveys were carried out during October
 2019 and January 2020;
- Evaluation of the features and elements of the townscape and their contribution to character, context and setting, based on these studies;
- Analysis of the development proposals and consideration of potential townscape and visual effects of the proposed development;
- Assessment of the susceptibility and sensitivity of the townscape to the changes likely to arise from the development;
- Identification of the extent of theoretic visibility of the development and viewers, their susceptibility and sensitivity, and view locations, supported by a viewpoint analysis;
- Consideration of the proposals, the design interventions and the mitigation measures to avoid, reduce or offset adverse effects; and
- Assessment of magnitude of change (or 'impact magnitude'), the degree and nature of effects on the townscape and on visual amenity and their significance, with the design interventions and mitigation measures in place.

For the purposes of assessing the landscape/townscape and visual effects of the proposed development, the following study areas have been defined:

- The application site is defined by the red line boundary;
- The townscape context extends to 1 km from the application site boundary;
- The visual study area extends to 2 km from the application site boundary; and
- The cumulative effects study area extends to agreed schemes located up to 1 km from the application site boundary.

The townscape and visual assessment has considered the following receptors:

11.2.10.1 Townscape Receptors

Fabric and Features of the Site

- Memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean; and
- Goodison Park stadium.

National Cycle Route

■ NCR 810

National Landscape Character Area

■ NCA 58: Merseyside Conurbation

Local Character Areas and Site Specific character areas

- Sports Ground Townscape Character Area;
- Grid Iron Terraces Townscape Character Area;
- Public Park and Cemetery Townscape Character Area; and
- Mixed Use Urban Townscape Character Area.

The townscape receptors listed above are shown in Appendix 11.1, Figure LA.02-1.

Visual Receptors

- Anfield Cemetery;
- Ince Avenue;
- Stanley Park Path junction;
- Stanley Park Formal terrace;
- Walton Hall Park;
- Goodison Road:
- Walton Lane;
- Priory Road junction with Walton Lane;
- Spellow Lane;
- Anfield Cemetery; and
- Residents within close proximity to the site on Goodison Road, Gwladys Street, Diana Street, and Bullens Road.

The visual receptors listed above are shown in Appendix 11.1, Figure LA.06.

The cumulative townscape and visual impact assessment considers likely effects upon all previously listed townscape and visual receptors.

Table 11.1 and Table 11.2 set out the scale of sensitivity that has been applied to receptors identified and considered within this assessment.

Table 11.1
Scale of Townscape sensitivity used in the assessment

SENSITIVITY	DESCRIPTION
High	A highly-valued townscape/landscape e.g. of national or international importance, whose character or key characteristics are susceptible to change; Aspects of the townscape/landscape character are highly valued as "key characteristics" and identified as susceptible to change in National or local character assessments; The townscape/landscape character is highly valued as intact and in good condition and particularly vulnerable to disturbance; A highly-valued townscape/landscape with no or limited potential for substitution or replacement.
Moderate	A townscape/landscape of local importance or value, whose character or key characteristics are susceptible to change; Other characteristics of the landscape character also noted in National or local character assessments and susceptible to change; The townscape/landscape character is valued for moderate condition and not particularly vulnerable to disturbance; A moderately valued townscape/landscape with some potential for substitution or replacement.
Lesser	No or little evidence of value or importance attached to the townscape/landscape area, its features or characteristics; Few features, characteristics or qualities susceptible to disturbance or particularly susceptible to improvement or upgrading; Good potential for substitution or replacement.

Table 11.2
Scale of Visual sensitivity used in the assessment

SENSITIVITY	DESCRIPTION
High	Viewers in residential or community properties with open views of the site; Views experienced by many viewers; Daily, prolonged or sustained views available over a long period, or where the view of the landscape is an important attractant; A view from a landscape or townscape, recreation facility or route valued nationally or internationally for its visual amenity.
Moderate	Viewers in residential or community properties with partial or largely screened views of the site; Frequent open views available of the site; Viewers are pursuing activities such as sports or outdoor work, where the townscape/landscape is not the principal reason for being there or the focus of attention is only partly on the view; A view of the site from other valued townscapes/landscapes, or a regionally important recreation facility or route.



TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

SENSITIVITY	DESCRIPTION
Lesser	A view of low importance or value, or where the viewer's attention is not focused on their surroundings; A view of the site from a townscape/landscape of moderate or less importance; Occasional open views or glimpsed views available of the site passing views available to travellers in vehicles: A view available to few viewers
	travellers in vehicles; A view available to few viewers.

11.2.11 Assessment of Magnitude

The assessment was undertaken based on the description of development contained in chapter 3 of this volume of the ES. Table 11.3 and 11.4 indicate the scale of impact magnitude that has been used in undertaking the assessment.

Table 11.3

Scale of magnitude for Townscape impacts used in the assessment

MAGNITUDE	DESCRIPTION
Great change	Major size or scale of change, affecting the townscape/landscape type or character of the area within which the proposal lies or extending over the wider area; likely to be longer term or permanently, with low prospect of reversibility.
Medium	Intermediate size or scale of change, affecting part of the townscape/landscape type or character of the area within which the proposal lies, or larger scale of change at the level of the site or immediate context; likely to continue into the medium term, with good prospect of reversibility.
Small	A minor proportion of the extent of the character type or area is affected or smaller scale of change over a larger extent; the changes occur at the level of the site or immediate context; likely to be short term and reversible.
Negligible/no change	No apparent change to townscape/landscape characteristics.

Table 11.4

Scale of magnitude for Visual impacts used in the assessment

scale of magnitude for visual impacts used in the assessment		
MAGNITUDE	DESCRIPTION	
Great change	Major size or scale of change, affecting a large proportion of the angle of the view or affecting views from a wide area; continuing into the longer term or permanently, with low prospect of reversibility.	
Medium	Intermediate size or scale of change, affecting angle of the view or affecting views from the wider context, or larger scale of change in views from within the site or immediate context; continuing into the medium term, with good prospect of reversibility.	

MAGNITUDE	DESCRIPTION
Small	A minor proportion of the angle of view is affected or the contribution of the changed elements or characteristics to the composition of the view is not important; the changes are viewed from longer distances, are short term and reversible.
Negligible/no change	Barely perceptible change or the change is difficult to discern; No change in the view or the changes due to the development are out of view.

11.2.12 Assessment of Significance

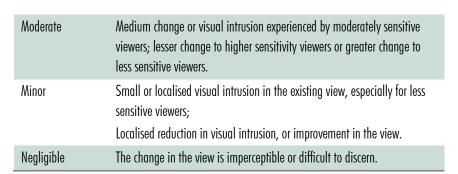
The assessment of significance within this chapter is based on the information presented in Tables 11.5 and 11.6.

Table 11.5

Significance Matrix – Townscape Effects SIGNIFICANCE		
OF EFFECT	DESCRIPTION	
Major	Highly sensitive townscape/landscape completely degraded or greatly changed, with little or no scope for mitigation; Great improvement, sufficient to upgrade overall townscape/landscape character.	
Moderate	Medium change to moderately sensitive townscape/landscape; lesser change to higher sensitivity landscape or greater change to less sensitive townscape/landscape.	
Minor	Localised or limited adverse change to the existing townscape/landscape character; greater change to less sensitive townscape/landscape; Considerable scope for mitigation; Localised improvement to the existing townscape/landscape.	
Negligible	Little or no perceived change to the existing townscape/landscape character; The change is difficult to discern.	

Table 11.6
Significance Matrix – Visual Effects

SIGNIFICANCE OF EFFECT	DESCRIPTION
Major	Large or very large change or visual intrusion experienced by highly sensitive viewers or from highly sensitive public viewpoints;
	The proposal would cause a great deterioration in the existing view;
	Large or very large improvement in the view, sufficient to upgrade overall visual amenity.



Intermediate conditions may be described, such as Moderate-Major, where the criteria for Moderate may be exceeded but not qualify as Major. Where the magnitude of change is "none" (no change), the effect would correspondingly be None.

Major effects are likely to be considered "significant", especially if adverse and long term or not reversible, and Minor or Negligible effects are likely to be considered "not significant". The relative significance of intermediate effects is indicated in the assessment below, as are effects that are not significant, but may be important considerations in the decision-making process.

The criteria for significance of landscape effects are based upon the following considerations:

- Major loss or irreversible negative effects, over an extensive area, on elements and/or aesthetic and perceptual aspects that are key to the character of nationally valued landscapes are likely to be of the greatest significance.
- Reversible negative effects of short duration, over a restricted area, on elements and/or aesthetic and perceptual aspects that contribute to but are not key characteristics of the character of landscapes of community value, are likely to be of least significance and may be judged not significant.
- Where assessments of significance place landscape effects between these extremes, judgments are made about whether they are significant.

The following factors inform the judgment about the significance of visual effects:

- Major effects on people who are particularly sensitive to changes in views and visual amenity are more likely to be significant.
- Major effects on people at recognised and important viewpoints or from recognised scenic routes are more likely to be significant.
- Large scale changes which introduce new, non-characteristic or discordant or intrusive elements into the view are more likely to be significant than small changes or changes involving features already present within the view.

Effects may be adverse or beneficial. In some instances, the effect may be offset by other considerations, for example, through the mitigation proposals, and the resulting effect is neither beneficial nor adverse.



11.2.13 Relevant Associated Development

No associated development is proposed of relevance to this ES chapter.

11.2.14 Assumptions/Limitations

In undertaking the townscape and visual assessment of the application site and wider surrounding area, there are a number of limitations and constraints affecting the outputs from this work. These include:

- All site surveys were undertaken from publicly accessible locations only;
- All photography was taken from accessible and safe locations and was subject to on-site micro siting due the presence of obstructions in the view time of visit (i.e. vehicle parking); and
- The modelling work and visualisations produced to support the chapter rely on purchased LIDAR data and data provided by third parties.



11.3 BASELINE CONDITIONS

11.3.1 Existing Baseline

11.3.1.1 Townscape Baseline

KEY TOWNSCAPE RECEPTORS	DESCRIPTION	SENSITIVITY	FURTHER INFORMATION
Memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean	The memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean are actively used features in the community, in terms of remembrance and commemoration.	Moderate	Section 4, Appendix 11.1
Goodison Park stadium	A distinctive feature within an otherwise densely populated local area. It represents a long standing cultural tradition in the locality and is considered to be highly valued by the local community.	High	Section 4, Appendix 11.1
NCR 810	National Cycle Route 810 runs directly past the site to the north and east as it passes between Liverpool City Centre and Crosby. The route is considered to be of high sensitivity to change as it is a nationally recognised route.	High	Section 4, Appendix 11.1
National Character Area 58: Merseyside Conurbation	The NCA description sets out the importance of the landscape/townscape during the industrial revolution, the expansion of the grid iron terraces, the historical public parks, and the cultural importance of the area. The NCA contains highly valued features that are present in the locality of the site but, as the NCA covers a large area of land, it is not considered susceptible to change brought about by the proposed development. Overall sensitivity is therefore Moderate.	Moderate	Section 4, Appendix 11.1
Sports Ground Townscape Character Area	The Sports Ground Townscape Character Area comprises the entirety of the site. The small townscape area represents the stadium and associated land take within the boundary walls of the site. The site of the stadium represents the location of one of the first purpose-built football grounds in the UK with a long standing cultural tradition, and therefore is considered to be highly valued by the local community.	High	Section 4, Appendix 11.1
Grid Iron Terraces Townscape Character Area	The Grid Iron Terraces Townscape Character Area comprises narrow, dense streets of red brick and painted brick terraces typical of those constructed during the urban expansion associated with the industrial revolution. The quality and state of repair of some parts of the area is low but the grid iron terraces represent an element of cultural and townscape importance as an example of the 'Welsh Houses' constructed during the Victorian and Edwardian eras.	Moderate	Section 4, Appendix 11.1
Public Park and Cemetery Townscape Character Area	The Public Park and Cemetery Townscape Character Area represents the designated Grade II* park and garden of Stanley Park and Anfield Cemetery, which is also a designated Grade II* park and garden. The green spaces represent a collective large area of open space which provides valuable recreational opportunity for the local densely populated urban area. Both Stanley Park and Anfield Cemetery feature listed structures which are a further indicator of higher value.	High	Section 4, Appendix 11.1
Mixed Use Urban Townscape Character Area	The Mixed Use Urban Townscape Character Area comprises high density housing with light industrial units, retail and education land uses with limited incidental public open space. There are signs of urban renewal through the clearance and replacement of poorer quality housing stock but the general landscape condition is relatively poor and there are few indicators of higher value.	Lesser	Section 4, Appendix 11.1

11.3.1.2 Visual Baseline

KEY VISUAL RECEPTORS	DESCRIPTION	SENSITIVITY	FURTHER INFORMATION
Viewpoint 01 Anfield Cemetery	The viewpoint is located at the central point where the four main paths in Anfield Cemetery meet. This location is also the centre of a formal ornamental design, comprising circular and rectangular grassed areas with stone and granite gravestones. The cemetery is large in size, formally laid out, with many mature trees. The cemetery is enclosed by a red brick wall and there are a number of buildings within the grounds, including a red brick church to the south-east of the viewpoint, as well as two derelict chapels to the north-east and southeast and two catacombs. The cemetery is located next to two primary roads, Walton Lane to the north west and Priory Road to the south. Beyond the cemetery there are red brick terraced houses located beyond the tree line to the northwest and south-east of the viewpoint respectively. Goodison Park (the site) is located to the direct northwest and Stanley Park is located to the direct south-west.	Visitors to Cemetery — High	Section 5, Appendix 11.1
Viewpoint 02 Ince Avenue	The viewpoint is located on Ince Avenue, which is a residential street comprising brightly painted Victorian red brick terraces in various states of repair. The terraces are long with few breaks. The end terraces tend to have a garage which creates a visual break through the streetscape to the cemetery beyond. The terraces have small rear yards which back directly onto Anfield Cemetery, separated by a red brick wall and a row of mature trees. The street is also lined with trees on both sides. The street joins Utting Avenue at the southern end and Stanley Park Avenue South at the northern end. There is also a railway line at northern end of the street.	Residential — Moderate Pedestrians /Cyclists — Moderate Vehicular road users — Lesser	Section 5, Appendix 11.1



KEY VISUAL RECEPTORS	DESCRIPTION	SENSITIVITY	FURTHER INFORMATION
Viewpoint 03 Stanley Park — Path junction	The viewpoint is located on a path junction in the south-eastern section of Stanley Park. The viewpoint is surrounded by a large, open expanse of amenity grass, which is bordered by mature trees. There is a large lake, formal terrace garden and playground to the north-west of the viewpoint. The park is located adjacent to Anfield cemetery to the north-east, separated by Priory Road. Walton Lane runs along the western and northern edges of the park. The site is located to the north-west of the viewpoint and Anfield football stadium is located to the south-west. There is a large tarmac car park to the south-east of the viewpoint with red brick Victorian terraced housing located beyond (beyond Arkles Lane). Further terraced housing as well as larger detached Victorian residences are located to the south-west of the viewpoint in the vicinity of Anfield stadium.	Users of open public space — High	Section 5, Appendix 11.1
Viewpoint 04 Stanley Park — Formal Terrace	The viewpoint is located on a path near the centre of a formal, raised terrace garden in Stanley Park. The viewpoint is surrounded by a large, open area of amenity grass which is bordered by mature trees. There is a large lake to the north of the viewpoint as well as a playground and large conservatory, located to the north-west and west respectively. The park is located to the immediate south west of Anfield cemetery separated by Priory Road. Walton Lane runs along the western and northern edges of the park. The site is located to the north of the viewpoint and Anfield stadium is located to the south. Red brick terraced housing as well as larger detached Victorian residences are located to the south of the viewpoint in the vicinity of Anfield stadium.	Users of open public space — High	Section 5, Appendix 11.1
Viewpoint 05 Walton Hall Park	The viewpoint is located on the top of a man-made mound located directly to the east of the outdoor sports courts at Walton Hall Park. The park comprises a large open area of amenity grass bordered by mature trees and hedges. There is a leisure centre, car park and playground to the south of the viewpoint and a large lake to the north-west. In the wider landscape traditional red brick terraced housing is typical to the south of the park with more modern semi-detached properties and allotments to the north. Two primary roads border the park; Queens Drive to the west and Walton Hall Avenue to the south.	Users of open public space — High	Section 5, Appendix 11.1
Viewpoint 06 Goodison Road	The viewpoint is located on the pavement at the end of Goodison Road, close to where metal railings separate the no through road from the adjacent railway line. The road is very narrow and long with on-street parking. There are red brick terraced houses in various states of repair, some of which are brightly painted, to both sides of the road. The rows of terraces are relatively short, due to the grid iron pattern of the streetscape. There is no vegetation along the road allowing an open and direct view to Goodison Park. The only vegetation present locally are mature trees at the end of the road beyond the railings (behind the viewpoint), screening the end of the road from the railway line.	Residential - Moderate Pedestrians /Cyclists — Moderate Vehicular road users — Lesser	Section 5, Appendix 11.1
Viewpoint 07 Walton Lane	The viewpoint is located on the pedestrian crossing in the central reservation of Walton Lane, a primary route with a high volume of traffic to either side. The road corridor travels directly north towards the site. Directly to the east of the viewpoint is the entrance to Stanley Park, which is separated from the road by metal railings. Beyond the railings, within the park, is a playground, Victorian conservatory and entrance lodge. Directly to the west of the viewpoint are modern semi-detached red brick houses and flats. There are mature trees to both sides of the road. There is an area of open amenity grass in front of the semi-detached housing and large areas of amenity grass within Stanley Park. Just south of the viewpoint is the Walton Lane/Anfield Road junction with Stanley Park Church situated on the corner.	Residential - Moderate Pedestrians /Cyclists — Moderate Vehicular road users — Lesser	Section 5, Appendix 11.1
Viewpoint 08 Priory Road junction with Walton Lane	The viewpoint is located on the pavement outside the entrance gates and lodges to Anfield Cemetery on the busy road junction of Priory Road and Walton Lane. Directly to the north-west of the viewpoint is red brick terraced housing on Diana Street and Muriel Street, some of which are painted, as well as Gwladys Street school and a fenced area of hardstanding used for football parking. Directly to the east is Anfield Cemetery and to the south is Stanley Park, both of which have large, open grassed areas with mature trees.	Pedestrians / Cyclists / Cemetery visitors — High Vehicular road users — Moderate	Section 5, Appendix 11.1
Viewpoint 09 Spellow Lane	The viewpoint is located on the pavement outside the entrance to Spellow Lane Church on Spellow Lane. The street is narrow and is a busy thoroughfare for traffic. There is red brick terraced housing, some of which are in poor repair, on one side of the road. Red brick flats, Everton Free School, People's Hub and Salop Chapel are located on the opposite side of the road. There is some limited vegetation along the road, primarily located outside the school and hub. There is also an area of amenity grass to one side of the People's Hub with a sports pitch behind the building. In addition, there are many mature trees located in Stanley Park, seen beyond the site, to the south-east of the viewpoint.	Residential — Moderate Pedestrians /Cyclists — Moderate Vehicular road users — Lesser	Section 5, Appendix 11.1
Viewpoint 10 Anfield Cemetery	The viewpoint is located on a footpath within Anfield Cemetery, towards the northern edge of the cemetery. The wide footway also acts as a vehicular route through the cemetery and is lined with mature trees. Headstones can be seen across the cemetery towards the boundary with Walton Lane. The site is located directly beyond Walton Lane, and beyond the terraced housing that fronts onto Walton Lane, with Gwladys Street behind.	Visitors to Cemetery - High	Section 5, Appendix 11.1
Residents within close proximity to the site on Goodison Road, Gwladys Street, Diana Street, and Bullens Road.	Terraced properties located directly adjacent to the site afford direct views towards the site.	Residential — High	Section 5, Appendix 11.1



11.4 POTENTIAL SIGNIFICANT IMPACTS

PHASE	DESCRIPTION	ADVERSE/BENEFICIAL
Construction	Potential townscape effects resulting from the presence of construction traffic and personnel in the local area	Adverse
Construction	Potential townscape effects resulting from changes to the fabric and features within the site during the construction phase	Adverse
Construction	Potential visual effects resulting from the construction activity at the application site during the construction phase	Adverse
Operation	Potential effects upon the townscape character of the site and surrounding area	Adverse/Beneficial
Operation	Potential effects upon the fabric and features of the site	Adverse/Beneficial
Operation	Potential effects upon views experienced by various types of receptors within the study area	Adverse/Beneficial

11.5 DESIGN INTERVENTIONS

DESIGN INTERVENTION	DESCRIPTION	REASON FOR INTERVENTION	FURTHER INFORMATION
Evolution of the scheme design	The evolution of the scheme design, as set out within section 4 of the DAS Addendum, considered the overall scale, massing and appearance of the proposed development, including a reduction in number of the proposed blocks in the southern part of the site, and a reduction in height from 12 storeys to up to six storeys in response to pre application advice from LCC.	To integrate the proposed development with local townscape character and visual amenity whilst retaining a legacy of the football ground.	ES Chapter 5: Alternatives & Design Evolution. Design and Access Statement (DAS) & DAS Addendum
Retention of existing features associated with the football club and creation of public open space in an area of the current pitch.	The proposals include public open space, in the centre of the site in an area of the existing pitch. It is also 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.	To retain locally valued features associated with the football club and create a new public open space with enhanced connectivity within an otherwise densely populated urban area.	ES Chapter 3: Site Description & Development Proposals Design and Access Statement (DAS) & DAS Addendum

11.6 ASSESSMENT PRE-MITIGATION (INCLUDING DESIGN INTERVENTIONS)

11.6.1 Proposed Development Scenario

11.6.1.1 Townscape Effects

Construction Phase

PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Construction	Memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean	The memorial plaques and statue are expected to be retained and protected during the demolition, site clearance and construction phase of the proposed development.	No direct change	No effect	No	Section 4 Appendix 11.1
Construction	Goodison Park stadium	The demolition and clearance of the stadium will result in the loss of a well-known and clearly identifiable feature within the local townscape. As the phased construction of the development occurs, the re-introduction of features of the stadium, such as representation of the pitch, and also potentially the centre circle, would provide an appreciation of the site's former use. Existing features at the entrance to the site will also be retained, including the Ralph 'Dixie' Dean statue, entrance gates, and memorial plaques. Overall, the scale of the change would be large, occurring at the site level, over a short term duration.	Great	Major adverse: Significant	No	Section 4 Appendix 11.1
Construction	NCR 810	The cycle route will not be physically changed by the proposed development but it will be located directly adjacent to the construction works and there will be a highly notable change to the amenity value and setting of the route as it passes the site between City Road and Walton Lane via Gwladys Street and Bullens Road.	Great (for a very short section of the route)	Major adverse: Significant (as immediately passes the site)	No	Section 4 Appendix 11.1



PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
			Negligible (considering the route as a whole).	Negligible - for the route as a whole		
Construction	National Character Area 58: Merseyside Conurbation	The construction works would be confined to within the site boundary and any disruption resulting from construction traffic will occur within the existing busy urban area. The change in townscape character would also be confined to the local context of the site due to the dense built form of the locality. Considering the National Character Area as a whole, the change will occur at the local level and will be a negligible size of change occurring over the short term.	Negligible	Negligible Not Significant	No	Section 4 Appendix 11.1
Construction	Sports Ground Townscape Character Area	Construction works associated with the proposed development will be located within the TCA. The progressive demolition and clearance of the football ground will alter the townscape fabric of the TCA. The phased construction works will also change the physical nature of the TCA. The scale of the change will be large occurring at the site level over a short term duration.	Great	Major adverse: Significant	No	Section 4 Appendix 11.1
Construction	Grid Iron Terraces Townscape Character Area	The construction phase will be clearly apparent from the TCA and will form a notable feature from the streetscape located to the immediate north, east and west. The proposed mixed use development, as it is built, will appear in keeping with the character of parts of the wider townscape, but it will appear as a major change to the existing sports ground character. The site is mostly associated with the ends of the linear street pattern that terminate at the site. The absence of the stadium at the ends of the narrow terraced streets will open up a sense of space that will gradually decrease as the phased construction progresses across the site. With greater distance from the site, the changes taking place within the site will not be readily apparent as there is less association with the stadium as a feature in the local area. The scale of the overall change across the character area will be medium occurring at a site level over a short term duration.	Medium	Moderate adverse: Not Significant	No	Section 4 Appendix 11.1
Construction	Public Park and Cemetery Townscape Character Area	The short term construction phase of the development will occur in very close proximity to the area, set within the context of the dense urban area to the immediate north and west of the TCA. The progressive removal and clearance of the site, followed by the build out of the development would be a notable feature of the wider townscape, but not form a primary characteristic of the large scale public spaces that form the TCA, rather a somewhat incidental feature beyond the periphery of the TCA. The scale of the change across the character area will be small occurring at a small geographical level.	Small	Minor adverse: Not Significant	No	Section 4 Appendix 11.1
Construction	Mixed Use Urban Townscape Character Area	The site is located at distance from a large proportion of the character area. However, the construction activity and change in nature of the site will be clearly perceptible from areas of the TCA located closest to the site (to the immediate south west) where there are higher levels of intervisibility with the townscape of the site. Nevertheless, the construction activity will occur in the context of the dense, urban local environs, beyond a busy dual carriageway that physically divides much of the TCA from the site. Further from the site, although the density of the residential area is lower than the dense terraced streets to the north, there will be minimal perception of the construction works due to the high level of interruption between the site and the majority of the TCA, due to a combination of lower topography and variation in built form. The construction phase will occur at distance from the wider TCA, and as a result is unlikely to affect townscape character within the TCA as a whole. The scale of change will be small, occurring at the character area scale for a short time duration.	Small	Negligible: Not Significant	No	Section 4 Appendix 11.1



Operational Phase

PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Operation	Memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean	These valued townscape features would be retained within the proposed development and their surrounding environs would be enhanced through the assumed introduction of public realm to create an attractive gateway feature to the scheme (details of landscaping are to be provided at Reserved Matter stage). The retention of the features is considered positive. There would be no direct change to these physical features and their local townscape setting will be enhanced.	No direct effect	No effect	No	Section 4 Appendix 11.1
Operation	Goodison Park stadium	The stadium holds high local community value but as a physical structure it is large in overall mass for its location and creates deep shadows and a sense of enclosure to the narrow terraced streets that directly surround the site. The proposed development provides an opportunity to improve the local townscape whilst being sympathetic to its locality and its community value. Although the stadium would be lost, the proposed development would symbolise the historic land use of the site and provide continued appreciation of the former football club. However, taking into consideration the stadium as a townscape feature, the magnitude of change to the stadium remains great.	Great	Major adverse: Significant	No	Section 4 Appendix 11.1
Operation	NCR 810	On completion of the proposed development the cycle route will pass directly alongside the proposed development, the new housing along Gwladys Street and the mixed use buildings off Bullens Road. The nature of the short section of the route would be enhanced in terms of quality of townscape. There is also the potential for cyclists to pass through the site, via the central open space, which would provide a further enhanced experience.	Great (for a very short section of the route) Negligible (for as a route of a whole).	Major beneficial: Significant (as immediately passes the site) Negligible - for the route as a whole	No	Section 4 Appendix 11.1
Operation	National Character Area 58: Merseyside Conurbation	Once constructed, the development would alter the local context of the site, however for the character area as a whole (national scale), the degree of overall change would be minimal. The change would occur at the site and local context level and would be a negligible size of change occurring over the long term. The change is considered positive from day 1 of opening.	Negligible	Negligible: Not Significant	No	Section 4 Appendix 11.1
Operation	Sports Ground Townscape Character Area	The introduction of the development to the site would be an inventible change to townscape character but it is considered to have a positive impact through the potential introduction of green infrastructure and public open space, and an improvement of physical connections across the site (details to be confirmed at Reserved Matters stage). The stadium would also create a variation in land use, scale and massing in comparison to the large singular mass of the existing stadium. The redevelopment of the site would also open up the boundaries of the TCA, which is considered positive to the integration of the development into its wider townscape setting. The proposed development would be in keeping in terms of the potential terraced housing style along Gwladys Street, and would also reflect the nature of the existing stadium in terms of the height and mass at the southern part of the site. The setting of the Church of St Luke the Evangelist to the north-west would be enhanced as part of proposals. The memorial plaques and statue of 'Dixie' Dean, which are valued features in the locality, will also be retained alongside the entrance feature off Spellow Lane/Walton Lane. An area of the existing sports pitch, and a representation of the centre circle (this is a design aspiration), would be retained as an area of Public Open Space within the centre of the scheme. This would allow for the creation of greater public connection with the surrounding community than existing. The existing built form of the stadium would also be represented by the built form of some of the proposed buildings within the site. The scale of the change will be medium occurring at the small, site level over a long term duration.	Medium	Moderate beneficial: Not Significant	No	Section 4 Appendix 11.1
Operation	Grid Iron Terraces Townscape Character Area	On completion, the proposed development will introduce a series of modern buildings to the local townscape, similar to those already found on Spellow Lane. The physical presence of the sports pitch would be retained within the site and incorporated and represented as the central open space, and there would be further physical reminders of the former stadium in the form of the massing and style of the new built form, particularly in the southern part of the site. The proposed terraced housing plots would also reflect the built form of the local terraced housing. The variation in the arrangement and massing of the proposed development would open up the local townscape and provide positive physical connections across the area. The increase in public open space would also positively improve the appearance of the TCA in the immediate vicinity of the site. The scale of the change across the character area would be medium occurring at a small geographical level over a long term duration.	Medium	Moderate beneficial: Not Significant	No	Section 4 Appendix 11.1



PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION		FURTHER INFORMATION
Operation	Public Park and Cemetery Townscape Character Area	The completed development will introduce a series of modern buildings to the local townscape, primarily appreciated from the peripheral areas of the TCA that border the site. The scale and massing of the development plots, particularly at the southern end of the site, would appear similar to the existing stadium and, with the massing significantly reduced in the northern end of the site where the community focussed 'Home End Zone' is proposed. It is noted that development within the southern part of the site would introduce built form into an area that is not currently built upon, but the appearance of the development in this area would appear similar in height and mass to the existing stadium. The scale of the change across the character area would be small occurring at a small geographical level over a long term duration.	Small	Minor adverse: Not Significant	No	Section 4 Appendix 11.1
Operation	Mixed Use Urban Townscape Character Area	Once completed, the proposed development will form a positive feature in the wider townscape. However, it is unlikely to affect the character of the TCA overall due to relative distance and the nature of the urban context in which the site is located. The underlying townscape characteristics of the TCA will not be altered. The scale of change will be small, occurring at the character area scale.	Small	Negligible: Not Significant	No	Section 4 Appendix 11.1

11.6.2 Visual Effects

Construction Phase

PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE-MITIGATION	SIGNIFICANCE PRE-MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Construction	Viewpoint 01 Anfield Cemetery	The view towards the early stages of the construction period (site demolition, clearance and remediation) would be heavily filtered by the trees in the immediate cemetery. The early phases of construction would also be filtered from view. The primary views during the construction phase are likely to be limited to those associated with Plots B, D and F on the south eastern part of the site with construction of the taller, up to 6 storey part of Plot B at the site's south eastern corner visible towards the head of the path, beyond the gated cemetery entrance and tree line, but limited to the build of the upper floors of the building.	Small	Minor adverse: Not Significant	No	Section 5 Appendix 11.1
Construction	Viewpoint 02 Ince Avenue	The proposed development is located at relative distance from the road and is located beyond features in the foreground view that curtail the overall extent of visibility. The construction phase of the proposed development therefore will not be seen from the road. In views from properties along the road, it is likely that that there would be glimpsed, and interrupted views of the construction phase seen from upper floor rear windows.	Views from road users/ pedestrians/cyclists - No change Views from residents — Small change	No effect — Pedestrians / Cyclists/ Road users Minor adverse: Not Significant - Residential	No	Section 5 Appendix 11.1
Construction	Viewpoint 03 Stanley Park — Path junction	The construction phase of the proposed development would be seen in the backdrop of the view, beyond the belt of trees that runs around the periphery of Stanley Park. When leaves are absent from the trees, the construction works would be seen to a limited degree, filtered by the structural form of the trees. During summer months, the majority of the construction works would be heavily filtered in the view. The construction of the taller buildings within the southern part of the site would be seen to a limited extent above the tree line. The visible presence of any crane activity would be seen above the tree line at all times of the year.	Small	Minor adverse: Not Significant	No	Section 5 Appendix 11.1
Construction	Viewpoint 04 Stanley Park — Formal Terrace	The early construction phases of the proposed development would be barely perceptible from the viewpoint due to the layers of vegetation in the backdrop of the view across the park. The most visible elements of construction activity will be in relation to the build out of the taller buildings within the south eastern part of the site including in Plot B and general crane activity across the site. The works would occur in a small part of a much wider view available and be more visible during winter months when there are fewer leaves on the trees.	Small	Moderate adverse: Not Significant	No	Section 5 Appendix 11.1
Construction	Viewpoint 05 Walton Hall Park	The proposed development is located at distance from the viewpoint and is located beyond features in the foreground view that limit the overall extent of visibility towards the site. The general urban context of the townscape between the site and the viewpoint would also add to the curtailment of visibility. The construction phase of the proposed development will not be a perceptible feature as seen from the viewpoint.	No direct change	No effect	No	Section 5 Appendix 11.1



PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE-MITIGATION	SIGNIFICANCE PRE-MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Construction	Viewpoint 06 Goodison Road	The view along Goodison Road is constrained by the immediate townscape context of the terraced street and so the overall availability of views of the construction phase is limited to the part of the site that forms the head of the view. The demolition and clearance of the Goodison Road stand and western part of the Howard Kendall Gwladys Street stand will be clearly seen at the head of the street. Following site remediation, the works associated with the construction of built development on the western part of the site will be seen for their duration. The remainder of the site will be screened from view by the immediate urban context. The construction works, although clearly notable, would occupy a small part of the view, but would form the focus of the view when looking south along the road. In views from residential dwellings in the locality of the viewpoint, the construction phase would form a small element in the very oblique view from front elevation windows of the properties. The primary view from the dwellings would not be altered.	Views from road users/ pedestrians/cyclists - Medium Views from residents — Small	Moderate adverse: Not Significant — Pedestrians / Cyclist Minor adverse: Not Significant — Residential / Road Users	No	Section 5 Appendix 11.1
Construction	Viewpoint 07 Walton Lane	The site demolition and clearance phase of the development will be seen at the head of the view, largely associated with the removal of the Park End Stand which forms the most visible feature of the existing stadium in the view. Following site remediation, which is likely to occur at ground level and not be greatly appreciated from the viewpoint, the construction of Plot A at the south wester corner of the site would be the most visible. Views of the construction works associated with Plot B at the south eastern corner of the site would be limited by the presence of trees within Stanley Park. The view along the road corridor is narrow and constrained by the immediate built form and dense tree canopies within Stanley Park, and along Walton Lane, and therefore the construction works would occupy a relatively small part of the overall view available, and would be visually filtered by the presence of the numerous mature trees that line the road. In views from residential dwellings in the locality of the viewpoint, the construction phase would form a small element in the very oblique view from the properties, which are largely set back from the tree lined road. The primary view towards Stanley Park from the dwellings would not be altered.	Views from road users/ pedestrians/cyclists - Medium Views from residents — Small	Moderate adverse: Not Significant — Pedestrians / Cyclists Minor adverse: Not Significant — Residential / Road Users	No	Section 5 Appendix 11.1
Construction	Viewpoint 08 Priory Road junction with Walton Lane	Due to the close proximity of the viewpoint to the site, the construction works associated with the proposed development would be clearly visible in the immediate view, particularly the demolition and clearance of the Park End stand, Goodison Road stand and the Bullens Road stand. Above ground level construction activity within the site is also likely to be seen above the hoarding that would surround the site, alongside any contractors compound/ site offices that will occupy the Park End. Following clearance of the site, the construction of the development will be seen as it progresses across the site. Views will be open, direct and at short distance and will occupy the central part of the overall view available.	Medium	Pedestrians / Cyclists / Cemetery visitors - Moderate adverse: Significant Vehicular road users - Moderate adverse: Not Significant	No	Section 5 Appendix 11.1
Construction	Viewpoint 09 Spellow Lane	The view along Spellow Lane towards the site is constrained by the narrow nature of the terraced streetscape and so much of the construction phase will not be seen. The clearance of the fan zone at the Park End will be visible alongside any above ground construction activity taking place within the southern part of the site and particularly within Plot A at the site's south western corner. Due to the scale of the commercial, retail and residential Plot A development zone in comparison to the existing townscape, this will be the most notable and apparent feature seen during the construction period. In views from residential dwellings, the construction phase would be seen in the oblique view from the properties, particularly those located on the southern side of the road. Views would be limited to a small proportion of the site off Goodison Road and Walton Lane.	Medium	Moderate adverse: Significant - Pedestrians / Cyclists Minor adverse: Not Significant — Residential / Road users	No	Section 5 Appendix 11.1
Construction	Viewpoint 10 Anfield Cemetery	The view towards the early stages of the construction period (site demolition, clearance and remediation) would be heavily filtered by the trees within the immediate cemetery during summer months. There are however likely to be filtered views during months of leaf loss. The primary views during the construction of the proposed development would include development of the taller buildings within the southern part of the site although these would be limited to upper storeys and viewed beyond the existing terraces in the intervening view. The primary view would remain the context of the cemetery.	Small	Minor adverse: Not Significant	No	Section 5 Appendix 11.1



PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE-MITIGATION	SIGNIFICANCE PRE-MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Construction		During the construction period, various views are likely to be available of the construction works from the properties immediately surrounding the site. The views available are anticipated to be for the duration of the construction period, considered as a major scale of change due to the removal of the stadium from the view and the replacement of it with the new development. This would comprise a large portion of the view from these close up locations, which would experience views of construction equipment and materials for the duration of the construction period.	Great	Major adverse: significant	No	Section 5 Appendix 11.1

Operational Phase

PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Operation	Viewpoint 01 Anfield Cemetery Parterre	The completed development would occupy a small part of the view available, seen to a limited extent beyond the trees that occupy the immediate cemetery. The most visible element of the proposed development would be the upper floors of the taller section of residential Plot B which would form a small element in the view along the path towards the Priory Road cemetery entrance. Buildings in Plots D and F on the eastern part of the site would be seen to a limited degree, heavily filtered or screened by the canopies of the cemetery trees during summer months and filtered in the view by the layers of trees in their winter structural form. The lower two storey development within Plot G at the northern end of the site would be generally screened by features within the intervening cemetery.	Small	Minor adverse: Not Significant	No	Section 5 Appendix 11.1
Operation	Viewpoint 02 Ince Avenue	The proposed development is located at relative distance from the road and is located beyond features in the foreground view that curtail the overall extent of visibility. The operational phase of the proposed development will not be seen in ground level views from the road. In views from properties along the road, it is likely that that there would be glimpsed, and interrupted views of the completed development beyond the intervening cemetery, seen from upper floor rear windows. The change as a result of the development is considered to be positive, with views of the existing stadium replaced by those of a new neighbourhood development with open space and building massing and height sympathetic to the surrounding townscape context.	Views from road users/ pedestrians/cyclists - No change Views from residents — Small change	Minor beneficial: Not Significant - Residential No effect — Pedestrians / Cyclists/ Road users	No	Section 5 Appendix 11.1
Operation	Viewpoint 03 Stanley Park — Path junction	The completed development would be seen to a limited degree beyond the existing trees, occupying a small part of the overall view available. The proposed development would appear lower in height than the existing football stadium. In general, views of the development are likely to be largely obscured by the trees within the park, particularly in summer months when the trees are in leaf.	Small	Minor beneficial: Not Significant	No	Section 5 Appendix 11.1
Operation	Viewpoint 04 Stanley Park — Formal Terrace	The completed development would be an overall positive feature seen in the same part of the view occupied by the existing stadium and would appear slightly lower in height than the existing stands and 'Goodison' lettering. The layers of vegetation that surround Stanley Park would offer a high degree of filtering of the proposed development in the view, particularly during summer and early autumn when the trees are in leaf. During months of leaf loss the proposed development would be seen to a limited extent in the southern and eastern part of the site, beyond the structural form of the tree belt.	Small	Moderate beneficial: Not Significant	No	Section 5 Appendix 11.1
Operation	Viewpoint 05 Walton Hall Park	As the proposed development is located at distance from the viewpoint and would be located beyond features in the foreground view that limit the overall extent of visibility, the operational phase of the proposed development will not be a perceptible feature in the view.	No direct change	No effect	No	Section 5 Appendix 11.1
Operation	Viewpoint 06 Goodison Road	The visible elements of the proposed development as seen from the viewpoint would largely comprise buildings within the western part of the site in Plots A, C and E along with part of Plot B at the southern end of the site. The proposed development, although notable at the end of the road, would appear much smaller in height than the existing stadium and thus would appear to complement the scale of the existing terraced housing that forms the townscape at this location, which is considered a positive consequence of the proposals. The development blocks would also be set back from the road edge, unlike the existing stadium, providing opportunity to create an attractive active frontage at the head of the view as part of the development's Goodison Road 'Spine'. Views towards the church and 'Holy	Views from road users/ pedestrians/cyclists - Medium	Moderate beneficial: Not Significant —Pedestrians /Cyclist	No	Section 5 Appendix 11.1
		Trinity' statue would remain and its setting enhanced as part of proposals. In views from residential dwellings in the locality of the viewpoint, the completed development would form a small element in the very oblique view from front elevation windows of the properties. The primary view from the dwellings would not be altered.	Views from residents — Small	Minor beneficial: Not Significant — Residential/ Road Users		



PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE PRE- MITIGATION	SIGNIFICANCE PRE- MITIGATION	MITIGATION PROPOSED?	FURTHER INFORMATION
Operation	Viewpoint 07 Walton Lane	The proposed development would be seen to varying degrees from Walton Lane as one travels northwards towards the site. Development within Plot A would be the most noticeable element of the development, seen at the head of the road, within the south western part of the site. Development within Plot B is likely to be seen during months of leaf loss to a limited degree, beyond the structural form of the trees that enclose Stanley Park. Plot A would appear as a similar height to the existing stadium in the view. The entrance gates at the junction of Walton Lane and Spellow Lane would also be seen, alongside the existing statue of 'Dixie'	Views from road users/ pedestrians/cyclists - Medium	Moderate beneficial: Not Significant — Pedestrians /Cyclists	No	Section 5 Appendix 11.1
		Dean. The development is likely to provide a positive change in the view through the introduction of the mixed use development at the site including at the gateway location on the site's south western corner, including enhanced public realm which will be seen in views towards the site from Walton Lane. In views from residential dwellings in the locality of the viewpoint, the completed development would form a small element in the very oblique view from the properties, seen beyond the trees that line the road. The primary view from the dwellings towards Stanley Park would not be altered.	Views from residents — Small	Minor beneficial: Not Significant — Residential/ Road Users		
Operation	Viewpoint 08 Priory Road junction with Walton Lane	Following completion of the proposed development, the most notable built elements of the site will be development within the southern half of the site in Plots A — D along with development in Plot F on the site's eastern side which will be seen in the immediate, direct view. Development within Plots A and B will introduce built form in part of the view that is currently relatively open along Walton Lane, which is considered to detract from the view. These plots will also appear marginally taller in the view than the existing stadium and is considered to become a notable feature in the central part of the view.	Medium	Pedestrians /Cyclists / Cemetery visitors - Moderate adverse: Not Significant	No	Section 5 Appendix 11.1
				Vehicular road users - Moderate adverse: Not Significant		
Operation	Viewpoint 09 Spellow Lane	On completion of the proposed development, buildings within the southern extent of the site particularly within Plot A will form a notable feature in the direct view along Spellow Lane. The scale of the development will appear larger than the existing terraces and flats. The existing view towards the tree lined boundary of Stanley Park would be partially obscured by the presence of the proposed development and this is considered to detract from the nature of the existing view along Spellow Lane. In views from residential dwellings, the development at the southern end of the site would be seen in the oblique view from the properties,	Views from road users/ pedestrians/cyclists — Great	Moderate adverse: Not Significant - Pedestrians /Cyclists	No	Section 5 Appendix 11.1
		particularly those located on the southern side of the road. Views of the remainder of the site would be screened by existing built form.	Views from residents — Medium change	Moderate adverse: Not Significant — Residential / Road users		
Operation	Viewpoint 10 Anfield Cemetery	The completed development would occupy a small part of the view available, seen in summer months to a limited extent beyond the trees that occupy the immediate cemetery and form the cemetery boundary with Walton Lane. The most visible element of the proposed development would be the upper floors of taller buildings within the southern part of the site but they would be seen in the context of the existing urban view beyond Walton Lane. The proposed development would appear overall smaller in height than the existing stadium and the variation in massing of the proposed buildings would provide variety to the skyline in comparison to the large solid massing of the existing Bullens Road stand and appropriate to the existing townscape context. Overall, the proposed development as a whole is likely to be less visible than the existing stadium which is considered a positive change to the view.	Small	Minor beneficial: Not Significant	No	Section 5 Appendix 11.1
Operation	Residents within close proximity to the site on Goodison Road, Gwladys Street, Diana Street, and Bullens Road.	On completion, the new development is anticipated to be viewed as set back from the original position of the stadium, with the new development being less dominating in the foreground of the view and more akin to a streetscape scene. The road frontage treatment around the perimeter of the development is anticipated to soften the views from the residential receptors in these properties, with potential for trees and vegetation to introduce an element of greenery to the views which was previously absent (landscaping detail is not included within this application and is a reserved matter).	Great	Major beneficial: Significant	No	Section 5 Appendix 11.1



11.8 MITIGATION & ENHANCEMENT MEASURES

	POSSIBLE EFFECT BEING			MAGNITUDE POST-		FURTHER
PHASE	MITIGATED	MITIGATION MEASURE	HOW SECURED / TRIGGER	MITIGATION	ADVERSE/BENEFICIAL	INFORMATION
Operation	Landscape and visual effects	The DAS Addendum includes a series of development Plot Briefs. This provides additional design guidance to aid the successful delivery of Reserved Matters planning applications in the future and to ensure that the design of the proposed development is high quality and cohesive and that it reflects its character and setting.	Planning condition to secure compliance of the future Reserved Matters submissions with the Plot Briefs submitted.	-	-	see 11.8 below

11.9 ASSESSMENT POST-MITIGATION

The assessment pre-mitigation is based on outline design proposals and makes a degree of assumption that the development design is progressed to detailed design stage and construction to a high standard of design., The DAS Addendum includes a series of Plot Briefs to aid delivery of a successful Reserved Matters Application in the future. The Plot Briefs include mitigation measures to ensure that a high standard of design is secured. Given that this high standard of design has already been assumed in the pre-mitigation assessment reported in Section 11.6, the residual effects remain in accordance with the effects reported in Section 11.6 above. All construction phase effects are no effect to major adverse, short-term, direct (townscape) and indirect (townscape and visual), temporary and reversible. All operational phase effects are major beneficial to major adverse, long-term, direct (townscape) and indirect (townscape and visual), permanent and reversible.

11.10 TOWNSCAPE AND VISUAL EFFECTS: INTER-DEVELOPMENT CUMULATIVE SCHEME EFFECTS

CUMULATIVE SCHEME	SCHEME DESCRIPTION	POTENTIAL FOR CUMULATIVE EFFECTS?	CONSIDERED WITHIN ASSESSMENT?
Project Jennifer, Great Homer Street	New District Centre with Sainsburys superstore, petrol station, and non food retail units	The scheme is a completed development and forms the baseline environment.	No
Cemex Ltd, Regent Road (Cemex Docklands)	To erect asphalt manufacturing plant with ancillary weighbridge, control room, staff, welfare facilities and car parking	The scheme is a completed development and forms the baseline environment.	No
"Clock Tower Drive", off Rice Lane, Walton (former Walton Hospital Site)	Up to 195 dwellings	The scheme is a completed development and forms the baseline environment.	No
"Claremont Gardens", Westminster Road, Sellar Street, Eastby Road	Up to 285 dwellings	The scheme is a completed development and forms the baseline environment.	No
"The Parks" - Phase 5. Venmore Street, Anfield	Up to 113 dwellings	The scheme would have the potential to produce cumulative townscape and/or visual effects alongside the current proposals due to the proximity of the development to the site.	Yes
Liverpool Cruise Liner Terminal, Princes Dock	New cruise liner terminal and a vehicular link span bridge and pedestrian bridge/ walkways	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
Isle of Man Ferry Terminal, West Waterloo Dock	To construct new Ferry Terminal for the Isle Of Man Government to replace existing ferry landing stage located at Pier Head with associated ancillary structures and associated marine equipment and works on land at Princes Half-Tide Dock with associated servicing and delivery via planned link road from Waterloo Road.	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
The Lexington, Princes Reach, Princes Dock	35 storey residential block with 325 private rented sector apartments.	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No



CUMULATIVE SCHEME	SCHEME DESCRIPTION	POTENTIAL FOR CUMULATIVE EFFECTS?	CONSIDERED WITHIN ASSESSMENT?
Plaza 1821, William Jessop Way	To erect 15 storey residential tower comprising 105 apartments (C3 Use) and two ground floor commercial units (A1/A3/A4 Use) with 26 external car parking spaces and landscaping works.	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
Hive City, William Jessop Way	To erect residential tower (C3) consisting of 278 apartments, ground floor commercial (A1/A3/A4), residential amenity areas, cycle and vehicle parking with associated hard and soft landscaping.	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
Liverpool Waters	The comprehensive redevelopment of up to 60 hectares of former dock land comprising a maximum of 305,479sqm office space, 752,675 sqm of residential space accommodating 9,152 homes, 69,735 sqm of hotel and conference facilities, 24,696 sqm comparison retailing, 7,768 sqm convenience retailing, 8,588 sqm financial and professional services, 33,638 sqm cafes and restaurants, 20,210 sqm drinking establishments, 9,764 sqm of non-residential institutions, 33,299 sqm assembly and leisure, and public open spaces.	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
Bramley Moore Dock Stadium	Application for Full Planning Permission in accordance with submitted drawings for the demolition of existing buildings/structures on site (listed in the schedule); remediation works; foundation/piling works; infill of the Bramley-Moore Dock, alteration to dock walls and dock isolation works with vehicular and pedestrian links above; and other associated engineering works to accommodate the development of a stadium (Use Class D2) predominantly for football use, with the ability to host other events, with ancillary offices (Use Class B1a); Club Shop and retail concessions (internal and external to the stadium) (Use Classes A3 / A4 / A5); betting shop concessions (Sui Generis); and associated infrastructure including: electric substation, creation of a water channel, outside broadcast compound, photo-voltaic panels, storage areas/compound, security booth, external concourse / fan zone including performance stage, vehicular and pedestrian access and circulation areas, hard and soft landscaping (including stepped plaza, canopies, lighting, wind mitigation structures, public art, tree planting and boundary treatments), cycle parking structures and vehicle parking (external at grade) and change of use of the Hydraulic Tower structure to an exhibition / cultural centre (Use Class D1) with ancillary food and drink concession (Use Class A3).	The scheme is located at distance from the proposed development site. Potential for cumulative effects unlikely.	No
Land Bounded by Walton Lane, Bullens Road and Diana Street	To erect part four/part five storey block comprising 106no. flats with associated car parking, landscaping and ancillary works	The scheme would have the potential to produce cumulative townscape and/or visual effects alongside the current proposals due to the location of the development directly adjacent to the site.	Yes

PHASE			ADDITIONAL MITIGATION	CUMULATIVE RESIDUA	L EFFECT						
	RECEPTOR	POTENTIAL CUMULATIVE EFFECT		SIGNIFICANCE	ADV/BEN	ST/MT/LT	D/IND	P/T	R/IRR		
Operation	Memorial plaques on site boundary walls either side of Walton Lane/Spellow Lane entrance gates and statue of Ralph 'Dixie' Dean	No Change upon such features as none of the considered developments would affect them. Features within the site would remain tangible and legible.	None required	No cumulative Effect	-	-	-	-	-		
Operation	Goodison Park stadium	No Change upon such features as none of the considered developments would affect them.	None required	No cumulative Effect	-	-	-	-	-		
Operation	NCR 810	There would be a negligible magnitude of change upon NCR810. The combination of the site and the Bullens Road/Walton Lane development adjacent to a short stretch of the cycleway would not give rise to a notable change to the setting of the route of the NCR810.	None required	Negligible: Not Significant	-	LT	IND	Р	R		
Operation	National Character Area 58: Merseyside Conurbation	There would be a negligible magnitude of change upon NCA 58: Merseyside Conurbation. The combination of the site and the Bullens Road/Walton Lane development in the same locality will not give rise to any notable degree of change across the large scale character area.	None required	Negligible: Not Significant	-	LT	D	Р	R		



			ADDITIONAL CUMULATIVE RESIDUA	UAL EFFECT					
PHASE	RECEPTOR	POTENTIAL CUMULATIVE EFFECT	MITIOATION	SIGNIFICANCE	ADV/BEN	ST/MT/LT	D/IND	P/T	R/IRR
Operation	Sports Ground Townscape Character Area	The introduction of both the proposed development and the Bullens Road/Walton Lane development into the local townscape is considered to have the potential to create a discrete townscape character area in its own right, replacing the Sports Ground TCA with a contemporary mixed use character area that has similar townscape characteristics to existing development off Spellow Lane to the immediate south west. The magnitude of overall change would be medium.	None required	Moderate: Not Significant	BEN	LT	D	Р	R
Operation	Grid Iron Terraces Townscape Character Area	The combination of the proposed development and the proposed scheme off Bullens Road/Walton Lane would alter the nature of the immediate locality through the introduction of built form on land that is currently undeveloped ground in the form of car parking. The two developments in combination would introduce a series of apartment blocks to the periphery of the Grid Iron Terraces TCA that would appear greater in scale and mass than the existing terraced streetscape that characterises the TCA, but the developments would reflect to a degree the scale and mass of the former land use of the football stadium. Cumulatively, the combination of both the proposed development and the Diana Street/Bullens Road/Walton Lane development would give rise to a degree of change to the southern periphery of the Grid Iron Terraces TCA, but for the TCA as a whole the level of change would quickly decrease with relative short distance from the site. Overall, it is considered that there would be a small magnitude of cumulative change occurring at the local level to the Grid Iron Terraces TCA.	None required	Minor: Not Significant	ADV	LT	IND	P	R
Operation	Public Park and Cemetery Townscape Character Area	The proposed development in combination with the directly adjacent scheme off Bullens Road/Walton Lane will also be appreciated from the adjacent Public Park and Cemetery TCA to the south and east. From this TCA the two developments are likely to appear as one overall scheme in the locality beyond the TCA. The cumulative magnitude of change is therefore considered to be no greater than small, occurring at the local level.	None required	Minor: Not Significant	ADV	LT	IND	P	R
Operation	Mixed Use Urban Townscape Character Area	The combined effect of the proposed development and the Bullens Road/Walton Lane development upon the Mixed Use Urban TCA would be minimal. The level of association between the Bullens Road/Walton Lane site and the TCA is very low as it is located beyond the Site and cannot be readily appreciated. There would be a negligible magnitude of change, occurring at the local level.	None required	Negligible: Not Significant	-	LT	IND	P	R
Operation	Viewpoint 01 Anfield Cemetery Parterre	Combined visibility between the proposed development and the adjacent Bullens Road/Walton Lane development would be filtered by the presence of trees and/or built structures in the near view. The Bullens Road/Walton Lane development is likely to be filtered in views to a greater degree than the proposed development. The cumulative magnitude of change in views experienced from the cemetery would be no greater than small, experienced at the local level.	None required	Minor: Not Significant	ADV	LT	IND	Р	R
Operation	Viewpoint 02 Ince Avenue	Combined views of the proposed development and the Bullens Road/Walton Lane development are unlikely from the road itself. Views from upper floor rear windows of dwellings along Ince Avenue would comprise of the two developments together in the same part of the part of the view, seen as one overall scheme beyond the cemetery and the associated layers of vegetation that filter views to the west. The magnitude of change in the view would be no greater than small, experienced at the local level.	None required	Minor: Not Significant	BEN	LT	IND	Р	R
Operation	Viewpoint 03 Stanley Park — Path junction	The proposed development would be the most visible element within views that also contain the Bullens Road/Walton Lane development. The Bullens Road/Walton Lane development is likely to be filtered in views to a greater degree than the proposed development by the existing tree belt that encloses Stanley Park from Walton Lane. The cumulative magnitude of change would be no greater than small, experienced at the local level.	None required	Minor: Not Significant	BEN	LT	IND	P	R
Operation	Viewpoint 04 Stanley Park — Formal Terrace	The proposed development would be the most visible element within views that also contain the Bullens Road/Walton Lane development. The cumulative magnitude of change would be no greater than moderate, experienced at the local level.	None required	Moderate: Not significant	BEN	LT	IND	Р	R
Operation	Viewpoint 05 Walton Hall Park	Combined visibility of the proposed development and the Bullens Road/Walton Lane development is unlikely, either due to the presence of the proposed development in the immediate view, or the presence of other built form in the near townscape.	None required	No cumulative effect	-	-	-	-	-



		POTENTIAL CUMULATIVE EFFECT	ADDITIONAL MITIGATION	CUMULATIVE RESIDUAL EFFECT					
PHASE	RECEPTOR			SIGNIFICANCE	ADV/BEN	ST/MT/LT	D/IND	P/T	R/IRR
Operation	Viewpoint 06 Goodison Road	Combined visibility of the proposed development and the Bullens Road/Walton Lane development is unlikely, either due to the presence of the proposed development in the immediate view, or the presence of other built form in the near townscape.	None required	No cumulative effect	-	-	-	-	-
Operation	Viewpoint 07 Walton Lane	Combined visibility of the proposed development and the Bullens Road/Walton Lane development is unlikely, either due to the presence of the proposed development in the immediate view, or the presence of other built form in the near townscape.	None required	No cumulative effect	-	-	-	-	-
Operation	Viewpoint 08 Priory Road junction with Walton Lane	The view from Priory Lane is direct and open towards the proposed development and the Bullens Road/Walton Lane development site. The two developments would be seen in combination in the same part of the immediate view from the road junction and the entrance to Anfield Cemetery. The visual outlook from the viewpoint would be altered by the presence of both schemes, but they would appear as one overall development in the same part of the view occupied by the existing football ground. Due to the scale and massing of the proposed residential blocks within the site, they are most likely to be the most notable feature, with the Bullens Road/Walton Lane development seen to be sitting below. The existing visual outlook of the existing red brick terraces and football ground would be changed to a view containing modern development. The cumulative magnitude of change would be medium, occurring at the immediate locality of the viewpoint. The proposed development would already give rise to a significant effect in its own right, and the addition of the Bullens Road/Walton Lane development to the townscape would appear as an extension to the proposed development rather than an additional feature in its own right or in a different part of the view.	None required	Moderate: Not Significant	ADV	LT	IND	P	R
Operation	Viewpoint 09 Spellow Lane	The proposed development is likely to form the most prominent feature in the view at the head of the road with the Bullens Road/Walton Lane development seen beyond the site at a limited degree, if at all. The magnitude of change in the view would be negligible.	None required	Negligible: Not Significant	-	LT	IND	P	R
Operation	Viewpoint 10 Anfield Cemetery	Combined visibility between the proposed development and the adjacent Bullens Road/Walton Lane development would be filtered by the presence of trees and/or built structures in the near view. The Bullens Road/Walton Lane development is likely to be filtered in views to a greater degree than the proposed development. The cumulative magnitude of change in views experienced from the cemetery would be no greater than small, experienced at the local level.	None required	Minor: Not Significant	BEN	LT	IND	Р	R
Operation	Residents within close proximity to the site on Goodison Road, Gwladys Street, Diana Street, and Bullens Road.	Some of the residents are likely to have oblique views with combined visibility to the adjacent Bullens Road/Walton Lane development however it would be seen as an extension to the proposed development rather than an additional feature in its own right or in a different part of the view.	None required	Minor: Not Significant	BEN	LT	IND	Р	R

Key: ADV/BEN = Adverse/Beneficial; ST/MT/LT = Short-term/Medium-term/Long-term; D/IND = Direct/Indirect; P/T = Permanent/Temporary; R/IRR = Reversible/Irreversible

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