

7. Townscape and Visual Impact Assessment

Introduction

- 7.1 This Chapter reports the outcome of the assessment of likely significant environmental effects arising from the Proposed Scheme in relation to townscape and views.
- 7.2 The Chapter describes the consultation that has been undertaken during the EIA, the scope of the assessment and assessment methodology, and a summary of the baseline information that has informed the assessment.
- 7.3 A number of effects have been avoided in advance of the assessment and where relevant these are clearly stated. The assessment reports on the likely significant environmental effects, the further mitigation measures required to prevent, reduce or offset any significant adverse effects, or further enhance beneficial effects. The conclusions are provided both in terms of the residual effects and whether these are considered significant.
- 7.4 This Chapter, and its associated figures and appendices, is intended to be read as part of the wider ES with particular reference to the introductory chapters of this ES (**Chapters 1 - 5**), as well as **Chapter 8: Built Heritage**.
- 7.5 In addition, this Chapter should be read in conjunction with **Chapter 13: Assessment of Cumulative Effects**.

Legislative Framework and Guidance

- 7.6 The following legislation has informed the assessment of effects within this Chapter:
- The European Landscape Convention 2000ⁱ
- 7.7 The following guidance has informed the assessment of effects within this Chapter:
- Guidelines for Landscape & Visual Impact Assessmentⁱⁱ;
 - Visual Representation of Development Proposalsⁱⁱⁱ;
 - Planning Practice Guidance^{iv};
 - An Approach to Landscape Character Assessment^v;
 - IEMA Environmental Impact Assessment Guide to Shaping Quality Development, 2015^{vi}, and;
 - Historic England Advice Note 4 Tall Buildings^{vii}.

Summary of Consultation

- 7.8 **Table 7.1** provides an overview of the consultation that has been undertaken to inform the Proposed Scheme and EIA, including the consideration of likely significant effects and the methodology for assessment.

Table 7.1: Summary of Consultation

Body / Organisation	Contact	Date and Form of Consultation	Summary
Historic England and LCC.	Advisor/ Planning Officer	In advance of the previous 2014 consented application.	Previously agreed viewpoints reused for the purposes of this application where appropriate. The previous viewpoints have been through a thorough testing process to remove previously identified viewpoints which afford either 'no view' or are not focussed on the Site.
LCC	Planning Officer	January 2020. Email correspondence	Inclusion of additional view from Walton Hall Park/Sports Centre, included within 2014 assessment.
Historic England	Inspector	January 2020 Site walk around	

Scope of the Assessment

- 7.9 An EIA Scoping Report was submitted to LCC in January 2020, as presented as **Appendix 2.1**. This section provides confirmation on the scope of the assessment presented within this Chapter following submission of the EIA Scoping Report and receipt of the EIA Scoping Opinion (**Appendix 2.2**).

Effects which are Not Significant

- 7.10 The following effects, which are not significant, were identified as part of the EIA Scoping Report and are not considered further in this Chapter. The effects and evidence to support this are represented and updated as below.

Townscape Effects on Topography during Construction and Operational Phases

- 7.11 It is intended that the Proposed Scheme will work with existing ground levels to accommodate the new stand.
- 7.12 Therefore, effects on topography are not considered significant and will not be considered within the EIA or reported in the ES.

Townscape Effects on Land Use during Construction and Operational Phases

- 7.13 It is anticipated that the predominant land use within the Site will be unchanged as a result of the Proposed Scheme.
- 7.14 Therefore, effects on land use are not considered significant and will not be considered within the EIA or reported in the ES.

Townscape Effects on Environmental Designations during Construction and Operational Phases

- 7.15 The potential townscape and visual effects on the Registered Landscapes of Stanley Park and Anfield Cemetery are considered within this assessment. There are no other environmental designations covering the Site. The potential townscape and visual effects on Heritage designations are scoped into the assessment and will be considered separately within this chapter.

Visual Effects on World Heritage Site Key Views during Construction and Operational Phases

- 7.16 A number of key World Heritage Site (WHS) views and vistas were identified within Liverpool's World Heritage Site SPD^{viii}. As part of the previous 2014 application for expansion of the Main Stand and Anfield Road Stand, the WHS views were discounted due to the distance between the viewpoint location and the Site. This was agreed with both LCC and Historic England as part of the consultation process. This is equally applicable to the Proposed Scheme and is agreed with LCC.
- 7.17 Therefore, effects on receptors at WHS viewpoints are unlikely to be considered significant and will not be considered within the EIA or reported in the ES.

Visual Effects from Local Viewpoints during Construction and Operational Phases

- 7.18 A total of 24 key viewpoints were identified for the previous consented 2014 application, which again is equally applicable to the Proposed Scheme. A number of these key viewpoint locations have been discounted for the purposes of this assessment, and the rationale for their exclusion are listed below:
- View from Walton Breck Road looking north west towards the Site (View 1). The view is focussed on the previous 2014 Phase 1 (Main Stand extension), and is not predicted to allow views of the Proposed Scheme.
 - View from the south side of Walton Breck Road looking east towards the Site (View 2). The view is focussed on the previous 2014 Phase 1 (Main Stand extension), and is not predicted to allow views of the Proposed Scheme.
 - View from Stanley Park footpath off entrance at Walton Lane and Priory Road junction looking south east (View 10). Given the dense block of evergreen planting, there is no view afforded of any elements of the stadium.
 - View from lakeside path in far western end of Stanley Park looking south east towards the Site (View 12). Given the predominantly evergreen nature of the tree cover, the current stadium is barely visible within the centre of the view.
 - View from junction of Venice Street and Vanguard Street looking north east towards the Site (View 13). The view is focussed on the previous 2014 Phase 1 (Main Stand extension), and is not predicted to allow views of the Proposed Scheme.
 - View from road junction between Walton Lane and Walton Breck Road looking east to the Site (View 14). The view is focussed on the previous 2014 Phase 1 (Main Stand extension) and is not predicted to allow views of the Proposed Scheme.

- View from Oakfield Road at Junction with Ludwig Road looking north west to the Site (View 17). The viewpoint allows a narrow and framed view towards the Main Stand.
- View from central reservation of the A580 at junction with Cherry Lane looking west towards the Site (View 18). No view afforded of any part of the stadium.
- View from Walton Hall Park, North of Walton Hall Avenue, looking south towards the Site (View 20). No view afforded of any part of the stadium.
- View from Anfield Road looking south east along Back Rockfield Road towards the Site (View 22). The side of the Kop terminates the view.

7.19 The events application for concert use during the closed season will not result in effects relating to landscape and views due to the short term, temporary nature of the proposed event uses.

Likely Significant Effects

7.20 Effects on heritage assets and their settings are considered in **Chapter 8 Built Heritage**.

7.21 The following effects (**Table 7.2**) are considered significant and are reported within this Chapter:

Table 7.2: Likely Significant Effects

Likely Significant Effect	Applicable Phase
Changes to townscape and landscape character within the site context.	Construction / Operation
Changes to built/landscape heritage assets as townscape receptors.	Construction / Operation
Changes to tree cover	Construction / Operation
Changes to scale, massing and height.	Construction / Operation
Changes to movement and linkages.	Construction / Operation
Changes to public open space and tree cover.	Construction / Operation
Changes to site character.	Construction / Operation
Changes to the character and amenity of views	Construction / Operation

Extent of the Study Area

7.22 The terms 'site context' and 'immediate context' are used throughout this chapter to refer to the extent of the study area. The extent of the study area for the townscape and visual assessment is approximately 1km around the Stadium, encompassing the Ward of Anfield and the visual envelope of the Site. Refer to **Figure 7.1** in **Appendix 7.3**.

Background Studies to Inform the ES

7.23 The following background studies have informed this Chapter:

- Desktop survey, including a review of the 2014 assessment to identify any changes which may impact on the current assessment.
- Production of indicative ZVI using a detailed SketchUp model of the Proposed Scheme, accurately placed using Google Earth.
- On-site walkover to assess any changes in context which may impact on townscape and/or visual effects from the Proposed Scheme.

Assessment Methodology

- 7.24 This assessment has been carried out with reference to the Guidelines for Landscape & Visual Impact Assessmentⁱⁱ (referred to hereafter as “the Guidelines”) by Planit-IE Ltd, a registered practice of the Landscape Institute with considerable experience in landscape and visual assessment.
- 7.25 A three-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) have been assessed, and secondly, the nature of effects (magnitude) likely to result from the Proposed Scheme have been assessment. From this, the overall significance of the identified effects on receptors have been assessed.
- 7.26 The methodology is collated into a tabulated format where possible to provide structure for a consistent and methodical approach. Criteria and justifications are recorded in **Appendix 7.1** and **7.2** for transparency. The overall assessment of significance has regard to paragraph 5.56, page 92 (significance of landscape effects) and paragraph 6.44, page 116 (significance of visual effects) of the Guidelines.
- 7.27 Heritage matters are intrinsically linked to townscape and visual considerations and, although they are dealt with in **Chapter 8 Built Heritage** they are considered here as key components of the townscape fabric.
- 7.28 Photographs for the selected viewpoints were taken by a professional photographer in January and February 2020. Visualisations were produced by Virtual Planit, a professional visualization studio with extensive experience in the production of photomontages. Both photographs and photomontages were produced in accordance with Landscape Institute’s Guidance Note 06/19, “Visual Representation of Development Proposals”^{ix}.

Reporting of the Environmental Effect and Significance Criteria

- 7.29 The assessment of likely significant environmental effects as a result of the Proposed Scheme has taken into account the construction and operational phases.
- 7.30 The duration of the effect has been assessed as either ‘short-term’, ‘medium-term’ or ‘long-term’. Short-term is considered to be up to 1 year, medium-term is considered to be between 1 and 10 years and long-term is considered to be greater than 10 years.

Determining Sensitivity of Receptor

- 7.31 The sensitivity of affected receptors has been considered on a scale of **high, medium, low** or **negligible**.

Criteria for Determining Sensitivity of Townscape Receptors

Baseline Townscape Value

- 7.32 Townscapes may be valued at community, local, national level or above. Existing Townscape designations have been taken as the starting point for this assessment, as shown in **Table 7.3** below. However, the value attached to undesignated townscapes also needs to be assessed and this is considered in **Table 7.4**.

Table 7.3: Value of Designated Townscapes

Value	Description
High	Sites, features or areas of national or international importance with settings of high quality such as World Heritage Site, AONB, National Parks, Grade I and Grade II* Listed buildings or Registered Parks and Gardens.
Medium	Sites, features or areas of local or regional importance with intact character such as Grade II* and Grade II Listed Buildings or Registered Parks and Gardens, Conservation Areas, Scheduled Monuments, local nature site, long distance recreational routes. Tree Preservation Orders (TPO) and local designations that exhibit wider geographic, cultural or townscape significance.
Low	Areas or features of local importance such as Tree Preservation Orders (TPO), Public Right of Way (PROW) and locally listed buildings.

- 7.33 Whilst the assessment of value is partly based on the Planning Policy importance of the townscape, other criteria used to assess townscape value in more detail, including that of undesignated townscape, are set out in **Table 7.4** below. The criteria are taken from the Planning Practice Guidance which supports the National Planning Policy Framework.

Table 7.4: Criteria for Assessing the Value of Non-Designated Townscapes

Attribute	Criteria
Functional	A building or place should be fit for purpose, designed and delivered in a way that delivers the intended function and achieves value for money in terms of lifetime costs.
Mix of uses	Mix of uses to ensure easy access to facilities and encourage a healthier environment, reducing the need to travel.
Well-designed public space	Functional and attractive hard and soft landscape elements, well orientated and designed routes, inclusion of facilities such as seats and play equipment and public art.
Buildings designed to be adaptable.	Flexibility to be able to respond to a range of future needs – how easily buildings change be adapted for change of use, places that are easy and practical to manage with good access, natural surveillance and hard wearing materials that are easy to repair.
Distinctive character	Consideration of the local pattern of street blocks and plots; building forms; details and materials; style and vernacular.

Attribute	Criteria
Attractive spaces	Consideration of streetscapes, townscapes, buildings and elements within them all, microclimates and views should all be considered. This is also affected by the way a townscape is perceived using the senses and the effect of transient elements such as the presence of human activity and resulting tranquillity or vibrancy.
Promotes ease of movement	All users should be able to move safely, conveniently and efficiently to and within a place, appropriate number of legible routes to and through it, good connections with each other and other destinations.

- 7.34 An overall assessment of value has been made for each townscape receptors (refer to **Appendix 7.1**), based on an overview of the assessments made using each of the above criteria, in terms of high, medium and low value.

Baseline Susceptibility of Townscape Receptors to Change

- 7.35 Susceptibility of townscape receptors to change has been assessed using the criteria identified in **Table 7.5**, with reference to the baseline conditions.

Table 7.5: Townscape Receptor Susceptibility to Change

Susceptibility	Criteria
High	Little ability to accommodate the proposed development without undue harm.
Medium	Some ability to accommodate the proposed development without undue harm.
Low	Substantial ability to accommodate the proposed development without undue harm.

Overall Sensitivity of Townscape Receptors

- 7.36 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed within **Appendix 7.1**.

Criteria for Determining Sensitivity of Visual Receptors

Type of View and Number of Viewers

- 7.37 In terms of assessing the baseline visual sensitivity, key factors to consider are the type of view and the likely numbers of viewers (the visual receptors). The type of view and the number of viewers are described in the following terms

- Glimpsed (i.e. in passing)/Filtered/Oblique/Framed/Open Views; and
- Few/Moderate/Many Viewers

Value of Views

- 7.38 The value attached to views has regard to a number of factors, including:

- recognition through planning designations or heritage assets; and
- the popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps and the facilities provided for its enjoyment.

7.39 The assessment of the value of views is summarised in **Table 7.6** below, in terms of High, Medium and Low value. These criteria are provided for guidance only and are not intended to be absolute.

Table 7.6: Value Attached to Views

Value	Criteria
High	Views from townscapes/viewpoints of national importance, or highly popular visitor attractions where the view forms an important part of the experience, or with important cultural associations.
Medium	Views from townscapes/viewpoints of regional/district importance or moderately popular visitor attractions where the view forms part of the experience, or with local cultural associations.
Low	Views from townscapes/viewpoints with limited designations, not particularly popular as a viewpoint and with minimal or no cultural associations.

Susceptibility of Visual Receptors to Change

7.40 The susceptibility of different types of visual receptor to changes in views is mainly a result of:

- The occupation or activity of the viewer at a given location; and
- The extent to which a person's attention or interest may therefore be focussed on a view and the visual amenity experienced at a given view.

7.41 The assessment of a visual receptor to change is specific to the proposed development. However, the Guidelines for Landscape and Visual Impact Assessment offers the generic guidance identified in **Table 7.7** as a starting point for the assessment.

Table 7.7: Visual Receptor Susceptibility to Change

Susceptibility	Type of Receptor
High	Users of public space, including users of public rights of way, whose attention is likely to be focussed on the townscape and on particular views; Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; Communities where views contribute to the townscape setting enjoyed by residents; and Travellers on scenic routes.
Medium	Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey; and

Susceptibility	Type of Receptor
	Users of public space, where the view is a part of the wider experience of the place.
Low	<p>People at their place of work, where the setting is not important to the quality of working life;</p> <p>Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey; and</p> <p>People engaged in outdoor sport or recreation, or users of a public space, which does not involve appreciation of views.</p>

- 7.42 The Guidelines for Landscape and Visual Impact Assessment qualifies the above examples as follows:

'This division is not black and white and in reality, there will be a gradation in susceptibility to change. Each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focussed on views and visual amenity.' (page 114, paragraph 6.35).

Overall Sensitivity of Visual Receptors

- 7.43 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed in **Appendix 7.2**.

Predicted Townscape and Visual Impact Criteria

- 7.44 The predicted townscape and visual impacts of the proposed development are set out in **Appendix 7.1** and **Appendix 7.2** respectively.

Size and Scale of Effects

- 7.45 The size and/or scale of effects relates to the scale of physical changes in the townscape and the scale of the visible change in views, such as the loss or addition of features. This is broadly rated along the following scale:

- No Change – change will not be perceptible
- Negligible – change will be just discernible
- Minor – a small change will be perceptible
- Moderate – change will be clearly noticeable
- Major – total change will occur

Geographical Extent of Effects

- 7.46 The geographical extent of effects relates to:

- The area over which townscape effects are likely to be experienced, i.e. this could be at the site level, the immediate locality, across a neighbourhood or across a series of neighbourhoods (city-wide).

- The area over which the changes are likely to be visible, i.e. viewpoint within the site, viewpoint within the immediate locality, viewpoint across/ through a neighbourhood or a vista or vantage point across neighbourhoods or the city skyline (city-wide).

Duration/ Reversibility

7.47 Effects may be experienced over a range of timescales. For this assessment, the following timescales are considered appropriate:

- Short-term: 1 year or below
- Medium-term: Between 1 and 10 years in duration
- Long-term: Greater than 10 years in duration

7.48 Effects may be temporary, permanent or reversible over time. For example, visual effects arising from construction activities may be limited solely to the construction period and therefore only temporary. The assessment therefore considers the practicality of effects being reversed.

Determining the Magnitude of Change

Magnitude of Townscape Effects

7.49 The magnitude of change has been considered as the change experienced from the baseline conditions at the sensitive receptor and has been considered on a scale of **large, medium, small** or **negligible**.

7.50 The magnitude of a townscape effect is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, its duration and degree of reversibility and the impact these are likely to have on the baseline character of the townscape element.

7.51 The magnitude of change in the townscape takes into consideration the following factors:

- the extent/proportion of townscape elements lost or added;
- the contribution of that element to townscape character and the degree to which aesthetic/perceptual aspects are altered; and
- whether the effect is likely to change the key characteristics of the townscape, which are critical to its distinctive character.

7.52 The criteria used to assess magnitude of townscape effects are described in **Table 7.8**, below:

Table 7.8: Townscape Effects - Magnitude

Category	Criteria
Large adverse townscape effect	The proposals will result in a total change in the key characteristics of townscape character; will introduce elements totally uncharacteristic to the attributes of the receiving townscape; and/or will result in a substantial or total loss, alteration or addition of key elements/features/characteristics.

Category	Criteria
Medium adverse townscape effect	The proposals will result in a partial change in the key characteristics of townscape character; will introduce elements partially uncharacteristic to the attributes of the receiving townscape; and/or will result in partial loss, alteration or addition of key elements/features/characteristics.
Small adverse townscape effect	The proposals will result in a small change in the key characteristics of townscape character; will introduce elements that are not uncharacteristic to the attributes of the receiving townscape; and/or will result in a minor loss, alteration or addition of elements/features/characteristics.
Negligible adverse townscape effect	The proposals will result in a just discernible change to townscape character/elements/features/characteristics.
Negligible townscape benefit	The proposals will result in a just discernible improvement to the townscape character/elements/features/characteristics.
Small townscape benefit	The proposals will achieve a degree of fit with the townscape character/elements/features/characteristics and go some way towards improving the condition or character of the townscape.
Medium townscape benefit	The proposals will achieve a good fit with the townscape character/elements/features/characteristics, or would noticeably improve the condition or character of the townscape.
Large townscape benefit	The proposals will totally accord with the townscape character/elements/features/characteristics, or would restore, recreate or permanently benefit the condition or character of the townscape.

Magnitude of Visual Effects

- 7.53 The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, its duration and degree of reversibility and the impact these are likely to have on the baseline character of the view.
- 7.54 The magnitude of change in the view relates to the degree of contrast or integration likely to result from the proposed development and is influenced by the relative time over which a view is experienced and whether it is a full, partial or glimpsed view.
- 7.55 The criteria identified in **Table 7.9** are used to assess the magnitude of visual effects, based on the degree of change to the view or composition.

Table 7.9: Visual Effects - Magnitude

Category	Criteria
Large adverse or beneficial visual effect	The proposals will cause a dominant or complete change or contrast to the view, resulting from the loss or addition of substantial features in the view and will substantially alter the appreciation of the view.

Category	Criteria
Medium adverse or beneficial visual effect	The proposals will cause a clearly noticeable change or contrast to the view, which would have some effect on the composition, resulting from the loss or addition of features in the view and will noticeably alter the appreciation of the view.
Small adverse or beneficial visual effect	The proposals will cause a perceptible change or contrast to the view, but which would not materially affect the composition or the appreciation of the view.
Negligible adverse or beneficial visual effect	The proposals will cause a barely perceptible change or contrast to the view, which would not affect the composition or the appreciation of the view.

Determining the Level of Effect

- 7.56 The level of effect attributed to each effect has been assessed based on the magnitude of change due to the Proposed Scheme and then sensitivity of the affected receptor, as well as a number of other factors that are outlined in more detail in **Chapter 2 – Approach to EIA**. The level of effect has been based on of professional judgement and **Table 2.2** has been a tool which has assisted with this process.
- 7.57 For the purposes of this Townscape and Visual Impact Assessment, ‘moderately significant’ effects and ‘significant’ effects are considered to be significant in EIA terms (EIA Regulations 2017).
- 7.58 Whilst **Table 2.2** provides ranges, the level of effect is confirmed as a single level and not a range, informed by professional judgement. For each effect, it has been concluded whether the effect is ‘*beneficial*’ or ‘*adverse*’. A statement is also made as to whether the level of effect is ‘Significant’ or ‘Not Significant’, again based on professional judgement.
- 7.59 The following terms have been used to define the significance of the effects identified and these can be ‘beneficial’ or ‘adverse’:
- **Major effect:** where the Proposed Scheme is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity. This effect is considered to be ‘Significant’;
 - **Moderate effect:** where the Proposed Scheme is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability. This effect is considered more likely to be ‘Significant’ but will be subject to professional judgement;
 - **Minor effect:** where the Proposed Scheme is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the

change. This effect is considered less likely to be 'Significant' but will be subject to professional judgement; and

- **Negligible:** where the Proposed Scheme is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change. This effect is 'Not Significant'.

Baseline Conditions

Townscape Baseline

Built/Landscape Heritage Assets

- 7.60 Heritage designations on the Site and in the surrounding area are shown in **Figure 7.2 of Appendix 7.3**.
- 7.61 The majority of the Site is not within an area covered by a formal heritage designation. However, the smaller red line parcel to the north of Anfield Road which includes the car park sits entirely within the Grade II* Listed Stanley Park and a small portion of the external hardworks adjacent to the stand are also within Stanley Park. No Conservation Areas are within the vicinity of the Site, however there are a large number of listed buildings and structures located within a close distance to the Site. The majority are clustered within Stanley Park and Anfield Cemetery to the north. There are also listed buildings within close proximity to the site along Anfield Road, and include both Grade II listed residential properties, and the Grade II listed Arkles public house to the east.
- 7.62 The listed buildings and structures are considered in this assessment as part of the townscape fabric. **Chapter 8: Built Heritage** of the ES presents an assessment of the Proposed Scheme for heritage impacts. Any potential visual impacts on the receptors within the context of listed buildings, structures or within the registered landscapes will be considered within the visual assessment in this chapter.

Townscape/ Landscape Character

- 7.63 The area around the Site has been divided into a number of different local townscape character areas, in order to understand how the Site 'fits in' to the local townscape context. Townscape Character is illustrated in **Figure 7.3 of Appendix 7.3** and is described further within the report.
- 7.64 The original Stadium on the Site opened in 1884, and its association with Liverpool Football Club (LFC) since the late 19th Century forms a defining characteristic of the townscape within Anfield. The Stadium is embedded into the residential area, and is a major local landmark due to the contrast in scale between the Stadium, the typically small-scale terraced housing, and adjacent wide open spaces of Stanley Park and Anfield Cemetery.
- 7.65 The immediate area to the south, east and west of the Site is characterised by long rows of terraced housing, dating from the late 19th century, laid out in an irregular grid. The area has been undergoing regeneration since 2012, and some areas of clearance identified within the 2014 townscape character assessment, produced to support the previous 2014 application have been subject to redevelopment proposals. The northern portion of the Site is located within Stanley Park. The Park and Anfield Cemetery beyond to the north form major features in the area and contribute positively to defining the distinctive local character.

Stanley park is some 45 hectares in size, and was designed by the renowned Edward Kemp. The Park was opened in 1870, and now forms the setting between the Everton and Liverpool Stadiums. Anfield Road is characterised by typically large villas, which back onto the Park with large grounds. The villas are now frequently in commercial use, but respond in design quality to their proximity to Stanley Park.

Urban Grain

- 7.66 Urban grain on the Site and in the surrounding area are shown in **Figure 7.4 of Appendix 7.3.**
- 7.67 The urban grain within the Site and site context is highly mixed, with coarse grain of the two stadiums (Anfield and Goodison Park) contrasting sharply with the fine grain of the terraced housing. The fine grain of housing wrapping around to the south of the Stadium is punctuated by small gaps formed by clearance and ongoing regeneration. Otherwise, the tight, irregular grid of terraced streets creates a regular rhythm with strong street enclosure. The substantial undeveloped areas of Stanley Park and Anfield Cemetery form large 'gaps' in the urban grain to the north. To the north east, the regular grain continues, but with a slightly less fine grain due to larger garden spaces. To the west the fine grain coarsens considerably, with more modern terraces and cul-de-sacs, with a greater mix of uses resulting in a less uniform grain. The Site is flanked by larger semi-detached and detached properties on much larger plots, dating from the mid to late 19th Century. However, a large strip of these on Anfield Road were demolished where the outside broadcast area and carpark to the north of the Stadium now sit.

Scale, Massing and Height

- 7.68 Scale, massing and building heights on the Site and in the surrounding area are shown in **Figure 7. 5 of Appendix 7.3.**
- 7.69 There is no built form on the land parcel within the Site to the north. The majority of the housing stock in the area is two storeys and Anfield Stadium sits at around 9 storeys (equivalent), and forms a strong local landmark, in conjunction with Goodison Park.

Movement and Linkages

- 7.70 Movement and linkages on the Site and in the surrounding area are shown in **Figure 7. 6 of Appendix 7.3.**
- 7.71 Historically, the grain of the Site would have been constricted by the linear rows of terraced housing. Between 2007-2012 the houses on Anfield Road immediately adjacent to the football ground were demolished and the application boundary area opened up. However, little has changed and the area is still predominantly used for parking with little through access into Stanley Park.
- 7.72 Several of the surrounding residential streets have movement restricted to one direction. There is a Temporary Traffic Regulation Order (TTRO) – the LCC controlled Football Match Parking Zone (FMPZ) in operation around the Site, requiring vehicles parking on the street within the zone to display a residents or visitors parking permit. Scheduled bus services travel along Walton Breck Road, with stops outside of the Kop Stand. The nearest railway station is Sandhills, located approximately 2.2km / 26 minute walk from the Site.

Public Space and Tree Cover

- 7.73 Public open spaces on the Site and in the surrounding area are shown in **Figure 7. 7 of Appendix 7.3**.
- 7.74 Stanley Park, including the northern land parcel within the Site, is defined as open space within the Local Plan, however this includes the existing surface car parking area. The Site has therefore been assessed as 'low' overall in terms of value, 'medium' susceptibility to change due to the sensitivities associated with the Grade II * Registered Stanley Park, with an overall sensitivity of 'medium/low'. There are a number of trees located on the boundary with Stanley Park.

Site Character

- 7.75 Site character is illustrated in **Figure 7.8 of Appendix 7.3**.
- 7.76 The site character is defined by the existing Stadium and associated uses. The existing relationship between the Stadium and Stanley Park is poor. The Stadium forms a substantial blank elevation when viewed from park, and the existing surface car parking detracted from the character and quality of the Park. The outside broadcast area and hard standing to the north of the Stand are poorly integrated into the site edge.

Future Baseline

- 7.77 It is predicted that the existing baseline would persist within the Site without the implementation of the Proposed Scheme. The Arboricultural Survey, produced in February 2020, has identified a small number of trees requiring removal due to poor condition. It is anticipated that these trees would require removal without implementation of the scheme to ensure safety. The Survey details a number of management strategies for other tree groups. The condition and quality of the trees is predicted to decline as part of the future baseline, without ongoing management and maintenance. Refer to Appendix 7.5 for the Arboricultural Survey.

Sensitive Receptors

- 7.78 Townscape receptors are illustrated in **Figures 7.2-7.8 of Appendix 7.3**. Key viewpoints are illustrated in **Figure 7.9 of Appendix 7.4**.
- 7.79 The following sensitive receptors have been identified and assessed within the ES:
- Surrounding townscape character within residential areas and landscape character within Stanley Park and Anfield Cemetery.
 - Grade II* listed Stanley Park, Grade II* listed Anfield Cemetery including internal listed buildings and structures. Listed buildings within the context around the site, including those along Anfield Road.
 - Trees within the Site and immediate site context. There are a number of trees located to the boundary with the park. Some are on LFC land but the majority are within Stanley Park. Trees within the park are protected under its listed status.
 - The existing stadium, and its relationship to the surrounding built context.

- Movement and circulation within the Stadium. Movement and linkages along Anfield Road. Connection to/from Stanley Park.
- Visual and physical changes to the interface between the Site and immediately adjacent Stanley Park.
- Visual and physical changes at site level, including; public realm, movement and linkages, trees and landscape, legibility and connectivity.
- Representative key views are identified below:
 - (i) View north west from Anfield Road from adjacent to the Grade II listed The Arkles public house.
 - (ii) View west from Utting Avenue/Priory Road junction across Grade II* registered Stanley Park. Primary vehicular route and approach to the stadium with high numbers of viewers.
 - (iii) View south west from Priory Road across Grade II* registered Stanley Park.
 - (iv) View south from Grade II* registered Stanley Park (south).
 - (v) View south from Grade II* registered Anfield Cemetery (north).
 - (vi) View south from Grade II* registered Anfield Cemetery (south).
 - (vii) View south from Grade II* registered Stanley Park (north).
 - (viii) View south east from Anfield Road. The view incorporated the Grade II listed dwellings fronting onto Anfield Road.
 - (ix) View south west from Grade II* registered Stanley Park.
 - (x) View north east from St Domingo Road. Key local route within the residential areal to the south west. Relatively open view across open space.
 - (xi) View north west from Anfield Sports and Community Centre/Edinburgh Park. Long-range, open view across open space.
 - (xii) View south west from Utting Avenue (south). Primary vehicular route and approach to the stadium with high numbers of viewers.
 - (xiii) View south west from Abingdon Road playing fields. Long-range, open view across open space.
 - (xiv) View south west from Utting Avenue (north). Primary vehicular route and approach to the stadium with high numbers of viewers.
 - (xv) View south from Walton Hall Park and Walton Sports Centre (additional viewpoint requested by LCC – refer to **Table 7.1**).

Primary and Tertiary Mitigation

Construction Phase

7.80 The following primary mitigation which has been evaluated as part of the construction phase assessment are outlined below.

- Construction of the new Stand will be to the rear of the existing stand to allow it to remain fully functional throughout the majority of the works.
- The construction site will primarily be contained within the existing match day parking and fan zone area adjacent to the north of Anfield Road and south of Stanley Park, minimising potential landscape impacts on the Park and sensitive views from within the Park.
- Trees being retained will be subject to appropriate protection measures during the construction process, minimising potentially adverse effects on trees and in particular the protected trees within the Park.
- The design intent is for a net cut and fill balance, utilising sandstone arisings from excavation as granular fill, minimising the potentially adverse townscape and visual effects from this source of construction traffic.

Operational Phase

7.81 The following primary mitigation which has been evaluated as part of the operational phase assessment is outlined below. The Proposed Scheme has been formulated through a lengthy iterative process in order to ensure;

- Potential impacts on boundary trees is minimised, and sufficient replacements are incorporated in the landscape proposals to mitigate against loss.
- Continuation of the design aesthetic already established as part of the Main Stand development.
- Creation of a high quality public realm which reflects its position in relation to Stanley Park, enhances the relationship between the Park and the Stadium, and prioritises pedestrian movement.
- Improved access to Stanley Park which reflects the urban grain and enhances connectivity.
- Opportunities for use on non-match days as a venue for conferences and meetings (anticipated to be opportunity to host exhibitions on non-match days), to complement non-match day activities that currently take place within the Main Stand.
- Cohesion in use of materials with the Main Stand and a high quality palette of materials.
- Glazed elements fronting onto Stanley Park to allow views across the Park, and to create a positive relationship between the stadium and the Park.

- Incorporation of bespoke artwork into the public realm to create a strong sense of place and high quality environment.

7.82 There are no tertiary mitigation measures anticipated as part of the Proposed Scheme.

Assessment of Effects, Secondary Mitigation and Residual Effects

- 7.83 There are no secondary or tertiary mitigation measures proposed in addition to embedded primary mitigation measures. Therefore residual townscape/landscape effects are as described below. A detailed assessment of townscape/landscape construction phase effects is set out in **Appendix 7.1**.
- 7.84 The stadium forms a defining feature within the local townscape and this status is predicted to be temporarily adversely affected during the construction phase. This is due to the nature of the construction process, which is likely to result direct change to the Site and indirect effects on the surrounding townscape as a result of general construction activity. The magnitude is likely to increase where there are direct impacts on townscape elements, for example the temporary closure of Anfield Road will result in direct adverse effects on movement and linkages. The significance will increase where the townscape elements are considered to be sensitive, for example Stanley Park as a townscape element of substantial heritage value.

Construction Phase

Changes to townscape and landscape character within the site context

- 7.85 The locating of the compound within the Park will temporarily impact on the landscape character within this part of the Park. The wider character of the Park will be unchanged. However, the character of this part of the Park is currently directly influenced by the existing surface car parking, and a strong visual relationship with the Stadium. This results in a lower sensitivity within this part of the Park, and therefore lower magnitude of effect.
- 7.86 The townscape character will be temporarily affected as a result of the construction works, however this effect is not considered to be adverse.
- 7.87 The sensitivity of townscape/landscape (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.
- 7.88 This effect is considered to be Not Significant.

Changes to built/landscape heritage assets as townscape receptors

- 7.89 There are predicted to be temporary adverse effects on Stanley Park from a landscape/townscape perspective during the construction phase, due to the location of compound facilities within the Registered Park. However, the magnitude of effect is considered to be **small**, due to the existing nature of this part of the site, specifically the existing use for surface car parking.
- 7.90 The sensitivity of heritage designations as townscape receptors (as identified in the Section above) is considered to be high/medium. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be moderate.

- 7.91 This effect is considered to be Significant.

Changes to Tree Cover

- 7.92 The construction phase will result in the removal of 20 trees to accommodate the development. The trees proposed for removal are located within LFC land, outside the Registered Park within which trees are protected. Trees proposed for retention will have appropriate protection through the construction process. The Proposals for tree retention and removal have been formulated in accordance with the recommendations and requirements of then updated Arboricultural Assessment. Two of the trees identified for removal have been identified as dead or dying. Refer to Appendix 7.5 for the Arboricultural Assessment. The removal of trees will result in a temporary loss, with a total of 19 trees being planted as part of the landscape proposals.
- 7.93 The sensitivity of trees as landscape receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.
- 7.94 This effect is considered to be Not Significant.

Changes to Scale, Massing & Height

- 7.95 The increase in height between the existing stand and the Proposed Scheme will develop through the course of the construction period.
- 7.96 The sensitivity of scale, massing and height as townscape receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.
- 7.97 This effect is considered to be Not Significant.

Changes to Movement and Linkages

- 7.98 The construction phase will require the temporary closure of Anfield Road through the site. It is predicted that construction traffic will have a temporary adverse effects on local routes.
- 7.99 The sensitivity of movement and linkages as townscape receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.
- 7.100 This effect is considered to be Not Significant.

Changes to Public Open Space

- 7.101 The construction phase will result in a temporary loss of 1500m² of green open space within Stanley Park.
- 7.102 The sensitivity of public open space as townscape receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.

7.103 This effect is considered to be Not Significant.

Changes to Site Character

7.104 The construction works will impact on the site character due to the visual appearance of the works for receptors within the Site, and due to the closure of Anfield Road within the Site.

7.105 Any adverse visual effects from surrounding sensitive viewpoints will be considered within the visual assessment. The sensitivity of public open space as townscape receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be minor.

7.106 This effect is considered to be Not Significant.

Changes to the Character and Amenity of Views

7.107 There are not secondary or tertiary mitigation measures proposed in addition to embedded primary mitigation measures. Therefore residual construction phase visual effects are as described below. A detailed assessment of visual construction phase effects is set out in **Appendix 7.2**.

7.108 The Stadium forms a local landmark and this status is predicted to be temporarily adversely affected during the construction phase. This is due to the nature of the construction process, which is likely to result in visual clutter from the works themselves, plant machinery and general construction activity. The magnitude is likely to increase where views are afforded of the construction works to the upper portions of the new stand. The significance will increase where these views are available to sensitive receptors, such as people within the sensitive landscapes of Stanley Park and Anfield Cemetery who are likely to be focussed on the landscape and therefore more sensitive to change.

View 1: View north west from Anfield Road.

7.109 Views of construction works to build the new Stand will be available, and construction of upper portions of the Stand are predicted to be prominent, terminating the view.

7.110 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.

7.111 This effect is considered to be Significant.

View 2: View west from Utting Avenue/ Priory Road junction.

7.112 The construction works will be clearly visible in the view, though filtered by trees within the Park. The screening effect of trees is likely to increase when the trees are in leaf. However, construction works to the upper portions of the Stadium are predicted to be more visually prominent.

7.113 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be minor.

7.114 This effect is considered to be Not Significant.

View 3: View south west from Priory Road.

- 7.115 Direct views across the Park will allow clear views of construction works along the full length of the Stand. Minimal screening will be provided by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.
- 7.116 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.
- 7.117 This effect is considered to be Significant.

View 4: View south from Stanley Park (south).

- 7.118 Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening will be provided by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.
- 7.119 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.
- 7.120 This effect is considered to be Significant.

View 5: View south from Anfield Cemetery (north).

- 7.121 Construction works to the upper portions of the stand above the treeline are predicted to be visible.
- 7.122 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be minor.
- 7.123 This effect is considered to be Not Significant.

View 6: View south from Anfield Cemetery (south).

- 7.124 Construction works to the upper portions of the stand above the treeline are predicted to be visible.
- 7.125 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be minor.
- 7.126 This effect is considered to be Not Significant.

View 7: View south from Stanley Park (north).

- 7.127 Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening will be provided by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.

7.128 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.

7.129 This effect is considered to be Significant.

View 8: View south east from Anfield Road.

7.130 Partial views of the construction works will be available and will terminate the view.

7.131 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.

7.132 This effect is considered to be Significant.

View 9: View south west from Stanley Park.

7.133 Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening will be provided by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.

7.134 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be moderate.

7.135 This effect is considered to be Significant.

View 10: View north east from St Domingo Road.

7.136 Construction works to the uppermost portions of the stand will be visible.

7.137 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be negligible.

7.138 This effect is considered to be Not Significant.

View 11: View north west from Anfield Sports and Community Centre.

7.139 Very minor, glimpsed views of the upper portions of the stand will be visible during construction.

7.140 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be negligible.

7.141 This effect is considered to be Not Significant.

View 12: View south west from Utting Avenue (south)

7.142 Construction works will largely be screened behind tree cover and existing development in the foreground of the view.

7.143 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be negligible.

7.144 This effect is considered to be Not Significant.

View 13: View south west from Abingdon Road Plating fields.

7.145 Very minor, glimpsed views of the upper portions of the Stand will be visible during construction.

7.146 The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be negligible.

7.147 This effect is considered to be Not Significant.

View 14: View south west from Utting Avenue (north).

7.148 Construction works will be partially visible, with some screening by trees and visual clutter associated with highways infrastructure.

7.149 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, temporary, medium-term, adverse effect which is considered to be negligible.

7.150 This effect is considered to be Not Significant.

View 15: View south from Walton Hall park and Walton Sports Centre.

7.151 The construction works will be screened behind a dense tree line.

7.152 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. No view is available from this point due to heavy tree screening.

7.153 This effect is considered to be Not Significant.

7.154 Due to the iterative nature of the design process, there are no secondary or tertiary mitigation measures proposed in addition to embedded primary mitigation measures. Therefore residual townscape/landscape effects are as described below. A detailed assessment of townscape/landscape operational phase effects is set out in **Appendix 7.1**.

Operational Phase

Changes to townscape and landscape character within the site context

7.155 The Proposed Scheme will result in no change to the landscape character within Stanley Park, as the existing car parking area will be retained and the compound area reinstated to green open space. The Proposed Scheme will result in a minor change to the townscape character due to the realignment of Anfield Road, within a new pedestrian priority space fronting onto Stanley Park.

- 7.156 The sensitivity of townscape/landscape (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, temporary, permanent, long-term effect, which is considered to be moderate.
- 7.157 This effect is considered to be Significant.

Changes to built/landscape heritage assets as townscape receptors

- 7.158 The existing Stanley Park car park will be retained, with the addition of re-provided disabled parking bays lost from Anfield Road. The compound area will be restored to green space as part of the final stages of the construction period.
- 7.159 The sensitivity of heritage designations as townscape receptors (as identified in the Section above) is considered to be high/medium. The magnitude of change is considered to be negligible. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be negligible.
- 7.160 This effect is considered to be Not Significant.

Changes to Tree Cover

- 7.161 The 20 trees lost within the construction phase will be replaced by a total of 19 new trees, which will be planted within new, high quality public realm.
- 7.162 The sensitivity of trees receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect, which is considered to be moderate.
- 7.163 This effect is considered to be Significant.

Scale, Massing & Height

- 7.164 The Proposed Scheme will result in an increase in height from the existing stand. The stand will not exceed the height of the Main Stand.
- 7.165 The sensitivity of scale, massing and height as townscape receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be minor.
- 7.166 This effect is considered to be Not Significant.

Changes to Movement and Linkages

- 7.167 The new public space incorporating the realigned Anfield Road will form a positive connection between the Park and the Stadium. There will be an overall reduction of 25 standard parking bays from the Stanley Park car park. In total, 125 standard spaces will be lost as a result of the Proposed Scheme.
- 7.168 The sensitivity of movement and linkages as townscape receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be moderate.
- 7.169 This effect is considered to be Significant.

Changes to Public Open Space

- 7.170 The Proposed Scheme incorporates new, high quality public realm which incorporates the key design principles defined within the design proposals.
- 7.171 The sensitivity of public open space as townscape receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be moderate.
- 7.172 This effect is considered to be Significant.

Changes to Site Character

- 7.173 The Proposed Scheme will result in direct changes to site character within the LFC land. The site character within Stanley Park within the Site boundary will be unchanged.
- 7.174 The sensitivity of public open space as townscape receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be large. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be major.
- 7.175 This effect is considered to be Significant.

Changes to the Character and Amenity of Views

- 7.176 Due to the iterative nature of the design process, there are no secondary or tertiary mitigation measures proposed in addition to embedded primary mitigation measures. Therefore residual operational phase visual effects are as described below. A detailed assessment of visual operational phase effects is set out in **Appendix 7.1**.

View 1: View north west from Anfield Road.

- 7.177 The Proposed Scheme will form a noticeable addition to the view. However, there is not predicted to be a change to the existing character of the existing view, which is characterised by views of housing in conjunction with the much larger scale and massing of the Stadium.
- 7.178 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.179 This effect is considered to be Not Significant.

View 2: View west from Utting Avenue/ Priory Road junction.

- 7.180 The Proposed Scheme will be clearly visible and the Stadium will form a more prominent element within the view, though filtered by trees within the Park. The screening effect of trees is likely to increase when the trees are in leaf.
- 7.181 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.182 This effect is considered to be Not Significant.

View 3: View south west from Priory Road.

- 7.183 The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the overlooking and use of appropriate materials result in an overall enhancement.
- 7.184 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.185 This effect is considered to be Not Significant.

View 4: View south from Stanley Park (south).

- 7.186 The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the creation of overlooking will enhance the existing relationship between the Stadium and the Park.
- 7.187 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.188 This effect is considered to be Not Significant.

View 5: View south from Anfield Cemetery (north).

- 7.189 The upper portions of the stand will be visible in conjunction with the existing visible portions of the Stadium.
- 7.190 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.191 This effect is considered to be Not Significant.

View 6: View south from Anfield Cemetery (south).

- 7.192 The upper portions of the Proposed Scheme will be visible in conjunction with the existing visible portions of the Stadium.
- 7.193 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.
- 7.194 This effect is considered to be Not Significant.

View 7: View south from Stanley Park (north).

- 7.195 The Proposed Scheme will be clearly visible from within the Park. The close proximity of the viewpoint will allow appreciation of the high quality materials palette and positive relationship of the stand to the Park.
- 7.196 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.

7.197 This effect is considered to be Not Significant.

View 8: View south east from Anfield Road.

7.198 The existing character of the view will change. The Proposed Scheme will terminate the existing view along Anfield Road.

7.199 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be medium. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be moderate.

7.200 This effect is considered to be Significant.

View 9: View south west from Stanley Park.

7.201 The Proposed Scheme will be clearly visible from within the Park. The close proximity of the viewpoint will allow appreciation of the high quality materials palette and positive relationship and overlooking of the stand to the Park.

7.202 The sensitivity of visual receptors (as identified in the Section above) is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be minor.

7.203 This effect is considered to be Not Significant.

View 10: View north east from St Domingo Road.

7.204 The new stand will form a minor addition to the view, which will not be out of keeping with the existing character of the view.

7.205 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, permanent, long-term, neutral effect which is considered to be negligible.

7.206 This effect is considered to be Not Significant.

View 11: View north west from Anfield Sports and Community Centre.

7.207 The Proposed Scheme is not predicted to be prominent within the view. The character of the view will be unchanged.

7.208 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, permanent, long-term, neutral effect which is considered to be negligible.

7.209 This effect is considered to be Not Significant.

View 12: View south west from Utting Avenue (south)

7.210 The existing character of the view will be unchanged. The Proposed Scheme will not form a prominent addition to the view.

7.211 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be negligible. Therefore, there is

likely to be an indirect, permanent, long-term, neutral effect which is considered to be negligible.

7.212 This effect is considered to be Not Significant.

View 13: View south west from Abingdon Road Plating fields.

7.213 The Proposed Scheme will form a new element on the skyline, above the roofline of existing housing.

7.214 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be negligible. Therefore, there is likely to be an indirect, permanent, long-term, adverse effect which is considered to be negligible.

7.215 This effect is considered to be Not Significant.

View 14: View south west from Utting Avenue (north).

7.216 The Proposed Scheme will consolidate the existing character of the view, and will form a focal element for receptors travelling towards Anfield.

7.217 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium/low. The magnitude of change is considered to be small. Therefore, there is likely to be an indirect, permanent, long-term, beneficial effect which is considered to be negligible.

7.218 This effect is considered to be Not Significant.

View 15: View south from Walton Hall park and Walton Sports Centre.

7.219 No view is available from this point due to heavy tree screening.

7.220 The sensitivity of visual receptors (as identified in the Section above) is considered to be medium. There will be no change to the view.

7.221 This effect is considered to be Not Significant.

Limitation and Assumptions

7.222 To ensure transparency within the EIA process, the following limitations and assumptions have been identified.

- The assessment relies on available data, and best endeavours have been made to ensure that the data are accurate and up to date. It is assumed that OS mapping information, topographic and 3D data and Historic England heritage mapping information are all up to date.
- The GLVIA methodology provides a robust and transparent process for assessment of townscape and visual effects, and is used alongside visually verified photomontages which provide a high level of detail and technical accuracy. Significant effects will be determined through professional judgment, carried out by a team of assessors to provide scrutiny where this is relied upon.

Summary

- 7.223 This ES Chapter has assessed the townscape and visual impacts of the proposed development. The assessment has been carried out with reference to the Landscape Institute's Guidelines for Landscape and Visual Impact Assessment, 3rd Edition.
- 7.224 A three-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) have been assessed, and secondly, the nature of the effects (magnitude) likely to result from the proposed development have been assessed. From this the overall significance of the identified effects on receptors have been assessed.
- 7.225 For the purposes of this Townscape and Visual Impact Assessment, 'moderately significant' effects and 'significant' effects are considered to be significant in EIA terms (EIA Regulations 2017).
- 7.226 The proposals have been formulated through a lengthy iterative process involving environmental assessment and consultation. This process has allowed site constraints and opportunities to directly influence development proposals. As a result, mitigation measures form part of the detailed design and potential adverse effects have been 'designed out'.
- 7.227 One significant adverse townscape effect during the construction phase effects is predicted and is summarised below:
- Temporary adverse effects on the landscape character of Stanley Park within the Site as a heritage asset, due to use as a compound. The assessment reflects the sensitive nature of the Park and a Grade II* registered landscape. Following completion, the compound area within Stanley Park will be restored to current conditions, or improved. Should vegetation loss occur, this will be replaced.
- 7.228 A total of 5 key viewpoints are predicted to result in significant temporary adverse visual effects during the construction phase. This is primarily due to the location of key views within Stanley Park. The nature of the sensitive landscape means that visual receptors are likely to be focussed on the landscape and sensitive to change. The 5 viewpoints are:
- View 1: View north west from Anfield Road.
 - View 3: View south west from Priory Road.
 - View 4: View south from Stanley Park (south).
 - View 7: View south from Stanley Park (north).
 - View 9: View south west from Stanley Park.
- 7.229 A total of four significant beneficial townscape effects during the operational phase are predicted and are summarised below:
- Townscape/landscape character. The Proposed Scheme will create an enhanced relationship between the Stadium and Stanley Park.

- Movement and linkages. The Proposed Scheme will include new, high quality public realm which prioritises pedestrian movement and enhances connectivity to Stanley Park.
- Public open space and tree cover. The Proposed Scheme will include removal of 20 existing trees of varying quality. The landscape proposals include 19 new trees, which will help to achieve the key principle of bringing the 'green' from the park into the Stadium setting.
- Site Character. The key principles embedded into the consented scheme will enhance site character.

7.230 One viewpoint is predicted to result in a significant adverse effect during the operational phase as a result of the Proposed Scheme, and is outlined below:

- View 8: View south east from Anfield Road. The Proposed Scheme will terminate views along Anfield Road, foreshortening the view and adversely impacting on the character of the street.

7.231 For information, the Proposed Scheme has been considered against the operational phase visual effects of the previously consented scheme, and a total of 5 viewpoints have been assessment more positively as a result of the more subtle architectural form of the stand which sits more comfortably within the sensitive landscape setting of Stanley Park than the consented scheme.

7.232 **Table 7.11** provides a summary of the effects, receptors, residual effects and a conclusion as to whether the effect is significant or not significant. Refer to appendices 7.3 and 7.4 for the detailed assessment of townscape and visual effects.

Effect	Receptor	Residual Effect	Is the Effect Significant
Construction Phase			
Changes to townscape and landscape character within the site context.	Surrounding residential areas and Stanley Park/Anfield Cemetery.	Minor Adverse	NO
Changes to built/landscape heritage assets as townscape receptors.	Grade II* listed Stanley Park, Grade II* listed Anfield Cemetery including internal listed buildings and structures. Listed buildings within the context around the site, including those along Anfield Road.	Moderate Adverse	YES

Effect	Receptor	Residual Effect	Is the Effect Significant
Changes to tree cover	Trees within the Site and immediate site context. There are a number of trees located to the boundary with the park. Some are on LFC land but the majority are within Stanley Park. Trees within the park are protected under its listed status.	Minor Adverse	NO
Changes to scale, massing and height.	The existing stadium, and its relationship to the surrounding built context.	Minor Adverse	NO
Changes to movement and linkages.	Movement and circulation within the stadium. Movement and linkages along Anfield Road. Connection to/from Stanley Park.	Minor Adverse	NO
Changes to public open space	Visual and physical changes to the interface between the Site and immediately adjacent Stanley Park.	Minor Adverse	NO
Changes to site character	Visual and physical changes at site level, including; public realm, movement and linkages, trees and landscape, legibility and connectivity.	Minor Adverse	NO
Change to the character and amenity of the view.	1. View north west from Anfield Road.	Moderate Adverse	YES
Change to the character and amenity of the view.	2. View west from Utting Avenue/Priory Road junction across Grade II* registered Stanley Park.	Minor Adverse	NO
Change to the character and amenity of the view.	3. View south west from Priory Road.	Moderate Adverse	YES
Change to the character and amenity of the view.	4. View south from Stanley Park (south)	Moderate Adverse	YES
Change to the character and amenity of the view.	5. View south from Anfield Cemetery (north).	Minor Adverse	NO
Change to the character and amenity of the view.	6. View south from Anfield Cemetery (south).	Minor Adverse	NO
Change to the character and amenity of the view.	7. View south from Stanley Park (north).	Moderate Adverse	YES
Change to the character and amenity of the view.	8. View south east from Anfield Road.	Minor Adverse	NO

Effect	Receptor	Residual Effect	Is the Effect Significant
Change to the character and amenity of the view.	9. View south west from Stanley Park.	Moderate Adverse	YES
Change to the character and amenity of the view.	10. View north east from St Domingo Road.	Negligible Adverse	NO
Change to the character and amenity of the view.	11. View north west from Anfield Sports and Community Centre.	Negligible Adverse	NO
Change to the character and amenity of the view.	12. View south west from Utting Avenue (south).	Negligible Adverse	NO
Change to the character and amenity of the view.	13. View south west from Abingdon Road playing fields.	Negligible Adverse	NO
Change to the character and amenity of the view.	14. View south west from Utting Avenue (north).	Negligible Adverse	NO
Change to the character and amenity of the view.	15. View south from Walton Hall Park and Walton Sports Centre.	Negligible N/A	NO
Operational Phase			
Changes to townscape and landscape character within the site context.	Surrounding residential areas and Stanley Park/Anfield Cemetery.	Moderate Beneficial	YES
Changes to built/landscape heritage assets as townscape receptors.	Grade II* listed Stanley Park, Grade II* listed Anfield Cemetery including internal listed buildings and structures. Listed buildings within the context around the site, including those along Anfield Road.	Negligible Beneficial	NO
Changes to tree cover	Trees within the Site and immediate site context. There are a number of trees located to the boundary with the park. Some are on LFC land but the majority are within Stanley Park. Trees within the park are protected under its listed status.	Minor Beneficial	NO
Changes to scale, massing and height.	The existing stadium, and its relationship to the surrounding built context.	Minor Beneficial	NO
Changes to movement and linkages.	Movement and circulation within the stadium. Movement and linkages along Anfield Road. Connection to/from Stanley Park.	Moderate Beneficial	YES

Effect	Receptor	Residual Effect	Is the Effect Significant
Changes to public open space	Visual and physical changes to the interface between the Site and immediately adjacent Stanley Park.	Moderate Beneficial	YES
Changes to site character	Visual and physical changes at site level, including; public realm, movement and linkages, trees and landscape, legibility and connectivity.	Major Beneficial	YES
Change to the character and amenity of the view.	1. View north west from Anfield Road.	Minor Adverse	NO
Change to the character and amenity of the view.	2. View west from Utting Avenue/Priory Road junction across Grade II* registered Stanley Park.	Minor Adverse	NO
Change to the character and amenity of the view.	3. View south west from Priory Road.	Minor Adverse	NO
Change to the character and amenity of the view.	4. View south from Stanley Park (south)	Minor Adverse	NO
Change to the character and amenity of the view.	5. View south from Anfield Cemetery (north).	Minor Adverse	NO
Change to the character and amenity of the view.	6. View south from Anfield Cemetery (south).	Minor Adverse	NO
Change to the character and amenity of the view.	7. View south from Stanley Park (north).	Minor Adverse	NO
Change to the character and amenity of the view.	8. View south east from Anfield Road.	Moderate Adverse	YES
Change to the character and amenity of the view.	9. View south west from Stanley Park.	Minor Adverse	NO
Change to the character and amenity of the view.	10. View north east from St Domingo Road.	Neutral Negligible	NO
Change to the character and amenity of the view.	11. View north west from Anfield Sports and Community Centre.	Neutral Negligible	NO
Change to the character and amenity of the view.	12. View south west from Utting Avenue (south).	Neutral Negligible	NO
Change to the character and amenity of the view.	13. View south west from Abingdon Road playing fields.	Negligible Adverse	NO
Change to the character and amenity of the view.	14. View south west from Utting Avenue (north).	Negligible Adverse	NO
Change to the character and amenity of the view.	15. View south from Walton Hall Park and Walton Sports Centre.	Negligible N/A	NO

References

- ⁱ The European Landscape Convention – Council of Europe (Florence, 2000)
- ⁱⁱ Guidelines for Landscape and Visual Impact Assessment, Third Edition. Landscape Institute, Institute of Environmental Management and Assessment.
- ⁱⁱⁱ Visual Representation of Development Proposals. Landscape Institute Technical Guidance Note 06/09. 17th September 2019.
- ^{iv} Planning Practice Guidance. The National Planning Policy Framework and relevant planning practice guidance.
- ^v An Approach to Landscape Character Assessment, 2014. Natural England.
- ^{vi} IEMA Environmental Impact Assessment Guide to Shaping Quality Development, 2015. Institute of Environmental Management and Assessment.
- ^{vii} Historic England Advice Note 4, 2015. Historic England.
- ^{viii} Liverpool Maritime Mercantile City World Heritage Site: Supplementary Planning Document. Adopted October 2009.
- ^{ix} Visual Representation of Development Proposals, September 2019. Landscape Institute Technical Guidance Note 06/19.