

GOODISON PARK LEGACY PROJECT

Everton Stadium Development Limited

PLANNING STATEMENT ADDENDUM

December 2020



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1.0 Introduction

- 1.1 This Planning Statement Addendum has been prepared by CBRE Limited, on behalf of Everton Stadium Development Limited (hereafter referred to as ‘Everton’ or ‘the Club’).
- 1.2 The Planning Statement Addendum has been prepared as an update to the Planning Statement (CBRE Limited, March 2020) which was submitted as part of planning application reference 20O/0997 (currently pending determination). The application seeks outline planning permission (all matters reserved) for the demolition of the existing stadium of Goodison Park and redevelopment of the site for a mix of uses.
- 1.3 Following design changes which have been made during the determination process, as a result of comments received from statutory consultees and further design development, updated plans and application documents are being submitted to the Council as part of application reference 20O/0997.
- 1.4 As part of the updated application material, the Planning Statement has been updated through this Addendum document. This should be read alongside the previously submitted Planning Statement (March 2020) as the following addresses the changes made since submission and does not seek to revisit all planning matters addressed in the March 2020 Statement.

APPLICATION CONTENT

- 1.5 The addendum to this planning application comprises the following documents:

Figure 1.1: Planning Application Addendum Documents

REPORT TITLE	PREPARED BY
Application covering letter	CBRE Limited
Planning Statement Addendum	CBRE Limited
Updated planning application drawings	Planit-IE
Design & Access Statement Addendum	Planit-IE
Parameter Plan Report	Planit-IE
The Societal Value of the Relocation of Everton Football Club: Update of Social Value Analysis	Simetrica-Jacobs
Environmental Statement, including the following technical chapters / reports	
Transport	Mott MacDonald
Air Quality	WYG
Noise & Vibration	WYG
Daylight, Sunlight & Overshadowing	Anstey Horne
Townscape & Visual Impact	WYG
Built Heritage	KM Heritage
Ground Conditions & Contamination	WYG
Water Resources & Flood Risk	WYG
Archaeology	Oxford Archaeology North
Ecology	WYG
Socio-Economics	CBRE Limited

Introduction

STRUCTURE OF DOCUMENT

- 1.6 The remainder of the Planning Statement Addendum adheres to the structure of the Planning Statement (March 2020) and is structured as follows:
 - **Section 2.0** – Application Site Context
 - **Section 3.0** – Background to the Proposed Development
 - **Section 4.0** – Application Proposals
 - **Section 5.0** – Proposed New Stadium
 - **Section 6.0** - Pre-Application Consultation
 - **Section 7.0** – Planning Policy and Guidance
 - **Section 8.0** – Public Benefits
 - **Section 9.0** – Planning Considerations
 - **Section 10.0** – Summary Conclusions
- 1.7 The Addendum provides updates to each of the above sections. Where there are no updates to a section this is noted.

2.0 Application Site Context

THE APPLICATION SITE

- 2.1 Since submission of planning application reference 20O/0997 there has been a minor change to the application red line boundary. This is to include the pavements of Bullens Road, Walton Lane and Goodison Road in the southern part of the site, where previously they were only partially included.
- 2.2 The application site now extends to 3.4ha.

SURROUNDING AREA

- 2.3 Since submission of the planning application in April 2020, Everton in the Community (EitC) has obtained planning permission for The People's Place, Spellow Lane, a proposed new drop-in mental health facility. Application reference 19F/3055 was approved on the 20th April 2020.

3.0 Background to the Proposed Development

- 3.1 The following provides an update on the potential redevelopment or expansion options at Goodison Park, as considered in the updated Alternative Sites Assessment submitted as part of the planning application for the proposed new stadium at Bramley-Moore Dock (BMD) (application reference 20F/0001).

REDEVELOPMENT / EXPANSION OF GOODISON PARK

- 3.2 The current stadium at Goodison Park sits within a tight urban setting, occupying just 3.25ha of land; this is considerably smaller than what would be required for the comprehensive development of a new stadium and associated facilities. The updated Alternative Sites Assessment (September 2020) details why the threshold of a theoretical minimum site size of 7.2ha (amended from the minimum site size of 8ha in the original Alternative Sites Assessment) has been used in the assessment, which allows for the development of a modern stadium with the required ancillary facilities.
- 3.3 The expansion of Goodison Park would require the acquisition of residential properties and possibly a school, shops and businesses in addition to areas of public highway. This would involve significant site assembly issues (in terms of both cost and programme) and could have a significant impact on the very community which Everton strives to support through the charity work of Everton in the Community (EitC). Even if such acquisition were possible, with the support of the local authority and local community, it would not resolve the fundamental issues at Goodison relating to the stadium being surrounded by residential properties and the amenity impacts this creates.
- 3.4 Another option considered was to increase the capacity of the existing stands, for example through the use of additional tiers. This would also require an extended stadium footprint which would encroach onto surrounding highways and residential properties.
- 3.5 Fundamentally though, expanding/redeveloping the existing stands would not address the critical limitations of the building, including poor sightlines, lack of accessibility, the ageing nature of the existing stands and insufficient front and back of house facilities.
- 3.6 Operationally, the redevelopment of the existing site would cause significant issues either in requiring the Club to relocate or reduce seating capacity during the redevelopment. Neither are considered practical or realistic for the Club.
- 3.7 The updated Alternative Sites Assessment includes details of the KSS Proof of Evidence to the Everton Kirkby Inquiry¹, which explained why neither the total redevelopment or partial expansion (stand by stand) of Goodison Park were feasible options for the Club. This work has been updated by Pattern Design to demonstrate the impacts of overlaying the proposed stadium at BMD on the Goodison Park footprint, to understand the land acquisitions which would be required to accommodate the stadium.
- 3.8 The updated Alternative Sites Assessment concludes that Goodison Park does not provide a feasible, practical or realistic opportunity to provide a football stadium which meets the modern needs of an elite football club.

¹ Reference: TEV/P/10, Planning Inspectorate Reference: APP/V4305/V\08\120337 – October 2008.

4.0 Application Proposals

- 4.1 This section describes the design changes which have been made since the application was submitted in April 2020.
- 4.2 Details of the rationale and design evolution which have informed these changes are provided in the submitted Design & Access Statement Addendum (Planit-IE). The parameter plans and Plot Briefs (the latter are contained within the Design & Access Statement Addendum) submitted as part of this addendum reflect the design changes detailed below

USE

- 4.3 Figure 4.1 establishes the proposed revised accommodation schedule for the Goodison Park Legacy Project.
- 4.4 The application proposes the same use types as previously and therefore the description of development is unaffected. The quantum of development proposed through this addendum is similar to that of the original application, with the exception of retail uses (Use Classes A1-A5) for which a reduced maximum floorspace is proposed at 750 sq m.
- 4.5 Although the uses and quantum of development remain broadly the same as the original application, the location of the proposed uses within the masterplan has altered as a result of the design changes.

Figure 4.1: Proposed Accommodation Schedule

PLOT	PROPOSED USE	MAX FLOORSPACE (GEA) / RESIDENTIAL UNITS
Plot A	Retail (A1/A2/A3/A4/A5)	600 sq m ²
	Commercial (B1)	4,762 sq m
	Residential (C3)	820 sq m / ~9 units
Plot B	Residential (C3)	6,200 sq m / ~ 72 units
Plot C	Retail (A1/A2/A3/A4/A5)	150 sq m ³
	Residential (C3)	3,535 sq m / ~ 36 units
Plot D	Residential Institution (C2)	5,863 sq m
Plot E	Residential (C3)	2,100 sq m / ~ 25 units
	Community (D1)	4,383 sq m
Plot F	Community (D1)	5,615 sq m
Plot G	Residential (C3)	3,348 sq m / ~ 31 units

Residential

- 4.6 The application seeks outline permission for up to 173 residential units (maximum of 16,003 sq m GEA) (Use Class C3).

² Within the total A1-A5 Use Class development proposed across the masterplan (up to 750 sq m), the A1 use will be restricted to a maximum of 349 sq m of this total.

³ Within the total A1-A5 Use Class development proposed across the masterplan (up to 750 sq m), the A1 use will be restricted to a maximum of 349 sq m of this total.

Application Proposals

- 4.7 As indicated in Figure 4.1, the residential accommodation is proposed to be located in Plots A, B, C, E and G.
- 4.8 Although this application does not seek permission for the layout, size, type or tenure of the dwellings, it is assumed that a mix of apartments, terraced dwellings and mews houses will be provided. The intention is to provide a range of house types, size and tenure in order to increase choice in the local housing market.

Residential Institution

- 4.9 The accommodation schedule identifies Plot D, located to the south-east of the masterplan off Bullens Road, as a residential institution (Use Class C2). This building comprises up to 5,863 sq m (GEA) of floorspace.
- 4.10 Initial discussions have indicated that this building could be a mixed care home and extra care facility, comprising approximately 78 beds within the care home and 24 apartments within the extra care facility.

Non-Residential Institutions

- 4.11 Across the proposed development, there are two plots which are identified for Non-Residential Institution (Use Class D1) floorspace. These uses are proposed within Plots E and F.
- 4.12 Across both plots, a total of up to 9,998 sq m GEA of Non-Residential Institution floorspace is proposed.
- 4.13 Initial discussions have shown that this non-residential institution floorspace could accommodate a health centre (potentially within Plot F), a primary school (possibly located within Plot F) and a community education centre (potentially located within Plot E).
- 4.14 These uses are intended to help to support the existing community and also provide for a new community within the area. In addition, it is anticipated that the potential education uses could benefit from forming relationships with the existing Everton Free School (run by the Club's charity, Everton in the Community) to the south-west of the site and the Gwladys Street Primary and Nursery School to the east of the site.
- 4.15 The exact use of this floorspace will be determined at Reserved Matters stage.

Commercial Uses

- 4.16 The proposed commercial uses encompass:
 - 1. Retail (Use Class: A1);
 - 2. Financial and professional services (Use Class: A2);
 - 3. Restaurants and cafés (Use Class: A3);
 - 4. Drinking establishments (Use Class: A4);
 - 5. Hot food takeaways (Use Class: A5); and
 - 6. Business (Use Class: B1).
- 4.17 In total, across the site and the uses proposed above, there is up to 5,512 sq m (GEA) of commercial floorspace proposed as part of the GPLP, the majority of which is Business (office) use (up to 4,762 sq m of Use Class B1 proposed), located within Plot A. This space could

Application Proposals

accommodate new office facilities for staff of EitC, who would benefit from a location within the charity's campus and the community in which it serves.

- 4.18 The proposed A-Use Class (A1-A5) development is proposed to occupy the ground floor of blocks in Plots A and C, in order to create active frontages and encourage movement around the site. Up to 750 sq m of A1-A5 use class development is proposed, of which only up to 349 sq m can comprise A1 retail use.

SCALE & APPEARANCE

- 4.19 Both Scale and Appearance are matters which are reserved for future determination within this outline planning application.
- 4.20 However, the maximum parameters applied for include maximum heights, which are indicated in Figure 4.2 below. The maximum heights have generally reduced in the December 2020 scheme, in comparison with the original application.

Figure 4.2: Proposed Maximum Building Heights

PLOT	MAXIMUM STOREYS (INC GROUND)	MAXIMUM HEIGHT (M AGL)
Plot A	5 storeys (south east to south west)	18.50
	4 storeys (north west)	15.00
	3 storeys (east / north east)	10.50
Plot B	6 storeys (east)	22.00
	5 storeys (south)	18.50
	3 storeys (north)	11.50
Plot C	3 storeys (west)	11.50
	3 storeys (east)	10.50
Plot D	5 storeys (north, east, south)	18.50
	3 storeys (west)	11.50
Plot E	4 storeys (south east)	15.00
	3 storeys (west and north)	11.50
Plot F	5 storeys	18.50
Plot G	2 storeys	7.50

- 4.21 In terms of storey heights, the blocks range from two storeys (Plot G) to six storeys (part of Plot B).
- 4.22 The tallest part of the proposed development is part of Plot B, at the south-eastern corner, which has a proposed height of 22m Above Ground Level.
- 4.23 The heights of the development have been reduced in response to consultation comments received from LCC's Conservation Officer, Urban Design Officer and Planning Officer and a Places Matter Design Review. The height of the proposed development adjoining the Church of St Luke the Evangelist has been reduced in order to improve the setting adjacent to the Church and the interface with the proposed development.

Application Proposals

- 4.24 The maximum height of plots along Walton Lane have also been reduced in response to comments from the Conservation Officer and to improve the relationship with Stanley Park, a Grade II* Registered Park & Garden.

LAYOUT

- 4.25 Layout is a reserved matter and the details of the proposed layout will be provided at the detailed design stage. However, the parameter plans submitted with this application identify the maximum extent of development plots.
- 4.26 Although details of the layout are not provided with this outline application, there are established design principles which have informed the layout of the masterplan, as detailed in the submitted Design & Access Statement Addendum, including the Plot Briefs.
- 4.27 The illustrative masterplan which accompanies the outline application (included within the Design & Access Statement Addendum) identifies that a central area of open space will be created within the site, representing the current pitch. The development blocks are shown around the perimeter of the site, which represents the stands of Goodison Park. This is to provide a reminder of the history of the site and its previous use.

LANDSCAPING

- 4.28 It is proposed that the existing entrance gates in the south west of the site, the commemorative/memorial plaques dedicated to former fans on the site boundary walls either side of the entrance gates, and the Ralph 'Dixie' Dean statue currently present at the site will be retained at the site under the proposals.
- 4.29 Landscaping is a reserved matter of the outline planning application and therefore details are not provided at this stage. The parameter plans show a public open space, predominantly comprising soft landscaping, in the centre of the site, broadly on the location of the current pitch area. It is the design intent to retain the centre spot of the original football pitch, or a representation of this, within the public open space at the heart of the site. Routes are shown running through the public open space on the parameter plans, leading to other focal points both within and outside the open space.
- 4.30 Four areas of predominantly hard public open space are also proposed in the south east, south west, west and north west of the site. A flexible area of public realm, likely to accommodate landscape and car parking, is also proposed in the north east of the site. These 'squares' of public realm around the periphery of the masterplan are intended to provide welcoming gateways of high-quality, predominantly hardscape public realm. The squares to Plots A and C will allow for retail spill-out to supplement activity along Goodison Road. To the north-west, the square here provides a new high-quality setting to St. Luke's Church. To the south-east, the square acts as a key gateway inviting users into the development whilst also providing space for soft landscape to mitigate Walton Lane.
- 4.31 The proposed provision of publicly accessible green space within the centre of the masterplan ensures that football can continue to be played at Goodison Park after the move to BMD.

ACCESS & SERVICING

- 4.32 Access is a reserved matter and the details of the proposed accesses will be provided at a later stage, following any granting of outline permission.

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- 4.33 However, this application is accompanied by an Access and Movement Parameter Plan which establishes the principles associated with vehicular, cycle and pedestrian movement across the site.
- 4.34 The masterplan proposes three east-west connections through the site, linking Goodison Road to Bullens Road. These streets are referred to as 'Legacy Streets' within the Design & Access Statement Addendum and operate to connect the existing and proposed communities together.
- 4.35 The existing streets surrounding the application site are retained and referred to in the Design & Access Statement Addendum as 'Community Streets', which aim to draw together both existing and new communities. Walton Lane, Goodison Road, Bullens Road and Gwladys Street form the boundaries to the site and are the interfaces to existing properties which currently front onto the stadium. These existing vehicular routes would act as community streetscapes by providing a new frontage within the masterplan boundary, impacting the character of the wider street. The Community Streets will provide new pedestrian priority routes that can draw people into and through the new development. Active ground floors will create a lively public realm, impacting on the speeds that vehicles feel comfortable travelling at and providing new parking provision along the periphery of the masterplan dispersed between street tree planting.
- 4.36 In addition, two 'Play Streets' have been incorporated through the proposed development. The Play Streets are car free environments with the aim of promoting play and intergenerational mixing. The dynamic and active quality of these streets would encourage people to use the routes socially and not just a route to the front door, and are well overlooked to ensure passive surveillance. The Play Streets create a north-south route through the site.

Parking

- 4.37 Up to 402 car parking spaces are proposed to serve the development, which are illustratively shown as comprising 200 podium spaces, 153 spaces on private streets within the masterplan and 49 spaces on adopted streets.
- 4.38 Further details on the design, location, type (including accessible and electric vehicle charging bays) and allocation of these spaces will be provided at the reserved matters stage.
- 4.39 It is envisaged that cycle parking will be provided throughout the site, combining a mix of storage areas within buildings for longer-term use (e.g. for employees and residents) and through the use of cycle stands within the landscaping areas for shorter duration storage (e.g. visitors to shops). The Design & Access Statement Addendum also identifies two potential City Bike hub locations, as part of the wider network around the City. In addition, two cycle park locations have been indicatively proposed to consolidate secure internal cycle parking for visitors and workers of the community, commercial and retail uses.
- 4.40 Further commentary regarding the proposals for cycle and car parking is provided in the submitted Transport Assessment and Travel Plan.

5.0 Proposed New Stadium

- 5.1 Alongside the application for the demolition of Goodison Park and redevelopment of the site for alternative uses, the Club is proposing the development of a 52,888 seated capacity stadium with associated facilities and infrastructure at Bramley-Moore Dock (BMD), Liverpool. The proposed stadium is to be predominantly for football use but with the ability to host other events. Together, the proposed development at BMD and the redevelopment of the Goodison Park site, are referred to as 'The People's Project'.

The Site

- 5.2 The BMD application site is the northern most point of Peel Land & Property's Liverpool Waters development (application ref. 10O/2424 – latest non-material amendment being 20NM/1801), which is a 60 hectare regeneration scheme which encompasses the dockland between BMD in the north and Princes Dock in the south (BMD and Nelson Dock forming the Northern Docks neighbourhood area of the scheme). The Northern Docks neighbourhood is the last phase of Liverpool Waters, proposed for delivery between 2036 and 2041.

The Proposed Development

- 5.3 The description of the proposed development is as follows:

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 Class A1); exhibition and conference facilities (Use Class D1); food and drink 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).

- 5.4 Since submission of the application for the proposed new stadium (application reference 20F/0001) in December 2019, the Club has made design changes in response to consultee comments received during the determination process. The updated design and associated technical documents were submitted to Liverpool City Council (LCC) in September 2020. The design changes included:

- Removal of the surface car parking overhead canopy with Photo-Voltaic (PV) panels affixed;
- Relocation of PV panels to the stadium roof;
- Removal of the Multi-Storey Car Park (MSCP) provision and replacement with a stepped, elevated terrace, referred to as the 'West Terrace', which creates a significant new public space for use on match and non-event days;
- Reduction in height of the stadium;
- Return to symmetry of the building through the removal of the MSCP;

Proposed New Stadium

- Removal of the larger wind baffles proposed and replacement with trees and seating areas;
 - Reduction in scale of the sub-station building and relocation to the north-west corner of the site;
 - Simplification of the façade;
 - The creation of a West Portal in the west stand, to mirror that proposed on the eastern elevation;
 - Reduction in extent of the openings proposed in the Grade II listed Regent Road Dock Wall;
 - Improvements to the design in relation to inclusive design;
 - Changes to car parking numbers, location and arrangements; and
 - Proposal for accessible minibus provision to improve access to and from the stadium for disabled supporters and visitors on match and major event days.
- 5.5 More information regarding the revised proposals at BMD are included within the separate full planning application for the new stadium (reference 20F/0001).
- 5.6 In addition, since submission of the planning application for the redevelopment of Goodison Park, two listed building consent applications have been submitted in relation to the proposed new stadium at BMD. These applications are both currently pending determination:
- **20L/2543:** *Creation of three openings in Regent Road Wall following part demolition of the wall; installation of new structural foundations and structural frame to new openings, including columns, lintel and endplates following grouting of wall; reconstruction of salvaged stonework; part removal and remediation works to remnant brick structure; installation of hard surfacing, gate structures and associated works at new entrances; creation of new drainage connections underneath the wall; removal of items attached to the wall; repair works to timber gates at southern entrance; and remediation works to wall and turrets, to include essential repair works and cleaning.*
 - **20L/ 2611:** *Works to the Bramley-Moore Dock walls and Nelson Dock (north quay) wall and heritage artefacts affixed to and within the curtilage of the walls, including infill of the Bramley-Moore Dock; construction of a stadium, associated structures and landscaping works within the site; creation of a water channel; construction of an isolation structure between Bramley-Moore Dock and Sandon Half-Tide Dock (temporary followed by permanent structure); repairs and remediation works to the walls, lock gates and associated artefacts; creation of drainage penetrations through the walls; and works affecting heritage artefacts associated with the dock walls (including items removed, relocated and retained).*
- 5.7 It is envisaged that applications 20F/0001, 20L/2611, 20L/2543 and the current application regarding Goodison Park (20O/0997) will be considered at the same time by LCC's Planning Committee.

6.0 Post-Submission Consultation

- 6.1 The following section details the consultation with statutory and non-statutory consultees which has taken place since submission of the planning application for the redevelopment of Goodison Park (reference 20O/0997).

STATUTORY & NON-STATUTORY CONSULTEES

- 6.2 Chapter 2, Volume II of the submitted Environmental Statement (ES) (December 2020) details the feedback received from consultees following submission of the application and identifies the relevant part of the 2020 ES where the feedback has been addressed.

- 6.3 To date, consultation responses to application reference 20O/0997 have been received from:

- Liverpool City Council (LCC) Planning Policy;
- LCC Recycling Team;
- LCC Tree Officer;
- LCC Air Quality Officer;
- LCC Urban Design Officer;
- LCC Conservation Officer;
- LCC as Lead Local Flood Authority (LLFA);
- LCC Contaminated Land Officer;
- LCC Noise Officer;
- LCC Highways;
- Sport England;
- Merseyside Fire & Rescue Service;
- Merseytravel;
- Historic England (HE);
- Natural England;
- Merseyside Environmental Advisory Service (MEAS); and
- United Utilities (UU).

- 6.4 The submitted masterplan was also presented to Places Matter for a design review on the 16th September 2020. Feedback received from this Places Matter review has directly informed the changes which have been made to the masterplan and which are the subject of this planning application addendum.

- 6.5 Multiple meetings have been held with LCC since submission of the application in April, focusing on urban design matters, as follows:

- 12th June 2020: Urban Design;
- 1st July 2020: Urban Design;
- 27th July 2020: Urban Design;
- 29th September 2020: Urban Design;
- 22nd October 2020: Urban Design;

Post-Submission Consultation

- 2nd November 2020: Highways;
- 5th November 2020: Urban Design;
- 9th November 2020: Highways;
- 12th November 2020: Urban Design; and
- 25th November 2020: Cycle infrastructure.

6.6 In summary, since submission of the application consultation has been undertaken with the consultees listed above, where required. Details of the consultation undertaken is provided in the relevant technical chapter and appendix for each technical discipline, as reported in ES Volumes II and III and the submitted Design & Access Statement Addendum.

7.0 Planning Policies & Guidance

- 7.1 There have been no significant updates to the relevant statutory planning documents and non-statutory planning documents reported in the March 2020 Planning Statement, including local guidance, national policy & guidance or economic strategies since the submission of planning application reference 20O/0997.
- 7.2 The examination hearings for the emerging Liverpool Local Plan took place in October 2020. The Inspector issued a Post Hearings Advice letter to the Council in November 2020. Consultation on the Main Modifications to the Plan is expected to take place in early 2021, with adoption scheduled for later in 2021.

8.0 Public Benefits

- 8.1 This section seeks to update the 'Public Benefits' section of the March 2020 Planning Statement, where changes are applicable. Such changes have been made following updates to baseline data that have informed the assessments which accompanied the original submission, as well as changes to the BMD application, which have affected the outputs of these assessments.
- 8.2 The following updated assessments have informed this section:
 1. ES Volume 3, Appendix 20.1: Economic Impact Assessment (CBRE Limited, August 2020); and
 2. ES Volume 3, Appendix 20.2: The Societal Value of the relocation of Everton Football Club: Update of Social Value Analysis (Simetrica-Jacobs, September 2020).
- 8.3 This chapter should be read in conjunction with Section 8.0 of the March 2020 Planning Statement as the following seeks to update this version where relevant and does not reiterate the public benefits case in totality.

1. ECONOMIC BENEFITS

- 8.4 The updated Economic Impact Assessment has reassessed the impact of The People's Project (comprising the proposed new stadium at BMD, the Goodison Park Legacy Project (GPLP) and the wider catalytic impacts associated with development adjacent to BMD).
- 8.5 Since submission of planning application reference 20O/0997, the socio-economic indicators which informed the assessment have experienced a significant and rapidly moving negative shift, driven by the unprecedented economic impact of the Covid-19 pandemic on jobs and economic activity.
- 8.6 By way of example, the updated Economic Impact Assessment reports that the UK Claimant count has already increased to more than 2.8m (up over ½m in a month). The unemployment rate is currently 3.9% but expected to climb to between 6%-8% reflecting the 'furlough fallout' by the end of the year. The HM Treasury forecast is between 4% - 10% unemployment rate; the 4% already appearing highly unrealistic. A doubling of unemployment equates to c. 2.7 million unemployed.
- 8.7 As well as changes to the baseline, the updated Economic Impact Assessment has considered changes to the construction cost of the proposed development at BMD, which has increased from £335m to £505m.
- 8.8 As a result of the above, the revised headline economic benefits of The People's Project are as follows:

Public Benefits

Figure 8.1: Headline Economic Benefits of the People's Project

OUTPUT	NEW STADIUM AT BMD	GOODISON PARK LEGACY	WIDER CATALYTIC DEVT ADJACENT TO BMD ⁴
CONSTRUCTION PHASE (LCR IMPACT)			
Construction Value	£505m	£82.5m	£212m
Construction Jobs	8,136	1,328	3,562
Construction GVA	£420m	£69m	£176m
Apprenticeships/Trainee Jobs	505	82	212
OPERATIONAL PHASE (LCR IMPACT)			
Net Additional Jobs & Supported Jobs	312	520	2,046
Net Additional GVA	£11.2m	£29m	£99m
Net Additional Wage Income (BMD) & Household Income (GPLP and Wider Scheme)	£14.5m	£6.8m	£28m
Net Additional Spend (suppliers, supporters, visitors and marketing)	£39.5m	£1.42m	n/a

Source: CBRE

- 8.9 Figure 8.1 shows that although the operational phase impacts have broadly remained the same, the construction related impacts have increased significantly overall, with the People's Project as a whole involving a greater construction value and generating more construction jobs and apprenticeships/trainee positions and generating more GVA than was previously assessed.
- 8.10 Although the trends of economic recovery in a post-Covid situation are difficult to predict, the updated Economic Impact Assessment notes that the delivery of development schemes of such a scale will be critical in providing the jobs and investment required to support the City Region's economic recovery. Therefore, the Covid-19 crisis places increased focus and importance on the jobs created by the BMD and GPLP projects and could provide a major economic boost to the region during its period of recovery.
- 8.11 The updated Economic Impact Assessment demonstrates that The People's Project has the potential to deliver transformational benefits to North Liverpool, the Liverpool City Region and the North West region, at a time when investment will be critical in supporting the economic recovery in a post Covid-19 scenario.
- 8.12 These benefits are additional to the societal benefits of the project, which are explored in more detail below.

⁴ This is an assessment of the catalytic impact on surrounding neighbourhoods at BMD within the 'Northern Ten Streets' area (broadly including land within the Ten Streets to the north of the Titanic hotel), based on an illustrative masterplan prepared by Stride Treglown Architects.

Public Benefits

2. SOCIAL BENEFITS

- 8.13 Simetrica-Jacobs have updated the 2019 Real Worth Report 'The Societal Value of the Relocation of Everton Football Club'.
- 8.14 This updated assessment has found that the social value of the new stadium at BMD is estimated to be £47.5m over a 25 year evaluation period.
- 8.15 The Goodison Park Legacy Project (GPLP), which is enabled through the relocation of the Club to BMD, is estimated to produce a social value of £58.2m over the 25 year evaluation period. The benefits will be experienced by existing residents in the area as well as new residents.
- 8.16 The social value of the relocation of the Club to BMD for the activity of Everton in the Community (EitC) is estimated to be £42.3m over the 25 year evaluation period.
- 8.17 Therefore, overall the relocation of Everton to BMD is anticipated to generate social value of **£148m** over a 25 year period.

3. SUMMARY OF ECONOMIC AND SOCIAL IMPACTS

- 8.18 A quantitative assessment of the economic and social benefits of The People's Project demonstrates that, in combination, the proposals will deliver a generational economic and social impact on the local communities of North Liverpool, the City of Liverpool, Merseyside and the wider North West region.
- 8.19 Figure 8.3 brings together the combined economic and social value additionality of the new stadium, the wider catalytic development (in the Northern Ten Streets area), the Goodison Park Legacy project⁵ and the growth of EitC as a result of The People's Project. These aggregate calculations demonstrate that the project will have very significant benefits for the City Region and have the potential to truly provide a once-in-a-generation opportunity to deliver a project of a scale that can transform and catalyse development in North Liverpool, which is a major focus of regeneration in the City.

⁵ This includes the economic benefits (undertaken by CBRE) and quantitative benefits from social and heritage reports undertaken by Simetrica-Jacobs, which are additive benefits

Public Benefits

Figure 8.3: Headline Aggregated Social and Economic Benefits



Source: CBRE

8.20 It has been demonstrated that The People’s Project will have significant and tangible public benefits for both the immediate communities within which the project sits and for the wider Liverpool City Region. The project is a generational opportunity for Liverpool to deliver a project that will have a genuine impact on its communities and which will generate considerable benefits for a wide range of stakeholders across the City.

9.0 Planning Considerations

- 9.1 The following section provides updates, where relevant, to Section 9.0 'Planning Considerations' as reported in the Planning Statement submitted as part of the April 2020 application (reference 20O/0997). Where no updates are provided in this Addendum, the information provided in the original Planning Statement remains relevant and therefore this section should be read alongside the original Planning Statement.
- 9.2 Updates have been made to the following sections:
1. Principle of Development:
 - b) Proposed uses (in relation to parking and the retail tests)
 2. Design:
 - a) Parameters
 - b) Townscape & Visual Impact
 - c) Daylight, Sunlight & Overshadowing
 3. Other Environmental Effects:
 - a) Transport (in relation to parking)

1. PRINCIPLE OF DEVELOPMENT

B) Proposed Uses

Non-Residential Institution

- 9.3 The submitted Transport Assessment demonstrates that on-street parking (on private roads and adopted roads) for a health centre can be provided but is slightly lower than the average provision for health centres in the area. However, the Transport Assessment notes that on-street parking provision and public parking areas associated with other uses can also be made available to provide for visitors to the health centre, if necessary.
- 9.4 The car parking strategy for all uses is detailed in the submitted Transport Assessment (Appendix 7.1, ES Volume III) and is similar to that previously proposed and accepted by LCC Highways during the consultation for application reference 20O/0997.

Retail Uses

- 9.5 The revised masterplan proposes 750 sq m of Use Class A1-A5 floorspace with a maximum of 349 sq m being specifically available for Use Class A1 retail use. This is a reduction from the previous masterplan (submitted April 2020) which proposed 2,756 sq m of Use Class A1-A5 floorspace.
- 9.6 The 750 sq m now proposed will be delivered across Plot A (maximum 600 sq m) and Plot C (maximum 150 sq m). The purpose of this floorspace is as follows:
- To serve localised, day-to-day needs generated by the community which will occupy the proposed development, including new residents (approximately 415) and workers; and
 - In the interests of good place-making, in order to create an active frontage at the south-west corner of the masterplan, fronting onto identified areas of public realm, referred to as 'Western Square' and 'Southern Square' in the Design & Access Statement Addendum.
- 9.7 The **NPPF** (para. 86) and the **UDP (Policies GEN5 & S5)** advocate a town centre first approach to retail development. The site does not benefit from a retail land-use allocation

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in the UDP and is located outside of a defined centre, occupying an edge-of-centre location relative to County Road district centre (the site is located within 300m of the district centre boundary, as defined on the UDP proposals map⁶). The sequential status of the site has been agreed via email with the City Council planning policy team.

- 9.8 Given the status of the site in retail planning terms, the following policies are relevant:
- **UDP Policy S5** - the Council will ensure that the vitality and viability of district centres is maintained and enhanced.
 - **UDP Policy S6** - the Council will permit retail development if it is demonstrated that there is a need for the development and the sequential approach has been adopted. Furthermore, the development must not undermine the vitality and viability of nearby designated centres.
- 9.9 The NPPF no longer requires applicants to present evidence of the need for retail development and so this element within UDP Policy S6 has not been considered further. The remainder of this section addresses the retail impact assessment and sequential test requirements as per the above policies.

Impact Assessment

- 9.10 The original planning application was not informed by an impact assessment as the amount of retail (Use Class A1) floorspace proposed was less than the **NPPF** (para. 89) threshold of 2,500 sq m (applicable as there is no locally set threshold within the adopted UDP).
- 9.11 In relation to the revised masterplan, which proposes 750 sq m of A1-A5 use class development, LCC initially confirmed that an impact assessment was not required, as the amount of proposed floorspace for retail use was less than the national default threshold stated in the NPPF. However, following the conclusion of the emerging Local Plan examination hearings in October 2020, LCC considers that more weight can be attributed to emerging Local Plan policies. Therefore, LCC requested an impact assessment given that **Policy SP6** of the emerging Local Plan proposes a 350 sq m 'locally set' threshold.
- 9.12 Accordingly, the applicant's impact justification is as follows:
- A detailed quantitative-based assessment would not be appropriate or proportionate in this instance given that the quantum of Use Class A1 floorspace (maximum 349 sq m) is proposed below the emerging locally set threshold (350 sq m) and will be controlled by way of planning condition;
 - The new local community of workers and approximately 415 residents created through the mixed-use proposals will generate its own shopping needs which will support new provision in monetary terms. The restriction on Use Class A1 floorspace to below the locally set impact threshold figure will ensure that any retail provision (particularly convenience retail) is 'top-up' orientated and would not create a 'shopping destination' which would compete on a 'like-for-like' basis with existing retail provision within County Road district centre;
 - It is not certain that the Use Class A1 floorspace proposed (349 sq m) would be occupied by one retailer. Use Class A1 also covers a variety of other retail uses including sandwich shops and dry cleaners. Consequently, any trading impact would not solely fall on one specific retail sub-sector/use within the existing district centre; and

⁶ Figure 10.9 County Road District Centre, Liverpool UDP 2002.

Planning Considerations

- There is no accepted methodology for assessing the impact of the non-retail town centre uses (Use Classes A2-A5). It is therefore not possible to accurately quantify any impacts on such uses.
- 9.13 Ultimately, the Planning Practice Guidance (PPG), which sets out how the NPPF retail impact tests should be interpreted/implemented, details that judgements should be made based on local circumstances. The applicant therefore considers that as the quantum of Use Class A1 retail floorspace proposed is below the emerging Local Plan threshold then impact is not a relevant consideration in this instance.
- 9.14 Conversely, the application could be considered to have a positive impact on County Road district centre by introducing a significant new residential and working community in close proximity. Given that the retail provision within the Goodison Park Legacy Project would be small-scale and top-up orientated then there is significant potential for linked trips by new residents/workers to existing retail provision within the district centre.

Sequential Test

- 9.15 CBRE has undertaken a sequential test in relation to the County Road District Centre as required by the **NPPF** and **UDP Policy S6**. The scope of this was agreed with LCC in advance⁷. The assessment applied the following approach:
 - Review of the UDP boundary for County Road district centre and the Retail & Leisure Assessment undertaken by G L Hearn in 2016;
 - Data from Experian Goad (June 2020 survey date) was obtained to identify the number of vacant units in County Road district centre (as defined by the UDP);
 - CBRE conducted an internet search of the properties identified as being vacant (search undertaken on the 14th December 2020). This was in order to understand the availability of the vacant units, as although noted as being vacant by Experian Goad this is not an indication of the availability of a unit; and
 - Where evidence of online marketing was identified CBRE has endeavoured to contact the relevant letting/property agent and ascertain whether the unit is still available.
- 9.16 The assessment is provided in tabular form at **Appendix 1** (schedule of units). The key points are:
 - County Road is a large linear district centre on the A59, a busy arterial route into Liverpool city centre approximately 5.2km north of the city centre. The district centre extends to approximately 1.4km. The majority of the units are terraced shops with a series of more modern retail units at the southern end of the district centre which contains an Aldi foodstore.
 - The district centre provides a variety of Class A uses and other services for both the local community and the wider area.
 - The Council's Retail & Leisure Study reported in 2016 that there was an above average amount of vacant units within the district centre (approximately 19%); however, these are not concentrated within one location⁸.
 - Experian Goad identifies 43 no. units as being vacant within the district centre (as defined by the UDP), which equates to 5,390 sq m. The emerging Local Plan does however

⁷ Emails dated 21/11/2020 and 07/12/2020.

⁸ Liverpool Council Retail and Leisure Study, 2016 (G L Hearn)

Planning Considerations

propose to redraw parts of the centre boundary which would result in 4 no. vacant units (totalling 560 sq m) being edge-of-centre locations and therefore sequentially 'equal' to the application site.

- As detailed in Appendix 1, as of the 14th December 2020, only 7 no. units (total of 610 sq m) are being actively marketed online currently and which have been confirmed as still being available by the Agents associated with the properties⁹.
- The locations of the 7 no. available retail units are not concentrated in one location and are instead spread across the long linear district centre. The furthest north is 273 County Road and the furthest south is 232 Walton Road, which are separated by a distance of approximately 1.1km. One of the units (273 County Road) is approximately 1km to the north of the northern most point of the application site and is therefore not considered suitable to meet the day-to-day needs of the local community who will occupy the proposed development.

9.17 Drawing the above together, it is clear that there are potentially suitable and available units within the defined district centre which could accommodate some of the proposed 'town centre use' floorspace (Use Classes A1-A5). Therefore, in the strictest sense the application could be determined to 'fail' the sequential test. However, in reaching an overall decision on the acceptability of the application proposals as a whole, it is considered that the 'failure' to meet the sequential test should be balanced against the wider acknowledged benefits of the application scheme individually and cumulatively alongside the new stadium proposals at Bramley-Moore Dock.

9.18 It is considered that in reading the adopted/emerging development plan and NPPF as a whole that there are, as per Section 38(6) of the Act, 'other material considerations' which enable the City Council to acknowledge but in this instance set aside this sequential test failure and support the application proposals on an overall planning balance basis.

2. DESIGN

A) Parameters

9.19 The parameters proposed within this outline planning application have been revised since the submission of outline application reference 20O/0997 in April 2020. The resulting revisions to the masterplan have been a direct result of extensive engagement with LCC's Urban Design, Conservation and Planning Officers and following a Places Matter Design Review (16th September 2020).

9.20 As detailed in the submitted Design & Access Statement Addendum and Chapter 5 of ES Volume II, the feedback received suggested that a number of wider strategic moves had not reached their full potential in the original masterplan, associated with Stanley Park, the surrounding terraced streets and the relationship with St Luke's Church.

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

- the perceived enclosure of the of the pitch would potentially result in a private and protected space with limited surveillance;
- the potential retention of the pitch could also limit development plot flexibility;

⁹ Where confirmation with the Agent has not been possible, the unit is assumed to be available if being marketed online.

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- there was a concern that car parking dominated the public realm and that the masterplan had been driven by a single architectural solution, potentially limiting future flexibility; and
 - the decision to provide a bold and tall architectural form to Walton Lane and St Luke's Church was also challenged due to the impact this form would have on the sensitive parkland heritage and unique setting of the Church, respectively.
- 9.22 After reviewing the comments on the April 2020 application, the design team analysed the existing masterplan to ascertain where there was potential to address the concerns, whilst respecting the original brief and aspirations of the project for the Club and community.
- 9.23 The revised approach to the masterplan seeks to set up a series of flexible development plots underpinned by a strong vision, with Everton's legacy at its heart. It was also agreed during further conversations with LCC's Urban Design and Planning Officers that the outline application should be delivered with a complete set of outline parameter plans, and these should be supported by a clear design rationale and plot briefing information.
- 9.24 In order to address the concerns raised by LCC and Places Matter, alterations to the existing masterplan layout were required. However, the agreed approach by the design team was that the extent of change should not alter the existing 'brief' in terms of quantum and mix of uses within the masterplan.
- 9.25 Therefore, the design team sought to both alter the layout and form of the masterplan, whilst maintaining the potential to deliver the same or similar schedule of accommodation.
- 9.26 The submitted Design & Access Statement Addendum provides details of the design evolution between receipt of feedback from consultees and the arrival at the proposed revised masterplan. In summary, the following amendments have been made to the masterplan:
- Redesign of the masterplan layout to form seven distinct Plots, replacing the 12 Blocks previously proposed;
 - Reduction in heights of the buildings in some parts of the masterplan, particularly adjacent to the Church of St Luke and along the Walton Lane frontage;
 - Amendments to the massing of plots throughout the masterplan, including splitting the frontage along Walton Lane into two plots (Plot A and Plot B);
 - Reduction in the total amount of A1-A5 use class floorspace proposed from 2,756 sq m to a total provision of 750 sq m (of which A1 use class development will be restricted to a maximum of 349 sq m);
 - Relocation of uses around the masterplan;
 - Reduction in the size of the central park area and improvement to the relationship between the Park and surrounding built form; and
 - Creation of two additional east-west links through the masterplan and the establishment of a north-south green link between the proposed Park and Stanley Park to the south.
- 9.27 It is considered that the revised masterplan, as shown through the submitted parameter plans and Plot Briefs (contained within the Design & Access Statement Addendum), fully address the design related comments received to date in relation to application reference 20O/0997.

Planning Considerations

- 9.28 In accordance with **UDP Policy HD18**, it is considered that the massing of the proposed development responds well to the local area, reducing the mass of the current stadium to the benefit of many surrounding residential properties.
- 9.29 As detailed in the submitted Design & Access Statement and Design & Access Statement Addendum, the design principles which have informed the masterplan include the desire to create a memory of the stadium, retaining a representation of the pitch, surrounded by built form.
- 9.30 The masterplan parameters and the proposed Plot Briefs have also been shaped by the ten principles of good design, as established in the **National Design Guide** (2019). In particular, the parameter plans respond to the need to recognise the context of the site, create an identity which is attractive and distinctive and aid movement around the site whilst creating a mix of integrated uses and public spaces which are social and inclusive.
- 9.31 Although details of the proposed landscaping are reserved for future determination, the proposed creation of a significant area of public open space within the site aligns with the principles of **UDP Policy OE14** to create on-site open space in new residential developments.
- 9.32 Adhering to the principles established in **UDP Policy HD20** and the **NPPF** (para. 127), the parameters plans and Plot Briefs show that this landscaped area will be overlooked by and interactive with the surrounding buildings, thus enhancing personal safety and crime prevention. The Design & Access Statement Addendum details how delineation between public and private space could be created, with use of boundary treatments and secure access being provided to areas of open space within plots, for the use of occupiers.

B) Townscape & Visual Impact

- 9.33 There are several policies which seek to protect important views and vistas affecting listed buildings and other heritage assets, including Registered Parks & Gardens. This includes **UDP Policies HD15, HD18 and HD5**. The **NPPF** promotes development which is sympathetic to local character and history, including the surrounding built environment and landscape setting (paras. 127 & 192).
- 9.34 A Townscape & Visual Impact Assessment has been undertaken to consider the impact of the proposed massing of the GPLP upon the townscape and viewpoints in the local area, including from the Grade II* Registered Parks & Gardens of Stanley Park and Anfield Cemetery. The findings of the assessment are reported in ES Volume II, Chapter 11.
- 9.35 The viewpoint locations used in the TVIA were agreed in advance with Liverpool City Council.
- 9.36 The TVIA identified that during the construction phase it is anticipated that there will be a major adverse effect upon the Goodison Park stadium, National Cycle Route 810 (as it immediately passes the site) and the Sports Ground Townscape Character Area, as well as views from residential receptors located in close proximity to the site. A moderate adverse and significant impact is also anticipated at two viewpoints (viewpoints 8 & 9) to the south of the site during the construction phase. All of these impacts are temporary in nature.
- 9.37 On completion of the development (i.e. its operational period), it is anticipated that there will be a major adverse effect associated with the loss of Goodison Park as a locally valued townscape feature.
- 9.38 In terms of long term beneficial impacts, the TVIA anticipates that during the operational phase there will be a major beneficial impact on the National Cycle Route 810 (as it

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immediately passes the site). A further major beneficial effect is anticipated upon the views from residential receptors in close proximity of the site (Goodison Road, Gwladys Street, Diana Street and Bullens Road). Impacts upon other receptors are not considered to be significant.

C) Daylight / Sunlight & Overshadowing

- 9.39 In accordance with **UDP Policy HD18**, the proposed development has been designed to minimise severe loss of amenity or privacy to adjacent residents in terms of Daylight, Sunlight & Overshadowing.
- 9.40 **Emerging Local Plan Policy UD2** requires development proposals to demonstrate the establishment of sufficient sunlight and daylight. In accordance with these policies, a Daylight, Sunlight & Overshadowing assessment has been carried out and is reported in ES Volume II, Chapter 10.
- 9.41 The assessment has considered the potential daylight and sunlight effects of the proposed development at Goodison Park on the existing residential receptors, assessed against the Baseline Scenario (i.e. the existing stadium).
- 9.42 The effects of the proposed scheme on the daylight and sunlight to the existing neighbouring receptors have been considered and overall the proposed development will have various effects, ranging from moderate adverse to being of major beneficial significance, which will be permanent (long term).
- 9.43 The proposed development causes a lesser obstruction than that caused by the existing stadium massing in most cases and this is reflected in the results where a high level of daylight and sunlight is retained to the vast majority of neighbouring buildings in the proposed development scenario, in excess of the requirements within relevant guidelines¹⁰.
- 9.44 As detailed in Chapter 10 (ES Volume II), to inform the December 2020 revised ES new maximum building height and development plot parameter plans have been prepared that allow greater flexibility for future design development. Rather than closely aligning with the form of individual buildings, the parameters now define broader development zones or 'development plots' in which built form could come forward. This is a more typical approach to the setting of parameters for an outline planning application.
- 9.45 While the revised December 2020 building heights and floorspace quanta across the site have generally either reduced or remained consistent with the March 2020 scheme (submitted in April 2020), due to this change in the approach to setting parameters, the scale of the development assessed in the revised Chapter 10 is larger in some instances, as the maximum plot extent and maximum plot heights are tested, thus resulting in the reporting of a worst-case scenario. It is unlikely that future development will take up the whole of the development plots to the maximum envelope of height and extent of the plot, as shown on the illustrative masterplan in the Design & Access Statement Addendum. This approach has resulted in the reporting of adverse impacts of a greater magnitude than were reported in the March 2020 ES chapter, in some instances.

3. OTHER ENVIRONMENTAL EFFECTS

¹⁰ Building Research Establishment (BRE) Report 209, (2011). Site Layout Planning for Daylight and Sunlight: A Guide to Good Practice (Second Edition).

Planning Considerations

A) Transport

- 9.46 In accordance with requirements of **UDP Policy T15** and the **NPPF** (para. 111), the impact of the proposed development upon the highway network has been considered in the Transport Assessment.
- 9.47 ES Volume II, Chapter 7 relates to Transport and identifies several mitigation measures to address the potential for adverse impacts in the form of severance, pedestrian amenity, pedestrian and driver delays and road safety.
- 9.48 During the construction phase, proposed mitigation measures include the establishment of a Construction Environmental Management Plan (CEMP), which will contain a Construction Travel Plan to encourage construction workers to use public transport, walking, cycling or car sharing to travel to the site. Designated HGV routes will also be established so that HGVs do not adversely affect more sensitive areas.
- 9.49 For the operational phase, the establishment of a Travel Plan is proposed, to be secured via a planning condition. The aim of this document is to reduce travel by single occupancy vehicles and encourage sustainable travel where practical. This strategy accords with **UDP Policies GEN6, T6 and T7** and the **NPPF** (Chapter 9 & para. 91).
- 9.50 Further mitigation includes the establishment of new crossing points to connect the site to the existing pedestrian network. All new road junctions, pedestrian and vehicle routes will be subject to safety audit both during the design and operation stages.
- 9.51 Following the implementation of these measures, the majority of effects are deemed negligible, with minor adverse impacts anticipated on road safety during the construction and operational phases.
- 9.52 Regarding on-site parking, the illustrative masterplan demonstrates that up to 402 new car parking spaces can be provided, some 353 of which will be managed privately and will be the responsibility of the developer and future management company, once the site is occupied. The remaining 49 on street spaces will become part of the adopted highway. Further details regarding the car parking strategy are provided in the submitted Transport Assessment, Appendix 7.1, ES Volume III.
- 9.53 At detailed design stage further information will be provided regarding the type and layout of the proposed development, to demonstrate compliance with the requirements of **UDP Policy T13** and the Council's **Ensuring a Choice of Travel SPD (2008)**. Details of the provision of electric vehicle charging points will also be provided, in accordance with the **NPPF** (para. 110(e)) and **emerging Local Plan Policy TP8**.
- 9.54 The Transport Assessment concludes that the proposed GLP can be accommodated by the existing transport network and the measures proposed. It is considered that the proposed development is acceptable in transport planning terms, having regard to the statutory development plan and other material considerations.

10.0 Summary Conclusions

- 10.1 This section replaces Section 10.0 of the March 2020 Planning Statement, submitted in support of planning application reference 20O/0997.
- 10.2 Section 38(6) of the Planning and Compulsory Purchase Act (2004) and Section 70(2) of the Town & Country Planning Act (1990) require applications to be determined in accordance with the statutory development plan, unless material considerations indicate otherwise.
- 10.3 Generally, the proposed development complies with the development plan as a whole. It is noted that in the strictest sense the proposed development fails the retail sequential test; however this should be considered against the justification for the proposed retail uses and assessed as part of the planning balance.
- 10.4 A key material consideration in this case is the National Planning Policy Framework (NPPF). The NPPF (para. 11d) states that where there are no relevant development plan policies, or the policies most important for determining the application are out-of-date, permission should be granted, unless:
 - i. the application of policies in the NPPF which protect areas or assets of particular importance provide a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against NPPF policies as a whole.
- 10.5 The 'most important' policies for determining the application relate to housing, given the allocation of the site and the type of development proposed.
- 10.6 The policies relating to housing within Liverpool's statutory development plan are considered to be out-of-date. This is in part due to the expiration of the plan period to which these policies relate, with the housing delivery policy only covering the period 1986 to 2001 (Policy GEN4 and Policy H1). The housing policies also do not reflect the NPPF in terms of ensuring that strategic policies are informed by an assessment of local housing need. Furthermore, the statutory development plan does not identify a sufficient supply of sites to demonstrate a five year housing land supply based on the strategic requirements, with appropriate buffer identified. The housing policies are therefore considered to be out-of-date and inconsistent with the NPPF.
- 10.7 Therefore, CBRE concludes on the basis of the above that paragraph 11d of the NPPF is engaged.

PLANNING CONSIDERATIONS

Environmental Impacts

- 10.8 The potential environmental effects of the development have been fully assessed during the Environmental Impact Assessment process, as documented in the submitted Environmental Statement (December 2020) and accompanying technical appendices.
- 10.9 Where an adverse impact has been identified, a series of mitigation measures have been proposed to reduce the impact.

Design

- 10.10 As detailed in the submitted Design & Access Statement and Design & Access Statement Addendum, the design principles which have informed the parameter plans and Plot Briefs

Summary Conclusions

include the desire to create a memory of the stadium, retaining a representation of the pitch, surrounded by built form.

- 10.11 The design changes which have been made have reflected the need to respond to the local character and area, including the proximity of the site to the Grade II* Registered Parks & Gardens of Anfield Cemetery and Stanley Park. Design changes have been made following submission of application reference 20O/0997, in order to respond to consultation feedback received from LCC's Officers (Planning, Urban Design and Conservation) and following a Places Matter Design Review.
- 10.12 It is considered that the changes which have been made to the masterplan, as demonstrated in the submitted parameter plans and Plot Briefs, fully address the design related comments received to date in relation to application reference 20O/0997.

Sequential Test

- 10.13 As stated in Section 9.0, the proposed retail element of the development fails the sequential test. However, this should be considered against the justification for the proposed retail element, as ancillary development to serve a localised, day-to-day need of the new community which will occupy the proposed development and in the interests of good place-making. The findings of the sequential test should also be assessed as part of the planning balance, considered against the benefits of the scheme, as detailed below.

Public Benefits

- 10.14 Section 8.0 of the Planning Statement and this Planning Statement Addendum detail the various public benefits associated with The People's Project. The People's Project will have benefits in terms of the environment, social value, the economy, heritage assets and equality / diversity, which can all be considered 'public benefits'.
- 10.15 This Planning Statement has demonstrated that the socio-economic benefits of The People's Project are anticipated to have a far-reaching geographical impact, going beyond the LCC administrative boundary to benefit the City Region and North West. The benefits are particularly transformational when considering the impact they will have upon priority regeneration areas, which include some of the most deprived parts of North Liverpool and the UK.
- 10.16 This Statement, and the reports which accompany this submission, have demonstrated that The People's Project will have impacts which transcend the physical development of a stadium building and redevelopment of an existing stadium site. The catalytic impact associated with bringing forward development adjacent to the Ten Streets Strategic Regeneration Framework area and accelerating the development of a part of Liverpool Waters which was initially proposed to be the last phase of development, as a result of the proposed stadium at Bramley-Moore Dock, together with The People's Project itself, represents a generational opportunity to invest in, and transform, North Liverpool.
- 10.17 Such transformational effects should be considered in the context of the current economic circumstances, associated with the ongoing Covid-19 pandemic.

Public Consultation

- 10.18 The applicant has engaged with the public during a two stage consultation process involving a City Region-wide roadshow. The public consultation was far reaching and produced an overwhelming response with over 63,000 respondents across both consultations.

Summary Conclusions

- 10.19 Of note, a statistically significant number of responses came from people who are not Everton fans or who do not follow football at all, demonstrating that the interest in The People's Project goes beyond the activity on the pitch.
- 10.20 When asked, 96% of respondents to the second stage public consultation favoured the continuation of The People's Project, compared to 1% who favoured Bramley-Moore Dock being left in its current state.
- 10.21 The results of the consultation demonstrated the significant and ongoing support for The People's Project as a whole.

SUMMARY

- 10.22 As demonstrated in Section 9.0 and the submitted Environmental Statement, the proposed development complies with the statutory development plan as a whole.
- 10.23 As established in this section, paragraph 11(d) of the NPPF is engaged as the policies of the statutory development plan which are most important to determining the application - those that relate to housing - are considered to be out-of-date.
- 10.24 In accordance with paragraph 11d(i) of the NPPF, the application of Framework policies does not provide a 'clear reason' for refusing the development.
- 10.25 It is also concluded that there are no adverse impacts which would significantly and demonstrably outweigh the identified benefits (paragraph 11d(ii)).
- 10.26 Therefore, as directed by the NPPF presumption in favour of sustainable development (paragraph 11), the Applicant invites Liverpool City Council's positive determination of the planning application.
- 10.27 Positive determination of this application is the first step in delivering transformational change in North Liverpool, as part of The People's Project.

Appendix 1 - Retail Sequential Test

CBRE SEQUENTIAL TEST

The following table uses information from Goad, Experian and lists the units within the County Road district centre which were identified as vacant in a survey of June 2020.

Information on marketing details has been provided by CBRE. The units identified in red are those which are identified as being actively marketed and available.

Table 1: Schedule of vacant units in County Road district centre

NO.	ADDRESS	USE CLASS	ACTIVITY	SIZE (SQ.M)	MARKETING DETAILS/COMMENTS	LINK
1	5 CARISBROOKE ROAD	A1	UNDER ALTERATION	70	No evidence of active marketing available online as of 14/12/2020	n/a
2	10 COUNTY ROAD	A1	VACANT	70	No evidence of active marketing available online as of 14/12/2020	n/a
3	18 COUNTY ROAD	A1	VACANT	70	Vennmore Commercial: 0151 243 5325 - Retail Unit With Flat To Let but variety of leases available. Currently in shell condition.	https://www.venmorecommercial.co.uk/property_detail.php?propertyID=830
4	24 COUNTY ROAD	A1	UNDER ALTERATION	70	No evidence of active marketing available online as of 14/12/2020	n/a
5	25 COUNTY ROAD	A1	VACANT	80	Hitchcock & Wight Partners contacted. Unit is available to let. Previously under offer but now vacant.	http://www.hitchcockwright.co.uk/archives/8515
6	30 COUNTY ROAD	A1	VACANT	90	No evidence of active marketing available online as of 14/12/2020	n/a
7	31 COUNTY ROAD	A1	VACANT	80	Frobishers: 0151 601 9394 — Was advertised to rent but includes established business. Agent confirmed unit has been taken off the market.	https://www.movehut.co.uk/property/339311-bulletin-express-31-county-road-liverpool-merseyside/?k=3
8	33 COUNTY ROAD	A1	VACANT	80	No evidence of active marketing available online as of 14/12/2020	n/a
9	52 COUNTY ROAD	A1	VACANT	70	No evidence of active marketing available online as of 14/12/2020	n/a
10	86 COUNTY ROAD	A2	VACANT BANK/FINANCIAL	90	No evidence of active marketing available online as of 14/12/2020	n/a
11	98 COUNTY ROAD	A1	VACANT	80	No evidence of active marketing available online as of 14/12/2020	n/a
12	104 COUNTY ROAD	A1	VACANT	90	No evidence of active marketing available online as of 14/12/2020	n/a
13	106 COUNTY ROAD	A1	VACANT	80	No evidence of active marketing available online as of 14/12/2020	n/a
14	143 COUNTY ROAD	A4	VACANT HOUSE PUBLIC	280	No evidence of active marketing available online as of 14/12/2020	n/a

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15	144 COUNTY ROAD	A3	VACANT RESTAURANT	40	No evidence of active marketing available online as of 14/12/2020	n/a
16	198 COUNTY ROAD	A1	VACANT	90	No evidence of active marketing available online as of 14/12/2020	n/a
17	211 COUNTY ROAD	A1	VACANT	120	No evidence of active marketing available online as of 14/12/2020	n/a
18	215 COUNTY ROAD	A1	VACANT	100	Storefront was for sale; however, subsequent call with Agent has confirmed unit has been taken off the market.	https://www.realla.co.uk/de tails/17057140
19	221 COUNTY ROAD	A1	VACANT	100	PME Estates contacted and Agent confirmed unit has been taken off the market.	https://www.pmeestates.co m/property.php?id=24
20	225 COUNTY ROAD	A1	VACANT	60	PME Estates contacted and Agent confirmed unit has been taken off the market.	https://www.pmeestates.co m/property.php?id=25
21	227 COUNTY ROAD	A1	VACANT	50	No evidence of active marketing available online as of 14/12/2020	n/a
22	236 COUNTY ROAD	A3	VACANT RESTAURANT	80	No evidence of active marketing available online as of 14/12/2020	n/a
23	245 COUNTY ROAD	A1	VACANT	60	No evidence of active marketing available online as of 14/12/2020	n/a
24	255 COUNTY ROAD	A2	VACANT BANK/FINANCIAL	150	No evidence of active marketing available online as of 14/12/2020. N.B. Site is included within district centre in UDP but excluded from district centre in emerging Local Plan.	n/a
25	259 – 263 COUNTY ROAD	A2	VACANT BANK/FINANCIAL	260	No evidence of active marketing available online as of 14/12/2020. N.B. Site is included within district centre in UDP but excluded from district centre in emerging Local Plan.	n/a
26	271 COUNTY ROAD	A1	VACANT	70	No evidence of active marketing available online as of 14/12/2020. N.B. Site is included within district centre in UDP but excluded from district centre in emerging Local Plan.	n/a
27	273 COUNTY ROAD	A1	VACANT	80	Venmore Commercial: 0151 243 5325 - Ground Floor Retail Unit to Let N.B. Site is included within district centre in UDP but excluded from district centre in emerging Local Plan.	https://www.venmorecomm ercial.co.uk/property_detail s.php?propertyID=875
28	116 – 120 COUNTY ROAD	A4	VACANT PUBLIC HOUSE	310	No evidence of active marketing available online as of 14/12/2020	n/a

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29	146 – 148 COUNTY ROAD	A2	VACANT BANK/FINANCIAL	120	No evidence of active marketing available online as of 14/12/2020	n/a
30	167 – 173 COUNTY ROAD	A1	VACANT	310	No evidence of active marketing available online as of 14/12/2020	n/a
31	192 – 194 COUNTY ROAD	A1	VACANT	200	No evidence of active marketing available online as of 14/12/2020	n/a
32	249 – 251 COUNTY ROAD	A1	VACANT	140	Auctioned in September 2020 – no longer available	b/a
33	32 – 36 COUNTY ROAD	A2	VACANT BANK/FINANCIAL	140	SK Real Estate: Available to rent (Main Sales Area: 136.1 sq.m. (1465 sq.ft) Storage: 63.2 sq.m. (680 sq.ft))	https://www.skrealestate.co.uk/property.php?id=4396
34	4 STUART ROAD	A1	VACANT	80	No evidence of active marketing available online as of 14/12/2020	n/a
35	5 STUART ROAD	A1	VACANT	70	No evidence of active marketing available online as of 14/12/2020	n/a
36	199 WALTON ROAD	A4	VACANT HOUSE PUBLIC	120	No evidence of active marketing available online as of 14/12/2020	n/a
37	202 WALTON ROAD	A4	VACANT HOUSE PUBLIC	210	Listed as under offer on website	https://www.realla.co.uk/details/12753171
38	205 WALTON ROAD	A5	VACANT TAKEAWAY	90	Vennmore Commercial: 0151 243 5325 – William Hill Commercial occupy GF as the tenant (Property sold by Auction)	https://www.venmoreauctions.co.uk/auction-property.php?propertyID=9374106
39	232 WALTON ROAD	A4	VACANT HOUSE PUBLIC	130	For Sale	https://www.realla.co.uk/details/19755385
40	240 WALTON ROAD	A1	VACANT	50	For Sale	https://www.realla.co.uk/details/13689273
41	242 WALTON ROAD	A1	VACANT	60	For Sale	https://www.venmorecommercial.co.uk/property_detail.php?propertyID=785
42	158 – 160 WALTON ROAD	A4	VACANT HOUSE PUBLIC	260	No evidence of active marketing available online as of 14/12/2020	n/a
43	227 – 235 WALTON ROAD	A1	VACANT	540	Hitchcock Wright – Under Offer	http://www.hitchcockwright.co.uk/wp-content/uploads/Walton-Road-227-235-Liverpool.pdf