

23 May 2016

Delivered by post and portal

Feargal McEvoy
Liverpool City Council
Municipal Building
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Liverpool
L2 2DH

Dear Feargal

ANFIELD STADIUM – PLANNING APPLICATION FOR TEMPORARY PROVISION OF CLUB RETAIL AND FOOD AND DRINK SALES AND ASSOCIATED WORKS AT FAN ZONE AT WALTON BRECK ROAD

On behalf of our client, The Liverpool Football Club and Athletic Grounds Ltd (the Club), I confirm that a planning application for the temporary siting of accommodation for the sale of club merchandise and food and drink facilities and associated minor works on land to the north of Walton Breck Road has been submitted to the City Council via the Planning Portal – pp ref 05096404.

The accommodation and works is required for a period of up to two years whilst wider construction works associated with the expansion of the Main Stand and planning requirements for an associated club store are pursued by the Club as explained further below.

The application is submitted following a pre- application meeting with yourself and officers from highways on 22 April when the principle of progressing this application was agreed.

The application is supported by:

- Application forms and certificate submitted via the Planning Portal
- Site plan ref: PL1312.4.GA.017 (issue 4)
- Proposed temporary retail units – ref PL1312.4.GA.019 (issue 5)
- Final Hardworks – ref PL1312.4.GA.011 (issue 5)
- Elevation details – PL1312.4.GA.022 (issue 2)
- Hoarding Line – PL1312.GA.021 (issue 5)
- Specification of Jersey barriers

Illustrative details of the accommodation is also provided in the brochure from White Circle.

A cheque for £975 as the necessary payment for this application has been submitted by post with a copy of this letter.

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Background

As you are aware, planning permission for the expansion of the Main Stand and associated public realm works around the stadium was granted in September 2014 (LPA ref 14F/1262) with works commencing in December 2014. Subsequently revisions to the public realm area have been proposed reflecting design development and Club requirements, the Council resolved to grant planning permission under Section 73 of the Act for those works in November 2015 (LPA Ref 15F/2160).

Club Store

Following further consideration by the Club a new stand-alone retail store with café is now proposed within the public realm (Fan Zone) fronting Walton Breck Road. That store will be constructed in lieu of providing a new store within the expanded stadium. An outline planning application for the new club store was submitted to the Council in February and a draft decision notice granting consent for that scheme has been issued (LPA Ref:16O/0518). The Club is currently finalising an application for Reserved Matters and intends to submit those details to the Council shortly with a view to commencing construction of the store later in the year.

Due to timescale for detailed design and construction of the Club store those works will not be completed in advance of opening the extended Main Stand in August 2016; the current programme envisages that the store will open for the start of the 2017/18 season. Given the on-going works associated with constructing the store there is little merit in completing all public realm works associated with the approved stadium scheme within that part of the Fan Zone site and its immediate surroundings since they would be compromised by the store development.

This application, seeks permission for temporary works that will enable the Club to both maximise the available circulation and meeting space within the Fan Zone while providing a full range of accommodation for merchandising and pre-match facilities during the 2016/17 season while the new store is being built.

Proposal

This application, seeks permission for temporary works that will enable the Club to both maximise the available circulation and meeting space within the Fan Zone while providing a full range of accommodation for merchandising and pre-match facilities during the 2016/17 season while the new Club store is being built.

The proposed temporary works comprise the following:

- Siting of 15 no. containers on the northern and western edge of the Club store construction site backing onto the construction hoarding; those containers will be used for the sale of LFC Club merchandise, food and drink (not alcohol) and ancillary Club promotion facilities; they will operate on match days only. A stacked container at the intersection of the northern and western hoardings will provide a location for the temporary siting of a Club TV studio for use on match days with two further stacked containers providing visibility / finishing details
- Erection of hoardings around the retail store construction site with graphics to sections of the Fan Zone facing sides
- Siting of two no. 'pop-up' structures within the wider Fan Zone for the sale of LFC merchandise and programmes
- Siting of a temporary stage for events and activity on match days; this will be removed on non-match days
- Installation of 8 no. cycle hoops on the western edge of the Fan Zone adjacent to Gilman Street

- Installation of 5no. lighting columns which will be retained in the final public realm scheme¹
- Surfacing of the area with tarmac to provide a robust temporary surface, pending completion of the final public realm scheme in the area in accordance with the approved details.

Temporary planning permission is sought for up to two-years. However, it is likely that the new store and the approved public realm scheme will be completed within approximately 12 months in accordance with the Club's construction programme and the temporary works will then be removed at that time.

Notwithstanding, the longer period is sought to provide flexibility in the event of any unforeseen overrun in the programme.

Appraisal of the Proposals

The proposals have been considered in respect of the following issues:

Principle

The provision of Club retail facilities in the form of a stand-alone shop with ancillary café within the Fan Zone is agreed in principle (LPA ref: 16O/0518).

The use of Fan Zones around the stadium for the sale of food and drink on match days is also well-established and there is no in-principle objection to the proposed development.

Access

The Fan Zone area and facilities proposed will be accessible to all via the public realm and Fan Zone/concourse area around the stadium, with pedestrian access also from Walton Breck Road.

Mott MacDonald has undertaken a detailed assessment of the pedestrian (crowd) flows in the area in the three scenarios of: approved public realm only; new Club store in situ, and during the temporary works proposed in this application. The crowd modelling has been shared with Graham Cameron and Steve Clare at LCC; most recently at a meeting on 12 May; when they confirmed that the predicted flows in both the normal and emergency situation are acceptable with the proposed development in place.

Club staff and stewards will be on hand in the Fan Zone pre and post-match to manage the operation of the area. This will include directing pedestrian movements away from Alroy Road and to use the generous space of the Fan Zone and concourse as a walking route around the stadium.

The temporary surface will be laid out to DDA compliant standards ensuring that, as with the final public realm scheme, the area provides acceptable access for all.

Design and Appearance

The Club has investigated options for functional accommodation that meets the brief for temporary accommodation that is of a suitably high quality befitting the location adjacent to the expanded stadium. The proposed scheme comprises a series of containers of a variety of size, colour and configuration as shown in the submitted plans and supporting brochure. Fans will enter the enclosed retail units via an access ramp at one end and pass through them in a one-way direction to an egress ramp at the far end. The food and drink units will have an open frontage on match days, providing service through an open hatch; this is consistent with the existing arrangement in the Family Zone / Food Court on Anfield Road.

When not in use, the container units will be closed and secured.

¹ Details will be re-submitted in the final public realm scheme

The illustrative images of the containers confirm that they have a quality finish whilst still being functional and secure. The promotional brochure also illustrates that such accommodation is now becoming a popular facility for urban commercial accommodation.

The location of the containers abutting the hoardings to the Club store construction zone provides an element of visual screening to the construction site while framing the public realm area with active facades.

On the Walton Breck Road frontage and those parts of the construction site that do not have container units abutting, the hoardings will be decorated with appropriate club images to complement the stadium and add visual interest.

The provision of associated infrastructure in the area including cycle hoops and lighting will be of high quality and retained following the completion of the area.

Amenity

The retail and food and drink accommodation is set back within the stadium public realm area and at a minimum distance of c25m from retained residential properties south of Walton Breck Road and greater distance to properties in the Rockfield area. Boundary treatment and the separation distance as well as the general movement of visitors to the stadium will reduce the visual and noise effects of the operation of the commercial uses on residential amenity.

The food and drink operations will not serve alcoholic drinks and the operators will be required to accord with relevant food hygiene and safety standards as required by other permits. This will provide sufficient safeguards to ensure that residential amenity is not compromised by the operation of the Fan Zone during the period of the temporary works.

The positioning and orientation of the temporary stage, with backing structures, will also direct noise and activity away from residential properties and minimise the impact of this use on match days to residents.

Summary and Conclusion

In summary, the temporary works proposed in this application will provide appropriate, safe, and high quality facilities within the Fan Zone adjacent to the expanded Main Stand pending construction of the new permanent Club store on Walton Breck Road and completion of the approved scheme for the public realm. The development will not give rise to technical or amenity issues.

The proposals are a direct factor of the Club's on-going commitment to invest in the wider area around the stadium enhancing the visitor experience within a safe and high quality environment. The grant of a temporary permission for the facilities and works is appropriate and will enable the ongoing construction process to continue.

I trust that you have all necessary information to register this application and progress to a favourable decision. Please contact me should anything further be required.

Yours sincerely

Sarah Jones

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