

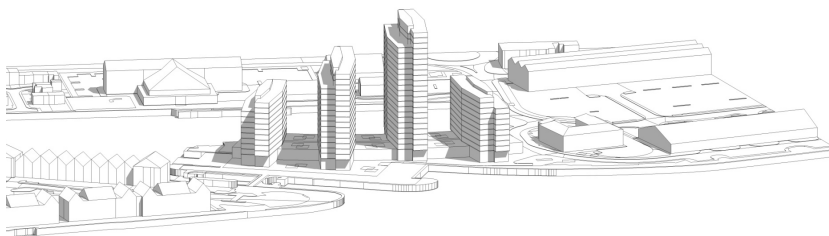
4.0 LAYOUT & SCALE

4.3 Development of Mass and Form

The form of the buildings themselves then underwent considerable debate with particular reference to the following considerations:

- The height of each building, and the order of that height in the overall composition
- Articulation within each building using cut backs and how this impacted the horizontal and vertical emphasis
- The use of materials and how they may break down the mass of the buildings; are the buildings all the same, are they all different
- Do the façade treatments vary dependent on the orientation of the façade

The biggest issue to be resolved was the proposed height of the buildings, and in this respect the verified viewpoints were the main tool for development of the overall massing model. Refer to 4.4 and 4.5 below.



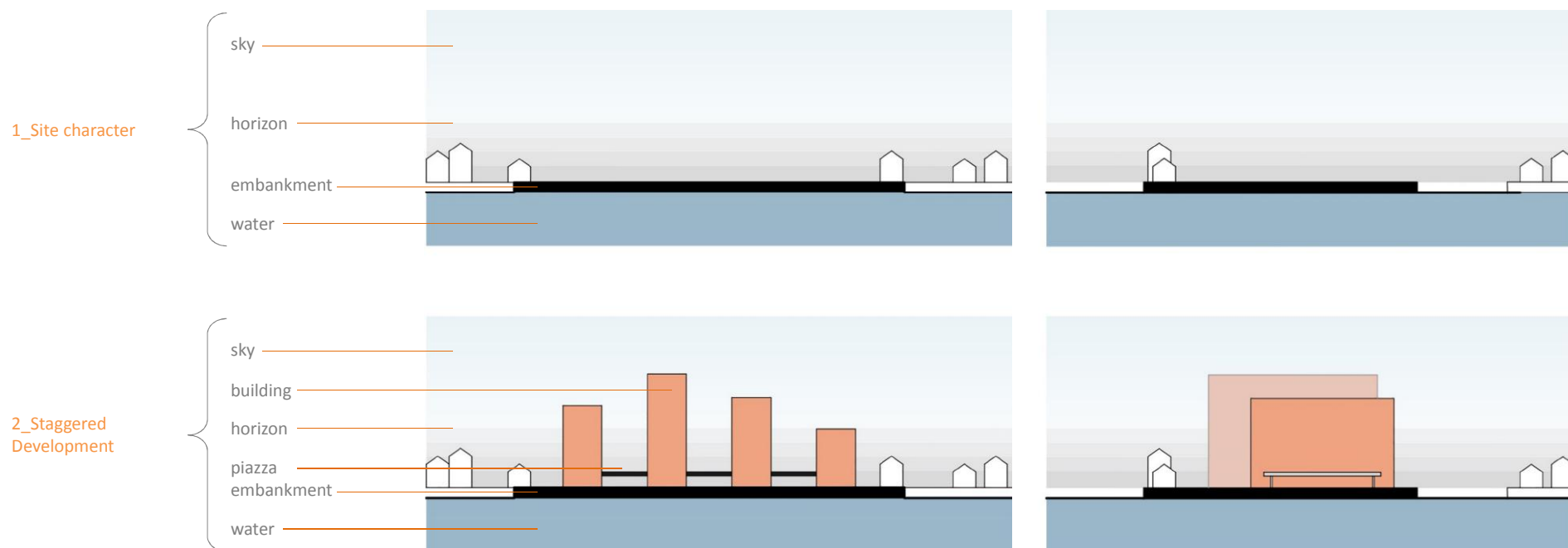
4.0 LAYOUT & SCALE

4.4 Layering Mass and Form

Following feedback from the local authority regarding the vertical nature of the development, the following diagrams describe the theory behind the massing of each block of accommodation.

The diagrams (continued on next page) convey the layering of accommodation to create greater horizontal emphasis to counter the perceived verticality.

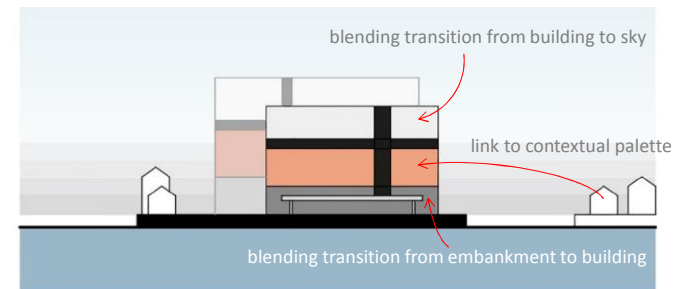
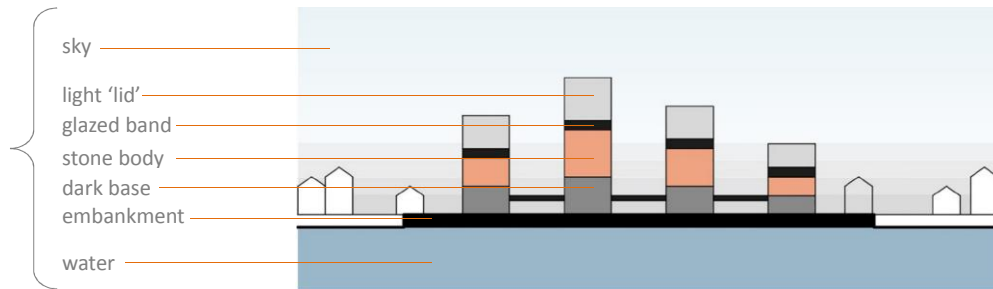
This layering is then reflected in the use of varying materials up the building, which all respond to the site context.



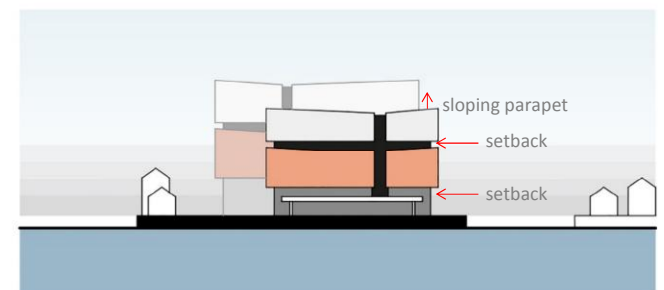
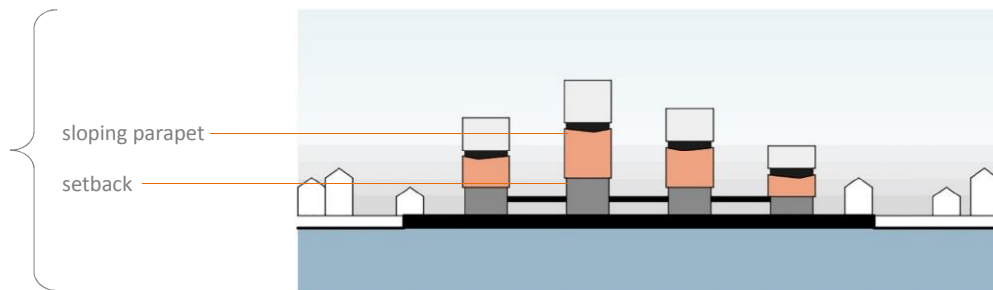
4.0 LAYOUT & SCALE

4.4 Layering of Mass and Form

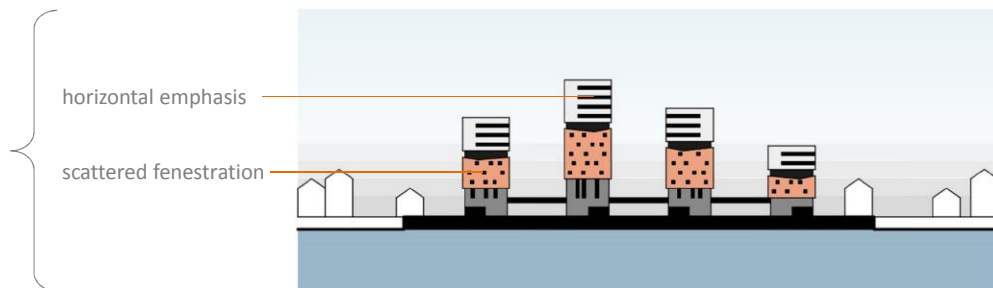
3_Layering



4_Sculpting Form



5_Reducing Visual Mass

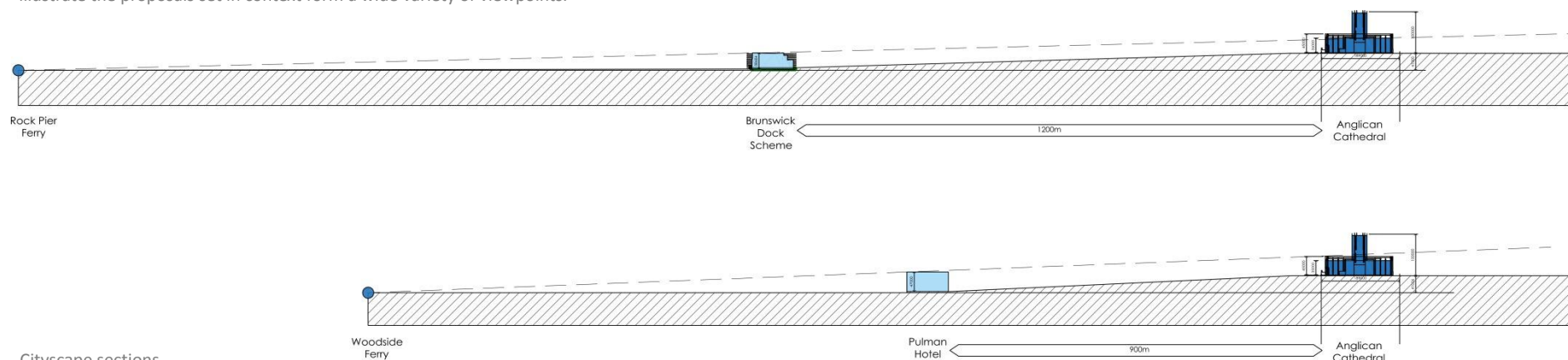


4.0 LAYOUT & SCALE

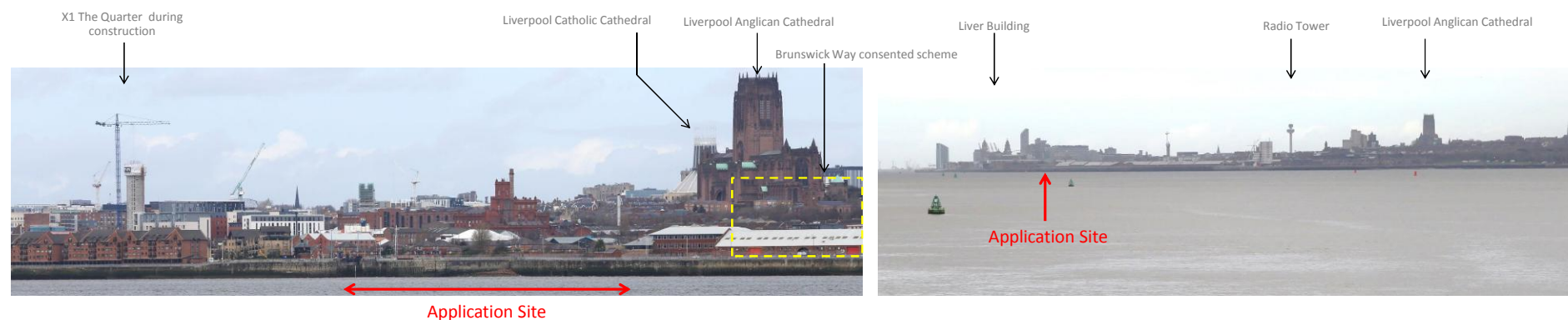
4.5 Skyline and Site Massing

In conjunction with the verified viewpoint photographs set using a 35mm camera with 50mm lens, the following comparative sections have been established to illustrate the proposal against the existing scale and mass of the Pullman Hotel and the relationship that both have on the setting of the Anglican Cathedral.

The following viewpoint photographs incorporating the proposals in section 4.5 illustrate the proposals set in context from a wide variety of viewpoints.



Cityscape sections -
Anglican Cathedral in context with the existing Pullman Hotel and Brunswick Dock proposals

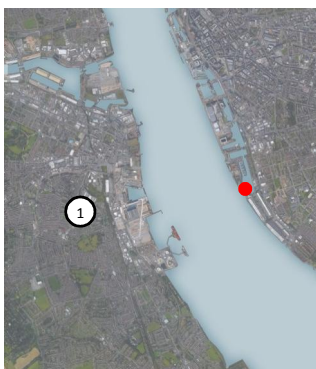


4.0 LAYOUT & SCALE

4.6 Key Viewpoints

The following views are those agreed with the Liverpool City Council Planning Team as being of most importance in relation to how this application impacts on the World Heritage Status of the Liverpool waterfront. All images have been taken on a 35mm camera using a 50mm lens. (Commentary on all views can be found in the supporting Heritage Statement)

View 1: Holt Hill
(la 53.3841, lo -3.0225 50mm lens)



View as existing looking south east towards the application site



View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 2: Rock Ferry Pier
(la 53.3741, lo -3.0021 50mm lens)



View as existing looking south east towards the application site

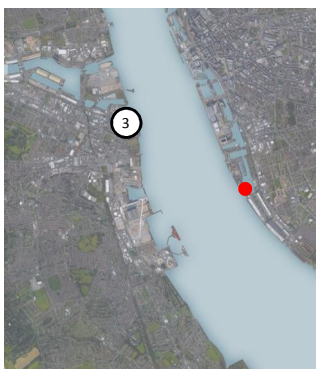


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 3: Woodside Ferry Terminal
(la 53.3957, lo -3.093 50mm lens)



View as existing looking south east towards the application site

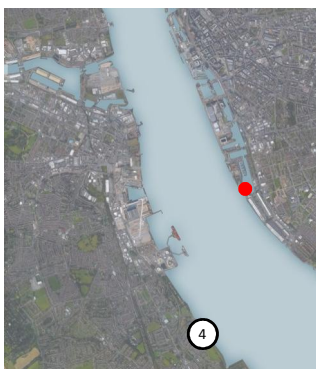


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 4: South of Rock Ferry Pier
(50mm lens)



View as existing looking south east towards the application site

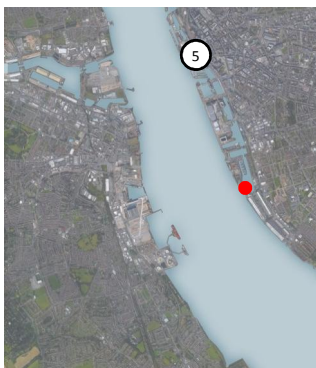


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 5: Canning Dock
(la 53.4033, lo -2.9874 50mm lens)



View as existing looking south east towards the application site

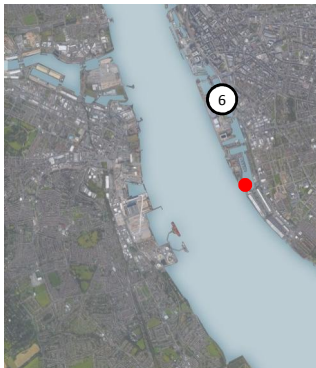


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 6: Albert Dock
(la 53.3995, lo-2.9939 50mm lens)



View as existing looking south east towards the application site

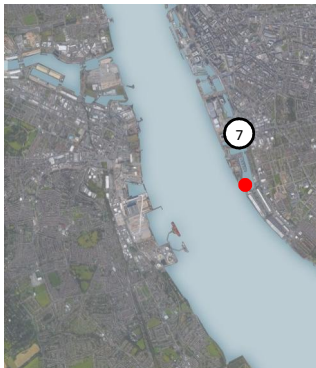


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 7: Coburg Bridge
(la 53.3923, lo -2.9840 50mm lens)



View as existing looking south east towards the application site



View as existing looking south east towards the application site

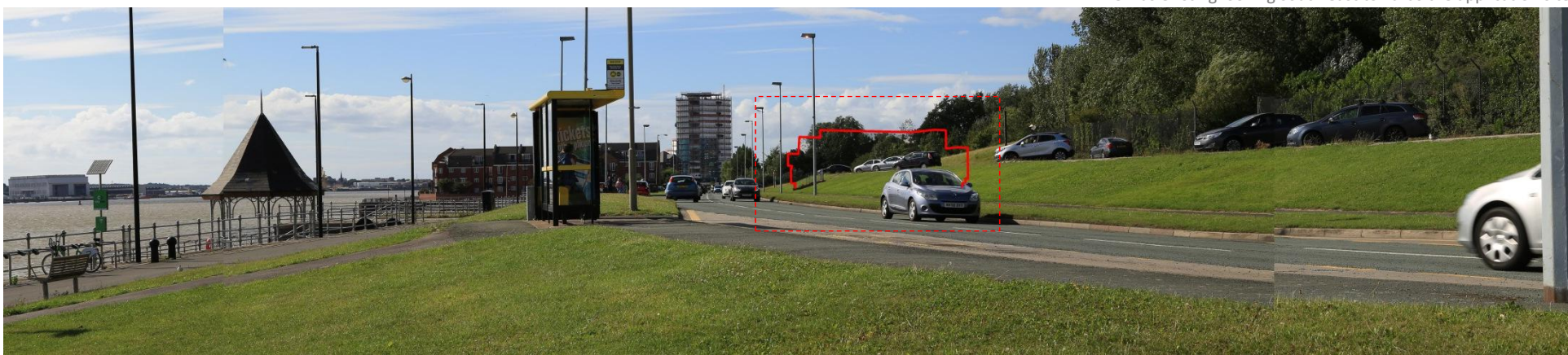
4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 8: Riverside Drive
(la 53.3741, lo -2.9641 50mm lens)



View as existing looking south east towards the application site

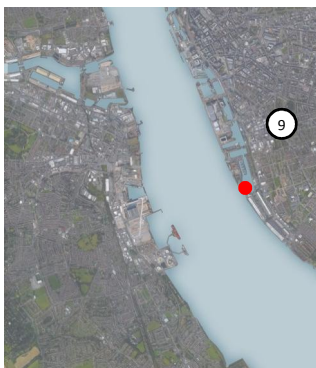


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 9: Anglican Cathedral
(la 53.3968, lo -2.9737 50mm lens)



View as existing looking south east towards the application site

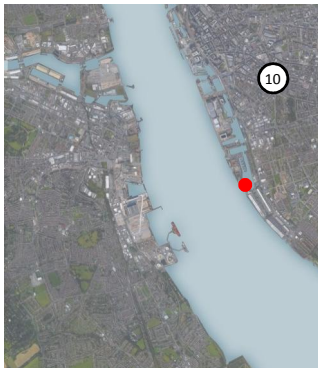


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 10: Catholic Cathedral
(la 53.4042, lo -2.969 50mm lens)



View as existing looking south east towards the application site

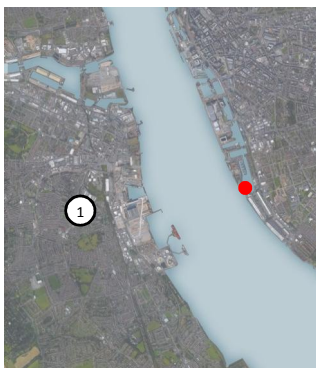


View as existing looking south east towards the application site

4.0 LAYOUT & SCALE

4.6 Key Viewpoints

View 11: From south of Shorefield Cliffs
(la & lo unverified lens unknown)



View as existing looking south east towards the application site

View as existing looking south east towards the application site

