

Appendix 7.2: Visual Baseline and Effects

Appendix 7.2: Baseline and Sensitivity						
Viewpoint No. and Location	Designation, Townscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
1: View north west from Anfield Road.	<u>Designation:</u> Within the vicinity of Grade II listed The Arkles Public House. <u>Distance to site:</u> 216m	The view is characterised by terraced housing in the foreground with Anfield stadium visible above the roofline. There is a significant amount of visual clutter at street level, including signage, lighting and highways infrastructure, which detract from the view. The open form of the upper portions of the Stadium allow it to form a distinctive landmark, but it does not dominate the view.	Glimpsed view. Moderate number of viewers.	Medium	Medium	Medium
2. View west from Utting Avenue/Priory Road junction.	<u>Designation:</u> N/A <u>Distance to site:</u> 490m	The view is characterised by the wide, vehicular-dominated highway of Arkles Lane and associated highways infrastructure. Linear tree planting along the eastern fringes of Stanley Park provides filtered views of the Stadium. Partial views of vehicles within the surface car park within Stanley Park to the north of the Stadium are also available. The screening effect of trees is likely to be increased when the trees are in leaf.	Filtered view. High number of viewers	Medium	Medium	Medium
3: View south west from Priory Road.	<u>Designation:</u> N/A <u>Distance to site:</u> 500m	The Stadium appears as a landmark feature, embedded in the historic landscape setting of Stanley Park. Views of the Stadium are framed by mature trees in the foreground of the view, with limited filtering of views by trees within the park.	Framed view. Moderate number of viewers.	Medium	Low	Medium/low
4: View south from Stanley Park (south).	<u>Designation:</u> Within Grade II Registered Landscape. <u>Distance to site:</u> 390m	The Stadium dominates the view and appears as a landmark form, sitting within the park landscape. There is minimal framing or screening of the Stadium from this point from trees.	Open view. High number of viewers	High	High	High
5: View south from Anfield Cemetery (north).	<u>Designation:</u> Within Grade II Registered Landscape. <u>Distance to site:</u> 1.10km	The view is dominated by the frequently ornate gravestones in the foreground of the view. The stadium is visible in the distance above the tree line around Stanley Park, but only the upper sections of two stands. Screening from trees is likely to increase slightly when the trees are in leaf. The Stadium forms a distinctive but relatively subtle landmark in the view.	Glimpsed view. Moderate/few viewers	High	High	High
6: View south from Anfield Cemetery (south).	<u>Designation:</u> Within Grade II Registered Landscape. <u>Distance to site:</u> 760m	The view is dominated by the frequently ornate gravestones in the foreground of the view. The stadium is visible in the distance above the treeline, but only the upper section of one stand. Screening from trees is likely to increase slightly when the trees are in leaf. The Stadium forms a distinctive but very subtle landmark in the view. The Grade II listed Anfield Crematorium forms a key element within the view, cut is partially screened by trees and appears visually distinct from Stadium.	Glimpsed view. Moderate/few viewers	High	High	High
7: View south from Stanley Park (north).	<u>Designation:</u> Within Grade II Registered Landscape. <u>Distance to site:</u> 540m	The Stadium dominates the view and appears as a landmark form, sitting within the park landscape. There is minimal framing or screening of the Stadium from this point from trees.	Oblique view. High number of viewers	High	High	High
8: View south east from Anfield Road.	<u>Designation:</u> Within the vicinity of listed buildings along Anfield Road. <u>Distance to site:</u> 347m	The Stadium forms a distinctive landmark within the view, which contrasts sharply in scale, massing, materials and form to the traditional residential housing fronting onto the park. The Stadium does follow the existing building line created by the traditional terraces however, which retains the linear character of the street, and encloses views towards the distant landmark of the Anfield Road Primary School bell tower. There is minimal framing or screening of the Stadium from this point by trees.	Oblique view. Moderate/low number of viewers	Medium	Low	Medium/low
9: View south west from Stanley Park.	<u>Designation:</u> Within Grade II Registered Landscape. <u>Distance to site:</u> 290m	The view is characterised by Anfield stadium which dominates the horizon. There is some minimal shielding by the trees on Anfield Road.	Open view. High number of viewers	High	High	High

Terminology for Visual Effect:

Type of View:	Glimpsed, Open, Oblique, Framed, Filtered
Number of Viewers:	Few, Moderate, High
Value of Views:	High, Medium, Low
Susceptibility to Change:	High, Medium, Low
Overall Sensitivity of Receptor:	High, Medium, Low, Negligible
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect:	Site, Local, Neighbourhood, City
Duration:	Long-term, Medium-term, Short-term,
Reversibility:	Temporary, Irreversible
Overall Magnitude of Effect:	Large, Medium, Small, Negligible.
Nature of Effect:	Adverse, Beneficial, Direct, Indirect
Significance:	Major, Moderate, Minor, Negligible.

Appendix 7.2: Baseline and Sensitivity						
Viewpoint No. and Location	Designation, Townscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
10: View north east from St Domingo Road.	<u>Designation:</u> N/A <u>Distance to site:</u> 858m	The view is located looking across an area of slightly elevated incidental green open space. Modern 2 storey housing encloses the space at a lower level, with views of the uppermost portion of the Stadium visible beyond above the rooflines. The Stadium forms a subtle landmark in the view.	Glimpsed view. Low number of viewers.	Low	High	Medium
11: View north west from Anfield Sports and Community Centre/Edinburgh Park.	<u>Designation:</u> N/A <u>Distance to site:</u> 1.30km	The view is characterised by a mix of sports facilities, flood lighting and open grassed pitches associated with the sports centre, mixed with traditional 2 storey housing. In the distance, the upper edge of the main stand is visible above the roofline, but forms a cohesive element within the view.	Glimpsed view. Moderate number of viewers.	Low	Medium	Medium/low
12: View south west from Utting Avenue (south)	<u>Designation:</u> N/A <u>Distance to site:</u> 1.2km	The view is dominated by the broad green corridor of the road, which is well enclosed by housing. The Stadium appears as a relatively subtle landmark and orientation point above the roofline of housing to the right within the view. for people approaching along this route. The degree of screening from trees will potentially increase when the trees are in leaf.	Oblique view. High number of viewers.	Low	Medium	Medium/low
13: View south west from Abingdon Road Playing fields.	<u>Designation:</u> N/A <u>Distance to site:</u> 1.20km	The view is characterised by the open expanse of Abingdon Road playing fields in the foreground, which are well enclosed by semi-detached housing overlooking the playing fields in the distance. The upper portion of the main and Sir Kenny Dalglish stands are visible above the roofline, and create a subtle orientation point within the view.	Glimpsed view Moderate number of viewers	Low	High	Medium
14: View south west from Utting Avenue (north).	<u>Designation:</u> N/A <u>Distance to site:</u> 1.9km	The view is characterised by the wide expanse of Utting Avenue and associated highways infrastructure in the foreground. A great number of street lamps clutter the fore and mid-ground of the view. Anfield Stadium is visible above the roof and tree line in the distance, and forms a landmark and orientation point.	Glimpsed view. High number of viewers.	Low	Medium	Medium/low
15: View south from Walton Hall park and Walton Sports Centre.	<u>Designation:</u> N/A <u>Distance to site:</u> 1.87km	The view is characterised by the surface car park in the foreground of the view, and associated lighting and fencing. The open space is well enclosed by trees which provide screening of views towards the Stadium. The screening effect of trees is likely to be increased when the trees are in leaf.	Glimpsed view Moderate number of viewers	Low	Medium	Medium/low

Terminology for Visual Effect:

Type of View:
Number of Viewers:
Value of Views:
Susceptibility to Change:
Overall Sensitivity of Receptor:
Size/Scale of Effect:

Glimpsed, Open, Oblique, Framed, Filtered
Few, Moderate, High
High, Medium, Low
High, Medium, Low
High, Medium, Low, Negligible
Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect:
Duration:
Reversibility:
Overall Magnitude of Effect:
Nature of Effect:
Significance:

Site, Local, Neighbourhood, City
Long-term, Medium-term, Short-term,
Temporary, Irreversible
Large, Medium, Small, Negligible.
Adverse, Beneficial, Direct, Indirect
Major, Moderate, Minor, Negligible.

Appendix 7.2 Visual Effects Table: Description of Change, Magnitude and Significance											
Viewpoint No. and Location	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor (from table above)	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
1: View north west from Anfield Road.	<u>Construction Phase:</u> Views of construction works to stand visible, and construction of upper portions of stand predicted to be prominent, terminating the view.	N/A	Temporary adverse views due to the predicted prominence of the construction works in the view, particularly to the upper portions of the stand.	Medium	Moderate	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The Proposed Scheme will form a noticeable addition to the view. No change to the existing character of the view, which is characterised by views of housing with the much larger scale and massing of the Stadium.	Considered use of materials will ensure that the proposed development will form a high quality addition to the Stadium, reinforcing the existing character of the view.	The new stand will be clearly visible and have some prominence in the view, and will terminate views along Anfield Road. This assessment accords with the assessed impact for the consented scheme.		Moderate	Local	Permanent. Irreversible.	Small	Adverse	Minor	High
2. View west from Utting Avenue/ Priory Road junction.	<u>Construction Phase:</u> The construction works will be clearly visible in the view, though filtered by trees within the Park. The screening effect of trees is likely to increase when the trees are in leaf.	N/A	Some filtering of views by trees, particularly when in leaf, will mitigate against significant adverse effects. However, construction of the upper portions of the Stadium are predicted to be more visually prominent, and therefore result in minor adverse effect.	Medium	Moderate/minor	Neighbourhood	Temporary. Reversible	Small	Adverse	Minor	High
	<u>Operational Phase:</u> The Proposed Scheme will be clearly visible and the Stadium will form a more prominent element within the view, though filtered by trees within the Park. The screening effect of trees is likely to increase when the trees are in leaf.	Considered use of materials will ensure that the proposed development will appear as a high quality addition to the Stadium, reinforcing the landmark status of the existing structure and minimising potentially significant adverse effects on the Registered Park.	The Proposed Scheme will form a relatively prominent addition to the view, which will reinforce the existing landmark status of the Stadium. However, the sensitivity of the Registered Park in the foreground of the view will result in a small adverse effect. This assessment accords with the assessed impact for the consented scheme.		Moderate/minor	Neighbourhood	Permanent. Irreversible.	Small	Adverse	Minor	High
3: View south west from Priory Road.	<u>Construction Phase:</u> Direct views across the Park will allow clear views of construction works along the full length of the Stand. Minimal screening by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.	Hoarding at ground level of an appropriate colour would provide a degree of mitigation due to screening of ground level construction activity.	The sensitivity of visual receptors looking across the open Park, and the predicted extent of visibility of construction works from this location will result in temporary medium adverse effects.	Medium/low	Moderate/minor	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The Proposed Scheme will be clearly visible across the Park. The relatively close proximity of the viewpoint will allow appreciation of the materials palette and relationship of the stand to the Park.	Considered use of materials will allow the Proposed Scheme to appear as a high quality addition to the existing Stadium. The new Stand will create a positive relationship between the Park and the Stadium by addressing the Park and allowing overlooking from within.	The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the overlooking and use of appropriate materials result in an overall enhancement. Although comparable in terms of scale and massing, the more subtle angled form of the current proposals sits more comfortably within the context of the Park. Therefore, predicted visual effect in the operational phase has been assessed more positively than the consented scheme.		Moderate/minor	Local	Permanent. Irreversible.	Small	Adverse	Minor	High

Terminology for Visual Effect:

Type of View: Glimpsed, Open, Oblique, Framed, Filtered
Number of Viewers: Few, Moderate, High
Value of Views: High, Medium, Low
Susceptibility to Change: High, Medium, Low
Overall Sensitivity of Receptor: High, Medium, Low, Negligible
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect: Site, Local, Neighbourhood, City
Duration: Long-term, Medium-term, Short-term,
Reversibility: Temporary, Irreversible
Overall Magnitude of Effect: Large, Medium, Small, Negligible.
Nature of Effect: Adverse, Beneficial, Direct, Indirect
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4: View south from Stanley Park (south).	<u>Construction Phase:</u> Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.	Hoarding at ground level of an appropriate colour would provide a degree of mitigation due to screening of ground level construction activity.	The sensitivity of visual receptors looking from within the open Park, and the predicted extent of visibility of construction works from this location will result in temporary medium adverse effects.	High	Moderate/minor	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The Proposed Scheme will be clearly visible form within the Park. The close proximity of the viewpoint will allow appreciation of the high quality materials palette and positive relationship of the stand to the Park.	Considered use of materials will allow the Proposed Scheme to appear as a high quality addition to the existing Stadium. The new Stand will create a positive relationship between the Park and the Stadium by addressing the Park and allowing overlooking.	The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the creation of overlooking will enhance the existing relationship between the stadium and the Park. Although comparable in terms of scale and massing, the more subtle angled form of the current proposals sits more comfortably within the context of the Park. Therefore, predicted visual effect in the operational phase has been assessed more positively than the consented scheme.		Moderate/minor	Local	Permanent. Irreversible.	Small	Adverse	Minor	High
5: View south from Anfield Cemetery (north).	<u>Construction Phase:</u> Construction works to the upper portions of the stand, above the treeline, will be visible.	N/A	Construction of the upper portions above the trees is predicted to result in a small adverse effect. However, tree cover will screen substantial portions of the construction works at lower levels. The screening effect is likely to increase when the trees are in leaf.	High	Moderate	Local	Temporary. Reversible	Small	Adverse	Minor	High
	<u>Operational Phase:</u> The upper portions of the stand will be visible in conjunction with the existing visible portions of the stadium.	The architectural form of the upper section of the stand, sloping away at both ends, allows it to appear as a relatively subtle addition to the view.	The upper portions of the stadium will be visible above the tree line. However, the architectural form of the stand has been assessed more positively than the consented scheme, due to the more subtly angled form which sits more comfortably within the context of the Registered Cemetery.		Moderate	Local	Permanent. Irreversible.	Small	Adverse	Minor	High
6: View south from Anfield Cemetery (south).	<u>Construction Phase:</u> Construction works to the upper portions of the stand, above the treeline, will be visible.	N/A	Construction of the upper portions above the trees is predicted to result in a small adverse effect. However, tree cover will screen substantial portions of the construction works at lower levels. The screening effect is likely to increase when the trees are in leaf.	High	Minor	Local	Temporary. Reversible	Small	Adverse	Minor	High
	<u>Operational Phase:</u> The upper portions of the stand will be visible in conjunction with the existing visible portions of the stadium.	The architectural form of the upper section of the stand, sloping away at both ends, allows it to appear as a relatively subtle addition to the view.	The upper portions of the stadium will be visible above the tree line. However, the architectural form of the stand has been assessed more positively than the consented scheme, due to the more subtly angled form which sits more comfortably within the context of the Registered Cemetery and Grade II listed Anfield Crematorium. The assessment accords with the assessment of impact for the consented scheme.		Minor	Local	Permanent. Irreversible.	Small	Adverse	Minor	High

Terminology for Visual Effect:

Type of View: Glimpsed, Open, Oblique, Framed, Filtered
Number of Viewers: Few, Moderate, High
Value of Views: High, Medium, Low
Susceptibility to Change: High, Medium, Low
Overall Sensitivity of Receptor: High, Medium, Low, Negligible
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect: Site, Local, Neighbourhood, City
Duration: Long-term, Medium-term, Short-term,
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7: View south from Stanley Park (north).	<u>Construction Phase:</u> Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening by trees, although this will increase when the trees are in leaf and provide some screening of construction works at the lower/ground levels.	Hoarding at ground level of an appropriate colour would provide a degree of mitigation due to screening of ground level construction activity.	The sensitivity of visual receptors looking from within the open Park, and the predicted extent of visibility of construction works from this location will result in temporary medium adverse effects.	High	Moderate/minor	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The Proposed Scheme will be clearly visible form within the Park. The close proximity of the viewpoint will allow appreciation of the high quality materials palette and positive relationship of the stand to the Park.	Considered use of materials will allow the Proposed Scheme to appear as a high quality addition to the existing Stadium. The new Stand will create a positive relationship between the Park and the Stadium by addressing the Park and allowing overlooking.	The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the creation of overlooking will enhance the existing relationship between the stadium and the Park. Although comparable in terms of scale and massing, the more subtle angled form of the current proposals sits more comfortably within the context of the Park. Therefore, predicted visual effect in the operational phase has been assessed more positively than the consented scheme.		Moderate/minor	Local	Permanent. Irreversible.	Small	Adverse	Minor	High
8: View south east from Anfield Road.	<u>Construction Phase:</u> Partial views of the construction works will be available and will terminate the view.	Hoarding at ground level of an appropriate colour would provide a degree of mitigation due to screening of ground level construction activity.	Temporary adverse views due to the predicted prominence of the construction works in the view, which will terminate the street.	Medium/low	Moderate	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The existing character of the view will change. The Proposed Scheme will terminate the view along Anfield Road.	Potential glimpsed views of high quality proposed public realm.	The Proposed Scheme will terminate views along Anfield Road, foreshortening the view and adversely impacting on the character of the street. The assessment accords with the assessment of impact for the consented scheme.		Moderate	Local	Permanent. Irreversible.	Medium	Adverse	Moderate	High
9: View south west from Stanley Park.	<u>Construction Phase:</u> Direct views will allow clear views of construction works along the full length of the Stand. Minimal screening by trees.	Hoarding at ground level of an appropriate colour would provide a degree of mitigation due to screening of ground level construction activity.	The sensitivity of visual receptors looking from within the open Park, and the predicted extent of visibility of construction works from this location will result in temporary medium adverse effects.	High	Moderate/minor	Local	Temporary. Reversible	Medium	Adverse	Moderate	High
	<u>Operational Phase:</u> The Proposed Scheme will be clearly visible form within the Park. The close proximity of the viewpoint will allow appreciation of the high quality materials palette and positive relationship and overlooking of the stand to the Park.	Considered use of materials will allow the Proposed Scheme to appear as a high quality addition to the existing Stadium. The new Stand will create a positive relationship between the Park and the Stadium by addressing the Park and allowing overlooking.	The existing Stadium currently forms a clearly visible feature in the view. The new stand will increase the visual presence of the Stadium, however the creation of overlooking will enhance the existing relationship between the stadium and the Park. Although comparable in terms of scale and massing, the more subtle angled form of the current proposals sits more comfortably within the context of the Park. Therefore, predicted visual effect in the operational phase has been assessed more positively than the consented scheme.		Moderate/minor	Local	Permanent. Irreversible.	Small	Adverse	Minor	High

Terminology for Visual Effect:

Type of View: Glimpsed, Open, Oblique, Framed, Filtered
Number of Viewers: Few, Moderate, High
Value of Views: High, Medium, Low
Susceptibility to Change: High, Medium, Low
Overall Sensitivity of Receptor: High, Medium, Low, Negligible
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect: Site, Local, Neighbourhood, City
Duration: Long-term, Medium-term, Short-term,
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10: View north east from St Domingo Road.	<u>Construction Phase:</u> Construction of the uppermost portions of the stand will be visible.	N/A	Construction of the upper portions above the residential roofline is predicted to result in a very minor, temporary adverse effect.	Medium	Negligible	Neighbourhood	Temporary. Reversible	Negligible	Adverse	Negligible	High
	<u>Operational Phase:</u> The upper portions of the stand will be visible, in conjunction with the existing upper elements of the stadium.	The architectural form of the stand allows it to appear as cohesive element when viewed in conjunction with the existing glimpsed long range view of the stadium.	The new stand will form a minor addition to the view, which will not be out of keeping with the existing character of the view. The change is not considered to be positive or negative in nature, but 'neutral' reflecting the fact that there is no clearly perceived enhancement or worsening of the view. The assessment accords with the assessment of impact for the consented scheme.		Negligible	Neighbourhood	Permanent. Irreversible.	Negligible	Neutral	Negligible	High
11: View north west from Anfield Sports and Community Centre.	<u>Construction Phase:</u> Very minor, glimpsed views of the upper portions of the stand will be visible during construction.	N/A	Construction works are not predicted to be prominent within the view.	Medium/low	Negligible	Neighbourhood	Temporary. Reversible	Negligible	Adverse	Negligible	High
	<u>Operational Phase:</u> The Proposed Scheme will form a minor addition to the view.	The architectural form of the stand allows it to appear as cohesive element when viewed in conjunction with the existing glimpsed long-range view of the stadium.	The Proposed Scheme is not predicted to be prominent within the view. The character of the view will be unchanged. The assessment accords with the assessment of impact for the consented scheme.		Negligible	Neighbourhood	Permanent. Irreversible.	Negligible	Neutral	Negligible	
12: View south west from Utting Avenue (south)	<u>Construction Phase:</u> Construction works will largely be screened behind tree cover and existing development in the foreground of the view.	N/A	The construction works associated with the Proposed Scheme are not predicted to have an adverse impact on the view, due to the distance to site and degree of screening. This assessment accords with the assessed impact for the consented scheme.	Medium/low	Negligible	Neighbourhood	Temporary. Reversible	Negligible	Adverse	Negligible	High
	<u>Operational Phase:</u> The Proposed Scheme will form a very minor addition to the view.	The architectural form of the stand allows it to appear as cohesive element when viewed in conjunction with the existing glimpsed long-range view of the stadium.	The existing character of the view will be unchanged. The Proposed Scheme will not form a prominent addition to the view. This assessment accords with the assessed impact for the consented scheme.		Negligible	Neighbourhood	Permanent. Irreversible.	Negligible	Neutral	Negligible	High
13: View south west from Abingdon Road	<u>Construction Phase:</u> Very minor, glimpsed views of the upper portions of the stand will be visible during construction.	N/A	Construction of the upper portions above the residential roofline is predicted to result in a very minor, temporary adverse effect.	Medium	Negligible	Neighbourhood	Temporary. Reversible	Negligible	Adverse	Negligible	High

Terminology for Visual Effect:

Type of View:Glimpsed, Open, Oblique, Framed, Filtered

Number of Viewers:Few, Moderate, High

Value of Views:High, Medium, Low

Susceptibility to Change:High, Medium, Low

Overall Sensitivity of Receptor:High, Medium, Low, Negligible

Size/Scale of Effect:Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect:Site, Local, Neighbourhood, City

Duration:Long-term, Medium-term, Short-term,

Reversibility:Temporary, Irreversible

Overall Magnitude of Effect:Large, Medium, Small, Negligible.

Nature of Effect:Adverse, Beneficial, Direct, Indirect

Significance:Major, Moderate, Minor, Negligible.

Appendix 7.2 Visual Effects Table: Description of Change, Magnitude and Significance											
Viewpoint No. and Location	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor (from table above)	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
Plating fields.	<u>Operational Phase:</u> The Proposed Scheme will form a new element on the skyline, above the roofline of existing housing.	The architectural form of the stand allows it to appear as cohesive element when viewed in conjunction with the existing glimpsed long-range view of the stadium.	The new stand will form a minor addition to the view, which will not be out of keeping with the existing character of the view. However, the appearance of the Proposed Scheme above the existing roofline will result in a very minor adverse effect. The predicted visual effect in the operational phase has been assessed more positively than the consented scheme, due to the slightly reduced visual prominence of the roof form of the Proposed Scheme.		Negligible	Neighbourhood	Permanent. Irreversible.	Negligible	Adverse	Negligible	High
14: View south west from Utting Avenue (north).	<u>Construction Phase:</u> Construction works will be partially visible with some screening by trees and visual clutter associated with highways infrastructure.	N/A	Construction works will be partially visible above the treeline. However the construction works are predicted to result in substantial adverse effects due to the distance to the site. The works will symbolise the ongoing enhancement of the Stadium, which forms a cultural landmark in the city.	Medium/low	Negligible	Neighbourhood	Temporary. Reversible	Negligible	Adverse	Negligible	High
	<u>Operational Phase:</u> The Proposed Scheme will consolidate the existing character of the view, and will form a focal element for receptors travelling towards Anfield.	The architectural form of the stand allows it to appear as cohesive element when viewed in conjunction with the existing glimpsed long-range view of the stadium.	There is not predicted to be a change to the existing character of the view. The Proposed Scheme will contribute positively to consolidating the landmark status of the stadium within the view. This assessment accords with the assessed impact for the consented scheme.		Negligible	Neighbourhood	Permanent. Irreversible.	Small	Beneficial	Minor	High
15: View south from Walton Hall park and Walton Sports Centre.	<u>Construction Phase:</u> No change.	N/A	No view of construction works due to screening tree cover and distance to site.	Medium/low	No change.	N/A	N/A	Negligible	N/A	Negligible	High
	<u>Operational Phase:</u> No change.	N/A	No view of Proposed Scheme due to screening tree cover and distance to site.		No change.	N/A	N/A	Negligible	N/A	Negligible	High

Terminology for Visual Effect:

Type of View:
Number of Viewers:
Value of Views:
Susceptibility to Change:
Overall Sensitivity of Receptor:
Size/Scale of Effect:

Glimpsed, Open, Oblique, Framed, Filtered
Few, Moderate, High
High, Medium, Low
High, Medium, Low
High, Medium, Low, Negligible
Major, Moderate, Minor, Negligible, No Change

Geographical Extent of Effect:
Duration:
Reversibility:
Overall Magnitude of Effect:
Nature of Effect:
Significance:

Site, Local, Neighbourhood, City
Long-term, Medium-term, Short-term,
Temporary, Irreversible
Large, Medium, Small, Negligible.
Adverse, Beneficial, Direct, Indirect
Major, Moderate, Minor, Negligible.