

Appendix 7.2: Baseline and Sensitivity						
Viewpoint No. and Location	Designation, Landscape 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: Magazine Parade in front of Vale Park entrance looking South-East	<u>Designation:</u> WHS Strategic View 1 <u>Distance:</u> 3.45km	The view is characterised by the River Mersey in the foreground with the Liverpool bank of the Mersey in the background. The existing cluster of city centre buildings lie to the edge of the view.	Open view. High number of viewers.	High	High	High
2: View South-East from the bottom of Wallasey Town Hall steps	<u>Designation:</u> WHS Strategic View 2 <u>Distance:</u> 1.64km	The view is characterised by the River Mersey in the foreground with the cluster of city centre buildings forming the back drop to the view.	Open view. High number of viewers.	High	High	High
3: View East from Birkenhead Ferry landing	<u>Designation:</u> WHS Strategic View 3 <u>Distance:</u> 1.76km	The view is characterised by the River Mersey in the foreground with the cluster of city centre buildings forming the back drop to the view. The three graces and the outline of the existing buildings within the Princes Dock area are clearly visible.	Open view. High number of viewers.	High	High	High
4: View East from Bidston Hill Observatory	<u>Designation:</u> WHS Strategic View 4 <u>Distance:</u> 5.03km	The view is characterised by the landscape of Bidston Hill in the foreground with the industrial areas of Birkenhead, then the Liverpool skyline in the background.	Open view High number of viewers.	Medium	Medium	Medium
5: View Northwards from the corner of Parliament Street and Chaloner Street	<u>Designation:</u> N/A <u>Distance:</u> 2.06km	The view is linear in nature following the alignment of Chaloner Street back towards the city centre. It is framed by the industrial buildings lining the road.	Glimpsed view. High number of viewers.	Med/Low	Low	Med/Low
6: View looking West from the corner of Hope Street and Mount Pleasant	<u>Designation:</u> None, but close to WHS Strategic View 7 <u>Distance:</u> 2.10km	The view is framed by the historic buildings lining Mount Pleasant, looking down hill.	Framed view. High number of viewers.	Medium	Medium	Medium
7: View Northwards from the South West corner of the Albert Dock	<u>Designation:</u> WHS general View <u>Distance:</u> 1.31km	The view is dominated by the historic Albert Dock Warehouse buildings and dock water in the foreground. The view out towards the site is framed by the edge of the dock entrance.	Framed view. High number of viewers.	High	High	High
8: View Northwards from Albert Dock entrance/ Strand	<u>Designation:</u> N/A <u>Distance:</u> 1.08km	The view is linear in nature looking northwards towards the site, open to the west side and enclosed to the east by taller buildings along the Strand. The Liver buildings are clearly visible within the centre of the view.	Very prominent view. High number of viewers.	High	High	High
9: View Northwards from the Albert Dock entrance/ Gower Street corner	<u>Designation:</u> N/A <u>Distance:</u> 1.37km	The view is dominated by the water of the Salthouse Dock in the foreground. The view is framed by the buildings of the Albert Dock, Mann Island and the Strand.	Open view within the foreground, but site obscured. High number of viewers.	High	High	High
10: View Northwards from the Liverpool Museum/ Pier Head	<u>Designation:</u> WHS General View <u>Distance:</u> 760m	The Royal Liver Building and Cunard Building dominate the view to the east and the Mersey Ferry terminal building on the west. The site is clearly visible in the background.	Very prominent view. High number of viewers.	High	High	High
11: View West from Lime Street Station steps	<u>Designation:</u> WHS General View <u>Distance:</u> 1.33km	This view is elevated and is dominated by the edge of St Georges Hall and the other cluster of buildings surrounding Lime Street.	Glimpsed view as site largely obscured by existing buildings in the foreground.	High	Low	Med
12: View Westwards from William Brown Street	<u>Designation:</u> WHS General View <u>Distance:</u> 1.22km	View is framed by the historic buildings along the cobbled street and the edge of St John's Gardens with the buildings of the commercial district in the background.	Obscured view as site largely hidden by existing buildings in the foreground. High number of viewers.	High	Medium	High/Medium

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13: View Westwards from London Road/ Pembroke Place	<u>Designation:</u> N/A <u>Distance:</u> 1.80km	The view is dominated by the public square of Pembroke Place and the buildings which surround it. The site is partially visible in the background.	Glimpsed view framed by existing development. Moderate number of viewers.	Low	Low	Low
14: View Westwards from Islington/ Collegiate	<u>Designation:</u> N/A <u>Distance:</u> 2.09km	The view is very open along the wide open road of Islington, with the site visible on the skyline in the distance.	Glimpsed view. High number of moving viewers.	Low	Low	Low
15: View South West from Everton Park	<u>Designation:</u> WHS Strategic View 5 <u>Distance:</u> 2.18km	The view is very open with the park in the foreground, residential housing in the mid ground and the city centre skyline in the background. The application site visible along the skyline towards the northern edge.	Open view. High number of viewers.	High	High	High
16: View Westwards from Old Hall Street/ King Edward Street	<u>Designation:</u> WHS general view <u>Distance:</u> 265m	The view is extremely close to the site boundary, with the existing buildings within Princes Dock dominating the foreground.	Open view. High number of moving viewers.	Low	Medium	Low/Medium
17: View Southwards from Waterloo Road/ Jesse Hartley Gates	<u>Designation:</u> N/A <u>Distance:</u> 434m	The view is framed by the existing dock wall and buildings on one side of the street and large commercial blocks on the other. The site is directly visible in the mid-ground.	Framed view. High number of moving viewers.	Medium	Medium	Medium
18: View Southwards from Victoria Clock Tower	<u>Designation:</u> View from designated landmark building within the WHS SPG <u>Distance:</u> 1.37km	The view is very open across the derelict and cleared docks. Princes Dock and the buildings of the central business district are visible in the background. One tower of the Royal Liver Buildings is obscured by the City Lofts building.	Open view. Very low number of existing viewers.	Medium	High	Medium/ High

Appendix 7.2 Visual Effects Table: Description of Change, Magnitude and Significance										
Viewpoint No. and Location	Description of Change	Mitigation	Overall Sensitivity of Receptor (from Table L1 above)	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
1: Magazine Parade in front of Vale Park entrance looking South-East	The building will be one of the tallest buildings within a cluster of tall buildings which exist behind and close to Princes Dock. It sits prominently on the skyline.	The building will be the tallest building within Princes Dock, but shorter than the West Tower on Brook Street. It sits as part of cluster of tall buildings.	High	Moderate	Regional	Long term, irreversible	Moderate	Neutral	Moderately Significant	High
Cumulative Impacts	The building will be one of the tallest buildings within a cluster of tall buildings which exist behind and within Princes Dock. The proposal will be significantly shorter than the proposed parameter of the Shanghai Tower.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Moderate	Regional	Long term, irreversible	Moderate	Neutral	Moderately Significant	High
2: View South-East from the bottom of Wallasey Town Hall steps	The building will be one of the tallest buildings within a cluster of tall buildings which exist behind and close to Princes Dock. It sits prominently on the skyline. The building fills in a gap in the urban grain.	The building will be the tallest building within Princes Dock, but shorter than the West Tower on Brook Street. It sits as part of cluster of tall buildings.	High	Major	Regional	Long term, irreversible	Moderate	Neutral	Moderately Significant	High
Cumulative Impacts	The building will be one of the tallest buildings within a cluster of tall buildings which exist behind and within Princes Dock. The lower part of the proposal will be obscured by the proposed parameters at the front of Princes Dock. The lower part of the Royal Liver Building is obscured by the proposed parameters.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Regional	Long term, irreversible	Major	Adverse	Significant	High
3: View East from Birkenhead Ferry landing	The proposed building sits within the wide gap in the skyline looking north east. The building does sit as part of several existing tall buildings within the area.	The building will be the tallest building within Princes Dock, but shorter than the West Tower on Brook Street. It sits as part of cluster of tall buildings. The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass.	High	Moderate	Regional	Long term irreversible	Moderate	Neutral	Moderately Significant	High
Cumulative Impacts	The proposed building sits as part of the existing and proposed cluster of taller buildings, mid height parameters sit in front along the dock edge.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Regional	Long term irreversible	Moderate	Neutral	Significant	High
4: View East from Bidston Hill Observatory	The proposed development sits as part of the existing Liverpool townscape and is not obviously visible, it becomes a part of the mass of existing development.	No additional mitigation required.	Medium	Slight	Regional	Long term irreversible	Slight	Neutral	Moderately Significant	High
Cumulative Impacts	The proposed development sits as part of the existing Liverpool townscape and becomes a part of the mass of existing and proposed developments.	No additional mitigation required.		Moderate	Regional	Long term irreversible	Moderate	Neutral	Moderately Significant	High
5: View Northwards from the corner of Parliament Street and Chaloner Street	The top of the proposed building is glimpsed above the historic warehouses in the foreground.	No additional mitigation required.	Med/Low	Negligible	Local	Long term irreversible	Neutral	Neutral	Not Significant	High
Cumulative Impacts	The top of the proposed building and Shanghai Tower parameter is glimpsed above the historic warehouses in the foreground.	No additional mitigation required.		Slight	Local	Long term irreversible	Neutral	Neutral	Moderately Significant	High
6: View looking West from the corner of Hope Street and Mount Pleasant	The building will not be visible from this location. View unaltered.	N/A	Medium	No Change	N/A	N/A	No Change	N/A	N/A	High
Cumulative Impacts	The building will not be visible from this location. But the Shanghai parameter will just be visible.	N/A		Negligible	Local	Long term irreversible	Slight	Neutral	Not Significant	High
7: View Northwards from the South West corner of the Albert Dock	The top of the proposed building will be visible above the Royal Liver Buildings. It alters the silhouette against the skyline of this existing building from this location.	Additional mitigation required.	High	Moderate	Regional	Long term irreversible	Slight	Adverse	Significant	High

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Cumulative Impacts	The top of the proposed building will be visible above the Royal Liver Buildings. The Shanghai Tower parameter significantly adds to the alteration of the silhouette of the Royal Liver Buildings against the skyline.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Regional	Long term irreversible	Moderate	Adverse	Significant	High
8: View Northwards from Albert Dock entrance/ Strand	The proposed building terminates the view along The Strand towards the site and creates a prominent landmark along that vista.	No additional mitigation required.	High	Moderate	Local	Long term irreversible	Slight	Neutral	Moderately Significant	High
Cumulative Impacts	The Shanghai Tower parameter sits behind the proposed building and both create a prominent landmark along the vista.	No additional mitigation required.		Moderate	Local	Long term irreversible	Moderate	Neutral	Moderately Significant	High
9: View Northwards from the Albert Dock entrance/ Gower Street corner	The building will not be visible from this location. View unaltered.	N/A	High	No Change	N/A	N/A	No Change	N/A	N/A	High
Cumulative Impacts	The building will not be visible from this location, but the Shanghai Tower parameter will be.	N/A		Slight	Local	Long term irreversible	Slight	Neutral	Moderately Significant	High
10: View Northwards from the Liverpool Museum/ Pier Head	The building continues the line of development along Princes Dock, partially obscures the view of the existing building which sits to the north of the site. The proposed building sits prominently on the skyline.	The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass. The choice of stone cladding reflects the abundance of stone buildings in the vicinity.	High	Moderate	Local	Long term irreversible	Moderate	Neutral	Significant	High
Cumulative Impacts	The building becomes a part of a cluster of development on Princes Dock. The dock is obscured by the proposed parameters.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Local	Long term irreversible	Major	Adverse	Significant	High
11: View West from Lime Street Station steps	The very top of the proposed building is just visible above the buildings around Lime Street in the foreground.	No additional mitigation required.	Low	Neutral	Local	Long term irreversible	Neutral	Neutral	Not Significant	High
Cumulative Impacts	The very top of the proposed building is just visible above the buildings around Lime Street in the foreground. The Shanghai Tower parameter is much more prominent than the proposal.	No additional mitigation required.		Negligible	Local	Long term irreversible	Neutral	Neutral	Not Significant	High
12: View Westwards from William Brown Street	The very top of the proposed building is just visible above the buildings in the foreground.	N/A	High/Medium	Neutral	Local	Long term irreversible	Neutral	Neutral	Not Significant	High
Cumulative Impacts	The very top of the proposed building is just visible above the buildings in the foreground and the Shanghai Tower parameter will be very prominent.	N/A		Moderate	Local	Long term irreversible	Slight	Adverse	Moderately Significant	High
13: View Westwards from London Road/ Pembroke Place	There is a glimpsed view of the very top corner of the proposed building in the far distance.	No additional mitigation required.	Low	Neutral	Local	Long term Irreversible	Neutral	Neutral	Not Significant	High
Cumulative Impacts	There is a glimpsed view of the very top corner of the proposed building in the far distance and the Shanghai Tower parameter is visible.	No additional mitigation required.		Negligible	Local	Long term irreversible	Negligible	Neutral	Not Significant	High

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14: View Westwards from Islington/ Collegiate	The middle to the top of the proposed building is visible and sits adjacent to the existing West Tower, an existing tall element on the skyline.	No additional mitigation required.	Low	Negligible	Local	Long term Irreversible	Negligible	Neutral	Not Significant	High
Cumulative Impacts	The middle to the top of the proposed building is visible and sits adjacent to the existing West Tower, an existing tall element on the skyline. The middle and top of the Shanghai Tower parameter is highly visible in the centre of the view.	No additional mitigation required.		Slight	Local	Long term irreversible	Slight	Neutral	Not Significant	High
15: View South West from Everton Park	The proposed building sits on the skyline of central Liverpool in the middle distance of the view and becomes a part of the cluster of existing taller elements within the townscape.	The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass.	Medium/High	Slight	Local	Long term irreversible	Slight	Neutral	Not Significant	High
Cumulative Impacts	The proposed building sits on the skyline of central Liverpool in the middle distance of the view and becomes a part of the cluster of existing taller elements within the townscape. The Shanghai Tower parameter dominates the view.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Moderate	Local	Long term irreversible	Moderate	Neutral	Significant	High
16: View Westwards from Old Hall Street/ King Edward Street	The proposed building is very prominent along the street edge and fills the gap in the urban grain, however it part fills the existing open aspect towards the river from this location.	The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass. The combined use of stone cladding and aluminium to emphasise different aspects of the elevation treatment, and the recessing of the central core, help to animate the elevation and provide visual interest.	Low/Medium	Moderate	Local	Long term irreversible	Moderate	Neutral	Not Significant	High
Cumulative Impacts	The proposed building is very prominent along the street edge and fills the gap in the urban grain, however it part fills the existing open aspect towards the river from this location. The Shanghai Tower dominates the view.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Moderate	Local	Long term irreversible	Moderate	Neutral	Not Significant	High
17: View Southwards from Waterloo Road/ Jesse Hartley Gates	The proposed building terminates the view along Waterloo Road towards the site. It forms a very prominent landmark at the end of the vista.	The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass. The combined use of stone cladding and aluminium to emphasise different aspects of the elevation treatment, and the recessing of the central core, help to animate the elevation and provide visual interest.	Medium	Moderate	Local	Long term irreversible	Moderate	Neutral	Moderately Significant	High
Cumulative Impacts	The proposed building terminates the view along Waterloo Road towards the site. It forms a very prominent landmark at the end of the vista. However the Shanghai Tower parameter dominates the view.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Local	Long term irreversible	Moderate	Adverse	Moderately Significant	High
18: View Southwards from Jesse Hartley Clock Tower	The proposed building sits behind the existing City Lofts building (which already obscures the western tower of the Royal Liver Building) and becomes part of the cluster of existing tall buildings within the area.	The use of the 'beacon' element helps to create a recognisable landmark. The elevation treatment emphasises the verticality of the building and helps to elongate the mass.	Medium/ High	Moderate	Local	Long term irreversible	Moderate	Neutral	Moderately Significant	High
Cumulative Impacts	The proposed Shanghai Tower parameter almost completely obscures the view of the proposed Princes Reach building. Other parameters fill the voids within Princes Dock and add to the overall mass of the townscape in this area.	Additional mitigation required, but the detail and character of the remaining parameters is unknown at this stage.		Major	Local	Long term irreversible	Slight	Adverse	Significant	High