

# 2.0 SITE CONTEXT

## 2.1 LOCATION

### 2.1.3 UNESCO World Heritage Site.

The application site falls within the World Heritage Site Zone Buffer Zone. A large number of historic and heritage assets exist in the proximity of the site will be an important factor in how the scheme is developed.

To the West of the site a short walk away you have the Albert Dock Complex which has a number of listed buildings and is one of Liverpool’s Key visitor attractions. North-East of the site you have the Anglican Cathedral.

It was important when developing the massing of the scheme and the overall height that we respected the vistas of the Anglican Cathedral which is visible from along the waterfront and further afield across the River Mersey in Wirral.

Key

Site

World Heritage Site

WHS Buffer Zone



Map taken from bing.com





## 2.0 SITE CONTEXT

### 2.2 STRATEGIC CONTEXT

#### 2.2.1 City Centre Zoning.

Liverpool City Centre can be divided into zones which identify areas of opportunity:

- Historic Downtown
- Business Area
- Main Retail Area
- Waterfront
- Knowledge Quarter
- Cultural Quarter
- Creative Quarter

The site at the St James Court is considered to be included within the creative Quarter of Liverpool.

- St James Court Site Location



Map taken from Liverpool City Centre - Strategic Investment Framework 2012



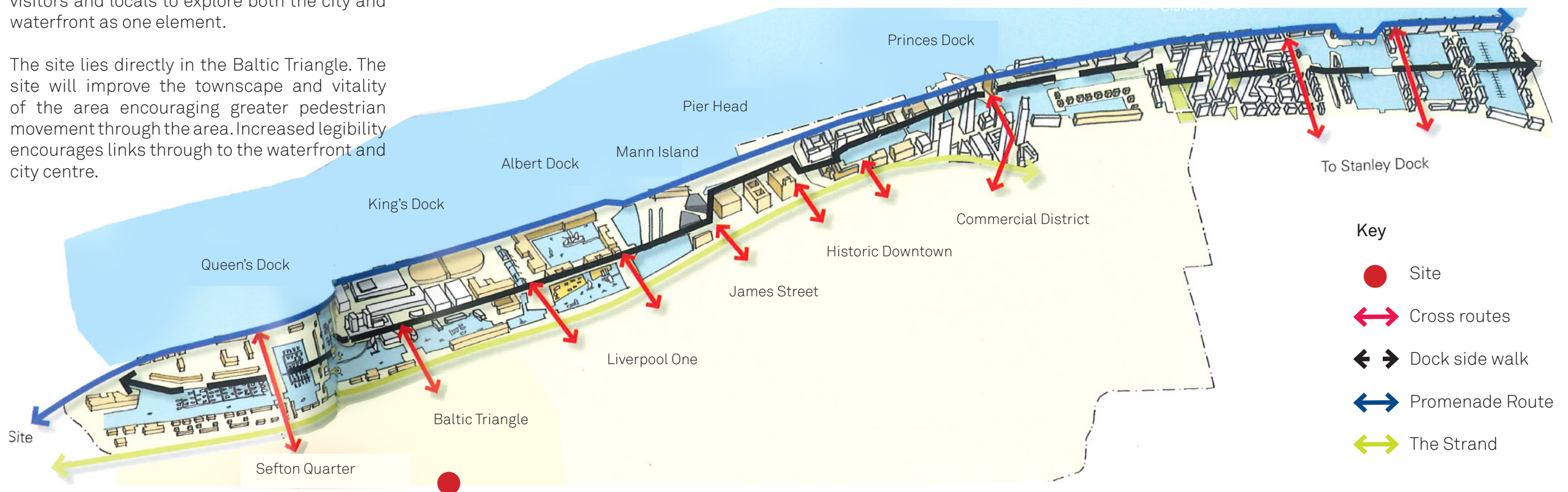
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### 2.2 STRATEGIC CONTEXT

#### 2.2.2 Waterfront Connections.

The diagram below indicates the relationship of Liverpool City with the Waterfront. Within the Council's Strategic Investment Framework for Liverpool City Centre, one key element is the importance of binding the historic and modern city to the iconic waterfront. Each zone of the city will be directly connected to the adjacent dockland or waterfront with the use of pedestrian crossings and 'bridge' access between the two. These connections will improve pedestrian access and encourage visitors and locals to explore both the city and waterfront as one element.

The site lies directly in the Baltic Triangle. The site will improve the townscape and vitality of the area encouraging greater pedestrian movement through the area. Increased legibility encourages links through to the waterfront and city centre.



Map taken from Liverpool City Centre - Strategic Investment Framework 2012



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### 2.3 SURROUNDING AREA USES

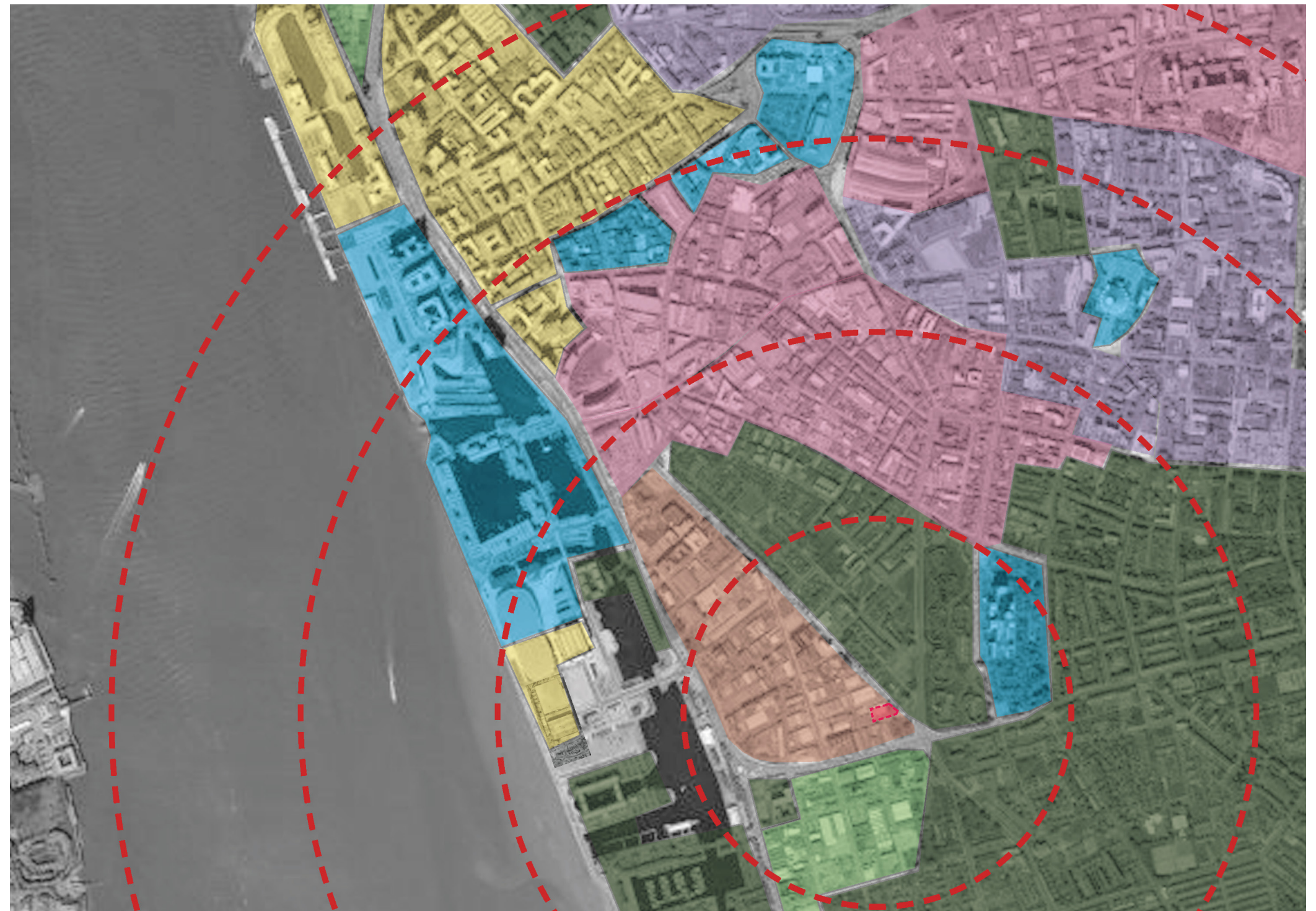
#### 2.3.1 Surrounding Uses.

The proposed site has a variety of uses in the surrounding area. The Baltic Triangle is seen primarily as a creative district with creative and industrial uses. Due to the popularity of the area a number of residential developments are being constructed in the area with a number already complete.

The mix of uses around the site mean the development provides a great location with a number of key employment zones near to the site. The location within the Baltic Triangle provided a prime opportunity to introduce a mix use development offering both residential use and commercial use.

#### Key

- Business
- Industry
- Tourist
- Retail
- Commercial
- Residential
- Education
- Creative



c. 20 min walk

c. 15 min walk

c. 10 min walk

c. 5 min walk

Map taken from bing.com



## 2.0 SITE CONTEXT

### 2.4 KEY LANDMARKS

#### 2.4.1 Places of Interest.

Within a short walk from the proposed site are a large number of Liverpool's best attractions and landmarks. The site is within the city's waterfront making the location attractive to professionals whilst Liverpool's shopping district is just a short walk away.

#### Key

- 01 - St James Court
- 02 - Business District
- 03 - Shopping District
- 04 - Liverpool Museum
- 05 - Albert Dock
- 06 - Echo Arena
- 07 - Liverpool One
- 08 - Castle Street and Town Hall
- 09 - Matthew Street
- 10 - Met Quarter
- 11 - Moorfields Train Station
- 12 - LJMU Campus
- 13 - Museum and Walker Art Gallery
- 14 - St Georges Hall
- 15 - Queens Square Bus Station
- 16 - St Johns and Clayton Square
- 17 - Lime Street Station
- 18 - Bold Street
- 19 - Catholic Cathedral
- 20 - Hope Street
- 21 - Anglican Cathedral
- 22 - China Town
- 23 - Creative Quarter / Baltic Triangle
- 24 - Three Graces
- 25 - Exhibition Centre Liverpool (ECL)



c. 20 min walk

c. 15 min walk

c. 10 min walk

c. 5 min walk

Map taken from bing.com