

Appendix F

Public Exhibition Display Boards

PRINCES REACH

PUBLIC EXHIBITION

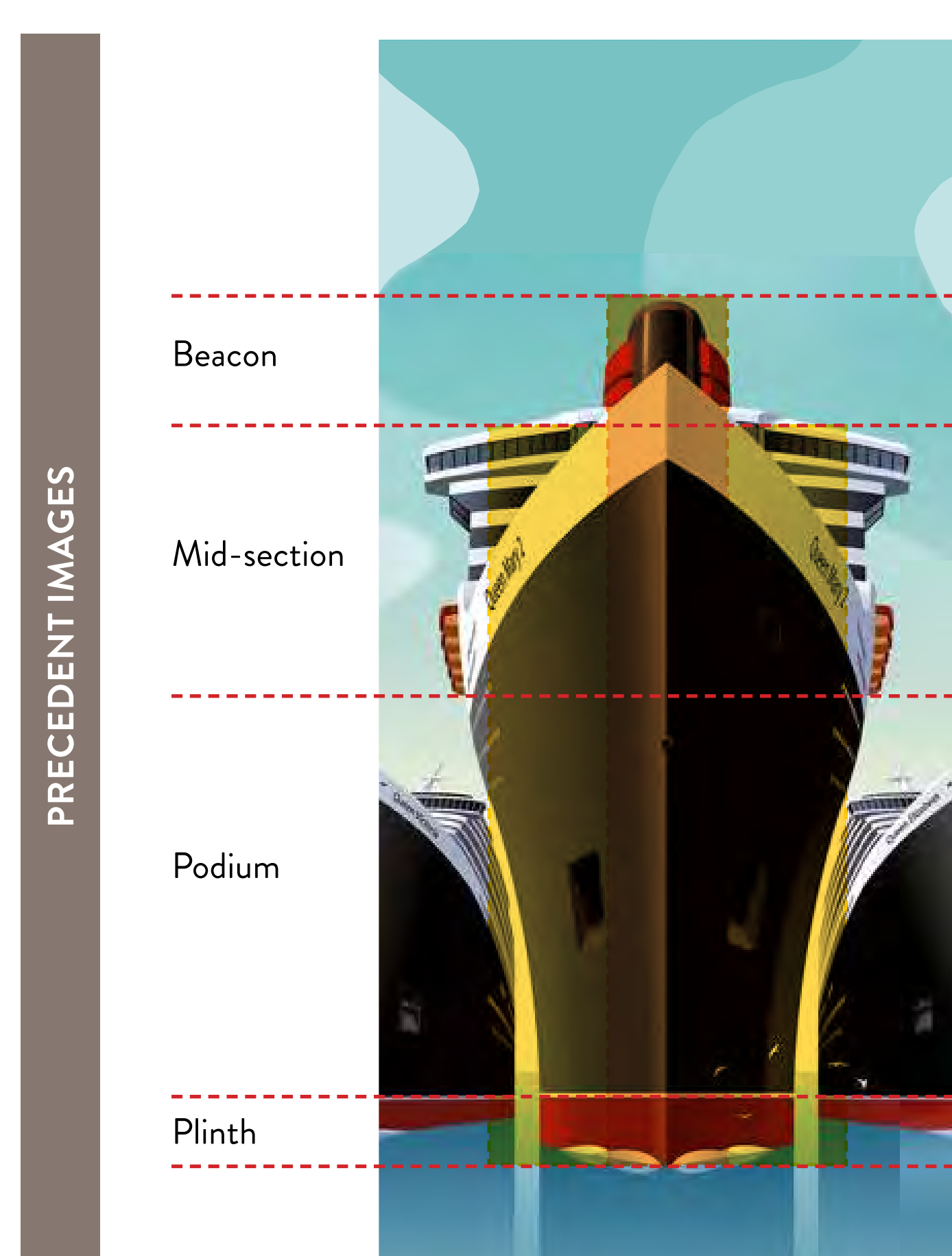
DESIGN EVOLUTION

The design concept evolved from Liverpool's rich maritime history and close links to New York, taking influence from the Cunard cruise liners and the tall buildings of New York and Liverpool.

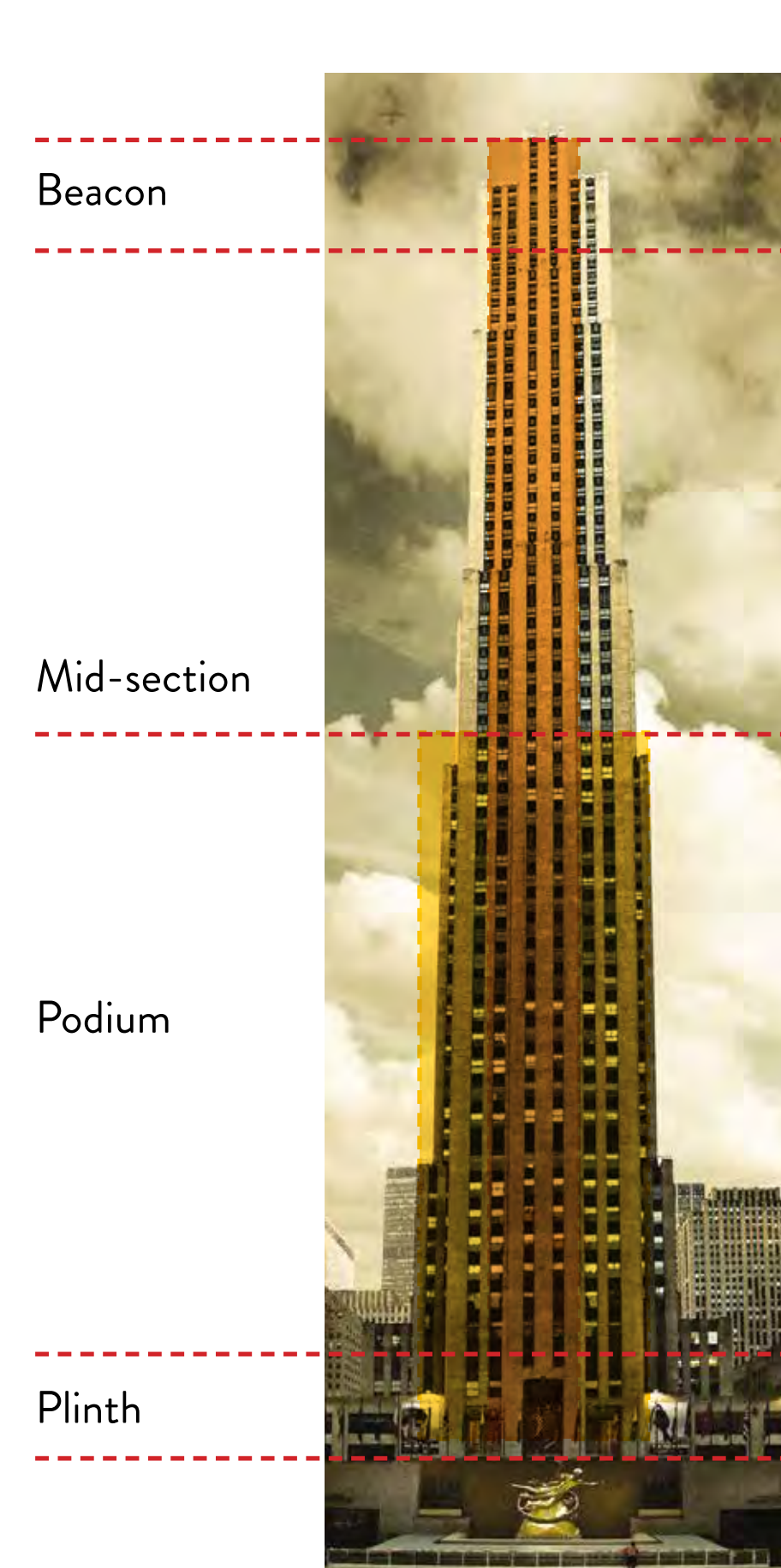
The concept diagrams below explore the proportionality and massing of prominent buildings within the skylines of both New York and Liverpool. The tall elegant form of the Empire State building relates closely to the concept diagrams of the Cunard cruise liner, the overall proportions are appealing providing a suitable mounting for the beacon.

The beacon (crown of the building) will become one of the defining design features of the proposal, similar to the Liverbirds aloft the Liver building. Visitors by land or sea will have a 'guidepost' to navigate, drawing you in and around this great city.

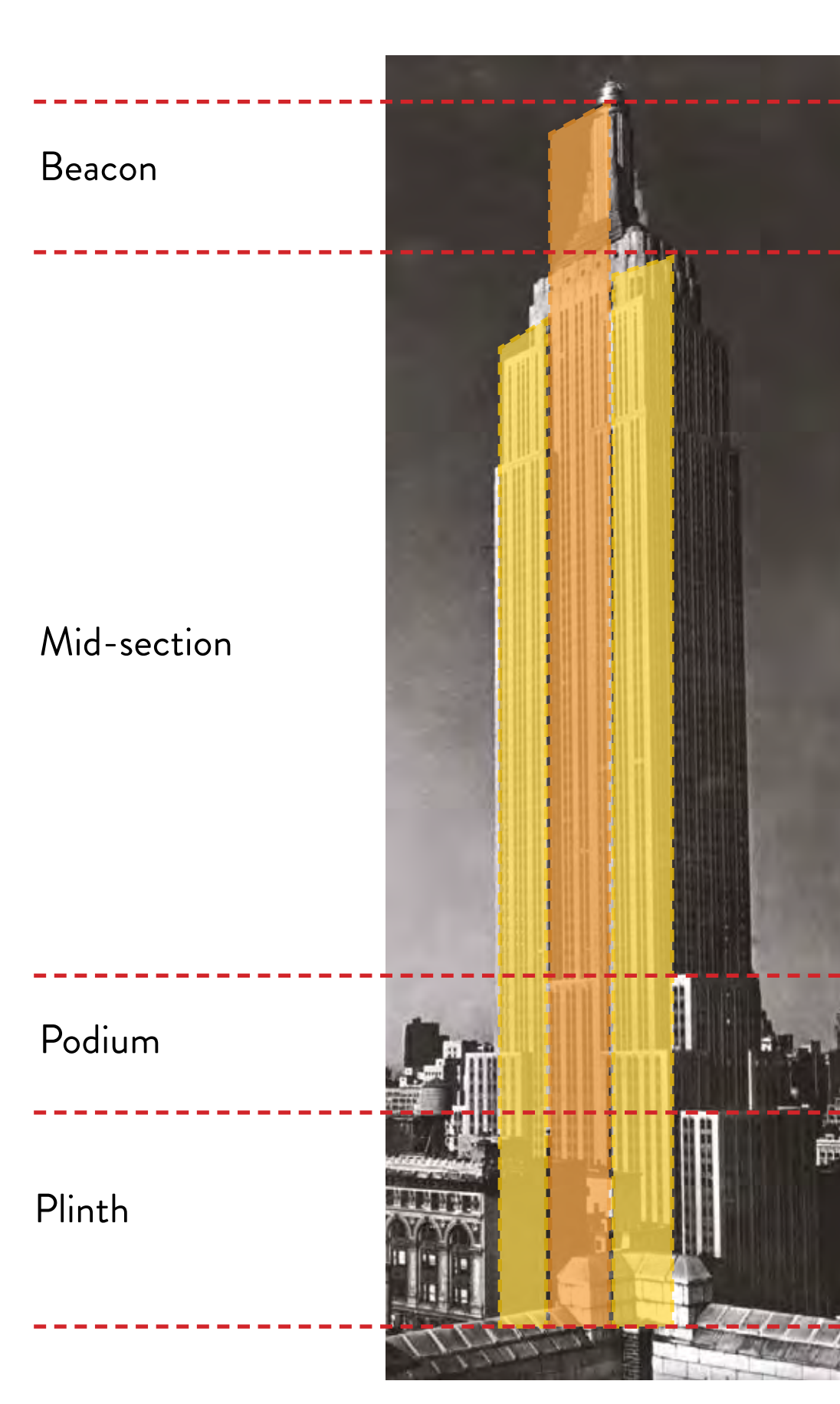
CUNARD
CRUISE LINER



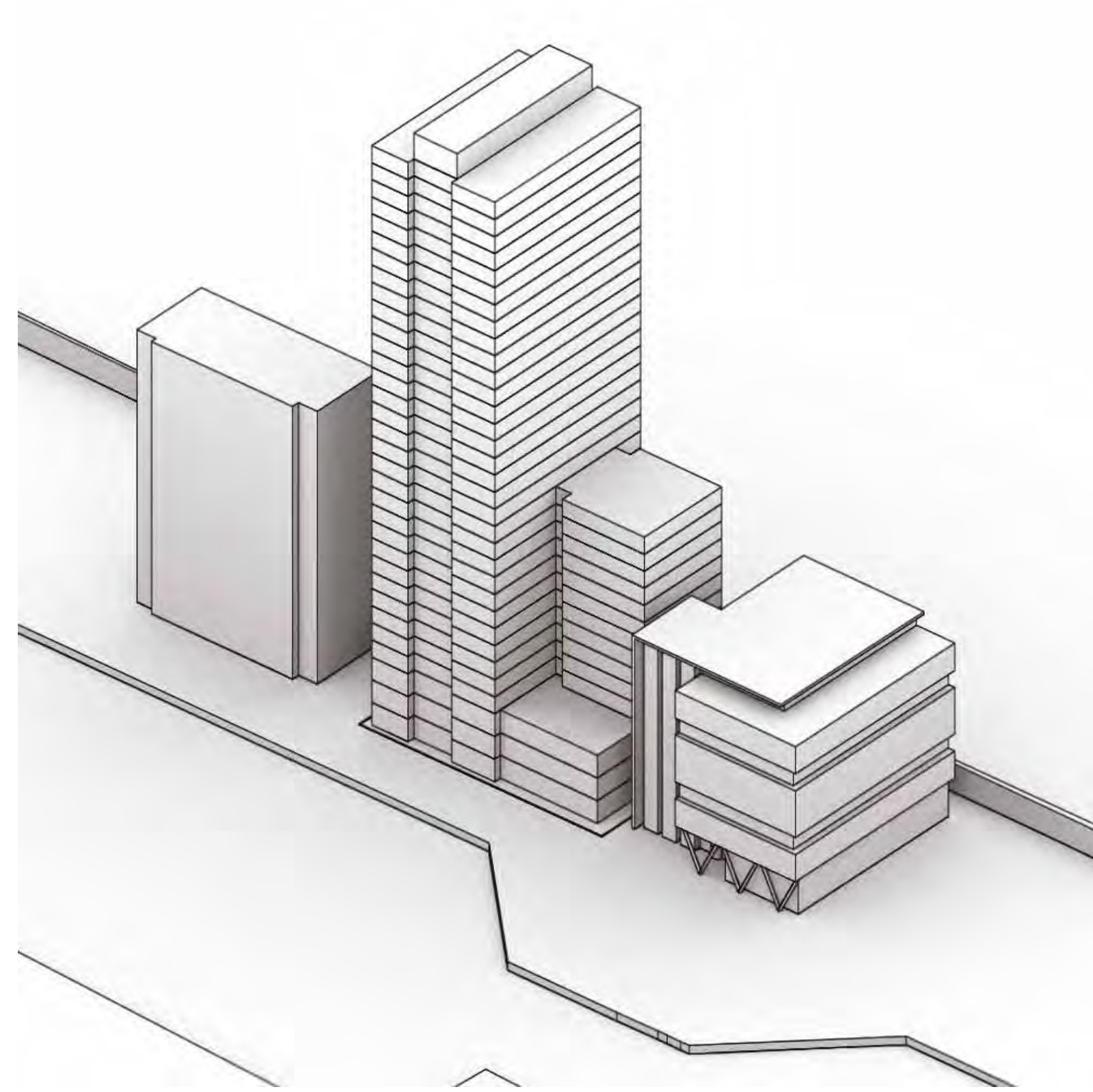
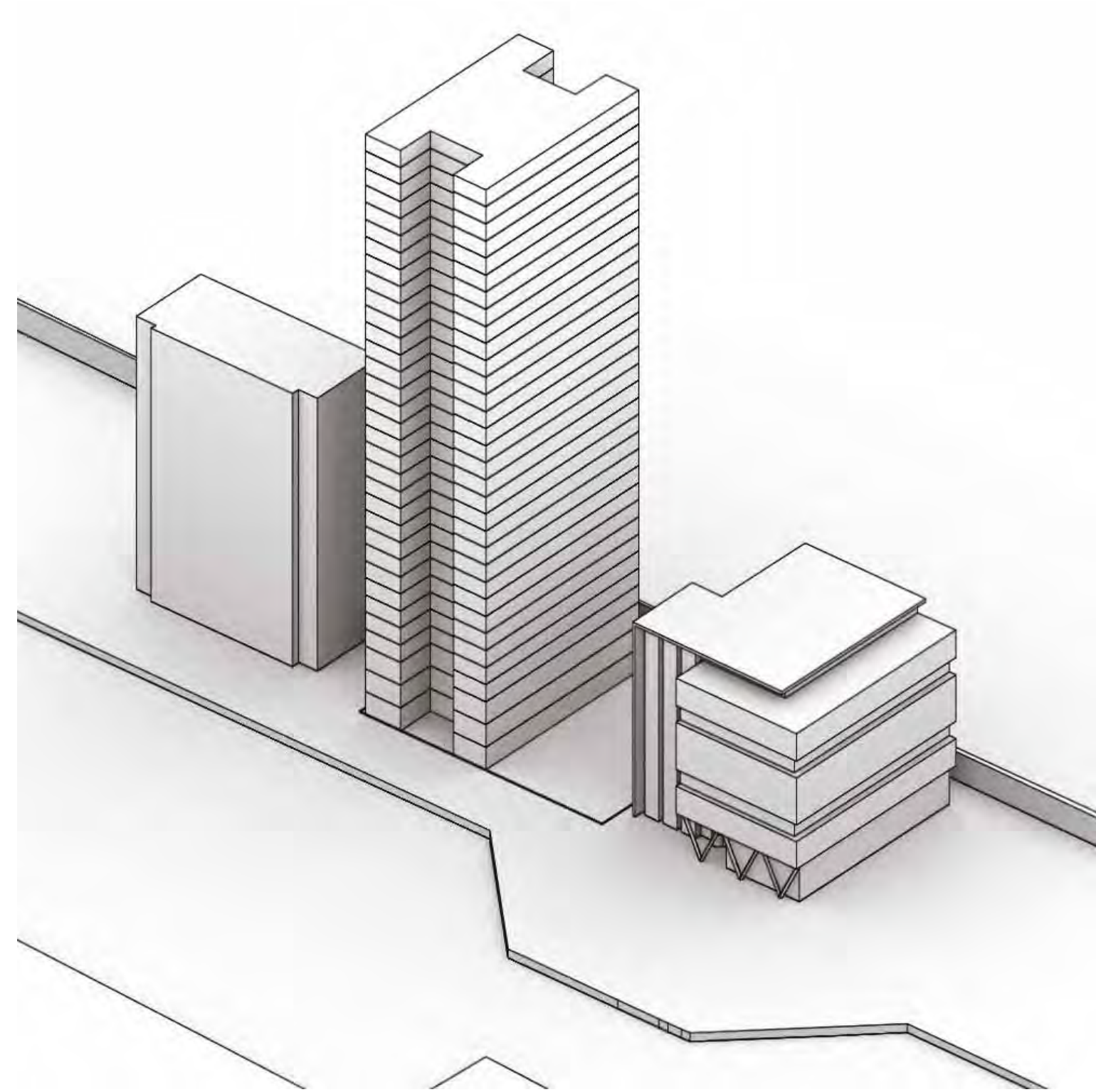
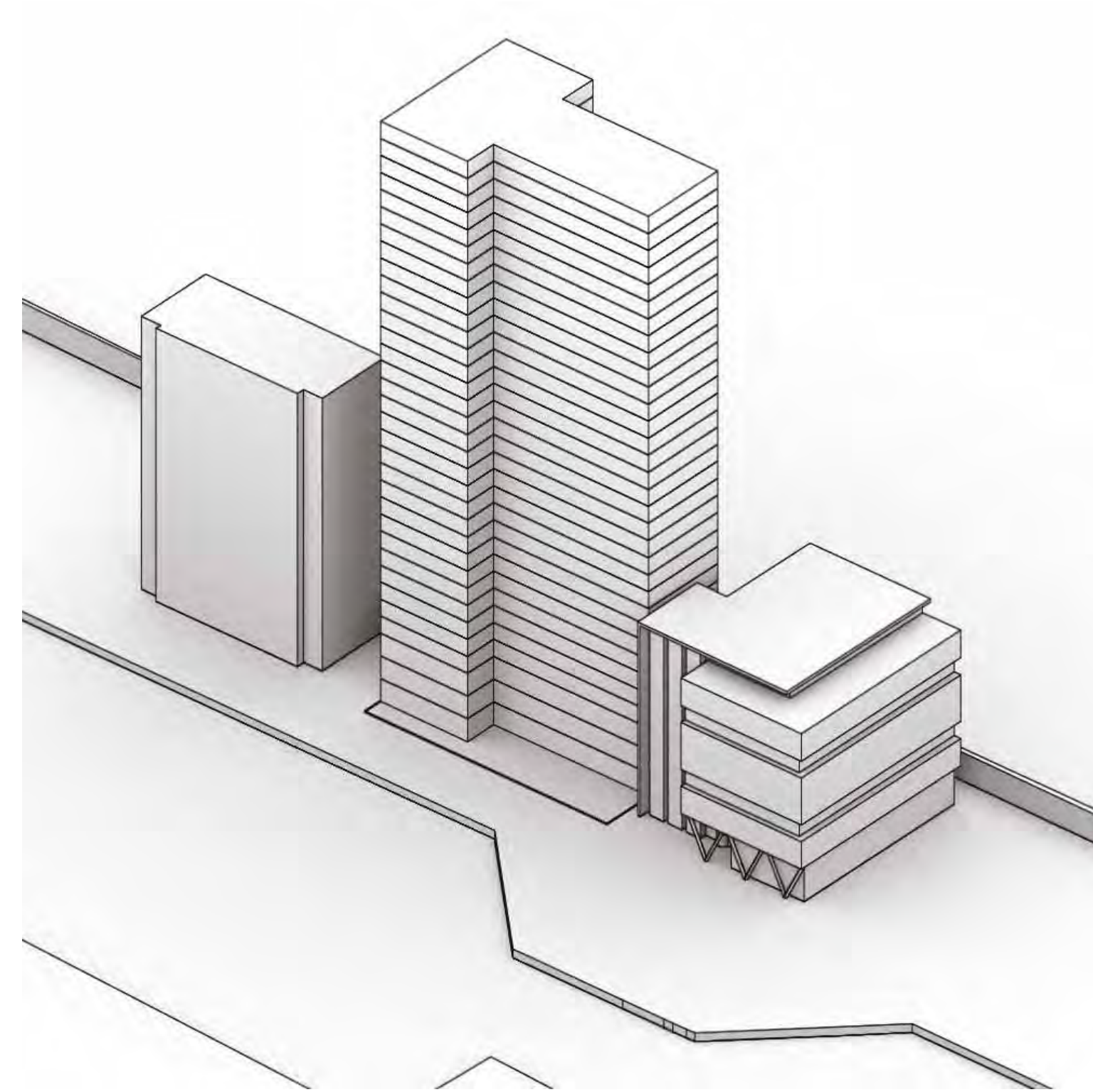
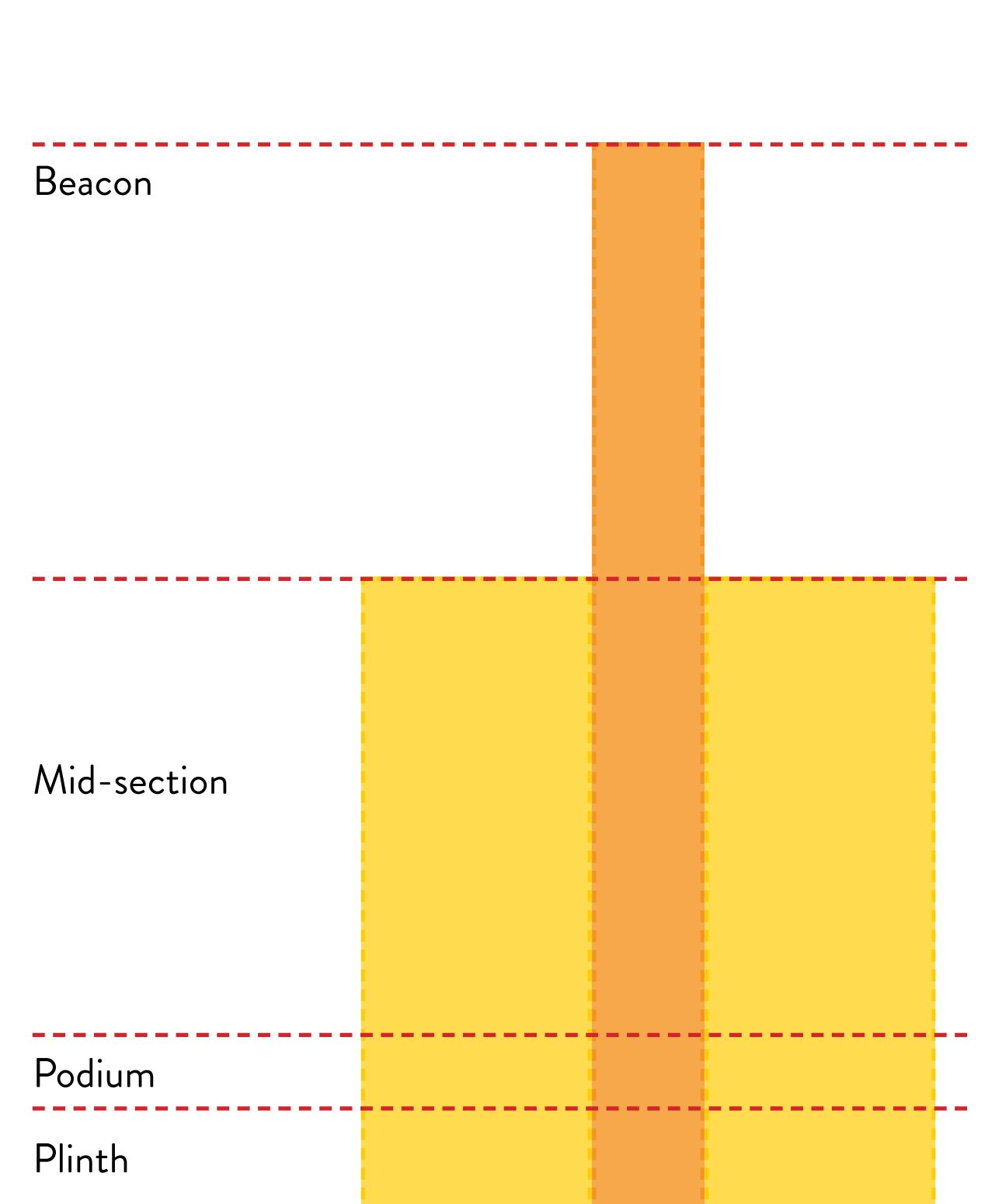
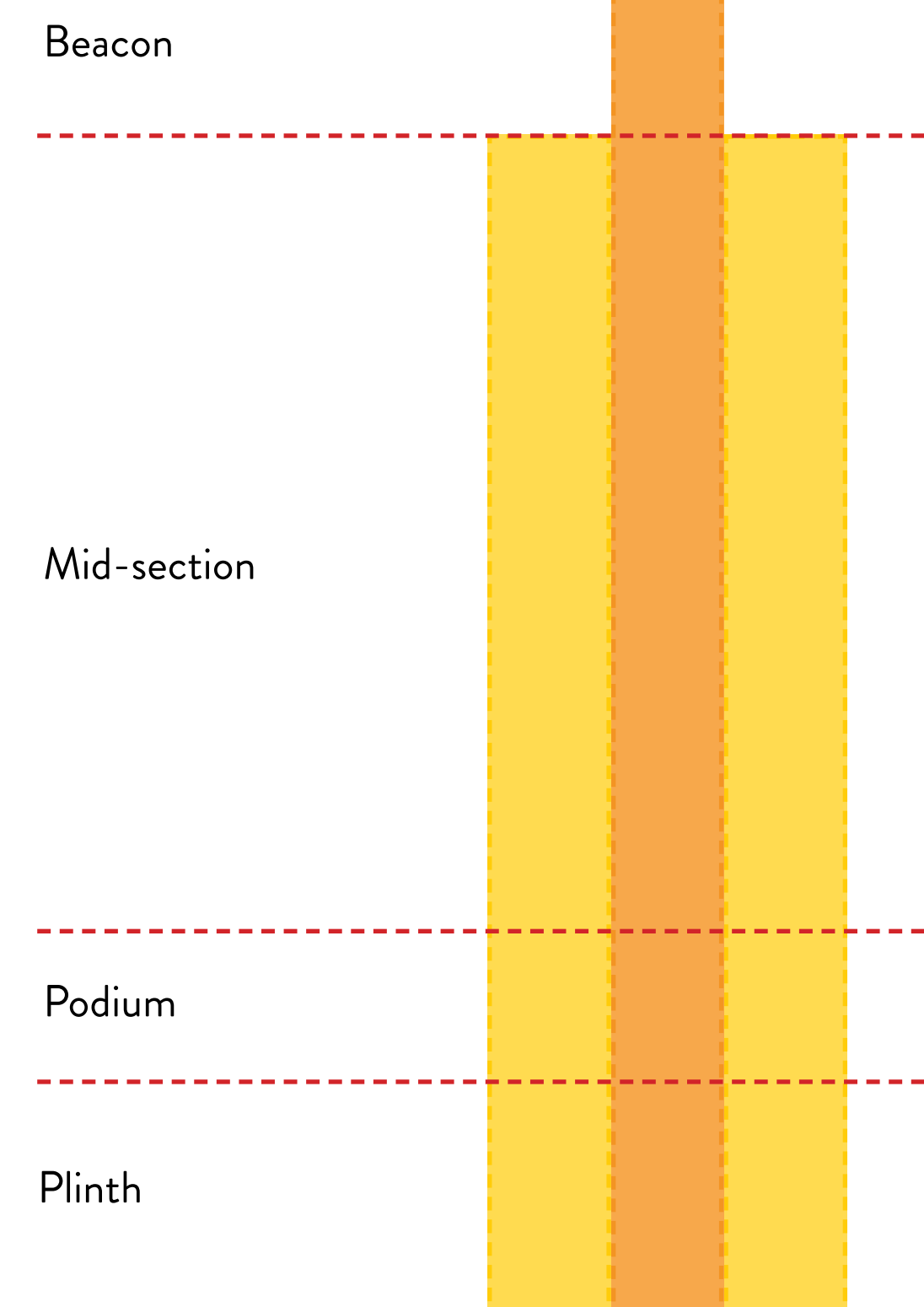
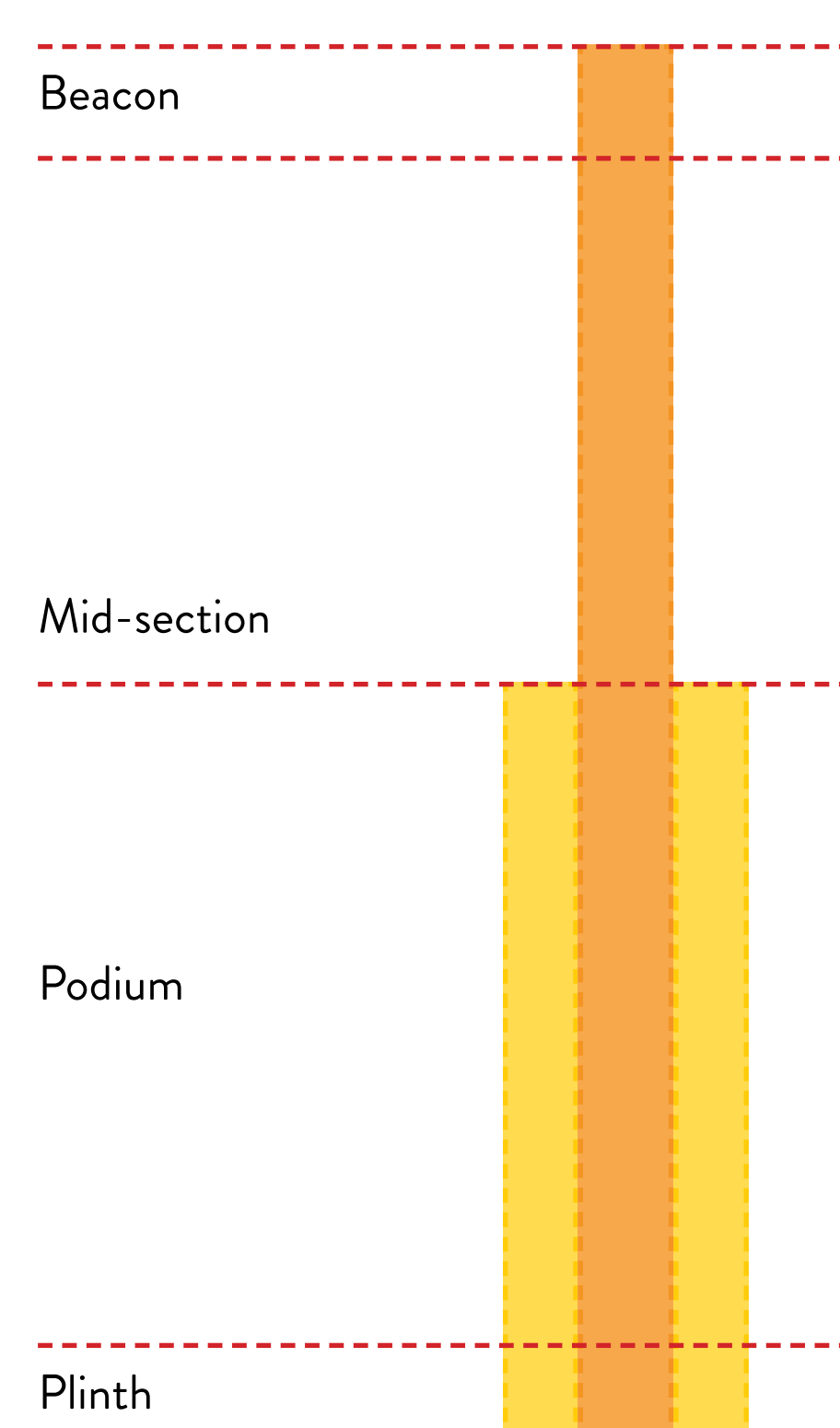
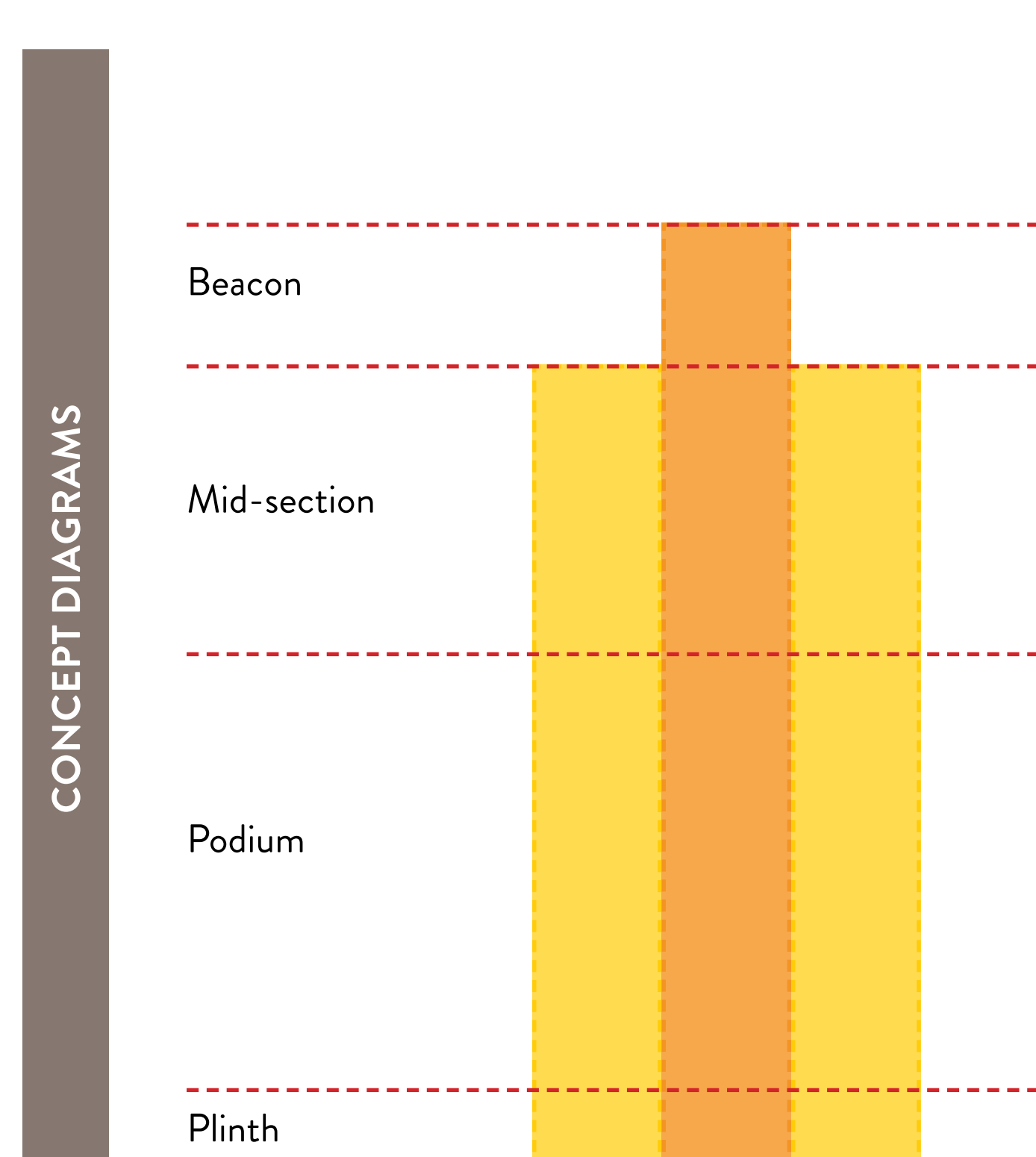
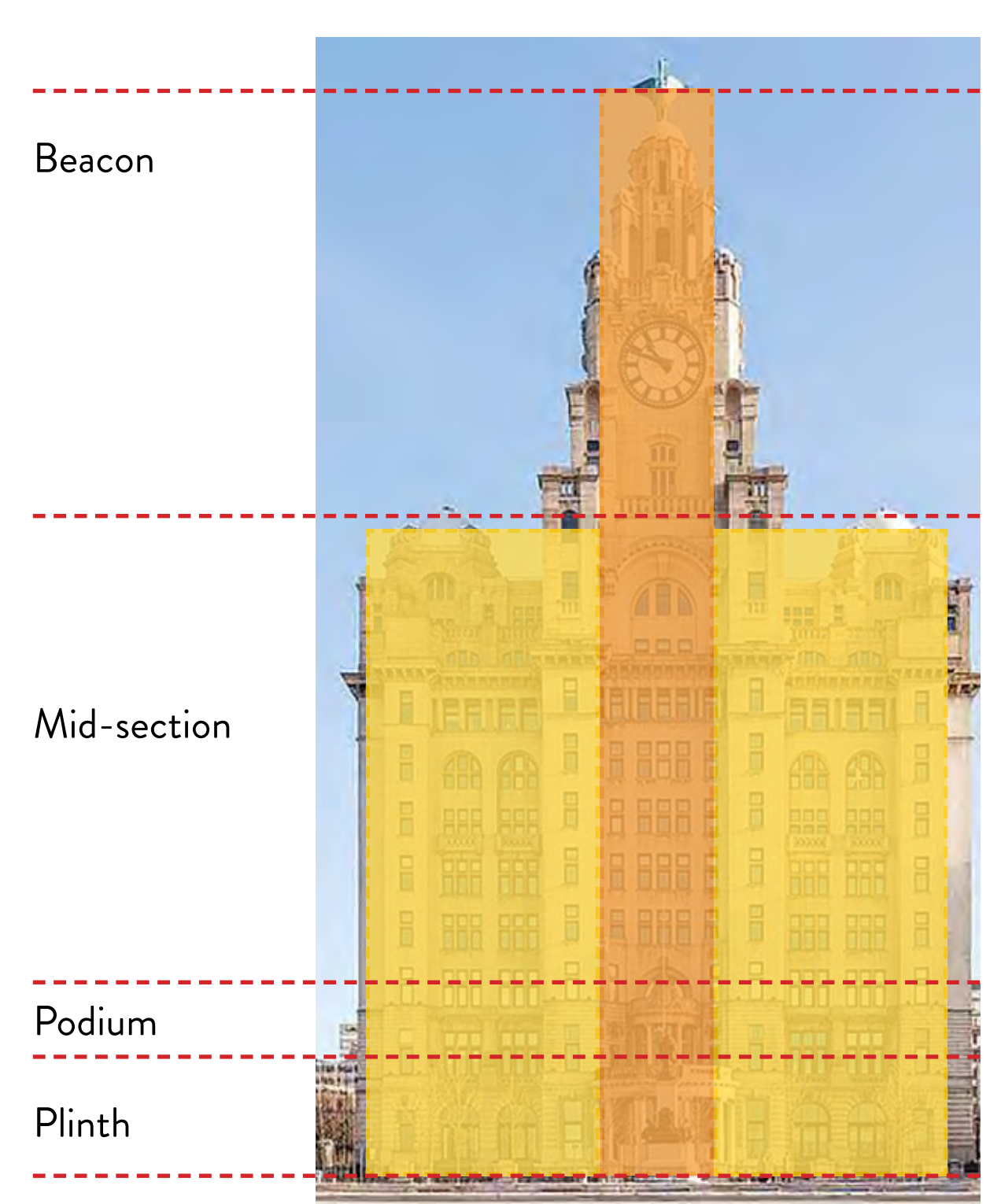
ROCKEFELLER
CENTER



EMPIRE STATE
BUILDING



LIVER
BUILDING



PREVIOUS MASSING STUDIES



MODALIVING

A DESIGN FOR LIFE

PRINCES REACH

PUBLIC EXHIBITION

DESIGN PROPOSAL



VIEW FROM THE STRAND



VIEW FROM PIER HEAD



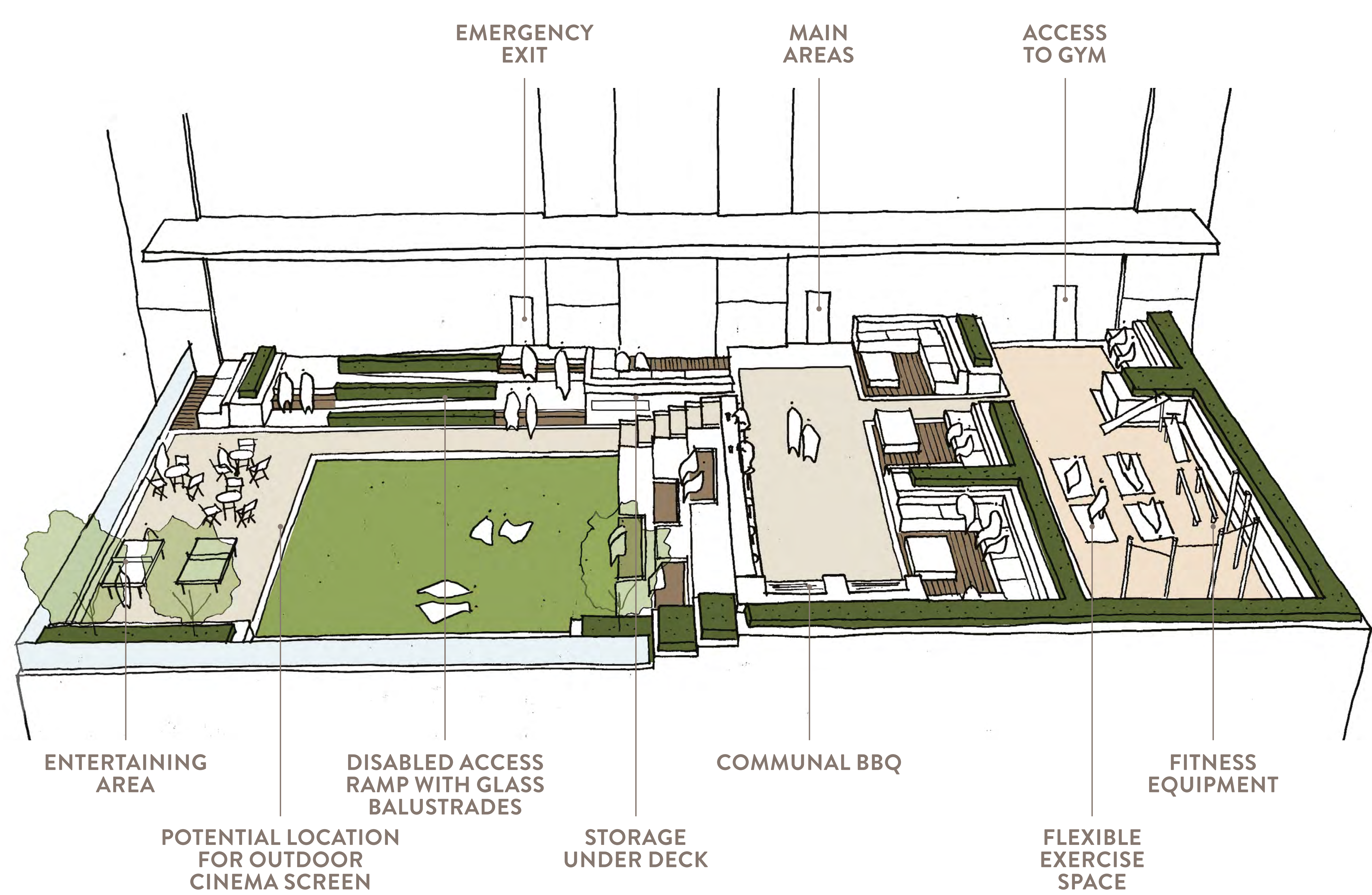
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PUBLIC REALM AND LANDSCAPE



The terrace will create an opportunity for residents to meet and socialise in a space that offers a range of accessible spaces and activities whilst enjoying great views out across the river Mersey and towards the City Centre. This space is a key part of Moda’s inclusive community offer.

We aim to provide intimate areas and private areas for activities such as pilates and yoga as well as larger gathering spaces for barbecues and film screenings.



CONCEPT IMAGES ONLY

- 1 COMMUNAL PATIO
- 2 EXTERNAL COOKING FACILITIES (BBQ)
- 3 LOUNGING AREA MAXIMISING VIEWS
- 4 TABLES AND FIRE PITS
- 5 FOCAL SCREEN WALL
- 6 BAMBOO SCREENING
- 7 FOCAL FEATURE
- 8 TERRACED CINEMA SEATING
- 9 SPILL OUT AREA
- 10 YOGA/PILATES/EXERCISE AREA
- 11 AEROBICS EQUIPMENT
- 12 MULTIFUNCTIONAL LAWN
- 13 RESTING SPACES
- 14 TABLE TENNIS
- 15 STORAGE UNDER TERRACE
- 16 DISABLED RAMP
- 17 DINING & ENTERTAINING AREA



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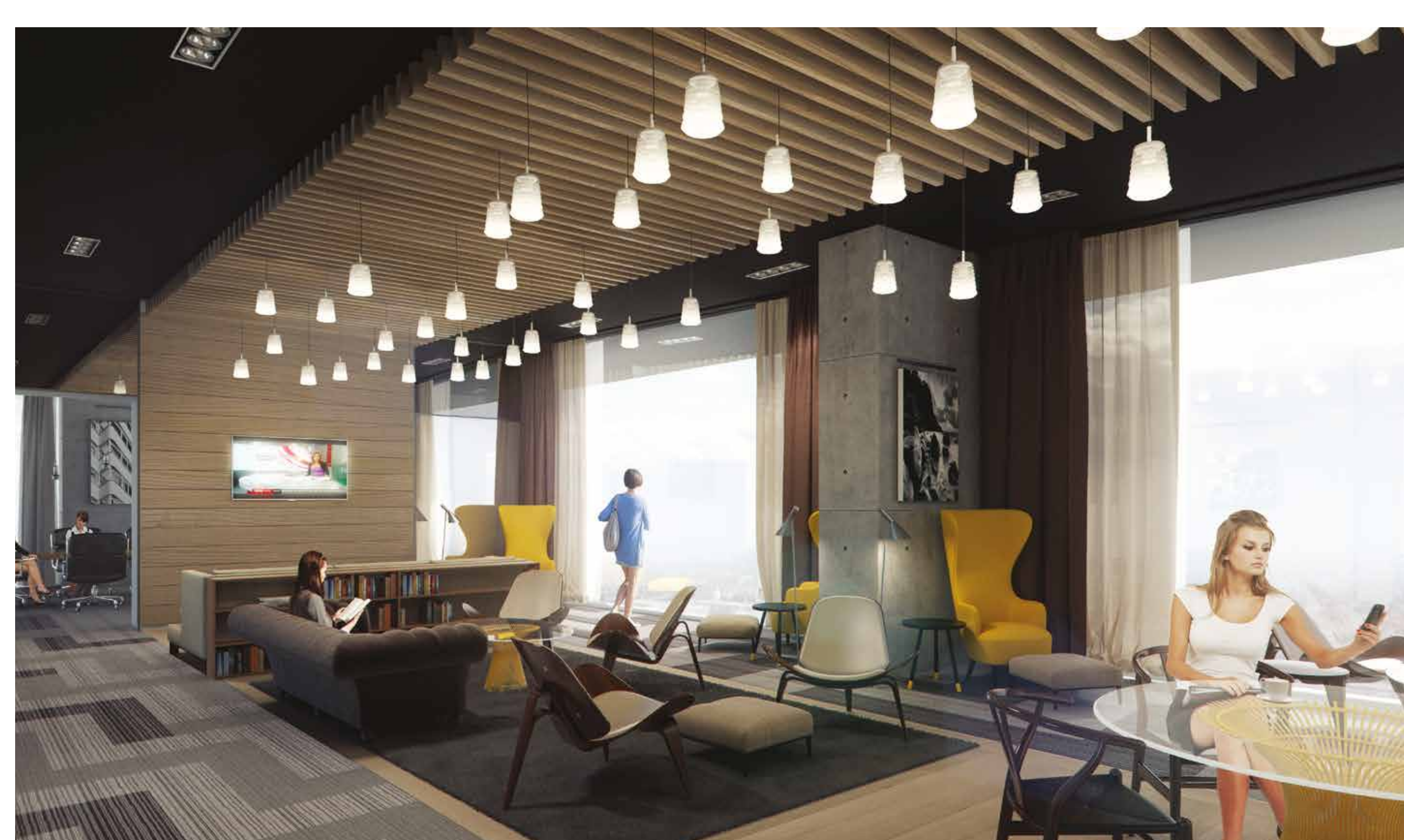
PUBLIC EXHIBITION

INCLUSIVE COMMUNITY PROVISION



CONCEPT IMAGE OF ROOF TERRACE

Our communities are designed around the wants and needs of the residents. With the Modal model, the tenant isn't just renting a dwelling within a building; our residents' accommodation extends to the whole environment and is enriched by multiple amenities. Key to the concept are our 24 hour concierge and on site management teams. They provide an efficient and conscientious range of support services.



CONCEPT IMAGE OF RESIDENTIAL LOUNGE

AMENITIES INCLUDE:

- SECURE CAR AND CYCLE PARKING
- CONCIERGE
- TENANT STORAGE
- ROOF TERRACE
- RESIDENTIAL LOUNGE
- COMMUNITY DINING AND KITCHEN
- GYM
- CINEMA ROOM



CONCEPT IMAGE OF COMMUNITY DINING



CONCEPT IMAGE OF CINEMA ROOM



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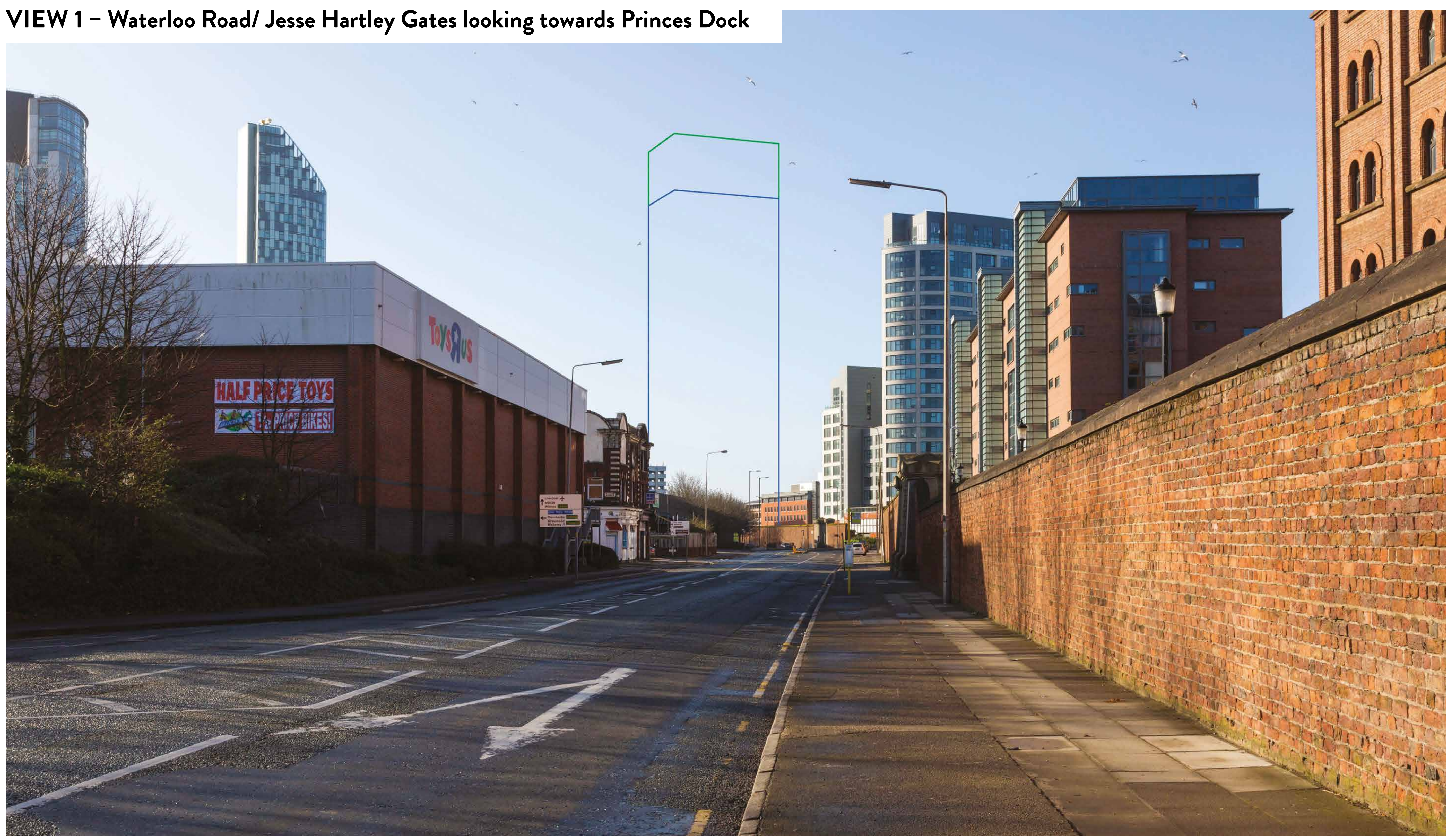
PRINCES REACH

PUBLIC EXHIBITION

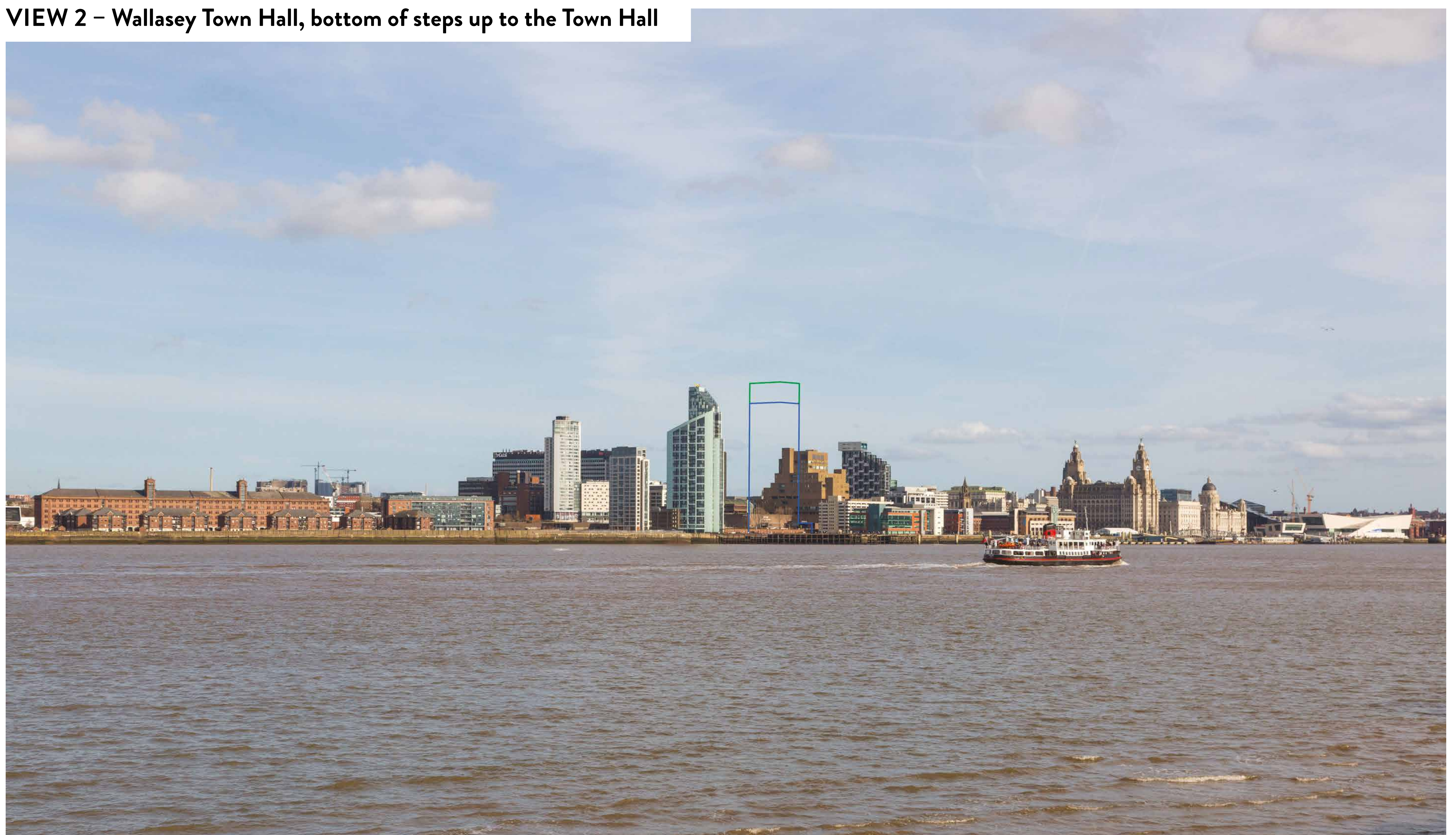
KEY VIEWS

- Princes Reach massing – 110m
- Approved massing within Liverpool Waters scheme, outline consent – 126.8m

VIEW 1 – Waterloo Road/ Jesse Hartley Gates looking towards Princes Dock



VIEW 2 – Wallasey Town Hall, bottom of steps up to the Town Hall



VIEW 3 – Birkenhead Ferry Landing



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PRINCES REACH

PUBLIC EXHIBITION

KEY VIEWS AND CONNECTIVITY

- Princes Reach massing – 110m
- Approved massing within Liverpool Waters scheme, outline consent – 126.8m

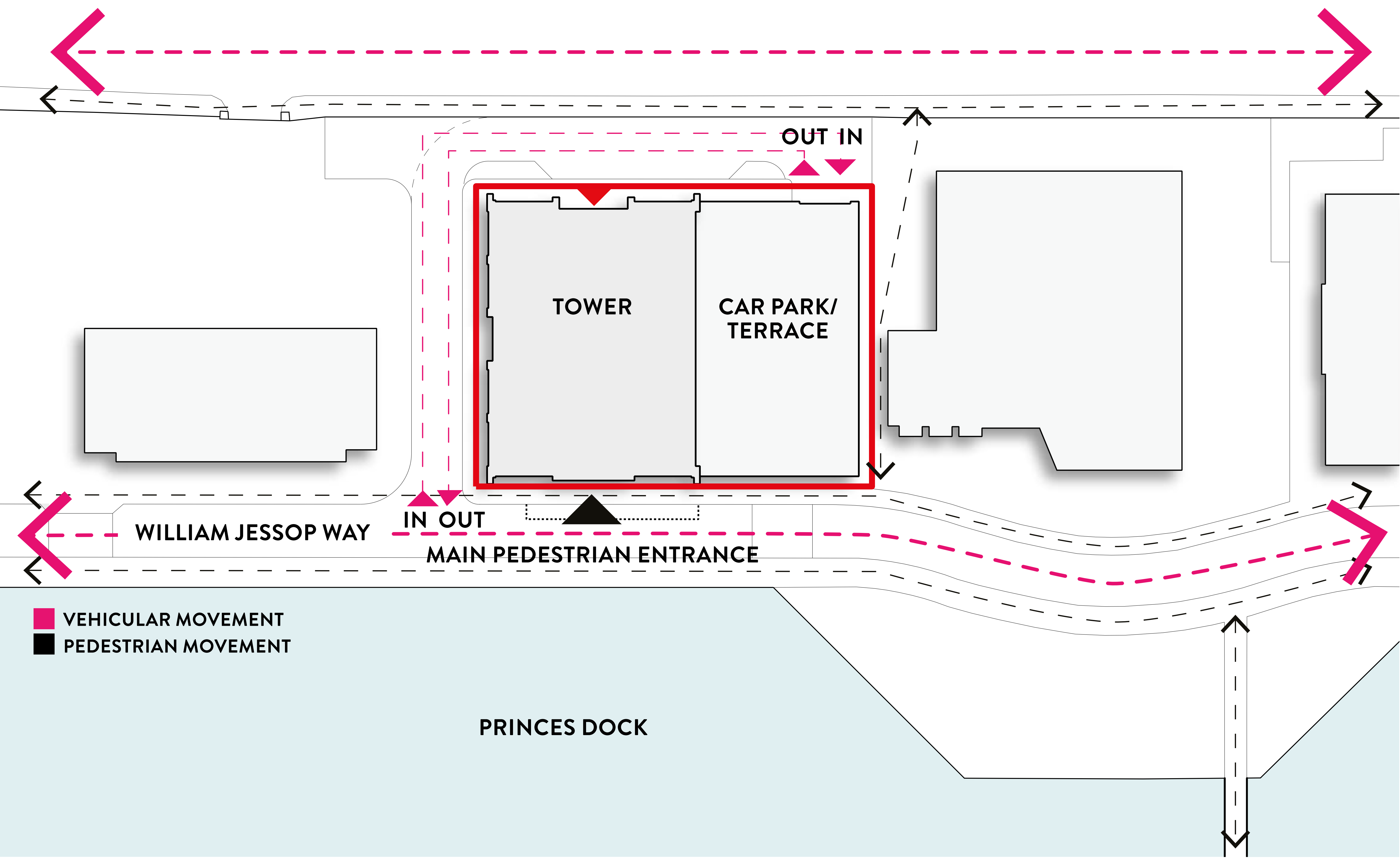
VIEW 4 – Parliament Street/ Chaloner Street



VIEW 5 – Liverpool Museum/ Pierhead



SITE CONNECTIVITY



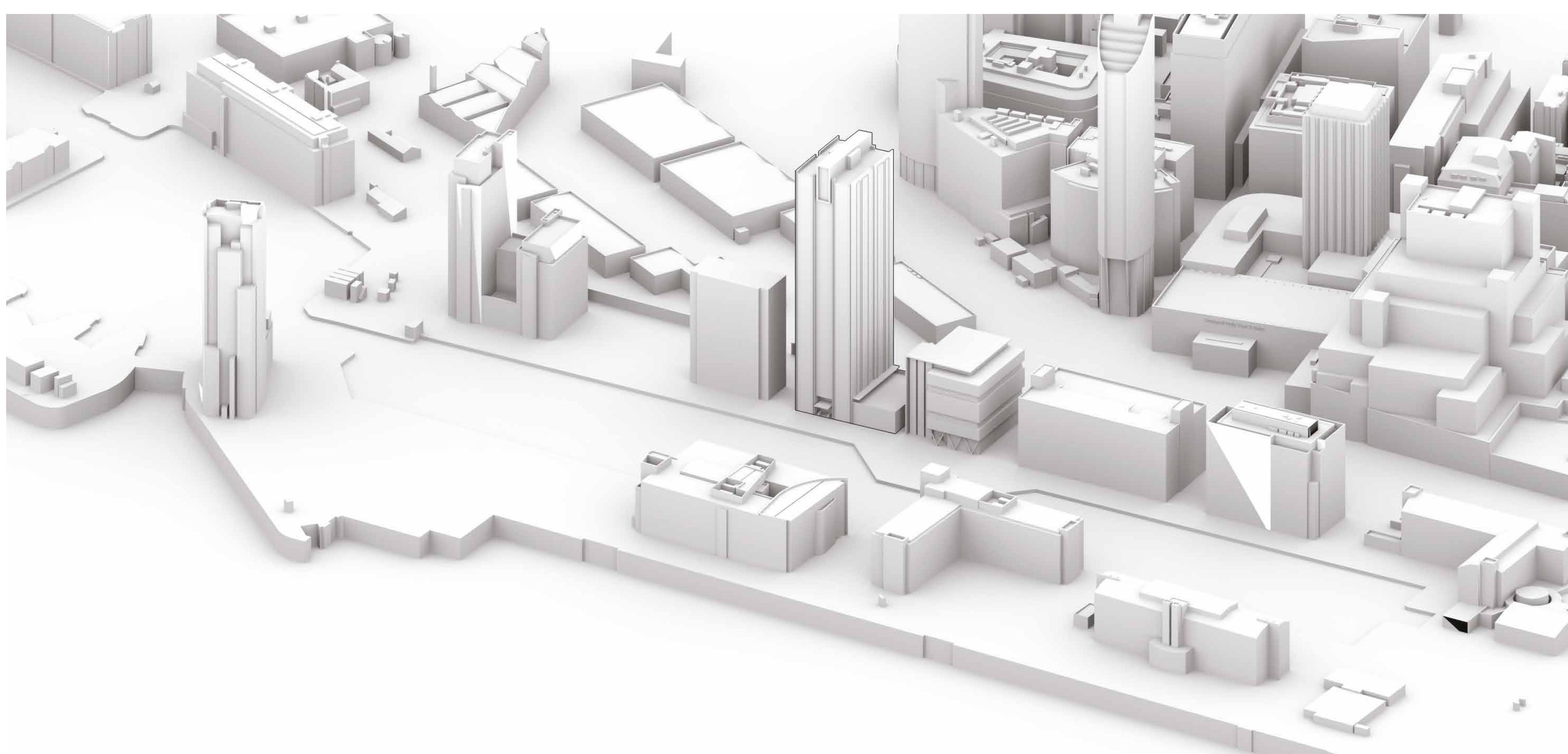
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PRINCES REACH

PUBLIC EXHIBITION

REGENERATION AND DELIVERY



KEY BENEFITS TO THE SCHEME

- The delivery of a key building within Liverpool Waters
- High quality and striking design
- A mix of dwelling types and sizes
- Inclusive community provision
- A fully managed building
- Enhanced public realm provision
- Proposals fully consistent with the Liverpool Waters permission

COMMUNITY PROVISION INCLUDES:

- Secure car and cycle parking
- Concierge
- Tenant storage
- Roof Terrace
- Residential Lounge
- Community dining and kitchen
- Gym
- Cinema room



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