

# ST JAMES COURT

# LIVERPOOL

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TOWNSCAPE & VISUAL  
ASSESSMENT

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PLANNING

NOVEMBER 2017

LAYER

LANDSCAPE ARCHITECTURE

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<table><tr><td><b>Written by:</b> PC  <b>Checked by:</b> ST  <b>Date:</b> NOVEMBER 2017</td><td><b>The Barn</b> <b>One Hollin Lane</b> <b>Styal</b> <b>SK94JH</b>  <b>Tel:</b> 01625 527 307 <b>Email:</b> <a href="mailto:hello@layer-ing.com">hello@layer-ing.com</a> <b>Website:</b> <a href="http://www.layer-ing.com">www.layer-ing.com</a></td></tr></table>		<b>Written by:</b> PC  <b>Checked by:</b> ST  <b>Date:</b> NOVEMBER 2017	<b>The Barn</b> <b>One Hollin Lane</b> <b>Styal</b> <b>SK94JH</b>  <b>Tel:</b> 01625 527 307 <b>Email:</b> <a href="mailto:hello@layer-ing.com">hello@layer-ing.com</a> <b>Website:</b> <a href="http://www.layer-ing.com">www.layer-ing.com</a>
<b>Written by:</b> PC  <b>Checked by:</b> ST  <b>Date:</b> NOVEMBER 2017	<b>The Barn</b> <b>One Hollin Lane</b> <b>Styal</b> <b>SK94JH</b>  <b>Tel:</b> 01625 527 307 <b>Email:</b> <a href="mailto:hello@layer-ing.com">hello@layer-ing.com</a> <b>Website:</b> <a href="http://www.layer-ing.com">www.layer-ing.com</a>		

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## 1. Introduction

- 1.0.1 This document assesses the effects of the proposed development on Townscape and Visual amenity. In particular, it considers the potential effects on townscape character, for both the site and the surrounding area, and the potential visual effects on a number of selected viewpoints that are considered to represent the principal views of the proposed development.
- 1.0.2 The document describes the methods used to assess the impacts, the baseline conditions currently existing at the site and surroundings, the potential direct and indirect impacts of the development arising from potential townscape and visual effects, the mitigation measures required to prevent, reduce, or offset the impacts and the residual impacts. This document has been written by Layer Landscape Architecture who are a registered practice of the Landscape Institute and the report has been authored and checked by Chartered Members of the Landscape Institute (CMLI).
- 1.0.3 For a full description of the St James Court development proposals, reference should be made to the architectural supporting statement and design and access statement submitted with the planning application. This scheme represents a revision to a previously consented scheme, application no. 15F/2835 which was approved with conditions on 6th May 2016. For the clarity the following changes are identified:
- Car parking increased from 32 to 37.
  - The residential entrance at lower ground floor has moved from St James Street to Greenland Street.
  - Apartment numbers up from 157 to 217.
  - Courtyard at upper ground floor is relatively the same size, we reduced the double height space to the units below to get the studio and 1 bed apartment in.
  - Two fire escape stairs have been removed.
  - The proposed builds up to the neighbouring building whereas the original and approved

scheme retained the existing walkway between the neighbouring building and the existing building on the site.

- The proposed building will feature a cladding on the outside of the building comprising of a PPC greased aluminum panel finished in Bronze, with limestone tiles dividing the cladding into horizontal strips identifying the floor levels.
- In total the proposed is 1 storey taller than the approved.

1.0.4 It is the additional storey which is considered the most relevant to this assessment.

### 1.1 Legislative and Planning Policy Context Legislation

1.1.1 The European Landscape Convention (ELC, 2000) provides a foundation for closer co-operation on landscape issues across Europe and was ratified in the UK on the 21 November 2006, and became binding on 1 March 2007. The convention identifies the need to recognise landscape in law, to develop and promote landscape policies dedicated to the protection, management and creation of landscapes, and to establish procedures for the participation of the general public and other stakeholders in the evolution and implementation of landscape policies. It also encourages the integration of landscape into all relevant areas of policy, including cultural, economic and social policies.

1.1.2 The ELC defines landscape as *'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'*. It recognises that landscape has important cultural, ecological, environmental and social dimensions and is a key element of achieving sustainable development. In this context, the use of the word 'landscape' is more appropriately termed 'townscape' though the constituent factors remain consistent.

#### National Planning Policy Framework

1.1.3 The National Planning Policy Framework (NPPF) was published in March 2012 and consolidates the

previously adopted Planning Policy Statements and Planning Policy Guidance Notes for use in England. It contains a number of criteria relating to the importance of good design and sustaining and enhancing the significance of heritage assets.

1.1.4 Section 7 of the NPPF deals with the requirements of good design. The overarching statement can be found at paragraph 57, which states: *'It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.'*

1.1.5 Key aspects of the NPPF which apply to the Townscape and Heritage Assessment are given in the paragraphs below:

1.1.6 Paragraph 56: The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

1.1.7 Paragraph 61: Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.

1.1.8 Paragraph 128: In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes

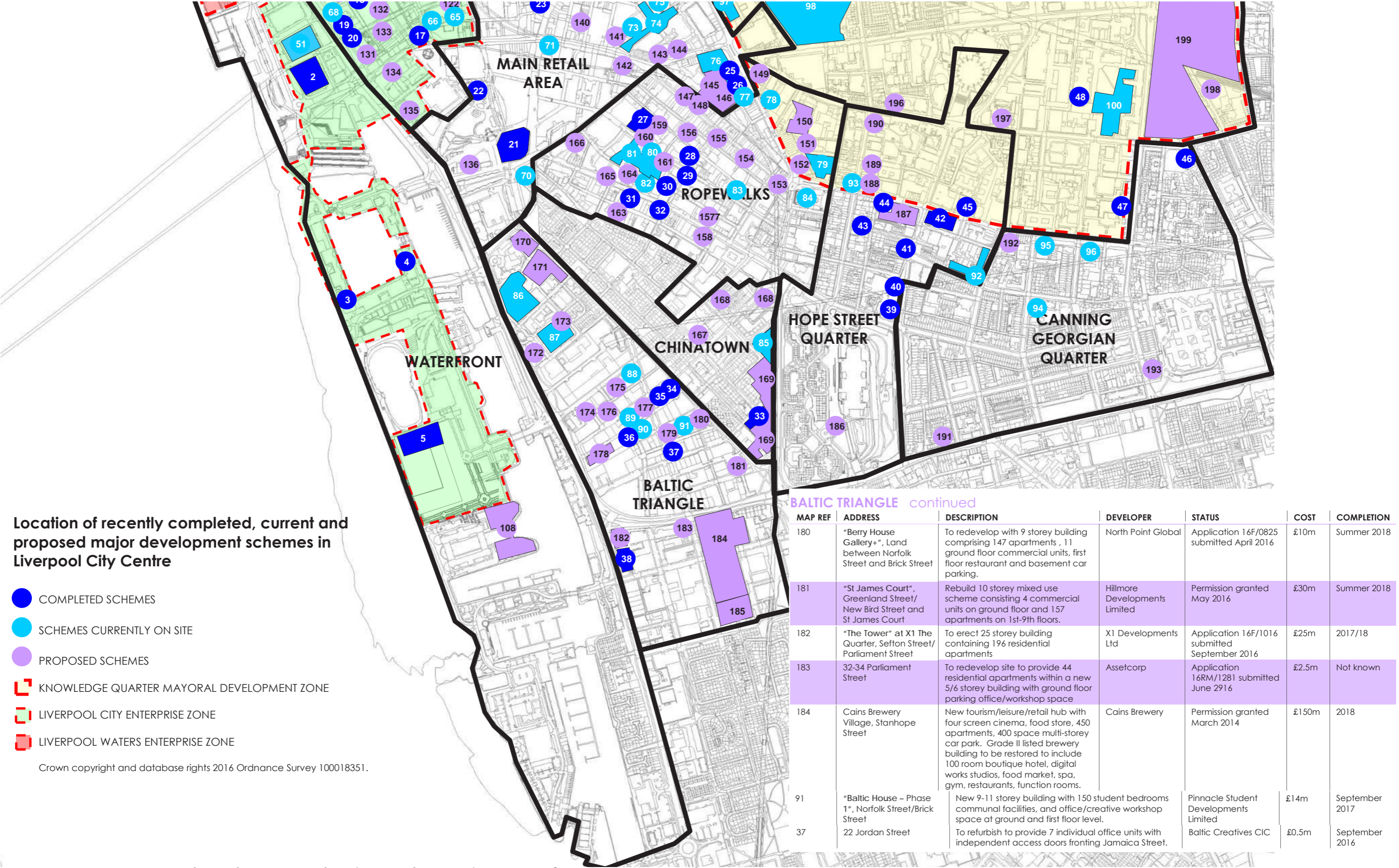
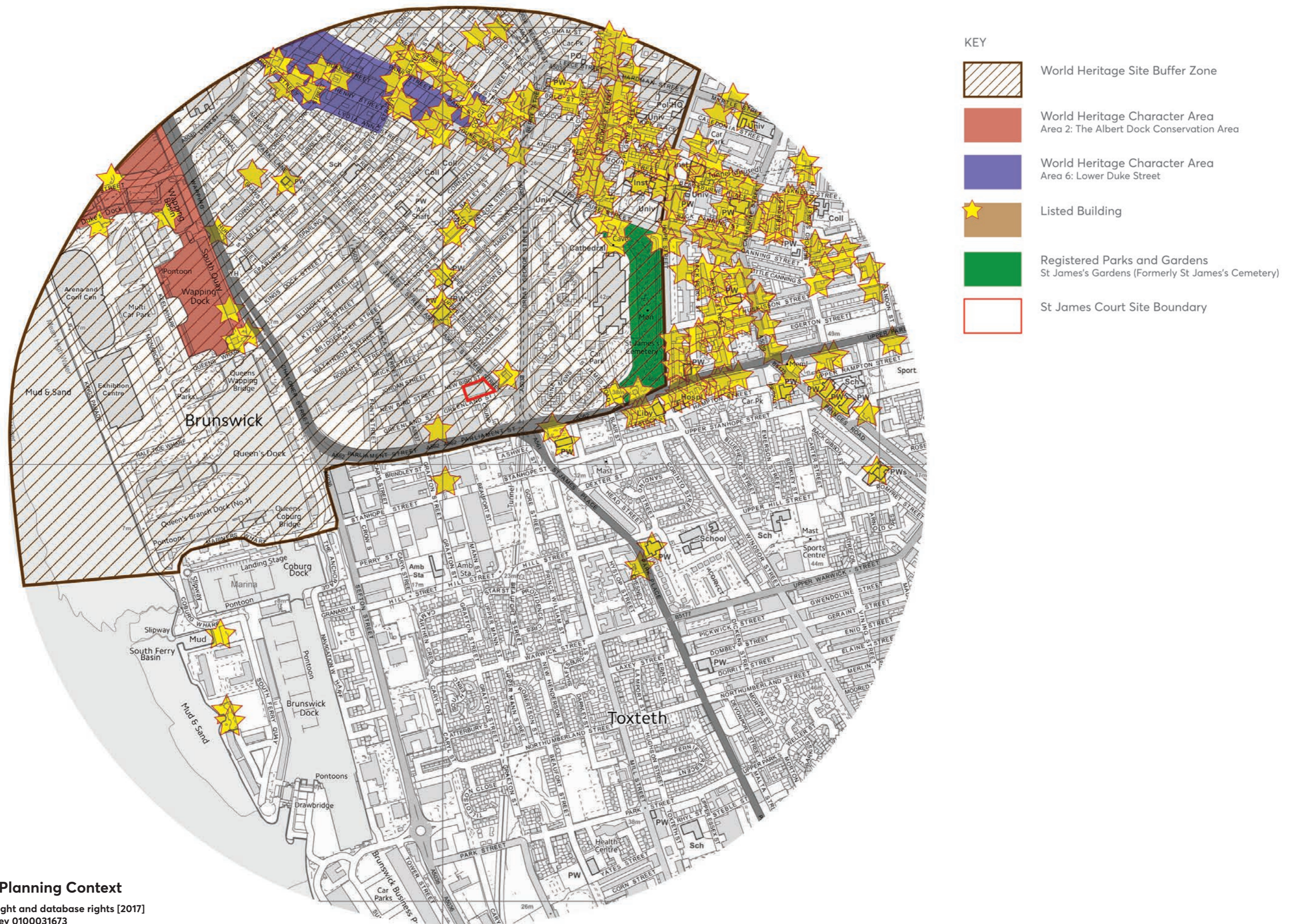


Figure 1 - Liverpool Development Update (September 2016) - Extracts from pages 12,16 and 20

	or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.		the creative industries;		<i>the area's creative and digital businesses and/or provide uses that complement those industries</i>
	<b>Local Planning Policy</b> <b>Liverpool Development Update (September 2016)</b>				<i>b. Demonstrate that there will be no adverse impact on residential amenity</i>
1.1.9	This document provides an overview of recently completed, on site and anticipated schemes. The site lies within the Baltic Triangle area, identified within the document as Site 181, "St James Court" Greenland Street / New Bird Street and St James Court.		<ul style="list-style-type: none"> <li>Balancing conflicts between night time uses and residential amenity;</li> <li>Ensuring a sustainable residential neighbourhood with the L1 area;</li> <li>Improving connectivity with the area and with other parts of the City Centre;</li> <li>Bringing derelict land and buildings back into use.</li> </ul>		<i>c. Contribute to improving the public realm and environmental quality of the area</i>
1.1.10	<b>Figure 1</b> provides an extract from the document including the documents map and extracts of the City Development Schedule relevant to the site and it's surroundings. The other Liverpool Development Update character areas within the study area have been identified within <b>Figure 7</b> .	1.1.14	Strategic priorities specific to the Baltic Triangle area of the Creative Quarter are stated as being as follows:	1.1.17	The policy context and justification for CC11 recognises how both the Ropewalks and Baltic Triangle areas have become attractive locations for digital creative industries and the policy seeks to protect and enhance this key strength.
1.1.11	The ELC defines landscape as 'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'. It recognises that landscape has important cultural, ecological, environmental and social dimensions and is a key element of achieving sustainable development. In this context, the use of the word 'landscape' is more appropriately termed 'townscape' though the constituent factors remain consistent.		<ul style="list-style-type: none"> <li>To continue to build on successes in the creative and digital sector, particularly the Baltic Creative Units, and ensure high quality business space</li> <li>To maximise the potential of this mixed use area as a place to work, live and visit by supporting uses which complement the area's businesses</li> <li>To support the provision of leisure uses (including food and drink uses) which complement the area's creative industries and attract more visitors, whilst ensuring they do not have an undue impact on other businesses and residential uses</li> <li>To manage potential conflicts between night time economy and residential uses, by ensuring a balanced mix of uses</li> <li>To support sustainable transport links, including the provision of better cycle and pedestrian routes to connect the area with the Waterfront, Ropewalks/ Chinatown, Canning and Liverpool ONE</li> </ul>	1.1.18	The policy is directed at using an underutilised asset and supports proposals which 'facilitate greater access and recreational uses of the dock water spaces and their quayside's' whilst ensuring that the 'historic character, distinctiveness and the outstanding universal value of the dockland and World Heritage Site is protected and enhanced'.
	<b>Emerging Local Plan</b>		<b>Policy CC11 The Creative Quarter</b>	1.1.19	<b>Urban Design</b> Section 10 of the draft Local Plan contains the following policies but it is not intended to reproduce them in detail in this part of the appraisal but reference will be made where appropriate.
1.1.12	A Local Plan is currently being prepared by Liverpool City Council, which means until it has been adopted, the Unitary Development Plan (UDP) forms the statutory development plan for the city. The site lies within the Creative Quarter of the City Centre Character Areas, see <b>Figure 8</b> , close to the Cultural Quarter which includes the Anglican Cathedral and abutting the large residential district bounded by St James Street and Duke Street to the north and east of the site.	1.1.15	This is a specific policy approach for the area and is reproduced in full below		<ul style="list-style-type: none"> <li>Policy UD1 Local Character and Distinctiveness</li> <li>Policy UD2 Development Layout and Form</li> <li>Policy UD3 Public Realm</li> <li>Policy UD4 Inclusive Design</li> <li>Policy UD5 New Buildings</li> <li>Policy UD6 Alterations and Extensions to Existing Buildings</li> <li>Policy UD7 Public Art</li> <li>Policy UD8 Accessible Housing</li> <li>Policy UD9 New Housing</li> <li>Policy UD10 Advertising</li> </ul>
1.1.13	The Creative Quarter comprises of two key areas, namely Ropewalks and The Baltic Triangle and the site lies within the latter. The draft Local Plan states that the Creative Quarter has been identified as 'an important regeneration challenge and opportunity' and that key planning issues for it include: <ul style="list-style-type: none"> <li>Supporting and encouraging further investment in</li> </ul>	1.1.16	<i>'Proposals for digital and creative businesses will be supported. All development proposals within the Creative Quarter:</i> <ul style="list-style-type: none"> <li><i>a. Should demonstrate that it will protect and enhance</i></li> </ul>		



**Figure 2 - Planning Context**

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<p><b>Heritage – Policy HD1 Designated Heritage Assets</b></p> <p>1.1.20 Protection and enhancement of Liverpool's heritage assets responds to the requirements of NPPF for local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment. HD1/4 states that 'Proposals for development in the World Heritage Site and its buffer zone will protect its Outstanding Universal Value as set out in the Liverpool Maritime Mercantile City World Heritage Site Supplementary Planning Document'.</p>		
<p><b>Liverpool Maritime Mercantile City World Heritage Site SPD (October 2009)</b></p> <p>1.1.21 This SPD has been prepared to guide development, conservation and investment in the World Heritage Site (WHS) and its Buffer Zone with the aim of protecting the WHS's Outstanding Universal Value as well as ensuring that it continues to play an important role in the regeneration of the City and wider sub-region. The site lies within the Buffer Zone see <b>Figure 2</b>.</p>	<p>1.1.25 4.2.9 Where a proposal in the Buffer Zone is for: 1) a tall building, 2) a building with a mass that significantly exceeds that of surrounding buildings, 3) a development that is immediately adjacent to the WHS, 4) a building which has a significant impact upon key views or key landmark buildings, 5) a building of architectural or historic interest (whether listed or not), or 6) a development that affects a site of archaeological interest: special consideration should be given to the relationship between the development and the WHS and the impact of development on the historic character of its locality and any buildings that contribute to that character. (Refer to Urban Design Considerations in table after 4.2.15). Developments in these circumstances should seek to protect and enhance the setting of the WHS, and the conservation areas that encompass it, through the conservation of the historic character and buildings in and around the proposed development site. Information, which demonstrates how this will be achieved, will need to be outlined in the Design and Access Statement that will accompany the application.</p>	<p>east between West Quay of Wapping Dock and the Anglican Cathedral.</p> <p>1.1.29 Distant views to the WHS are also considered important for the wide panoramas that they provide. Relevant</p>
<p>1.1.22 In section 3 para. 3.2 it is stated that 'the principle of new development and the conservation of significant historic buildings in the Buffer is positively encouraged in order to repair the fractured urban landscape and to contribute to the social and economic life of the city' and the 'setting of the WHS is a material consideration in determining planning applications'.</p>	<p>1.1.26 Architectural excellence is an important consideration within the SPD, para. 4.2.11 states that 'New developments in the WHS therefore need to achieve high standards in terms of the design, materials, overall architectural quality and, ideally, innovation' and in para. 4.2.12 'The architectural quality of a proposal within the WHS and Buffer Zone must be of the highest quality of contemporary design but respect, respond to and enhance its highly sensitive and important historic context.</p>	
<p>1.1.23 Key statements concerning the Buffer zone are made in para. 4.2.8 and 4.2.9, which are reproduced below, where text is highlighted this is from the original document and is used to emphasise the most important elements of the guidance:</p>	<p>1.1.27 A wide range of urban design considerations are also covered in the SPD which apply to the WHS and the Buffer Zone. Relevant extracts are provided in <b>Figures 3 &amp; 4</b> and cover issues such as character, enclosure, movement, legibility, urban grain and materials.</p>	
<p>1.1.24 4.2.8 All developments in the Buffer Zone, whether in an area of surviving historic character or not, will, in accordance with HD18, need to respond to and reflect the characteristics of the area around them. The design and scale of developments will need to respond to, and respect, their context proportionately to their potential impact on the setting of a conservation area and the WHS. Major schemes adjacent to conservation areas and the WHS will be considered more carefully for their impact on the OUV of the WHS and character of conservation areas than minor developments further away from the WHS and conservation areas</p>	<p>1.1.28 The SPD also contains a section concerning 'Key Visual Landmark Buildings with the WHS and Buffer Zone'. These provide visual reference points across the cityscape and form major components of key views to, from and within the WHS. Views to and from these buildings are material considerations in planning applications and have been used to inform the viewpoint locations discussed later in this appraisal. Of relevance to this appraisal are the views west to</p>	

Urban Design Considerations

- 4.2.13 The following identifies a number of urban design considerations that should be taken into account when developing proposals for development within the WHS and Buffer Zone. The Council will place a particular emphasis on these issues when considering developments within the WHS and in areas adjacent to the WHS.
- 4.2.14 These considerations have been structured to provide a checklist of key issues that should be addressed during the development process and within the Design and Access Statement. These considerations will also be tested during the determination of planning applications. The relative importance given to these considerations will vary according the nature of the development and its location.
- 4.2.15 These considerations should be used in conjunction with CABE’s By Design (2000), LCC’s Liverpool Urban Design Guide (2003), UNESCO’s Vienna Memorandum on World Heritage Contemporary Architecture (2005) and particularly UNESCO’s Declaration on the Historic Urban Landscape (2005).
- 4.2.16 The Commission for Architecture and the Built Environment (CABE) produces extensive guidance on design issues (see [www.cabe.org.uk](http://www.cabe.org.uk) ). 4NW has also produced some documents that offer design advice: The North West Best Practice Design Guide and The Sustainability Appraisal Toolkit (see [www.nwrpb.org.uk](http://www.nwrpb.org.uk) ). Further information on sustainable design can be found at [www.communities.gov.uk](http://www.communities.gov.uk) and [www.breeam.org](http://www.breeam.org) . A useful guide to biodiversity and design can be found at [www.tcpa.org.uk](http://www.tcpa.org.uk) .
- 4.2.17 Many historic buildings have inherent accessibility challenges but an objective is for the WHS to have inclusive access for all. Compromises will need to be made between the interests of accessibility and conservation. Liverpool City Council has recently gone to extraordinary lengths to improve accessibility at St George’s Hall. English Heritage has produced two guidance leaflets on how to improve accessibility in historic buildings, one of which uses the access ramp at Liverpool Town Hall as an exemplar

Objectives	Considerations
Character	What are the key characteristics of the local environment and how does the development <u>respond</u> to them in terms of its design?
	How is the development situated in the context of the wider setting of the city centre and how does it respond to this?
	What is unique about its local environment in terms of "Liverpool" and how is this expressed in the design?
	What about the design makes this development relevant to Liverpool and nowhere else? Eg. Does it incorporate local design characteristics, maritime iconography or a sculptural
	How does the development respond in terms of its design to existing historic buildings and structures?
	How does the development incorporate and protect relevant views to, from and across the WHS?
	Is the development situated close to the WHS? If so, what measures have been taken to protect the visual setting of the WHS?
	How does the development promote architectural excellence and high quality design?
	How does the proposal affect the OUV of the WHS?

Objectives	Considerations
Continuity and Enclosure	Does the development provide a good sense of enclosure that works at the human scale and how does this reflect local patterns of enclosure?
	Does the development promote and include active frontages with frequent entrances onto the street?
	What steps have been taken to ensure that the development has a consistent frontage that reinforces the local street scene?
	Does the development avoid leaving gaps in street frontage?
	How has privacy and security been ensured through the design?
	How does the development respond to designated heritage assets in the locality in terms of ensuring that it does not over dominate them and retains a certain level of spatial separation?
Ease of movement	How has the development responded to local patterns of urban grain and street networks?
	Does the development encourage movement through the provision of a fine network of streets with small block sizes to increase permeability?
	Have the proposals taken into consideration public transport as an integral part of the development?
	What facilities have been provided for cyclists?
	How are vehicles accommodated within the development?
	How does the design address inclusion and accessibility issues?
Quality of the public realm	How does the development integrate new and existing public spaces?
	Have the public realm proposals been developed in line with guidance contained in the Public Realm Implementation Framework (PRIF) and Liverpool Urban Design Guide?
	Are all routes and spaces overlooked?
	How have any areas of surviving historic street materials and furniture been treated within the scheme?
Diversity	Does the development provide ground floor views into and where possible, access to, adjacent streets, parks and open spaces?
	How does the development relate to the street level to ensure activity and vitality?
Legibility	Does the development provide a mix of compatible uses that reflects current allocations?
	What role does the development play in aiding orientation and understanding of the city?
	Does the development make any contribution to the reinforcement of strategic gateways and nodes?
	How does the development respond to existing landmarks within the city and does it ensure that a hierarchy of landmarks is maintained?
Sustainability	What aspects of the development improve the image and perception of the city?
	How does the development take into account its social, economic and environmental impacts based on whole life costs and benefits?
	What sustainable measures have been incorporated into the development's design and maintenance?

Figure 3 - Liverpool Maritime Mercantile City World Heritage Site SPD (October 2009) - Tables 4.2.17

Public Realm Design Considerations

- 3.5 Within this context the following are broad considerations that the City Council would expect applicants to address within their Design and Access statements.
- Have the proposals for new routes and spaces respected the historic urban grain; particularly where this forms an important aspect of the character of the area?
  - How does the proposal affect the OUV of the WHS and the local distinctiveness of each character area?
  - Do the proposals create high quality pedestrian links with a range of safe and direct choices?
  - Do the proposals ensure that key routes are not gated or otherwise blocked?
  - In the context of the wider design (see Section 4.2) are routes and spaces overlooked and are there views from the ground floor onto these spaces?
  - How do the proposals enhance existing public spaces and integrate them into the design?
  - Do the new public spaces ensure that they aid orientation and understanding of the city?
  - How have surviving areas of historic street surfaces, kerbing and furniture been incorporated into the design?
  - Does the public realm design conform to the PRIF and has it been designed in a coordinated manner?
  - What measures have been put in place to reduce street clutter?
  - How do the introduced materials relate to historic precedents; particularly in terms of street surfacing?
  - Do the proposals reflect the guidance contained in the PRIF in terms of ensuring consistency of materials across the city?
  - What consideration has been given to the robustness of materials?
  - Have the proposals integrated new Public Art and lighting?
  - What consideration has been given to how new spaces will be managed and maintained?
  - What is the potential to re-use existing historic materials, such as granite kerbs, riven Yorkstone flags, original bollards etc ?
  - Has consideration been given to preserving, enhancing and/or providing features of biodiversity and geodiversity in the public realm?
  - How does the design address the issues of inclusiveness and accessibility?
  - Are the spaces designed for multi-functionality?
  - How will the spaces be animated throughout the day?

Figure 4 - Liverpool Maritime Mercantile City World Heritage Site SPD (October 2009) - Tables 4.3.5

to this appraisal is location identified in the SPD as Viewpoint 3 View to Liverpool City Centre from Woodside Ferry Terminal.

- 1.1.30 The SPG states in para. 4.4.13 that 'it is important that new development is brought forward in a manner that respects the network of views to, from and within the WHS' and in para. 4.4.14 that developments 'should not have a significant adverse impact on the key views to, from and within the WHS...'.  
 1.1.31 Consideration of High Rise buildings in the Buffer Zone is given in the SPD which recognises the potential benefits of high-rise and medium rise buildings to the continuing economic regeneration of the city. Locations are identified for tall buildings within the buffer zone but these are not within the environs of the site. Definitions of these terms are provided in para.4.6.3, high-rise being those significantly taller than surrounding buildings or 15 storeys (45m) or higher, whilst medium rise is defined as those tall within their surrounding context or of 7-15 storeys.

#### Liverpool City Centre Strategic Investment Framework (2012)

- 1.1.32 The Strategic Investment Framework (SIF) was prepared to build on the success of the Strategic Regeneration Framework published in 2001 and is intended to provide a strategy, which will guide investment across the City for the next 15 years. The SIF is a high level aspirational document but does not represent material consideration in planning policy terms. The site falls within an area identified as the Waterfront, which is recognised as the City's major asset. It is one of the areas identified in the SIF for continuing to increase visitor numbers to the city with a focus on new world class visitor attractions being developed.

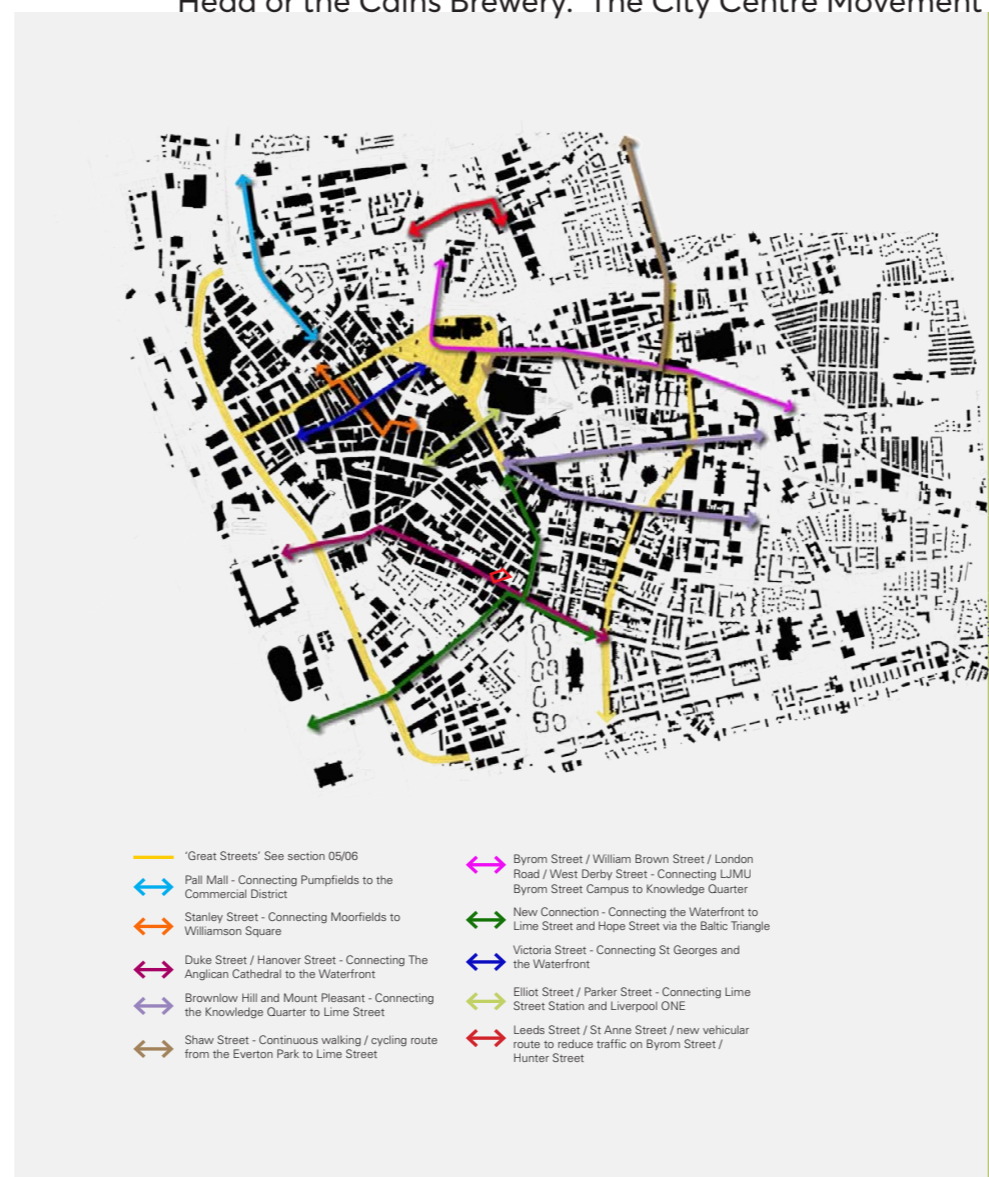
- 1.1.33 The Baltic Triangle is recognised as an area undergoing major transformation and with the most potential to 'transform itself over the next 15 years and to grow its role in the City Centre economy' see **Figure 5**.

#### Baltic Triangle Planning Framework (Liverpool City Council 2008)

- 1.1.34 This document sets down the principles for the delivery of the vision for this area. Whilst it is not

a statutory document, it provides interim guidance until the Local Development Framework is completed and adopted. New uses are to be encouraged in an area, which contains a number of uses which have a number of negative environmental impacts which are not compatible for such an important area of the City Centre. New uses to be encouraged include residential and leisure uses to underpin the vision for the Baltic Triangle as a vibrant, mixed use area.

- 1.1.35 Much of the maritime character of the area is considered to still be evident which has derived a distinctive street pattern with key streets often aligned with focal points and landmarks such as the Anglican Cathedral, Pier Head or the Cains Brewery. The City Centre Movement



**Figure 5 - Liverpool City Centre Strategic Investment Framework (2012) Pg 117 with St James Street Site Boundary Identified**

Strategy South (Merseytravel, LCC and Liverpool Vision), 2000) is referenced in this document and St James Street is considered a principle connecting route (transit street), which links with a proposed boulevard aspiration for Upper Parliament Street and the Strand. Further initiatives of relevance are the St James Place Gateway Study which seeks to transform this area into a strategic city gateway, and the desire to maintain and enhance a clear and legible street hierarchy, see **Figure 6**.

- 1.1.36 The framework identifies block structure and bulk, scale and mass for more detailed consideration. The historic urban grain of the area is considered important for maintaining the areas character with continuous building lines preferred and closed spaces to clearly demarcate public and private space. The scale of development needs to balance the need for critical mass to sustain a mix of uses whilst relating to human scale and the height and articulation of roofscapes must be designed in a manner appropriate the WHS Buffer Zone.

- 1.1.37 **Figure 6** identifies a number of buildings of character, warehouse of Historic Interest, and Grade II Listed buildings within the Baltic Triangle. The closest of these examples to the site boundary is the Grade II Listed No.45-51 Greenland Street, the plan does suggest a Landmark Building directly to the south of the site, however, this building does not appear to be in existence at this location.

- 1.1.38 The variation in street widths, and the scale and heights of buildings are seen as some of the major defining characteristics of the Baltic Triangle. The Planning Framework identifies some sites, especially along key movement corridors, where local landmark status is appropriate within the mid-range height of 7 - 15 storeys, the adjacent St James Place Gateway for instance, with most developments envisaged to fall within the range of 1 to 10 storeys. In terms of potential land use, the Planning Framework indicates the site is within an area for mixed use.

#### Liverpool Unitary Development Plan (Liverpool City Council, 2002)

- 1.1.39 A number of policies contained within the UDP relate to

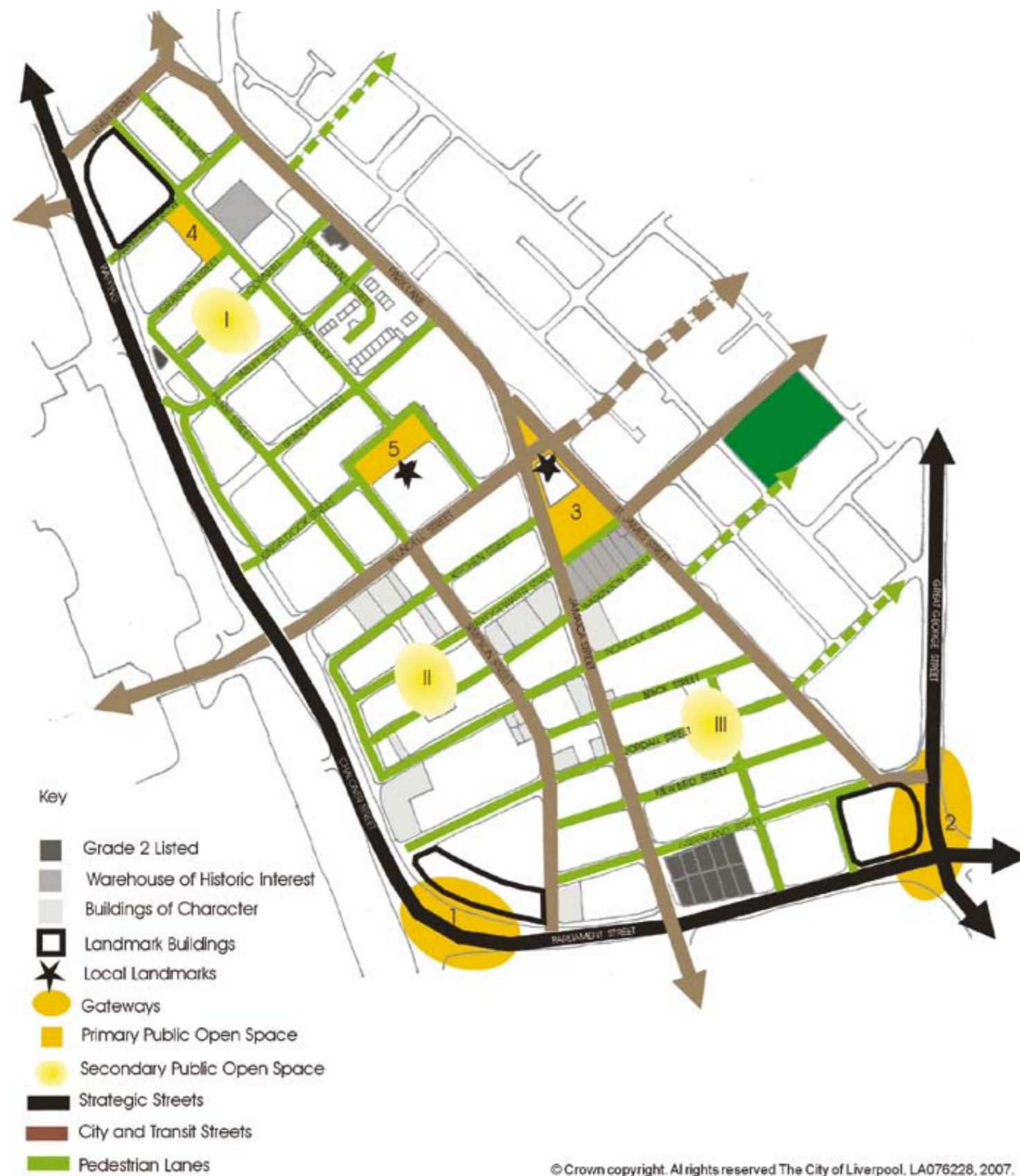


Figure 7: Structuring Principles

the conservation of the existing landscape, character, and views within the UDP area. Full details of these policies are contained within the Liverpool Unitary Development Plan key extracts are included below. The site largely lies within an area that the UDP identifies as site M17 Queens Dock/Kings Dock under policy E6 as a 'site for various types of development'. for Industrial and Business Development. In summary, these policies are:

- **GEN3 Heritage and Design in the Built Environment:** This policy aims to protect and enhance the built environment of the City, including by '*preserving and enhancing historically and architecturally important buildings...*' and '*encouraging a high standard of design and landscaping in developments...*'
- **HD5 Development Affecting the Setting of a Listed Building:** The policy states that '*planning permission will only be granted for developments affecting the setting of a listed building, which preserves the setting and important views of the building*'.
- **HD18 General Design Requirements:** The policy sets out a number of criteria for planning applications to ensure a high quality of design including: '*the scale, density and massing of the proposed development relate well to its locality*'; the building lines and layout of the development relate to those of the locality; the development has regard to and does not detract from the city's skyline, roofscape and local views within the city'; '*the satisfactory development or redevelopment of adjoining land is not prejudiced*; and '*there is no sever loss of amenity or privacy to adjacent residents*'.
- **HD23 New Trees and Landscaping:** All new development is required to make proper provision for the planting and successful growth of new trees and landscaping and should '*provide high quality landscaping and boundary treatment*' and '*promote nature conservation through the use of native species and the creation of wildlife habitats where appropriate*'.
- **HD28 Light Spillage:** The policy requires that development: '*light spillage and potential glare*

is minimised...' including to 'residential and commercial areas'.

#### Liverpool Urban Design Guide, Liverpool City Council 2003

1.1.40 A number of policies contained within the UDP relate to the conservation of the existing landscape, character, and views within the UDP area. Full details of these policies are contained within Appendix 5.6 of the Liverpool Unitary Development Plan. The site lies within an area that the UDP identifies for primarily industrial uses but as the more recently published Baltic Triangle Planning Framework identifies this 'no longer reflects the spatial distribution of different activities throughout the area'. In summary, key policies are:

- GEN3 Heritage and Design in the Built Environment: This policy aims to protect and enhance the built environment of the City, including by 'preserving and enhancing historically and architecturally important buildings...' and 'encouraging a high standard of design and landscaping in developments...'
- HD5 Development Affecting the Setting of a Listed Building: The policy states that 'planning permission will only be granted for developments affecting the setting of a listed building, which preserves the setting and important views of the building'.
- HD18 General Design Requirements: The policy sets out a number of criteria for planning applications to ensure a high quality of design including: 'the scale, density and massing of the proposed development relate well to its locality'; the building lines and layout of the development relate to those of the locality; the development has regard to and does not detract from the city's skyline, roofscape and local views within the city; 'the satisfactory development or redevelopment of adjoining land is not prejudiced; and 'there is no sever loss of amenity or privacy to adjacent residents'.
- HD23 New Trees and Landscaping: All new development is required to make proper provision for the planting and successful growth

of new trees and landscaping and should 'provide high quality landscaping and boundary treatment' and 'promote nature conservation through the use of native species and the creation of wildlife habitats where appropriate'.

- HD28 Light Spillage: The policy requires that development: 'light spillage and potential glare is minimised...' including to 'residential and commercial areas'.

#### Liverpool Urban Design Guide, Liverpool City Council 2003

1.1.41 The Liverpool Urban Design Guide has two overriding objectives in guiding development within Liverpool. These objectives are used as a planning tool to guide general development within the city.

- To guide the physical development of the city; and,
- To assist in the implementation of statutory planning control.

1.1.42 This document is used as general planning guidance within the planning system and it can be used to refine the baseline townscape character.

#### New Residential Development SPG Note 10 Liverpool City Council, Liverpool City Council 2006

1.1.43 This document sets out requirements for new residential development throughout the city as a supplement to Policy H5 (New Residential Development). The main objective of the policy is to '*ensure that new developments are well integrated into their surroundings and offer a good standard of amenity to future occupants whilst protecting the amenity of existing occupiers*'.

## 1.2 Methodology and Scope

1.2.1 The effects of the proposed development have been examined in terms of;

- **Effects on Townscape character:** For the purposes of this study the area immediately around the Proposed Development is examined

on a character area basis shown on **Figure 7**;

- **Effects on visual amenity:** This is examined through the Representative Viewpoint Approach in which the impact of the Proposed Development is assessed in short, medium and long distance views at key locations; and
- **Effects on people:** This will examine the effects on people who are sensitive to changes in the view.

1.2.2 The assessment has been based on the key accepted methodologies for landscape/townscape character and visual impact assessment contained in:

- *Guidelines for Landscape and Visual Impact Assessment, third edition*, Landscape Institute and the Institute for Environmental Management and assessment, 2013. This document is subsequently referred to as GLVIA3;

1.2.3 In addition, the following guidance documents have been also been consulted:

- Guidance on tall buildings, CABI, 2007.
- Tall Buildings Advice Note, English Heritage and Design Council, 2014.
- History in the View, English Heritage (now Historic England), 2011.

1.2.4 The assessment provides a series of tables and criteria setting out the criteria and definitions used to assist in assessing the townscape and visual effects and to make the process as transparent as possible. Ultimately, however, the assessment relies on professional judgement and the tables and matrices utilised are a tool to assist in this process.

#### Townscape Assessment

1.2.5 There are a range of factors which need to be considered in undertaking a townscape assessment which include:

- Context or setting in relation to the urban area and the wider landscape;

<ul style="list-style-type: none"> <li>• Topography in relation to urban form;</li> <li>• Urban grain, built form and its relationship to historic patterns;</li> <li>• Heritage assets and their settings;</li> <li>• Layout and scale of buildings, the density of development and building types;</li> <li>• Land use patterns both past and present;</li> <li>• Water bodies and their contribution to the landscape;</li> <li>• Local vegetation including the nature of green space and tree cover and their relationship to buildings and streets;</li> <li>• Open space typology and the character and qualities of the public realm; and</li> <li>• Access and connectivity including streets and footways.</li> </ul>		<p>other criteria used to assess townscape value in more detail, including that of undesignated townscape, are set out in <b>Appendix A - Table 1.2</b>. The criteria are taken from the Planning Practice Guidance, which supports the National Planning Policy Framework.</p>
1.2.6	An assessment of townscape value and susceptibility of townscape to change enables the overall sensitivity of townscape receptors to be determined. This forms the baseline from which the impact of the proposed development can be assessed.	<p>1.2.10 An overall assessment of value has been made for each townscape receptor based on an evaluation of each of the aforementioned criteria in <b>Appendix A - Tables 1.1 and 1.2</b>, in terms of high, medium and low value.</p>
1.2.7	<p><b>Townscape Value</b></p> <p>Townscapes may be valued at community, local, national level or above. Existing Townscape designations have been taken as the starting point for this assessment, as shown in <b>Appendix A - Table 1.1</b>. The value attached to undesignated townscapes, however, also needs to be assessed. The criteria used for this assessment is set out in <b>Appendix A - Table 1.2</b>.</p>	<p>1.2.11 <b>Townscape Sensitivity</b></p> <p>Susceptibility of townscape receptors to change has been assessed using the criteria identified in <b>Appendix A - Table 1.3</b>. The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor.</p>
1.2.8	<p><b>Appendix A - Table 1.1</b> sets out the relative importance of generic townscape designations and descriptions, identifying those designations applicable to the study area in the third column.</p>	<p>1.2.12 <b>Visual Assessment</b></p> <p>A series of viewpoint locations have been agreed with Liverpool City Council and these are shown on <b>Figure 14</b>. The viewpoints selected are from a range of proximities from/to the proposed development covering the immediate local environment adjacent to the site and the wider perspective of the local environment including the city centre and adjacent areas. More distant views are also included from the Wirral side of the River Mersey. The viewpoints have been selected for a range of <i>'representative' viewpoints to cover different visual receptors as well as 'specific' viewpoints to which the public have access to as well as responding to the key landmark buildings, key vistas and distant views identified in the WHS SPD.</i></p>
1.2.9	Whilst the assessment of value is partly based on the Planning Policy importance of the townscape,	<p>1.2.13 <b>Photography</b></p> <p>The photography for the Monarchs Quay site was undertaken during August and September 2017. The photography was undertaken by Infinite 3D Ltd. who employ a full-time professional architectural photographer, with the source photography for the montage images being undertaken in-house.</p> <p>1.2.14 Images are captured using a 30.4 megapixel (6,720 x 4,480) Canon EOS 5D MkIV digital SLR with a full-frame sensor size of 36 x 24 mm (equivalent to a 35 mm film still image frame). A 24mm lens was chosen as the most appropriate to allow ample existing context to be viewable in each photograph - and is adopted for all of the images to provide consistency across most viewpoints with the exception of VP11. Our to the closer proximity of the camera to the site, a 17mm lens is used in this location to allow for capturing the whole development within a single frame.</p> <p>1.2.15 On suitably sized printed output, this system is capable of resolving all the detail in a scene observable by a person with average vision if they were standing at the camera.</p> <p>1.2.16 The camera is mounted on a tripod at eye level, which is around 1.65m. The orientation of the camera is adjusted so that the horizontal axis of the sensor is aligned with the horizon. Images are captured using the native camera RAW format to ensure maximum tonal and colour information is retained for use in the image processing stage. Choices for aperture and focus distance are designed to render all parts of the scene 'in focus'. Supplementary photographs are taken to record the camera position.</p> <p>1.2.17 <b>Image Processing</b></p> <p>The camera files are imported into Capture One, a proprietary image processing application that converts the RAW camera data into lossless RGB format files suitable for use in 2D image editing and 3D modelling applications. At this stage there are also minor tonal and colour adjustments which aim to replicate the scene as honestly as possible as it was perceived by the photographer at the time of capture. Camera, lens and technical parameters that help with the alignment of the virtual cameras are included in the 'metadata' text layer of each photograph - including lens focal length, aperture, exposure, and time and date of photograph.</p> <p>1.2.18 <b>3D Model</b></p> <p>A new 3D architectural massing model of the proposals was constructed by Infinite 3D based upon CAD information provided by FCH Architects. This represents</p>

a complete model of the scheme whose overall dimensions are accurate, with more simple indicative forms representing smaller details such as windows and balustrades where necessary. A 3D computer model of parts of Liverpool from provides a modelled context of the city that contains the locations from which the source photography was taken, and the site itself. The massing model of the scheme is introduced into the contextual model in the correct position to provide a 3D model of Liverpool that includes all of the areas required to position the required 'virtual' cameras, and associated reference data of existing buildings.

#### Camera Matching and Rendering

1.2.19 Visualisation software allows for setting up 'virtual' cameras that accurately replicate the parameters of real world cameras with a variety of lenses. 'Virtual' cameras are setup in the 3D model with the same physical properties as the 'real' camera. New cameras are introduced into the modelling application for each of the viewpoints in the same relative locations within the 'virtual' 3D context as the 'real' photography was taken from in real life.

1.2.20 This provides 21No. cameras within the modelling software that match the location and settings of the source photograph for each anticipated montage. The 'virtual markers' provided by the contextual Liverpool City model allow for the targeting of each of the virtual cameras. Distant, taller buildings provide ideal reference points to 'aim' the virtual cameras with reference to the 3D site model. These visible markers are aligned upon the under-laid photograph to match the 3D overlay, bringing synchrony between the 'real' and 'virtual' cameras. With the settings from the camera lens replicated accurately within the parameters visualisation software, this provides 3d representation of the real world photography positioning. Once the process of camera matching is complete, each of the viewpoints is rendered out using the V-Ray rendering engine.

#### Post production Compositing

1.2.21 The render of the three-dimensional model is

superimposed on the existing still views in Adobe Photoshop. The photomontages are then compiled within Photoshop, utilising the existing photograph and the 3d rendering. Any elements from the built environment that should sit in front of the proposed development are cropped and superimposed over the 3d rendering to represent what the proposal would look like once completed. No physical correction or distortion is made to the base photography or 3d rendered image. The images are prepared in this manner to provide a representation of the mass and scale of the development.

#### Type of View and Number of Viewers

1.2.22 In terms of assessing the baseline visual sensitivity, key factors to consider are the type of view and the likely numbers of viewers (the visual receptors). The type of view and the number of viewers are described in the following terms:

- i) Glimpsed (i.e. in passing)/Filtered/Oblique/Framed/Open Views; and
- ii) Few/Moderate/Many Viewers

#### Value of Views

1.2.23 The value attached to views has regard to a number of factors, including: recognition through planning designations or heritage assets; and the popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps and the facilities provided for its enjoyment.

1.2.24 The assessment of the value of views is summarised in Appendix A - Table 1.4 in terms of High, Medium and Low value. These criteria are provided for guidance only and are not intended to be absolute.

#### Visual Sensitivity

1.2.25 The susceptibility of different types of visual receptor to changes in views is mainly a result of:

1.2.26 The occupation or activity of the viewer at a given location; and

1.2.27 The extent to which a person's attention or

interest may therefore be focused on a view and the visual amenity experienced at a given view.

1.2.28 The assessment of a visual receptor to change is specific to the proposed development. GLVIA3 offers the generic guidance identified in **Appendix A - Table 1.5** as a basis for the assessment.

1.2.29 GLVIA3 qualifies the above examples as follows:

1.2.30 'This division is not black and white and in reality there will be a gradation in susceptibility to change. Each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focused on views and visual amenity.' (page 114, paragraph. 6.35).

1.2.31 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor.

#### Predicted Townscape and Visual Effects

1.2.32 The predicted townscape and visual effects of the proposed development are examined in Section 3.0 and are summarised in **Appendix A - Tables 3.2.1 and 3.2.2.**

1.2.33 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor.

#### Size and Scale of Effects

1.2.34 The size and/or scale of effects relates to the scale of changes in the townscape, such as the loss or addition of features and the scale of the change in views.

#### Geographical Extent of Effects

1.2.35 The geographical extent of effects relates to: the area over which townscape effects are likely to be experienced, i.e. this could be;

- at the site level;
- the immediate setting of the site, or townscape character type / area;

- the area over which visual effects are likely to be visible; and
  - the duration of these effects.
- 1.2.36 Effects may be temporary, permanent or reversible over time. For example, visual effects arising from construction activities may be limited solely to the construction period and, therefore, only temporary. They may also be permanent, however, where for example construction necessitates clearance of existing vegetation.
- Reversibility**
- 1.2.37 Effects may be reversible, for example, restoration of a quarry following mineral extraction. The assessment considers the practicality of effects being reversed with an approximate timeframe for reversibility.
- Significance of Townscape Effects**
- 1.2.38 The magnitude of a townscape or visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, and its duration and degree of reversibility.
- 1.2.39 The size and/or scale of change in the townscape takes into consideration the following factors: the extent/proportion of townscape elements lost or added; the contribution of that element to townscape character and the degree to which aesthetic/perceptual aspects are altered; and whether the effect is likely to change the key characteristics of the townscape, which are critical to its distinctive character.
- 1.2.40 The criteria used to assess the size and scale of townscape effects are based upon the magnitude of change that will occur as a result of the proposals, as described in **Appendix A - Table 1.6**. The potential significance of townscape effects is determined by combining the sensitivity and magnitude of effect. **Appendix A - Table 1.8** shows how these two variables are correlated in a matrix to arrive at the significance of effect. It should be noted, however, that the matrix is used as a guide and does not supplant professional judgement.
- Significance of Visual Effects**
- 1.2.41 The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced and its duration and degree of reversibility.
- 1.2.42 The size or scale of change in the view relates to the degree of contrast or integration likely to result from the proposed development and is influenced by the relative time over which a view is experienced and whether it is a full, partial or glimpsed view.
- 1.2.43 The criteria identified in **Appendix A - Table 1.7** are used to assess the magnitude of visual effects, based on the degree of change to the view or composition. **Appendix A - Table 1.8** shows how the two variables of sensitivity and magnitude are also correlated in a matrix to assist in arriving at the significance of effect.
- Nature of Effects**
- 1.2.44 Determination of the nature of effects i.e. whether they are beneficial, adverse or neutral can be very subjective and varies according to an individual's responses to a particular development. Effects may also be direct or indirect, temporary or permanent. For a development of this nature the effects are considered direct and permanent.
- Significance**
- 1.2.45 For the purposes of this Townscape and Visual Impact Assessment, Moderately Significant effects and below are not considered to be Significant in the meaning of the Town and Country Planning (EIA) Regulations 2011 unless otherwise stated and explained.
- Confidence**
- 1.2.46 The predicted impact is assessed against the criteria set out below in order to attribute a level of confidence to the visual assessment.
- 1.2.47 High - The predicted impact is either certain, or very likely to occur, based on reliable information or previous experience.
- 1.2.48 Medium – The predicted impact and its level are best estimates, based on on-site and desktop study.
- 1.2.49 Low – The predicted impact and its level are best estimates, based on given knowledge and experience. More information may be needed to improve the level of confidence.
- Consultation**
- 1.2.50 The photoviewpoints used within this document were requested by Sam Campbell of Liverpool City Council.
- Limitations and assumptions**
- 1.2.51 This townscape and visual assessment has made assumptions based on the modelling information available at this time. The contextual modelling utilises ordnance survey and topographical information, proposed information is based on modelling supplied by Falconer Chester Hall architects and Infinite 3D. Any discrepancies, which may occur between these models, have been rectified where possible, any outstanding issues, which may occur, are a result of the differences in timescales and mixed media of the modelling information. We have assumed that the comprehensive model used in the production of the verified views, is as accurate as can be given the limitations outlined above.

## 2. Townscape and Visual Baseline

## 2.1 Townscape Baseline

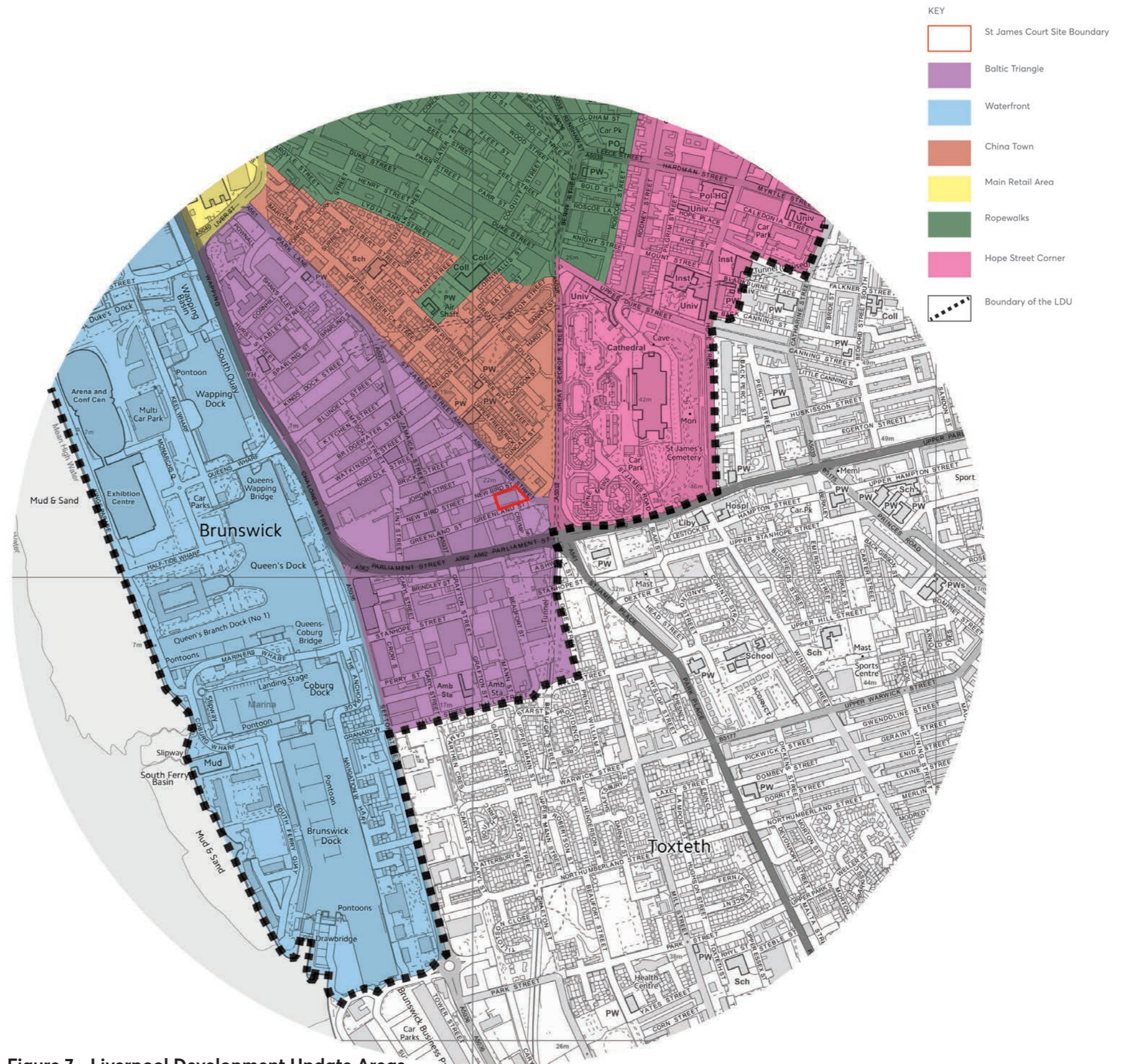
## Site location

2.1.1 The site is located within the Baltic Triangle area of Liverpool City Centre and is bounded by St James Street, New Bird Street, Greenland Street, see **Figure 7**. Adjacent to the western boundary is an existing single storey industrial premise, which continue largely in this form further south although some are derelict. On the opposite, southern side of Greenland Street properties are a mix of heights ranging from single storey to three to the seven storey Grade II listed 45-51 Greenland Street which now houses the Contemporary Urban Centre located at the junction with Newhall Street. A grassed triangle of land lies to the east up to the footpath along St James Street.

2.1.2 Further west towards the Anglican Cathedral which overlooks the Baltic Triangle is the Grade II listed 3 and 4 Great George Street Place building occupied by The Wedding House beyond which is the busy intersection of St James Street, Great George Street and Upper Parliament Street. The Grade II listed Church of St James in the City (which also includes the wall railings and gates to the churchyard) lies to the south west on the other side of Upper Parliament Street and the Grade II listed building of the Church of St Vincent de Paul is to the north along St James Street. The Anglican Cathedral is Grade I listed below which, is a more modern three storey residential development, which is heavily screened by maturing tree planting along St James Street.

## Historic and Current Development

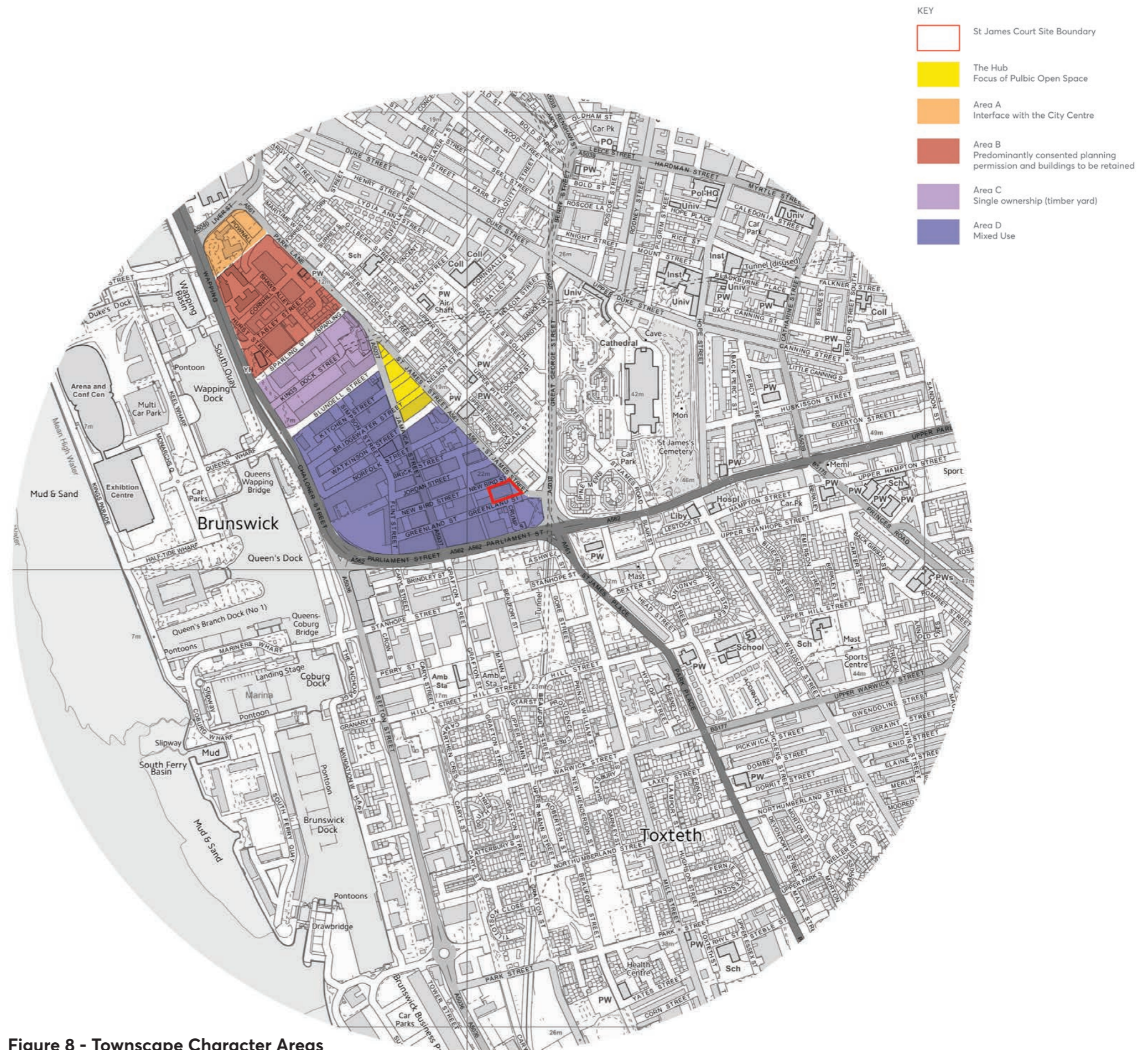
2.1.3 The site is currently occupied by a single storey commercial building within an area of mixed use including business and cultural hubs and large residential development which lies to the north. The area is undergoing economic regeneration and has seen a number of buildings refurbished to create cultural and social hubs, which includes the Contemporary Urban Centre and the Baltic Creative. New build apartment schemes have also been developed within the area.



**Figure 7 - Liverpool Development Update Areas**  
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Ordnance Survey 0100031673

### Townscape Character Areas

2.1.4 The site lies within the Baltic Triangle and within an area identified as Area D Mixed Use of the Baltic Triangle Planning Framework, see **Figure 8**. This area forms the majority of the southern half of the triangle and reflects the rich mix of uses proposed as part of the vision and objectives for the area.



**Figure 8 - Townscape Character Areas**

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