

Viewpoint 1 St James Street – Hardy Street

Value of view: **Low** Sensitivity of Receptor: **High to Medium**

- 3.3.2 St Vincents Church is the main focal point in the view with the imposing 54 St James Place framing the view. The development is visible behind the mature trees on the west (right) side of the road and it will, therefore, be more visible when trees are out of leaf. The bronze coloured cladding and limestone tiles will be in keeping with the existing colour pallet of the buildings in the foreground of the view, which will therefore help the proposed building to blend into the background of the view. Whilst the development will introduce a taller building into the view, the building line is retained and the height of the buildings in view provides the appropriate context for what is proposed creating an additional focal point which does not conflict with the church. The magnitude of effect is recorded as Moderate resulting in a Moderate/Major Beneficial effect.



Figure 16 - Photomontages 1 - 18

Viewpoint 2 Park Lane – Sparling Street

Value of view: **Low** Sensitivity of Receptor: **High to Medium**

- 3.3.3 The proposed development will only be glimpsed behind the existing medium rise blocks in the background. Other than being skylined, the building will not affect views to features beyond from this location and reinforces the cluster of higher rise buildings in this area. The magnitude of effect is recorded as Negligible and of Minor Beneficial effect.



Figure 16 - Photomontages 1 - 18

Viewpoint 3 Wapping – Kings Dock

Value of view: **Medium** Sensitivity of Receptor: **High to Medium**

- 3.3.4 Even with trees out of leaf, it is assessed that the development will not be visible from this location and the effect is recorded as No Change. It should be noted that there is the potential for this to change depending on the future redevelopment of the area. Distance and intervening developments are unlikely, however, to result in significant change.



Figure 16 - Photomontages 1 - 18

Viewpoint 4 Salthouse Dock - Salthouse QuayValue of view: **High** Sensitivity of Receptor: **High**

- 3.3.5 Modelling suggests that only a very small portion of the development will be visible. In combination with the distance to the development from this viewpoint, the magnitude of effect is recorded as Negligible with a No Change effect.



Figure 16 - Photomontages 1 - 18

Viewpoint 5 Albert Dock

Value of view: **High** Sensitivity of Receptor: **High to Low**

3.3.6 The development will not be visible, and the effect is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 6 Liverpool MuseumValue of view: **High** Sensitivity of Receptor: **High to Medium**

3.3.7 The development will not be visible, and the effect is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 7 Crosshall Street – Dale Street

Value of view: **Medium** Sensitivity of Receptor: **High to Low**

3.3.8 The development will not be visible and the effect is recorded as No Change..



Figure 16 - Photomontages 1 - 18

Viewpoint 8 Sir Thomas Street – Dale Street

Value of view: **Medium** Sensitivity of Receptor: **High to Low**

3.3.9 The development will not be visible, and the effect is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 9 St James St – Upper Parliament Street

Value of view: **Medium** Sensitivity of Receptor: **High to Medium**

- 3.3.10 Located at a busy road intersection close to the Anglican Cathedral part views of which are possible from other locations within and around the junction. Other existing feature buildings nearby and within the view include the listed 45-51 Greenland Street, St Vincents Church and Great George Street Place. The introduction of a contemporary and landmark building in this location (which from this viewpoint retains the visibility to these features) is consistent with Baltic Triangle Planning Framework and will highlight the ongoing regeneration of the area in a highly visible location. The magnitude of change is recorded as Major and the effect is assessed as Major Beneficial effect.



Figure 16 - Photomontages 1 - 18

Viewpoint 10 Slipway on Magazine PromenadeValue of view: **High** Sensitivity of Receptor: **High to Low**

3.3.11 The development is not visible from this location and is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 11 Wallasey Town Hall

Value of view: **High** Sensitivity of Receptor: **High to Low**

3.3.12 The development is not visible from this location and is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 12 Sefton Street – Parliament Street

Value of view: **Low** Sensitivity of Receptor: **High to Medium**

- 3.3.13 The upper storeys to the development will be visible and skylined between the view of the Anglican Cathedral and 45-51 Greenland Street. The development does not appear out of scale with these buildings and it should be noted that this view is highly likely to change as further regeneration of the area continues. The proposed contemporary nature of the bronze cladding will help to blend the individual elements of the view together. This will be achieved through the use of contemporary design and material similar to the No. 54 St James Street and the X1 Development at The Quarter, which are visible on opposite sides of viewpoint 12, and ensuring the proposed colour tone will be respectful of the existing brick tones on the Cathedral and the surrounding industrial units. Whilst from some locations around this junction the development may screen views of part of the cathedral, the tower will not be affected, and a new landmark building represents positive change for the ongoing regeneration of the area. The magnitude of change is recorded as Moderate and the effect is assessed as Moderate Beneficial.



Figure 16 - Photomontages 1 - 18

Viewpoint 13 Woodside Ferry Terminal

Value of view: **High** Sensitivity of Receptor: **High to Low**

- 3.3.14 The upper storeys to the building are predicted to be visible and skylined from this location. The view of the Anglican Cathedral is not compromised and the development, from this distance, would form a small part of a wide panorama across the water. The introduction of new development is considered a positive sign of regeneration. The magnitude of change is, therefore, recorded as Minor and the effect is assessed as Minor Beneficial.

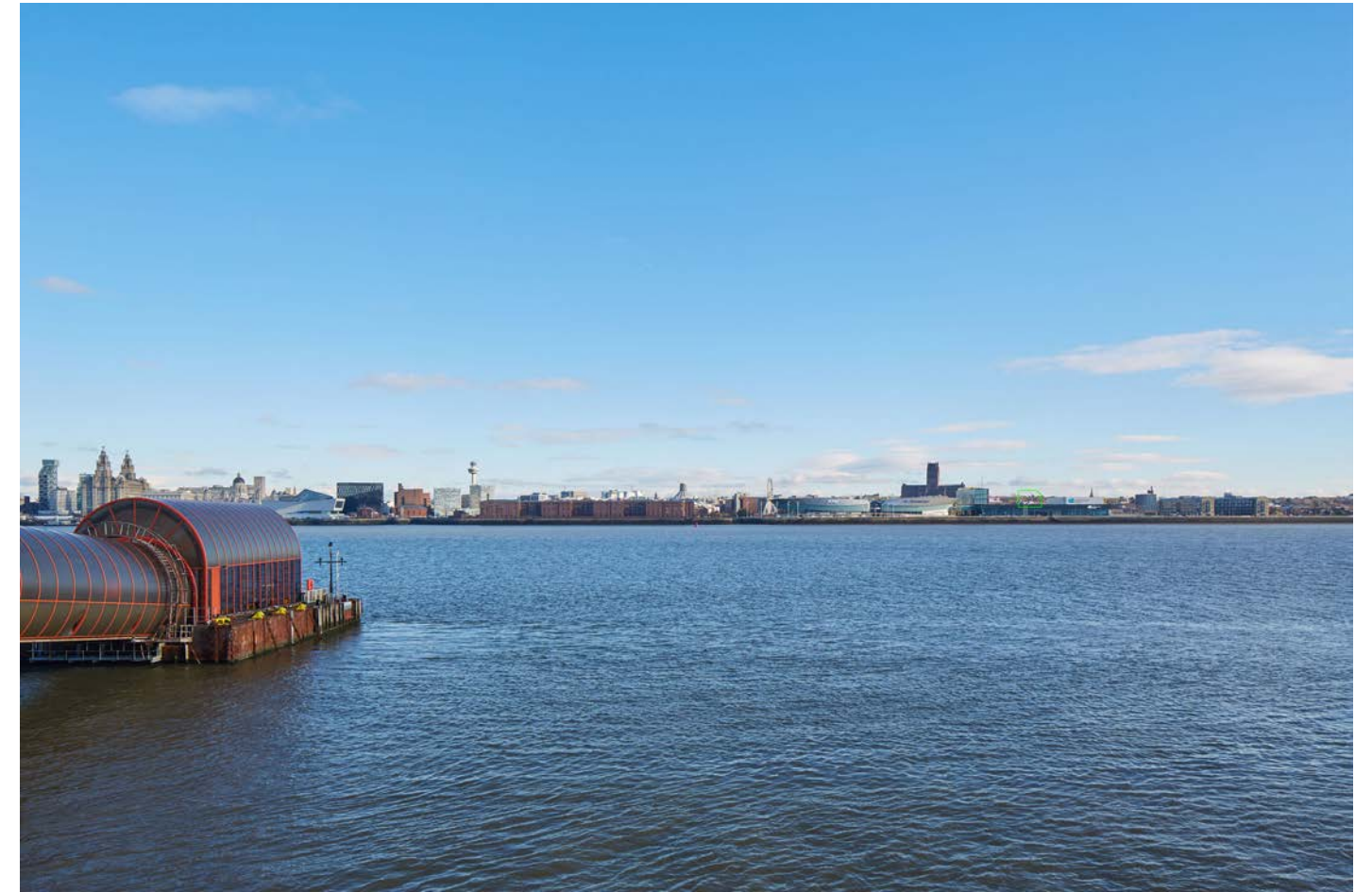
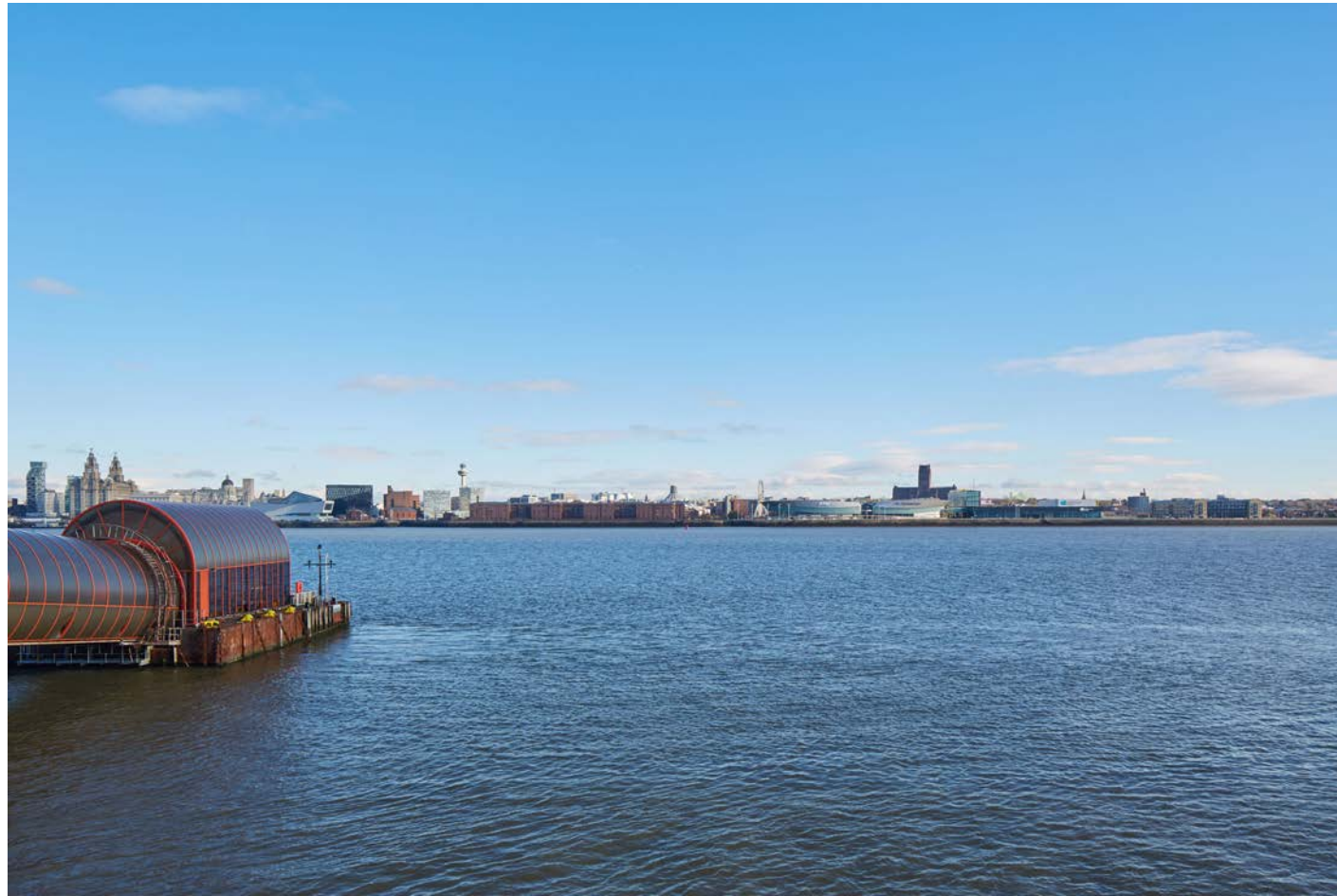


Figure 16 - Photomontages 1 - 18

Viewpoint 14 Bidston Hill Observatory

Value of view: **High** Sensitivity of Receptor: **High**

- 3.3.15 It is predicted that the development will not be skylined and will be barely visible to the naked eye from this distance. The magnitude of change is recorded as Negligible and the effect is assessed as Minor Beneficial.



Figure 16 - Photomontages 1 - 18

Viewpoint 15 Liverpool Anglican Cathedral

Value of view: **High** Sensitivity of Receptor: **High to Medium**

3.3.16 The development is not visible from this location and is recorded as No Change.



Figure 16 - Photomontages 1 - 18

Viewpoint 16 Everton Park

Value of view: **High** Sensitivity of Receptor: **High**

- 3.3.17 The development is predicted to not be skylined from this location with only a small portion of the development visible but which may screen glimpses of the River Mersey. The introduction of a new quality development to the city is considered a positive indication of ongoing regeneration. The magnitude of change is recorded as Negligible and the effect is assessed as Minor Beneficial.



Figure 16 - Photomontages 1 - 18

Viewpoint 17 Liverpool Metropolitan CathedralValue of view: **High** Sensitivity of Receptor: **High**

3.3.18 The development is not visible from this location and is recorded as No Change.

**Figure 16 - Photomontages 1 - 18**

Viewpoint 18 Royal Liver Building

Value of view: **High** Sensitivity of Receptor: **High**

3.3.19 The site is not visible from this location so is recorded as No Change.



Figure 16 - Photomontages 1 - 18

4. Summary and Conclusions

4.1 St James Court

- 4.1.1 This report has assessed the townscape and visual effects of the proposed development. The site is currently available for development and planning policy is directed at supporting the major regeneration of this area which is desired and anticipated. The assessment is made on this basis, but where adverse effects are likely to occur these have been described.
- 4.1.2 The development would introduce a notable change into the immediate and local townscape but in view of the condition of the existing area, the retention of the existing street layout and the consistency of the development with current planning policy to create a landmark building in this vicinity, it is assessed that the effects will be beneficial. The existing movement and access corridors are retained and building heights and scale are in keeping with existing historical, planning policy and the planning framework devised for this area. The development respects the fact that it is within the WHS Buffer Zone and is assessed that it will provide a major and beneficial contribution to improving the local townscape.
- 4.1.3 With respect to visual effects, the assessment considers them to be beneficial or of no change where no visibility remains following development. Key vistas and views to landmark buildings have been retained, and the development will provide a new focal point at a key road intersection.

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APPENDIX A

Table 1.1 Value of Designated Townscape

Typical Designation	Description	Actual designation of the site	Importance (value) where present
World Heritage Site	Unique sites, feature or areas of international importance with settings of very high quality.	Lies within the buffer zone of the designated World Heritage site.*	High
Curtilage of Grade I, II and II*, Conservation Areas, Listed Buildings, Registered Parks and Gardens of Special Historic Interest, Scheduled Monuments.	Site, feature or areas of national importance with settings of high quality.	N/A	N/A
Local nature site, long distance recreational routes.	Sites, features or areas of regional importance with intact character.	N/A	N/A
Tree Preservation Orders (TPO)	Sites, features or areas of district importance.	N/A	N/A
Public Space or local route.	General townscape area valued at the local level.	N/A	N/A

*The "site" referenced within this table is a generalised term and does not refer to the Freemasons Row site which lies outside the World Heritage Site boundary or Buffer Zone.

Table 1.2 Criteria for Assessing the Value of Undesignated Townscapes

Attribute	Criteria
Functional	A building or place should be fit for purpose, designed and delivered in a way that delivers the intended function and achieves value for money in terms of lifetime costs.
Mix of uses	Mix of uses to ensure easy access to facilities and encourage a healthier environment, reducing the need to travel.
Well-designed public space	Functional and attractive hard and soft landscape elements, well orientated and designed routes, inclusion of facilities such as seats and play equipment and public art.
Buildings designed to be adaptable	Flexibility to be able to respond to a range of future needs – how easily buildings change to be adapted for change of use, places that are easy and practical to managed with good access, natural surveillance and hared wearing materials that are easy to repair.
Distinctive Character	Consideration of: the local pattern of street blocks and plots; building forms; details and materials; style and vernacular; landform and gardens, parks, trees and plants; and wildlife habitats and micro climates.
Attractive spaces	Consideration of streetscapes, landscapes, buildings and elements within them all, microclimates and views should all be considered.
Promotes ease of movement	All users should be able to move safely, conveniently and efficiently to and within a place, appropriate number of legible routes and through it, good connections with each other and other destinations.

Table 1.3 Townscape Sensitivity

Sensitivity	Criteria
High	Little ability to accommodate the proposed development without undue harm.
Medium	Some ability to accommodate the proposed development without undue harm.
Low	Substantial ability to accommodate the proposed development without undue harm.

Table 1.4 Value Attached to Views

Sensitivity	Criteria
High	Views from townscapes/viewpoints of national importance, or highly popular visitor attractions where the view forms an important part of the experience, or with important cultural associations.
Medium	Views from townscapes/viewpoints of regional/district importance or moderately popular visitor attractions where the view forms part of the experience, or with local cultural associations.
Low	Views from townscapes/viewpoints with no designations, not particularly popular as a viewpoint and with minimal or no cultural associations.

Table 1.5 Visual Sensitivity

Sensitivity	Type of Receptor
High	<ul style="list-style-type: none">Residents;People engaged in outdoor recreation, including users of public rights of way, whose attention is likely to be focused on the townscape and on particular views;Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience;Communities where views contribute to the townscape setting enjoyed by residents; andTravellers on scenic routes.
Medium	<ul style="list-style-type: none">Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey.
Low	<ul style="list-style-type: none">People at their place of work, where the setting is not important to the quality of working life; andTravellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey.People engaged in outdoor sport or recreation, which does not involve appreciation of views

Table 1.6 Townscape Effects: Magnitude

Magnitude Evaluation	Definition
Substantial	The proposed development proposed scheme would completely change the character and/or appearance of the townscape. Irreparable loss of key townscape characteristics occurs with a major or complete change to features, characteristics and/or townscape condition. The development is highly visible and exerts a comprehensive influence upon townscape character area to the extent that the overall integrity of it is affected and subject to change.
Major	The proposed development proposed scheme would cause an obvious change to the character, fabric and quality of the townscape. Damage or loss or irreparable damage to landscape character will result to the townscape area through the loss of key features and a reduction in townscape quality and condition. The development will be highly visible within a comprehensive area of the townscape area with a major influence upon landscape character.
Moderate	The proposed development proposed scheme would cause a noticeable difference to townscape character and/or the fabric and quality of the townscape. Change to key townscape characteristics may occur but may be repairable or offset with by an improvement in townscape condition. The development is present within views from a wider area of the townscape area and is a noticeable feature exerting an influence upon existing town scape character where it is visible.
Minor	The proposed development would cause a barely perceptible impact, and would slightly affect the character, fabric and quality of the townscape. The development is present within views from limited areas of the townscape area and is a minor feature exerting limited influence over existing townscape character.
Negligible	The proposed development is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernible impact on the character, fabric and quality of the townscape. There is no loss or damage to townscape character, features or condition.

Table 1.7 Visual Effects Magnitude

Magnitude Evaluation	Description of criteria
Substantial	The proposed development would completely change the existing view and would substantially affect receptors and key views. The development is a key feature and/or occupies a major proportion of the field of view. The distance between the receptor and development (relevant to the scale of the development) is short and the majority of the development is visible.
Major	The proposed development would cause an obvious change to the existing view and would largely impact receptors and key views. The development is an obvious feature within views and occupies a large proportion of the field of view. The distance between the receptor and development is short to medium and a high proportion of the development is visible.
Moderate	The proposed development proposed scheme would cause a noticeable difference from the existing view impacting receptors and key views. The development is a noticeable feature and occupies a moderate proportion of the field of view. The distance between the receptor and development is medium with only part of the development visible.
Minor	The proposed development would be barely perceptible to receptors and key views. The development is a minor element within views and occupies a small proportion of the field of view. The distance between the receptor and development is medium to far and only a small part of the development is visible.
Negligible	The proposed development is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernible impact on receptors or key views. The development is a very minor element within views and occupies a very limited proportion of the field of view. The distance between the receptor and development is far and only a very small part of the development is visible.

Table 1.8 Significance of Townscape or Visual Effects

Sensitivity / Magnitude	Low	Medium	High
Negligible	Negligible/ Minor Impact	Minor Impact	Minor/ Moderate Impact
Minor	Minor Impact	Minor/ Moderate Impact	Moderate Impact
Moderate	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact
Major	Moderate Impact	Moderate/ Major Impact	Major Impact
Substantial	Moderate/ Major Impact	Major Impact	Substantial Impact