



Baseline Photograph Parameters

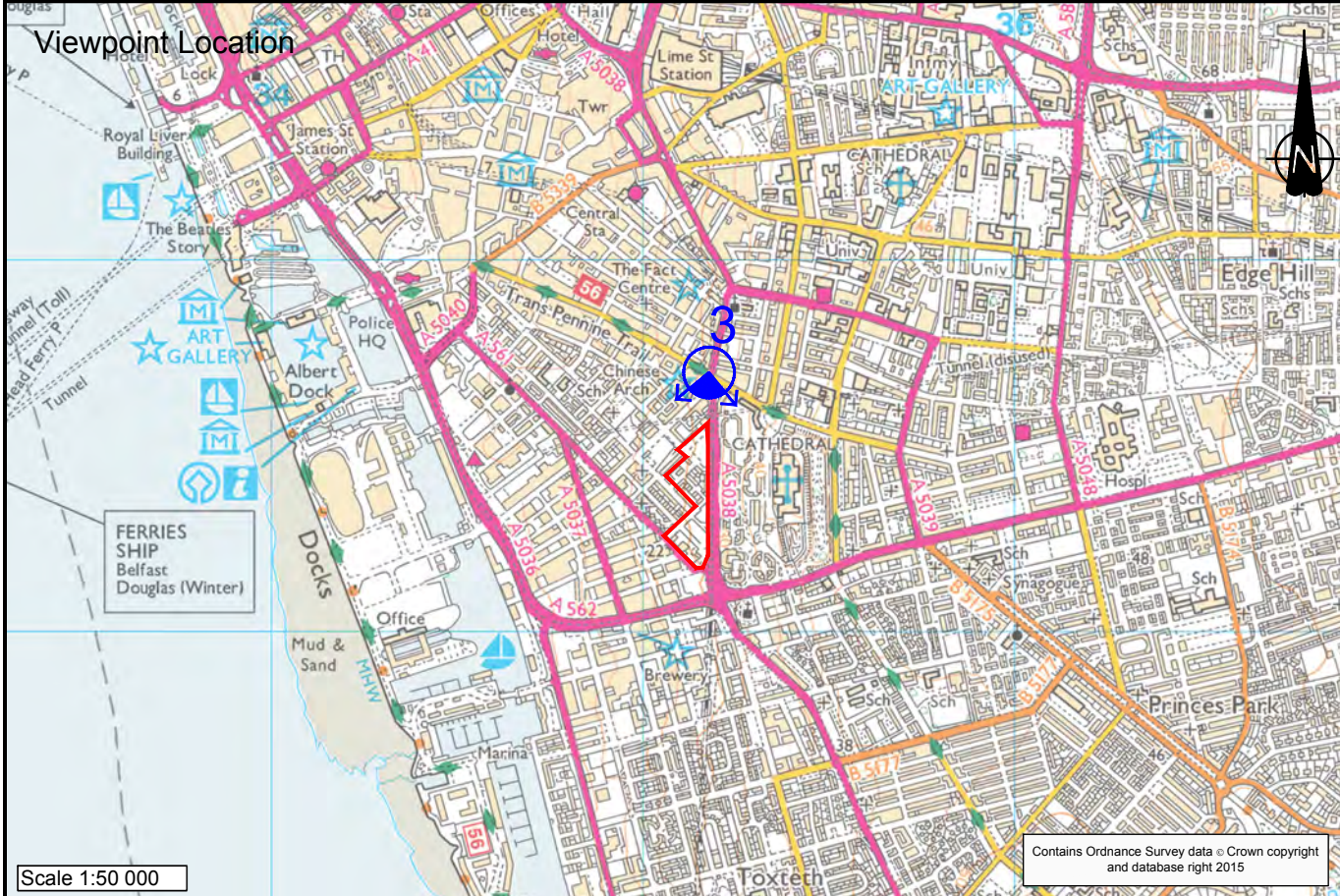
Grid Ref	335194mE 389655mN
Elevation	27m AOD
Viewing Direction	S
Distance to Development	135m
Camera Details	Nikon D800 With Sigma Fixed 30mm Lens
Camera Height	1.5m
Time and Date of Image Capture	2015/07/016
Weather and Lighting Conditions:	Sunny

Horizontal Scale	9.1 mm per °
Horizontal Field of View	90°
Vertical Field of View	14.2°
Viewing Distance	522mm @ A1

Photograph used is a composite panoramic image using portrait images with a 15° interval stitched to create a cylindrical projection

This image provides a landscape and visual context only

© Copyright Reserved



VISUAL APPRAISAL				VIEWPOINT 3		July 2015						
VIEWPOINT LOCATION (RECEPTOR)	DISTANCE FROM APPLICATION BOUNDARY	DESCRIPTION OF VIEW	VIEW DURING CONSTRUCTION	VIEW OF COMPLETED DEVELOPMENT	MITIGATION MEASURES	STATUS OF EFFECTS	VISUAL IMPACT APPRAISAL					
Junction of Great George Street and Upper Duke Street	135m	View south along Great George Street on the edge of the Chinatown district. The Chinatown arch is a prominent feature in the view.	There would be direct and open views of the development from this view during construction due to the close proximity of the viewpoint.	There would be direct and open views of the eastern side of the development.	The stepped arrangement of new buildings will reduce mass of development.	Construction effects are temporary, the completed development effects are permanent.	Imperceptible	Slight	Moderate	Substantial	Severe	
	Completed Development (Short Term)											
	Adverse/Negative Impact											
	Beneficial/Positive Impact											
	APPROX. HEIGHT AT VIEWPOINT						Completed Development (Long Term)					
	27m AOD						Adverse/Negative Impact					
MAGNITUDE OF EFFECTS				SENSITIVITY OF VISUAL RECEPTORS								
Medium - Due to open and direct views of the development particularly its eastern side.				High - Due to high levels of pedestrian movement Medium - Drivers of vehicles								

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 3					
DRG No		SCALE		DATE	
ST14813/104		NTS		July 2015	
DRAWN BY		CHECKED BY		APPROVED BY	
IW		AR		HK	
<div><div><input type="checkbox"/> STOKE-ON-TRENT (HEAD OFFICE)</div><div><input checked="" type="checkbox"/> NEWCASTLE UPON TYNE</div><div><input type="checkbox"/> WEST BROMWICH</div><div><input type="checkbox"/> GREATER MANCHESTER</div></div> <div><div>TEL 0178 227 6700</div><div>TEL 0191 232 0943</div><div>TEL 0121 580 0909</div><div>TEL 0194 226 0101</div></div> <div><div><input type="checkbox"/> CARDIFF</div><div><input type="checkbox"/> LONDON</div><div><input type="checkbox"/> SHEFFIELD</div><div><input type="checkbox"/> EDINBURGH</div></div> <div><div>TEL 029 2072 9191</div><div>TEL 0207 287 2872</div><div>TEL 0114 245 6244</div><div>TEL 0131 555 3311</div></div>					
<div><div></div><div>your earth our world</div></div>					