



Baseline Photograph Parameters

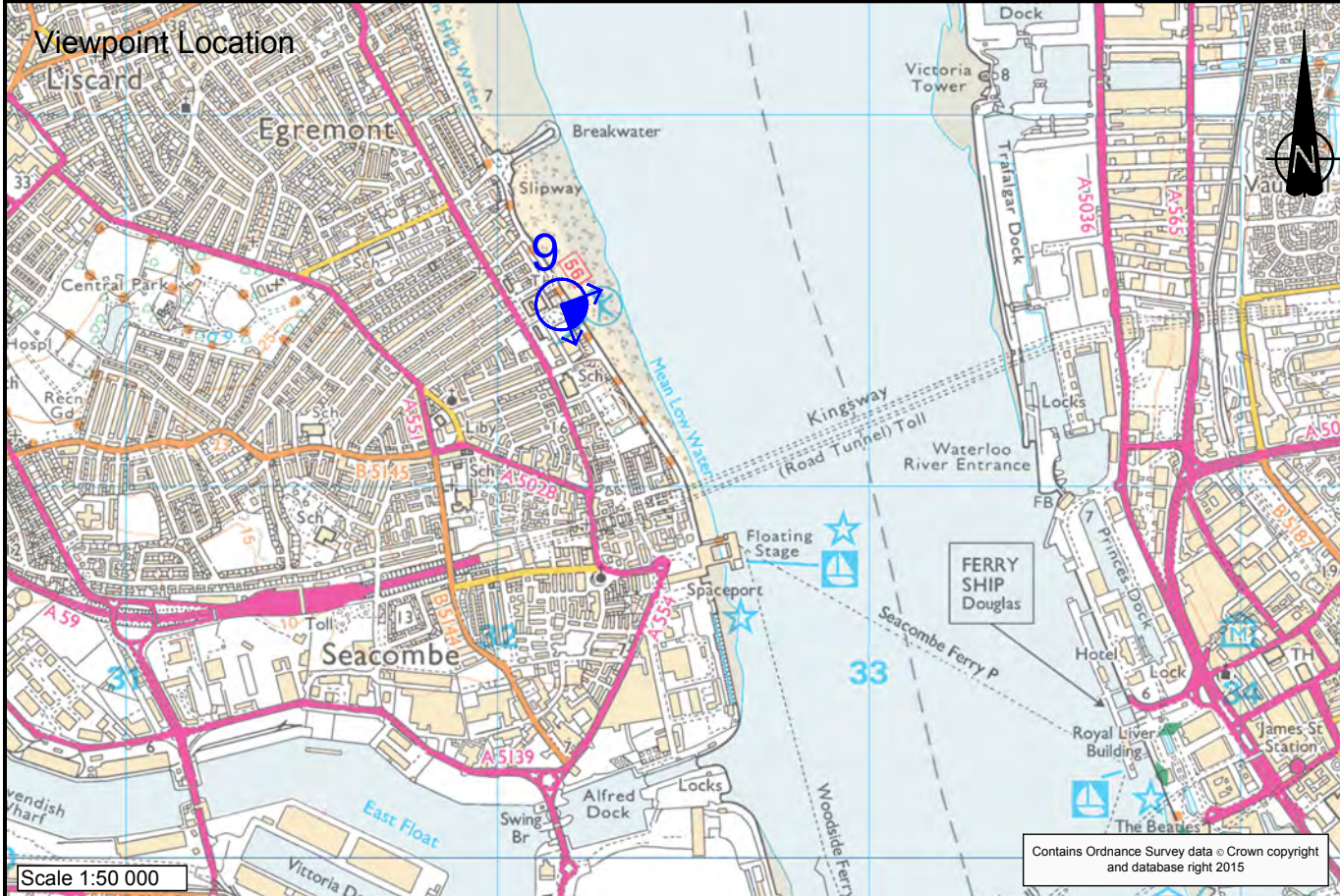
Grid Ref	332140mE 391513mN
Elevation	15mAOD
Viewing Direction	SE
Distance to Development	3312m
Camera Details	Nikon D800 With Sigma Fixed 30mm Lens
Camera Height	1.5m
Time and Date of Image Capture	2015/07/016
Weather and Lighting Conditions:	Sunny

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

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VISUAL APPRAISAL			VIEWPOINT 9				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				
Wallasey Town Hall West bank of River Mersey	3312m	View south east over River Mersey.Wallasey Town Hall step are viewed in the foreground with some vegetation. Over the river a number of tall buildings and structures are visible on the skyline.	Views would be just visible during construction due to the distance of the view from development.	Views of the development's tower would be glimpsed on the skyline without any major impact.	There would be no detrimental impact on this view by the development with the tower becoming a part of the Liverpool skyline.	Construction effects are temporary, the completed development effects are permanent.	Imperceptible				
	Completed Development (Short Term)										
	Adverse/Negative Impact										
	Beneficial/Positive Impact										
	APPROX. HEIGHT AT VIEWPOINT						Completed Development (Long Term)				
	15m AOD						Adverse/Negative Impact				
MAGNITUDE OF EFFECTS			SENSITIVITY OF VISUAL RECEPTORS								
Low - Due to the distance of the view from the development.			High - This view is taken from an important historic building.								

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 9					
DRG No		SCALE		DATE	
ST14813/111		NTS		July 2015	
DRAWN BY		CHECKED BY		APPROVED BY	
IW		AR		HK	
<div><div><input type="checkbox"/> STOKES-ON-TRENT (HEAD OFFICE) TEL 0178 227 6700</div><div><input checked="" type="checkbox"/> NEWCASTLE UPON TYNE TEL 0191 232 0943</div><div><input type="checkbox"/> WEST BROMWICH TEL 0121 580 0909</div><div><input type="checkbox"/> GREATER MANCHESTER TEL 0194 226 0101</div></div> <div><div><input type="checkbox"/> CARDIFF TEL 029 2072 9191</div><div><input type="checkbox"/> LONDON TEL 0207 287 2872</div><div><input type="checkbox"/> SHEFFIELD TEL 0114 245 6244</div><div><input type="checkbox"/> EDINBURGH TEL 0131 555 3311</div></div>					
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