



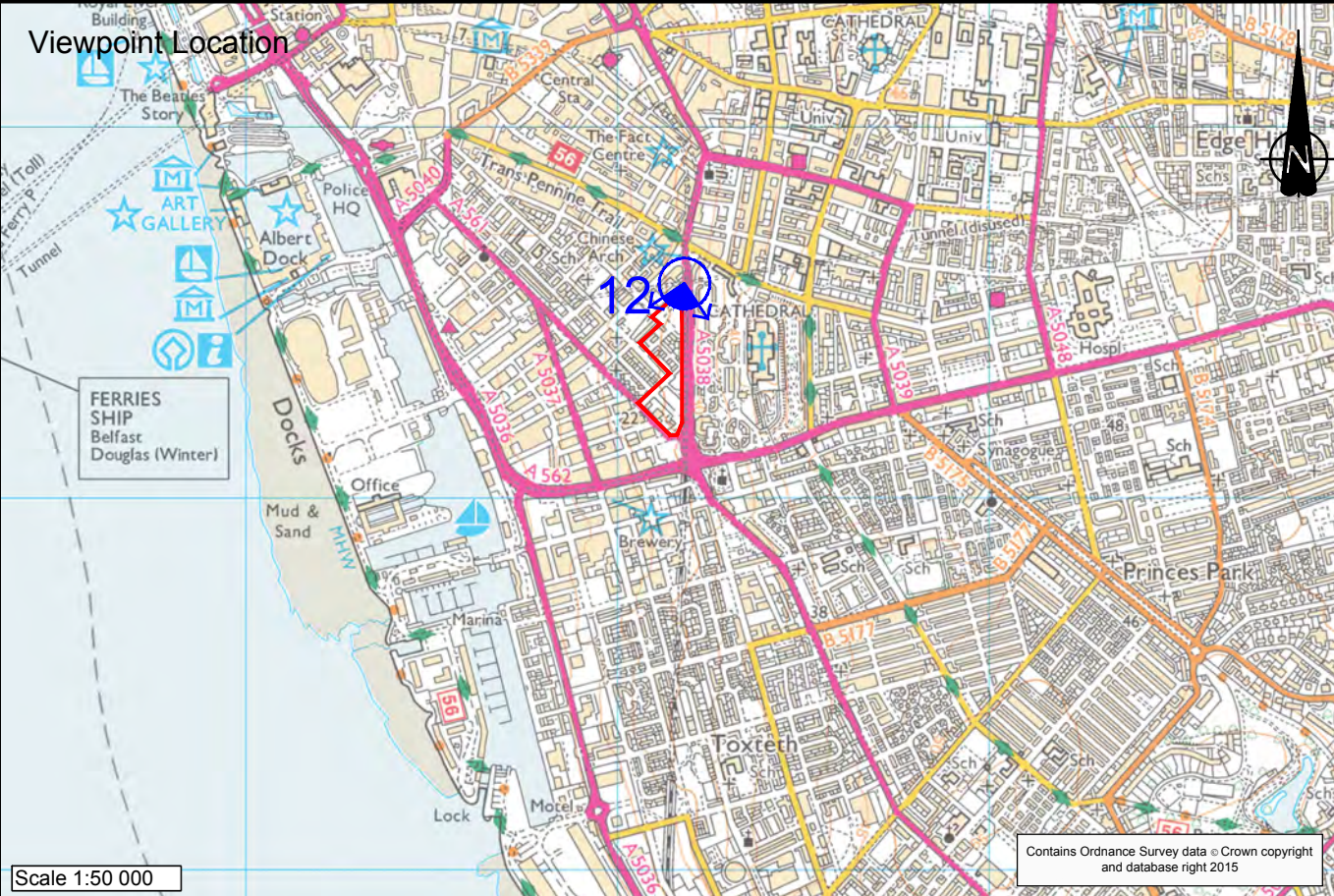
Baseline Photograph Parameters

Grid Ref 335170mE 389532mN  
Elevation 27m AOD  
Viewing Direction S  
Distance to Development 0m  
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 12		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				
North east Corner of Site	On Site Boundary	View from north east corner of site looking south along Great George Street. A small housing development is seen to the right of the view. Vegetation appears frequently throughout the view.	Views would be direct and open due to close proximity of the view with the development dominating the view.	Views would be direct and open due to close proximity of the view.	The massing of the buildings closest to this viewpoint are smaller creating less of an impact.	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				
							Beneficial/Positive Impact				
MAGNITUDE OF EFFECTS				SENSITIVITY OF VISUAL RECEPTORS							
High - Due to close proximity of the viewpoint				High - Along a major road and adjacent to residential receptors.							

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 12					
DRG No ST14813/114		SCALE NTS		DATE July 2015	
DRAWN BY IW		CHECKED BY AR		APPROVED BY HK	
<div><div><input type="checkbox"/> STOKE-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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