



Baseline Photograph Parameters

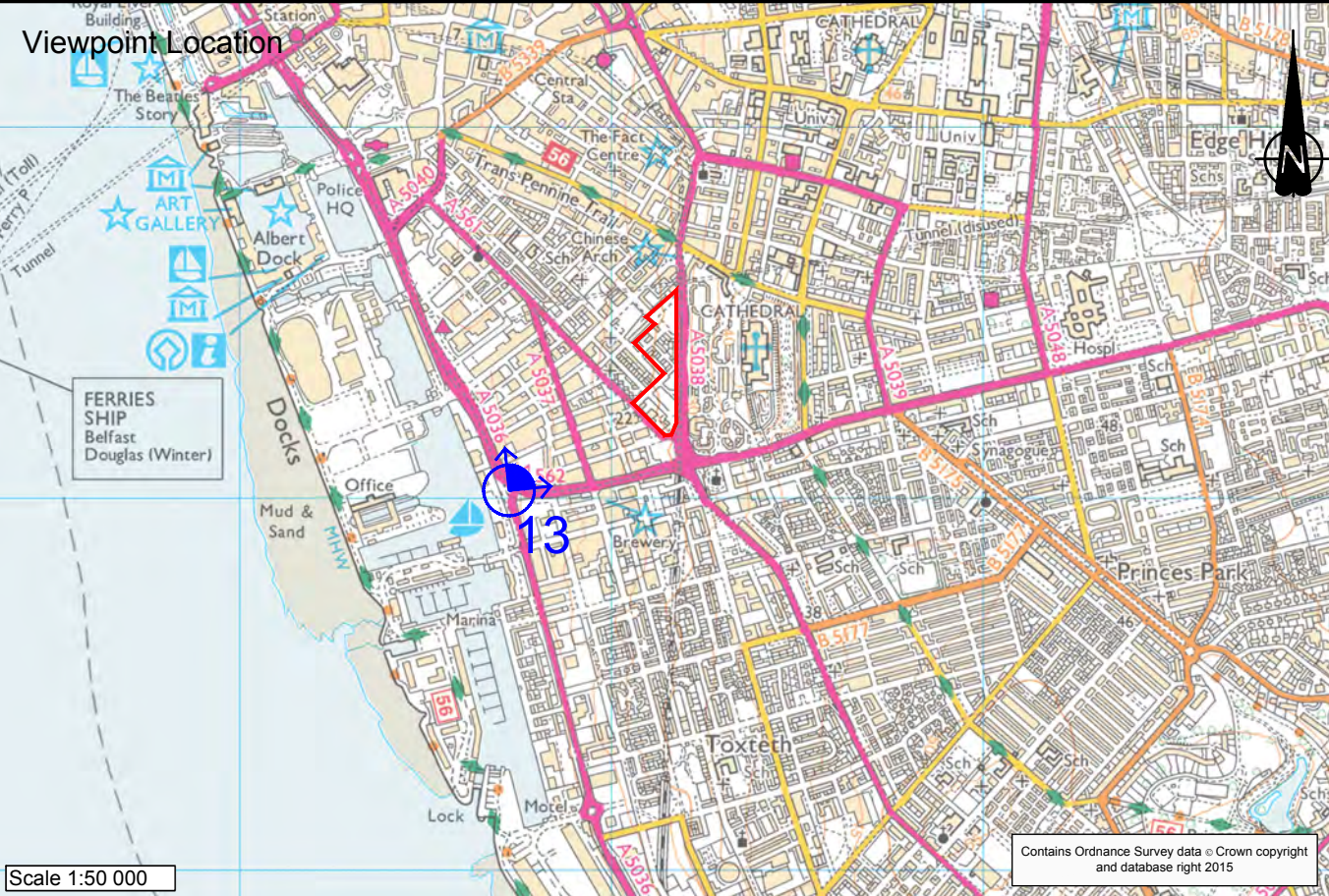
Grid Ref 334711mE 389001mN
Elevation 13mAOD
Viewing Direction NE
Distance to Development 0m
Camera Details Nikon D800 With Sigma Fixed 30mm Lens
Camera Height 1.5m
Time and Date of Image Capture 2015/07/022
Weather and Lighting Conditions: Dull

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 13		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 Sefton Street, Parliament Street and Chaloner Street Within the World Heritage Site.	480m	View looking north east from Sefton St/Chaloner St. A new 7- 8 storey development dominates the right of the view. The Anglican Cathedral is visible on the skyline.	Views would be glimpsed above existing buildings mainly of construction equipment, particularly cranes.	Views of the development would be seen over existing buildings with direct views of the development's tower being seen from street level. Views of the Anglican Cathedral's tower would be primarily screened as would the Cathedrals transepts.	Due to the distance from site and the stepped massing of the development. The impact would be reduced.	Construction effects are temporary, the completed development effects are permanent.	Imperceptible	Slight	Moderate	Substantial	Severe
	APPROX. HEIGHT AT VIEWPOINT						Completed Development (Short Term)				
							Adverse/Negative Impact				
							Beneficial/Positive Impact				
13m AOD	APPROX. HEIGHT AT VIEWPOINT	Completed Development (Long Term)									
Adverse/Negative Impact											
Beneficial/Positive Impact											
MAGNITUDE OF EFFECTS				SENSITIVITY OF VISUAL RECEPTORS							
Medium / High - Due to views of the Anglican Cathedral becoming partially screened.				High - Within the World Heritage Site Medium - Vehicle Drivers							

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 13					
DRG No		SCALE		DATE	
ST14813/115		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 029 207 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>					
<div><div></div><div>your earth our world</div></div>					