



Baseline Photograph Parameters

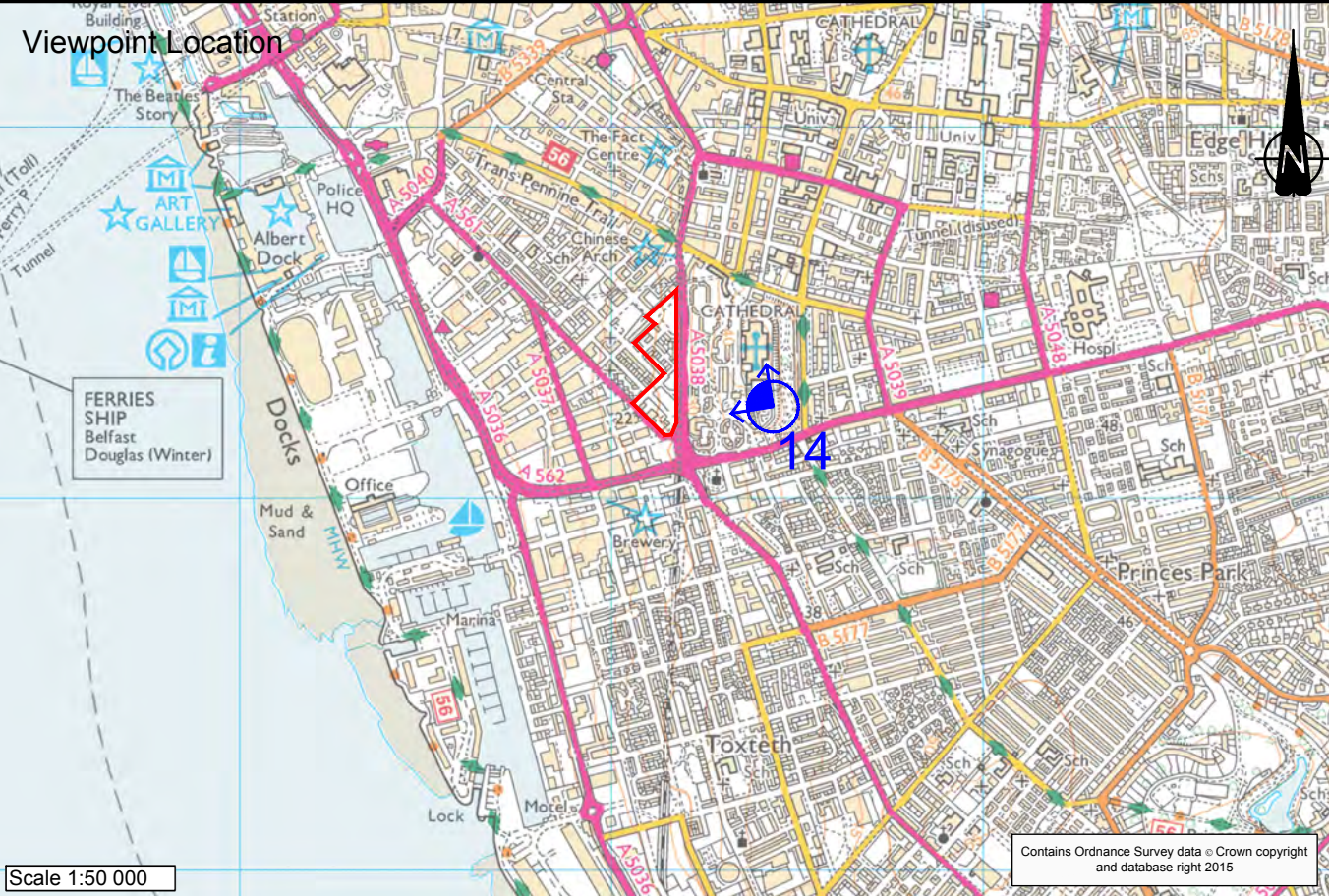
Grid Ref	335383mE 389242mN
Elevation	49mAOD
Viewing Direction	NW
Distance to Development	215m
Camera Details	Nikon D800 With Sigma Fixed 30mm Lens
Camera Height	1.5m
Time and Date of Image Capture	2015/07/022
Weather and Lighting Conditions:	Dull

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 14				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				
St James Mount  Within the World Heritage Site.	480m	View looking north west from St James Mount to the south of the Anglican Cathedral which can be glimpsed to the right of the view. Modern student accommodation is seen to the right of the view. Existing trees and vegetation are prominent throughout the view.	Views would be seen above existing buildings and past existing vegetation during construction.	Views of the development would be seen over existing buildings and vegetation with an open view of the tower being seen.	Views of lower storey development would be partial due to screening by existing buildings and vegetation.	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				
49m AOD	Completed Development (Long Term)										
	Adverse/Negative Impact										
	Beneficial/Positive Impact										
MAGNITUDE OF EFFECTS				SENSITIVITY OF VISUAL RECEPTORS							
Medium - Due to open views of the development's tower and taller storey development being seen				High - Within the World Heritage Site							

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 14					
DRG No		SCALE		DATE	
ST14813/116		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>					
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