



Baseline Photograph Parameters

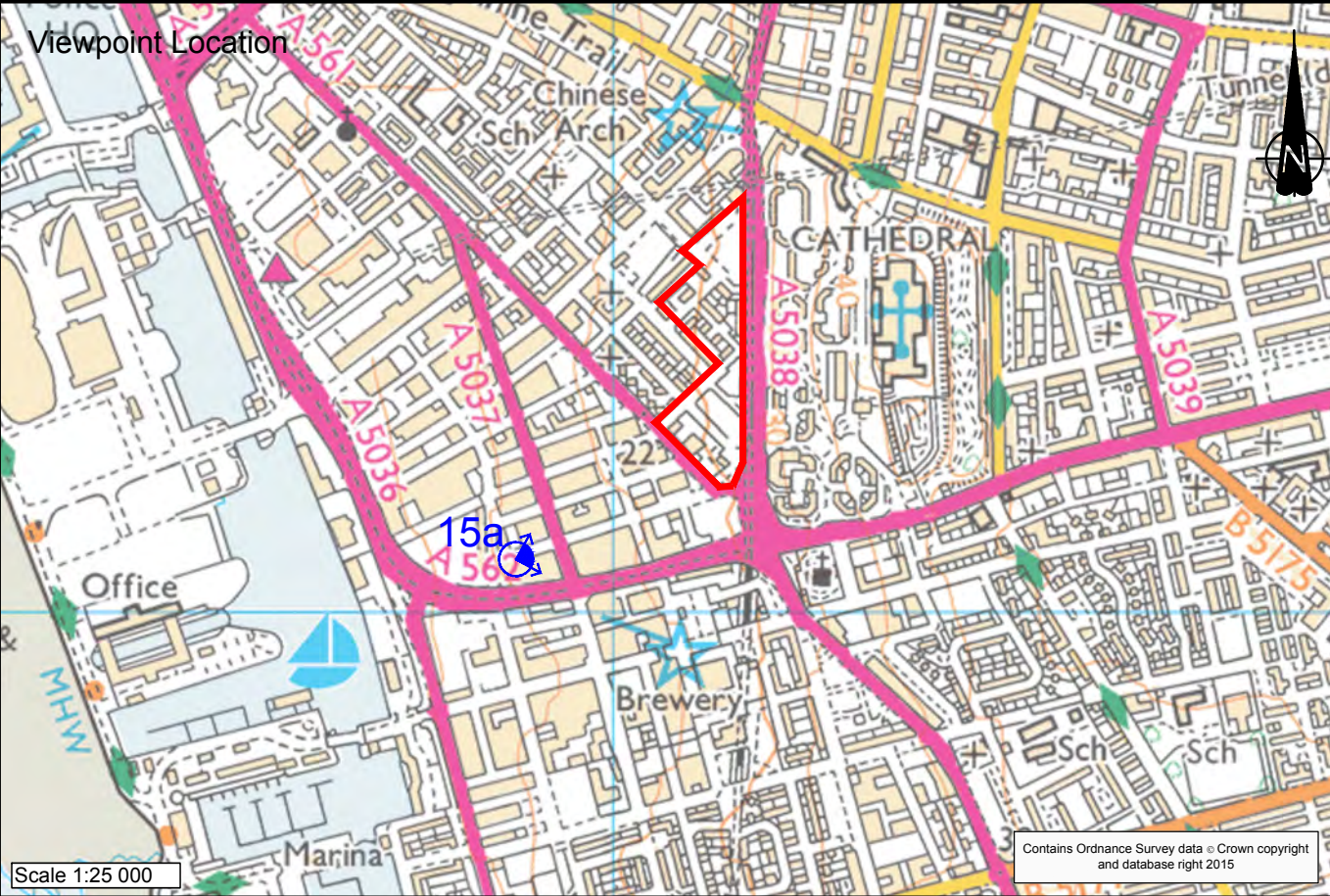
Grid Ref	334943mE 389099mN
Elevation	22m AOD
Viewing Direction	E
Distance to Development	322m
Camera Details	Nikon D800 With Sigma Fixed 30mm Lens
Camera Height	1.5m
Time and Date of Image Capture	2015/07/022
Weather and Lighting Conditions:	Dull

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 15a			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				
Greenland Street Within the World Heritage Site.	322m	First of a series of kinetic views (15 a,b,c) looking east along Greenland Street. The Anglican Cathedral can be seen at the end of the street. The street is predominantly made up of industrial and commercial premises which restrict views to either side.	Views during construction would be partial due to screening from existing buildings. Views of taller construction equipment would be seen.	Views of the development would be seen partially between existing buildings. There would be open and direct views of the developments tower and taller storey developments that would be in front of part of the south transept of the Anglican Cathedral.	The tower would be the most prominent feature of the development from this view.	Construction effects are temporary, the completed development effects are permanent.	Imperceptible	Slight	Moderate	Substantial	Severe
	Completed Development (Short Term)										
	Adverse/Negative Impact										
	APPROX. HEIGHT AT VIEWPOINT						Beneficial/Positive Impact				
	17m AOD						Completed Development (Long Term)				
							Adverse/Negative Impact				
							Beneficial/Positive Impact				
MAGNITUDE OF EFFECTS				SENSITIVITY OF VISUAL RECEPTORS							
Medium - Due to open and direct views of the developments tower.				High - Within the World Heritage Site							

REVISION	DETAILS			DATE	DRAWN CHK'D APP
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 15a					
DRG No		SCALE		DATE	
ST14813/117		NTS		July 2015	
DRAWN BY		CHECKED BY		APPROVED BY	
IW		AR		HK	
<input type="checkbox"/>	STOKE-ON-TRENT (HEAD OFFICE)	TEL 0178 227 6700	<input type="checkbox"/>	CARDIFF	TEL 029 2072 9191
<input checked="" type="checkbox"/>	NEWCASTLE UPON TYNE	TEL 0191 232 0943	<input type="checkbox"/>	LONDON	TEL 0207 287 2872
<input type="checkbox"/>	WEST BROMWICH	TEL 0121 580 0909	<input type="checkbox"/>	SHEFFIELD	TEL 0114 245 6244
<input type="checkbox"/>	GREATER MANCHESTER	TEL 0194 226 0101	<input type="checkbox"/>	EDINBURGH	TEL 0131 555 3311
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