



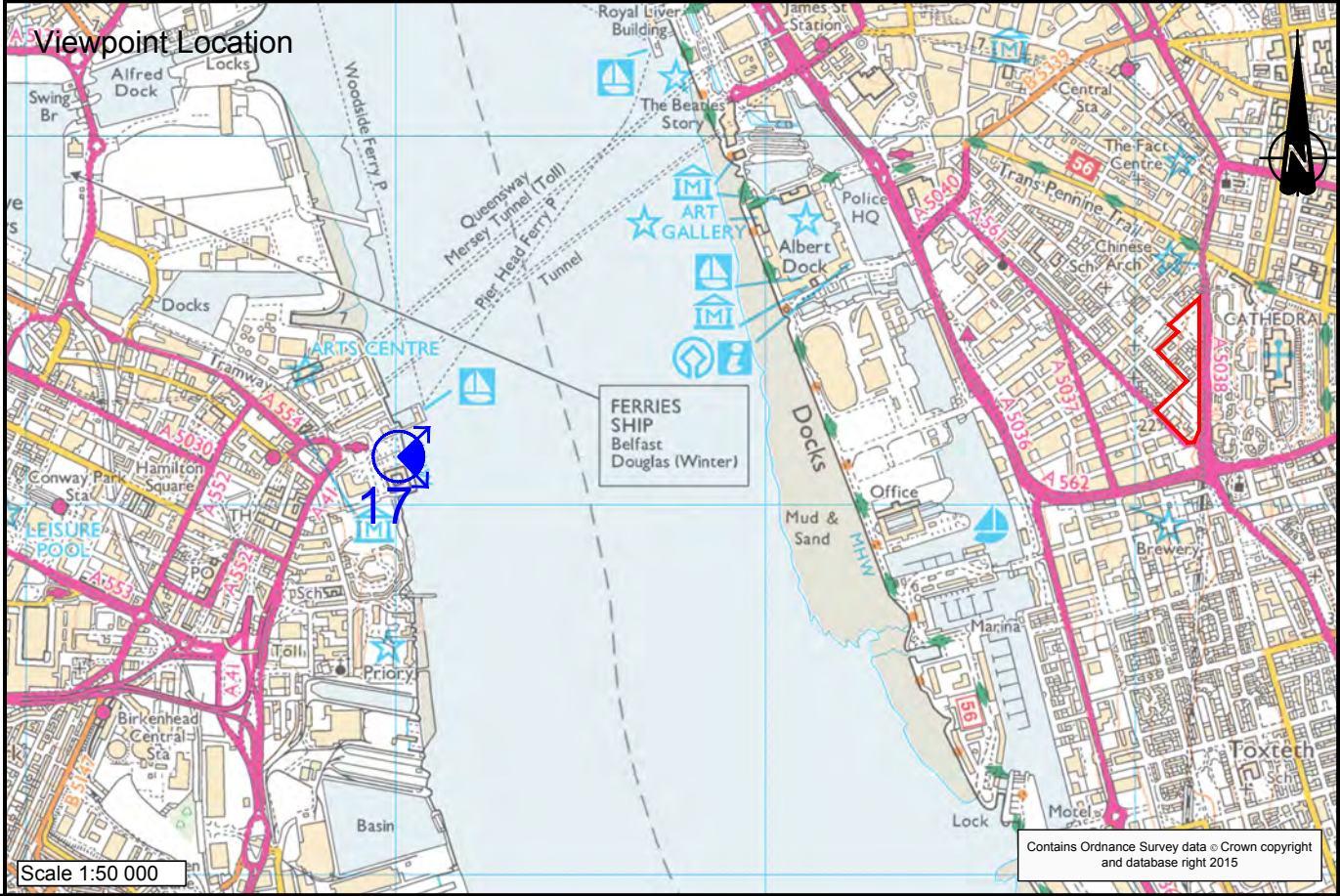
Baseline Photograph Parameters

Grid Ref	333015mE 389159mN
Elevation	6mAOD
Viewing Direction	E
Distance to Development	2081m
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

© Copyright Reserved



VISUAL APPRAISAL			VIEWPOINT 17				Nov 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				
Woodside Ferry Terminal, Wallasey West bank of River Mersey.	2081m	View looking east over River Mersey. The horizon features many tall buildings of the cities skyline including the Royal Liver Building, and both Cathedrals. The River Mersey is the dominant foreground feature.	Views of construction would be distant with only construction equipment like cranes visible.	Views of the development would be distant with buildings on the eastern river bank providing some screening for the development and leaving only the tower predominantly visible.	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	Slight	Moderate	Substantial	Severe
	Completed Development (Short Term)										
	Adverse/Negative Impact										
	Beneficial/Positive Impact										
	APPROX. HEIGHT AT VIEWPOINT						Completed Development (Long Term)				
	6m AOD						Adverse/Negative Impact				
							Beneficial/Positive 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 a public space which is frequently used.							

REVISION	DETAILS	DATE	DRAWN	CHK'D	APP'D
CLIENT					
China Town Development Company Limited					
PROJECT					
New Chinatown , Liverpool					
DRAWING TITLE					
Viewpoint 17					
DRG No	SCALE	DATE			
ST14813/121	NTS	Nov 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 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>					