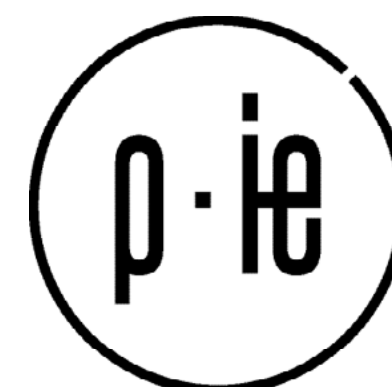


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PROJECT 39 DEANSGATE, MANCHESTER		
DOCUMENT TVIA APPENDIX 1 - TOWNSCAPE ASSESSMENT		
CLIENT KAMES PROPERTY INCOME FUND	STATUS FINAL	DATE 06/08/21



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2071-06-LV-002-02-APPENDIX 1 - TOWNSCAPE ASSESSMENT

PREPARED BY (INITIALS)

GW CH

CHECKED BY (INITIALS)

JW



Appendix 1: Townscape Baseline and Sensitivity				
Townscape Elements	Baseline Description	Townscape Value	Susceptibility to Change	Overall Sensitivity of Receptor
Heritage Designations (Note – heritage is considered as a component of the townscape fabric. Refer to the separate heritage report submitted as part of the application for a heritage assessment).	- No listed buildings within the site boundary however the Site is immediately adjacent to the Grade II* listed Bartons Building and Arcade, and surrounded in the wider vicinity by a large number listed buildings of varying grades, particularly to the south-east and north as illustrated in as shown in Figure 3.3 of Appendix 3. - Grade I listed buildings to the north (Manchester Cathedral), south-east (St. Ann’s Church) and south-west (John Rylands Library) have an indirect relationship with the development site. Any visual relationships between the Grade I listed buildings and the site will be considered as part of the visual assessment. - The site is located within St Ann’s Conservation Area and lies adjacent to Parsonage Gardens Conservation Area. - The wider area presents a rich reflection of the historical evolution of the city. - The existing building does not respond positively to its location within the St Ann’s Conservation Area. The building design does not currently respond to any of the key characteristics that define the area and give it its special character. - The existing building design does not respond to the character, materials, quality and proportions of the adjacent Bartons Building, and the minor setback of 39 Deansgate at present detracts from the clearly defined building line in part defined by the Bartons Building. The townscape value of this receptor is considered to be Medium with a Medium susceptibility to change, reflecting the relationship between the site and the heritage designations of predominantly regional importance. It is considered there is some ability to accommodate the proposed development without undue harm on these designations. The overall sensitivity of receptor is considered to be Medium. The assessment of ‘medium’ sensitivity is based on the assessment that the existing building does not contribute positively to the character, materials, quality and proportions of the adjacent Bartons Building, and does not contribute positively to the wider character or qualities of the St Ann’s Conservation Area.	Medium	Medium	Medium
Townscape Character Area – Retail Core	- The site lies within the western part of the Retail Core character area as shown in Figure 3.4 of Appendix 3. - The Area characterised by key shopping streets of Deansgate, Market Street and King Street, large footprint development blocks and occasional accent towers. - Pedestrian environment vital for the success of the Retail Core. A mix of uses exist, beyond the predominant retail use, to ensure active streets and prioritised pedestrian environment - The site is included within the Strategic Regeneration Framework for the Ramada Complex, endorsed by Manchester City Council. At present, the site does not contribute to achieving the aspirational principles set out within the Framework. The townscape character receptor is considered to be Medium in value, with some ability to accommodate change without unduly impacting the overall character of neighbourhood (Medium). The overall sensitivity receptor is therefore Medium.	Medium	Medium	Medium
Urban Grain	- Figure 3.5 of Appendix 3 illustrates the urban grain of the site and neighbouring areas. - The existing development is appropriate to the dense urban grain of the city centre location. The existing building addresses this key corner, and both Deansgate and St. Mary’s Gate. - The site sits in an area where the grain is transitions from the dense urban grain associated with the city centre, to the less dense and fragmented grain to the west of the River Irwell. - The existing building is set back from the existing building line along Deansgate. This has a detrimental effect on the strong building line along Deansgate, and detracts from the immediately adjacent Bartons Building. - There is potential for amore efficient use of the site through increasing density. The townscape value of the urban grain as a receptor is Medium, responding to the importance of protecting the building line and key wayfinding marker on the corner of St. Mary’s Gate and Deansgate. There is some ability to accommodate change whilst respecting the existing grain (Medium). The overall sensitivity is considered to be Medium.	Medium	Medium	Medium
Land Use	- Figure 3.6 of Appendix 3 illustrates the uses which exist on site and within the wider townscape context. - The Site is currently used as office space with retail use on the ground floor, and forms a supporting use within the main retail core. - The Site is bound to the north by the Renaissance Hotel and Premier House building whilst No.1 Deansgate is located to the north-east, which comprises residential units and ground floor retail units. Further to the east, the area is largely retail in character leading to the Arndale centre. - The redevelopment of the Ramada Complex has the potential to become a major asset to the area, helping to augment the wider area’s attractiveness as a prime mixed-use location. The SRF states with reference to land use that, “the proposed development will be high quality, distinctive and add value to the City Centre’s current offer.” Any Proposed Development on the site has the potential to create a higher quality and more distinctive development that contributes more fully to the aspirations within the SRF. The site currently has a defined land use which is in keeping with the character for the area. The value is therefore considered to be Medium, however the site is considered to be able to accommodate appropriate change without undue harm (Medium susceptibility to change). The overall sensitivity is Medium.	Medium	Medium	Medium
Building Heights	- Figure 3.7 of Appendix 3 illustrates the building heights on site and around the wider townscape. - The majority of the surrounding area is characterised by 4-5 storey buildings with the occasional 10+ storey property representing a variety of typologies. - The adjacent No. 1 Deansgate sits at 17-storeys at the highest point of its raking roof profile. - The adjoining buildings include the 12-14 St Mary’s Gate and the Bartons Building, which is 4-storeys in height. - The existing building podium height is lower than the surrounding context with the cut-back tower element of 8-storeys extending higher. - The Ramada Complex SRF states regarding building height that levels should step up away from the Cathedral. No. 1 Deansgate is located to the immediate north of the site, closer to the Cathedral, and is 17 storeys in height. The existing building therefore does not contribute positively to achieving this aspiration, and represents an inefficient use of the site considering its central location. The townscape value of this receptor is Medium, given the important location at a key junction however the proximity of heritage assets results in a Medium susceptibility to change, with a Low overall sensitivity.	Medium	Low	Low

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
Geographical Extent of Effect:	Site, Local, Neighbourhood, City	Significance:	Significant, Moderately Significant, Minor Significance, Not Significant

Movement & Linkages	Figure 3.8 of Appendix 3 illustrates the movement and linkages within the site and across the neighbourhood. - The site is located in a key landmark location due to its position on the strategic junction of Deansgate and St. Mary’s Gate. However, despite extensive refurbishment, the existing building lacks high quality ‘landmark’ status that would provide an aid to legibility. - The Site is situated in a highly accessible location in Manchester City Centre. It is situated on the edge of the City’s prime commercial and retail areas, affording excellent accessibility by pedestrians, cyclists, public transport and road. - The rear of the site also currently provides access to a car deck for 39 Deansgate which currently has a capacity for around 13 vehicles. - The Site is extremely accessible by foot with pedestrian footways directly abutting the Site along Deansgate and St Mary’s Gate. Access to the office building is currently located off Deansgate, by level access. - The Bee Network proposal is a vision for Greater Manchester to become the very first city region in the UK to have a fully joined up cycling and walking network. - There are currently cycle ways along King Street / West, St Mary’s Parsonage and Blackfriars Street within the vicinity of the Site, and cycle stopping area located on the cross-road junction adjacent to the Site. - The length of Deansgate is currently identified as a “Busy Beeway” on the Greater Manchester Beeway Map, which is a corridor or crossing point on busier roads that will require a higher level of design intervention to improve cycling and walking. Whilst a Beeway is not currently identified within the immediate vicinity of the Site, it is understood that not all of the infrastructure has been committed at this stage. - At present the site does not contribute positively to promoting sustainable travel. - No public access is currently provided though the site. - The site has key frontages onto Deansgate and St Mary’s Gate, providing enclosure, overlooking and active frontage at ground level. Movement and linkages as a townscape receptor is Medium with Low susceptibility to change as substantial change due to the lack of contribution that the existing building currently makes to legibility and positively defining the key junction. The overall sensitivity is therefore Low.	Medium	Low	Low
Environmental Designations & Public Space	Figure 3.9 of Appendix 3 illustrates the environmental designations and public open spaces within the locality. - The site does not contain any formal environmental designations due to the hard, urban environment within the city centre. - The site is part of a dense urban block which does not contain any formal public open space. - A series of public spaces in the wider vicinity have an indirect relationship with the site. St Ann’s Square is the most sensitive of these public spaces. Any visual relationships between the site and public open space will be considered as part of the visual assessment. The townscape value of this receptor is Low due to the absence of these elements, with Low susceptibility to change, and Low overall sensitivity.	Low	Low	Low
Site Character	Figure 3.10 of Appendix 3 illustrates the main features of the site which define its character. - The site currently consists of built form of 3 different heights. The northern facade is 4 storeys tall, the frontage along Deansgate provides a 2 storey height podium to the centre of the site which rises to 10 storeys in total (including ground floor). The site has the potential to accommodate an increase in building height to define the key junction, in accordance with the aspirations within the Ramada SRF. - The existing building provides active frontage at ground level, which accords with principles of good urban design, by activating the frontage and providing overlooking onto these key routes. - The existing building is set back from the strong and consistent building line along Deansgate, set by the Bartons Building - Despite substantial refurbishment in 2013, the existing building lacks landmark status to define a key junction. No. 1 Deansgate creates a high quality landmark on the opposite corner, however the existing Ramada Hotel and opposing building on the corner of Deansgate and Blackfriars also lack landmark status. The Ramada Hotel has the potential to be redeveloped as part of the SRF. - There is no movement through the site, and at present it does not contribute to promoting the city’s wider aspirations for sustainable travel. The value of the site is considered to be Low, with Low susceptibility to change, with an overall assessment of Low sensitivity	Low	Low	Low

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
Geographical Extent of Effect:	Site, Local, Neighbourhood, City	Significance:	Significant, Moderately Significant, Minor Significance, Not Significant

Appendix 1: Townscape Effects Table: Description of Change, Magnitude and Significance											
Townscape Resources	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
Heritage Designations (Note – heritage is considered as a component of the townscape fabric. Refer to the separate heritage report submitted as part of the application for a heritage assessment).	<u>Construction Phase:</u> The construction works for the proposed development will have no direct impact on built heritage assets. Any visual relationships will be assessed as part of the visual assessment. The construction works will have a direct effect on the St Ann’s Conservation Area, however these will be temporary through the construction period. The adverse effects will be greatest during the demolition phase of the project, and reduce over time as the Proposed Development approaches completion.	No supplementary mitigation proposed. Adverse effects will be minimised through embedded mitigation measures proposed within the CEMP.	The proposal will result in no townscape impacts on built heritage designations during the construction phase. Any visual relationships with neighbouring Listed Buildings will be assessed within the visual assessment. The construction works will result in a minor adverse and temporary effect on the Conservation Area.	Medium	Moderate	Local	Short term/ reversible	Minor	Adverse	<i>Minor Significance</i>	High
	<u>Operational Phase:</u> The proposed proposal has an indirect impact on the adjacent Grade II* Listed Bartons Buildings and Arcade and a direct impact on St. Ann’s Conservation Area. The proposed building responds positively to the building line, materials, rhythm, detailing and proportions of the adjacent Bartons Building.	No supplementary mitigation proposed. Embedded mitigation includes: - Creation of a building line that is consistent with the Bartons Building. – Considered approach to detailing, rhythm and frontage, to reflect the design and proportions of the Bartons Building at ground level, with references to the arch form common to the Barton Arcade. - Use of decorative metal screens to reflect the layering effect of the delicate ironwork on Barton Arcade. – Use of contemporary materials for the façade avoid pastiche.	The proposal will result in no townscape impacts on built heritage designations during the operational phase. Any visual relationships with neighbouring Conservation Areas and Listed Buildings will be assessed within the visual assessment. The construction works will result in a minor beneficial and permanent effect on the Conservation Area. In contrast to the existing building, the Proposed Development has been designed to respond positively to the building line, materials, rhythm, detailing and proportions of the Bartons Building.		Minor	Local	Long term / irreversible	Minor	Beneficial	<i>Minor Significance</i>	High
Townscape Character – Retail Core	<u>Construction Phase:</u> The Proposed Development will impact directly on the Retail Core character area during the construction phase, however these will be temporary effect. The adverse effects will be greatest during the demolition phase of the project, and reduce over time as the Proposed Development approaches completion.	No supplementary mitigation proposed. Adverse effects will be minimised through embedded mitigation measures proposed within the CEMP.	Although signalling the regeneration of the site, the construction period is likely to detract temporarily from the existing townscape context.	Medium	Minor	Local	Short term reversible	Minor	Adverse	<i>Minor Significance</i>	High

Terminology for Townscape Effect:

Townscape Value:

Susceptibility to Change:

Overall Sensitivity of Receptor:

High, Medium, Low
High, Medium, Low
High, Medium, Low

Size/Scale of Effect:

Geographical Extent of Effect:

Major, Moderate, Minor, Negligible, No Change
Site, Local, Neighbourhood, City

Duration:

Reversibility:

Overall Magnitude of Effect:

Long-term, Medium-term, Short-term

Temporary/ Irreversible

Major, Moderate, Minor, Negligible, No Change

Nature of Effect:

Significance:

Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect

Significant, Moderately Significant, Minor Significance, Not Significant

Appendix 1: Townscape Effects Table: Description of Change, Magnitude and Significance											
Townscape Resources	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
	<u>Operational Phase:</u> The Proposed Development will provide a new, contemporary development at a prominent gateway location within the retail core, which will accord with the aspirations of for the character area, as set out within the Local Plan. The Proposed Development will result in the creation of a distinctive, high quality building on the site will also be in line with the aspirations set out within the Ramada Complex SRF, endorsed by the City Council.	No supplementary mitigation proposed. Embedded mitigation includes: - Retail ground floor use to create active frontage and animate the streetscene. - Commercial use in line with the existing to complement wider retail use. - Scale and massing of the building will positively address the key junction and provide a new wayfinding marker to Deansgate/ St. Mary's Gate to enhance legibility within the Retail Core.	The Proposed Development is predicted to have a positive effect on the townscape character by incorporating retail uses at the ground floor. This will also contribute to achieving the vision for the retail core of creating 'pedestrian friendly environments' by creating active frontage and overlooking at street level.		Minor	Local	Long term / irreversible	Moderate	Beneficial	<i>Moderately Significant</i>	High
Urban Grain	<u>Construction Phase:</u> The demolition of the existing building will result in a temporary adverse effect on urban grain at a prominent location within the city. The construction process will see a gradual infilling of the site and creation of a new urban grain.	No supplementary mitigation proposed. Adverse effects will be minimised through embedded mitigation measures proposed within the CEMP. The use of hoarding will help to reduce the impact of the gap created in the urban grain as a result of demolition.	Adverse effects will reduce over time as the new development infills the urban grain at this key location.	Medium	Minor	Local	Short term/ reversible	Minor	Adverse	<i>Minor Significance</i>	High
	<u>Operational Phase:</u> The proposed development replaces urban form which addressed the building line along Deansgate and St. Mary's Gate with an almost identical footprint.	No supplementary mitigation proposed. Embedded mitigation includes: - More efficient use of the site. - Creation of a building line consistent with the Bartons Building	The proposed grain results in a more efficient use of the site. The creation of a building line consistent with the Bartons Building creates a subtle but beneficial enhancement to urban grain.		Minor	Local	Long term / irreversible	Minor	Beneficial	<i>Minor Significance</i>	High
Land Use	<u>Construction Phase:</u> Existing land uses will temporarily cease through the construction period.	No supplementary mitigation proposed.	The loss of use will be adverse due to the key location of the site within the city, but this adverse effect will be temporary during the construction period.	Medium	Minor	Local	Short term/ reversible	Negligible	Adverse	<i>Not Significant</i>	High
	<u>Operational Phase:</u> The proposed development will retain the same land uses that were previously on site with a retail ground floor, addressing Deansgate and St. Mary's Gate and commercial use above. The proposed uses are complementary to the primary purpose of the retail core.	N/A	No change		No Change	Local	Long term / irreversible	No Change	N/A	<i>Not Significant</i>	High

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
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Building Heights	<u>Construction Phase:</u> The demolition of the existing building will result in a temporary adverse effect on building heights as a townscape receptor, due to the prominent location of the site at a key location within the city. The construction process will see the gradual creation of a new landmark building on the site and gradual reduction of adverse effects.	No supplementary mitigation proposed. Adverse effects will be minimised through embedded mitigation measures proposed within the CEMP.	Adverse effects will reduce over time as the new development develops into a new landmark.	Low	Moderate	Neighbourhood	Short term/ reversible	Minor	Adverse	<i>Not Significant</i>	High
	<u>Operational Phase:</u> The Proposed Development will result in an overall increase in height. The Proposed Building will be ground plus 15 storeys, with an additional plan and screening at roof level. The existing building has varied heights, with 9 storeys plus ground floor, which results in an inefficient use of the site at such a key location.	No supplementary mitigation proposed. Embedded mitigation includes: - A sensitive approach to design in relation to the adjacent Bartons Building. Despite the significant contrast in scale between the Proposed Development and the Bartons Building, the proportions of the lower portions of the building, materials palette, detailing and design will complement and reflect the Bartons Building to create cohesion.	The Proposed Development will result in an increase in height, creating a new, high quality landmark building which will positively define the key junction, address the corner, aid legibility, and conform with the aspirations set out within both the Local Plan and the Ramada Complex SRF.		Minor	Neighbourhood	Long term / irreversible	Moderate	Beneficial	<i>Minor Significance</i>	High
Movement & Linkages	<u>Construction Phase:</u> No change as a result of construction as there are no existing routes through the site. Temporary adverse indirect effects on the character and quality of existing streets (Deansgate and St Mary's Gate)	No supplementary mitigation proposed. Adverse effects on surrounding routes will be minimised through embedded mitigation measures proposed within the CEMP. The use of site hoarding at street level will help to reduce the impact of construction works on movement at street level.	Temporary adverse indirect effects on Deansgate and St Mary's Gate will be minimised through the use street hoarding and measures embedded in the construction programme, as outlined in the CEMP. Indirect Adverse effects will reduce over time through the construction phase.	Low	Negligible	Local	Short term/ reversible	Negligible	Adverse	<i>Not Significant</i>	High
	<u>Operational Phase:</u> The proposed development will not change the existing movement network. Addition of a cycle hub to promote green travel, in line with the wider aspirations of the city	No supplementary mitigation proposed. Embedded mitigation includes: - Active frontage at ground level to animate the streetscene and increase overlooking in accordance with principles of good urban design.	No change to physical movement and linkages into/around the site. Addition of a cycle hub to promote green travel, in line with the wider aspirations of the city.		Minor	Local	Long term / irreversible	Minor	Beneficial	<i>Not Significant</i>	High
Environmental Designations & Public Open Space	<u>Construction Phase:</u> There are currently no environmental designations covering the site and none proposed. There is currently no public open space within the site.	N/A	No change	Low	No Change	Local	Short term/ reversible	No Change	N/A	<i>Not Significant</i>	High

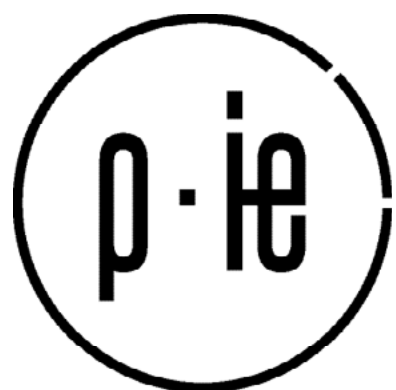
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	<u>Operational Phase:</u> The proposed development will not provide or alter any public open space in the surrounding area. Any potential indirect impacts that may arise as a result of visual connections between the Proposed Development and areas of public open space will be considered in the visual assessment.	N/A	No change.		No Change	Local	Long term / irreversible	No Change	N/A	<i>Not Significant</i>	High
Site Character	<u>Construction Phase:</u> The demolition of the existing building will result in a temporary adverse effect on site character at a prominent location within the city. The construction process will see a gradual positive effect on site character.	The use of hoarding will limit the impact of lost built form fronting Deansgate and St. Mary's Gate. Adverse effects will be minimised through embedded mitigation measures proposed within the CEMP.	Adverse effects will reduce over time as the new development creates a positive new site character.	Low	Moderate	Local	Short term/ reversible	Moderate	Adverse	<i>Minor Significance</i>	High
	<u>Operational Phase:</u> The overall use and general layout of built form within the site area remains unchanged despite development proposals. The proposed development is considered to provide an appropriate response to the key corner of Deansgate/ St. Mary's Gate. Development positively animates the street environment and the increased development height provides the opportunity for the site to become a new wayfinding marker to respond to the strategic gateway location.	No supplementary mitigation proposed. Embedded mitigation includes: - Efficient use of the site to maximise potential created by city centre location and position on key junction. - Accordance with the key principles as set out within the Ramada Complex SRF and local plan, including: • Place making – high quality and distinctive architecture that is transformational and distinctive. • Scale and Density – step up in height away from the Cathedral, increase in height to define junction, efficiently use the site, and aid legibility. • Use – add value to the city's current offer through high quality design. • Rebalancing Deansgate – improved pedestrian environment through frontage with high quality, well designed building which responds to the historic built context and provides active frontage and overlooking. Building form to promote legibility and ease of pedestrian movement. • Environment and sustainability – accessible development which promotes green travel.	The Proposed Development will create a significant enhancement on the site at a key location in the city.		Major	Local	Long term / irreversible	Major	Beneficial	<i>Moderately Significant</i>	High

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
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MANCHESTER

2 Back Grafton Street
Altrincham,
WA14 1DY
+44 (0)161 928 9281

LONDON

Waterside, 44-48 Wharf Road
London,
N1 7UX
+44 (0)207 253 5678

LIVERPOOL

Tempest 5.3, 12 Tithebarn Street,
Liverpool,
L2 2DT
+44 (0)151 363 1230