

7. Townscape and Visual

Introduction

- 7.1 This Chapter reports the outcome of the assessment of likely significant environmental effects arising from the Proposed Scheme in relation to Townscape and Visual.
- 7.2 The Chapter describes the technical consultation that has been undertaken during the EIA, the scope of the assessment and assessment methodology, and a summary of the baseline information that has informed the assessment.
- 7.3 In line with **Chapter 2: Approach to EIA**, the assessment reports on the likely significant environmental effects, the further mitigation measures required to prevent, reduce or offset any significant adverse effects, or further enhance beneficial effects. The conclusions are provided both in terms of the residual effects and whether these are considered significant. The assessment of effects takes into consideration both primary and tertiary mitigation (see **Chapter 2: Approach to EIA** for further details).
- 7.4 This Chapter, and its associated **Appendix 7.1** and **7.2**), is intended to be read as part of the wider ES with particular reference to the introductory Chapters of this ES (**Chapters 1 – 5**), as well as **Chapter 8: Built Heritage**.
- 7.5 In addition, this Chapter should be read in conjunction with **Chapter 15: Assessment of Cumulative Effects**.

Summary of Consultation

- 7.6 The viewpoints used within this assessment are the same as those identified in the previous application which were agreed with Manchester City Council at the time. An additional viewpoint was added due to a request from MCC. This is viewpoint 13 from Chepstow Street (Appendix 7.2, Figures 28-30).

Scope of the Assessment

Effects Not Considered to be Significant

- 7.7 The following effects are considered unlikely to be significant and therefore will not be considered further within the EIA or reported in the ES. A factual evidence base has been provided below to support this.

Visual effects

Visual effect to all receptors outside of Zone of Theoretical Visibility

- 7.8 The Proposed Scheme is anticipated to have a visual effect to various receptors within the study area. The urban nature of the study area means that likely receptors will include residents, visitors, members of the travelling public and workers. A zone of theoretical visibility (ZTV) has been prepared through a combination of desk study and field work. It is considered that receptors outside of the ZTV will not be affected by the Proposed Scheme, due to any views being screened by landform or built form, or due to the large distance between the Site and the receptor.

- 7.9 Therefore, visual effects to receptors outside of the ZTV are not considered to be significant and will not be considered further in the EIA or reported in the ES.
- 7.10 The visual assessment considers the potential impacts on views for specified receptor groups during the day only as impacts during the night, in a well-lit urban environment, are expected to be broadly analogous with day time impacts and are therefore not considered further.

Townscape effects

Long Distance Footpaths

- 7.11 There are 4 Long Distance Footpaths that run through the 1.5km study area; Medlock Valley Way, South Pennine Ring, Cheshire Ring Canal Walk and Irwell Sculpture Trail
- 7.12 Desktop and site studies have shown the long-distance footpaths are separated from the Site by a dense fabric of intervening built settlement, and as such have no view of the Site from any location. Therefore, townscape effects to Long Distance Footpaths are not considered to be significant and will not be considered further in the EIA or reported in the ES.

Scheduled Ancient Monuments

- 7.13 The remains of the Roman fort of Mamucium are located within the study area and is 680m away from Site at its closest distance.
- 7.14 Desktop study, including the ZTV and site visits have shown that there is likely to be little or no visibility of the Site from the setting of the Roman fort of Mamucium. Therefore, townscape effects to this Scheduled Ancient Monument are not considered to be significant and will not be considered further in the EIA or reported in the ES.

National Landscape Character

- 7.15 The Site lies within The Natural England National Character Area (NCA) Profile 55: Manchester Conurbation (NE463).
- 7.16 The scale of the Site and its urban setting means that there is not predicted to be any effect on landscape character at a national level as a result of the Proposed Scheme. Therefore, townscape effects to Landscape Character at a national level are not considered to be significant and will not be considered further in the EIA or reported in the ES.

Effects Considered Likely to be Significant

- 7.17 **Table 7.1** outlines the effects that were considered likely to be significant and are reported within this Chapter.

Table 7.1: Effects Considered Likely to be Significant

Likely Significant Effect	Receptors	Applicable Stage
Visual effects within the Zone of Theoretical Visibility	Residents, City Centre visitors, members of travelling public and workers	Construction / Operation
Townscape effects	Users of National Cycle Route 6, Conservation Areas, Listed	Construction / Operation

Likely Significant Effect	Receptors	Applicable Stage
	Buildings and Local Townscape Character within the ZTV	

Assessment Methodology

Legislative Framework, Policy and Guidance

7.18 The following guidance has informed the assessment of effects within this Chapter:

- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013) Landscape Institute) (LI) and Institute of Environmental Management & Assessment (IEMA)¹;
- Landscape Character Assessment (2016) Technical Information Note 08/2015, Landscape Institute²;
- Townscape Character Assessment (2018) Technical Information Note 05/2017, Landscape Institute³; and
- An Approach to Landscape Character Assessment (2014) Natural England⁴.

Photographs from representative viewpoints have been produced in compliance with the following:

- Technical Guidance Note 06/19: Visual Representation of Development Proposals (Landscape Institute, 2019)⁵.

Defining the Study Area

7.19 Desktop research and modelling have been used to test the theoretical visibility of the Proposed Scheme, which were used to inform both the architectural design and the visual assessment and field surveys. The extent of the area within which the Proposed Scheme will be likely to result in visual effects or effects on townscape character, is limited by the urban location and existing built environment. The study area has been set at a distance of 1.5km around the Site, beyond which it is not considered that effects on landscape character or visual amenity will be impacted as a result of the Proposed Scheme. This is in line with GLVIA (paragraphs 5.2 and 6.2).

Background Studies to Inform the ES / Establish the Baseline

- 7.20 The Zone of Theoretical Visibility (ZTV) has been modelled through a desktop study (**Appendix 7.1**) which has drawn on digital terrain data to identify and illustrate the areas from where the Proposed Scheme could potentially be visible. Buildings in the study area have been modelled using a Z-mapping 3D model and 3D modelling software. As a result of other intervening features, in particular trees and other tall vegetation, there are areas within the ZTV where the Proposed Scheme will not be visible.
- 7.21 Field surveys were undertaken to confirm the desk-based study and refine the ZTV and, in this way, a series of viewpoints were identified to represent views for visual receptors within the actual zone of theoretical visibility (ZTV).

- 7.22 **Table 7.2** summarises all studies/surveys/analysis/evaluations undertaken to inform the assessment presented within this Chapter.

Table 7.2: Background Studies / Surveys / Evaluations /Analysis

Study / Survey / Analysis / Evaluation	Overview	Date of Completion
Zone of Theoretical Visibility (Appendix 7.1)	Desk Study to determine the likely area in which the proposed scheme will be visible from publicly accessible locations.	September 2023
Site visits	Visits to the Site and selected viewpoints to assess the visibility of the Proposed Scheme	October 2023

Assessment Process

Townscape

- 7.23 Townscape impacts can arise from the addition of, or changes to, physical features in the townscape, which affect its character. The townscape assessment addresses the impacts of the Proposed Scheme on townscape character and resources. The contribution of conservation areas to the townscape and the way they could be affected by the Proposed Scheme are discussed in this chapter. National Cycle Routes, Conservation Areas and Listed Buildings are all considered as townscape receptors within this report and are assessed based on this.
- 7.24 During the construction stage, individual receptors and viewpoints are not assessed. Receptors in the immediate vicinity of the site are grouped by typology and assessed depending on the sensitivity. General mitigation measures are proposed for all visual receptors during the construction stage.
- 7.25 The assessment of townscape impacts is structured around the identification of distinct blocks of townscape defined through homogeneity of scale, materials, land use, heritage, street pattern, open space etc. These Townscape Character Areas (TCA's) (Figure 07, **Appendix 7.1**) allow for a better understanding of impact potentially resulting from direct physical change and the influence this has on the wider character, setting or views. Effects are evaluated for each TCA based on the sensitivity of the townscape and magnitude or impact resulting from the Proposed Scheme. The Townscape Character Assessment (2018) Technical Information Note 05/2017, Landscape Institute is used as guidance to inform the assessment of townscape impacts.

Visual Amenity

- 7.26 Desktop study has been undertaken to create a ZTV for the Site, as described above. The ZTV was then used to establish potential visibility in association with the identification of a selection of representative viewpoints. The representative viewpoints cover a range of receptor groups, directions and distances. To determine the visual effects of the Proposed

Scheme, 13 representative views (see **Appendix 7.2**) have been identified by means of a desk study and field work. The viewpoints have been selected based on receptor type and sensitivity, and distance and direction from the Site and as such they are intended to provide a suitable representation of the Site and the Proposed Scheme for assessment purposes.

- 7.27 Visual receptors are assigned a category of sensitivity based on a combination of the activity and expectations of the predominant receptor type (e.g. residents, people at work, recreational visitor areas and so on) and the location, context and importance of the existing view, with reference to the viewpoints.

Reporting of the Environmental Effect and Significance Criteria

- 7.28 The assessment of likely significant environmental effects as a result of the Proposed Scheme has taken into account the construction and operational stage. The following sections define the approach adopted within the assessment for the determination of sensitivity (or value/importance), magnitude of change (or impact), the level of effect and significance.

Determining Sensitivity of Receptor

- 7.29 The sensitivity of affected receptors has been considered on a scale of **high**, **medium**, or **low** or **negligible**.

Townscape

- 7.30 Each TCA is assigned a sensitivity based on the character and quality of the existing townscape and its ability to accommodate change of the type proposed.
- 7.31 High sensitivity townscape character is defined as townscape of highly valued or relatively distinctive components and characteristics, sensitive to small changes.
- 7.32 Medium sensitivity townscape character is defined as townscape of relatively common components and characteristics, reasonably tolerant of changes.
- 7.33 Low sensitivity townscape character is defined as townscape of relatively inconsequential components and characteristics, the nature of which is potentially tolerant of substantial change.
- 7.34 A negligible sensitivity townscape character is defined as townscape with very few or no components or characteristics of consequence which is able to accommodate substantial change.

Visual Amenity

- 7.35 High sensitivity visual receptors are defined as receptors with proprietary interest and/or prolonged viewing opportunities, or engaged in activity resulting in a high interest or appreciation of the view (e.g. residents or people engaged in outdoor recreation whose attention is focused on the townscape) and/or a high value of existing view.
- 7.36 Medium sensitivity visual receptors are defined as having a medium interest or appreciation of the view (e.g. people engaged in outdoor activity that does not focus on an appreciation of the townscape, such as walking or cycling within an urban area) and/or a medium value of existing view (e.g. urban area with no particular historic or aesthetic value).
- 7.37 Low sensitivity visual receptors are defined as having a low interest or appreciation of the view, or passing or momentary interest in everyday surroundings (e.g. people at work or

people in vehicles travelling through the area) and/or low value of existing view (e.g. mundane urban area).

- 7.38 A negligible classification for sensitivity of visual receptor is not considered to be applicable.

Determining the Magnitude of Change

- 7.39 The magnitude of change has been considered as the change experienced from the current baseline conditions at the sensitive receptor and has been considered on a scale of **large, medium, small** or **negligible**.

Townscape

- 7.40 Magnitude of townscape change is determined through considerations of the scale of the Proposed Scheme and its fit within the existing townscape.
- 7.41 A large magnitude of change to the townscape is defined as ranging from a limited change in townscape characteristics over an extensive area, to an intensive change over a more limited area.
- 7.42 A medium magnitude of change is defined as some changes to character or components within the townscape in a localised area.
- 7.43 A small magnitude of change is defined as small changes to townscape characteristics in a localised area.
- 7.44 A negligible magnitude of change is defined as no discernible change to any components or characteristics of the townscape.

Visual amenity

- 7.45 Magnitude of visual impact is determined from a combination of the degree of change to the view due to the Proposed Scheme, including the extent of the area over which the changes will be visible, the period of exposure to the view and reversibility.
- 7.46 A large magnitude of visual change is defined as a high degree of change to the existing view (e.g. loss of characteristic features) and/or high degree of exposure to view (e.g. close or open views).
- 7.47 A medium magnitude of visual change is defined as a medium degree of change to existing view (e.g. partial loss of characteristic features) and/or medium degree of exposure to view (e.g. middle-distance or partial views).
- 7.48 A small magnitude of visual change is defined as a low degree of change to existing view (e.g. limited loss of characteristic features) and/or low degree of exposure to view (e.g. long distance, interrupted or glimpsed views).
- 7.49 A negligible magnitude of visual change is defined as no discernible change to any part of the view as a result of the Proposed Scheme.

Determining the Level of Effect

- 7.50 The level of effect has been informed by the magnitude of change due to the Proposed Scheme and the evaluation of the sensitivity of the affected receptor. The level of effect has

been determined using professional judgement and **Table 7.3** has been a tool which has assisted with this process.

- 7.51 Whilst **Table 7.3** provides ranges, the level of effect is confirmed as a single level and not a range, informed by professional judgement. For each effect, it has been concluded whether the effect is '*beneficial*' '*neutral*' or '*adverse*'.

Table 7.3: Matrix to Support Determining the Level of Effect

Magnitude of Change	Sensitivity (or value / importance)				
		High	Medium	Low	Negligible
	Large	Major	Moderate to Major	Minor to Moderate	Negligible
	Medium	Moderate to Major	Moderate	Minor	Negligible
	Small	Minor to Moderate	Minor	Negligible to Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

- 7.52 The following terms have been used to define the level of the effects identified and these can be '*beneficial*', '*neutral*' or '*adverse*':

- **Major effect:** where the Proposed Scheme is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity;
- **Moderate effect:** where the Proposed Scheme is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability;
- **Minor effect:** where the Proposed Scheme is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the change; and
- **Negligible:** where the Proposed Scheme is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change.

- 7.53 The duration of the effect has been assessed as either '*short-term*', '*medium-term*' or '*long-term*'. Short-term is considered to be up to 1 year, medium-term is considered to be between 1 and 10 years and long-term is considered to be greater than 10 years.

Determining Significance

- 7.54 For each effect, a statement has been made as to whether the level of effect is '**Significant**' or '**Not Significant**'. This is broadly guided by the interaction of the sensitivity of the receptor and magnitude of impact, however it is predominately informed by professional judgement for each viewpoint or townscape receptor.
- 7.55 Significance has only been concluded for residual effects (i.e. following the identification of secondary mitigation).

Baseline Conditions

- 7.56 The baseline conditions are defined as the conditions of the site and surroundings as they are at the point that the assessment takes place. The Proposed Scheme will be located on land comprising of an existing red brick mill building and single storey periphery. The northern boundary immediately abuts the elevated railway viaduct, whilst to the South and West the building forms a hard edge to the River Medlock prior to it entering a culvert beneath First Street. To the East, Cambridge Street provides the only existing point of access to the Site.
- 7.57 In general, the wider study area is made up of a collection of inner-city development and built form, consisting of residential apartments, office blocks and commercial properties, criss-crossed by a network of roads providing the main vehicular and pedestrian routes through the area.
- 7.58 The townscape receptors that have been considered for the site are National Cycle Route 6, Conservation Areas and character areas as identified within the Manchester Urban Historic Landscape Characterisation Assessment. There are several conservation areas located within the study area, with the closest being Whitworth Street Conservation Area.
- 7.59 13 Viewpoints have been assessed as part of this report. The viewpoints are spread across a 1km area, within the Zone of Theoretical Visibility and are representative of a range of receptor groups, directions and distances. Appendix 7.2 shows the baseline views of the Site from the identified receptor viewpoints. The baseline views are also outlined below.

Viewpoint 1 – Whitworth Street West at Oxford Road

- 7.60 Baseline View: This view is representative of visitors, travelling public and workers from the junction of Oxford Road and Whitworth Street West, which in turn is the main entrance point to Oxford Road Railway Station. The viewpoint is located approximately 240m to the north east of the development Site.
- 7.61 From this viewing location, the eye-level views are channelled down Whitworth Street West by the encompassing built form, this channelled view places the railway bridge over Cambridge Street visibly central to the view.

Viewpoint 2 – Jack Rosenthal Street

- 7.62 Baseline View: This view is representative of visitors, travelling public and workers from the public realm avenue of First Street. The viewpoint is located approximately 21m to the west of the Site.

- 7.63 From this viewing location, the single storey Starbucks building, seating area and associated landscaping can be seen in the foreground. Beyond a boundary hedge and some incidental vegetation, the existing Hotspur Press building is visible. A structure associated with the raised rail line can be seen in the left hand portion of the view. In the background, the modern Onpoint Apartment block can be seen above the Hotspur building.

Viewpoint 3 – Gloucester Street at Whitworth Street West

- 7.64 Baseline View: Viewpoint 3 is located at the junction of Gloucester Street and Whitworth Street West underneath the railway viaduct. This view is representative of travelling public and workers. The viewpoint is located approximately 30m to the east of the Site.
- 7.65 From this viewing location, views are funnelled through the portal of the railway bridge overhead. The majority of the view from this location is of the Hotspur Press mill buildings and its associated single storey element interacting with the curve of Gloucester Street/Cambridge Street.

Viewpoint 4 – London Road

- 7.66 Baseline View: This view is representative of visitors, travelling public and workers on London Road, adjacent Piccadilly Railway Station. The viewpoint is located approximately 935m to the east of the Site.
- 7.67 This view affords a long distance channelled view along the length of Whitworth Street, over the crest of Oxford Road, to the junction with Gloucester Street and looks through the main arterial route of the Whitworth Street conservation area.

Viewpoint 5 – Manchester Central

- 7.68 Baseline View: This view is representative of visitors, travelling public and workers in and around the plaza space in front of Manchester Central and Bridgewater Hall. The viewpoint is located approximately 327m to the north of the Site.
- 7.69 From this viewing location, immediate views are contained by the built form surrounding the canal basin in front of The Bridgewater Hall. The chimney of Chepstow house rises above the roof line of the surrounding buildings. Beyond this, only the tower of the Cambridge Street Development is visible.

Viewpoint 6 – Cambridge Street at Mancunian Way

- 7.70 Baseline View: This view is representative of travelling public from the roundabout junction of Cambridge Street and the Mancunian Way. The viewpoint is located approximately 295m to the south of the Site.
- 7.71 From this viewing location, the view is channelled by the residential (student and private) built form on either side of Cambridge Street directing views towards the Hotspur Press Mill building. Mature trees to the boundary edge of the surface level car park partially screen views of the Dunlop Mill building.

Viewpoint 7 – Blantyre Street

- 7.72 Baseline View: This view is representative of residents, and the travelling public at the edge of Castlefield on Blantyre Street. The viewpoint is located approximately 750m to the west of the Site.
- 7.73 From this viewing location, the foreground view is made up of a surface level car park. In the middle distance, the towering Owen Street development dominates the skyline and impedes all of the long-distance sight lines.

Viewpoint 8 – Hacienda, Whitworth Street West

- 7.74 Baseline View: This view is representative of residents, and travelling public on Whitworth Street West near to the junction with Albion Street. The viewpoint is located approximately 178m to the north west of the Site.
- 7.75 From this viewpoint, the views are shaped by the elevated railway viaduct cutting across the view and running parallel with Whitworth Street West, behind this the more recent buildings of First Street MSCP, HOME, the residential (student and private) developments of Cambridge Street tower and Liberty Heights protrude into the skyline.

Viewpoint 9 – Cambridge Street at River Street

- 7.76 Baseline View: This view is representative of residents and travelling public at the junction of Cambridge Street and River Street. The viewpoint is located approximately 48m to the west of the Site.
- 7.77 From this location, the view is directed along Cambridge Street towards the Hotspur Press building where the street bends following the line of the single storey element before passing underneath the railway viaduct road bridge. The Cambridge Street tower is just visible in the far right hand portion of the view.

Viewpoint 10 – Duke Place at Roman Fort

- 7.78 Baseline View: This view is representative of visitors and travelling public at Duke Place adjacent to the scheduled monument of the Roman fort of Mamucium. The viewpoint is located approximately 682m to the north west of the Site.
- 7.79 The view from this location is focused on the Roman Fort replica and its backdrop of the former elevated railway viaducts and bridges cutting across this area. Beyond this the skyline is partially punctuated by a residential tower. An apartment block on the opposite side of Duke Place is visible in the left of the view.

Viewpoint 11 – St Wilfrids Street at St Nicholas Road

- 7.80 Baseline View: This view is representative of residents, travelling public at the junction of St Wilfrids Street at St Nicholas Road. This viewpoint is located approximately 753m south west of the Site.
- 7.81 From this location, foreground views are across the playing fields and recreational space of Hulme Park. This open aspect is in strong contrast to the middle and long-distance views

characterized by the skyline punctuation of dense built-form clusters and tall buildings within the city centre core.

Viewpoint 12 – Bonsall Street at Birchall Way

- 7.82 Baseline View: This view is representative of the travelling public from the junction of Bonsall Street at Birchall Way. The viewpoint is located approximately 631m south of the Site.
- 7.83 Student accommodation apartments are visible in the right hand side of the view, with the sunken Princess Road and bridges over it, visible to the right. St Phillip's C of E Primary School stands in the middle-distance with mature trees surrounding the playing fields and boundary. In the distance, completed and under construction tall towers are visible.
- 7.84 Viewpoint 13 – Chepstow Street
- 7.85 Baseline View: This view is representative of the travelling public on Chepstow Street. It is located approximately 155m to the north of the site. There is a surface level car park in the foreground of the view, with the historic Peveril of the Peak pub at the edge. The buildings lining the south of Great Bridgewater Street are visible in the middle distance, with some taller towers visible above these.

Future Baseline

- 7.86 The existing buildings on Site are in a derelict state, and it is anticipated that without intervention they would continue to deteriorate resulting in a gradual reduction in townscape quality.

Primary and Tertiary Mitigation

Construction Stage

- 7.87 The following tertiary mitigation which has been evaluated as part of the construction stage assessment is outlined below.
- 7.88 Due to the proximity of the River Medlock residential receptors and heritage assets, site care should be taken during the construction period to minimise the impact of the Proposed Scheme. It will be particularly important to manage the use of potentially polluting materials to ensure that they do not affect the nearby river or heritage assets. Best practice measures will be implemented through a Construction Environmental Management Plan (CEMP) which will be prepared for the Site and secured by a planning condition. The CEMP will ensure all potentially polluting materials are handled according to all appropriate legislation.

Operational Stage

- 7.89 The following primary mitigation which has been evaluated as part of the operational stage assessment is outlined below.
- 7.90 High quality architectural design with a coherent language that considers the existing site context and wider urban form, creating a well-considered and legible addition to the skyline. The preservation of the original facade creates an aesthetic which is of its place and maintains a unique identity.

- 7.91 Restricted heights to proposed buildings which are set at a maximum of 37 storeys. This will help to restrict long distance views of the Proposed Scheme.
- 7.92 Public realm improvements including the creation of a new public square and pedestrian link to First Street and will subsequently provide new and enhanced opportunities for faunal species. Tree planting is proposed to soften close-range views of the Proposed Scheme.

Assessment of Effects, Secondary Mitigation and Residual Effects

Construction Stage

Visual effects

- 7.93 During construction, visual effects are predicted to affect receptor groups in close proximity to the Site. These have been identified as residents, City Centre visitors, travelling members of the public and workers.
- 7.94 Predicted impacts on visual amenity during demolition and construction include: presence of construction traffic, plant and equipment; Introduction/removal of built fabric; and Site safety/security lighting, which could change the character and amenity of views within the ZTV.
- 7.95 The sensitivity of residents is considered to be high, City Centre visitors and travelling members of public medium and workers low. The magnitude of change to the visual amenity of these receptor groups during construction, is considered to be medium because the visual impacts of the construction will be considerable, however the Proposed Scheme is set within a built-up urban area. Therefore, there is likely to be a direct, temporary, medium-term adverse effect which is considered to be **moderate** for residents, visitors and members of travelling public and **minor** for workers.

Secondary Mitigation or Enhancement

- 7.96 No secondary mitigation or enhancement has been identified.

Residual Effect

- 7.97 In the absence of secondary mitigation the residual effect for the residents, City Centre visitors, travelling members of the public and workers is that same as that reported in the pre-mitigation scenario.

Significance

- 7.98 The effects for all visual receptors are considered to be **Not Significant**.

Townscape effects

- 7.99 Partial demolition of the existing buildings and construction of the new buildings is likely to result in a number of impacts on townscape character and local designations, due to changes to the existing townscape resources, including impacts of temporary features such as construction plant and construction activity.
- 7.100 Demolition and construction will result in temporary impacts on the local townscape through loss of existing townscape features; reduction in townscape quality due to the presence of construction traffic, plant and equipment; and the presence of temporary site cabins, fencing and illumination.

- 7.101 The sensitivity of all local townscape receptors is considered to be medium. The magnitude of change is considered to be medium due to the urban nature of the townscape setting. Therefore, there is likely to be a direct, temporary, medium-term, adverse effect which is considered to be **moderate**.

Secondary Mitigation or Enhancement

- 7.102 No secondary mitigation or enhancement is required/ has been identified.

Residual Effect

- 7.103 In the absence of secondary mitigation the residual effect for the townscape receptors is that same as that reported in the pre-mitigation scenario.

Significance

- 7.104 This effects for all townscape receptors are considered to be **Not Significant**.

Operational Stage

Visual effects

Viewpoint 1 – Whitworth Street West at Oxford Road

- 7.105 This view is representative of City Centre visitors, travelling public and workers from the junction of Oxford Road and Whitworth Street West, which in turn is the main entrance point to Oxford Road Railway Station. The viewpoint is located approximately 240m to the north east of the Site. The Proposed Scheme will be a striking central focal point from this viewing position, with the tower of the Proposed Scheme standing proud of the railway viaduct. It lines parallel against the Deansgate Square towers. The introduction of the Hotspur development is in keeping with the urban character of the view. Refer to Appendix 7.2, Figures 1-6 for baseline and verified view photography, during daylight hours and dusk.
- 7.106 The sensitivity of City Centre visitors and travelling members of public on Whitworth Street at Oxford Road, represented by viewpoint 1 is considered to be medium. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **moderate**.
- 7.107 The sensitivity of workers on Whitworth Street at Oxford Road, represented by viewpoint 1 is considered to be low. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **minor**.

Viewpoint 2 – Jack Rosenthal Street

- 7.108 This view is representative of City Centre visitors and workers within the First Street development. The viewpoint is located approximately 21m to the west of the Site. Due to the close proximity to the Site and the intended interaction between the proposed public realm space and that of First Street, the view will take in an improved and connected public realm with increased visibility across the River Medlock. The closeness of the viewpoint means that street level elements are likely to be visually prominent, however the proposed building will be a focal point due to its height. Refer to Appendix 7.2, Figures 1 and 2 for baseline and verified view photography. Refer to Appendix 7.2, Figures 7-9 for baseline and verified view photography.

- 7.109 The sensitivity of City Centre visitors on Jack Rosenthal Street, represented by viewpoint 2 is considered to be medium. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **major**.
- 7.110 The sensitivity of workers on Jack Rosenthal Street, represented by viewpoint 2 is considered to be low. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **moderate**.

Viewpoint 3 – Gloucester Street at Whitworth Street West

- 7.111 Viewpoint 3 is located at the junction of Gloucester Street and Whitworth Street West underneath the railway viaduct. This view is representative of members of the travelling public. The viewpoint is located approximately 30m to the east of the Site. Due to the close proximity of the Proposed Scheme and intended interaction between the proposed public square and Cambridge Street, this will be a highly visible threshold point to the Site, with improved entrance points. The height of the proposed building will also make this a focal element within this setting, however the full extent of this will be cut short by the railway bridge overhead. Tree planting within the proposed public square and streetscape will help soften the hard-built form and will help bring the scale of the immediate periphery down to a more human scale. Refer to Appendix 7.2, Figures 10-12 for baseline and verified view photography.
- 7.112 The sensitivity of travelling members of public on Gloucester Street at Whitworth Street West, represented by viewpoint 2 is considered to be medium. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **moderate**.

Viewpoint 4 – London Road

- 7.113 This view is representative of city centre visitors, travelling public and workers on London Road, adjacent to Piccadilly Station. The viewpoint is located approximately 935m to the east of the Site. It is anticipated that the existing built form bounding this sightline along with the mature tree cluster near the Kampus development will screen the majority of the Proposed Scheme, with glimpsed views of the upper part of the building likely to be partially visible through glimpsed views. The scale of the proposed scheme will appear in proportion with other developments from this viewpoint location. Refer to Appendix 7.2, Figure 13 for baseline photography.
- 7.114 The sensitivity of City Centre visitors and travelling members of public on London Road, represented by viewpoint 4, is considered to be medium whilst the sensitivity of workers is considered to be low. The magnitude of change from this viewpoint location, is considered to be small. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **minor** for all receptors.

Viewpoint 5 – Manchester Central

- 7.115 This view is representative of visitors, travelling public and workers in and around the plaza space in front of Manchester Central and Bridgewater Hall. The viewpoint is located approximately 327m to the north of the Site. Due to the height of the Proposed Scheme, the building will be visible standing to the right of the Cambridge Street Tower and rising above

the height of other tall buildings in the background of the view. Refer to Appendix 7.2, Figures 15-16 for baseline and verified view photography.

- 7.116 The sensitivity of City Centre visitors and travelling members of public at Manchester Central, represented by viewpoint 5, is considered to be medium. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **moderate**.
- 7.117 The sensitivity of workers public at Manchester Central, represented by viewpoint 5, is considered to be low. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **minor**.

Viewpoint 6 – Cambridge Street at Mancunian Way

- 7.118 This view is representative of residents on Cambridge Street and travelling members of public from the roundabout junction of Cambridge Street and the Mancunian Way. The viewpoint is located approximately 295m to the south of the Site. It is anticipated that the Proposed Scheme will be a visible focal point at the end of Cambridge Street, sitting as a pair of towers with the existing Cambridge Street Tower on the opposite side of the road. At street level, the retention and remodelling of the existing fenestration will mean that the streetscene appears consistent to the Site's existing character. Refer to Appendix 7.2, Figures 16-18 for baseline and verified view photography.
- 7.119 The sensitivity of residents on Cambridge Street at viewpoint 6 is considered to be high, whilst the sensitivity of travelling members of public is considered to be medium. The magnitude of change from this viewpoint location, is considered to be medium. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **moderate** for both receptor groups.

Viewpoint 7 – Blantyre Street

- 7.120 This view is representative of residents, and the travelling public at the edge of Castlefield on Blantyre Street. The viewpoint is located approximately 750m to the west of the Site. A dense cluster of intervening buildings of varying heights, in particular the large Owen Street development, will restrict views of the Proposed Scheme to glimpses of the tower beyond the tall buildings in the foreground. Refer to Appendix 7.2, Figure 19 for baseline photography.
- 7.121 The sensitivity of residents on Blantyre Street at viewpoint 7 is considered to be high, whilst the sensitivity of travelling members of public is considered to be medium. The magnitude of change from this viewpoint location, is considered to be negligible. Therefore, there is likely to be a **negligible** effect for both receptor groups.

Viewpoint 8 – Hacienda, Whitworth Street West

- 7.122 This view is representative of residents and travelling public on Whitworth Street West near to the junction with Albion Street. The viewpoint is located approximately 178m to the north west of the Site. The height and scale of the Proposed Scheme and the close proximity of the viewpoint location to the Site will lead to the residential tower element being a highly visible component in the urban fabric of this locality. However the existing surrounding developments will form continuity of type, and as such the proposal will not feel like an alien

introduction to the street scene. Refer to Appendix 7.2, Figures 20-22 for baseline and verified view photography.

- 7.123 The sensitivity of residents on Whitworth Street West at viewpoint 8 is considered to be high. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **major**.
- 7.124 The sensitivity of travelling members of public on Whitworth Street West at viewpoint 8 is considered to be medium. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **moderate**.

Viewpoint 9 – Cambridge Street at River Street

- 7.125 This view is representative of residents and travelling public at the junction of Cambridge Street and River Street. The viewpoint is located approximately 48m to the west of the Site. Due to the close proximity of the Proposed Scheme and intended interaction between the proposed public square and Cambridge Street, this will be a highly visible threshold point to the Site, with improved entrance points. The height of the proposed building will also make this a very focal element within this setting, mirroring to some extent the mass of the adjacent Cambridge Street tower. Tree planting within the proposed public square and streetscape will help soften the hard-built form and will help bring the scale of the immediate periphery down to a more human scale. Refer to Appendix 7.2, Figures 23-25 for baseline and verified view photography.
- 7.126 The sensitivity of residents on Cambridge Street at viewpoint 9 is considered to be high. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **major**.
- 7.127 The sensitivity of travelling public receptors on Cambridge Street at viewpoint 9 is considered to be medium. The magnitude of change from this viewpoint location, is considered to be large. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **major**.

Viewpoint 10 – Duke Place at Roman Fort

- 7.128 This view is representative of visitors and travelling public at Duke Place adjacent to the scheduled monument of the Roman fort of Mamucium. The viewpoint is located approximately 682m to the north-west of the Site. It is anticipated that the existing railway viaduct, and intervening built-form will obscure any views of the tower, limiting this to only a partially glimpsed view protruding just above the railway viaduct, and seen in the context of intervening tall buildings. Refer to Appendix 7.2, Figure 26 for baseline photography.
- 7.129 The sensitivity of visitors at the Roman fort of Mamucium is considered to be high, whilst the sensitivity of travelling members of public is considered to be medium. The magnitude of change from this viewpoint location, is considered to be negligible. Therefore, there is likely to be a **negligible** effect for both receptor groups.

Viewpoint 11 – St Wilfrids Street at St Nicholas Road

- 7.130 This view is representative of residents and travelling public at the junction of St Wilfrids Street at St Nicholas Road. This viewpoint is located approximately 753m south west of the

Site. Due to the height of the Proposed Scheme it is likely that the upper portion of the tower will be visible standing above the mature tree line of Hulme Park. Due to the consistency of the existing urban fabric of the city centre, this new build element is likely to blend into the existing skyline of this area. It is also worth noting that due to their scale and closer proximity, both the Owen Street and River Street developments are dominant elements on the skyline from this location. Refer to Appendix 7.2, Figure 27 for baseline photography.

- 7.131 The sensitivity of residents on St Wilfrids Street, at viewpoint 11, is considered to be high, whilst the sensitivity of travelling members of public is considered to be medium. The magnitude of change from this viewpoint location, is considered to be negligible. Therefore, there is likely to be a **negligible** effect for both receptor groups.

Viewpoint 12 – Bonsall Street at Birchall Way

- 7.132 This view is representative of the travelling public from the junction of Bonsall Street at Birchall Way. The viewpoint is located approximately 631m south of the Site. It is anticipated that the existing intervening built form and mature vegetation will obscure the majority of the views of the Proposed Scheme with only the upper part of the tower being visible from this location. Refer to Appendix 7.2, Figure 28 for baseline photography.

- 7.133 The sensitivity of travelling members of public on Bonsall Street at viewpoint 12, is considered to be medium. The magnitude of change from this viewpoint location, is considered to be negligible. Therefore, there is likely to be a **negligible** effect for travelling members of public.

Viewpoint 13 – Chepstow Street

- 7.134 This view is representative of the travelling public on Chepstow Street. The viewpoint is located approximately 155m to the north of the Site. Due to the height of the built form, the majority of the tower can be seen above the existing roof lines or the intervening buildings in the view. Although the Proposed Scheme forms a large focal point in the centre of the view, it is not incongruous with the urban nature of the view. Refer to Appendix 7.2, Figures 29-31 for baseline and verified view photography.

- 7.135 The sensitivity of travelling members of the public on Chepstow Street at viewpoint 13 is considered to be medium. The magnitude of change from this location is considered to be medium. Therefore there is likely to be a direct, permanent, neutral effect which is considered to be **moderate**.

Secondary Mitigation or Enhancement

No secondary mitigation or enhancement has been identified.

Residual Effect

In the absence of secondary mitigation the residual effects for all visual receptors are the same as that reported in the pre-mitigation scenario.

Significance

Viewpoint 1 – Whitworth Street West at Oxford Road

- 7.136 This effects on all receptors at Viewpoint 1 are considered to be **Not Significant**.

Viewpoint 2 – Jack Rosenthal Street

- 7.137 This effect on City Centre visitors on Jack Rosenthal Street is considered to be **Significant**.

7.138 This effect on workers on Jack Rosenthal Street is considered to be **Not Significant**.

Viewpoint 3 – Gloucester Street at Whitworth Street West

7.139 This effect is considered to be **Not Significant**.

Viewpoint 4 – London Road

7.140 This effect is considered to be **Not Significant**.

Viewpoint 5 – Manchester Central

7.141 This effects on all receptors at Viewpoint 5 are considered to be **Not Significant**.

Viewpoint 6 – Cambridge Street at Mancunian Way

7.142 This effect is considered to be **Not Significant**.

Viewpoint 7 – Blantyre Street

7.143 This effect is considered to be **Not Significant**.

Viewpoint 8 – Hacienda, Whitworth Street West

7.144 The effect on residents on Whitworth Street West is considered to be **Significant**.

7.145 This effect on travelling members of the public on Whitworth Street West is considered to be **Not Significant**.

Viewpoint 9 – Cambridge Street at River Street

7.146 The effect on residents and travelling public receptors on Cambridge Street are considered to be **Significant**.

Viewpoint 10 – Duke Place at Roman Fort

7.147 This effect is considered to be **Not Significant**.

Viewpoint 11 – St Wilfrids Street at St Nicholas Road

7.148 This effect is considered to be **Not Significant**.

Viewpoint 12 – Bonsall Street at Birchall Way

7.149 This effect is considered to be **Not Significant**.

Viewpoint 13 – Chepstow Street

7.150 The effect is considered to be **Not Significant**

Townscape effects

National Cycle Route 6

7.151 National Cycle Route 6 utilises Cambridge Street and Whitworth Street West as part of the route, and is 3m from the Site at its closest. The route is 655km long and stretches from London to the Lake District. Effects have been assessed to the section of the route that passes through the study area.

7.152 The sensitivity of users of National Cycle Route 6 is considered to be high. The magnitude of change is considered to be medium because there will be additional built form within the area due to the Proposed Scheme, however it is set within the context of urban townscape and so is not incongruous with the character. The improvements to the public realm and the

redevelopment of a derelict building will be beneficial to the setting of the NCR. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **moderate**.

Conservation Areas

7.153 There are a number of conservation areas wholly or partially within the study area, the closest of which (240m) is the Whitworth Street conservation area. St Peters Square conservation area is located 327m to the North of the Site. The Site does not sit within a conservation area and is separated from those in the city centre by the viaduct that bounds the Site to the north. Due to the height of the Proposed Scheme it is likely to be visible from certain locations within the city centre conservation areas, seen within the context of other tall buildings on the skyline.

7.154 The sensitivity of users of Conservation Areas within the city centre is considered to be high. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, permanent, neutral effect which is considered to be **moderate**.

Manchester Urban Historic Landscape Characterisation

7.155 The developed Historic Character map identifies the Site as sitting within an area of Industrial Character, with a surrounding mixture of Residential, Commercial, and Communications character types.

7.156 The sensitivity of the industrial urban landscape character of the Site centre is considered to be low. The magnitude of change is considered to be large. Therefore, there is likely to be a direct, permanent, beneficial effect which is considered to be **moderate**.

Secondary Mitigation or Enhancement

7.157 No secondary mitigation or enhancement has been identified.

Residual Effect

7.158 In the absence of secondary mitigation the residual effects for all visual receptors are the same as that reported in the pre-mitigation scenario.

Significance

National Cycle Route 6

7.159 This effect is considered to be **Not Significant**.

Conservation Areas

7.160 This effect is considered to be **Not Significant**.

Manchester Urban Historic Landscape Characterisation

7.161 This effect is considered to be **Not Significant**.

Limitations and Assumptions

7.162 To ensure transparency within the EIA process, the following limitations and assumptions have been identified.

7.163 The assessment has been undertaken in accordance with recognised industry guidelines. These include categorising individual visual receptors into receptor groups – for example, it is

not practical to assess every point along a street, rather, all pedestrians using a particular street, for whatever purpose, are classified as a single receptor group.

- 7.164 Guidelines also require visual assessment to be undertaken from publicly accessible vantage points. However, it is also important to assess the likely effects on views from private properties for people living and working in an area. For the purpose of this assessment, assumptions have been made about views from nearby buildings in the wider area, where it is either not possible or not practical to gain access.
- 7.165 Also, in line with recognised guidelines, visual assessments rely upon photographs from a series of representative viewpoints, in this case 13 no. locations. These are not intended to illustrate every possible location from where there might be a view of the Proposed Scheme, but rather to present a selection of views from a variety of angles and distances, sufficient to inform decisions about the Proposed Scheme.

Summary

- 7.166 **Table 7.5** provides a summary of the effects, receptors, residual effects and conclusions of significance considered within the Chapter.
- 7.167 The table only provides a summary of the residual effects identified within the assessment and details of all primary, secondary and tertiary mitigation that has been taken into account is set out in detail within the Chapter and summarised within Environmental Management Plan included within **Volume 3: Environmental Management Plan**.

Table 7.4: Summary of Residual and Significant Effects

Effect	Receptor	Residual Effect	Is the Effect Significant?
Construction Stage			
Effects to visual amenity during construction	City Centre visitors, travelling members of the public and workers.	moderate adverse for residents minor adverse for travelling members of public and workers	NO
Effects to townscape receptors	Local townscape features, townscape character	moderate adverse	NO
Operational Stage			
Visual effects			
Viewpoint 1 – Whitworth Street West at Oxford Road	City Centre visitors and travelling members of public	moderate neutral	NO

Effect	Receptor	Residual Effect	Is the Effect Significant?
Viewpoint 1 – Whitworth Street West at Oxford Road	workers	minor neutral	NO
Viewpoint 2 – Jack Rosenthal Street	City Centre visitors	Major Beneficial	YES
Viewpoint 2 – Jack Rosenthal Street	workers	Moderate Beneficial	NO
Viewpoint 3 – Gloucester Street at Whitworth Street West	travelling members of public	Moderate Beneficial	NO
Viewpoint 4 – London Road	City Centre visitors and travelling members of public	Minor neutral	NO
Viewpoint 5 – Manchester Central	City Centre visitors and travelling members of public	Moderate neutral	NO
	workers	Minor neutral	NO
Viewpoint 6 – Cambridge Street at Mancunian Way	Residents and travelling members of public	Moderate neutral	NO
Viewpoint 7 – Blantyre Street	Residents and travelling members of public	Negligible	NO
Viewpoint 8 – Hacienda, Whitworth Street West	Residents	Major Neutral	YES
Viewpoint 8 – Hacienda, Whitworth Street West	Travelling members of public	Moderate neutral	NO
Viewpoint 9 – Cambridge Street at River Street	Residents and travelling members of public	Major Beneficial	YES
Viewpoint 10 – Duke Place at Roman Fort	Visitors at the Roman fort of Mamucium and travelling members of public	Negligible	NO

Effect	Receptor	Residual Effect	Is the Effect Significant?
Viewpoint 11 – St Wilfrids Street at St Nicholas Road	Residents and travelling members of public	Negligible	NO
Viewpoint 12 – Bonsall Street at Birchall Way	Travelling members of public	Negligible	NO
Viewpoint 13 – Chepstow Street	Travelling members of public	Moderate	NO
Townscape effects			
Townscape effect on National Cycle Route 6	National Cycle Route 6	Moderate Beneficial	NO
Townscape effect on City Centre Conservation Areas	Conservation Areas	Moderate Neutral	NO
Townscape effect on the setting of listed buildings	Listed Buildings	Negligible	NO
Townscape effects on the Historic Urban Character Assessment of Manchester	Manchester Urban Historic Landscape Characterisation	Moderate Beneficial	NO

References

¹ Landscape Institute and Institute of Environmental Management and Assessment (2013) Guidelines for Landscape and Visual Impact Assessment (Third Edition).

² Landscape Institute (2016) Landscape Character Assessment Technical Information Note.

³ Landscape Institute (2018) Townscape Character Assessment Technical Information Note.

⁴ Natural England (2014) An Approach to Landscape Character Assessment.

⁵ Landscape Institute (2019) Visual Representation of Development Proposals.