

98 WILMSLOW ROAD, RUSHOLME,
MANCHESTER

TOWNSCAPE & VISUAL IMPACT ASSESSMENT
(TVIA)

NOVEMBER 2023

This planning application is submitted by Views (Holdings) Limited and proposes a residential-led redevelopment at 98 Wilmslow Road, Rusholme, Manchester. The full description of development as stated on the application form is:

"Development of a residential accommodation block comprising 42 no. residential units (Use Class C3) with ground floor commercial restaurant / café and retail units (Use Class E and sui generis), car parking, cycle parking and associated infrastructure."

The application represents a resubmission of application 133748/F0/2022 which was refused by Manchester City Council on 1st December 2022.

**98 WILMSLOW ROAD, RUSHOLME,
MANCHESTER
TOWNSCAPE & VISUAL IMPACT ASSESSMENT**

Revision	Date	Checked by
-	14.11.2023	JM

Exterior Architecture Ltd

Studio 324-325,

The Royal Exchange,

St. Ann's Square,

M2 7DH

Tel: 0161 850 8101

Ref: 2370-EXA-XX-XX-RP-L-1000

www.exteriorarchitecture.com

Date: 14th November 2023

COPYRIGHT

The contents of this document must not be copied or reproduced in whole or in part without the written consent of Exterior Architecture Ltd.

CONTENTS

- 1.0 Introduction
- 2.0 Description of Site and Proposed Development
- 3.0 Policy Context
- 4.0 Baseline Conditions
- 5.0 Site Assessment
- 6.0 Mitigation Strategy
- 7.0 Summary

APPENDICES

Appendix A – Figures:	Appendix B – Viewpoints:
• Figure 1 –Site Location • Figure 2 – Viewpoint Locations • Figure 3 – Listed Buildings • Figure 4 – Transport, Routes and Movement • Figure 5 – Character Areas • Figure 6 – Zone of Theoretical Visibility	• TVIA – Viewpoint 01 (Existing) • TVIA – Viewpoint 01 (Proposed) • TVIA – Viewpoint 02 (Existing) • TVIA – Viewpoint 02 (Proposed) • TVIA – Viewpoint 03 (Existing) • TVIA – Viewpoint 03 (Proposed) • TVIA – Viewpoint 04 (Existing)

1.0 INTRODUCTION

- 1.1 Exterior Architecture (ExA) have been commissioned by the Applicant to undertake a Townscape & Visual Impact Assessment to consider the likely landscape and visual effects associated with a detailed planning application. This application submitted by Views (Holdings) Ltd proposes a residential-led development at 98 Wilmslow Road, Rusholme, Manchester. The description of development as stated on the application form is: "Development of a residential accommodation block comprising 42 no. residential units (Use Class C3) with ground floor commercial restaurant / café and retail units (Use Class E and sui generis), car parking, cycle parking and associated infrastructure."
- 1.2 We note a similar design was refused planning permission in 2022. Five reasons were provided in the decision notice, reason 5 set out below, covers matters relating to townscape and visual amenity. The proposed building considered in this report has the same siting as the original but the overall height has been reduced by 400mm.

1.2.1 "The siting and scale of the proposed development to the back of pavement on Wilmslow Road would give rise to a form of development that would be an over dominant feature within the street scene and area, which would have a detrimental effect on visual amenity and character of the area contrary to policies SP1, EN1, and DM1 of the Manchester Core Strategy, guidance contained in the

Guide to Development in Manchester Supplementary Planning Document and Guidance and the National Design Guide (2021)".

- 1.3 This report describes the findings of a Townscape and Visual Impact Assessment (TVIA) undertaken in light of the Development. The figures that accompany this report are included in Appendices A & B. The scope of this report considers the potential townscape and visual effects of the Development on the receiving study area. This assessment was carried out during 2023 by a Chartered Landscape Architect, accompanied by other members of the design team to help inform an iterative discussion of the design proposals and plan for meaningful mitigation and enhancement measures.
- 1.4 Within this report, the townscape and visual baseline environment of the Site and its surroundings is established and mitigation measures described. Taking these measures into account, the effects of the Development are then predicted. This report focuses on the effects predicted to arise from the Development.

2.0 DESCRIPTION OF SITE AND DEVELOPMENT

SITE CONTEXT

- 2.1 The Site is located on Wilmslow Road, Rusholme, Manchester and lies towards approximately 2 miles the south of Manchester City Centre. The Site occupies a corner plot and currently has a two-storey commercial property which set back approximately 25m from Wilmslow Road.
- 2.2 The Site is bound by Grandale Street to the south, Wilmslow Road to the east. Rusholme Job Centre neighbours the Site directly to the north. The west of the Site is mostly residential made up of two storey terraces and semi-detached housing.

SITE DESCRIPTION

- 2.3 The Site constitutes currently occupied commercial land and is approximately 0.1 hectares in area. It is made up of a single two-storey commercial property and its associated hard standings.
- 2.4 The Site's topography is relatively flat.

DEVELOPMENT DESCRIPTION

- 2.5 The Development comprises the following:
- 2.6 *Demolition of the existing building and the construction of the proposed development which comprises a total of 42no. apartments has a mix of 1, 2 and 3 bed apartments. There are 12no. 1 beds, 27no. 2 beds and 3no. 3 beds. The ground floor contains 6no. retail/commercial units, secure covered parking for 12no cars including 2no. accessible spaces and provision for 100% cycle parking.*

3.0 POLICY CONTEXT

- 3.1 A comprehensive planning policy review has been considered within the supporting Planning Statement (PS) accompanying this application. The relevant landscape and townscape policies at both national and local level are noted below.

NATIONAL PLANNING POLICY FRAMEWORK

- 3.2 National planning policy for England is defined within the National Planning Policy Framework (herein referred to as the NPPF) that has distilled the content of previous supplementary planning documents into one comprehensive document. The NPPF is the relevant national planning policy document against which to test the proposals.

GENERAL CONSIDERATIONS

- 3.3 As a central theme, the NPPF has a presumption in favour of sustainable Development (para. 7) for which it defines three mutually interdependent dimensions of sustainability (para. 8) to be jointly sought (economic, social and environmental). With relevance to landscape and visual matters the third dimension states:

“an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment;...”

- 3.4 The planning system is identified as the vehicle for guiding Development to sustainable solutions *“but in doing so should take local circumstances into*

account, to reflect the character, needs and opportunities of each area.”

(para. 9).

SECTION 12 – ACHIEVING WELL-DESIGNED PLACES

3.5 This section of the Framework identifies that “*the creation of high quality buildings and places is fundamental to what the planning and development process should achieve*” (para, 124)

3.6 The NPPF states that planning decisions should ensure that developments:

TABLE 1 – NPPF DESIGN COMMENTARY AND APPLICABILITY TO SITE (PARA. 127)

NPPF guidance on well-designed places	Applicability to the Site
will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;	The proposal focuses on the creation of a new building, introducing high-quality architecture and commercial opportunities to the area.
are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;	The Development proposal includes a building of high architectural merit
are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);	The proposed development has been sympathetically considered in its form and scale to local typologies and character. The design, detailing and materiality of the architecture and scale takes cues from the surrounding built environment.
establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;	The design serves to enhance the existing fabric with a strong sense of place. The building arrangement and choice of materials aids legibility with the intention of drawing users into the Site

create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.	The proposals aim to create a safe and welcoming environment for all Site users. The proposed mix of user groups will create a community for the Site. The public realm and communal building areas will be well lit and designed based on SBD principles.
--	---

3.7 The NPPF goes on to state that *“permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions”* (para. 130). But that *“great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.”* (para. 131)

SECTION 16 – CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT.

3.8 This section of the NPPF states that *“local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting.”* (para. 189)

3.9 The framework goes on to state that “*Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss*” (para. 195)

LOCAL LANDSCAPE POLICY

3.10 A detailed supporting Planning Statement has been produced in conjunction with this project and should be referred to for further details on relevant policies. Key policies that relate to landscape and visual matters are briefly outlined below.

MANCHESTER CITY CENTRE – MANCHESTER CORE STRATEGY (2012)

3.11 Manchester's Core Strategy was adopted on 11th July 2012 and is the key Development Plan Document in the Local Development Framework (LDF). “*It is the key document in Manchester's Local Development Framework and covers a period of 15 years from 2012 to 2027. It describes Manchester today and outlines the Council's vision for Manchester in 2027 along with the planning policies which will be used to deliver that vision.*”

3.12 The policies of the adopted Manchester Core Strategy that are of relevance to the Proposed Development are **SP1, DM1 and EN1**.

3.13 Policy SP1 relates to Spatial principles and sets out emphasis on creating high quality and diverse housing

3.14 Policy DM1 is concerned with Development Management including siting, layout, scale, form, massing, materials and detail

3.15 Policy EN1 is concerned with Design Principles and Strategic Character Areas. and specifically retaining “*the identity and focus of activity associated with the historic District Centres*”

3.16 This TVIA report looks at the reasons for refusal to mentioned in 1.21 above and responds to these particular policies.

3.17 ASSESSMENT METHODOLOGY

3.18 In this appraisal, effects are assessed as a function of both the magnitude of the impact or change and the sensitivity of the townscape resource or visual receptor affected. The adopted method of Townscape and Visual Impact Assessment (TVIA) has been devised to address the specific impacts likely to result from the Development. The methodology draws upon the following established best practice guidance:

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

3.19 Photographs from 4 representative viewpoints have been produced in compliance with the following:

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

3.20 The 4 viewpoint photographs have been taken in line with GLVA guidance. Also 4 visualisations of the proposed development have been provided, but these are not verified views and are for illustrative purposes only.

3.21 Although these publications refer to 'landscape', the European Landscape Convention (ELC) definition of landscape confirms that it includes the landscapes of villages, towns and cities, i.e. townscapes. So 'townscape' is defined as the landscape within the built-up area, including the buildings and the relationships between them (LI and IEMA, 2013).

STUDY AREA

3.22 Geographical desktop models have been created to test the theoretical visibility of the Proposed Development, which were used to inform both the architectural design and the visual assessment and field surveys. The extent of the area within which the Development will be likely to result in visual effects or indirect effects on townscape character, is limited by the local landform and extent of existing built-up areas. The study area has been set at 400m around the Site (See Figure 1), beyond which it is not considered that effects on landscape character or visual amenity will be impacted because of the Development. This is in line with GLVIA (paragraphs 5.2 and 6.2).

3.23 The Zone of Theoretical Visibility (ZTV) has been modelled through a desktop study which has drawn on digital terrain data to identify and illustrate the areas from where the Development could potentially be visible taking account of existing buildings. As a result of other intervening features, in particular trees and other tall vegetation, there are areas within the ZTV where the Proposed Development will not be visible. 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)

3.24 It should be noted however that this report is in response to council comments on views of the development along Wilmslow Road, so the viewpoints in this report are restricted to views from the Wilmslow Road corridor.

METHODOLOGY FOR DETERMINING BASELINE CONDITIONS AND SENSITIVE RECEPTORS

TOWNSCAPE CHARACTER

3.25 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 Development on townscape character and resources. The contribution of conservation areas to the townscape and the way they could be affected by the Development are discussed in this chapter.

3.26 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) 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 Development.

3.27 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, classified as set out in Table 2. These classifications are further informed by the criteria set out in Table 3.

TABLE 2 – CRITERIA FOR THE CLASSIFICATION OF SENSITIVITY OF TOWNSCAPE RECEPTORS

Classification	Sensitivity of Townscape Character Area
High	Townscape of highly valued or relatively distinctive components and characteristics, sensitive to small changes
Medium	Townscape of relatively common components and characteristics, reasonably tolerant of changes
Low	Townscape of relatively inconsequential components and characteristics, the nature of which is potentially tolerant of substantial change

TABLE 3 – CRITERIA FOR THE CLASSIFICATION OF SENSITIVITY OF TOWNSCAPE CHARACTER AREAS

Resource	Sensitivity of Townscape Resources		
	High	Medium	Low
Townscape quality / condition	High quality / good condition and largely intact	Moderate or low quality / moderate condition demonstrating some intactness	Low quality / poor condition and disparate elements
Sense of place	Strong sense of place/ identity	Moderate sense of place / identity	No sense of place
Unspoilt character	Demonstrates unspoilt characteristics	Demonstrates a degree of change but with some unspoilt characteristics	Demonstrates high degree of change
Scarcity of resource	Particularly scarce or fragile townscape	Mainly common features, but occasional interesting features	Common features found in many cities/towns
Historic interest	Historic interest which contributes significantly to townscape character	Some historic interest which contributes to townscape character	Limited to no historic interest

VISUAL AMENITY

3.28 The visual assessment considers the potential impacts on views for specified receptor groups during the day. Impacts during the night, in a well-lit urban environment, are expected to be broadly analogous with daytime impacts and are therefore not considered further.

3.29 Studies have been undertaken to establish potential visibility in association with the identification of a selection of representative viewpoints (listed in Table 4). The representative viewpoints cover a range of receptor groups, directions and distances and have been selected in reference to the ZTV along the Wilmslow Road corridor.

3.30 The viewpoints have been selected based on receptor type and sensitivity, and distance and direction from the Site within the confines of the Wilmslow Road corridor and as such they are intended to provide a suitable representation of the Site and the Development for assessment purposes.

VISUAL RECEPTORS

3.31 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. Sensitivity of visual receptors is classified as in Table 4.

TABLE 4 – CRITERIA FOR THE CLASSIFICATION OF SENSITIVITY OF VISUAL RECEPTORS

Classification	Sensitivity of Visual Receptors
High	Views for 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 (e.g. conservation area).
Medium	Activity resulting in 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 to work) and/or a medium value of existing view (e.g. urban area with no particular historic or aesthetic value).
Low	Activity resulting in 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).

METHODOLOGY FOR DETERMINING CONSTRUCTION AND OPERATIONAL EFFECTS

3.32 Townscape and visual impacts are assessed during the construction and operational phase separately.

3.33 The current baseline year is taken as 2023, as this is when the baseline work for the TVIA has been undertaken.

TOWNSCAPE

3.34 Magnitude of townscape impact is determined through considerations of the scale of the Development and its fit within the existing townscape, classified as set out in Table 5.

TABLE 5 – CRITERIA FOR THE CLASSIFICATION OF MAGNITUDE OF TOWNSCAPE IMPACT

Classification	Sensitivity of Townscape Receptors
Major	Ranging from a limited change in townscape characteristics over an extensive area, to an intensive change over a more limited area.
Moderate	Moderate change in a localised area.
Minor	Minor change in a localised area.
Negligible	No discernible change to any component

VISUAL AMENITY

3.35 Magnitude of visual impact is determined from a combination of the degree of change to the view due to the Development, including the extent of the area over which the changes will be visible, the period of exposure to the view and reversibility, classified in Table 6.

TABLE 6 – CRITERIA FOR THE CLASSIFICATION OF MAGNITUDE OF VISUAL IMPACT

Classification	Magnitude of Visual Impact
Major	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).
Moderate	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).
Minor	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).
Negligible	No discernible change to any part of the view

SIGNIFICANCE CRITERIA

3.36 Whilst there is a degree of professional judgement involved in determining the significance of townscape and visual effects, they are broadly determined by the interaction of the sensitivity of the receptor and magnitude of impact. This interaction results in categorisation of effects as shown in Table 7. Residual effects after mitigation are then categorised using the same system.

TABLE 7 – CRITERIA FOR INFORMING THE CLASSIFICATION OF TOWNSCAPE AND VISUAL EFFECTS

Sensitivity of Resource / Receptor	Magnitude of Impact			
	Major	Moderate	Minor	Negligible
High	Major	Major - Moderate	Moderate - Minor	Negligible
Medium	Major - Moderate	Moderate - Minor	Minor	Negligible
Low	Moderate - Minor	Minor	Minor	Negligible

3.37 Townscape and visual effects are classified as being beneficial, neutral or adverse.

ASSUMPTIONS / LIMITATIONS

3.38 This TVIA 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.

3.39 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.

3.40 Also, in line with recognised guidelines, visual assessments rely upon photographs from a series of representative viewpoints, in this case 4 no. locations. These are not intended to illustrate every possible location from where there might be a view of the Development, but rather to present a selection of views from a variety of angles and distances, sufficient to inform decisions about the Development.

4.0 BASELINE CONDITIONS

SECTION INTRODUCTION

4.1 The characteristics of the landscape within the study area (400m radius), together with visual amenity potentially affected by the Development, are described in the following sections.

VISUAL BASELINE

REPRESENTATIVE VIEWPOINTS

4.2 A number of viewpoints were considered through a process of desk-based review and field studies.

4.3 It should be noted that all viewpoints are located on Wilmslow Road, which Manchester City Council classifies as a major road, and experiences large volumes of traffic. As such, the Visual Baseline photos show a representative view with vehicles highly evident in all photos. However, when photos were taken, and photos containing double decker buses were omitted from the shot as these tended to completely obscure the view of the Site.

4.4 The representative viewpoints are described below and listed in Table 8 following the descriptions. The representative viewpoint locations are shown in Appendix A – Figure 1. This provides an overview of the viewpoints in terms of their type, spatial relationship to the Development and designations/TCA they are located within. Baseline views for each of the viewpoints are illustrated on the photographs and illustrations. Field visits and illustrations and have been used as the basis for assessment of visual effects in Section 6.0. In addition to the viewpoint photography,

visualisations of the proposed development have been produced. However, these are not verified views and are to be used for illustrative purposes only.

Field surveys to identify and assess viewpoints were undertaken by a Landscape Architect in October 2023 to record baseline conditions and to evaluate potential landscape and visual effects. Field work was undertaken in overcast conditions with good visibility.

VIEWPOINT 1: WILMSLOW ROAD LOOKING SOUTH: 53.4544N, 2.22448W

4.5 This view is located on Wilmslow Road, approximately 190m to the north of the Site and approximately 30m north of the corner of Walmer Street and Wilmslow Road. The view is representative of pedestrians and road users travelling towards the Site along Wilmslow Road. Pedestrians are considered to be **Medium** sensitivity receptors whilst road users are considered to be **Low** sensitivity receptors.

4.6 This view looks south along Wilmslow Road towards the Site as it turns in a south easterly direction. Due to the curve of the road the Site takes a prominent view in the centre of the viewpoint. The view also gives a comprehensive outlook of the surrounding context with extended views of both sides of Wilmslow Roads' frontages and rooflines.

4.7 The Rusholme Job Centre which is adjacent to the Site, is a prominent feature of the view, as is the building directly to the south of the site on Grandale Street (which houses Slemani Restaurant). The dedicated cycle lanes are visible on both sides of the road. Very little is visible in terms of vegetation with only 2 street trees visible, located outside the Job Centre.

4.8 The left hand (eastern) side of Wilmslow Road has a variety of architectural typologies ranging from red brick terraced two storey units, to three storey modern rendered units (currently vacant). Most of the buildings visible in this part of the view have eating establishments at street level.

VIEWPOINT 2: WILMSLOW ROAD LOOKING SOUTH: 53.45544N, 2.22530W

4.9 This view is located on Wilmslow Road, approximately 53m to the north of the Site and opposite the Rusholme Job Centre. The view is representative of pedestrians and road users travelling towards the Site along Wilmslow Road. Pedestrians and road users are considered to be **Medium** sensitivity receptors.

4.10 The foreground of this view prominently features vehicles parked on the street and the dedicated cycle lane heading south. The left portion of the view (eastern side of Wilmslow Road) gives a sense of the scale and form of the frontages along Wilmslow Road as it continues to curve south eastwards. These are primarily two-storey eating establishments and see a high rate of pedestrian traffic.

4.11 The right portion of the view (the west side of Wilmslow Road) features the Rusholme Job Centre: a three-storey modern block with a red brick façade. Adjacent to the Job Centre and directly to the south, the Site is visible. However, this is mainly external area of the Site with the existing building only partially visible due to the set back from Wilmslow Road. This, in turn gives a full view of the building directly to the south on Grandale Street. The frontages of the buildings continuing south along Wilmslow Road are visible

from this viewpoint. These vary in scale and materiality with red brick and cream render being the dominant typologies. The multiple roof forms and pitches are also visible.

VIEWPOINT 3: WILMSLOW ROAD LOOKING NORTH: 53.45358N, 2.22352W

- 4.12 This view is representative of pedestrians and road users travelling north along Wilmslow Road as well as people waiting for buses heading south. This viewpoint is located approximately 47m to the southeast of the Site. Pedestrians are considered **Medium** sensitivity receptors in this location. Road users, local workers and commuters are considered **Low** sensitivity.
- 4.13 The left hand side of the view (western side of Wilmslow Road) features the building occupying the corner of Grandale Street and Wilmslow Road which lies directly to the south of the Site. This is used for retail / commercial purposes and some of the original features such as the parapet wall and detailing are visible from the viewpoint. Along Wilmslow Road the cycle lane heading north is visible as are cycle stands on the opposite pavement.
- 4.14 The centre of the view shows the Site and demonstrates its corner plot aspect well. Like viewpoint 2, this mainly shows the open part of the site with the existing building only slightly visible due to the set back from Wilmslow Road. The existing low wall at the eastern boundary of the Site is also visible and its alignment with the frontage of Rusholme Job Centre is also apparent. The Job Centre is highly visible from the view, with the side of the building facing south being predominantly red brick with no windows. The other visible side of the Job Centre is the eastern side which runs adjacent

to Wilmslow Road. This façade is also red brick, but unlike the southern side, is broken by windows, signage and the entrance making it less dominant in terms of the view.

4.15 Beyond the Job Centre to the north as Wilmslow Road curves out of view the next block of commercial / residential units can be seen. These are 3 storey units like the Job Centre but their greater set back from Wilmslow Road makes roofline lower down from that of the Job Centre. At street level these units are mainly eating establishments and their awnings and signage can be seen from this viewpoint. A new high rise building in the City Centre is just visible to the right of the centre of the view above this block.

4.16 The right-hand side (east of Wilmslow Road) is partially visible from this viewpoint. The buildings visible form a single block of terraced 3-storey units. At street level, eating establishments and their signage can be seen. The upper floors feature bay windows, stone bands and two dormers are also visible at the far end of the visible roof line.

VIEWPOINT 4: WILMSLOW ROAD LOOKING NORTH: 53.45320N, 2.22302W

4.17 This view is located approximately 99m to the southeast of the Site, just beyond the corner of Claremont Road and is representative of the view for pedestrians and road users travelling north towards the City Centre. Pedestrians are considered **Medium** and road users are considered **Low** sensitivity receptors.

4.18 The main component of this view is the collection of buildings on the left hand (western) side of Wilmslow Road. The first of these features: a stone

parapet with curved detailing; horizontal brick and stone banding; and curved window heads with keystones. The built form curves around the corner of Claremont Road which is partially evident from this view. At street level a variety of retail units front onto Wilmslow Road. The cycle lane and vehicle parking bays (mainly occupied) are also visible. Moving north, the next set of units in this line of buildings repeat their usage of retail units at street level, whilst the upper storeys feature cream render and two sets of twin gables giving variation in the continuing roofline. The building, which is on the corner of Grandale Street, directly south of the Site is visible but only forms a small part of the view due to the angle and distance from the viewpoint.

4.19 The Site is only just visible from this viewpoint and the area which can be seen has no built form on it due to the setback from Wilmslow Road. Most of the Site is obscured by the buildings described in 4.18 and by vehicles parked further up Wilmslow Road

4.20 The Job Centre can be seen from the viewpoint, although the visible area is primarily of the Wilmslow Road frontage. The roofline of the Job Centre steps down from the set of buildings described in 4.18 and the flat roof is apparent.

4.21 At the furthest visible point of Wilmslow Road, as it curves out of sight, the block of three-storey retail / residential units, can be seen. These units are adjacent to the Job Centre to the north and the prominent feature of these is the horizontal roof line which steps down slightly from the Job Centre.

- 4.22 More of the high-rise developments of Manchester City Centre can be seen protruding above the units described in 4.21 as well as the tops of some of the mature trees of Whitworth Park further to the north
- 4.23 The buildings that line the right hand (eastern) side of Wilmslow Road form a smaller portion, but still significant part, of the overall view. They are primarily three storey retail / residential units. Much of the street level of this block is obscured by parked vehicles and traffic on Wilmslow Road. The upper floors feature red brickwork, decorative feature bands and bay windows. The pitched roofline is broken at intervals by chimney stacks.
- 4.24 A small street tree is visible outside the pharmacy

TABLE 8 – REPRESENTATIVE VIEWPOINTS

VP No.	Location	Direction from Site	Historic Landscape Character Area	Visual Receptor Type/s	Visual Receptor Sensitivity	Global Co-ordinates	Distance to Development
1	Wilmslow Road	North	Commercial	Pedestrians Road users	Medium Low	53.45544N 2.22530W	190m
2	Wilmslow Road	North	Commercial	Pedestrians Road users	Medium Medium	53.4544N 2.22448W	53m
3	Wilmslow Road	South	Commercial	Pedestrians Road users	Medium Low	53.45358N 2.22352W	47m
4	Wilmslow Road	South	Commercial	Pedestrians Road users	Medium Low	E: 408160 N: 285895	99m

TOWNSCAPE BASELINE

LANDSCAPE, TOWNSCAPE, HERITAGE AND PLANNING DESIGNATIONS

4.25 This section identifies townscape designations and movement corridors of national and local significance. The locations of identified designated landscapes are shown on Appendix A – Figure 3.

4.26 The following designations are noted to exist within 400m of the Site:

CONSERVATION AREAS

4.27 The Site does not lie within a Conservation Area, however one does lie partly within the 400m study area: Victoria Park Conservation Area.

4.28 Victoria Park Conservation Area lies approximately 60m to the east of the Site, set back from Wilmslow Road and extends from the backs of properties to the north of Daisy Bank Road and Oxford Place to Kent Road East and West, and Rusholme Grove in the south. The west boundary is Oxney Road and the backs of properties on Wilmslow Road. To the east the boundary is formed by Anson Road, the backs of properties on Langdale Road and Laindon Road, the backs of properties on Daisy Bank Road, Scarsdale Road, the backs of properties on Langdale Road and Anson Road.

LISTED BUILDINGS

4.29 There are two listed buildings within 400m of the Site: Victoria Park Hotel & Xaverian College. The locations of both are shown in Appendix A, figure 03.

4.30 The closest listed building to the Site is the Grade II listed Victoria Park Hotel which lies approximately 150m to the southeast of the Site. It is described

as three houses in one composition, now all in one as a hotel. c.1840, altered. Stucco, painted white, with slate roof.

4.31 Xaverian College is also a Grade II listed building and sits approximately 220m to the northeast of the Site.

PUBLIC RIGHTS OF WAY

4.32 There are no designated Public Rights of Way within the 400m study area.

LANDSCAPE/TOWNSCAPE CHARACTER

NATIONAL LEVEL LANDSCAPE CHARACTER DESCRIPTION DOCUMENTS

4.33 Natural England are responsible for managing the key national landscape character descriptions for England, namely the National Character Areas.

4.34 The Site lies within The Natural England National Character Area (NCA) Profile 55: Manchester Conurbation (NE463).

4.35 NCA 55's key characteristics are identified in Table 9 below.

Table 9 – National Character Area Profile 55 – Manchester Conurbation

NCA Profile 55 Key Characteristics	Relevancy to Site
An increasingly recognised legacy of industrial archaeology particularly relating to the textile industry; red brick and sandstone buildings are prominent in the city and town centres, alongside a mix of modern materials and high-rise buildings, with landmark 19th-, 20th- and 21st-century buildings.	The Site study area features several former industrial buildings and sits within a locality of other former buildings that have been converted into residential developments.
A busy transport hub interlinked with surrounding areas by an extensive road, tram and railway infrastructure, via major communications corridors, while access is also provided by the canal network.	The Site lies adjacent to Wilmslow Road, which is a major artery into the City Centre from the south. It serves the main student areas with a high volume of buses and has been cited as the busiest bus route in Europe.

MANCHESTER URBAN HISTORIC LANDSCAPE CHARACTERISATION

4.36 The Greater Manchester Urban Historic Landscape Characterisation Project was undertaken by the Greater Manchester Archaeological Unit in 2010. County-wide Historic Landscape Characterisation (HLC) projects form part of a national programme supported and developed by Historic England but carried out by local government, chiefly county council historic environment services. They aim, through a desk-based programme of GIS mapping and analysis, to achieve an archaeologist's understanding of the historical and cultural origins and development of the current landscape. They seek to

identify material remains at landscape scale which demonstrate the human activities that formed the landscape as it is seen today.

4.37 In reference to the Manchester Urban Historic Landscape Characterisation Assessment, the Proposed Development Site sits within an area identified as Commercial, with a surrounding mixture of Residential, Industrial, Institutional and Ornamental / recreational character types.

LANDSCAPE CHARACTER OF THE SITE

4.38 The Proposed Development will be located on land comprising of an existing two storey commercial property. The existing building is out of context with the neighbouring properties and the existing typologies found in the nearby area.

LOCAL LANDSCAPE CHARACTER OF THE STUDY AREA

4.39 In general, the wider study area is made up of a predominately dense sprawl of inner-city development and built form, consisting of residential housing in the form of terraced and semidetached houses, office blocks and commercial properties, criss-crossed by a network of roads providing the main vehicular and pedestrian routes through the area.

4.40 The B5117 (Wilmslow Road) is the major transport route within the study area, forming the eastern boundary of the Site. All viewpoints within this report are taken from points along Wilmslow Road.

EMBEDDED MITIGATION

DEMOLITION AND CONSTRUCTION

4.41 No embedded mitigation measures are proposed during the demolition and construction phase.

COMPLETED DEVELOPMENT

4.42 High quality architectural design with a coherent language to create a well-considered and legible urban block. Architectural features from the historic buildings in the immediate context will be referenced creating an aesthetic which is of its place whilst still maintaining a unique identity.

5.0 SITE ASSESSMENT

CONSTRUCTION PHASE

5.1 Demolition of the existing building and construction of the new building are likely to result in a number of impacts on townscape character and visual receptors, due to changes to the existing townscape resources and/or views, including impacts of temporary features such as construction plant and construction activity.

5.2 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.

5.3 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.

COMPLETED SCHEME (YEAR 15 POST CONSTRUCTION)

VISUAL ASSESSMENT

REPRESENTATIVE VIEWPOINT ASSESSMENT

5.4 The following section sets out the analysis and assessment of the visual effects of the Development including representative viewpoints as listed in Table 8. Visual effects have been presented first as these typically inform the effects on townscape designations and townscape character areas. The description of the existing outlook and predicted effects from each viewpoint location is described with reference to the photographic illustrations in Appendix B. The methodology has been followed as set out in Section 3.

VIEWPOINT 1: WILMSLOW ROAD LOOKING SOUTH: 53.4544N, 2.22448W

5.5 Predicted View (year 15 post construction): a clear view of the proposed development will be afforded from this viewpoint. The building would sit adjacent to Rusholme Job Centre to the south and would form a central component of the view from this position.

5.6 The proposed development would partially obscure the existing side elevation of the building on the corner of Grandale Street and Wilmslow Road, although it would still be visible and recognisable from the viewpoint.

5.7 The proposed development would blend in successfully in terms of its relation to the rooflines and facades of the existing buildings. It would sit slightly higher than the buildings to the south and almost one storey higher than the Job Centre. The form and materiality of the proposed development

are in keeping with the existing fabric of the townscape and references many features of the historic architectural typologies.

5.8 Magnitude of Visual Change (year 15 post construction): **Minor** as the development will be clearly visible in the middle of the view. The scale of the development means that it is clearly visible the view from this location. As a result of the proposed quality of architecture, streetscape improvements and the change in view is considered neutral.

5.9 Visual effect (year 15 post construction): **Minor (neutral)** for pedestrian receptors and **Minor (neutral)** for road users.

VIEWPOINT 2: WILMSLOW ROAD LOOKING SOUTH: 53.45544N, 2.22530W

5.10 Predicted View (year 15 post construction): From this viewpoint the proposed development would be clearly visible. The proximity of the viewpoint to the proposed development means it would occupy a large portion of the view.

5.11 The alignment of the façade of the proposed development with the blocks to the south does not obscure the street scene.

5.12 The architectural details of the proposed development, such as brick banding and curved window frames on upper floors are more visible from this viewpoint. It is therefore more apparent how the proposed development would add to the quality of existing townscape by referencing the historic typologies of the area.

5.13 Magnitude of Visual Change (year 15 post construction): **Moderate (neutral)** as the Development is clearly visible in the foreground, resulting in a large change in the view. However, the activation of the High Street at ground level and the form and materiality is a benefit compared to the existing street level for this section of Wilmslow Road. There is an existing brick wall enclosing the site along Wilmslow Road, broken by a vehicle entry point to a car park area in front of the existing building. The removal of the brick wall and car park entrance is a benefit to the existing street level for this section of Wilmslow Road.

5.14 Visual effect (year 15 post construction): **Moderate-Minor (neutral)** for pedestrians and vehicle users.

VIEWPOINT 3: WILMSLOW ROAD LOOKING NORTH: 53.45358N, 2.22352W

5.15 Predicted View (year 15 post construction): The proposed development would form a central component of the view from this location.

5.16 One of the main visual effects of the proposed development here is to obscure the south facing side of Rusholme Job Centre which is a monolithic brick wall. The proposed development also activates the street level with proposed retail units. There is an existing brick wall enclosing the site along Grandale Street and Wilmslow Road and a relatively narrow section of public footpath at the junction of the two streets. The proposed building is sat back from the existing wall, in this corner location, providing additional footpath space for pedestrians. The curved brick corner and additional

footpath space provides a benefit compared to the existing street level for this junction of Grandale Street and Wilmslow Road.

5.17 Magnitude of Visual Change (year 15 post construction): **Moderate (beneficial)** for this viewpoint as the proposed development would result in a substantial change to the view. The proposed architecture is designed to be sensitive to the historical context of the surrounding area and therefore the effect is considered beneficial.

5.18 Visual effect (year 15 post construction): **Moderate-Minor (beneficial)** for pedestrians and **Minor (beneficial)** for road users.

VIEWPOINT 4: WILMSLOW ROAD LOOKING NORTH: 53.45320N, 2.22302W

5.19 Magnitude of Visual Change (year 15 post construction): **Minor (neutral)** as the proposed Development would be visible within the middle distance of this view. The angle of the viewpoint means that it would only be the façade that would be visible.

5.20 The façade and roofline of the proposed development would sit in alignment with the blocks of buildings leading up to it

5.21 Beyond the proposed development the Job Centre would be partially obscured but beyond that, the proposed development would have zero impact.

5.22 Visual effect (year 15 post construction): **Minor (neutral)** for pedestrians, and road users.

TABLE 10 – SUMMARY OF REPRESENTATIVE VIEWPOINT

VP No	Location	Receptor Type	Receptor Sensitivity	Magnitude of Change	Visual Impact
1	Wilmslow Road	Pedestrians Road users	Medium Low	Year 15 post construction	
				Minor (neutral)	Minor (neutral) Minor (neutral)
2	Wilmslow Road	Pedestrians Road users	Medium Medium	Year 15 post construction	
				Moderate (neutral)	Moderate-Minor (neutral) Moderate-Minor (neutral)

98 WILMSLOW ROAD, RUSHOLME

TOWNSCAPE & VISUAL IMPACT ASSESSMENT

EXTERIOR
ARCHITECTURE

3	Wilmslow Road	Pedestrians Road users	Medium Low	Year 15 post construction	
				Moderate (beneficial)	Moderate - Minor (beneficial) Minor (beneficial)
4	Wilmslow Road	Pedestrians Road users	Medium Low	Year 15 post construction	
				Minor (neutral)	Minor (neutral) Minor (neutral)

LANDSCAPE ASSESSMENT

5.23 The following sections set out the analysis and assessment of the landscape effects of the development.

Listed Buildings

5.24 There are two Listed Buildings and structures located within the 400m study area as shown on Appendix A - Figure 03. The following comments are in relation to the two listed buildings in closest proximity to the site.

5.25 Magnitude of Landscape Change (year 15 post construction): **Negligible** as the Site is not visible from both Listed Buildings and they are therefore unaffected

5.26 Receptor type(s) and sensitivity: Listed Buildings are considered to have a **High** Landscape Sensitivity.

5.27 Significance of landscape effect (year 15 post construction): **Negligible** landscape effect on receptor type due to the magnitude of change from the existing.

LANDSCAPE CHARACTER

5.28 This section sets out the assessment of operational impacts on the landscape character areas at a National and local level.

Natural England National Character Areas

5.29 The Site lies within Natural England National Character Area (NCA) Profile 55: Manchester Conurbation (NE463). This area is defined as large settlements that have come together to form the conurbation, characterised by dense urban and industrial development, commercial, financial, retail and administrative centres, commuter suburbs and housing.

5.30 Predicted magnitude of landscape change: It is predicted that the nature, size and location of the development will result in a **Negligible** change to the key landscape characteristics of the Manchester Conurbation Character Area.

5.31 Receptor type(s) and sensitivity: The Manchester Conurbation NCA is considered to have a **medium** landscape sensitivity.

5.32 Significance of landscape effect (year 15 post construction): **Negligible** effect to this receptor type.

Manchester Urban Historic Landscape Characterisation

5.33 The developed Manchester Urban Historic Landscape Characterisation map identifies the Proposed Development Site as sitting within an area of Commercial Character, with a surrounding mixture of Residential, Industrial, Institutional and Ornamental / recreational character types.

5.34 Predicted magnitude of landscape change: **Minor** as it is considered that the Proposed Development would result in limited loss of characteristic features due to the fact it is composed of retail and residential units

5.35 Significance of landscape effect (year 15 post construction): **Minor** (Minor change in a localised area).

5.36 It is considered that the Proposed Development would result in a **Negligible** effect on the Urban Historic Landscape Character area.

6.0 MITIGATION

6.1 By suggesting landscape mitigation measures it does not follow that the proposals have an unacceptable adverse effect on the townscape character or visual amenity of the area, but rather the presence of the Development within this setting would benefit from considered landscape works. The purpose of mitigation for any proposals are primarily two-fold;

- To reduce adverse visual and townscape effects identified through the wider TVIA process; and
- To enhance the character of the proposals and assist in their assimilation into the wider townscape scene.

6.2 The GLVIA 3 in Sections 4.21 through to 4.34 discusses aspects of mitigation of landscape and visual effects in considerable detail. Following this guidance measures have been identified and are summarised as follows:

6.3 **Materiality of built form and external spaces/components:** Key character relationships have been drawn through the use of proposed materials to create a high-quality development that sympathetically references the materiality context of the surrounding character area, improving the synergy between old and new.

6.4 **Roof top green spaces:** The development will look to incorporate a green roof, that if designed to incorporate visible greenery will assist with the aesthetic softening of the visual appearance of the Proposed Development.

- 6.5 **Street level animation:** The scheme incorporates a number of street level retail units where improved/introduced social animation will be encouraged at the public realm level. It is anticipated this will engage the development directly with the wider area and provide a focus of attention.
- 6.6 **Local Planning Authority Liaison:** Following good practice and embracing the need to work positively and co-operatively with local planning authorities and their technical advisors the finer detail of reasonable and appropriate landscape mitigation measures would need to be developed after engagement with planning, landscape and bio-diversity officers. Other officer liaison may include Green Infrastructure, and Arboriculture.

CONSTRUCTION PHASE

CONSIDERATE CONSTRUCTION

- 6.7 Due to the proximity of Wilmslow Road and the Victoria Park Conservation Area, site care should be taken during the construction period to minimise the impact of the Development to these assets. It will be particularly important to manage the use of potentially polluting materials. 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, as outlined in Chapter 5 Construction Methodology and Phasing. The CEMP will ensure all potentially polluting materials are handled according to all appropriate legislation.

OPERATIONAL PHASE

DETAILED INFORMATION OF PROPOSED MATERIALS AGREED WITH MANCHESTER CITY COUNCIL

6.8 Detailed information of the proposed architectural and landscape materials should be submitted to the local authority for approval. It is acknowledged that detail of these elements is provided as part of this detailed application. To ensure that the quality of the proposals is maintained in the delivery of the Development, samples of final materials should be provided and agreed.

7.0 SUMMARY

7.1 Considering all the baseline evidence collected and the Site survey undertaken, the following conclusions are presented.

VISUAL EFFECTS

7.2 Views of the Site are localised to the immediate setting. Longer distance views are contained by the intervening built form which characterises the wider landscape setting.

7.3 Of the 4 identified viewpoints, the assessment finds that the development would result in a moderate change of visual impact (Major / Moderate) from the following 3 viewpoints at year 15 post construction (taking into account the proposed mitigation measures as described in Section 7)

- Viewpoint 1 – Wilmslow Road. Looking South
- Viewpoint 2 – Wilmslow Road. Looking South
- Viewpoint 3 – Wilmslow Road. Looking North

7.4 From Viewpoint 2 and 3, the development is located very close to the viewing location, and as such the magnitude of change from the existing context is substantial, but is beneficial or neutral in character. The scheme will afford the receptors in these areas with an improved, or neutral view of the street scene due to the sensitive design of the proposed development. The development will also offer more retail opportunities along Wilmslow Road.

LANDSCAPE EFFECTS

LANDSCAPE DESIGNATIONS

7.5 Appendix A – Figure 4 shows the location of landscape designations in relation to the Site. The assessment finds that the Proposed Development will result in a negligible effect on all of the landscape designations.

LANDSCAPE CHARACTER

7.6 Any changes as a result of the Proposed Development to the landscape character area at a national, county and local level have been evaluated. This report finds that there would be no significant effects to the landscape character. At a national level the effect is Negligible. At a local level, the effect is minor.

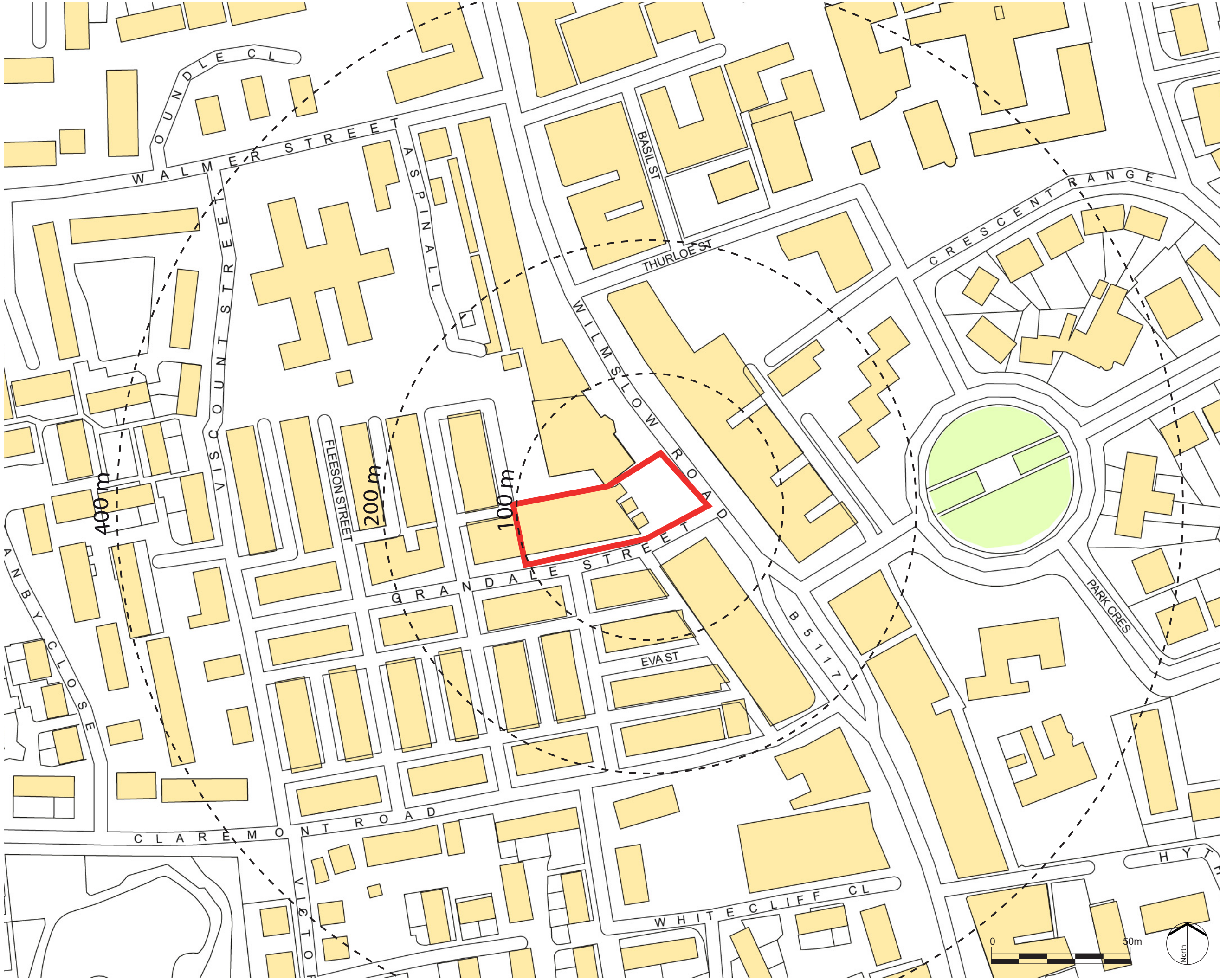
MITIGATION MEASURES

7.7 Mitigation measures have been considered in line with good practice as recommended in the GLVIA3 Chapter 4. The suggestion of mitigation does not mean that the proposals are unacceptable in either landscape or visual terms but rather that adverse effects can be avoided or reduced and that carefully considered landscape and materiality treatment can make an improvement to the overall proposals.

7.8 To help assimilate the views of the Proposed Development within the local landscape context and more effectively integrate the Site into the local landscape character, the proposed materiality and mass of the introduced

built form has been carefully positioned to relate to the existing fabric and architectural typologies of the surrounding area.

- 7.9 It is recommended that a signage strategy and method for restricting the use of roller shutters are developed in detail after positive engagement with technical officers of the local planning authority including planning officers.
- 7.10 It is recommended that reasonable and appropriate mitigation proposals are developed in detail after positive engagement with technical officers of the local planning authority including planning officers.



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client
VIEWS

■ Application Site Boundary

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

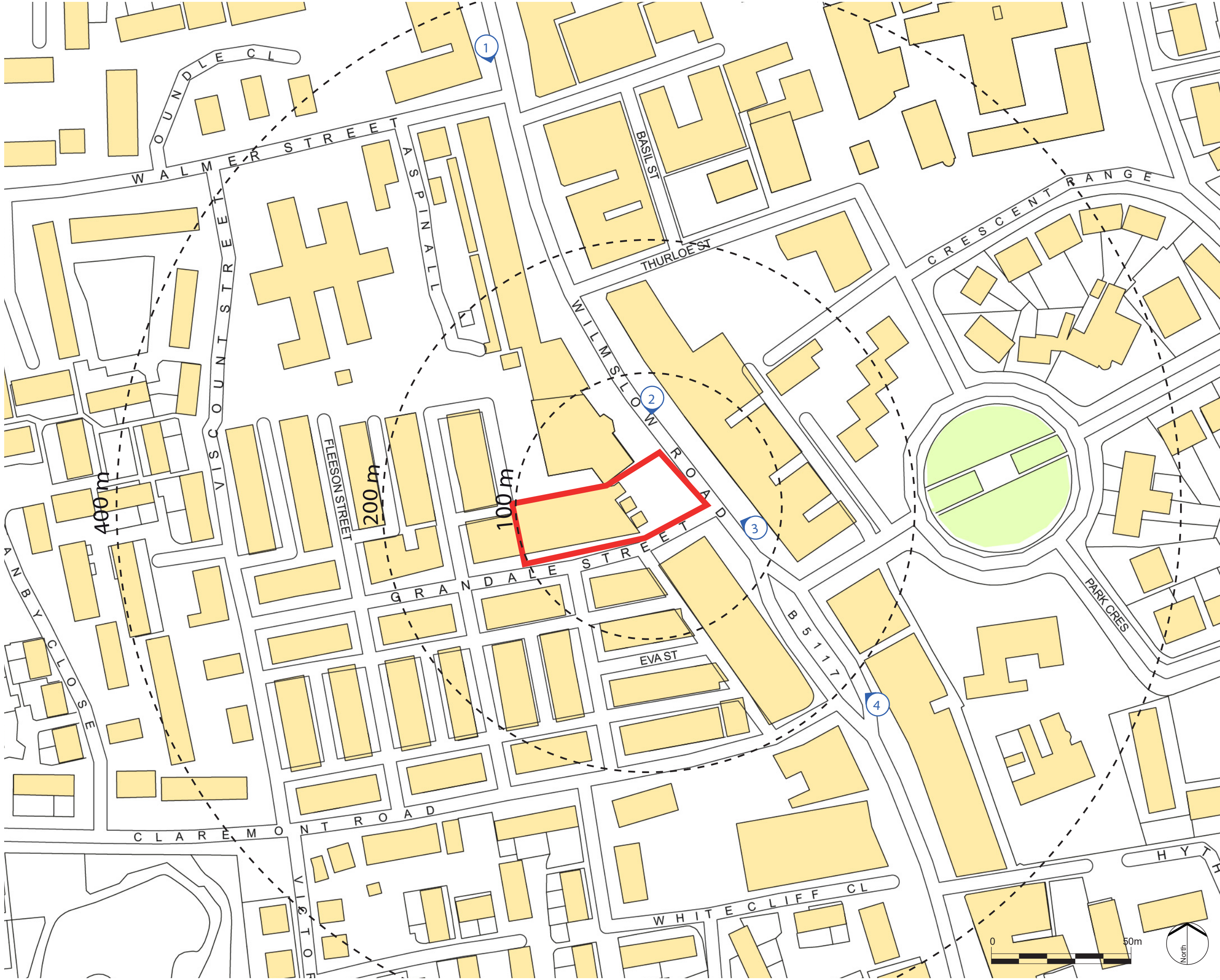
Project title
98 WILMSLOW ROAD

Drawing title
**TVIA - FIGURE 01
SITE LOCATION**

Issued By	Manchester	T: 0161 850 8101
Scale	AS SHOWN	Drawn ExA
Status	PLANNING	Checked SL
Date	November 2023	Approved JM

Drawing number
2370-EXA-XX-XX-RP-L-1051

Revision
P01



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client
VIEWS

■ Application Site Boundary

○ Viewpoint photograph location

TVIA viewpoint locations

Viewpoint 01: Wilmslow Road near Thurlow Street
(E: 385168 , N: 395331)

Viewpoint 02: Near 139 Wilmslow Road
(E: 385194 , N: 395307)

Viewpoint 03: Wilmslow Road near Park Cres
(E: 385239 , N: 395241)

Viewpoint 04: Wilmslow Road near Claremont Rd
(E: 385286 , N: 395179)

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title

98 WILMSLOW ROAD

Drawing title

**TVIA - FIGURE 02
VIEWPOINT LOCATIONS**

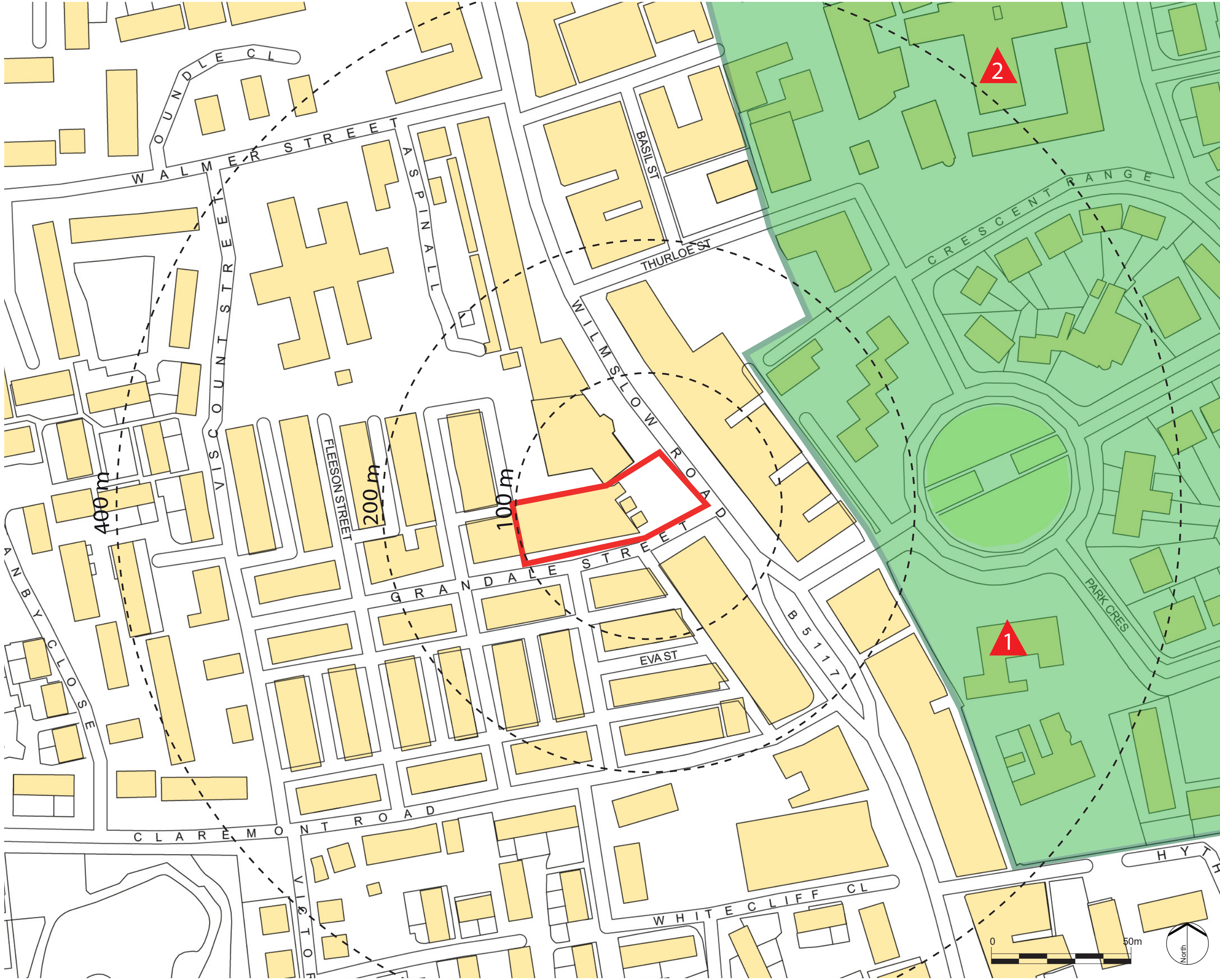
Issued By	Manchester	T: 0161 850 8101
Scale	AS SHOWN	Drawn ExA
Status	PLANNING	Checked SL
Date	November 2023	Approved JM

Drawing number

2370-EXA-XX-XX-RP-L-1056

Revision

R01



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client
VIEWS

 Application Site Boundary

 Grade II Listed Building
(named within 500m of site)
1: VICTORIA PARK HOTEL
2: XAVERIAN COLLEGE

 Victoria Park Conservation Area

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

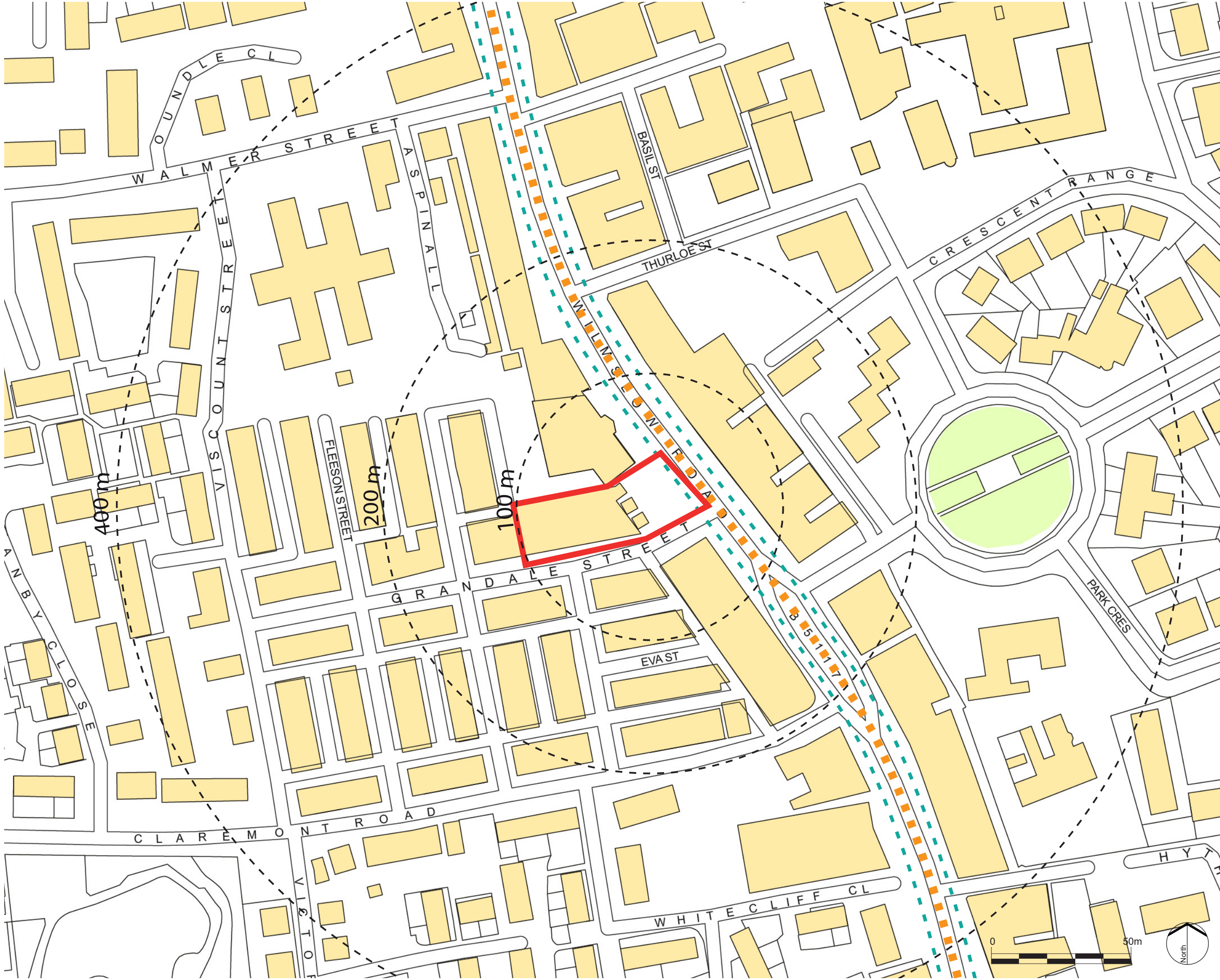
Drawing title
**TVIA - FIGURE 03
LISTED BUILDINGS**

Issued By	Manchester	T: 0161 850 8101
Scale	AS SHOWN	Drawn ExA
Status	PLANNING	Checked SL
Date	November 2023	Approved JM

Drawing number
2370-EXA-XX-XX-RP-L-1057

Revision
R01





No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client

VIEWS

Application Site Boundary

Major road

Cycle lanes

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

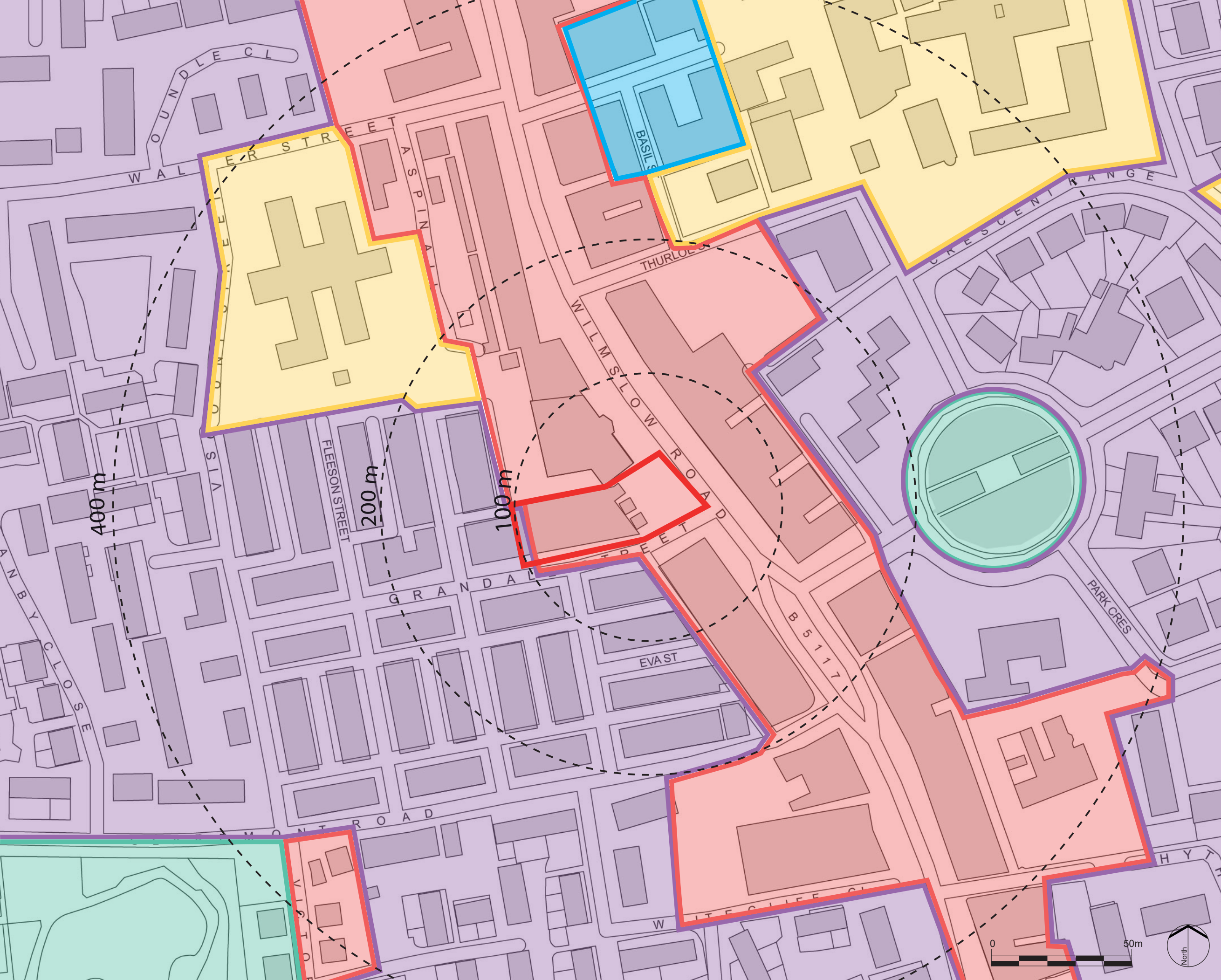
EXTERIOR
ARCHITECTURE

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title	
98 WILMSLOW ROAD	
Drawing title	
TVIA - FIGURE 04 TRANSPORT, ROUTES AND MOVEMENT	
Issued By Scale Status Date	Manchester AS SHOWN PLANNING November 2023
Drawing number 2370-EXA-XX-XX-RP-L-1058	Revision R01

T: 0161 850 8101
Drawn ExA
Checked SL
Approved JM



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client

VIEWS

- Application Site Boundary
- Commercial
- Industrial
- Institutional
- Ornamental, parkland and recreational
- Residential

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title

98 WILMSLOW ROAD

Drawing title

**TVIA - FIGURE 05
HISTORICAL CHARACTER AREAS**

Issued By	Manchester	T: 0161 850 8101
Scale	AS SHOWN	Drawn ExA
Status	PLANNING	Checked SL
Date	November 2023	Approved JM

Drawing number

2370-EXA-XX-XX-RP-L-1059

Revision

R01



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

Client

VIEWS

■ Application Site Boundary

▨ Zone of theoretical visibility

P01	PLANNING ISSUE	14.11.2023
Rev	Description	Date

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Drawing title

98 WILMSLOW ROAD

Issued By	Manchester	T: 0161 850 8101
Scale	AS SHOWN	Drawn ExA
Status	PLANNING	Checked SL
Date	November 2023	Approved JM

Drawing number
2370-EXA-XX-XX-RP-L-1060

Revision
R01

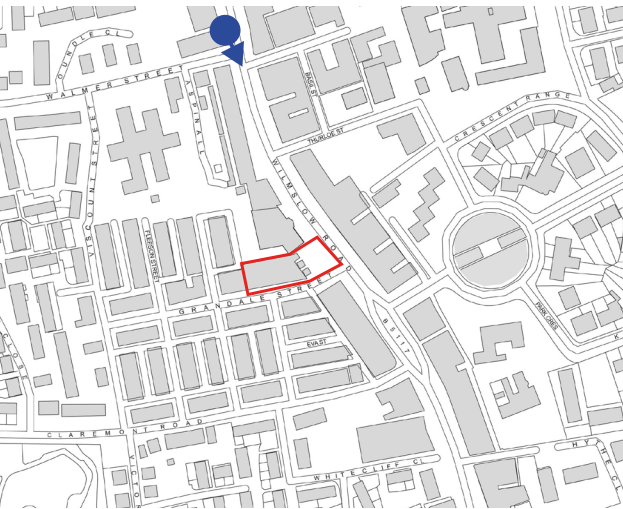
0 50m

North



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates:53.45544N, 2.22530W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title

98 WILMSLOW ROAD

Drawing title

**TVIA - VIEWPOINT 01
(EXISTING)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM

Drawing number

2370-EXA-XX-XX-RP-L-1101

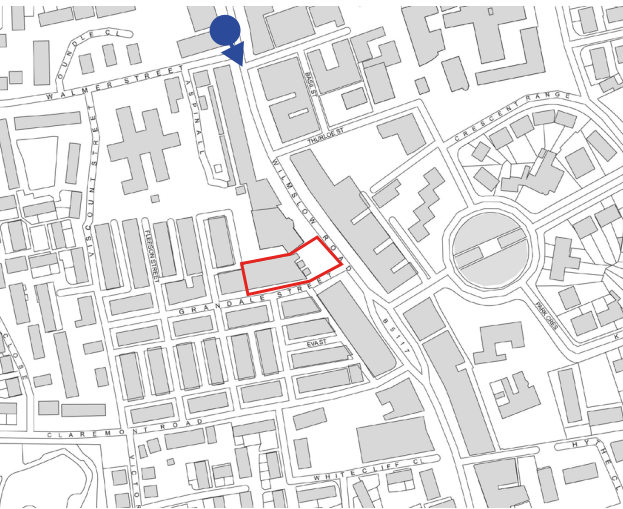
Revision

P01



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates:53.45544N, 2.22530W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

EXTERIOR
ARCHITECTURE

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

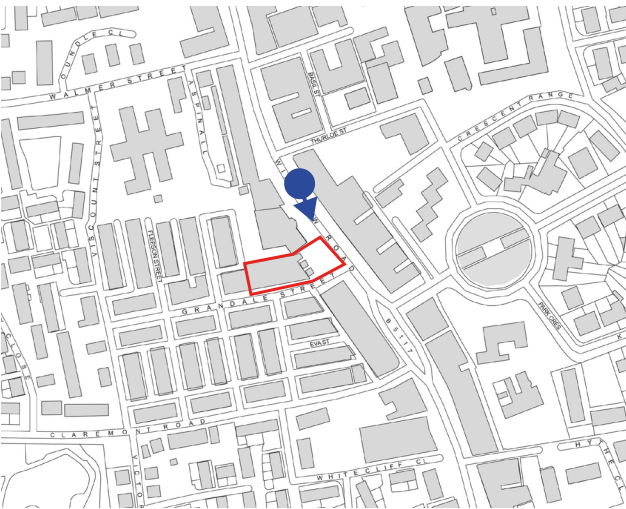
Drawing title
TVIA - VIEWPOINT 01
(PROPOSED)

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1102	Revision P01



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.4544N, 2.22448W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

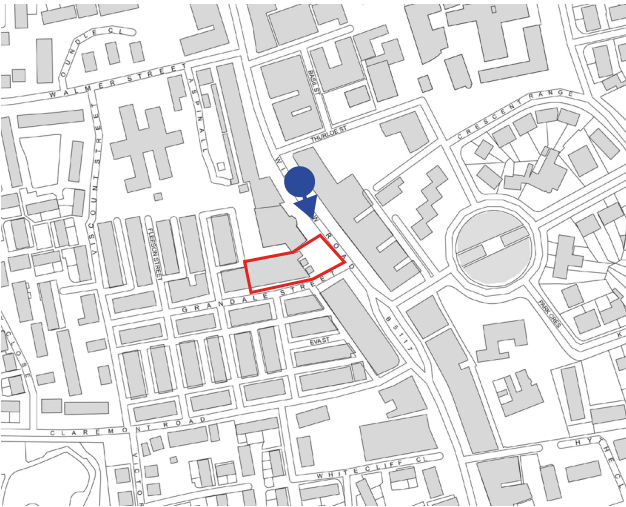
Drawing title
**TVIA - VIEWPOINT 02
(EXISTING)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1103	Revision P01



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.4544N, 2.22448W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

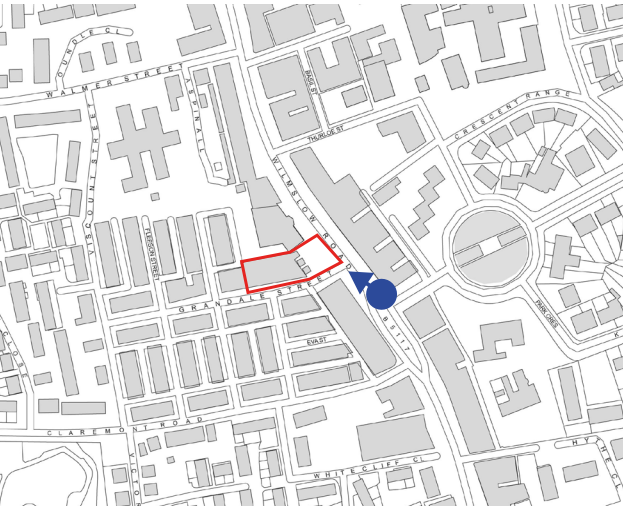
Drawing title
**TVIA - VIEWPOINT 02
(PROPOSED)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1104	Revision P01



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.45358N, 2.22352W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

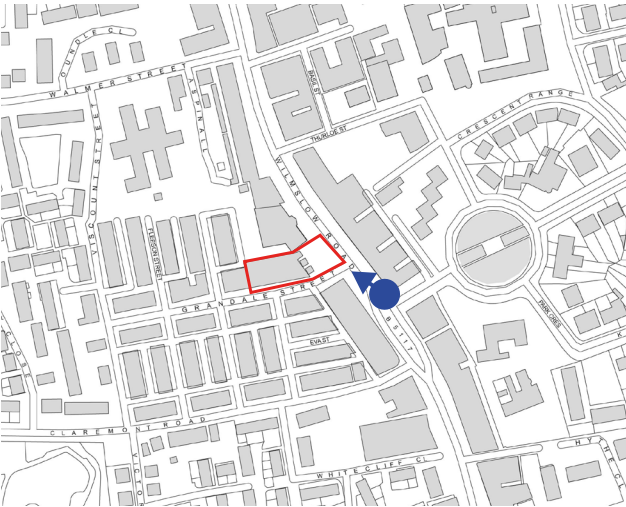
Drawing title
**TVIA -VIEWPOINT 03
(EXISTING)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1105	Revision P01



Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.45358N, 2.22352W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

EXTERIOR
ARCHITECTURE

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

Drawing title
TVIA - VIEWPOINT 03
(PROPOSED)

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM

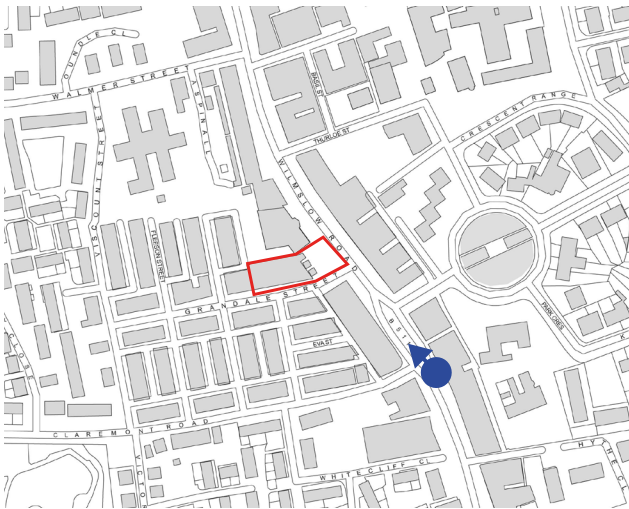
Drawing number	Revision
2370-EXA-XX-XX-RP-L-1106	P01



.....

Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.45320N, 2.22302W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**

LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

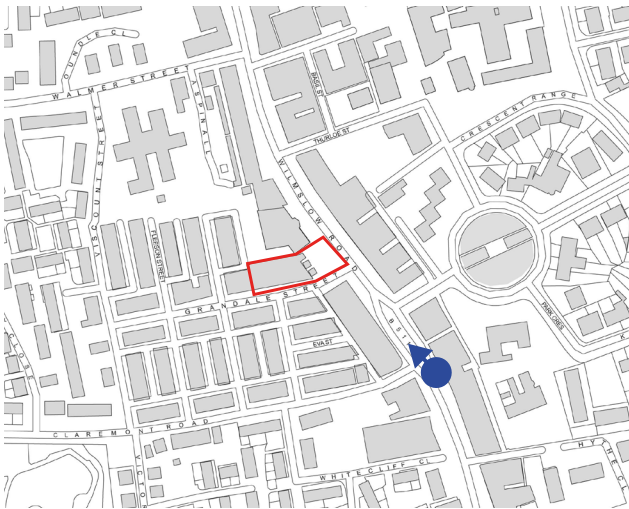
Drawing title
**TVIA - VIEWPOINT 04
(EXISTING)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1107	Revision P01



| |
Application Site Boundary

Date Taken: 27.10.2023
Weather: Overcast
Coordinates: 53.45320N, 2.22302W



No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

This drawing is the property of Exterior Architecture Ltd.
No part of the drawing may be reproduced in any manner without
permission from Exterior Architecture Ltd.

**EXTERIOR
ARCHITECTURE**
LONDON: Studio 1S, Hewlett House, Havelock Terrace,
London, SW8 4AS
MANCHESTER: Studio 537, The Royal Exchange, St Anns
Square, Manchester M2 7DH

Email: office@exteriorarchitecture.com
Web: www.exteriorarchitecture.com

Project title
98 WILMSLOW ROAD

Drawing title
**TVIA - VIEWPOINT 04
(PROPOSED)**

Issued By	Manchester	T: 0161 850 8101
Scale	NOT TO SCALE	Drawn ExA
Status	PLANNING	Checked SL
Date	14.11.023	Approved JM
Drawing number	2370-EXA-XX-XX-RP-L-1108	Revision P01