

North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Baseline and Sensitivity				
Townscape Elements	Baseline Description	Townscape Value	Susceptibility to Change	Overall Sensitivity of Receptor
Heritage Designations	Heritage Designations on the Site and in the surrounding area are shown in Figure 12.3 in Appendix 12.3. Listed Buildings and Structures The following listed buildings and structures sit within the immediate context of the Site. - Ashton Canal Lock Keepers Cottage (Grade II) - Ashton Canal Lock Number 6 (Grade II) - Ashton Canal Lock Number 7 (Grade II) - Ashton Canal Bridge Number 9 over Ashton Canal (Grade II) Within the wider Site area a number of locks and bridges, as well as mills on Ashton Canal are Grade II listed, including the Grade II* listed Hope Mill and Victoria Mill in Miles Platting. Conservation Areas There are no conservation areas within or in the immediate proximity of the Site. Historic Parks and Gardens and Scheduled Monuments To the north east of the Site are two Grade II listed Parks and Gardens - Phillips Park and Phillips Park Cemetery. There are no historical designations present on the Site, and despite a collection of Grade II listed buildings and structures lying in close proximity, as well as the Grade II Listed Phillips Park and Cemetery, the value of the townscape receptor is considered LOW. The susceptibility of the receptor to change is also considered LOW.	Low	Low	Low
Townscape Character	Townscape character areas are presented in Figure 12.4 in Appendix 12.3. The Site is the north stand of the Etihad Stadium and surrounding concourse area. This currently serves as a gathering area to the stadium from the north side via Joe Mercer Way, with the main fan shop unit and a series of tensile canopies. The wider area is characterised by a mix of low rise, low density terraced houses arranged over a typical suburban layout, areas of light industrial uses or cleared and undeveloped land, Etihad Campus’ large scale sports amenities, pockets of high density residential and larger established greenspaces, including Phillips Park and Cemetery, the Mersey Valley and Victoria Park. The Site’s immediate surroundings are dominated by the construction of the Coop Arena to the north east, Manchester Tennis and Football Centre to the north, football arena and facilities to the west, area of car parking and Alan Turing Way to the east and Etihad Stadium itself to the south, the main feature of the wider area, dominating the streetscape and skyline. The 55,000 capacity City of Manchester Stadium – Etihad Stadium – was built to host the 2002 Commonwealth Games, leading the Eastlands Regeneration Framework. It is home to Manchester City Football Club, hosting football matches on a regular basis and music concerts during the football off-season. Etihad Campus includes the Stadium and City Football Academy, connected by an elevated pedestrian walkway across the Alan Turing Way/Ashton New Road junction. Another major sporting facility is in close proximity to the Site – the National Cycling Centre is a 10 minute walk eastwards. Etihad Campus also includes undeveloped land. The neighbourhoods are interspersed by larger industrial areas comprising of commercial sheds with adjacent servicing surfaces. The boundaries within the townscape areas usually follow main roads and railway lines. Ashton Canal is a characteristic feature; built at the end of the 18th century at the height of the industrial revolution, it served to supply coal from Oldham and Ashton under Lyne to Manchester. Today it is an important recreational and commuting route. However, the built form rarely addresses it, with the exception of contemporary high density residential areas and the occasional historic mill. Overall, the area is characterised by Etihad Campus, in particular the monumental Etihad Stadium and the smaller indoor arenas, their associated outdoor sport pitches and surrounding landscape. On approach to the area this character is communicated through quality landscape along major routes including the elevated walkway across the Alan Turing Way/Ashton New Road junction. The appearance is poorer along Ashton New Road and diminishes when stepping off the main routes into the surrounding industrial and residential areas. Both Alan Turing Way and Ashton New Road are busy, dual carriageway roads and hostile environments for pedestrians, particularly at their junction. The cycling experience along these corridors is also compromised by the quality of the routes and heavy traffic. The tram however is an important means of movement for employees, school children and event goers. The former gasholders present within the local context help to symbolise the industrial history of the surrounding area, and are iconic townscape features unique to this part of East Manchester.	Low	Low	Low

Terminology for Townscape Effect:

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

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	Although the land use of the Site is complimentary to the main stadium, there is significant capacity for improvement to the Townscape Character within the wider area. Therefore, the value of the townscape receptor is considered LOW. The susceptibility of the receptor to change is also considered LOW, resulting in an overall assessment of LOW for the sensitivity of the receptor.			
Urban Grain	Urban grain on the Site and in the surrounding area is shown in Figure 12.5 of Appendix 12.3. The Site sits within a wider fragmented area, with a mix of large footprint sports stadia, big box retail and light industrial units and low density housing with pockets of high density multi-storey apartment blocks. The Site itself contains a centrally positioned small low rise building of Sports Memorabilia shop and a series of tensile canopies symmetrically positioned on the sides. The area is primarily characterised by the extensive footprint of Etihad Stadium just south of the Site and neighbouring sporting facilities within Etihad Campus and the National Cycling Centre. The stadia and sports facilities consist both of large scale built forms and open expanses of outdoor sports courts and associated approaches and landscaped areas. The outdoor sports pitches in themselves contribute to the vast urban grain of the area. Big box commercial sheds are found in larger groups to the very north of the surrounding area and along and in the vicinity of the Ashton Canal. Larger areas of low density terraced houses add a coarser grain to the surrounding area, with pockets of even denser historic Victorian terraces. The Site is part of the main Stadium complex in a key location within Etihad Campus and the wider outskirts of the city. The general fragmentation of the sports campus and surrounds results in a LOW townscape value for the receptor. Susceptibility to change has therefore been assessed as LOW, resulting in an overall assessment of LOW for the sensitivity of the receptor.	Low	Low	Low
Land Use	Land use on the Site and in the surrounding area is shown in Figure 12.6 in Appendix 12.3. The land use in the immediate vicinity of the Site is dominated by regionally important sports and leisure facilities, the Etihad Stadium, Manchester Tennis and Football Centre and Manchester Regional Arena. To the northeast of the Site is the new leisure uses of the Coop Live Arena (under construction), and further away – approximately 200 meters – the National Cycle Centre. Adjacent to this is a residential area comprised of higher density apartment blocks and lower density terrace housing. Phillips Park and Cemetery are major recreational routes. Ashton Canal is an important regional recreational and commuting route. Surrounding the immediate area in all directions is a mix of clusters of sports facilities, low density residential housing and industrial sheds. Schools and churches are more or less regularly distributed within the residential neighbourhoods, that also at times include a shop or newsagent. ASDA Eastlands Supercentre stands out as a major shopping destination. The townscape value of this receptor has been assessed as MEDIUM – as although the wider context is a fragmented mix of uses, the regionally important sporting use of the sports campus gives it greater value to the area. Susceptibility to change is LOW, with large scope to incorporate a greater mix of uses on Site that complement the existing sporting and leisure uses. To reflect the importance of supporting the existing sport and leisure uses of the area, the overall sensitivity of land use as a townscape receptor is MEDIUM.	Medium	Low	Medium
Building Heights	Building heights on the Site and in the surrounding area are shown in Figure 12.7 in Appendix 12.3. The site is part of the main stadium structure and surrounds – which dominates the wider area in terms of its height and massing, resulting in a landmark to the local area. The wider surrounding area is broadly characterized by buildings of 2 to 3 storeys, which reflects the predominantly residential and light industrial use – although large in building footprint, the commercial sheds are rarely taller than 3 storeys. The Site and Stadium create a taller height datum, with modern apartment blocks and towers to the north east on the opposite side of Alan Turing Way, local gasholders reaching heights of up to 10 and 14 storeys (and over 100m). The stadium (at over 105m) is an iconic and prominent landmark within the wider area, whilst the gasholders also act as more local landmarks and navigational tools. Sports facilities within the wider area deviate only slightly from that datum. On the edges of the wider study area the historic mills set a height datum of 6-8 storeys, accompanied by residential blocks and towers of a similar, if not slightly higher number of storeys.	Medium	Low	Medium

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	The Site is located within a varied landscape with no consistent height datum – although the Stadium (which the Site is part of) has local importance as a major City landmark. As such the townscape value of the receptor is assessed as Medium. As part of the existing Stadium structure and surrounds, the Site is clearly able to accommodate significant height which results in a LOW susceptibility to change. Given the landmark prominence of the Stadium and importance to the area, the overall sensitivity of receptor is MEDIUM.			
Movement and Linkages	Key movement routes surrounding the Site are shown in Figure 12.8 in Appendix 12.3. The Site is bound by Ashton Canal walk and Metrolink line and tram stop to the north. Pedestrian access onto the Site is from the north via a series of staircases directly from the tram stop and via CityLink path. An existing bridge connects the Site across Ashton Canal to the Co-op Live Arena (under construction) and other sports facilities. There is a service road running all the way around the Stadium and through the Site. Alan Turing Way is a major vehicular route running north to south, becoming Pottery Lane at Ashton Old Road to the south and Hulme Hall Lane to the north. It forms part of the A6010, which is in turn part of the Manchester Intermediate Ring Road, ultimately connecting Salford to the north with Chorlton to the south. The Cheshire Ring Canal Walk, Medlock Valley Way and Citylink are all long distance recreational walking and cycling routes used by multiple users for multiple purposes, including commuting into the City. Sustrans cycle network also runs along this part of Ashton Canal, close to the northern boundary of the Site. Ashton New Road is a major route into and out of Manchester City Centre and designated cycle lanes make it a popular commuting route for cyclists. A landmark elevated walkway connects Etihad Stadium with the City Football Academy. Around the Stadium and through the Site itself the main concourse areas provide pedestrian links to the canal, Metrolink and adjacent roadways. Two Metrolink tramlines pass adjacent to the Site with regular services connecting Ashton-under-Lyne with Eccles and Ashton-under-Lyne with Media City UK. The tramline submerges under ground when approaching Alan Turing Way, turning a 90 degree angle and resurfaces parallel to Alan Turing Way before turning again at Ashton New Road. The Site does contribute to the wider movement network – albeit with access provided in a semiprivate nature which is managed by the football club. Therefore, the value of the movement and linkages within the Site at present is MEDIUM, and has LOW susceptibility to change, resulting in an overall assessment of LOW sensitivity for movement and linkages as townscape receptors.	Medium	Low	Low
Site Character	Figure 12.9 in Appendix 12.3. The site is currently being used as the north stand of the stadium and main northern gathering area for the visitors during football matches. It is positioned directly at the top of staircases leading up from the nearby tram stop and is connected to the neighbouring sports facilities and the Co-op Live Arena (under construction) by an elevated walkway. The Site contains both the existing stadium north stand as well as the entrance concourse and low rise building of fan shop and a series of tensile canopies symmetrically positioned on the sides along blue-coloured circular paving. There is a service road that circles around the whole Stadium running through the Site on the south side. At present the Site is a key part of the existing stadium complex and gathering space for visitors, and is part of the arrival experience for many fans of match days. The value of the Site character as a townscape receptor has therefor been assessed as HIGH, although there is substantial ability to accommodate change, as this would be entirely consistent with its existing uses and is therefore assessed as LOW. The overall sensitivity is considered to be MEDIUM.	High	Low	Medium

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Heritage Designations Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in a number of locations around the study area – but with a focus around the Holt Town area to the west of the site.	n/a	New construction works, compounds, noise and disturbance have the potential to cause a small, localised change on the setting of Listed heritage assets along the Ashton Canal Corridor – primarily the Grade II Mill buildings. This will represent a discernible change, but the underlying townscape condition will be maintained. The sensitivity of Heritage Designations is considered to be <u>low</u> . The magnitude of change from committed developments at construction phase is considered to be <u>minor</u> . Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>be not significant</u> .		Low	Minor	Neighbourhood	Short/medium Term Temporary	Minor	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a variety of new built form in a number of locations around the study area. Some of these have the potential to change the wider setting of heritage assets –with a focus around the Holt Town area to the west of the site. As detailed design information for all schemes is unknown, a worst-case scenario is taken where it is assumed that the committed development will have adverse impacts on heritage assets.	n/a	Potential to cause indirect adverse impacts on the setting of Listed heritage assets along the Ashton Canal Corridor – primarily the Grade II Mill buildings. The sensitivity of Heritage Designations is considered to be <u>low</u> . The magnitude of change from the Proposed Development at operation phase is considered to be <u>minor</u> . Therefore, there is likely to be an indirect, irreversible, long-term adverse effect which is considered to be <u>not significant</u> .			Minor	Neighbourhood	Long Term Irreversible	Minor	Not Significant	Adverse	Low
Heritage Designations Scenario 2: Scenario 1 + Proposed Development	<u>Construction Phase:</u> In addition to the wider effects reported in Scenario 1, the construction works associated with the Proposed Development are likely to be experienced by heritage assets receptors on the Ashton Canal Towpath and its wider corridor. There is potential for higher level construction activities and noise to be partially experienced by pedestrians and cyclists in the adjacent Listed Phillips Park and Phillips Park Cemetery.	CMP Measures - reduction in townscape impacts from construction works including: • Site Hoarding • Directional Lighting • Restricted hours of operation, • Safe pedestrian routes maintained,	Construction activities on Site could cause a small, adverse, localised change on the setting of the Canal and Phillips Park, through the addition of disturbance from site compounds, noise and traffic. These impacts will be minimised by the distance of the assets to the Site, and proposed CEMP elements. Their underlying character and composition of the setting will be largely retained. As a result Heritage Designations are assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Heritage Designations is considered to be <u>low</u> . The magnitude of change from the Proposed Development at operation phase is considered to be <u>minor which is adverse in nature</u> . Therefore, there is likely to be an indirect, temporary, short-term effect which is		Low	Minor	Neighbourhood	Short/medium Term Temporary	Minor	Not Significant	Adverse	Med

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			considered to <u>be not significant</u> .									
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1the Proposed Development will introduce a new landmark-built form and potentially generate additional footfall in close proximity to heritage assets associated along Ashton Canal. This could create additional effects that change the setting and appreciation of these assets.	<u>Scheme design:</u> This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester’s rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. The ship is a symbol of Manchester and also expressed onto the Manchester City FC badge. The desire is that the Etihad North Stand expansion alongside the commercial and hotel buildings will celebrate this heritage and express it onto the facades. The proposed public realm improvements will improve the entrance to the Etihad Stadium, defining its status within the Etihad Campus.	The Proposed Development will introduce new built form that will be larger and closer to heritage assets than currently experienced. It will however, also achieve a degree of fit with the existing setting of the Stadium, with new high quality buildings and areas of public realm/ concourse. This will be a discernible improvement to the overall setting of the heritage assets. The sensitivity of Heritage Designations is considered to be <u>low</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>minor which is beneficial in nature</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>be not significant</u>. Any visual relationship with Listed Buildings, Parks or Gardens will be assessed within the visual assessment.			Minor	Neighbourhood	Long Term Irreversible	Minor	Not Significant	Beneficial	High
Townscape Character Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in a number of locations around the study area – but with a focus around the Holt Town area to the west which is characterised by the Ashton Canal corridor and numerous old Mills. These schemes include creation of surface car parking areas, temporary siting of shipping containers and small-scale extensions, so their potential construction impacts are limited. Works to the East Manchester Academy to the south of the Site would be experienced within an area characterised by low density housing. Works have the potential to affect the appreciation and setting of these Townscape Character areas through disruption, visual intrusion, noise and traffic.	n/a	Whilst adverse changes to Townscape Character will be experienced in some specific areas, given the limited scale of this change across of the whole study area, construction works are only likely to be just discernible, and would have very little impact on the character of the sports campus and Site itself. The sensitivity of Townscape Character is considered to be <u>low</u>. The magnitude of change from committed developments at construction phase is considered to be <u>negligible</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>be not significant</u>.		Low	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a variety of new built form, land uses and public realm spaces around the study area. Some of these have the potential to affect the Townscape Character either because of their size, or	n/a	Whilst changes to Townscape Character will be experienced in some specific areas (especially in relation to beneficial effects from the two major developments identified), given the limited scale of this change across of the whole study area, and the lack of an overall cohesive character, the effects are likely to be ‘just discernible’, and would have very			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Beneficial	Low

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	where developments are grouped together. There is a clear focus around the Holt Town area to the west of the site – although these developments are relatively minor in nature and scale. The large residential Manox development to the north and East Manchester Academy Leisure development to the south both have more potential to effect Townscape character due to their scale. Both of these schemes suggest high quality design responses that will enhance the character of existing residential areas and also align new recreational uses with the existing Etihad sports campus – and as such could be beneficial in nature.		little impact on the character of the sports campus and Site itself. The sensitivity of Townscape Character is considered to be <u>low</u>. The magnitude of change from committed developments at operational phase is considered to be <u>negligible</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>be not significant</u>.									
Townscape Character	<u>Construction Phase:</u> In addition to the wider effects reported in Scenario 1, the construction works associated with the Proposed Development are likely to cause direct changes to the Etihad Sports Character, through demolition of the existing north stand structure. As the prominent defining landmark building for the areas, this change is of particular importance. There is potential for higher level construction activities and noise to be partially experienced in the surrounding Townscape character areas immediately around the Site.	CMP Measures - reduction in townscape impacts from construction works including: • Site Hoarding • Directional Lighting • Restricted hours of operation, • Traffic management with off peak deliveries, • Safe pedestrian routes maintained, • Managed to keep clear of debris, mud and materials, • Reuse of materials on site to avoid traffic movements.	Construction activities on Site could cause a moderate adverse, change on the setting of the Stadium and its northern approach., through removal of the north stand and addition of disturbance from site compounds, noise and traffic. These impacts will be reduced slightly by the proposed CEMP elements, but there will be a clear loss of a key characteristic of the Townscape Character. As a result Heritage Designations are assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Heritage Designations is considered to be <u>low</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>moderate which is adverse in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>have minor significance</u>.		Low	Minor	Neighbourhood	Short/medium Term Temporary	Moderate	Minor Significance	Adverse	Med
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1the Proposed Development will introduce a new landmark-built form adjoining the existing stadium. The character of the Site will be directly changed as a result and new land uses will be incorporated in new buildings of a scale in keeping with the adjacent Etihad Stadium. The Site will be enhanced by a series of new active building frontages, high-quality façade design as well as improved areas of public realm. The overall massing and design of the buildings will complement the associated	<u>Scheme design:</u> This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester’s rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. The ship is a symbol of Manchester and also expressed onto the Manchester City FC badge. The desire is that the Etihad North Stand expansion alongside the commercial and hotel buildings will celebrate this heritage and express it onto the facades. The proposed public realm	The Proposed Development is going to have a major beneficial effect on the Townscape Character of the Sport Campus area with the addition of new attractive built form that visually completes the Stadium complex and provides a new mix of uses together with a strong sense of place, which will reinforce the Stadium as a dominant landmark in the campus and wider area. As a result of the Proposed Development the Townscape Character will experience a greater level of beneficial effect over that recorded for Scenario 1 . The sensitivity of Townscape Character considered to be <u>low</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>Major which is beneficial in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is			Major	Local	Long Term Irreversible	Major	Moderately Significant	Beneficial	High

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	with the Etihad Campus, including the existing Etihad Stadium, the Velodrome and the National Tennis Centre.	improvements will improve the entrance to the Etihad Stadium, defining its status within the Etihad Campus.	considered to be <u>moderately significant</u>. Any visual relationship with Listed Buildings, Parks or Gardens will be assessed within the visual assessment.									
Urban Grain Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in several locations around the study area – but with a focus around the Holt Town area to the west which is characterised by the Ashton Canal corridor and numerous old Mills. These schemes include creation of surface car parking areas, temporary siting of shipping containers and small-scale extensions, so their potential construction impacts are limited. Generally, the committed developments have the potential to cause adverse impacts on the urban grain of these areas through clearance of sites and breaks in the existing street and movement patterns.	n/a	Whilst adverse changes could be experienced in some specific areas, given the limited scale of this change and the fragmented nature of the urban grain across of the whole study area construction works are only likely to be just discernible, and would have very little impact on the structure of the sports campus and Site itself. The sensitivity of Townscape Character is considered to be <u>low</u>. The magnitude of change from committed developments at construction phase is considered to be <u>negligible adverse</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>not be significant</u>.		Low	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a variety of new built form, massing and open spaces around the study area. Some of these have the potential to affect the urban grain either because of their size, or where developments are grouped together. There is a clear focus around the Holt Town area to the west of the site – although these developments are relatively minor in nature and scale. The large residential Manox development to the north has more potential for impacts due to its scale. This schemes high quality design response will form a new legible grain to that area– and as such could be beneficial in nature.	n/a	Whilst changes to urban grain will be experienced in some specific areas (especially in relation to beneficial effects from the major development identified), given the limited scale of this change and the existing fragmented nature of grain across of the whole study area, the effects are likely to be ‘just discernible’, and would have very little impact on the character of the sports campus and Site itself. The sensitivity of the Urban Grain is considered to be <u>low</u>. The magnitude of change from committed developments at operational phase is considered to be <u>negligible beneficial</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>not be significant</u>.			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Beneficial	Low
Urban Grain Scenario 2: Scenario 1 + Proposed Development	<u>Construction Phase</u> In addition to the wider effects reported in Scenario 1, the construction works associated with the Proposed Development are likely to cause direct changes to the Etihad campus urban grain through demolition of the existing north stand structure and surrounding concourse. There will be a partial loss of the distinctive urban of the stadium and some loss of the legibility of the campus due to compound	CMP Measures - reduction in townscape impacts from construction works including: - Site Hoarding - Directional Lighting - Restricted hours of operation, - Traffic management with off peak deliveries, - Safe pedestrian routes maintained, - Managed to keep clear of debris, mud and materials, - Reuse of materials on site to	The construction will see demolition of existing building and elements on the site that form part of the areas distinctive urban form. Construction compounds will block existing movement routes leading to a loss of overall site legibility. As a result Urban Grain is assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Urban Grain is considered to be <u>low</u>. The magnitude of change from the Proposed Development at operation phase is considered to		Low	Minor	Local	Short/medium Term Temporary	Minor	Not Significant	Adverse	Medium

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Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
	areas being established.	avoid traffic movements.	be moderate which is adverse in nature. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>have minor significance.</u>									
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1the Proposed Development will introduce a new landmark-built form adjoining the existing stadium. The proposal will enhance the urban grain with the new north stand structure and associated buildings integrating into the Stadium, and defining a new entrance arrival route for pedestrians.	<u>Scheme design:</u> This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester’s rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. The two blocks (office and hotel) are kinked inwards to create a sense of enclosure to the City Square and introduce a more engaging approach from Joe Mercer Way. To increase the use of the City Square and its retail and hospitality functions, a canopy is added to cover the entirety of it. The canopy sits on top of the retail and hospitality blocks.	The Proposed Development will establish a substantial new building footprint and design that supports the stadium as a key landmark in the area and distinctive urban form that is a good fit into its context. Furthermore, it will introduce new built form that aids legibility through the campus and into the stadium. As a result of the Proposed Development the Urban Grain will experience a greater level of beneficial effect over that recorded for Scenario 1. The sensitivity of Urban Grain is considered to be <u>low</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>Moderate which is beneficial in nature.</u> Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to be <u>moderately significant.</u> Any visual relationship with Listed Buildings, Parks or Gardens will be assessed within the visual assessment.			Major	Neighbourhood	Long Term Irreversible	Moderate	Moderately Significant	Beneficial	High
Land Use Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in several locations around the study area – but with a focus around the Holt Town area to the west which is characterised by the Ashton Canal corridor and numerous old Mills. These schemes include creation of surface car parking areas, temporary siting of shipping containers and small-scale extensions, so their potential construction impacts are limited. Generally, the committed developments have the potential to cause adverse impacts on the land uses of these areas through closure and clearance of existing buildings and facilities, open spaces and recreational routes.	n/a	Whilst adverse changes could be experienced in some specific areas, given the limited scale of this change and the general mix of uses across of the whole study area construction works are only likely to be just discernible, and would have very little impact on the uses of the sports campus and Site itself. The sensitivity of Townscape Character is considered to be <u>medium</u>. The magnitude of change from committed developments at construction phase is considered to be <u>negligible adverse</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>not be significant.</u>		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a variety of new built form and a mix of uses and new recreational spaces around the study area There is a clear group of development around the Holt Town area to the west of the site – although these developments are relatively minor in nature and scale.	n/a	Whilst changes to land use will be experienced in some specific areas (especially in relation to beneficial effects from the major developments identified), given the limited scale of this change and the existing fragmented mix of uses across of the whole study area, the effects are likely to be ‘just discernible’. There is the potential for a limited beneficial impact on the uses of the sports campus and Site itself, due to the development of further			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Beneficial	Low

Terminology for Townscape Effect:

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

North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance												
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
	The large residential Manox development to the north and East Manchester Academy Leisure development to the south both have more potential to effect land uses due to their scale. Both of these schemes suggest high quality design responses that will promote residential uses in currently vacant spaces or align new recreational uses with the existing Etihad sports campus – and as such could be beneficial in nature.		sports and recreational facilities within the Eastlands Academy to the south. The sensitivity of the Land Use is considered to be <u>medium</u>. The magnitude of change from committed developments at operational phase is considered to be <u>negligible beneficial</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>not be significant</u>.									
Land Use Scenario 2: Scenario 1 + Proposed Development	<u>Construction Phase</u> In addition to the wider effects reported in Scenario 1, the construction works associated with the Proposed Development are likely to cause direct changes to the existing sports and leisure land uses on the Site that will be temporary lost.	CMP Measures - reduction in townscape impacts from construction works including: • Site Hoarding • Directional Lighting • Restricted hours of operation, • Traffic management with off peak deliveries, • Safe pedestrian routes maintained, • Managed to keep clear of debris, mud and materials, • Reuse of materials on site to avoid traffic movements.	The construction works associated with the Proposed Development will cause a minor loss of sports and recreation uses around the Stadium, which will be detectable. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a defining land use for the wider area, and as such the magnitude of this change is amplified. As a result Land Use is assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Land Use is considered to be <u>Medium</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>minor which is adverse in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which has <u>minor significance</u>.		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Minor	Minor Significance	Neutral	Medium
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1, the Proposed Development will increase the seating capacity of the Stadium, and introduce a range of new uses that support this primary leisure and sports purpose. Proposed uses align with the vision set out in the Eastlands Regeneration Framework – delivering globally competitive sport, leisure and recreation facilities within the boundaries of the Etihad Campus that will contribute to the local economy as well as creating a new hub of activity within the East of Manchester.	<u>Scheme design:</u> Expansion to the Etihad Stadium North Stand, which will increase capacity of the Etihad Stadium to over 60,000. The proposed development will make a positive contribution to the neighbourhood and ongoing Campus development to support Manchester as a thriving and sustainable city for residents and business. The design identifies opportunities to develop additional uses of the facilities that support the developing sports and entertainment campus, to create more activity and improve visitor experience. The City Hall, shop, museum, football experience, roof walk, hotel, concourses and lounges extend the potential utilisation of the building as a destination to boost tourism, culture, and leisure spaces to the local community. Adjacent to the North Stand the	The Proposed Development will result in the addition of a new mix of land uses that are complementary to the Etihad Campus and its role as a primary sports campus. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a defining land use for the wider area, and as such the magnitude of this change is amplified. As a result Land Use is assessed as experiencing a greater beneficial effect over that recorded for Scenario 1 . The sensitivity of Land Use is considered to be <u>Medium</u>. The magnitude of change from the Proposed Development at operation phase is considered to be <u>Moderate which is beneficial in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered be <u>moderately significant</u>.			Moderate	Neighbourhood	Long Term Irreversible	Moderate	Moderately Significant	Beneficial	High

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Large, Medium, Small, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
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North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance												
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
		proposed development is activating the ground floor by including the team shop and museum and various hospitality offerings. A key new visitor attraction to the stadium will be the proposed rooftop walk. The rooftop walk will allow visitors unique access to. the highest extremities of the stadium structure, providing memorable moments and views of the stadium rooftop pitch and seating bowl.										
Building Heights Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in several locations around the study area – but with a focus around the Holt Town area to the west which is characterised by low level housing and taller Mill buildings. New schemes include creation of surface car parking areas, temporary siting of shipping containers and small-scale extensions, so their potential construction impacts are limited. Generally, the committed developments have very limited potential to cause adverse impacts as scheme heights are consistent with the established datums across the study area.	n/a	Limited scale of change is proposed across the study area in terms of building heights and construction works are only likely to be just discernible. Works would have no direct impact on the landmark status of the sports campus and Site itself. The sensitivity of building heights is considered to be medium. The magnitude of change from committed developments at construction phase is considered to be negligible which is adverse in nature. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to not be significant.		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a variety of new built form, massing and open spaces around the study area. Some of these have the potential to affect the urban grain either because of their size, or where developments are grouped together. There is a clear focus around the Holt Town area to the west of the site – although these developments are relatively minor in nature and scale. The large residential Manox development to the north has more potential for impacts due to its scale. This schemes high quality design response will form a new legible grain to that area– and as such could be beneficial in nature.	n/a	Whilst changes to urban grain will be experienced in some specific areas (especially in relation to beneficial effects from the major development identified), given the limited scale of this change and the existing fragmented nature of grain across of the whole study area, the effects are likely to be ‘just discernible’, and would have very little impact on the character of the sports campus and Site itself. The sensitivity of the Urban Grain is considered to be low. The magnitude of change from committed developments at operational phase is considered to be negligible which is beneficial in nature. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to not be significant.			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Beneficial	Low
Building Heights Scenario 2: Scenario 1 +	<u>Construction Phase</u> In addition to the wider effects reported in Scenario 1, the proposed construction works will remove an element of the existing stadium – which is one of the tallest landmark buildings within the study area.	CMP Measures - reduction in townscape impacts from construction works including: - Site Hoarding - Directional Lighting - Restricted hours of operation, - Traffic management with off	The construction works associated with the Proposed Development will cause a minor loss of built form to the landmark Stadium, which will be detectable. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a defining tall building for the wider area, and as such		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Minor	Minor Significance	Neutral	Medium

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Large, Medium, Small, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
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North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance												
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
Proposed Development	Construction of the adjacent structures will introduce new tall built form elements to the surrounding areas.	- peak deliveries, - Safe pedestrian routes maintained, - Managed to keep clear of debris, mud and materials, - Reuse of materials on site to avoid traffic movements.	the magnitude of this change is amplified. As a result Land Use is assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Building Heights is considered to be medium. The magnitude of change from Proposed Development at construction phase is considered to be <u>minor which is adverse in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which has <u>minor significance</u>.									
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1, the Proposed Development will introduce a series of new buildings on the site that will enhance the role of the Etihad Campus as the key landmark development for the wider area. The buildings are delivered to ensure the primacy of both the Etihad Stadium and iconic gasholders is not challenged, which is important to the legibility of the wider area of the city.	<u>Scheme design:</u> This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester's rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. The venue respects the site context by ensuring it does not exceed the height of the existing adjacent buildings, becoming part of the developing family of facilities. Also, the proposed development acknowledges the view corridors to all sides, the apparent symmetry of the design presenting a recognisable identity to all approaches.	The Proposed Development will cause a moderate addition to building heights will contribute beneficially towards signposting Etihad Campus as a key gateway, public transport and local sport, leisure, and service hub. Furthermore, it responds appropriately the existing height datum. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a defining tall building for the wider area, and as such the magnitude of this change is amplified. As a result Land Use is assessed as experiencing a greater beneficial effect over that recorded for Scenario 1 . The sensitivity of Building Heights is considered to be <u>medium</u>. The magnitude of change from the Proposed Development at operational phase is considered to be <u>moderate which is beneficial in nature</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered be <u>moderately significant</u>.			Moderate	Neighbourhood	Long Term Irreversible	Moderate	Moderately Significant	Beneficial	High
Movement & Linkages Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in several locations around the study area – but with a focus around the Holt Town area to the west which has the Cheshire Ring Canal recreational Walk running through it. Schemes in this area include creation of surface car parking areas, temporary siting of shipping containers and small-scale extensions, so their potential construction impacts are limited. Generally, the committed developments have very limited potential to cause impacts on movement and linkages other than localised closures of routes and increased construction traffic.	n/a	Limited scale of change is proposed across the study area in terms of movement and linkages and construction works are only likely to be just discernible. Works would have no direct impact on movement around the sports campus or the Site itself. The sensitivity of Movement and Linkages is considered to be medium. The magnitude of change from committed developments at construction phase is considered to be <u>negligible adverse</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>not be significant</u>.		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Adverse	Low
	<u>Operational Phase</u> The proposed developments would introduce a some new open spaces, minor improvements to pedestrian connectivity	n/a	Limited scale of change is proposed across the study area in terms of movement and linkages which are only likely to be just discernible. Works would have no direct impact on movement around			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Beneficial	Low

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Large, Medium, Small, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
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North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance												
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
	and vehicular routes around the study area.		the sports campus or the Site itself. The sensitivity of the Movement and Linkages is considered to be <u>low</u>. The magnitude of change from committed developments at operational phase is considered to be <u>negligible beneficial</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>not be significant</u>.									
Movement & Linkages Scenario 2: Scenario 1 + Proposed Development	<u>Construction Phase</u> In addition to the wider effects reported in Scenario 1, the proposed construction works will cause a minor change to pedestrian routes around the Stadium, which will impact on the arrival experience from the key tram stop. Vehicles associated with the Construction Phase will require access to the Site from Gibbon Street which in turn is accessed via Alan Turing Way.	CMP Measures - reduction in townscape impacts from construction works including: - Site Hoarding - Directional Lighting - Restricted hours of operation, - Traffic management with off peak deliveries, - Safe pedestrian routes maintained, - Managed to keep clear of debris, mud and materials, - Reuse of materials on site to avoid traffic movements.	The Site itself will be inaccessible during the construction phase and movement around the northern areas of the stadium will be altered. There may be some disruption to the surrounding road network, however with mitigation measures considered this is likely to remain minor. The construction works associated with the Proposed Development will cause a minor loss of some pedestrian routes around Stadium, and additional traffic to the local road network which will be detectable. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a clear focus for pedestrian and vehicular movement in wider area particularly on match days, and as such the magnitude of this change is amplified. As a result Movement and Linkages is assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Movement and Linkages is considered to be Low. The magnitude of change from Proposed Development at construction phase is considered to be <u>minor which is adverse in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>not be significant</u>.		Low	Minor	Neighbourhood	Short/medium Term Temporary	Minor	Not Significant	Adverse	Medium
	<u>Operational Phase</u> In addition to the wider effects reported in Scenario 1, the Proposed Development will create a new stadium stand with increased seating capacity, provide a new formal entrance from Alan Turing Way to provide access to the new hotel and leisure buildings. The surrounding concourse will be completely redesigned, with a new direct pedestrian route from the canal footpaths, parking areas and tram stop which will transform the arrival experience and allow easy access to the Stadium.	<u>Scheme design:</u> This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester’s rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. From a once previously deprived area, the football stadium and associated buildings, new road infrastructure and tramlink has transformed the area to a ‘must go to place’. It is hope that the hotel will become a ‘must stay place’ and not just for football matches but also for music and social events. -	The Proposed Development will noticeably enhance the existing pedestrian and vehicular routes will contribute beneficially towards access to the northern end of the Etihad Campus. Whilst the change is only experienced in a relatively small part of the Study Area – the sports campus is a clear focus for pedestrian and vehicular movement in wider area particularly on match days, and as such the magnitude of this change is amplified. As a result Land Use is assessed as experiencing a greater beneficial effect over that recorded for Scenario 1 . The sensitivity of Movement and Linkages is considered to be <u>Low</u>. The magnitude of change from the Proposed Development at operational phase is considered to be <u>moderate which is beneficial in nature</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered have <u>minor significance</u>.			Moderate	Neighbourhood	Long Term Irreversible	Moderate	Minor Significance	Beneficial	High

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Large, Medium, Small, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
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North Stand Townscape and Visual Impact Assessment Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance												
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
Site Character Scenario 1: Existing site with committed development	<u>Construction Phase:</u> Construction Activity would be experienced in several locations around the study area – but the majority of schemes will have no direct impacts on the Site Character due to their distance from the Site.	n/a	Limited scale of change is proposed across the study area, which would not directly impact the Site Character, or lead to any change in the baseline condition. The sensitivity of Site Character is considered to be medium. The magnitude of change from committed developments at construction phase is considered to be <u>negligible neutral</u> . Therefore, there is likely to be an indirect, temporary, short-term effect which is considered to <u>not be significant</u> .		Medium	Minor	Neighbourhood	Short/medium Term Temporary	Negligible	Not Significant	Neutral	Low
	<u>Operational Phase</u> The proposed developments would have no direct impact on Site Character due to their distance from the site.	n/a	Limited scale of change is proposed across the study area, which would not directly impact the Site Character, or lead to any change in the baseline condition. The sensitivity of Site Character is considered to be medium. The magnitude of change from committed developments at operational phase is considered to be <u>negligible neutral</u> . Therefore, there is likely to be an indirect, permanent, long-term effect which is considered to <u>not be significant</u> .			Minor	Neighbourhood	Long Term Irreversible	Negligible	Not Significant	Neutral	Low
Site Character Scenario 2: Scenario 1 + Proposed Development	<u>Construction Phase</u> The construction phase is predicted to change the character of the Site, due to loss of the key built form, loss of surrounding public realm and the presence of new building compounds and works. This will be particularly noticeable from within the Stadium, as the northern stand area is removed.	CMP Measures - reduction in townscape impacts from construction works including: • Site Hoarding • Directional Lighting • Restricted hours of operation, • Traffic management with off peak deliveries, • Safe pedestrian routes maintained, • Managed to keep clear of debris, mud and materials, • Reuse of materials on site to avoid traffic movements.	Whilst construction works may be viewed as a positive change and the continuing growth and enhancement of the sporting facilities, in the short term there will be a loss of the key Site characteristics and the main arrival experience. As a result Site Character is assessed as experiencing a greater adverse effect over that recorded for Scenario 1 . The sensitivity of Site Character is considered to be Medium. The magnitude of change from Proposed Development at construction phase is considered to be <u>Moderate which is adverse in nature</u>. Therefore, there is likely to be an indirect, temporary, short-term effect which is considered be <u>moderately significant</u>.		Medium	Medium	Site	Short/medium Term Temporary	Moderate	Moderately Significant	Adverse	Medium
	<u>Operational Phase</u> The Proposed Development will transform the character of the site to a new mixed-use destination which will increase the capacity of the existing Etihad Stadium and add high-quality amenities and public spaces. The Proposed Development will act as a new landmark addition to the Stadium and the campus, innovatively designed using high-quality materials and finishes, and is	Scheme design: This new facility is intended to become a landmark for the campus, with an identity that acknowledges Manchester’s rich heritage of manufacture trade and export, while bringing new opportunity and energy into the life of the campus and the football club. The ship is a symbol of Manchester and also expressed onto the	The Proposed Development will have a beneficial effect on the character of the site, as well as surrounding townscape. It will transform into a vibrant new landmark, in keeping with the character of the Etihad Campus and connected with the surrounding movement framework. As a result Land Use is assessed as experiencing a greater beneficial effect over that recorded for Scenario 1 . The sensitivity of Site Character is considered to be <u>medium</u>. The magnitude of change from the			Major	Neighbourhood	Long Term Irreversible	Major	Moderately Significant	Beneficial	High

Terminology for Townscape Effect:

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

Townscape and Visual Impact Assessment

Appendix 12.1 Townscape Effects Table: Description of Change, Magnitude and Significance

Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect		Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
	expected to help attract a regular influx of people into the area, in keeping with the Etihad Campus vision.	Manchester City FC badge. The desire is that the Etihad North Stand expansion alongside the commercial and hotel buildings will celebrate this heritage and express it onto the facades. The proposed public realm improvements will improve the entrance to the Etihad Stadium, defining its status within the Etihad Campus. City Square will be a space of primarily hospitality offering on match-day and will be accessible by the general public. The unique covered square creates a pre match fan zone for 3000 fans. Surrounding the square will be a range of food and beverage outlets, together with the new club shop, museum, football experience 4000m2 of workspace and a 401-room hotel. Many of the front of house spaces are proposed to be available on non-match days extending the reach of the facilities beyond the football fan.	Proposed Development at operational phase is considered to be <u>major which is beneficial in nature</u>. Therefore, there is likely to be an indirect, permanent, long-term effect which is considered be <u>moderately significant</u>.									

Terminology for Townscape Effect:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Large, Medium, Small, Negligible, No Change
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Geographical Extent of Effect:	Site, Local, Neighbourhood, City	Significance of Effect:	Major (Significant), Moderate (Significant), Minor (not Significant), Not Significant