

Appendix 9.2: Visual Baseline and Sensitivity						
Viewpoint No. and Location	Designation, Approx. Distance to Site Boundary	Description of Baseline View	Type of View and Number of Users	Value of View	Susceptibility to Change	Overall Sensitivity of Receptor
1: Piccadilly Station Main Entrance	<u>Designation:</u> Grade II* Listed London Road Fire Station <u>Distance:</u> Approx. 200m north east of the Site	The viewpoint faces south from the elevated main entrance to Piccadilly Station. The view is experienced by a high number of viewers, including people arriving at, and leaving Piccadilly Station on foot, by bike or on buses. The view towards the site is framed by the station building on the left hand side and a hotel building on the right hand side. The viewpoint is at a key arrival point and gateway to Manchester city centre. The station forecourt and associated signage and infrastructure dominates the foreground of the view. The viewpoint looks towards the Grade II* Listed London Road Fire Station and Whitworth Street Conservation Area. University buildings to the south of the Site are visible above the roofline. The sensitivity is assessed as Medium as the view forms part of the arrival experience to the city and features the Grade II* Listed London Road Fire Station. Existing contemporary buildings and the foreground concourse disrupt the appreciation of the London Road Fire Station.	Framed High	Medium	Medium	Medium
2. Piccadilly Station Taxi Rank	<u>Designation:</u> Grade II* Listed London Road Fire Station <u>Distance:</u> Approx. 85m north east of the Site	The viewpoint faces south west from outside the Fairfield Street entrance to Piccadilly Station, which forms a arrival point and gateway to the city. The station building to the right hand side partially frames and directs views towards the Site. A mixed collection of buildings at the centre of the view on the corner of Fairfield Street and the A6/London Road form the focus to the view in the foreground. The street furniture and temporary fencing and works form temporary visual clutter within the foreground of the view. The view would be experienced by a high number of people arriving and leaving Piccadilly Station on foot and some using taxis and cycles. The existing Grade II* Listed London Road Fire Station is seen within the right hand side of the view, and forms a subtle landmark. The sensitivity is assessed as Medium as the view forms part of the arrival experience to the city and the Grade II* Listed London Road Fire Station is partially visible in the view.	Framed High	Medium	Medium	Medium
3: Piccadilly Station Platform 13 and 14	<u>Designation:</u> Grade II* Listed London Road Fire Station Grade II Listed Manchester South Junction and Altrincham Railway Viaduct <u>Distance:</u> Approx. 145m east of the Site	The viewpoint faces west from Platforms 13 and 14 at Piccadilly Station, which forms a major transport hub within the city and key arrival point. The view looks along the railway line towards the Grade II Listed railway viaduct and beyond to the city backdrop. The viewpoint is elevated and provides wide, open city skyline views within the townscape context . The distinctive Grade II* London Road Fire Station is visible to the right hand side of the view, and the cupola forms a prominent landmark feature in the sky. The view is considered semi private as only those with tickets would have access to the platforms. The sensitivity is assessed as Medium as the view forms part of the arrival experience to the city and heritage assets feature in the view, including the distinctive roofline of the Grade II* Listed London Road Fire Station which is prominent from this vantage point.	Open Moderate/High	Medium	Medium	Medium

Terminology for Visual Effect:

Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Site-wide, Immediate Locality, Neighbourhood, City-scale
Number of Viewers:	Few, Moderate, High	Duration:	Long-term, Medium-term, Short-term,
Value of Views:	High, Medium, Low	Reversibility:	Temporary, Irreversible
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible.
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
Size/Scale of Effect:	Major, Moderate, Minor, Negligible.	Significance:	Significant, Moderately Significant, Minor Significance, Not Significant

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4: Sculptural Wall, London Road	<u>Designation:</u> Grade II Listed sculptural wall (Hollaway Wall) Grade II Listed Manchester South Junction and Altrincham Railway Viaduct <u>Distance:</u> Approx. 58m east of the Site	The viewpoint looks west along Altrincham Street/railway viaduct from London Road. The Grade II Listed sculptural wall is visible in the foreground to the left of the view, partially obscured by wire fencing and a foreground semi-mature tree. The Grade II Listed Manchester South Junction and Altrincham Railway Viaduct, which forms the southern boundary of the Whitworth Street Conservation Area, is visible to the right of the view, extending into the centre of the view. The view forms an oblique view from the A6/London Road and would be experienced by a high number of viewers who would be vehicle occupants or pedestrians. The view would be experienced fleetingly by viewers whilst travelling past. The sensitivity is assessed as Medium due to the moderate / high number of viewers and the presence of Grade II Listed features, particularly the viaduct which influences the character of the view as people arrive at the university or the city centre from the south.	Oblique Moderate/High	Medium	Low/Medium	Medium
5: View West Along Granby Row	<u>Designation:</u> Whitworth Street Conservation Area Grade II Listed Sackville Street building <u>Distance:</u> Approx. 8m east of the Site	View looking south west along Granby Row along the eastern boundary of the Site. The Viewpoint is within the Whitworth Street Conservation Area. The Grade II Listed Sackville Street building is visible in the distant right hand side of the view, partially obscured by trees and the angle of view. Viewers would be pedestrians and also some vehicle occupants travelling on local roads. The view is framed on the right hand side by existing contemporary buildings on Echo Street. Existing site hoarding and surrounding poorly maintained public realm dominate the view in the foreground of the view. The existing Renold Building is visible in the centre of the view, along with the prominent Circle Square Apartments building seen in the background. The sensitivity is assessed as Low due to poor quality built form dominating the view, with limited evidence of the Conservation Area character, and the incidental nature of the view.	Framed Low/Moderate	Low	Low	Low
6: Vimto Park	<u>Designation:</u> Whitworth Street Conservation Area Grade II Listed Sackville Street building Grade II Listed Manchester South Junction and Altrincham Railway Viaduct <u>Distance:</u> Approx. 120m west of the Site	The viewpoint looks east from the northern edge of Vimto Park, within the Whitworth Street Conservation Area. The view is framed by the Grade II Listed Sackville Street building in the far left of the view, channelling the view along Granby Row. The views is directed towards the Site but currently lacks focus due to the demolition of existing development within the Site. Vimto Park and the Vimto public artwork are a key feature of the foreground and landscape setting, with local cultural associations. Temporary fencing and infrastructure create visual clutter within the view. The Grade II Listed MSJAR viaduct is partially visible to the right of the view. The view would be experienced by a moderate number of viewers who are likely to be users of the public space and sensitive to change. Others viewers would include pedestrians and also some vehicle occupants travelling on local roads, however the road is within the University of Manchester campus and is barrier controlled. The sensitivity is assessed as Medium due to the view forming part of the experience of the public space and the local cultural value associated with the Vimto sculpture and listed building.	Oblique Moderate/High	Medium	Medium	Medium

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Value of Views:	High, Medium, Low	Reversibility:	Temporary, Irreversible
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible.
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7: University of Manchester, Altrincham Street	<u>Designation:</u> Grade II Listed Manchester South Junction and Altrincham Railway Viaduct <u>Distance:</u> Approx. 80m south west of the Site	The viewpoint looks north east from a public square within the University of Manchester North Campus. The viewpoint is close to the southern boundary of Whitworth Street Conservation Area, whose edge is defined by Manchester South Junction and Altrincham Railway Viaduct which is visible through the trees at the boundary of the square. The view is framed by the university building fronting the square to the right hand side and by vegetation on the left hand side. The foreground is dominated by landscape / public realm within the square. The view is well enclosed with little to in the view to indicate the city context beyond. Viewers would be users of the public space and pedestrians who may be sensitive to a change in the view. Viewers may also include people visiting buildings associated with the University of Manchester or at their place of work, who may be less sensitive to a change in the view. The sensitivity is assessed as Low due to limited visibility of heritage designations and the nature of the public space as it is relatively contained and inward looking, not specifically involving appreciation of the view.	Framed Moderate/High	Low	Low	Low
8: Granby Row / Samuel Ogden Street	<u>Designation:</u> Whitworth Street Conservation Area Grade II Listed Orient House Grade II Listed Granby House <u>Distance:</u> Approx. 270m west of the Site	View looking east along Granby Row from the junction with Samuel Ogden Street. The viewpoint is within the Whitworth Street Conservation Area. The view is framed and channelled by the Grade II Listed Orient and Grade II Listed Granby House on the right hand side of the street, as well as contemporary buildings on the left. In the background and terminus of the building line along the southern edge of Granby Row the site is obscured by existing built form and trees within Vimto Park. Viewers would be pedestrians and vehicle occupants travelling on local roads. The sensitivity is assessed as Medium due to the presence of Grade II Listed assets in the view and the evident character of the Conservation Area and its cultural associations. The view has a strong composition and forms part of the experience of the place.	Framed / Channelled Low	Low/Medium	Medium	Medium

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Appendix 9.2 Visual Effects Table: Description of Change, Magnitude and Significance											
Viewpoint No. and Location	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor (from table above)	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Significance	Confidence
1: Piccadilly Station Main Entrance	<u>Operational Phase:</u> The proposed development will be clearly noticeable in the centre of the view, presenting the slender aspect of the tall blocks. The upper portion of all three of the tall blocks are visible, stepping up from right to left. The intermediate blocks are also partially visible, obscured by the London Road Fire Station. The lower storeys of the building are hidden by London Road Fire Station in the middle ground and the station concourse in the foreground. The variety of materials and architectural styles within the view accommodates the contemporary design and city scale of the proposal within the overall character. However, the proposal affects the visual distinction of the Fire Station cupola on the skyline. The two taller blocks exceed the height of the cupola in this view. The taller intermediate block sits directly behind the cupola. The presence of the proposed building alters the backdrop and the silhouette of the roofline of the Fire Station, notably the cupola as it is no longer viewed against the sky.	The proposal represents a high quality contemporary addition to the cityscape at a key arrival point to the city. The tone and texture of the brick façade is designed to be sensitive to the conservation area character. The paler tone of the concrete clad intermediate blocks helps to break up the mass of the proposed building and in this view provides a contrasting backdrop behind the cupola of the Fire Station. The crown of the building continues the façade rhythm with a series of brick piers and apertures around the top of each block, providing an elegant solution to concealing the rooftop plant.	The effect is considered Medium Beneficial due to the clearly noticeable addition to the view and the complementary characteristics that the proposal brings to a diverse cityscape. Overall the effect is Moderate and Significant.	Medium	Moderate	Neighbourhood	Long Term Irreversible	Medium	Beneficial Direct	Moderate Effect. Significant	Medium
2. Piccadilly Station Taxi Rank, Fairfield Street	<u>Operational Phase:</u> The proposal creates a new imposing feature in the view, due to the proximity of the viewpoint to the Proposed Development Site. The proposal affects the townscape context of the London Road Fire Station, but retains separation and is viewed in the wider context of a selection of incongruent buildings of varying quality. The variety of materials and styles within the view accommodates the contemporary design and city scale of the proposal.	The proposal represents a high quality contemporary addition to the city scape at a key arrival point to the city.	The effect is considered Medium Beneficial due to the clearly noticeable addition to the view which is not out of place within the existing varied character in this view. Overall the effect is Moderate and Significant.	Medium	Moderate	Neighbourhood	Long Term Irreversible	Medium	Beneficial Direct	Moderate Effect. Significant	Medium

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Value of Views:	High, Medium, Low	Reversibility:	Temporary, Irreversible
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible.
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3: Piccadilly Station Platform 13 & 14	<u>Operational Phase:</u> The proposal is clearly the tallest element in the view and creates a new imposing feature in the view due to the proximity of the viewpoint to the Site and the elevated nature of the viewpoint. The lower storeys of the building are hidden behind existing rail infrastructure in the foreground and mid ground. The proposal affects the townscape context of the London Road Fire Station, but retains separation and is viewed in the context of a wider cityscape containing buildings of varying age and architectural style.	The proposal represents a high quality contemporary addition to the cityscape. The tone and texture of the brick façade is designed to be sensitive to the character of the historic context.	The effect is considered Medium Beneficial due to the clearly noticeable addition to the view and the complementary characteristics that the proposal brings to a diverse cityscape. Overall the effect is Moderate and Significant.	Medium	Moderate	Neighbourhood	Long Term Irreversible	Medium	Beneficial Direct	Moderate Effect. Significant	Medium
4: Sculptural Wall, London Road	<u>Operational Phase:</u> The Proposed Scheme will result in a clearly noticeable change to the view and will help to overcome the visual barrier effect of the viaduct by forming a strong visual connection. The materials are complementary to the viaduct and the Proposed Scheme forms a strong vertical accent. The three distinct blocks visually ‘break up’ the overall massing of development. The Grade II Listed sculptural wall (Hollaway Wall) does not experience a direct effect but its townscape context will take on a more built up character. The building forms a new backdrop, obscured at ground / lower levels by the Grade II Listed railway viaduct and partially filtered by the foreground tree (this will be most evident in the summer months when the trees are in full leaf).	The tone and texture of the brick façade is designed to be sensitive to the historic character.	The magnitude of effect is Medium as the building creates a noticeable new backdrop to the view. The effect is considered Beneficial due to improved quality of built form through use of materials and detailing which respond better to the historic character, enhancing the overall character within the view. Overall the effect is Moderate and Significant.	Medium	Moderate	Immediate locality	Long Term Irreversible	Medium	Beneficial Direct	Moderate Effect. Significant	High

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5: View West Along Granby Row	<u>Operational Phase:</u> The proposal constitutes a substantial change to the streetscene within this view, introducing a large new element which dominates the view. The massing of the proposed building creates a strong building line and presence on the southern edge of Granby Row and positively encloses the street. As part of the proposals, the public realm along Granby Row will be enhanced, which will change the appearance and character of the foreground area.	The proposal represents a high quality contemporary addition to the streetscene. The tone and texture of the brick façade is designed to be sensitive to the historic context within the locality and brings a new character to this view. The improved interface and visibility between the building and the surrounding public realm, particularly at street level will greatly improve natural surveillance and help to increase activity and security of the street. The public realm is enhanced by a new clean and simple palette of materials, with street trees introduced along Granby Row and higher quality pedestrian footways.	The change to this view is substantial due to the proximity of the viewpoint to the Proposed Scheme, resulting in a Large magnitude of effect. The change is considered Beneficial due to the improved quality of the built form and street scene, and use of contextual materials. Overall the effect is Moderate and Significant.	Low	Major	Immediate Locality	Long Term Irreversible	Large	Beneficial Direct	Moderate Effect. Significant	High

Terminology for Visual Effect:

Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Site-wide, Immediate Locality, Neighbourhood, City-scale
Number of Viewers:	Few, Moderate, High	Duration:	Long-term, Medium-term, Short-term,
Value of Views:	High, Medium, Low	Reversibility:	Temporary, Irreversible
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6: Vimto Park	<u>Operational Phase:</u> The proposed building is clearly visible and creates a focal point at the centre of the view, channelled by existing buildings fronting Granby Row. Therefore, although it stands as an individual/stand alone element, the proposal conforms with and enhances the overall composition. The upper portion of each of the three blocks is visible due to the stepping up of the building from the park. The increased scale and mass creates a more dominant edge to the eastern boundary of Vimto Park, creating a positive sense of enclosure for users of the public space.	Complementary materials help the building to synthesize with its context. The façade detail and brick slip façade create subtle tonal variations and texture, allowing the proposed building to be read as contemporary and separate from existing without it conflicting with the historic character evident in the conservation area. The materials and design details portray a high quality contemporary design, enhancing the character of this view. The three blocks of the building are able to be read as separate elements due to the differentiation of the crown of each block, making the stepped form evident from this viewpoint. The crown of the building continues the façade rhythm with a series of apertures around the top of each block, providing an elegant solution to concealing the rooftop plant.	The scale of change is considered perceptible as the Proposed Scheme will be clearly noticeable in this view. However, the overall magnitude is Small as the addition of the proposal would not materially alter the appreciation of the view. Overall the effect is Minor and Not Significant .	Medium	Moderate	Immediate Locality	Long Term Irreversible	Small	Beneficial Direct	Minor Effect. Not Significant	High
7: University of Manchester, Altrincham Street	<u>Operational Phase:</u> The proposal causes a clearly noticeable change to the view. The building appears in the backdrop of the view, beyond the railway viaduct. However, its scale and proximity to the viewpoint make it dominant in the view, increasing the sense of enclosure. This alters the composition due to the reduction in visible sky and enclosing the northern edge of the square to a much greater degree than the existing built form. The brick façade will contrast with the materials of the existing university building bounding the square but represents a high quality and relates more to the historic character which is evident in the railway viaduct.	The façade detail and brick slip façade create subtle tonal variations and texture, which differs from the established character of this view. The materials and design details portray a high quality contemporary design, adding a positive new feature to the view.	The magnitude of effect is Medium as the proposals will cause a clearly noticeable contrast to the view, with a Beneficial nature of effect. Overall the effect is Minor and Not Significant .	Low	Moderate	Immediate Locality	Long Term Irreversible	Medium	Beneficial Direct	Minor Effect. Not Significant	High

Terminology for Visual Effect:

Type of View:

Number of Viewers:

Value of Views:

Susceptibility to Change:

Overall Sensitivity of Receptor:

Size/Scale of Effect:

Glimpsed, Open, Oblique, Framed, Filtered

Few, Moderate, High

High, Medium, Low

High, Medium, Low

High, Medium, Low

Major, Moderate, Minor, Negligible.

Geographical Extent of Effect:

Duration:

Reversibility:

Overall Magnitude of Effect:

Nature of Effect:

Significance:

Site-wide, Immediate Locality, Neighbourhood, City-scale

Long-term, Medium-term, Short-term,

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8: Granby Row / Samuel Ogden Street	<u>Operational Phase:</u> The proposed scheme is not considered to materially alter the overall composition or appreciation of a channelled view with a strong building line along Granby Row. The distance from the viewpoint minimises the scale of effect. The increased punctuation of the street is considered to be appropriate for this type of view. A small glimpse remains between the proposed building and the left hand side of the street, which maintains some visibility beyond the proposed building to Piccadilly Station. The designated heritage assets continue to contribute to the composition of the view and are not directly altered as a result of the proposal.	Complementary materials help the building to synthesize with its context. The façade detail and brick slip façade create subtle tonal variations and texture, allowing the proposed building to be read as contemporary and separate from existing without it conflicting with the historic character evident in the conservation area. The crown of the building continues the façade rhythm with a series of apertures around the top of each block, providing an elegant solution to concealing the rooftop plant.	The magnitude is Small as the proposal does not materially affect the composition or appreciation of the streetscene, partly due to the distance from the viewpoint. The form and materiality of the proposed building enhances the existing character and cohesion in this view, creating a Beneficial effect. Overall the effect is Minor and Not Significant .	Medium	Moderate	Immediate Locality	Long Term Irreversible	Small	Beneficial Direct	Minor Effect. Not Significant	High

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