

Ev0, Didsbury Technology Park, Manchester

**Townscape & Visual Impact Assessment
September 2022 (Rev 02)**



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1. Introduction

- 1.1. LAYER Landscape Architecture Ltd (LAYER) has been instructed by Bruntwood Works to undertake Townscape and Visual Impact Assessment (TVIA) to support a full planning application for the proposed development of a new commercial building at Didsbury Technology Park (DTP).
- 1.2. LAYER is a registered practice of the Landscape Institute and the report has been written and checked by a Chartered Member of the Landscape Institute (CMLI).
- 1.3. The structure of the TVIA comprises of the following;
 - Description of the study area;
 - An examination of the documents relevant to the TVIA, in particular, planning policy relevant to considering landscape, townscape and visual matters;
 - An explanation of the methodology and approach together with references to relevant best practice and technical guidance;
 - Establishment of baseline conditions, describing the existing townscape resource and visual amenity value of the Site and its surroundings prior to assessing the potential effects of the proposed development, as well as the cumulative effects of development along with other proposed developments nearby; and
 - Consideration of potential landscape and visual effects during both the construction and operational phases followed by an examination of the likely residual effects. These will include proposed mitigation measures undertaken within the Site.

The Site and Study Area

- 1.4. The application site is approximately 1.67 hectares, as defined by the red line boundary on drawings in **Appendix 2**.
- 1.5. The applicant is seeking approval for “Construction of a ground plus five storey commercial building for use as offices (Use Class E(g)) with ancillary café on ground floor (Use Class E(b)), erection of ground plus two storey car park deck (Sui Generis) together with landscaping and highway works, a new access and other associated works”



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- 1.6. The car park deck will be covered by canopy structures to support photovoltaic cells for the creation of sustainable power. To facilitate the development, junction improvements are scheduled where the campus meets Barlow Moor Road.
- 1.7. The study area has been derived through data collection and review collated during the baseline stage. Primarily, the study area has been determined through a combination of:
 - Establishing the Zone of Theoretical Visibility (ZTV);
 - Reviewing existing landscape/townscape character studies; and
 - Reviewing planning designations around the Site.
- 1.8. Following a review of the above, for the purpose of the TVIA, a study area of 1.5 kilometres measured from the centre of the Site has been established as being appropriate for the proposed development and is shown in **Appendix 2 – Figure 1.2 Site Context**.
- 1.9. For a full description of the development, reference should be made to the Design and Access Statement submitted with the planning application.

2. Methodology and Approach

- 2.1. The assessment has been based on the key accepted methodologies for landscape/townscape character and visual impact assessment contained in “Guidelines for Landscape and Visual Impact Assessment”, third edition, by the Landscape Institute and the Institute for Environmental Management and Assessment, 2013. This document is subsequently referred to as GLVIA3.
- 2.2. As recognised by these guidelines, the effects of the proposed development have been examined in terms of:
 - **Effects on the landscape:** Meaning the assessment of the potential effects of development upon the physical nature and features of the receiving landscape as well as landscape character and quality; and
 - **Effects on visual amenity:** Examined through the Representative Viewpoint Approach in which the impact of the proposed development is assessed in short, medium and long distance views at key locations.
- 2.3. The assessment provides a series of tables setting out the criteria and definitions used to assist in assessing the landscape and visual effects and to make the process as transparent as possible. Ultimately, however,



the assessment relies on professional judgement and the tables and matrices utilised are a tool to assist in this process. Through experience we have learnt that the author should not consider effects of a proposed development in the isolation of their own judgement, but instead debate the extent of effects as part of an open forum with colleagues. This promotes well rounded decision making in terms of the impact on landscape character and visual receptors.

2.4. The main objectives of the TVIA are to:

- Identify and describe the current townscape of the study area;
- Determine the sensitivity of the townscape and identify potential effects;
- Identify potential visual receptors to the proposed development;
- Evaluate the degree of change and the sensitivity to the type of changes proposed.
- Identify likely adverse or beneficial townscape and visual effects;
- Identify likely significant townscape and visual effects distinguishing between those that are temporary or permanent, short, medium or long term;
- Consider how any adverse effects may be mitigated; and
- Consider any remaining residual effects

2.5. To achieve these objectives, the assessment is undertaken in three key stages consisting of:

- A thorough desktop study covering an overview of the relevant planning policy context from national to local level, plus a more detailed review of the topography and surrounding features determines the potential visibility of the development. The establishment of baseline townscape and visual conditions including any changes likely to occur independently of the development, as well as determining the value attached to the different resources.
- Initial desktop findings are then tested in the field to further understand the receiving townscape and to reassess the effect upon visual receptors from viewpoints agreed with the Local Planning Authority, Manchester City Council.
- The assessment is then undertaken to determine the potential townscape and visual effects of the proposed development. The assessment considers not only the impact at the completion of the



development (operational stage) and for post completion periods, but during construction as well.

- 2.6. The TVIA has been completed as part of an iterative design process with a team of multi-disciplinary professionals. This has included the consideration of mitigation measures to avoid and reduce where possible, any adverse landscape or visual effects resulting from the proposed development.

Field Survey & Photomontages

- 2.7. The LVIA is based on a 1.5km radius study area, as demarcated on drawings within **Appendix 2**. Surveyed viewpoints can be found in **Appendix 3 – Figure 1.7: Viewpoint Locations**.
- 2.8. The application site and the surrounding areas were visited by the author of this report on the 7th November 2020, when the weather was dry and bright. Photographs were taken on this day as a record of the visit and to inform the brief for photomontage. At this time of year deciduous trees have shed their leaves meaning their potential as visual screening is at its most limited. This is preferable to the assessment process as it considers a worst-case scenario. To accommodate for seasonal change, commentary is provided throughout in regard to the role of trees, as they gain leaves during warmer parts of the year.
- 2.9. Baseline photography for photomontages was taken by Our Studio in November 2020 and June 2022. The methodology for photography and photomontage creation can be found within Appendix 4.

Consultation

- 2.10. A list of suggested viewpoints was issued to Manchester City Council prior to the commencement of the TVIA and then refined once on site to achieve the most logical position for each photograph.

Limitations and assumptions

- 2.11. This TVIA has made assumptions based on the modelling information available at the time. The contextual modelling utilises ordnance survey and topographical information, proposed information is based on modelling supplied by Sheppard Robson Architects. Any discrepancies, which may occur between these models, have been rectified where possible, any outstanding issues, which may occur, are a result of the differences in timescales and mixed media of the modelling information. We have assumed that the comprehensive model used in the production



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of the visualisations, is as accurate as can be, given the limitations outlined above.

Confidence

- 2.12. The predicted impact is assessed against the criteria set out below in order to attribute a level of confidence to the visual assessment.
- High – The predicted impact is either certain, or very likely to occur, based on reliable information or previous experience.
 - Medium – The predicted impact and its level are best estimates, based on on-site and desktop study.
 - Low – The predicted impact and its level are best estimates, based on given knowledge and experience. More information may be needed to improve the level of confidence.
- 2.13. It is considered that a development of this nature would be considered to have a high level of confidence attributed to the assessment.

Establishing the Townscape Baseline

- 2.14. Townscape will be reviewed in terms of:

Value

- 2.15. This concerns the relative value that is attached to different townscapes (or particular townscape features) by society. Townscapes or their component parts may be valued at community, local, national or international level. Existing townscape designations have been taken as a starting point for the assessment but the value of undesignated townscape must be given due consideration.

Susceptibility

- 2.16. The ability of the townscape to accommodate the proposed development without undue consequences on the baseline position and/or the achievement of relevant planning policies and strategies.

Sensitivity to change

- 2.17. This is established by combining judgement on susceptibility and value.
- 2.18. Understanding the value, susceptibility, and the sensitivity to change of the townscape, reflects the extent to which the receiving townscape can accommodate change arising from development. **Appendix 1 – Tables 1.1 – 1.3 and 1.6** provides the criteria applied in this assessment. Townscape



value and susceptibility may be considered at varying scales from local to national level

Establishing the Visual Baseline

- 2.19. A series of 7 viewpoint locations were agreed with Manchester City Council and these are identified within Appendix 3 – Figures 1.7 Viewpoint Locations. A further two viewpoints were added by the project team to consider potential effects on residents of Green Walk and the heritage asset of Christ Church.
- The viewpoints selected are from a range of proximities from/to the proposed development covering the immediate local environment adjacent to the Site and the wider perspective of the local environment. The positions were selected to represent a range of visual receptors and publicly accessible places from which users may experience a view of the development site.
- 2.20. When establishing the baseline, key factors to consider are the type of view and the likely numbers of viewers (the visual receptors), described as:
- I. Glimpsed/Filtered/Oblique/Framed/Open Views; and
 - II. Few/Moderate/Many Viewers
- 2.21. A full methodology for the production of the visualisations can be found in **Appendix 4**.
- 2.22. Each visual receptor will be reviewed in terms of:

Value

- 2.23. The value attached to views has regard to a number of factors, including: recognition through planning designations or heritage assets; and the popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps and the facilities provided for its enjoyment.
- 2.24. The assessment of the value of views is summarised in **Appendix 1 – Table 1.4 Value Attached to Views** in terms of High, Medium and Low value. These criteria are provided for guidance only and are not intended to be absolute.

Susceptibility

- 2.25. Susceptibility relates to a person's (the receptor) ability to accommodate the proposed change in the view, mainly a result of:
- The occupation or activity of the viewer at a given location; and



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- The extent to which a person's attention or interest may therefore be focussed on a view and the visual amenity experienced at a given view.

2.26. The criteria for grading the receptors are summarised in **Appendix 1 – Table 1.5 Visual Susceptibility**.

Sensitivity

2.27. The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor. The starting point for combining these judgements is shown in **Appendix 1– Table 1.6 Receptor Sensitivity Matrix** but as highlighted by GLVIA3, *“This division is not black and white and in reality, there will be a gradation in susceptibility to change. Each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focussed on views and visual amenity.”* (Page 114, paragraph. 6.35).

Magnitude and Significance of Townscape Effects

2.28. The magnitude is an assessment of the scale, extent and duration of the townscape effects caused by the proposed development. This is assessed on a five-point scale and shown in **Appendix 1 – Table 1.7: Townscape Effects: Magnitude**.

2.29. Determining the magnitude of the townscape effects is based on assessing the following criteria:

- The extent of physical change to key elements or features;
- The extent of the subject area subject to change and prominence of the proposed development;
- The degree of variance or compatibility between the proposed development and key characteristics of the townscape;
- The degree of change to overall character and image brought about by incremental and combined effects on key characteristics.

2.30. The potential significance of the townscape effects is determined by combining the townscape sensitivity and the magnitude of the effect. **Appendix 1 – Table 1.9: Significance of Townscape or Visual Effects Matrix** shows how these two variables are combined in a matrix to arrive at the significance of the effect. TVIA is not based on quantifiable calculations but to make the process as objective and transparent as possible, we



utilise assessment matrices. GLVIA3 does however warn of over simplifying the approach and recommends that matrices are accompanied by clear narrative descriptions. For this reason, we sense check the output from assessment tables, apply professional judgement and if necessary, adjust the results. If this scenario occurs an explanation is provided.

Magnitude and Significance of Visual Effects

- 2.31. The magnitude of visual effects may be defined as the scale, extent and duration of the effect caused by a development. The magnitude of the visual effects is based on the following criteria:
- Extent of visibility of the proposed development;
 - Proportion of the view occupied by the proposed development, which relates to the distance of the viewpoint from it and the breadth of the existing view;
 - Apparent size and prominence taking account of modifying factors in the view likely to reduce or intensify this, for example degree of contrast, framing, scale cues, back grounding and disturbing effects, such as proportional visibility;
 - Degree of contrast or integration with the character of existing elements, for example scale, texture, form and design resolution with visual dynamics of the composition, for example stability, cohesion and separation;
 - Angle of view, frequency and duration of sequential views and relative elevation.
- 2.32. The criteria used to judge the magnitude of change to a visual receptor are shown in the **Appendix 1 – Table 1.8 Visual Effects: Magnitude**.
- 2.33. The potential significance of visual effects is determined by combining the visual sensitivity and the magnitude of the effect. As shown in **Appendix 1 – Table 1.9: Significance of Townscape or Visual Effects Matrix**, these two variables can be correlated in tabular form to arrive at the significance of the effect. Similar to the assessment of townscape effects, it should be noted that outputs from assessment matrices are sense checked by professional judgement to avoid the process becoming too mechanical and formulaic.
- 2.34. If the proposed development is not visible from a particular viewpoint then it is recorded as no change.

Nature of Effects

- 2.35. Determining the nature of effect sets out whether the impact is beneficial, adverse or neutral can be very subjective and varies according to an individual's responses to a particular development. The criteria for assessing the nature of effect are identified in **Appendix 1 – Table 1.10 Nature of Effect**. Effects may also be direct or indirect, temporary or permanent. For a development of this nature the effects are considered direct and permanent.

"Significant in EIA terms"

- 2.36. In accordance with EIA Regulations (although this is not an EIA development), a final judgement is made about whether each effect is considered significant or not, both in terms of landscape and visual effects. For the purpose of this assessment, effects that are Moderate or above are considered to be "Significant" in the meaning of the Town and Country Planning (EIA) Regulations 2017 unless otherwise stated and explained.



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3. Policy Context

European

The European Landscape Convention

- 3.1. The European Landscape Convention provides a foundation for closer co-operation on landscape issues across Europe and was ratified in the UK on the 21st November 2006, and became binding on 1st March 2007. The convention identifies the need to recognise landscape in law; to develop and promote landscape policies dedicated to the protection, management and creation of landscapes; and to establish procedures for the participation of the general public and other stakeholders in the evolution and implementation of landscape policies. It also encourages the integration of landscape into all relevant areas of policy, including cultural, economic and social policies.
- 3.2. The ELC defines landscape as *'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'*. It recognises that landscape has important cultural, ecological, environmental and social dimensions and is a key element of achieving sustainable development. In paragraph 2.5 GLVIA3 notes that the definition above applies to *"the landscape of villages, towns and cities (townscapes)"*.

National

National Planning Policy Framework (February 2019)

- 3.3. The updated Framework replaces the original publication (March 2012) and includes minor clarifications on the revised version (July 2018). It sets out the Government's planning policies for England and how these should be applied. In ensuring that the planning system contributes to achieving sustainable development paragraph 9 of the Framework states that *"Planning policies and decisions should play an active role in guiding development towards sustainable solutions but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area"*.
- 3.4. Under the section 3 Plan-making, paragraph 20d states that strategic policies should make provision for *"conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure and planning measures to address climate change mitigation and adaption"*.



- 3.5. Section 11 Making effective use of land states in paragraph 118a that planning policies and decisions should “encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside”. The Framework supports the use of as much previously –developed or brownfield land as possible providing this does not conflict with other policies within the Framework such as causing harm to designated sites of importance for biodiversity.
- 3.6. Within Section 11 sub heading Achieving appropriate densities, paragraph 122d states that planning policies and decisions should make efficient use of land and take into account *“the desirability of maintaining an area’s prevailing character and setting...or of promoting regeneration and change”* and in paragraph 122e *“the importance of securing well-designed, attractive and healthy places”*.
- 3.7. Section 12 Achieving well-designed places, paragraph 127 states that planning policies and decisions should ensure that developments are “b) *visually attractive as a result of good architecture, layout and appropriate and effective landscaping*’, are “c) *sympathetic to local character and history, including the surrounding built environment and landscape setting...*” and “d) *establish or maintain a strong sense of place...to create attractive, welcoming and distinctive places to live, work and visit*”.
- 3.8. Furthermore, Section 12 paragraph 128 refers to the need to consider *“design quality”* throughout the evolution and assessment of proposals and in paragraph 130 states 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...”*.
- 3.9. In Section 15 Conserving and enhancing the natural environment, paragraph 170 states that ‘Planning policies and decisions should contribute to and enhance the natural and local environment by: “..... d) *minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures*”.
- 3.10. In paragraph 180 of the Framework, it states that “Planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative

effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the Site or wider areas to impacts that could arise from the development”.

Local

- 3.11. Local planning policies have been reviewed to understand the context for development and establish the baseline townscape. An understanding of policy requirements supports the iterative design process and can feed into the evolution of strategies for mitigation, if required. Extracts from key documents are listed below along with a reflection on the relevance to this application.

Manchester’s Local Development Framework, Core Strategy Development Plan Document, Manchester City Council, adopted 11th July 2012

- 3.12. The Core Strategy forms the principal document within Manchester’s Local Development Framework and sets out the vision for Manchester in 2027 and the planning policies, which will be used to deliver that vision. Section 2 of the document ‘Manchester Now’ divides Manchester up into a number of regeneration areas, which positions the Site in “South Manchester”
- 3.13. Policy EC9 notes that economic development provision will be within existing locations including those on Princess Parkway. Development proposals and planning applications should have regard to
- “Ensuring efficient use of existing employment space;
 - Improving public transport, walking and cycling connectivity between residential neighbourhoods and employment locations such as the City Centre, district centres, Trafford Park and Manchester Airport, particularly orbital connectivity.”
- 3.14. Reflection: The principle of commercial development on the Site was established in 1995 by UDP Policy DB12b, which is a saved policy site allocation. The 2016 application and the current scheme gives due consideration to the connectivity by road, foot and bicycle.
- 3.15. Policy T1 Sustainable Transport aims to “deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking...and will support proposals that:
- Improve choice by developing alternatives to the car.....
 - Improve pedestrian routes and the pedestrian environment.....



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- Facilitate modes of transport that reduce carbon emissions e.g by incorporating charging points for electric vehicles, subject to their appropriate design and location.....”
- 3.16. Reflection: The current design proposes charging points for electric vehicles and considers permeability for those travelling on foot or by bike.
- 3.17. In the interest of placemaking and design Policy EN1 notes how “New development in Manchester will be expected to take into consideration its location within the specific character areas and reinforce the sense of place and local distinctiveness of the City.” In terms of the Southern Character Area in which the Site is located,
- “New development needs to retain the identity and focus of activity associated with the historic District Centres.
 - Where appropriate development along the radial routes such as Princess Parkway should be commensurate in scale with the prominence of its location.”
- 3.18. Reflection: Analysis of the baseline townscape must acknowledge Policy EN1 and the Character Study by which it was informed.
- 3.19. In terms of heritage as covered by policy EN3, “New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.”
- 3.20. Reflection: Southern Cemetery is a registered park close to the Site and therefore this assessment should give due consideration to the setting of this publicly accessible open space.
- 3.21. Policy EN7 considers energy infrastructure opportunities and states that “There will be a general presumption in favour of low and zero carbon decentralised energy schemes, subject to the following considerations: That any new generating plant capable of producing heat and cooling as well as electricity should be located in a way that facilitates future connection to a local distributed energy system. That any energy centre, including generating plant, standby/boiler plant and substations, shall be located and designed to a high quality so as to integrate with and contribute to the townscape”
- 3.22. Reflection: Above ground infrastructure in the public realm must integrate with its setting.

3.23. As outlined by paragraph 12.51 “The City’s green infrastructure is critical for sustainable economic prosperity by contributing to the conditions for growth and economic security. The attractiveness of the environment is in part what determines where firms choose to locate, and where the workforce choose to live; workers with access to green infrastructure also tend to be healthier and more productive”. Policy EN9 reiterates this point by stating that *“the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure” and that Manchester’s green infrastructure will include:*

- The encouragement of green roofs, green walls, tree planting and other forms of green infrastructure to allow for the adaption to climate change in heavily urbanised areas.....

3.24. Reflection: Green infrastructure should be introduced to create a welcoming environment and to improve linkages to existing areas of green infrastructure.

Draft Strategic Regeneration Framework for South Manchester (SRF)

3.25. South Manchester SRF is one of five SRFs which between them cover the entire city. The document presents a vision for the future and sets out a series of objectives to guide development. The objective of greatest relevance to this report is *“DN6 Develop policies for the built environment that protect local character and support high-quality design.”*

3.26. More specifically DPN 6.2 champions streetscape improvements, DPN 6.3 encourages better design practice from develops, DP6.4 promotes environmental design standards and DP6.5 supports secured by design principles.

3.27. Reflection: In respect of the SRF, the proposed development should strive to meet best quality design standards to protect the existing character of its surroundings.

Guide to Development in Manchester Supplementary Planning Document and Planning Guidance, adopted April 2007

3.28. The first part deals with development principles and has Supplementary Planning Document (SPD) status with the exception of a small number of paragraphs. The second part provides additional guidance on the character of various areas within the City and part three explains how the



Guide to Development should be used. The latter two parts do not have SPD status.

- 3.29. Part 1 sets out a series of principles considered to be fundamental to the successful design of places and of relevance to this TVIA is *“Character and Context”*. Paragraph 2.3 states that *“design should respect and be informed by location”* and that *“new development should be designed to have full regard to its context and the character of the area.”*
- 3.30. Under the principle of Quality of the Public Realm, tree planting is encouraged and *“Sufficient space should be allowed for on-site planting, which should be of a stature and species appropriate to the character and context of the development”* and *“Hard landscaped areas within the public realm should be attractive.”*
- 3.31. Part 2 identifies key characteristics of the City and states that *“Developers must have regard to those particular elements that make up the character of these different areas when bringing forward proposals for either new development or the alteration of existing buildings.” In terms of Employment Areas, paragraph 11.34 notes that “A good relationship between buildings and the adjacent street frontages, and between adjacent buildings, will be required, even when these are not located close to each other. This is to ensure that the appearance of the area is attractive and that individual buildings are not isolated and insecure. Variety of built form is welcome as long as there is good design within each discrete parcel, good boundary treatments, and a positive relationship to the overall character of the site. Pedestrian routes and entrances to buildings should be straightforward and safe”*
- 3.32. Reflection: The Guide to Development stresses the importance of development respecting its setting and how both hard and soft landscape has an important role in creating a quality environment that is congruent with the neighbourhood.

2014 Development Framework

- 3.33. In 2014 a development framework for DTP was approved by Manchester City Council and in addition to the strategic objectives for the campus, set out a series of conceptual development principles:
- 3.34. In terms of Built Form:
- *“New buildings located on boulevard axes between SWSH and Hospital to create ‘campus’ feel.*
 - *New buildings to be no taller than SWSH*



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- *Optimise views of SWSH building from outside of site*
- 3.35. In terms of Green Infrastructure
- *“Existing green edge to be retained where possible*
 - *Potential central green space at heart of development”*
- 3.36. In regard to public realm and access:
- *“Strong circulation between buildings with emphasis on building entrances*
 - *Increased north-south and east-west permeability for pedestrians”*
- 3.37. Other points of note are:
- The Lands Use diagram on page 55, identifies the Site within the Commercial/Potential Siemens Expansion zone.
 - Complementary ancillary uses at ground floor include *“restaurants, coffee shops, crèche, dry cleaners, gym, retail etc.”*
 - In terms of scale and massing, *“indicative heights for office/research building are 3-5 storeys.”*
- 3.38. Finally, in relation to landscaping:
- *“At the strategic level, it is proposed to strengthen the quality aspects of the site including the tree lined perimeter and the trees which are the subject of Tree Preservation Orders. The landscaping to the north west corner of the site and the setting it provides for SWSH will be retained and enhanced as necessary.*
 - *The refurbishment of SWSH will repair and improve the efficacy of the building’s insulation and rain screen cladding to reduce overall heat loss and improve energy consumption.*
 - *Within individual development plots, landscaping will be brought forward in the context of a consistent overall strategy which will include, inter alia, integrating routes through the site, improving bio-diversity and complementing the built form. The relationship between landscaping and car parking will also be a key consideration.*
 - *REEC was constructed to BREEAM “Excellent” standards and incorporates renewable energy initiatives.*
 - *An overall Landscape Strategy which includes for longer term maintenance should be submitted to and approved by the City Council prior to the commencement of any development on any plot identified in this Development Framework.”*

- 3.39. Reflection: The proposed development is in keeping with the design principles set out in the development framework.



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4. Baseline Conditions

Townscape Baseline

- 4.1. To understand the impact of development, a baseline position for existing townscape must first be established. The definition of townscape used as the basis for this TVIA is that described in paragraph 2.7 of GLVIA3 as:
- 4.2. *".....the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces."*
- 4.3. Review of townscape value and its susceptibility to change enables the overall sensitivity of townscape receptors to be determined. This forms a baseline from which the impact of the proposed development can be assessed.
- 4.4. A series of published documents are now reviewed to draw out the key characteristics of the existing townscape resource and understand the role they play in the creation of the environment that surrounds the Site. This section concludes with a list of townscape receptors that may be affected by the proposed development, accompanied by a judgement on the value associated with each of these component parts. This data is collated as part of **Appendix 1 – Table 1.11**, where it can be viewed alongside the judgements regarding magnitude of change and overall significance of effect which are the outcome of the latter stage of this assessment.

Townscape Character Areas

- 4.5. The information provided in the following section has been graphically shown within **Appendix 2 – Figure 1.1 – 1.6** and corresponds to the 1.5km study area as noted earlier.

National Townscape

- 4.6. Government agencies since the 1990's have been developing a standardised approach known as 'Landscape Character Assessment', which can be used to identify what gives a locality its own sense of place and makes it different from other areas, as well as what conditions should be set for new development and change.
- 4.7. Government agencies including Natural England have developed a standardised approach to identify and monitor how landscapes are changing and have undertaken a national consultation exercise applying



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an indicator of change to a range of components that make up a landscape/townscape. They have developed a series of profiles for each area covering the country with the intention that these support planning conservation initiatives and help to inform how land is managed and can change. Each profile contains Statements of Environmental Opportunity (SEOs), which, whilst high level documents, they nevertheless offer guidance on the issues critical to achieving sustainable growth.

National Character Area 55: Manchester Conurbation

4.8. The Site falls within *NCA55 Manchester Conurbation*. In terms of Manchester Conurbation Today, the document makes the following points that are of relevance to the proposed development at DTP:

- *“The Manchester Conurbation is characterised by dense urban and industrial development, with 82 per cent of the area being classed as urban.*
- *The NCA is centred on low hills, which rise above a drift-covered sandstone plain. This is crossed by several river valleys that thread through the urban fabric, flowing down from the moors of the Pennines in the north and east, and the Peak District in the south-east, towards the Mersey Valley in the west.*
- *As is typical with urban areas, there are a number of Local Nature Reserves (LNRs). Parks, cemeteries, disused railway lines, gardens, golf courses and allotments are all important refuges for wildlife, while providing places of relative tranquillity for people to enjoy.*
- *The city-edge commuter suburbs include affluent, leafy settlements around the southern fringes of Manchester, and the more generic western suburbs. Some of the conurbation suburbs exhibit a distinct character typical of mill-towns in the wider area.*
- *The Manchester Conurbation forms a busy transport hub, interlinked with surrounding areas by an extensive web of infrastructure into, out of, and around, the centre. Communications corridors and other infrastructure are dominant, with major communications routes including mainline railways, tramways and the Manchester ring motorway. The transport network creates links to the north and south, as well as east to west, connecting the area with the Port of Liverpool and trans-Pennine routes*



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- *Unsurprisingly, this predominantly urban area has very low levels of tranquillity. The areas with the lowest tranquillity scores are found in the urban centres of Manchester, Salford and Stockport.”*

Regional Townscape

The Greater Manchester Landscape Character and Sensitivity Assessment

- 4.9. This document was completed by Land Use Consultants in August 2018 as up-to-date landscape evidence to support preparation of the Greater Manchester Spatial Framework. The study area for the assessment comprised those areas included in the Greater Manchester Green Belt Assessment together with other areas of open land that had been included in previous district-scale landscape character assessments. This did not include the urban areas of central Manchester in which the Site is located. This document does not therefore assist with the establishment of the townscape baseline.

Local Townscape

- 4.10. There is no published local level assessment of existing landscape or townscape and therefore the baseline position is established from extracts of local planning policy and observations on site. As illustrated by **Appendix 2 – Figure 1.4**, the study area has been divided into a series of character areas, each of which is described below.

Southern Cemetery

- 4.11. Located to the north west of the study area, this character area encompasses Southern Cemetery: an expansive greenspace and a familiar landmark within South Manchester. The large municipal cemetery dates back to 1879 and is the resting place for many of Manchester’s famous people from Architects to sporting legends. This means that in addition to the presence of listed buildings and designation as a Registered Park with Green Flag status, Southern Cemetery is a valued asset to the city. In terms of its character, the cemetery is formally laid out, connected by a rigid network of footpaths and small roadways, framed by avenue tree planting which in combination with mature vegetation to the perimeter, makes for a green setting. Broadly level topography and grid like arrangement of trees create enclosure that restricts distance views across the cemetery and on entering the ‘park’, the feeling of a calm oasis quickly ensues. This is in stark contrast to the



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hustle and bustle of the busy highways, just beyond the cemetery boundary.

Mersey Corridor

- 4.12. This pocket of greenspace marks the edge of the River Mersey corridor where the watercourse sweeps and meanders through a corridor of land inside the M60 motorway. River side footpaths and Northenden Golf Club make this an accessible area which is a popular spot for physical recreation.

Princess Road Corridor

- 4.13. This character area follows the line of the A5103 Princess Road; a key route for vehicular transit in and out of the city. The highway is dual carriageway and serves as a physical barrier for pedestrian movement east/west and during peak travel times is often congested making this a dominant neighbourhood feature. Land use along the length of the A5103 varies but in terms of the study area, there is a prevalence of commercial use, including Didsbury Technology Park. Architecture is mixed but buildings commonly have large footprints and are taller than the residential use that dominates the suburbs of West Didsbury and nearby Chorlton. Uses include offices, retail, hospitality and healthcare. The white Siemens is an established landmark fronting the road and serves as a gateway feature transitioning from the M56 to the outer edge of Manchester.

West Didsbury Village

- 4.14. West Didsbury Village is centred on the junction of Burton Road, Cavendish Road and Lapwing Lane and radiates outwards to encompass the retail high street, pubs and cafes. It is a compact local centre home to a selection of independent businesses which predominantly include retail at ground floor with residential use above. This semi urban centre is generally Victorian in age and houses small business units commensurate with an urban community hub. Pavements are narrow but often embrace "spill out" use for external eating and drinking and also host occasional yet mature streets trees, further enhancing the suburban nature of this character area. Moving back from Burton Road, use quickly changes to residential with streets predominantly formed by two storey Victorian terraced properties with a degree of ornamentation, verandas and other detailing. Cavendish Road school also features within this



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character and reflects community use at the heart of the village. The entirety of this character area falls within Albert Park Conservation Area.

Service/Community Quarter

- 4.15. Positioned between residential areas, this character area comprises a pocket of larger service and community buildings including two primary schools, a police station and Withington Community Hospital. The recently completed development at Kensal Drive means that the character area is not void of residential use but it is certainly secondary. Buildings are generally low rise with educational establishments being single storey and hospital and office buildings being no greater than four storeys tall. All are well spaced out in order to accommodate associated surface car parking and outdoor amenity provision that often includes individual and groupings of mature trees.

Residential Core

- 4.16. Primarily accommodating Victorian terraces, semi and detached properties, this character area is dominated by housing, some of which forms the southerly part of the Albert Park Conservation Area. The character area extends south, beyond Barlow Moor Road to embrace the residential area between this highway and the River Mersey. Though more disconnected from the village centre, housing is of a similar age and style however large detached villas have been subdivided into apartments.

Residential North

- 4.17. Whilst still very much associated with West Didsbury, housing in this area is of mixed architecture with Cavendish Road creating a marker between Victorian houses and terraces to the north and modern town houses and apartments to the south (The Boulevard/Clearwater Drive/Georgia Avenue).

Residential South West

- 4.18. Located to the south west of the study area, straddling the A5013, this character area comprises early to mid-twentieth century residential dwellings, including detached, semi-detached and short terraces, some of which may be ex local authority. Though there is some variation in style due to the decade in which property was built, buildings are typically two storey and medium density, therefore presenting an overall feeling of suburbia throughout the character area. Front gardens are



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commonplace and often bounded by privet hedges or more modern replacements such as low timber fencing or steel railings. Trees to front gardens often establish a green character within residential streets.

Townscape Receptors

- 4.19. The assessment of townscape effects considers the direct effects on the townscape character of the Site itself, the character areas within which the Site is located and those surrounding character areas that will be sensitive to change arising from the proposed development including positive townscape features within those areas.
- 4.20. The main townscape features in the Site and surrounding area are:
- Albert Park Conservation Area (West Didsbury)
 - Mature vegetation
 - Listed Buildings
 - Southern Cemetery
 - River Mersey Corridor
 - Other Local Character Areas
- 4.21. To conclude the townscape baseline, a judgement on value and susceptibility to change is placed on each of the character areas. Commentary is provided in regard to the importance of the receptor, whether or not it may be replaced and the contribution it makes to the overall character of the local area. For ease of reference this has been tabulated. Criteria used to inform these judgements is available within **Appendix 1 – Tables 1.1-1.3.**



Table A: Baseline Townscape Value and Susceptibility

Townscape Receptor	Designations	Townscape Value	Potential for Townscape Effects
Albert Park Conservation Area (West Didsbury)	Conservation Area	Medium	Locally designated level of heritage protection.
Mature Vegetation	None – no Tree Preservation Orders nearby.	Medium	No TPOs but corridors of mature trees contribute to character of local area.
Listed Buildings	Listed buildings	Medium	Listed buildings are of importance at local level.
Southern Cemetery	Green Flag Park. Multiple listed buildings	Medium	Close proximity to the Site. Despite physical separation by Princess Road, a visual connection exists.
Mersey Corridor	None	Low	Area separated from the Site by built form resulting in very limited intervisibility. No potential for significant townscape effects. No further assessment required or provided.
Princess Road Corridor	None	Low	Site within character area.
West Didsbury Village	Entirety of character area inside Albert Park Conservation Area	Medium	Area separated from the Site by built form resulting in very limited intervisibility. No potential for significant townscape effects. No further assessment required or provided.
Service/Community Quarter	None	Low	Close proximity to the Site, with both residential and commercial uses along the adjoining edge between character areas.
Residential Core	Includes part of Conservation Area. Three listed buildings	Medium	Proximity to the Site, more specifically the main access off Barlow Moor Road.
Residential North	Two listed buildings	Low	The character area and it's two listed buildings are in close proximity to the Site.

Residential South West	None	Low	Area separated from the Site by built form resulting in very limited intervisibility. No potential for significant townscape effects. No further assessment required or provided.
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Visual Baseline

- 4.22. Nine viewpoints (**Appendix 3 – Figure 1.7**) have been selected to represent the view towards the Site from a selection of receptors within the study area. The selection was made in consultation with Manchester City Council and evidences what people (the receptors) will see from the local transit network, residential areas and amenity spaces. identified and used to provide an accurate representation of the Site and its surrounding context from a number of receptors. Baseline viewpoint descriptions are provided below, noting that distances are approximated to the nearest site boundary.
- 4.23. Baseline photography was initially completed in November 2020 when viewpoints 1 – 7 were taken and show the worst-case scenario when trees are out of leaf. Viewpoints 8 and 9 were added more recently to provide further detail for the Heritage Assessment and consider the effects on residential receptors to the east. Photography for these additional views were taken in June 2022.

Viewpoint 1: Junction of Nell Lane and Princess Road	
Type of Receptor/s	Value
Pedestrians and motorists	Low
Baseline Description	
Looking south west and positioned on a busy road junction, the foreground comprises the carriageway, traffic lights and pedestrian crossing infrastructure. Nell Lane continues in an easterly direction to the far left of view. At peak times, this junction can be congested and the view subject to a greater number of vehicles. The mid distance view is dominated by mature vegetation that bounds the Siemens site (left) and Southern Cemetery (right). Trees make way for Princess Road, a dual carriageway that heads south and diminishes into the far distance. Large, colourful advertisement boards catch the eye within the centre of the view. Through gaps in mid distance vegetation, buildings of Didsbury	



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Technology Park can be seen. More specifically, the white radial form of the Siemens buildings (far left) and the Spire Hospital beyond (centre left). Visibility to the far distance will be restricted when trees are in leaf.

Viewpoint 2: Southern Cemetery

Type of Receptor/s	Value
Pedestrians and visitors to open space	Low

Baseline Description

This viewpoint is located within Southern Cemetery and looks south east towards the Site. Headstones within managed grassland are the main feature of the foreground and are interspersed with mature trees that typically line the Cemetery's network of paths. The mid distance is marked by a line of mature trees that follow the eastern perimeter of the open space. In the far distance buildings of Didsbury Technology Park are partially visible through gaps in vegetation. The Siemens building terminates the vista that follows a cemetery footpath to the far left of view and the Ohm building (D3) can be identified to the far right. Between these buildings, the lower rise residential properties of Kensal Drive can just be made out. Visibility to the far distance will be restricted when trees are in leaf.

Viewpoint 3: Nell Lane

Type of Receptor/s	Value
Pedestrians, residents and motorists	Low

Baseline Description

Taken from Nell Lane, this view looks south west. Beyond the carriageway, which fills the foreground, the eye is drawn to the distinctive architecture of the white Siemens building. The view is flanked on the left by the recently constructed apartments at Kensal Drive. The sharp lines of these two buildings are softened by a hedgerow and mature trees on the corner of the Green Walk development. Views of the far distance are blocked by buildings and vegetation in the mid distance.

Viewpoint 4: Princess Road, travelling south

Type of Receptor/s	Value
Pedestrians and motorists	Low

Baseline Description

Looking south, this viewpoint is positioned on the roadside footway



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between Princess Road and the perimeter fence of Didsbury Technology Park with the far left of view framed by the Siemens building. A cluster of mature trees fill much on the central part of the mid distance view, which extends rightwards and features the dual carriageway of Princess Road. This road diminishes into the far distance. Through gaps in vegetation the Ohm Building (D3) and the Spire Hospital are partially visible. Visibility to the far distance will be restricted when trees are in leaf.

Viewpoint 5: Internal road network at boundary with Spire Hospital

Type of Receptor/s	Value
Pedestrians and motorists	Low

Baseline Description

This viewpoint looks north and is located from within Didsbury Technology Park. The surface level car park that serves the Ohm Building (D3) can be seen to the left of the foreground and includes signage, barrier control, and other street furniture that is commonly found in the vicinity. The mid distance is framed on the left by the Ohm Building and to the right, further surface level car parking is just creeping into view. The white Siemens building draws the eye towards the far distance with the wider horizon formed by mature vegetation to the left and residential apartments to Nell Lane and Kensal Drive to the right.

Viewpoint 6: Barlow Moor Road at entrance to Technology Park

Type of Receptor/s	Value
Pedestrians, residents and motorists	Low

Baseline Description

Positioned on the boundary of residential properties of Rowsley Avenue, this viewpoint looks north across Barlow Moor Road and towards the Site along the internal road network. The mid distance includes the Spire Hospital to the left and Turing House to the right, the latter being only partially visible through gaps in vegetation. To the centre of view, the main access road diminishes into the far distance where the eye is drawn to the white Siemens building. Other built form of the hospital's timber bin store and apartments fronting Nell Lane create an urban backdrop.

Viewpoint 7: Junction of Princess Road and Barlow Moor Road

Type of Receptor/s	Value
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Pedestrians and motorists	Low
Baseline Description	
Looking north east, this viewpoint is positioned centrally to the major road junction between Barlow Moor Road and the A5103 (Princess Road). The foreground comprises a grass verge and trees slightly elevated above the carriageway which accommodates multiple sections of a signal-controlled junction, which can become congested at peak times. The focal feature within this view is the Spire Hospital which is located centrally within the mid distance beyond the Princess Road bus interchange. The remainder of the mid distance is mature trees to the highway's central reservation(left) and a low-rise apartment block on the corner of Ashwood Avenue(right). Views to the far distance are heavily restricted due to the presence of intervening built form and vegetation in the mid distance. Through these gaps, the rooftops of properties to Kensal Drive and a glimpse of the Ohm Building (D3) is just possible.	

Viewpoint 8: Kensal Drive boundary	
Type of Receptor/s	Value
Employees & Residents	Low
Baseline Description	
Taken from the eastern boundary of DTP, this view represents the outlook from residential windows at the rear of Kensal Drive. It is however acknowledged that there will be some discrepancy between this ground level position and the elevated outlook from upper storey windows. On the basis that photos are taken from publicly accessible locations, this approach is considered the next best alternative. The foreground and mid distance comprise DTPs car park and its grass verges. Young specimen trees and lighting columns serve as vertical features in an otherwise low level environment. In the far distance, the horizon line is primarily formed by mature trees that are located alongside the boundary with Princess Road. The exception to this is Ohm building which can be seen to the far left of view. This view has low value as it is limited to local importance.	

Viewpoint 9: Princess Road opposite Christ Church	
Type of Receptor/s	Value
Pedestrians and motorists	Low
Baseline Description	



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The dual carriageway of Princess Road dominates the foreground and mid distance view with Christ Church framing the right and highway signage the left. The photo is taken during a break in traffic, which during rush hour can be more congested. Mature trees are evident in the far distance where vegetation of Southern Cemetery and DTP creates a green backdrop to the road infrastructure. Spire Hospital is partially visible central to the far distance between gaps in this vegetation.

Baseline Summary

- 4.24. Townscape receptors are considered as a series of features and character areas, of either low or medium value. There is little formal designation within the study area but the presence of listed buildings, a Conservation Area and Green Flag park status instils the value of some receptors as medium.
- 4.25. The potential for effects on townscape is connected to the introduction of a ground plus five storey building on receptors in closest proximity to the Site that include these designations.
- 4.26. Viewpoints were selected in consultation with Manchester City Council. Views are of only local interest and often include detracting features such as busy transport corridors and street furniture. They are therefore of low value.



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5. Landscape and Visual Assessment

- 5.1. This section identifies the likely significant townscape and visual effects (adverse or beneficial) resulting from the proposed development. All assessments are considered to have a high level of confidence due to the modelling of the development undertaken and the urban nature of the setting, which does not require significant seasonal adjustments to be made.
- 5.2. The design proposals have been formulated through an iterative process involving the client (applicant) and multi discipline design team. The process has seen the design evolve and adapt to the opportunities and constraints presented by the physical composition of the Site and the requirements of planning policy.

Mitigation Measures

- 5.3. As noted by paragraph 3.37 of GLVIA3, *“Mitigation measures are proposed to prevent, reduce and where possible offset any significant adverse effects”*. Some examples of primary mitigation measures that have been embedded into the design are:
- Position of building. Ev0 is as far from Kensal Drive as possible, avoiding existing water connections. This means an offset from residential windows of approximately 100m and retention of the green corridor and mature vegetation that flanks the boundary with Princess Road.
 - Architectural design: Façades have been developed in response to the requirements a net zero buildings but also evolved to be visually interesting without looking incongruent with existing built form of the technology park.
 - Position of deck car park. The structure is positioned as far from residential neighbours as possible without compromising existing surface parking associated with D3. The east façade of the car park is therefore offset from the rear of Kensal Drive houses by approximately 70m.
 - Detail design of the car park will elevate the appearance of the structure from a functional asset to a feature in its own right and double as a screen to headlights as cars journey through the car park.
 - Establishing green corridors. Soft landscape is introduced to provide visual amenity for users of the campus but to also soften the edge of



Ev0 and the deck car park. Where space permits and structural foundations can be avoided, new trees are planted.

Construction Phase Effects

- 5.4. The exact phasing and intricacies of contractor logistics are to be determined but given the nature of proposed development, is expected that construction phase activity will include:
- 5.5. Amendments to the layout of the Site entrance where it meets Barlow Moor Road. This will likely include traffic management systems to maintain vehicular flows. Construction access will not be permitted from Nell Lane.
- 5.6. Changes to the internal road network to better direct traffic to different parts of the DTP campus. This will likely include traffic management systems to ensure access to existing car parks is not compromised.
- 5.7. Generally, the Site will take on a different character as construction progresses and human and vehicular activity on site increases. The visibility of these elements will vary depending on the stage of the programme and the extent and type of site hoardings erected.

Operational Phase Effects

- 5.8. On completion, the application site will have evolved from a level lawn and macadam car park to a commercial office environment incorporating a new office, car park deck and associated surface level parking and associated public realm. Although massing and activity will have increased, development accords with the allocation in local planning policy and established use on the remainder of the campus. At the Site entrance, junction improvements will have been completed and traffic flows resume.
- 5.9. As time passes, soft landscape will mature, tree canopies expand and the green frontage will appear more substantial.



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Landscape Assessment

- 5.11. The assessment assumes that all mitigation described in the section above has been implemented. The predicted landscape effects are summarised in **Appendix 1 – Table 1.11: Summary of Townscape Effects** and are described below. The assessment considers the factors contributing to landscape character and the value of the landscape under consideration. The susceptibility of the landscape to change and the magnitude of the landscape effects are then combined to arrive at an overall level of significance.

Landscape Receptor: Albert Park Conservation Area (West Didsbury)		
Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Low	Low/medium
Potential Effects		
Although only 500m from the Site, the conservation area gains its character from the architecture, urban grain and streetscape of West Didsbury village. The two entities are not visually or architecturally connected and therefore the proposed development will not impact upon this townscape receptor.		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Mature Vegetation		
Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Low	Low/medium
Potential Effects		
Mature trees to the Site boundary with Princess Road will be retained and therefore the proposed development does not impact this receptor.		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Listed Buildings		
Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Low	Low/medium
Potential Effects		



Despite being located within a few hundred metres of the Site, the proposed development will not impact upon these heritage assets. Viewpoints 2 and 3 demonstrate how there is no visual connection between Ev0/deck car park and this receptor.

Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Southern Cemetery Character Area

Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Low	Low/medium

Potential Effects

Despite being in close proximity to the Site, the cemetery is separated from DTP by Princess Road and the large numbers of mature trees that flank both sides of the highway. The proposed development will be partially visible from the south east of the cemetery but the changes are not of a type or scale that will impact upon the character area as a whole. The cemetery is an inward-looking feature that gleans its character from the features inside its boundaries rather than those on the periphery.

Magnitude of change	Significance of Effect	Nature of Effect
Negligible	Minor	Neutral

Landscape Receptor: Mersey Corridor

Value (as per baseline section)	Susceptibility	Sensitivity
Low	Nil	n/a

Potential Effects

Due to distance from the Site and a lack of visual connection, the character area will not be impacted by the proposed development

Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Princess Road Corridor

Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low

Potential Effects

Development is proposed within the heart of this character area but the scale and type of buildings and land use is wholly congruent with the



surroundings. New built form will present a better-defined urban grain and soft landscape will offer more varied and rich green framework than the current arrangement of mown grass.

Magnitude of change	Significance of Effect	Nature of Effect
Minor	Minor	Beneficial

Landscape Receptor: West Didsbury Village

Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Nil	n/a
Potential Effects		
Due to distance from the Site and a lack of visual connection, the character area will not be impacted by the proposed development		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Service/Community

Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
The character area is mixed use including some residential and community uses. Proposed development is close to the eastern edge of this character area but new buildings are of a scale to others nearby.		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Residential Core

Value (as per baseline section)	Susceptibility	Sensitivity
Medium	Medium	Medium
Potential Effects		
This character area has a relationship with the southern extent of the development site as it connects with Barlow Moor Road. Changes are proposed to DTP's main entrance but they are localised and will not affect the Residential Core Character Area.		
Magnitude of change	Significance of Effect	Nature of Effect
Negligible	Minor	Neutral



Landscape Receptor: Residential North		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Nil	n/a
Potential Effects		
Due to distance from the Site and a lack of visual connection, the character area will not be impacted by the proposed development		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a

Landscape Receptor: Residential South West		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Nil	n/a
Potential Effects		
Due to distance from the Site and a lack of visual connection, the character area will not be impacted by the proposed development		
Magnitude of change	Significance of Effect	Nature of Effect
None	None	n/a



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Summary

- 5.12. Development is proposed within the Princess Road Character Area and involves new buildings and external spaces that are of a scale and type that is in keeping with the immediate surroundings.

Visual Assessment

- 5.13. The assessment of visual effects first considers the nine viewpoints (see **Appendix 3: Photo viewpoints**), seven of which were discussed with the local authority and a further two added for completeness by the project team. Each existing photograph is followed by a proposed image that includes either a non-verified photowire to show the extent of development or a fully rendered and verified model that provides more detail in terms of the scale and mass of built form. All visualisations are classified as Type 3 by The Landscape Institute's *Technical Information Note 06/19*. The former purposefully brings the photowire to the front of view but in reality, the development may be hidden behind existing features of settlement or landscape. For photowires, Ev0 is shown by a red line and the decked car park shown by a green line. The latter is rendered using visualisation software and is intended as a photo-real impression of the completed development.

Viewpoint 1: Junction of Nell Lane and Princess Road		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.14. Ev0 will be partially visible in the centre, mid distance view, through gaps in the existing vegetation that bounds DTP. These trees are mature and even during the winter they provide a good degree of screening. Ev0 will block views of Ohm but its position and scale mean it will not protrude above the roofline of the SWSH building. This viewpoint represents motorists using Princess Road and pedestrians that walk alongside it. In both instances, the view is transient and already includes large commercial office buildings such as Siemens and further south, Ohm. Susceptibility is therefore Low. Magnitude of change is minor because the new building is in keeping with the land use of the tech park, all of which is heavily screened by mature vegetation along Princess		



Road.		
Magnitude of change	Significance of Effect	Nature of Effect
Minor	Minor	Neutral

Viewpoint 2: Southern Cemetery		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Medium	Low/medium
Potential Effects		
5.15. During the winter, Ev0 will be partially visible through gaps in mature vegetation that flanks Princess Road, located inside the boundaries of the cemetery and DTP. During the summer, when vegetation comes into leaf, the effectiveness of trees as a visual screen increase. During these times, the development will not be visible from this viewpoint. Additional photos are included in Appendix 3 to demonstrate that the quantity of intervening vegetation increases with distance from the Site and therefore Ev0 will be less visible from the cemetery's listed buildings than from viewpoint 2. Susceptibility is low as visitors will likely focus on inward looking views, rather than out towards activity on neighbouring land, which in itself is across a busy transport corridor. Magnitude of change is minor as it is within the far distance and of a character congruent with other buildings that already seen within this part of the view.		
Magnitude of change	Significance of Effect	Nature of Effect
Minor	Minor	Neutral

Viewpoint 3: Nell Lane		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.16. The proposed development will not be visible within this view. Sir William Siemens House prevents views to the far distance where Ev0 and the car park are located.		
Magnitude of change	Significance of Effect	Nature of Effect
Nil	None	n/a

Viewpoint 4: Princess Road, travelling south		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.17. Ev0 will be partially visible, central to the mid distance, through gaps in vegetation located along the boundary with Princess Road. Ev0 is proposed to a greater height than Ohm but from this angle, does not “out-scale” SWSH building. The nature of proposed development is however in keeping with other buildings that are already present within the view. During the summer when vegetation comes into leaf, the dense tree canopy will screen upper parts of Ev0. Once built, Ev0 will prevent views of the new decked car park. Susceptibility of this receptor is low as users (motorists/pedestrians/cyclists) will be in-transit and not focused on one particular element of this view. Furthermore, Princess Road is a busy arterial route in and out of Manchester with commercial built development being commonplace along its length. Magnitude of change is low as development is congruent with other aspects of the established technology park. Even during the winter, trees act as an effective screen.		
Magnitude of change	Significance of Effect	Nature of Effect
Minor	Minor	Neutral

Viewpoint 5: Internal road network at boundary with Spire Hospital		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.18. From this position within DTP, the car park deck and reconfigured junction will be clearly visible in the foreground. Ev0 will be hidden from view by the new car park. As users of a path that currently traverses an area where commercial buildings characterise the vicinity, the receptor has low susceptibility to the change proposed as it is congruent with what already exists. Magnitude of change is moderate as the development constitutes a large portion of the foreground view.		
Magnitude of change	Significance of Effect	Nature of Effect



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Moderate	Minor/Moderate	Negative
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Viewpoint 6: Barlow Moor Road at entrance to Technology Park		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.19. Changes to the road junction at Barlow Moor Road will be clearly visible across the foreground of this view. Beyond this, the new decked car park and eastern façade of Ev0 will peep out from behind Spire hospital in the mid distance. These structures will sit comfortably within the rooflines of the hospital and SWSH. This viewpoint primarily concerns pedestrians and motorists using Barlow Moor Road but also considers residential receptors that overlook the junction from the gable end of houses to Rowsley Avenue and Oaker Avenue. From upper windows, junction works will be visible in the foreground but the garden boundary will restrict views from the ground floor. Susceptibility is low as the majority of users will experience a transient view as they pass through the area on a busy road. Junction changes will fill the width of the view but be in keeping with the scale of the highway. New buildings will be positioned in the distance and of a type and scale that is appropriate to existing built form of DTP. Magnitude of change is therefore low.		
Magnitude of change	Significance of Effect	Nature of Effect
Moderate	Minor/Moderate	Neutral

Viewpoint 7: Junction of Princess Road and Barlow Moor Road		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.20. The upper extent of the proposed decked car park will be partially visible in the far distance between Spire Hospital and mature trees located between the two carriageways of Princess Road. This visibility will decline in the summer when vegetation comes into leaf and the tree canopy provides more effective screening. Susceptibility is low as the main receptor is a motorist using the		

dual carriageway, whose view is transient and focused on traffic movements rather than off centre towards the distant technology park. Taking up a small part of the distant view, magnitude of change is negligible.		
Magnitude of change	Significance of Effect	Nature of Effect
Negligible	Negligible/Minor	Neutral

Viewpoint 8: Kensal Drive boundary		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Medium	Low/medium
Description		
5.21. Within the mid distance, the proposed decked car park will be visible to the left of view and Ev0 to the right. Built form will be closer to residential windows than the baseline position (circa 70m from the car park and circa 100m from Ev0) but development proposed is aligned with an established masterplan for the Site and of similar scale to others within the wider view, just beyond this photo. Magnitude of change is moderate as it comprises a large part of the mid distance view but land use and architecture are characteristic of DTP. From residential properties, rear garden boundaries will prevent views from ground floor windows. From first floor windows the view will be more panoramic.		
Magnitude of change	Significance of Effect	Nature of Effect
Moderate	Minor/Minor - Moderate	Negative

Viewpoint 9: Princess Road opposite Christ Church		
Value (as per baseline section)	Susceptibility	Sensitivity
Low	Low	Low
Potential Effects		
5.22. A tiny part of the proposed development be visible, central to the far distance, over the roofline of Ohm. The magnitude of change is negligible.		
Magnitude of change	Significance of Effect	Nature of Effect
Negligible	Negligible/minor	Neutral

Summary of Assessment

Residential Properties

- 5.23. Impact on residential receptors is limited to those who back onto DTP from Kensal Drive and Quantum House. From private windows of Kensal Drive, construction activity will be visible and on completion both the car park deck and Ev0 will form prominent parts of the outlook from first floor windows. The view from ground floor windows will be somewhat screened by the garden boundary fence. Development is aligned with an established masterplan for commercial development at DTP that was set out prior to construction of the Green Walk residential development. The changes proposed are congruent with the character and scale of built form within the existing view.
- 5.24. A couple of houses to the northern end of Rowsley Avenue and Oaker Avenue will overlook junction improvements to Barlow Moor Road from gable end windows. This will include the short term activity and roadworks associated with the construction phase and longer term adjustments to layout and the introduction of a signalised pedestrian crossing. Changes are deemed to be in keeping with the characteristics of a busy suburban road that serves as an important highway connection across Manchester.
- 5.25. As is to be expected of most developments, the type and permanence of impacts varies from the construction stage to the point at which the building works are complete and the site becomes operational. For residential receptors, the construction period will be most visible as they are closest to the Site and can experience views from the elevated position of first floor windows. Site hoardings will screen low level movements but as the building and deck car park “come out of the ground”, residents will have a clear view of construction including structural activity with a crane. These construction impacts are short term and on completion of building works, the outlook will be calmer and in keeping with what exists now. New built form will be closer to residential properties than the Ohm building, but the operation of the Site will, longer term, continue as a commercial technology park.

Transport Routes

- 5.26. Princess Road (A5103) is located to the western edge of DTP and is a strategic transit corridor between Manchester in the north and the M56 in the south. It is a busy dual carriageway frequented by commuters that



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passes through residential areas and often fronted by retail and commercial uses. Views of DTP from Princess Road are transient and interrupted by mature vegetation, particularly during the summer when tree canopies provide the most effective screening. Ev0 and the decked car park will be partially visible from Princess Road but changes are congruent with the established land use in this and other parts of the strategic corridor.

- 5.27. Junction improvements at the entrance to DTP will have a short term effect on Barlow Moor Road as construction takes place. Roadworks may cause some disruption but this will be short lived and longer term potentially result in a more efficient point of entry for both motorists and pedestrians.
- 5.28. There will be no impact on Nell Lane as traffic will not access site from this direction during construction and once the Site is operational.

Public Rights of Way (PROW)

- 5.29. No public rights of way have visibility of the Site or proposed development. Pedestrians pass by and through DTP using roadside pavements and they also utilise a comprehensive network of paths within Southern Cemetery. From this unregistered network of paths, people will experience some views of the proposed development but the nature and scale of change is congruent with the established land use and scale of other buildings nearby. The line of mature trees that edges the boundary with Barlow Moor Road serves as valuable screening, particularly during the summer when trees are in leaf.



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6. Cumulative Assessment

The Guidelines define cumulative effects as “the additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together’. The only project of relevance to DTP is the recently consented development at Hough End Leisure Centre (ref: 132513/VO/2021) which concerns:

- 6.1. “Erection of a two-storey extension to form changing rooms, cafe facilities, flexible club/social/training rooms and an extension to the existing gym space following the demolition of the existing changing block building; together with the creation of two 3G artificial football turf pitches, associated floodlighting and fencing; a 67no. space car park and an additional 60 space overflow car park; and associated landscaping.”
- 6.2. From the perspective of townscape character, both developments are congruent with built form and land use that already exists on each site. Though outside the geographical extent of this report’s analysis of townscape character areas, as per **Appendix 3 – Figures 1.4 Townscape Character Areas**, Hough Lane fronts onto Princess Road and shares characteristics typical to this area.
- 6.3. In terms of visual impact, Hough Lane Leisure Centre and DTP are not close enough to each other to be experienced in the same view and so cumulative impact is considered to be nil.



7. Conclusion

- 7.1. A Townscape and Visual Impact Assessment has been completed in accordance with the “Guidelines for Landscape and Visual Impact Assessment”, third edition, by the Landscape Institute and the Institute for Environmental Management and Assessment, 2013.
- 7.2. The proposal is in line with a development framework set out for DTP in 2014 and analysis of local townscape has determined that proposed built form is of a scale and type in keeping with the established land use and architecture. In terms of effects on townscape, impacts will be, at worst, minor.
- 7.3. Generally, existing townscape is of low value, increasing to medium where designations such as conservation areas, listed buildings and/or protected trees are present. Susceptibility to change associated with the proposed development is low – nil, meaning that the sensitivity of townscape receptors is nil-medium. Because the development is characteristic of what currently exists and the scale of change is small and contained, magnitude of effect ranges from none to negligible. Where a magnitude of change is evident, resulting significance of effect is minor. Two out of these three effects are neutral and one is beneficial. The latter relating to the character area in which the development is proposed and is classified as such because Ev0 will bring a change more in keeping with the allocation for commercial use than what is on site at present.
- 7.4. In regard to visual receptors, there is limited impact, with the greatest being a minor – minor/moderate, adverse. This relates to residential receptors of Kensal Drive where first floor, rear windows experience clear views of the Site. Impacts are expected to be short term during the construction phase, after which, the completed building and car park will be closer to the viewpoint but wholly in keeping with the characteristics of DTP and the 2014 Development Framework.
- 7.5. The Site is bounded to the west by Princess Road, a strategic transit corridor that separates the Site from Southern Cemetery. Owing to the associated corridors of mature trees that bound the technology park and cemetery, views of the Site are restricted for receptors using the road or cemetery.
- 7.6. Some receptors in the vicinity of the site entrance at Barlow Moor Road, will experience views of the junction improvements but these are also



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seen as short term and once operational, appear in keeping with the surrounding context of the existing busy highway.

- 7.7. No public rights of way will be impacted by the proposed development.



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Didsbury Technology Park. Manchester

Townscape & Visual Impact Assessment
Appendix 1: Assessment Tables
20th July 2022



			CLIENT	Bruntwood Works	
			PROJECT NAME	Didsbury Technology Park, Manchester	
			REPORT NUMBER	159-LYR-XX-XX-RPT-L-0005	
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1. Introduction

The tables within this appendix are based on accepted methodologies for townscape character and visual impact assessment contained in the Guidelines for Landscape and Visual Impact Assessment, Third Edition (GLVIA), Landscape Institute and the Institute for Environmental Management and Assessment, 2013.

The tables set out the criteria and definitions used to assist in assessing the townscape and visual effects and to make the process as transparent as possible. Ultimately, however, the assessment relies on professional judgement and the tables and matrices utilized are a tool to assist in the process.

For a full description of the methodology used to undertake the TVIA, please refer to [Section 3](#) of the main report.

2. Townscape Assessment

Townscape Value

Table 1.1: Value of Designated Townscape

Value	Criteria	Scale of Importance	Typical Examples
Exceptional	High importance and Rarity. No or very limited potential for substitution/mitigation	International, National	Ramsar sites, World Heritage Site, AONB, some Grade I listed buildings recognisable on an international scale
High	High importance and Rarity. Limited potential for substitution/mitigation.	National, Regional, Local	Ramsar sites, National Park, Heritage Coast, Registered Parks and Gardens, SSSI, some Grade I and Grade II listed buildings (& their curtilage), familiar on a national scale, some Scheduled Ancient Monuments
Medium	Moderate importance and common. Limited potential for substitution/mitigation.	Regional, Local	Locally designated sites such as Conservation Areas or Country Parks or other protected features such as protected trees or hedgerows. Some Grade II listed buildings. Or, undesignated but value perhaps expressed through non-official publications or demonstrable use
Low	Low importance and very common. Considerable potential for substitution/mitigation	Local	Areas identified as having some redeeming feature or features and possibly identified for improvement.

An assessment of the townscape value and susceptibility of the townscape to change enables the overall sensitivity of the townscape receptors to be determined. This forms the baseline from which the impacts of the proposed development can be assessed.

Townscape Value

This concerns the relative value that is attached to different townscapes (or particular townscape features) by society. Townscapes or their component parts may be valued at community, local, national or international level. Existing townscape designations have been taken as a starting point for the assessment but the value of undesignated townscape must be given due consideration.

2. Townscape Assessment

Table 1.2: Criteria for Assessing the Value of Undesignated Townscapes

Attribute	Criteria
Functional	A building or place should be fit for purpose, designed and delivered in a way that delivers the intended function and achieves value for money in terms of lifetime costs.
Mix of uses	Mix of uses to ensure easy access to facilities and encourage a healthier environment, reducing the need to travel.
Well-designed public space	Functional and attractive hard and soft landscape elements, well orientated and designed routes, inclusion of facilities such as seats and play equipment and public art.
Buildings designed to be adaptable	Flexibility to be able to respond to a range of future needs – how easily buildings change to be adapted for change of use, places that are easy and practical to managed with good access, natural surveillance and hared wearing materials that are easy to repair.
Distinctive character	Consideration of: the local pattern of street blocks and plots; building forms; details and materials; style and vernacular; landform and gardens, parks, trees and plants; and wildlife habitats and microclimates.
Attractive spaces	Consideration of streetscapes, landscapes, buildings and elements within them all, microclimates and views should all be considered.

Whilst the assessment of value is partly based on the planning policy importance of the townscape, other criteria is used to assess townscape value in more detail, including that of undesignated townscape. The criteria set out within Table 1.2 opposite has been taken from the Planning Practices Guidance, which supports the National Planning Policy Framework.

2. Townscape Assessment

Townscape Susceptibility

Table 1.3: Townscape Susceptibility

Susceptibility	Criteria
High	Little ability to accommodate the proposed development without undue harm. Rare or vulnerable component of townscape character. Limited potential for change without effect on integrity of valued feature. Notable aesthetic/ perceptual qualities or cultural associations that could be adversely affected by the development.
Medium	Some ability to accommodate the proposed development without undue harm. Townscape component or character is sufficiently robust or frequent to accommodate some changes without affecting integrity or notable aesthetic/ perceptual or cultural qualities. Some potential for change without effect on valued townscape feature/ attribute
Low	Substantial ability to accommodate the proposed development without undue harm. Robust or frequent component of the townscape or townscape character. Integrity of any valued aspects of townscape character would be maintained with development in place.
Very Low	Highly robust townscape component or character. Change to townscape character compatible with policy/ objectives.

This means the ability of a townscape receptor to accommodate the proposed development without undue consequence for the baseline position and/or the achievement of townscape planning policies and strategies. This is assessed using the criteria in Table 1.3 opposite.

3. Visual Assessment

Value of the View

Table 1.4: Value attached to views

Value	Criteria
High	Views from townscapes/viewpoints of national importance, or highly popular visitor attractions where the view forms an important part of the experience, or with important cultural associations. Very few detracting elements.
Medium	Views from townscapes/viewpoints of regional/district importance or moderately popular visitor attractions where the view forms part of the experience, or with local cultural associations. Limited detracting elements.
Low	Views from townscapes/viewpoints with no designations, not particularly popular as a viewpoint and with minimal or no cultural associations. Detracting elements prominent.

The assessment of visual receptors is considered in terms of the value of the existing view, susceptibility to change and overall sensitivity of the receptor. Criteria for making these judgements is set out within Tables 1.4 -1.6

Value of the View

The value attached to views has regard to a number of factors, including: recognition through planning designations or heritage assets; and the popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps and the facilities provided for its enjoyment. The assessment of the value of views is summarised in Table 1.4.

3. Visual Assessment

Visual Susceptibility

Table 1.5: Visual Susceptibility

Value	Criteria
High	- Residents with outlook from main aspect of residential property; - People engaged in outdoor recreation, including users of public rights of way, whose attention is likely to be focussed on the townscape and on particular views; - Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; - Communities where views contribute to the townscape setting enjoyed by residents; and - Travellers on scenic routes.
Medium	- Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey. - Residents with compromised visual amenity/ limited outlook. - People using public footpaths/cycleways whose main focus is on the journey/commute than visual amenity.
Low	- People at their place of work, where the setting is not important to the quality of working life; and - Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey. - People engaged in outdoor sport or recreation, which does not involve appreciation of views

The susceptibility of different types of visual receptor to change in views is mainly a result of; the activity of the viewer at a given location; and the extent to which the person’s attention or interest may therefore be focused on a view and the visual amenity experienced at the given location. This is summarized in Table 1.5.

3. Visual Assessment

Receptor Sensitivity (Townscape & Visual)

Table 1.6: Receptor Sensitivity Matrix

		Susceptibility		
		Low	Medium	High
Value	Low	Low	Low/Medium	Medium
	Medium	Low/Medium	Medium	Medium/High
	High	Medium	Medium/High	High

The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as shown in Table 1.6.

4. Magnitude of Change & Significance

Townscape Effects – Magnitude

Table 1.7: Townscape Effects – Magnitude

Value	Criteria
Substantial	The proposed development proposed scheme would completely change the character and/or appearance of the townscape. Irreparable loss of key townscape characteristics occurs with a major or complete change to features, characteristics and/or townscape condition. The development is highly visible and exerts a comprehensive influence upon townscape character area to the extent that the overall integrity of it is affected and subject to change.
High	The proposed development proposed scheme would cause an obvious change to the character, fabric and quality of the townscape. Damage or loss or irreparable damage to landscape character will result to the townscape area through the loss of key features and a reduction in townscape quality and condition. The development will be highly visible within a comprehensive area of the townscape area with a major influence upon landscape character.
Moderate	The proposed development proposed scheme would cause a noticeable difference to townscape character and/or the fabric and quality of the townscape. Change to key townscape characteristics may occur but may be repairable or offset with by an improvement in townscape condition. The development is present within views from a wider area of the townscape area and is a noticeable feature exerting an influence upon existing townscape character where it is visible.
Minor	The proposed development would cause a barely perceptible impact, and would slightly affect the character, fabric and quality of the townscape. The development is present within views from limited areas of the townscape area and is a minor feature exerting limited influence over existing townscape character.
Negligible	The proposed development is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernible impact on the character, fabric and quality of the townscape. There is no loss or damage to townscape character, features or condition.

The magnitude of change is a term that combines judgements about the size and scale of the effects, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is of short or long term in duration and is assessed using the criteria identified within Tables 1.7 & 1.8.

4. Magnitude of Change & Significance

Visual Effects – Magnitude

Table 1.8: Visual Effects – Magnitude

Value	Criteria
Substantial	The Proposed Development would completely change the existing view and would substantially affect receptors and key views. The development is a key feature and/or occupies a major proportion of the field of view. The distance between the receptor and development (relevant to the scale of the development) is short and the majority of the development is visible.
High	The Proposed Development would cause an obvious change to the existing view and would largely impact receptors and key views. The development is an obvious feature within views and occupies a large proportion of the field of view. The distance between the receptor and development is short to medium and a high proportion of the development is visible.
Moderate	The Proposed Development proposed scheme would cause a noticeable difference from the existing view impacting receptors and key views. The development is a noticeable feature and occupies a moderate proportion of the field of view. The distance between the receptor and development is medium with only part of the development visible.
Minor	The Proposed Development would be barely perceptible to receptors and key views. The development is a minor element within views and occupies a small proportion of the field of view. The distance between the receptor and development is medium to far and only a small part of the development is visible.
Negligible	The Proposed Development is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernible impact on receptors or key views. The development is a very minor element within views and occupies a very limited proportion of the field of view. The distance between the receptor and development is far and only a very small part of the development is visible.

4. Magnitude of Change & Significance

Significance of Effect

Table 1.9: Significance of Townscape or Visual Effects Matrix

		Sensitivity		
		Low	Medium	High
Magnitude	Negligible	Negligible/Minor	Minor	Minor/Moderate
	Minor	Minor	Minor/Moderate	Moderate
	Moderate	Minor/Moderate	Moderate	Moderate/Major
	High	Moderate	Moderate/Major	Major
	Substantial	Moderate/Major	Major	Substantial

Table 1.9 combines the judgements previously identified for Sensitivity and Magnitude in order to calculate the Significance for each receptor. The outcome of this table is seen as a guide and not absolute. As noted by GLVIA3 matrices must be accompanied by a clear narrative to sense check the output from such tables.

For the purposes of this assessment, an effect will be considered to be ‘significant’ if it is classed as either ‘moderate’ or ‘major’. This is summarized in Table 1.9 where ‘significant’ effects are shown in red and underlined.

4. Magnitude of Change & Significance

Nature of Effect

Table 1.10: Nature of Effect

Value	Criteria
Beneficial	The proposed development will have a positive impact on the receptor
Neutral	The proposed development will cause no discernible change to the receptor
Adverse	The proposed development will have a negative impact on the receptor

The determination of the nature of effect can be very subjective and varies according to an individual's response to a particular development. Relevant criteria are shown in Table 1.10.

5. Summary Tables

Townscape Effects

Table 1.11: Summary of Townscape Effects

Townscape Receptor	Value	Susceptibility	Sensitivity	Magnitude of Effect	Significance	Nature of Effect
Albert Park Conservation Area	Medium	Low	Low/medium	None	None	n/a
Mature vegetation	Medium	Low	Low/medium	None	None	n/a
Listed buildings	Medium	Low	Low/medium	None	None	n/a
Southern Cemetery	Medium	Low	Low/medium	Negligible	Minor	Neutral
Mersey Corridor	Low	Nil	n/a	None	None	n/a
Princess Road Corridor	Low	Low	Low	Minor	Minor	Beneficial
West Didsbury Village	Medium	Nil	n/a	None	None	n/a
Service/Community Quarter	Low	Low	Low	None	None	n/a
Residential Core	Medium	Medium	Medium	Negligible	Minor	Neutral
Residential North	Low	Nil	n/a	None	None	n/a
Residential South West	Low	Nil	n/a	None	None	n/a

Table to compile judgements made as part of the baseline and assessment parts of the TVIA.

5. Summary Tables

Visual Effects

Table 1.12: Summary of Visual Effects

Townscape Receptor	Value	Susceptibility	Sensitivity	Magnitude of Effect	Significance	Nature of Effect
1) Junction of Nell Lane and Princess Road	Low	Low	Low	Minor	Minor	Neutral
2) Southern Cemetery	Low	Medium	Low/medium	Minor	Minor	Neutral
3) Nell Lane	Low	Low	Low	Nil	None	n/a
4) Princess Road, travelling south	Low	Low	Low	Minor	Minor	Neutral
5) Internal road network at boundary with Spire Hospital	Low	Low	Low	Moderate	Minor/moderate	Negative
6) Barlow Moor Road at entrance to Technology Park	Low	Low	Low	Moderate	Minor/moderate	Neutral
7) Junction of Princess Road and Barlow Moor Road	Low	Low	Low	Negligible	Negligible/minor	Neutral
8) Kensal Drive boundary	Low	Medium	Low/medium	Moderate	Minor/Minor-moderate	Negative
9) Princess Road opposite Christ Church	Low	Low	Low	Negligible	Negligible/Minor	Neutral

Table to compile judgements made as part of the baseline and assessment parts of the TVIA.

Ev0, Didsbury Tech Park Manchester

Townscape & Visual Impact Assessment
Appendix 2: Supporting Figures
20th July 2022



			CLIENT	Bruntwood Works	
			PROJECT NAME	Ev0, Didsbury Tech Park, Manchester	
			REPORT NUMBER	159-LYR-XX-XX-RPT-L-0006	
REV NO.	REVISION DATE	CREATED BY	CHECKED BY	REVISIONS	
				PAGE	NOTES
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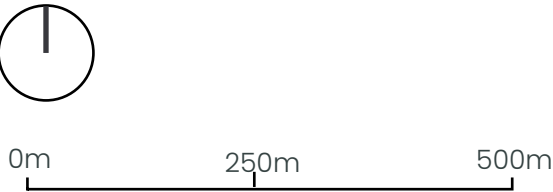
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1. Townscape Baseline

Figure 1.1 Urban Grain

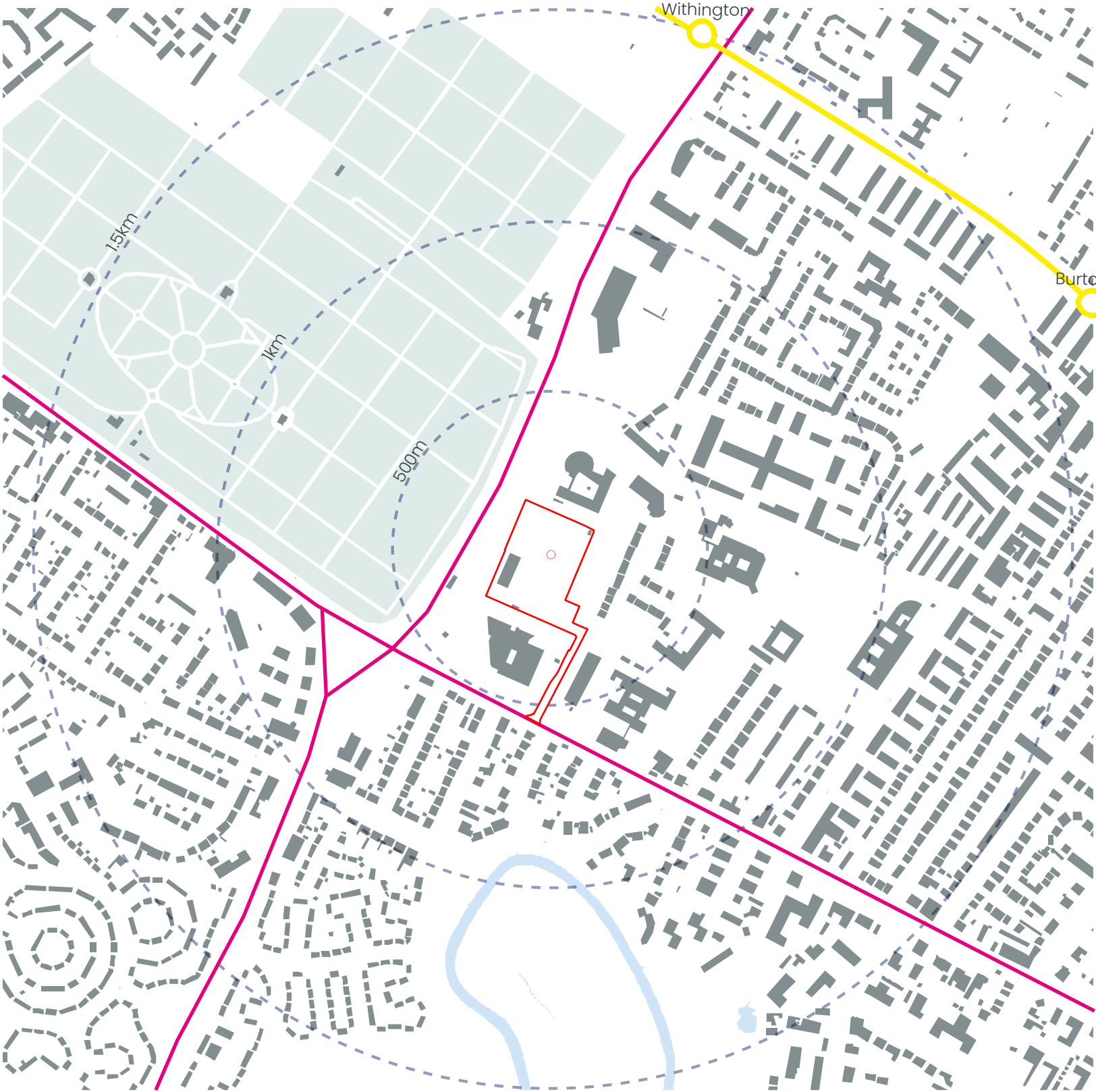


- Key
- Application Boundary
 - Urban grain
 - Cemetery

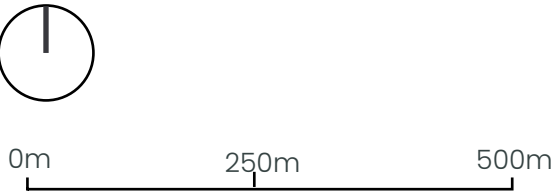


1. Townscape Baseline

Figure 1.2 Site Context



- Key
- Application Boundary
 - 500m Radii
 - Primary vehicular routes
 - Metrolink/ Station
 - Urban grain
 - Cemetery
 - Waterbodies



1. Townscape Baseline

Figure 1.3 Heritage Designations & Access

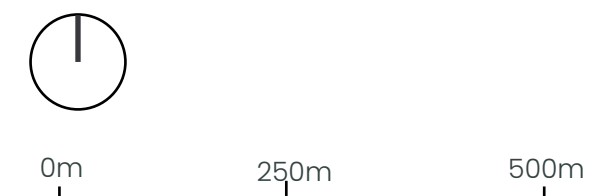


1. Townscape Baseline

Figure 1.4 Townscape Character Areas



- Key
- Application Boundary
 - Southern Cemetery
 - Mersey Corridor
 - Princess Road Corridor
 - West Didsbury Village
 - Service/Community Quarter
 - Residential Core
 - Residential North
 - Residential South West



1. Townscape Baseline

Figure 1.5 Land Use

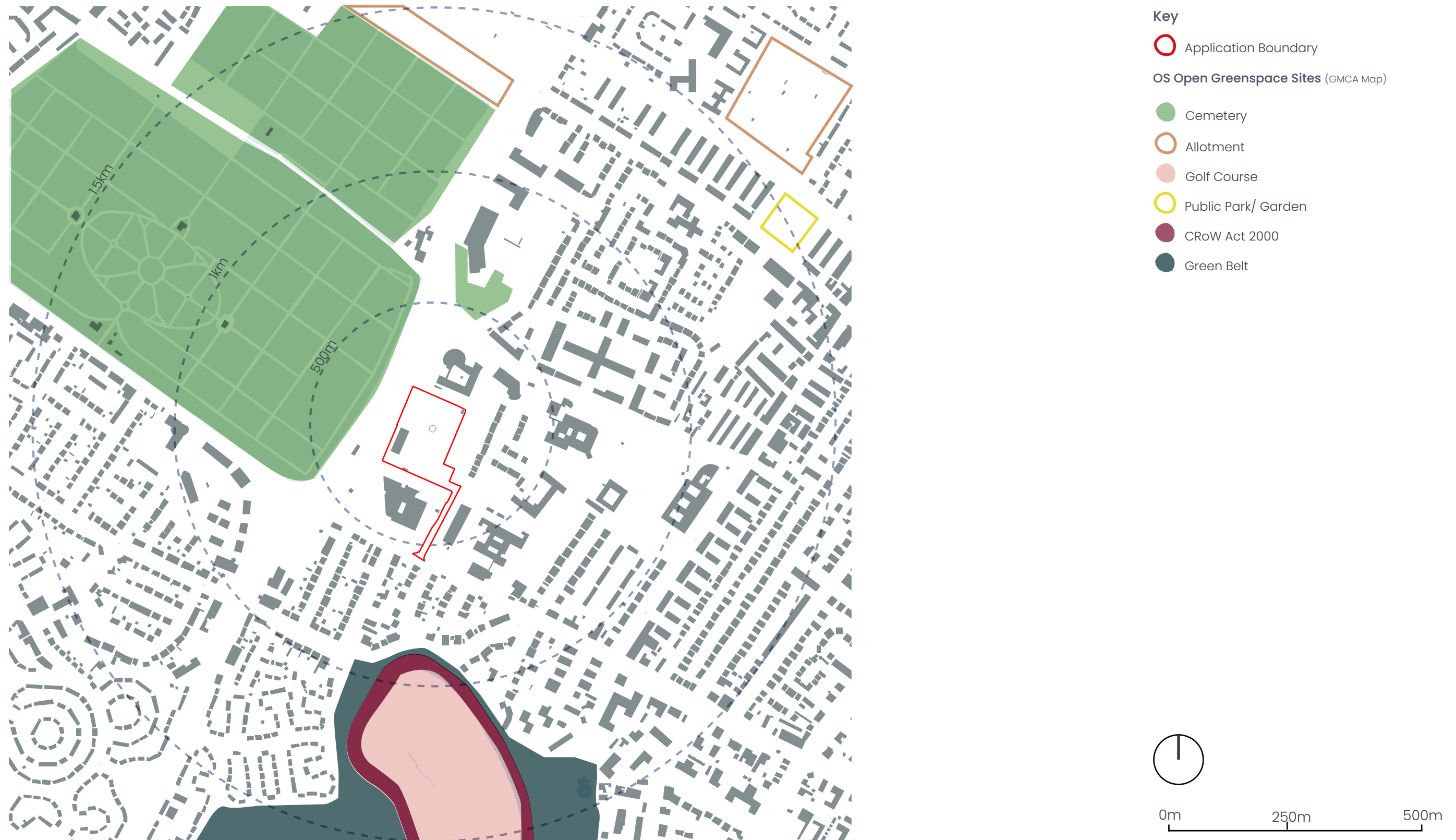


Key

- Application Boundary
- Residential
- Education
- Car Park
- Commercial
- Mixed use (Commercial / Retail)
- Retail
- Mixed Use (Retail/ Residential)
- Religious
- Mixed Use (Public services/ Residential)
- Hotel
- Public Open Space

1. Townscape Baseline

Figure 1.6 Environmental Designations & Open Space



Ev0, Didsbury Tech Park. Manchester

Townscape & Visual Impact Assessment
Appendix 3: Photoviews
13th September 2022



			CLIENT	Bruntwood Works	
			PROJECT NAME	Ev0, Didsbury Tech Park, Manchester	
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1. Figures

Figure 1.7 Viewpoint Locations

Viewpoint Location Plan



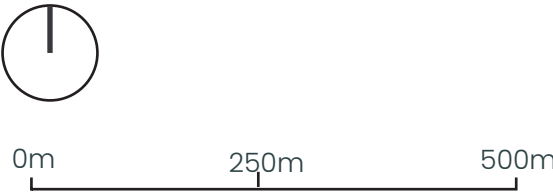
Key

Application Boundary

1

Viewpoint location

Viewpoint	Description
Viewpoint 1	Junction of Nell Lane & Princess Road
Viewpoint 2	Southern Cemetery
Viewpoint 3	Nell Lane
Viewpoint 4	Princess Road, travelling south
Viewpoint 5	Internal road network at boundary with Spire
Viewpoint 6	Barlow Moor Road opposite site entrance
Viewpoint 7	Junction of Princess Road & Barlow Moor Road
Viewpoint 8	Green Walk
Viewpoint 9	Christ's Church



2. Photo Viewpoints

Viewpoint 1: Existing (Nov 2020)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Junction of Nell Lane & Princess Road	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians & road users	23m	Good

2. Photo Viewpoints

Viewpoint 1: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 2: Existing (Nov 2020)



VIEWPOINT DESCRIPTION Southern Cemetery	COORDINATE LOCATION 52°490463"N -01°3662422"W	WEATHER CONDITIONS Sunny
RECEPTOR TYPE Pedestrians & users of the open space/park	APPROXIMATE DISTANCE FROM SITE 23m	VISIBILITY Good

2. Photo Viewpoints

Viewpoint 2: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 2: Existing (June 2022)



2. Photo Viewpoints

Viewpoint 2: Proposed (Summer render)



2. Photo Viewpoints

Additional views from Southern Cemetery



2. Photo Viewpoints

Viewpoint 3: Existing (Nov 2020)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Nell Lane	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians, residents & road users	23m	Good

2. Photo Viewpoints

Viewpoint 3: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 4: Existing (Nov 2020)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Princess Road, travelling south	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians & road users	23m	Good

2. Photo Viewpoints

Viewpoint 4: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 4: Existing (June 2022)



2. Photo Viewpoints

Viewpoint 4: Proposed (Summer render)



2. Photo Viewpoints

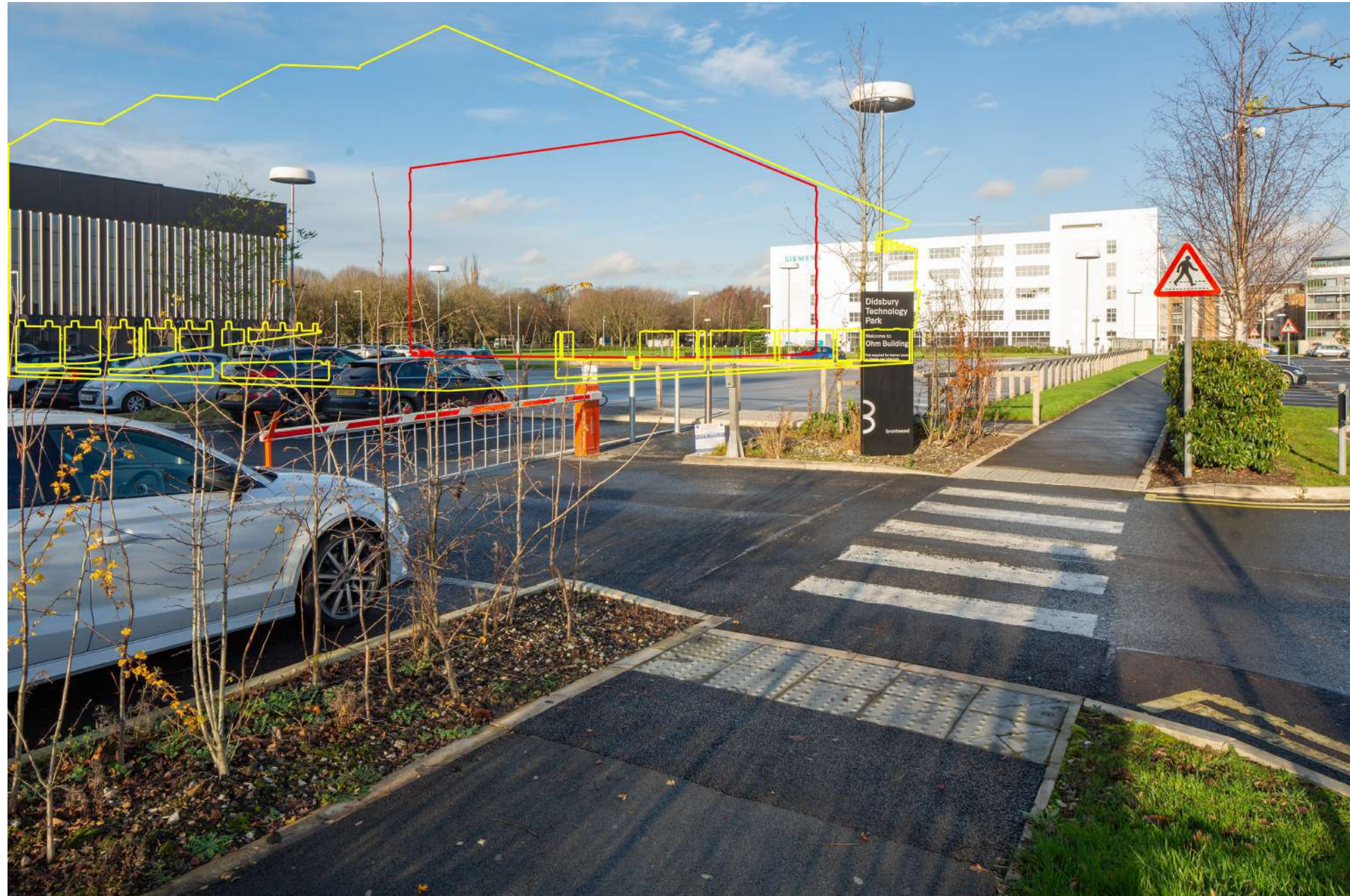
Viewpoint 5: Existing (Nov 2020)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Internal road network at boundary with Spire	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians & road users	23m	Good

2. Photo Viewpoints

Viewpoint 5: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 5: Existing (June 2022)



2. Photo Viewpoints

Viewpoint 5: Proposed (Summer render)



2. Photo Viewpoints

Viewpoint 6: Existing (Nov 2020)



LOCATION

(Plan)

VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Barlow Moor Road, opposite site entrance	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians, residents & road users	23m	Good

2. Photo Viewpoints

Viewpoint 6: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 7: Existing (Nov 2020)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Junction of Princess Road and Barlow Moor Road	52°490463"N -01°3662422"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians & road users	23m	Good

2. Photo Viewpoints

Viewpoint 7: Proposed (Winter photowire)



2. Photo Viewpoints

Viewpoint 8: Existing (June 2022)



VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Kensal Drive boundary	53°25'32.66"N-2°14'58.83"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Employees & residents	40m	Good

2. Photo Viewpoints

Viewpoint 8: Proposed (Summer render)



2. Photo Viewpoints

Viewpoint 9: Existing (June 2022)

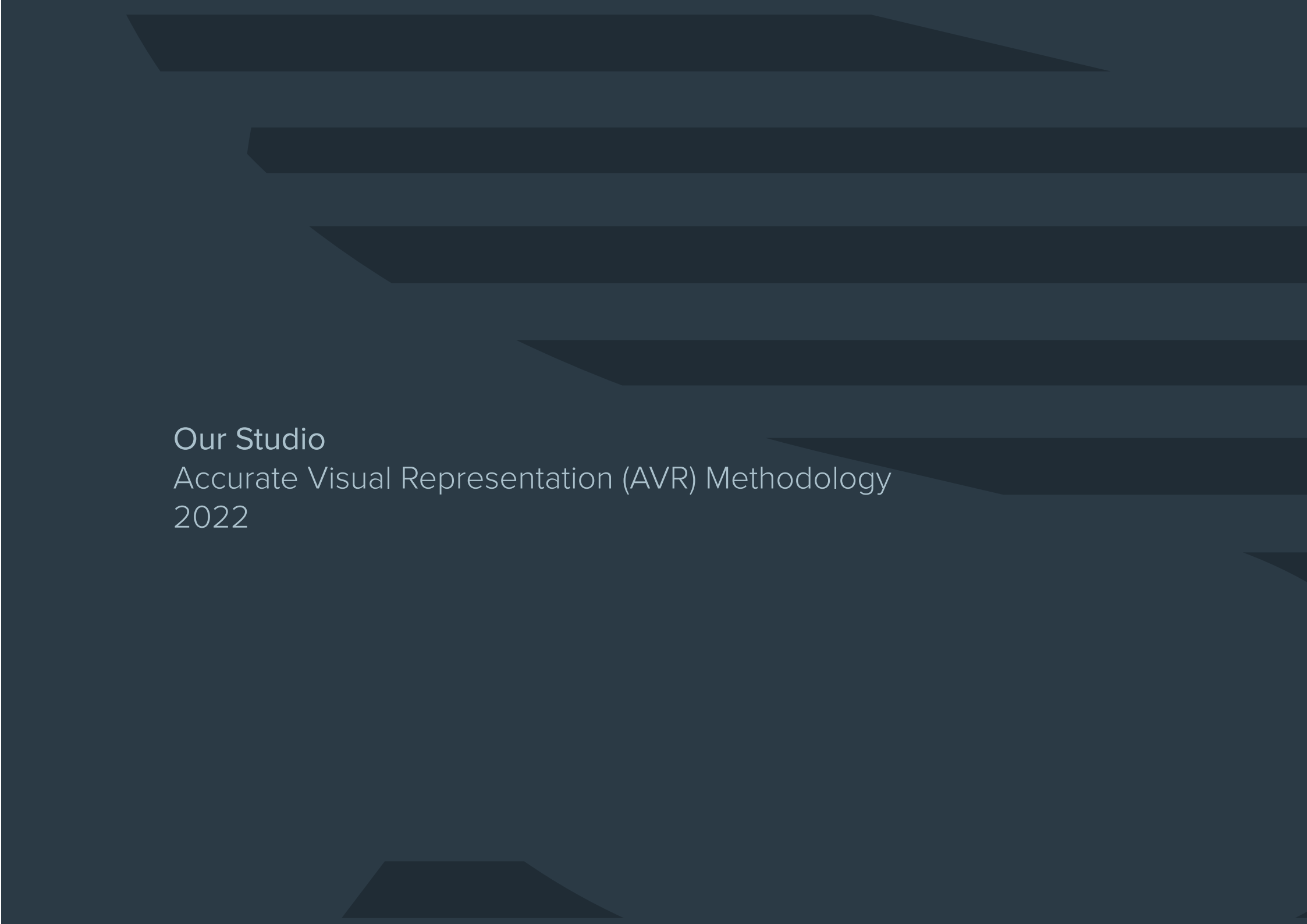


VIEWPOINT DESCRIPTION	COORDINATE LOCATION	WEATHER CONDITIONS
Princess Road opposite Christ Church	53°25'23.96"N - 2°15'22.51"W	Sunny
RECEPTOR TYPE	APPROXIMATE DISTANCE FROM SITE	VISIBILITY
Pedestrians & road users	380m	Good

2. Photo Viewpoints

Viewpoint 9: Proposed (Summer render)





Our Studio

Accurate Visual Representation (AVR) Methodology
2022

This document outlines Our Studio's process for verified imagery. It describes the process from commission through to completion of wireline, massing and fully rendered views.

In drafting this methodology, guidance has been taken from relevant sections of the Landscape Institute Technical Guidance Note 06/19 - Visual Representation of Development Proposals. Where appropriate we have also taken guidance from the London Plan 2011 Implementation Framework (March 2012) London View Management Framework Supplementary planning Guidance: Appendix C: Accurate Visual Representations.

Prior to commencement, the series of views are chosen by the project team. This would usually be completed with the assistance of a townscape planning specialist - Our Studio would recommend that this is undertaken, especially if the views are intended to form part of an Environment Impact Assessment Report.

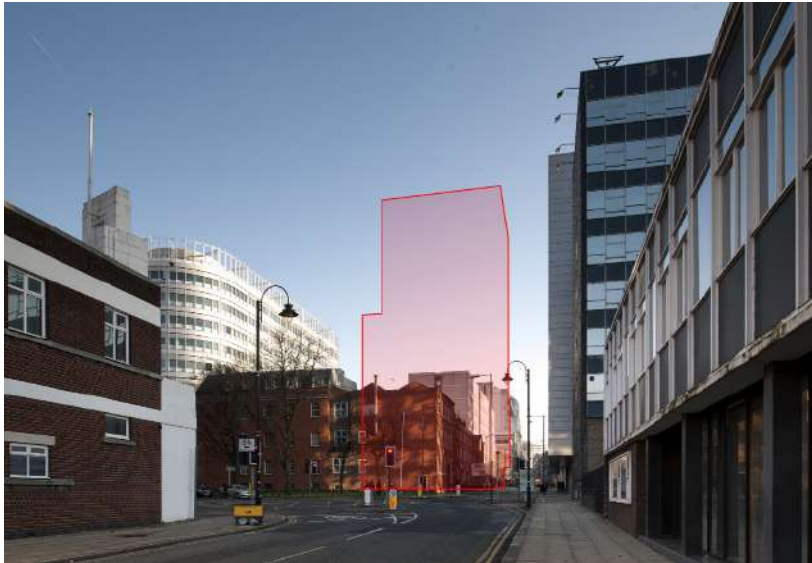
The disciplines employed are of the highest possible levels of accuracy and photo-realism which are achievable with today's standards of architectural photography and computer-generated models.

The process is divided into a number of stages, once the viewpoints have been chosen. These are summarised as follows:

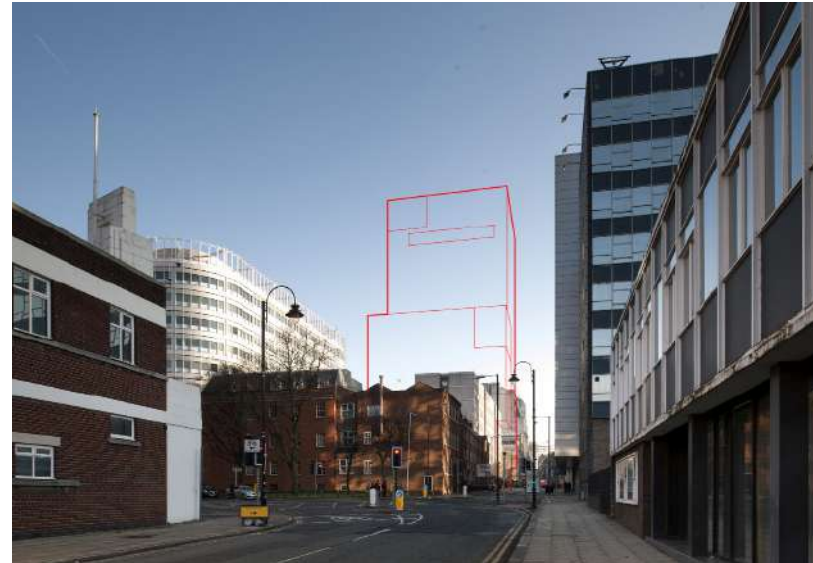
- Stage 1 - Commissioning of photography
- Stage 2 - Commissioning of Survey
- Stage 3 - 3D Modelling of scheme
- Stage 4 - Integration of photography and survey data to form the alignment
- Stage 5 - Adding scheme and rendering
- Stage 6 - Completion of final image

AVR levels relating to Type 4 Visualisation

2022



LEVEL 0 - Location and size of proposal



LEVEL 1 - Location, size and degree of visibility of proposal



LEVEL 2 - As level 1 + description of architectural form



LEVEL 3 - As level 2 + use of materials

Stage 1 - Photography

2022

After consultation with the Local Authorities, if an early stage massing model is available for the site and surrounding context, Our Studio would undertake a 3D lens study to determine which lens would be most suitable to use for each viewpoint. We would work back from 50mm through to 24mm and the chosen lens would depend on required context visible in view and the proposed development itself. This information would form part of the photography brief. In addition, the chosen views are typically scoped out in the form of draft photographs and marked on an Ordnance Survey (OS) map by the planning team. If required, Our Studio will then brief the professional photographer on each viewpoint to do a site recce or move on to final photography if enough information is available at this point.

At each of the chosen viewpoints, a photograph of the actual view is taken recording its position on the ground (by photography as well as inserting a survey pin into the ground). This assists the survey team with identifying the camera position and measuring co-ordinates.

The Photography is taken using a full frame digital camera placed vertically above the chosen point at a standard height of 1.6m. This is typically achieved using a plumbline vertically beneath the centre of the lens. Our photographer uses a lens with a known field-of-view (FOV) and sets the camera on a levelled tripod. High quality lenses are used to ensure minimum distortion. Within each study or series of images, the photographer will aim to use a consistent lens. This is typically a 24mm perspective control lens for a local view which equates to 73.7 degrees angle of view. However, for mid-distant views a 50mm lens may typically be used.

The Photographer notes the time and date of each shot (which is always captured in the EXIF metadata) - this enables any lighting conditions to be replicated later on in the process. Our photographer uses a 5d Mkiii architectural camera with the following high-resolution, digital lenses:

24mm, 28mm, 35mm, 50mm

Using perspective control shift may be required in Townscape views.

The digital chip dimensions are 36mm x 24mm.



Camera location map



Camera position



Final photo

Stage 2 - Survey

2022

For each agreed photo viewpoint location an instructional document is released to the survey subcontractor. The surveyor is instructed (by means of a marked up photograph) to record a range of reference points that would enable a very high degree of accuracy.

These points should be centred on the location of the candidate scheme, and be varied throughout the depth of the view - ie near, mid-distant and far points. The points can then be measured by the survey team and will be recorded in terms of their Easting, Northing and height in relation to Ordnance Survey (OS datum)

The survey team also replicate the position of the camera in order to survey points on the horizon of the photograph. These can be used later in the process to remove any rotational errors in the photo.

Survey Equipment Required

- Global Positioning System (GPS)
- Total Station (with good reflectorless EDM range)

Field Survey Methodology

- Camera Locations - To establish the position of a viewpoint, the surveyor sets up a GPS on it and records enough points to ensure a high level of accuracy.
 - Reference points - The surveyor sets up two temporary stations (TBMs) within view of each reference point and establishes their location using the GPS. Once these co-ordinates have been established, the surveyor sets up a Total Station on the TBMs and takes 3 reflectorless survey shots to the reference point in question.
- Note: Where GPS positioning is not possible near to the required survey point – due to poor signal, for instance – the surveyor set up his TBMs at the nearest position possible and traversed traditionally to a position where he could survey the point.

Data Processing & Delivery

GPS data is processed through to acquire the surveyed points in the form of a delimited text file containing OSGB36 co-ordinates. Plus a 3D point cloud and camera position that can be imported into our 3D software.



Survey points

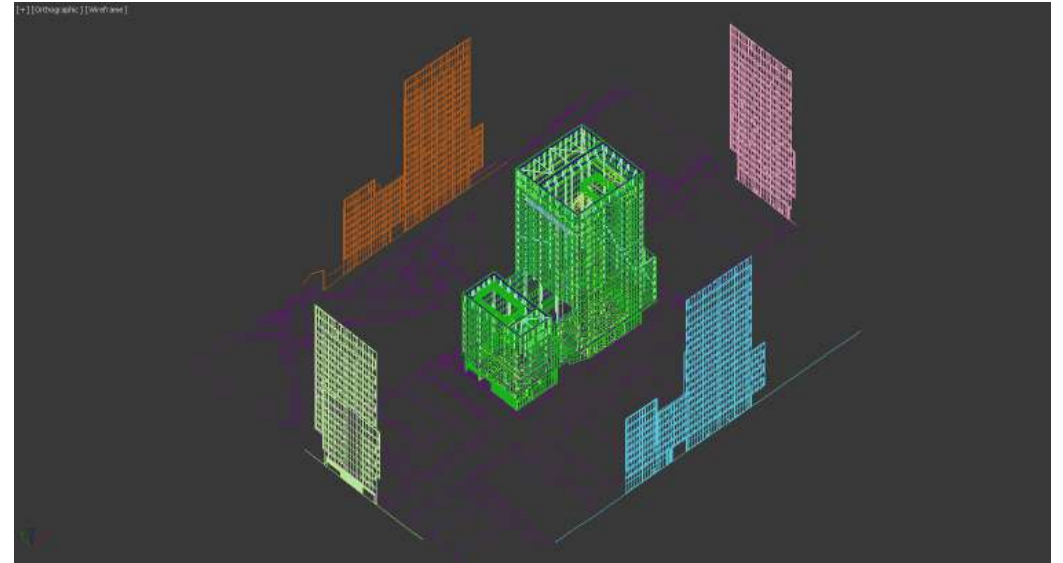
Stage 3 - Modelling of the Scheme

2022

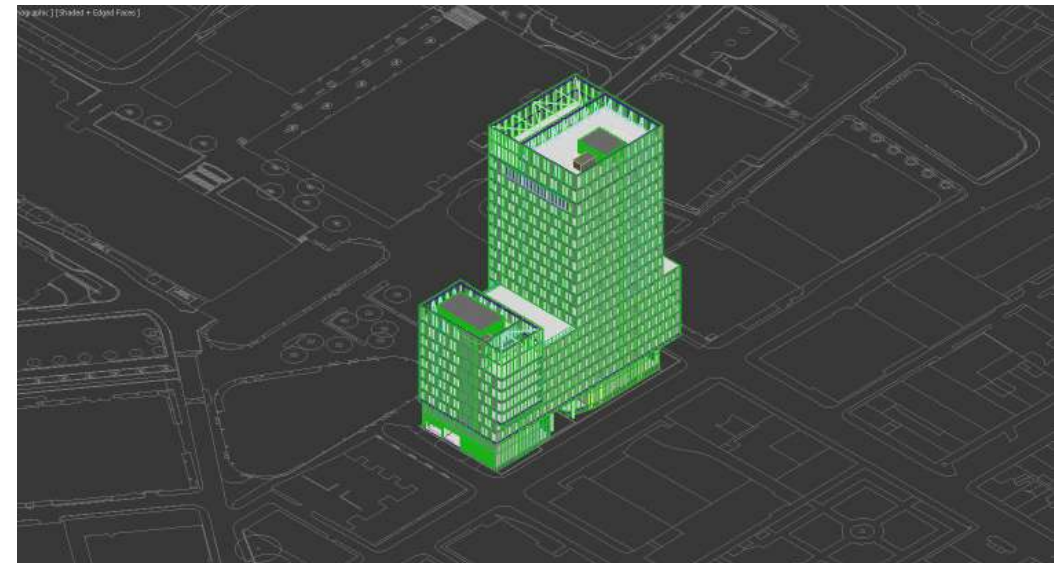
Within 3DSMax software, the scheme is modelled from drawings supplied as dwgs by the architects. The model can be constructed in a number of ways dependent on the type of image being produced. The requirement is often for initial views, to study the form of the scheme and its impact on the surrounding environment - here, a block model is usually appropriate to allow all parties to assess the scheme.

From here a detailed model is often commissioned to progress to fully rendered certified imagery.

The model is setup in the 3D Virtual environment in relation to OS plan so that it can be integrated with the survey information.



DWG elevations and plans are imported to enable accurate modelling.



Orthographic view of detailed model

Stage 4 - Integration of photography, and survey data to form the alignment

2022

The first three stages are now brought together to create the alignment, within the 3D software.

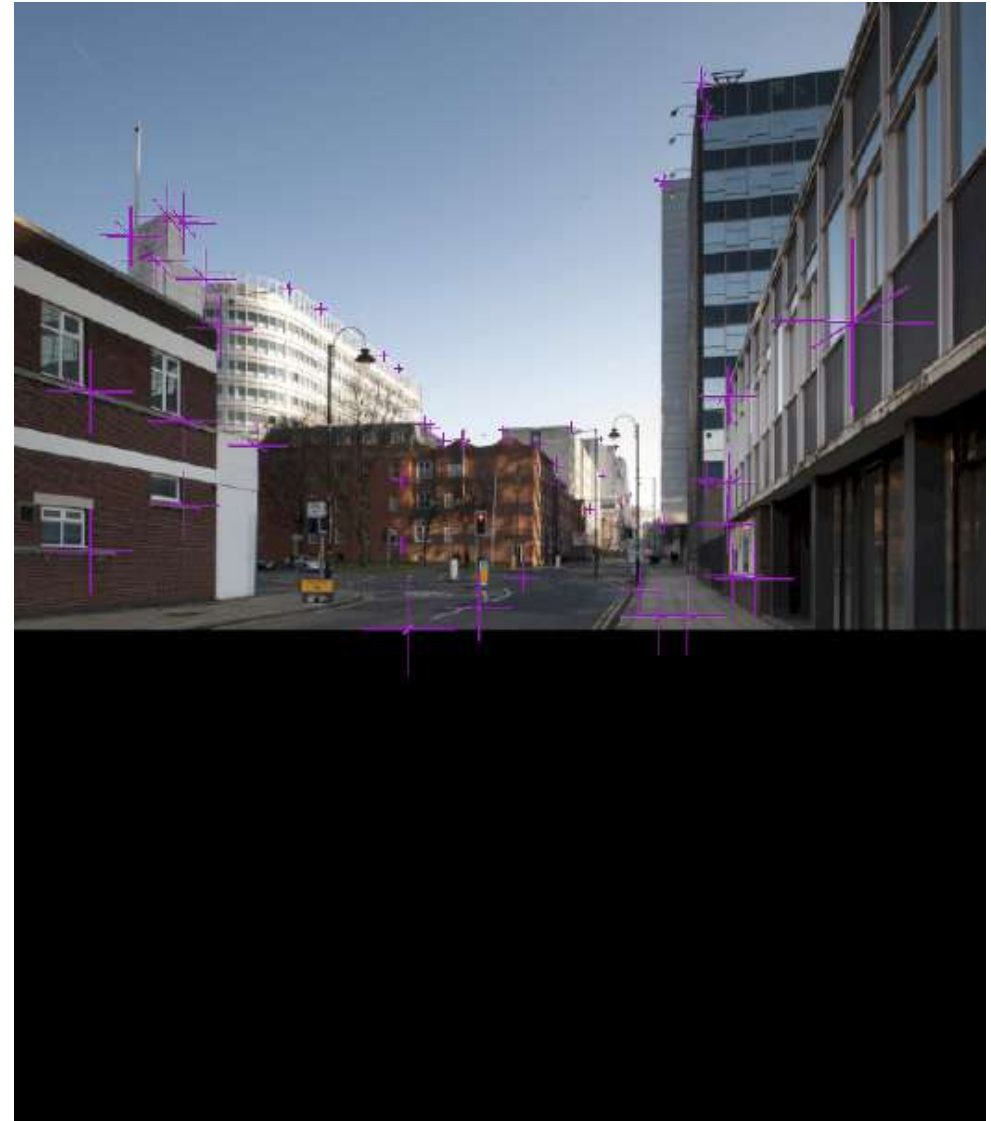
Firstly, the photography is brought into the 3D software, in the form of a background so that the surveyed information can be aligned to it ie camera-matching. A couple of stages are completed to accomplish this.

1. The photo is brought into ' Adobe Photoshop' editing software. Any rotational inaccuracies from the photo are removed. This is completed by using the surveyed horizon information and rotating the image accordingly.

2. Any 'shift' applied by the photographer using the perspective control lens needs to be addressed. Vertical shift is applied to allow the photographer to photograph tall buildings whilst keeping the camera level, and hence the verticals of the image vertical. It has the effect of 'shifting' the horizon off the centre of the image. To use the photography within the 3D software, the horizon has to be returned to the centre of the image - this is done by adding a blank area to the top or bottom.

Secondly, the survey data is brought into the 3D software. Returned to Our Studio as a database document, the Easting, Northing and height co-ordinates that can be imported so that they form points in 3-dimensional space. The virtual camera is also located, using the OS data reference returned to Our Studio.

Lastly, the camera is adjusted so that the surveyed points line up with the background photography. The field-of-view (FOV) is entered according to the lens the photographer used and the location of the camera's 'target' is adjusted in the X and Y plane (ie not vertically) so that the points align with the features surveyed.



3D software viewport showing background photography aligned with survey data points.

Stage 5 - Adding scheme and rendering

2022

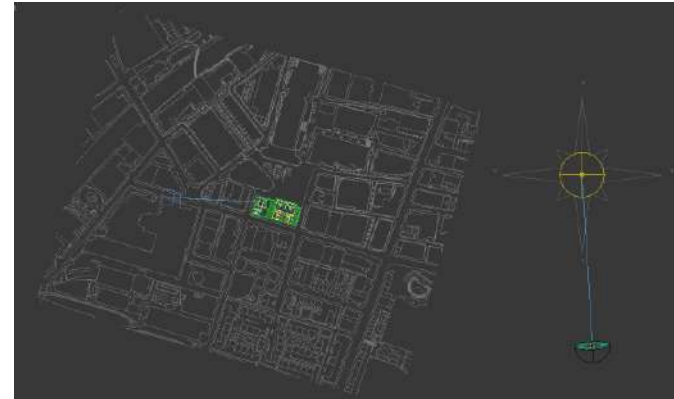
Upon completion of the camera alignment the 3D model (as described in stage 3) is brought into the 3D virtual environment in relation to OS datum.

Lighting is then setup in the 3D virtual environment to match the sunlight conditions at the time the source photograph was taken.

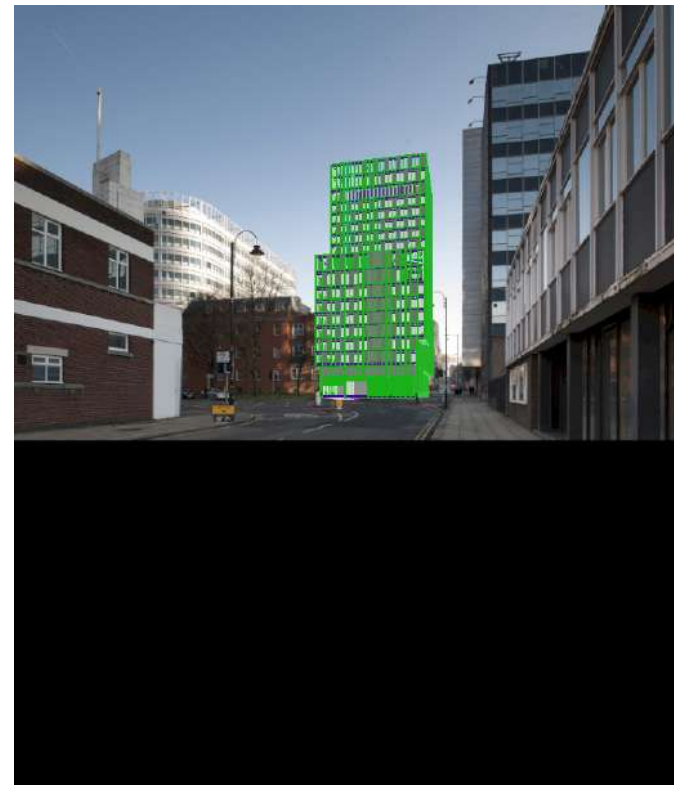
In order to assist a more qualitative assessment of the proposals, the output image needs to be a photo-realistic reflection of what the proposed scheme would look like once constructed. The process of transforming the wireframe 3D scheme model into one that can be used to create a photo-realistic image is called texturing.

Prior to rendering, Our Studio requires details from the architect regarding the proposed materials (e.g. type of glass, steel, aluminium etc.) to be utilised. This information is used to produce the appearance and qualities in the image that most closely relates to the real materials to be used.

The 3D model is then rendered in the 3D software at the same resolution as the photograph.



3d software showing top view of model aligned with OS plan including camera location and sunlight setup.



3d software showing view from camera with photo background and model in position.

Stage 5 - Completion of final image

2022

This render is then superimposed into the photo using photoshop editing software. Any foreground elements which should be in front of the render ie traffic lights, lampposts, trees, buildings are 'masked' from the source photograph and placed in front of the render creating the final image.



Final image

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