Townscape and Visual Impact Appraisal

68-70 Oldham Street, Manchester

August 2022

Turley

Contents

1.	Introduction	3
2.	Baseline Townscape Appraisal	7
3.	Visual Amenity Baseline Appraisal	15
4.	Townscape and Visual Assessment of Effects	20
5.	Representative View Assessment	31
6.	Summary and Conclusions	41
Appendix 1:	Legislation and Planning Policy and Guidance	46
Appendix 2:	Assessment Methodology	52
Appendix 3:	Supporting Figures	61
Appendix 4:	Accurate Visual Representations & Methodology (prepared by Vista3D)	66

Client

Jadebricks Manchester Ltd

Our reference

JADM3000

August 2022

1. Introduction

1.1 This Townscape and Visual Impact Appraisal (TVIA) has been prepared by Turley Townscape and VIA to accompany the detailed planning application for the proposed mixed-use development of 68-70 Oldham Street and 61 Spear Street, Manchester. The TVIA has been prepared on behalf of Jadebricks Manchester Ltd (the 'Applicant') and assesses the effect of the proposed development on the townscape and visual receptors of the Site and its surroundings.

1.2 The proposals (the 'Proposed Development') comprise:

"*Partial demolition of existing buildings, conversion of existing warehouse building, rooftop extension and new building of 10 storeys to create aparthotel (sui generis) and flexible commercial uses (Use Class E).*"

1.3 The TVIA should be read in conjunction with the Design and Access Statement (DAS) and drawing pack that supports this application produced by the project architects 'Simpson Haugh and Partners' and Heritage Statement prepared by Turley Heritage.

1.4 National and local planning policy provides further guidance with regard to the requirement for assessment of both townscape and visual impacts, in relation to new development and design. This underpins the purpose and structure of this report and is summarised in ***Appendix 1***.

Structure of the Report

1.5 The TVIA report is set out in six sections with supporting appendices. This introductory **Section 1** provides a summary of our approach and methodology for the assessment of townscape and visual impacts for development on Site. This is followed by, **Sections 2 and 3**, which assess the baseline situation of the Site and provides a proportionate baseline assessment of townscape character and visual amenity.

1.6 **Section 4** provides an assessment of the effects of the Proposed Development on the baseline situation and is supported by an assessment for each of the representative views set out in **Section 5**. A summary of the findings is set out at the end of the document within **Section 6**. The TVIA is supported by a series of figures and photos that can be found within and at **Appendix 3** at the end of the TVIA.

1.7 Ten representative viewpoints, agreed in consultation with officers at Manchester City Council (MCC), have been used to inform the assessment of potential townscape and visual effects. Accurate visualisations have been prepared for each of the representative views; the visualisations and baseline photography are provided at full size and with associated methodology produced by specialist consultant Our Studio Ltd in **Appendix 5** (this document is intended for printing and viewing at A3).

1.8 **Appendix 2** sets out our methodology for the assessment of townscape and visual impacts and **Appendix 4** sets out a Zone of Theoretical Visibility (ZTV) of the proposed scheme.

Site Location and Description

1.9 The Site is located at the heart of the Northern Quarter within the city of Manchester. It is situated along Oldham Street at the junction with Warwick Street, where it extends as far as Spear Street to the south-west. Ground floor commercial uses are common along primary and secondary streets surrounding the Site, with an emerging trend for residential uses in upper storeys. Occasional residential blocks are also interspersed throughout. Piccadilly Gardens is located approximately 300m to the south-west of the Site.

1.10 The built form present on Site comprises:

- Three-storey blocks at no. 68 and no. 70 Oldham Street in white render with ornamental pediment and a non-original shopfront at ground floor level.
- A four-storey block at no. 61 Spear Street in red brick with varied fenestration.



Figure 1.1: 68-70 Oldham Street in white render with ornamental pediment and non-original shopfront.

Study Area

1.11 The principal study area for this assessment includes both the Site and the surrounding wider context within a 500m radius. This is considered to be an appropriate area of study in terms of the enclosure of the Site and the scale of the potential development. The townscape character assessment considers the Site at a city and local level. The visual assessment considers the existing and potential views within a 500m radius from the Site boundary, with further long distance views from more distant visual receptors being considered where identified and relevant. This has been informed by the production of a computer-generated Zone of Theoretical Visibility (ZTV) which identifies where in the surrounding townscape the Proposed Development is likely to

be visible. The Site boundary and Study Area is identified within **Figure 1.2** and the ZTV, which looks at a wider study area, is set out at **Appendix 4.**

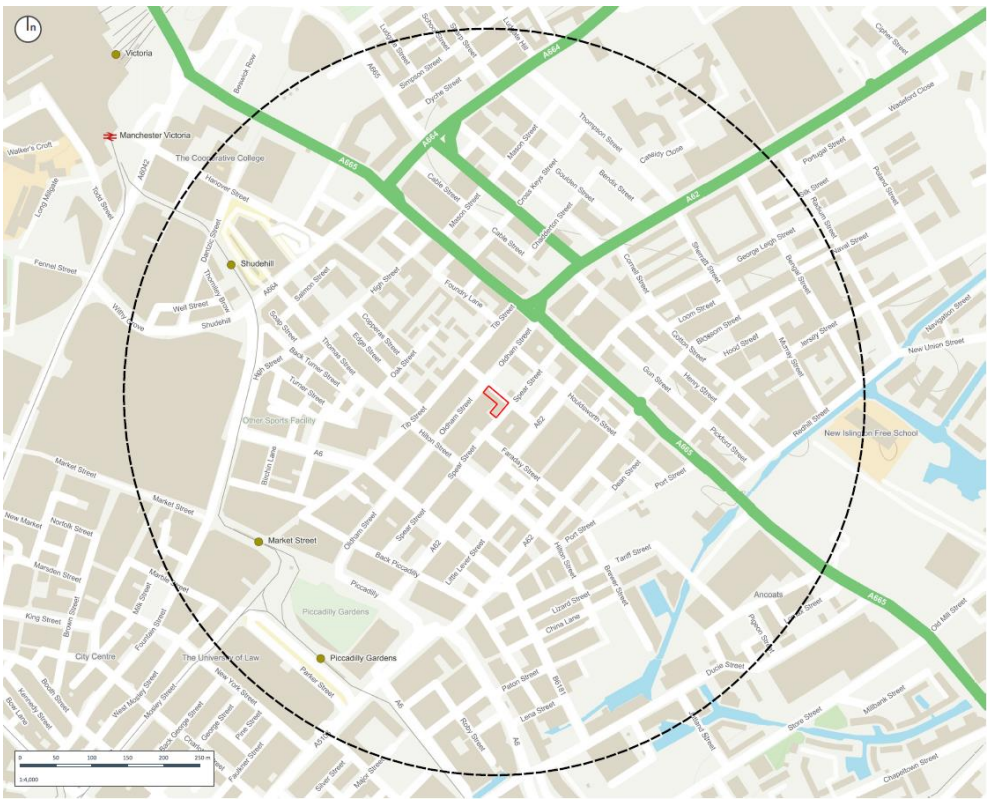


Figure 1.2: Site Location (red line) and 500m Study Area (black dashed line)

1.12 A preliminary desk study was undertaken to establish the physical components of the Site and its surroundings. Potential visual receptors to the Site from the surrounding area were identified, along with a number of supporting representative views from a selection of these key visual receptors that could be tested to better appreciate the likely visual effects of the Proposed Development within its townscape context. Ordnance Survey (OS) maps and aerial photography were utilised to identify these features. The desk study included a review of any relevant characterisation studies published by the local planning authority.

1.13 A field study was undertaken by an experienced townscape consultant (chartered landscape architect and recognised urban design practitioner) from Turley Townscape and VIA in November 2021, during which visibility was very good. The key features of the Site and surrounding townscape were verified, and our initial representative viewpoints were explored and confirmed as appropriate. This was accompanied by the identification of local townscape character areas within the Study Area to help describe the wider surroundings of the Site and understand how the development may affect the surrounding townscape. The field study also involved travelling through the study area and producing a working photographic record of the area.

Methodology

1.14 The TVIA is based on the methodology set out in the following guidance:

- Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3);

- Townscape Character Assessment, 2017 (Landscape Institute Technical Information Note 05/2017); and,

- Visual Representation of Development Proposals 2019 (Landscape Institute Technical Information Note 06/2019).

1.15 The TVIA methodology is set out at **Appendix *2*** to this report. In summary, the baseline conditions of the existing townscape character and representative views of the Site and the surrounding area were established. The Proposed Development was then considered, and from this the potential degree of 'effect' on the first day of operation was predicated and assessed.

Pre-application Engagement

1.16 This application submission has been informed by a positive process of pre-application engagement with officers at MCC and consultation with other key stakeholders including Historic England and local ward councillors. The design for the Proposed Development has undergone several iterations, in response to the advice received throughout this process. The evolution of the design in response to feedback is described in detail in the Design and Access Statement (DAS) produced by Simpson Haugh.

1.17 The scope of the assessment for the TVIA, including the location of representative viewpoints and the type of visualisation to support the assessment of visual impacts of the Proposed Development, was set out to officers at MCC during the pre-application process and agreed through email correspondence[1].

[1] Email from Angela Leckie re: 68-70 Oldham Street – viewpoint scoping 03 August 2022

2. Baseline Townscape Appraisal

Introduction

2.1 A baseline assessment of the local townscape around the Site was undertaken to understand the townscape character context of the Site and identify the key features and characteristics which contribute to this. This includes consideration of physical features and perceptual factors which contribute to the townscape. Once these factors were established, the local townscape character areas and their associated key characteristics were identified.

Published Characterisation Studies

Strategic Level City-Wide Urban Characterisation for Core Strategy (November 2010)

2.2 As part of the evidence base to the Local Development Framework, Manchester City Council prepared an urban characterisation study to identify the varied character across the city. The study sets out the historical evolution of the city, identifies broad character areas before describing the underlying natural form, urban form as well as use, activity and movement for each area.

2.3 The Application Site is situated within the 'City Centre' Strategic Character Area. The description of the character is provided below under the given headings:

"Underlying natural form

The city centre stands on a gentle spur of land extending from the east within the area of gentle transition between the higher land to the north and lower, flatter land to the south and is bounded on three sides by the valleys of the Rivers Irwell, Medlock and Irk. The ground levels of the current day city centre also gently respond to the remaining impression left by lesser, and now culverted, water courses such as the River Tib and Shooters Brook that cross the area.

Urban form

The urban form is one of contrasts. Despite an urban history dating from Roman times, the principal remaining influence of the pre-Victorian era on the city centre urban form is the street pattern in the historic core and routes that radiate from it and that respond organically to topography and other landscape features.

While some built form remains of both Medieval and Georgian Manchester, the core area is principally a mix of development from the Victorian period onwards with some localities often displaying a predominance of a particular age and style of built form and others having a more eclectic mix. A series of colliding street grids - with origins in the Georgian period but mainly dating from the Victorian period - have informed both the original and subsequent built development and the legibility and permeability of the city centre. The scale of built form also varies, sometimes dramatically, but the core area is mainly one of higher, larger scale buildings. Other than open spaces relating to transport infrastructure, the core has a relatively modest amount of open space (when compared to built floorspace) principally in the form of larger, high quality civic spaces

but also with some smaller, much greener and less formal public gardens. The Conservation Area status of much of the centre and the concentration of listed buildings reflects the urban history and quality of the urban environment.

The urban form around the core reflects the economic, social and physical dynamic of the city's on-going evolution and transition from the core to the outer areas. It contains a mix of building ages, types and quality but with a predominance of often lower scale built form, a greater sense of space and lower density arising from areas of cleared, previously developed land.

Mancunian Way forms a more distinct boundary to the southern edge of the City Centre than elsewhere along the remainder of the Inner Relief Route or along the River Irwell where the city centre character extends outwards.

Use, activity and movement

The diversity and intensity of use, including over extended periods of any 24 hour day, reflects the regional (as well as city) centre role of the area. The predominant use in any particular part of the city centre can vary in relatively short distances to give pockets with particular use and activity characteristics. However, the over-riding character of the core area is a dense mix of nonindustrial commercial uses, a predominance of regionally and locally significant uses and activities (including events) and a notable number of residential apartments. By comparison, outside the core, the intensity of activity falls and, within larger areas, uses are less mixed with fewer uses of particular regional significance but that can include uses not generally found in the core area including elements of industrial use. The non-core area includes significant areas of cleared land (often used for surface car parking) and a growing component of contemporary residential use as the core area pushes outwards.

Activity in the city centre, in part, derives from the area as the focus of road, water and rail routes which often have historic origins that continue to both inform the development of the city centre and contribute to its distinctive appearance and character. Particular activity 'hot-spots' can occur where routes cross and opportunities to change travel mode are presented such as at railway stations, and tram and bus stops."

Manchester's Northern Quarter (English Heritage, 2008)

2.4 English Heritage's booklet on the Northern Quarter provides further analysis on the historic development of the Northern Quarter, its character and the key features of historic significance in this area. This notes the early importance of Oldham Street as a '*major thoroughfare and long established approach to Manchester'* which by the mid nineteenth century '*had emerged as one of the city's prime shopping locations'* and that '*in 1867, it was reported that almost every building was either a shop or a public house'*. It also describes the gradual decline of Oldham Street in the twentieth century due to the closure of Smithfield Market and the building of the Arndale shopping century followed by gradual regeneration of the area as a focus for inner-city living in the late twentieth and early twenty first century.

2.5 Key characteristics of the area today which are noted include:

- ‘variety, rather than architectural conformity is its predominant characteristic’;
- ‘an arresting hotch-potch of form and function that is at once vital, complex and hybrid’;
- ‘scattered examples of eighteenth century housing’…’alongside contrasting concentrations of later offices, shops and warehouses’;
- ‘a complex interaction of buildings, spaces, and details redolent with memories and and cultural associations’

2.6 The report concludes by saying that the area ‘*needs nursing back to health and new uses need to be found for redundant buildings. If few of them merit meticulous restoration, many deserve careful conservation and then sensitive re-use if the area’s distinctiveness is not to be sacrificed*’ and that ‘*The challenge for all parties involved - English Heritage, Manchester City Council, developers and residents – is to maintain the best of the old and encourage the new, working beneath the skin of the area and setting new developments carefully within the Northern Quarter’s maze of streets and back lanes*. Finally, it concludes that the area ‘*must resist the urge to make a pastiche of itself and avoid becoming a heritage theme park devoid of good contemporary architecture, but it must also resist the worst excesses of corporate identity and global shop-fronts and search instead for an individual identity generated from its own powerful sense of place*.’

Local Townscape Character Areas

2.7 In order to define townscape character receptors at a scale appropriate to the Site and study area, local Townscape Character Areas (TCAs) have been identified. In the process, local level changes in characteristics that relate to physical elements or features and historic development, as well as how a place is perceived, have been considered. This has identified six TCAs which are illustrated on **Figure 2.1** and **Appendix 3**.

2.8 The Local Townscape Character Areas defined as part of this assessment are:

- TCA1: Northern Quarter Mixed Use
- TCA2: Ancoats Residential
- TCA3: Rochdale Canal Mixed Use
- TCA4: Piccadilly Gardens Commercial
- TCA5: Shudehill Commercial
- TCA6: Manchester Central Fire Station Mixed Use

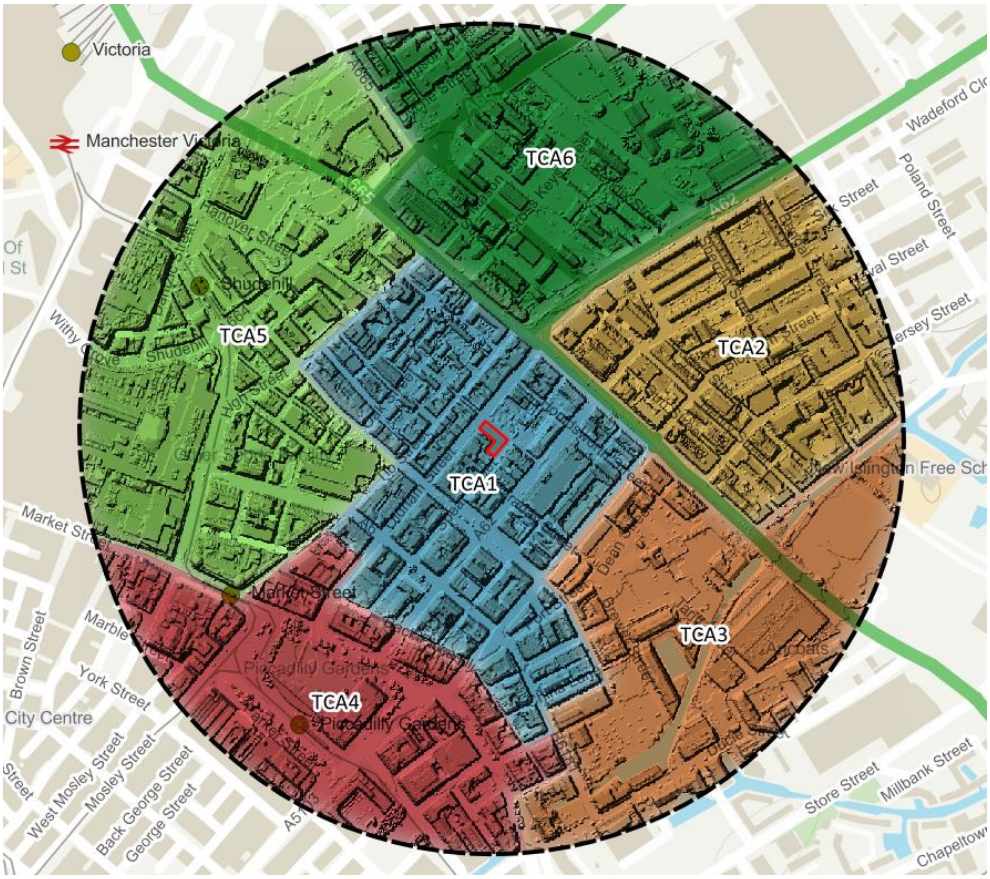


Figure 2.1: Townscape Character Areas

TCA1: Northern Quarter Mixed Use

2.9 This townscape character area includes the Site and includes many of the linear streets which extend between Piccadilly Gardens and the A665 Ring Road. The character area covers a large portion of the Northern Quarter as well as large parts of the Smithfield and the Stevenson Square Conservation Areas. The key characteristics include:

- Secondary routes serving the city centre and stemming from the A665 Ring Road, and with often narrow side streets.
- A formal urban grain defined by closely spaced, narrow streets and fairly regular block sizes.
- A prevailing height of three to four storeys increasing in height up to six to seven storeys towards Piccadilly Gardens and in more recent development (e.g. 76 – 82 Oldham Street and 53 Spear Street – both seven storeys).
- Predominantly commercial and retail at ground level with a mix of commercial and residential in the upper storeys.
- A rich collection of intact Victorian architecture including public houses and market buildings from the mid to late 19th Century.
- Red brick and ceramic tiles are common in historic buildings with an increasing trend for glazing and different tones of brick in modern developments.

- Cultural associations with the local entrepreneurs who bought areas of land for development are reflected in street names.

- The dense urban fabric means that vegetation is typically limited to incidental green spaces and street trees.

- Dilapidated shop fronts together with modern redevelopments give a sense of an area in flux.

2.10 TCA1 is considered to be of **Medium Value** as it is mostly covered by the Smithfield and the Stevenson Square Conservation Areas.

TCA2: Ancoats Residential

2.11 This townscape character area is located to the north-east of the site, and largely follows the extent of the Ancoats Conservation Area. It extends from the Rochdale Canal in the south-east, the A665 Great Ancoats Street in the south-west, and A62 Oldham Road in the north-west. Key characteristics include:

- A series of secondary and tertiary routes reflecting the historic street pattern and stemming from major A Roads along the boundaries.

- A formal urban grain characterised by rectilinear blocks and closely spaced streets in a gridded pattern aligned with the Rochdale Canal.

- Predominantly five to eight storeys with the two storey workers' terraces at Anita Street forming a notable exception.

- Residential apartments with some commercial ground floor uses contained in former C19 mill buildings and modern blocks.

- Many mill buildings are generally Grade II or Grade II* listed and have strong cultural associations with manufacturing and the industrial revolution.

- Rochdale Canal provides wider Green Infrastructure connections but structural vegetation is limited to within occasional courtyards and public open spaces.

- Public realm includes tree-lined plazas along the Rochdale Canal and at The Cutting Room Square with seating areas and some modern public art.

- The abundance of red brick warehouses and cobble streets create a largely unified character and a strong sense of time depth.

2.12 TCA2 is considered to be of **Medium Value** as it is covered by the Ancoats Conservation Area.

TCA3: Rochdale Canal Mixed Use

2.13 This townscape character area is located to the south-east of the Site, and largely covers the land surrounding the Rochdale Canal and River Medlock. The key characteristics of the area include:

- The A665 Great Ancoats Street forms the primary movement corridor otherwise short tertiary routes terminate at large car parks.
- The Rochdale Canal bisects the area, and the associated towpath provide pedestrian connections beyond.
- A coarse urban grain defined by large, irregular-shaped blocks typically in large plots, and surface car parks.
- A mix of C19 warehouses up to nine storeys converted to residential, and modern low-rise retail units with massive building footprints.
- Red and brown brick is most common in surviving warehouses with a greater diversity of materials found in modern buildings such as different coloured cladding.
- Historic associations with manufacturing reflected within the retained warehouses, including the former Rochdale Canal Warehouse and Brownsfield Mill (both Grade II* listed).
- Green infrastructure is provided in the form of the Rochdale Canal and some infrequent sedum roofs.
- Other than isolated plazas/squares relating to recent canalside redevelopment, generally poor-quality public realm dominated by surface level car parks.

2.14 TCA3 is considered to be of **Medium-Ordinary Value** as it contains some isolated townscape features which relate to designated heritage assets but is otherwise of unremarkable quality.

TCA4: Piccadilly Gardens Commercial

2.15 This townscape character area is located to the south-west of the site. It is centred on the Piccadilly Gardens and covers the neighbouring buildings and streets. Key characteristics include:

- Piccadilly forms a busy thoroughfare between Manchester Piccadilly Train Station and the Central Retail District beyond the TCA.
- Piccadilly Gardens provides a hive of activity with many streets and tram lines converging at its boundaries.
- A regular and coarse urban grain defined by rectilinear blocks, wide streets and public gardens.
- A prevailing height of six to seven storeys punctuated by notable exceptions including City Tower.
- Predominantly commercial buildings with an eclectic mix of modern and historic architecture dating from the 19th century.

- A collection of Grade II listed statues including the monument for Queen Victoria within Piccadilly Gardens.

- Groups of trees and raised planters defining geometric spaces within Piccadilly Gardens.

- Piccadilly Gardens contains popular public realm with an oval-shaped water feature at the centre partly buffering noise of nearby traffic.

2.16 TCA4 is considered to be of a **Medium Value** as it provides a rare open space within the city centre which is popular for informal recreation, and it contains some grade-listed buildings and structures.

TCA5: Shudehill Commercial

2.17 This townscape character area is located to the west of the site on the fringes of the Northern Quarter and the Central Retail District of the city. Key characteristics include:

- Transport hubs and large retail outlets create large volumes of vehicular and pedestrian movement in and around the TCA.

- The High Street and Shudehill provide the principal movement corridors in the area connecting with Shudehill Bus and Tram Station.

- An irregular urban grain defined by a mix of large blocks and curvilinear roads together with rows of smaller, geometric blocks.

- Predominantly five to seven storeys with an increasing trend for high-rise buildings around Angel Street.

- Commercial uses in modern, purpose-built complexes or converted C19 warehouse buildings.

- A concentration of Grade listed buildings of former warehouses and market buildings with varied C19 architectural styles.

- The dense urban form means that vegetation is limited to street trees and low-level ornamental planting within occasional contemporary plazas.

2.18 TCA5 is considered to be of **Medium-Ordinary Value** as it is partly covered by the Shudehill and the Smithfield Conservation Areas but is otherwise generally of ordinary quality townscape.

TCA6: Manchester Central Fire Station Mixed Use

2.19 This townscape character area is located to the north of the site, extending along arterial roads including the A664 Rochdale Road. The A62 Oldham Road and the A665 Ring Road also bound the area to the south-east and south-west respectively. Key characteristics include:

- A key gateway into the city centre from the north-east with wider road connections to Rochdale and Oldham.

- High levels of vehicular movement and activity associated with the A664 Rochdale Road, A62 Oldham Road and A665 Swan Street.
- A fairly structured urban grain defined by regularly spaced, rectilinear blocks with some anomalies in the form of redevelopment sites and surface carparks.
- Varied building heights ranging from three storey terraces in the south to nine to ten storey flatted blocks and an increasing trend up to 20 storeys to the north.
- A mix of modern residential developments and commercial shed buildings as well as occasional disused and restored C19 warehouses.
- An area currently in flux largely defined by recent redevelopments and active construction sites.
- Limited green infrastructure connections with vegetation mostly limited to ornamental planting within plazas or roof terraces of recent developments.

2.20 TCA6 is considered to be of **Ordinary Value** as it is of little scenic quality and contains no concentrations of designated assets recognised for their townscape importance.

Summary

2.21 A summary of the local townscape character areas and their value is provided at **Table 2.1**.

Table 2.1: Townscape Character Summary

Townscape Character Area	Townscape Value
TCA1: Northern Quarter Mixed Use	Medium
TCA2: Ancoats Residential	Medium
TCA3: Rochdale Canal Mixed Use	Medium-Ordinary
TCA4: Piccadilly Gardens Commercial	Medium
TCA5: Shudehill Commercial	Medium-Ordinary
TCA6: Manchester Central Fire Station Mixed Use	Ordinary

3. Visual Amenity Baseline Appraisal

3.1 A baseline assessment of the local visual context and visual amenity was undertaken to understand the existing extent of visibility of the Site and local visual receptors likely to be affected by the Proposed Development. The visibility of the Site and extent of its visual envelope was established through both a desktop analysis of the surrounding area and by confirming on Site the localised screening effect of the landform, vegetation and built form.

3.2 Representative views were identified, which reflected the character and quality of typical views from the key receptors, and to form the baseline against which the visual effect of the proposed development could be assessed.

Extent of visibility

3.3 Due to the dense urban grain, and generally consistent building heights in the surrounding streets, the Site is well contained and there is low visibility from the surrounding townscape other than from the adjoining streets. Views of the existing building are limited to the following public areas;

- Oldham Street;
- Warwick Street; and
- Spear Street.

Local Visual Amenity

3.4 Currently, the Site does not form a prominent feature within local views and makes a limited contribution to the visual amenity of the local area. The classic detailing of upper storeys at 68 Oldham Street including a decorative arched pediment at the parapet level has positive influences on the visual amenity. 70 Oldham Street is simpler in detailing and the ground floor level within the Site comprises an unremarkable shopfront which has more of a detracting influence. The Grade II listed Castle Hotel next door to the Site also contributes to the visual interest of the area.

Visual Receptors

3.5 Visual receptors are the people who may be affected by changes in views and visual amenity. They include people passing through an area (e.g. by foot, car, bicycle or public transport), people working in an area and people visiting or engaged in recreational activities. Residents living in an area are also a receptor group but views from private residential properties are not normally considered within TVIA/LVIAs as the impact of development on private views is not normally a planning consideration[2] unless visual impacts are considered likely to be so great that they could affect the residential amenity of a property. In this instance, the only residential properties in close proximity and with potential to be affected by the proposals are those currently under construction by

2 Aldred's Case in 1610 established the principle that private individuals do not have a legal right to a view.

Kempton Homes site on the 76-82 Oldham Street site. These have therefore been included within the assessment.

3.6 The key visual receptors which have been identified within the study area with potential to be affected by the Proposed Development are set out in **Table 3.1** below.

Table 3.1: Key Visual Receptors

Receptor	Commentary
Motorists and pedestrians along Oldham Street	Oldham Street is a secondary route through the dense Northern Quarter of the city, extending from Piccadilly Gardens in the south-west and continuing further along the A62 in the north-east. The street comprises two lanes of traffic with generous pavements. The Site fronts the street to the immediate south-east where it connects with Warwick Street. Views are typically channelled along the road, and are characterised by the generally coherent building frontage.
Motorists and pedestrians along Warwick Street and Whittle Street	Warwick Street and Whittle Street comprise tertiary routes and together form a connecting alleyway running between Tib Street in the north-west and Lever Street in the south-east. The streets comprise narrow pavements with secondary building elevations abutting the edge of the pavement. The route also passes along the north-eastern boundary of the Site. Views are typically contained by high-sided buildings fronting the lane and are dynamic, influenced by the different character of streets at crossroad junctions.
Motorists and pedestrians along Spear Street	Spear Street is another tertiary route passing through the dense Northern Quarter, and connecting the A665 in the north-east to Piccadilly Gardens in the south-west. The road and associated pavements are narrow with secondary building elevations edging the back of the pavement. Views are typically channelled along the street and are influenced by the services relating to the respective building functions. Views open up at Stevenson Square which allows for wide views to Lever Street and Hilton Street.
Future residents of 76-82 Oldham Street (Kempton Homes development)	A four to eight storey development by Kempton Homes is currently under construction on land on the north-east side of Warwick Street. The development includes commercial space at ground level and 100 residential apartments above. When complete, apartments facing on to Warwick Street will have views towards the Application Site (c. 33 no apartments). From lower storeys, views would be close proximity views of the northern elevation of the existing commercial buildings on the application Site (including windows). This is poor quality built form with graffiti and a dilapidated appearance which would provide a poor quality outlook for residents (see Photo A below). Upper storeys would have open views across the roofscape of the Application Site and other surrounding buildings. Other apartments look away from the Application Site towards a central courtyard, Oldham Street or Spear Street.



Photo A: Current frontage to Warwick Street formed by existing commercial building on the application Site. This would form poor quality outlook for apartments in lower storeys of the Warwick Street side of the 76-82 Oldham Street development (under construction). (Source: Google Street view).

Representative Viewpoints

3.7 Ten representative views have been identified which reflect the character and quality of typical views experienced by the key visual receptors and to form the baseline against which the visual effect of the Proposed Development can be assessed. The Local Development Framework for MCC does not identify any protected views.

3.8 A plan showing the location of the viewpoints is provided in **Figure 3.1** below and at **Appendix 3. Table 3.2** sets out further supporting information, including the type of visualisation selected to illustrate the development proposals for each viewpoint.

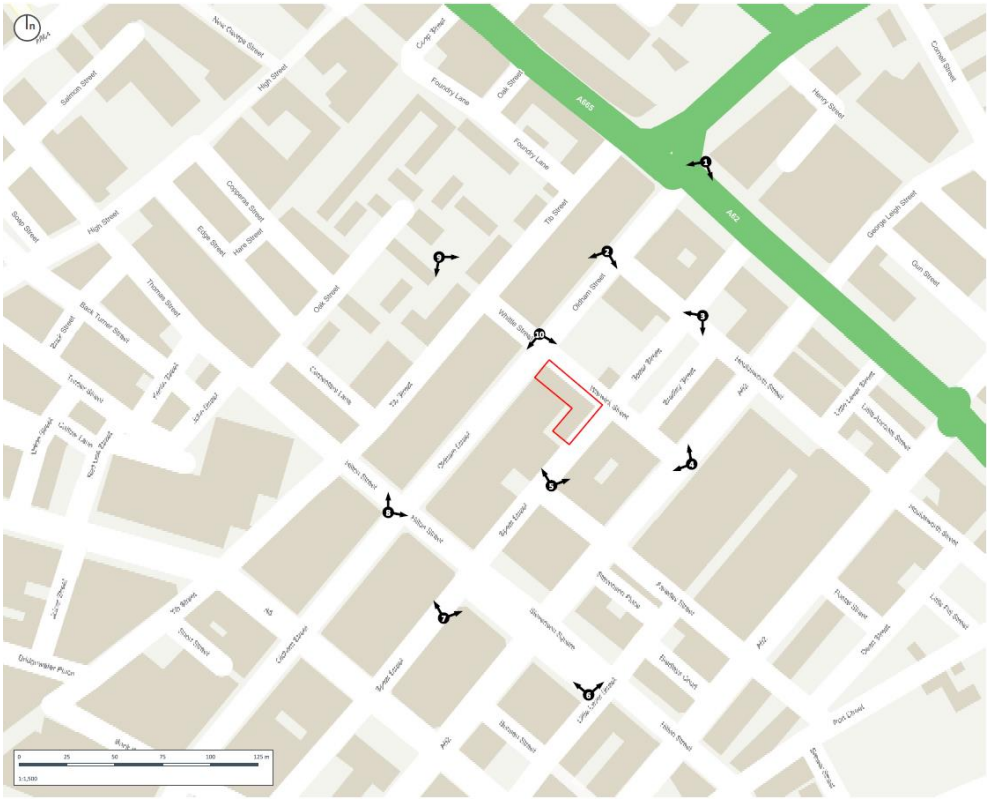


Figure 3.1: Representative Viewpoint Locations

3.9 In order to recognise and assess the likely effects of proposed development on the identified visual receptors, visualisations have been prepared using different visualisation types. The type of visual representation has been guided by the Landscape Institute's Technical Information *Note 06/19: Visual Representation of Development Proposals* and *GLVIA3* which recommends a proportionate approach to assessment in relation to the scale of development proposed and the sensitivity of the visual receptors. It was recommended that due to the scale of development and sensitivity of the Site that verified Rendered/Photomontage and Photowire Type 4 visualisations should be produced. The type of visualisation recommended (i.e. wireframe or rendered photomontage) is identified in **Table 3.2** below.

3.10 The rendered views demonstrate the materiality of proposed development and its relationship with the existing street scene and neighbouring buildings, and so are most helpful for closer distance views. The photowire views illustrate the massing of the proposed development and demonstrate how it sits in the wider townscape and in relation to other built form, and so are most helpful for longer distance views.

Table 3.2: Representative Views

No.	Location	Visualisation Type	Commentary
RV1	View from A62 Oldham Street at junction with A665 Great Ancoats Street, looking south-west	Type 4 - wireframe	Illustrates view from the north-eastern approach to the Site and representative of users of Oldham Street.

RV2	View from Oldham Street near to junction with Houldsworth Street, looking south-west	Type 4 - render	Illustrates view from the north-eastern approach to the Site and representative of users of Oldham Street.
RV3	View from Spear Street at junction with Houldsworth Street, looking south-west	Type 4 - wireframe	Illustrates view from the north-eastern approach to the Site and representative of users of Spear Street.
RV4	View from Lever Street near to junction with Warwick Street, looking north-west	Type 4 - wireframe	Illustrates view from the south-eastern approach to the Site and representative of users of Warwick Street.
RV5	View from Spear Street at junction with Faraday Street, looking north-east	Type 4 - render	Illustrates view from the south-western approach to the Site and representative of users of Spear Street.
RV6	View from Stevenson Square at junction with Little Lever Street, looking north	Type 4 - wireframe	Illustrates view from the southern approach to the Site and representative of users of Stevenson Square.
RV7	View from Spear Street at corner of Stevenson Square, looking north-east	Type 4 - wireframe	Illustrates view from the south-western approach to the Site and representative of users of Spear Street.
RV8	View from Oldham Street at junction with Hilton Street, looking north-east	Type 4 - render	Illustrates view from the south-western approach to the Site and representative of users of Oldham Street.
RV9	View from Whittle Street near to junction with Warwick Street, looking south-east	Type 4 - wireframe	Illustrates view from the north-western approach to the Site and representative of users of Whittle Street.
RV10	View from Warwick Street at the junction with Oldham Street, looking south-east	Type 4 - render	Illustrates view from the north-western approach to the Site and representative of users of Warwick Street.

4. Townscape and Visual Assessment of Effects

Approach to Assessment

4.1 The assessment of potential effects of the Proposed Development on townscape and visual receptors was undertaken in August 2022 following design freeze of the scheme. The assessment is based on the scheme as set out in the Design and Access Statement and the detailed plans, sections and elevations produced by project architects Simpson Haugh, together with the visualisations produced for the scheme by Our Studio Ltd (set out within the assessment of representative views in **Section 5**).

4.2 As previously outlined, the methodology and approach in undertaking this impact assessment is summarised in **Appendix 2** and is based upon informed and reasoned professional judgement, taking into account a combination of quantitative and qualitative factors.

Overview of Proposed Development

4.3 The supporting Design and Access Statement prepared by Simpson Haugh provides a comprehensive description of the scheme design and its approach. This includes a review of how the proposals have responded to the particular constraints and opportunities of the Site, in particular the relationship to the historical context and the character of the adjoining streetscapes. A summary of the key elements of the Proposed Development which are of relevance to this assessment is provided below:

- Partial demolition of the existing 20th century additions along Warwick Street.
- Construction of new built form along Warwick Street and roof extensions to Oldham Street and Spear Street comprising a ten-storey, L-shaped stepped block.
- Introduction of a new aparthotel with flexible commercial uses at ground floor.
- A contemporary architectural style with references to hand-crafted textile industries that were prevalent throughout the Northern Quarter historically.
- High quality materials would be utilised with a restrained palette to articulate the facades and reinforce the relationship with the retained existing buildings.
- Restoration of the existing white render facades of 68-70 Oldham Street and introduction of white brick for the new stepped volume and dark yellow, glazed terracotta profiled tiles at ground level.
- White brickwork with precast window lintels and full brick window reveals with projecting black ribs and precast cills along Warwick Street.

- Red brick for the new build volume along Spear Street with subtle brickwork detailing.

- Zinc shingles at the upper levels to create separation from the brick base and contribute to a dynamic roofscape.

Sensitivity of Townscape Receptors

4.4 The sensitivity of townscape receptors relates to the value attached to that receptor and the susceptibility of the receptor to the type of change or development proposed. Effects on townscape character are both direct i.e. on the TCA that the Site is located within, and indirect i.e. changes to characteristics that occur beyond the boundary of the TCA but which influence its character. An assessment of the sensitivity of each of the townscape receptors is provided in **Table 4.1**.

Table 4.1: Sensitivity of Townscape Receptors

Townscape Character Area	Value	Susceptibility to change	Sensitivity
TCA1: Northern Quarter Mixed Use	Medium	**Medium** – TCA1 has a gridded urban grain and has a close relationship to the type of development proposed.	**Medium**
TCA2: Ancoats Residential	Medium	**Low** – TCA2 has a tight-knit urban grain and a prevailing height of five to eight storeys which restricts views out of the TCA.	**Medium-Low**
TCA3: Rochdale Canal Mixed Use	Medium-Ordinary	**Low** – TCA3 contains a mix of built form in varying condition and is influenced by existing, high-density built form outside of the TCA.	**Medium-Low**
TCA4: Piccadilly Gardens Commercial	Medium	**Low** – TCA4 has a prevailing height of six to seven storeys and contains a mix of modern and C19 buildings.	**Medium-Low**
TCA5: Shudehill Commercial	Medium-Ordinary	**Low** – TCA5 has a prevailing height of five to seven storeys and is generally influenced by large scale developments.	**Medium-Low**
TCA6: Manchester Central Fire Station Mixed Use	Ordinary	**Low** – TCA6 contains a mix of mid-rise flat blocks and commercial warehouse which are of limited architectural quality.	**Low**

Sensitivity of Visual Receptors

4.5 **Table 4.2** establishes the sensitivity of the visual receptors. This is based on the identification of the value of the view and the susceptibility of change. The latter is established by considering the occupation or activity of people; and extent of attention or interest that may therefore be focused on the views and visual amenity.

4.6 Guidance in GLVIA3 notes that the visual receptors most susceptible to change are likely to include: people who are engaged in outdoor recreation whose attention is

likely to be focused on the landscape and on particular views; residents at home; visitors to heritage assets; and communities where views contribute to the landscape setting enjoyed by residents in the area. Visual receptors with moderate susceptibility to change include travellers on road, rail or other transport routes and visual receptors likely to be less sensitive to change include: people engaged in outdoor sport or recreation; and, people at their place of work whose attention may be focused on their work or activity.

Table 4.2: Sensitivity of Key Visual Receptors

Receptor	Value	Susceptibility to change	Sensitivity
Motorists and pedestrians along Oldham Street	**Medium** – Views associated with some designated heritage assets including the Stevenson Square and Smithfield Conservation Areas.	**Medium** – Views and visual amenity likely to be of medium importance to road users.	**Medium**
Motorists and pedestrians along Warwick Street and Whittle Street	**Medium** – Views associated with some designated heritage assets including the Stevenson Square and Smithfield Conservation Areas.	**Medium** – Views and visual amenity likely to be of medium importance to road users.	**Medium**
Motorists and pedestrians along Spear Street	**Medium** – Views associated with some designated heritage assets including the Stevenson Square Conservation Area.	**Medium** – Views and visual amenity likely to be of medium importance to road users.	**Medium**
Future residents of 76-82 Oldham St (Kempton Homes development) on Warwick Street	**Medium-Low -** Views associated with some designated heritage assets including the Stevenson Square Conservation Area but mainly of roofscapes or existing low quality building facades so of lesser visual interest and value	**High –** Views and visual amenity likely to be of high importance to residents	**Medium**

Construction Effects

4.7 The key aspects of the demolition and construction phase which have potential to affect the receptors have been identified as: demolition works, groundworks associated with foundation / basement excavation; construction machinery (including tower cranes), material stock piles, scaffolding, vehicle movements, contractor site compound, and the incremental appearance of the building itself during the construction process.

4.8 Any effects arising during the construction phase are regarded as short term or temporary effects and have therefore not been separately described. However, in general terms, the construction effects of the Proposed Development would be no greater in magnitude than those described below for the completed development but would generally be considered to be either neutral or adverse effects. The exception to

this would be effects associated with the tower cranes, which would likely be visible from a wider area than the completed development and so would form a noticeable skyline feature for this period.

Townscape Impacts

4.9 The assessment of townscape impacts likely to arise from the Proposed Development comprised initially, an assessment of the likely changes to the key townscape elements within the Site and then an assessment of the impact of these changes on the townscape character for the four previously identified local townscape character areas.

Effects on Townscape Character Areas

TCA1: Northern Quarter Mixed Use

4.10 The proposed development would involve the introduction of a new building along Warwick Street and roof extensions to existing buildings along Oldham Street and Spear Street comprising a ten-storey, L-shaped stepped block. This would also include the creation of new and improved entrances into the Site interfacing with the surrounding streets.

4.11 The existing character of TCA1 is influenced by a mix of residential and commercial (both existing and under construction), and so the proposed aparthotel within the Site with flexible commercial uses at ground floor would reinforce this. The new and improved active frontages along Oldham Street and Warwick Street would also improve the vibrancy of the area. The development would integrate with the surrounding buildings (both existing and under construction) and the area's existing tight urban grain and would contribute to the evolving character of the Northern Quarter.

4.12 The Proposed Development would represent an intensification of built form on the Site and would revitalise currently underused buildings which currently have a detracting influence on the character of the area. The scale of new built form would be substantially taller and higher density than the existing buildings to north-west and south-west but similar to that established by 76-82 Oldham Street (under construction) and The Hive to the north-east and south-east respectively. In some local views where the new built form would be experienced in context with adjacent two to three storey terraces, the scale of the proposed building would contrast with existing buildings and it would appear as a prominent feature in the streetscape. However, in many views it would be seen in context with the development under construction at 76-82 Oldham Street and would integrate successfully with this massing.

4.13 The restored façade fronting Oldham Street would make a positive contribution to the local sense of place with the proposed use of dark yellow, glazed terracotta tiles referencing similar materials used in the Castle Hotel and Gullivers. The tiles would also be utilised to re-establish the two separate buildings of 68-70 Oldham Street at ground level by mimicking the rhythm of upper levels, whilst the proposed repeated use of the dark yellow tiles along Warwick Street would also provide visual continuity and strengthen the local character.

4.14 The proposed stepping and change of facing materials of the new build volumes would help to break down the massing of the proposed building and allow the renovated façade to be experienced separately to the new build volume. The proposed use of white brick with recessed windows, projecting vertical ribs and precast cills at every level within the middle section would connect with the restored façade and provide further visual continuity between the Warwick Street and Oldham Street elevations. Similar subtle architectural detailing would also be utilised within the Spear Street elevation but in red brick to reference the retained warehouse base. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development whilst the three tone, Victorian tile pattern, would create a textured and dynamic surface finish.

4.15 Within Warwick Street the proposed building in combination with the development under construction at 76-82 Oldham Street would create a narrow, strongly enclosed street with reduced light levels but with an improved quality of built form and the introduction of a more active frontage to the street. This would be a change from the existing situation but is appropriate to the local character as narrow, enclosed streets are a characteristic of the local area and the higher quality of built form would improve the appearance of the street.

4.16 In summary, the proposed development would represent a major change to the Site itself but the development would integrate with the character of TCA1 and would be predominantly screened from view for most parts of the area due to the surrounding pattern of dense urban form. The impact on the wider character of TCA1 would therefore be Low.

4.17 The impact of the Proposed Development on the townscape is demonstrated by Representative Viewpoints 2-10.

4.18 The Proposed Development would result in a **Neutral Effect on TCA1** with a **Low Magnitude of Change.**

TCA2: Ancoats Residential

4.19 From most of TCA2 the Proposed Development would not be visible due to intervening built form and the relative distance from the Site so there would be limited changes to the character of the area. There would however be some indirect changes to TCA2 where the Proposed Development would be noticeable in views out of the TCA.

4.20 As indicated on the ZTV (**Figure 3** at ***Appendix 3***), views of the Proposed Development would be limited to small parts along Great Ancoats Street and Oldham Road which define the TCA boundary, where the upper levels of the proposed new build volume would be noticeable across the varied roofscape. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest and complement the materiality utilised within other contemporary buildings in these views.

4.21 The impact of the Proposed Development on the townscape is demonstrated by Representative Viewpoint 1.

4.22 The key characteristics of TCA2 would remain unchanged as a result of the Proposed Development and the overall character of the area would not be affected.

4.23 Overall, the Proposed Development would result in a **Negligible Magnitude of Change** and would have a **Neutral Effect.**

TCA3: Rochdale Canal Mixed Use

4.24 From most of TCA3 the Proposed Development would not be visible due to intervening built form and the relative distance from the Site so there would be limited changes to the character of the area. There would however be some indirect changes to TCA3 where the Proposed Development would be noticeable in views out of the TCA.

4.25 As indicated on the ZTV (**Figure 3** at ***Appendix 3***), views of the Proposed Development would be limited to a single glimpse from the southern end of Hilton Street, where the upper levels of the proposed new build volume would be discernible above The Hive building along Lever Street, and against the distant backdrop of tall buildings around Angel Street. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest and complement the materiality utilised within other contemporary buildings in these views.

4.26 The key characteristics of TCA3 would remain unchanged as a result of the Proposed Development and the overall character of the area would not be affected.

4.27 Overall, the Proposed Development would result in a **Negligible Magnitude of Change** and would have a **Neutral Effect.**

TCA4: Piccadilly Gardens Commercial

4.28 From most of TCA4 the Proposed Development would not be visible due to intervening built form and the relative distance from the Site so there would be limited changes to the character of the area. There would however be some indirect changes to TCA4 where the Proposed Development would be noticeable in views out of the TCA.

4.29 As indicated on the ZTV (**Figure 3** at ***Appendix 3***), views of the Proposed Development would be limited to the edge of the TCA at the southern end of Oldham Street and Spear Street. From the more distant viewpoints along Oldham Street, the renovated façade within the Site would assimilate into the wider street frontage. The proposed stepping of the new built volume and change of materiality would also allow the façade to be experienced separate to the upper levels. In long distance views from Spear Street, the proposed use of red brick would visually integrate with other red brick buildings in the view.

4.30 The upper storeys would rise above existing three to five storeys buildings fronting the street and would be experienced as a small element towards the background of these views so would have a limited influence on the character of TCA4.

4.31 The key characteristics of TCA4 would remain unchanged as a result of the Proposed Development and the overall character of the area would not be affected.

4.32 Overall, the Proposed Development would result in a **Negligible Magnitude of Change** and would have a **Neutral Effect.**

TCA5: Shudehill Commercial

4.33 From most of TCA5 the Proposed Development would not be visible due to intervening built form and the relative distance from the Site so there would be limited changes to the character of the area. There would however be some indirect changes to TCA5 where the Proposed Development would be noticeable in views out of the TCA.

4.34 As indicated on the ZTV (**Figure 3** at ***Appendix 3***), views of the Proposed Development would be limited to a single glimpse from the public plaza at the junction of the High Street and New George Street. In these views, the upper levels of the proposed new build volume would be discernible above two to three storey buildings albeit filtered by street trees in the foreground. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest and complement the materiality utilised within other contemporary development in these views from the edge of the TCA.

4.35 The key characteristics of TCA5 would remain unchanged as a result of the Proposed Development and the overall character of the area would not be affected.

4.36 Overall, the Proposed Development would result in a **Negligible Magnitude of Change** and would have a **Neutral Effect.**

TCA6: Manchester Central Fire Station Mixed Use

4.37 From most of TCA6 the Proposed Development would not be visible due to intervening built form and the relative distance from the Site so there would be limited changes to the character of the area. There would however be some indirect changes to TCA6 where the Proposed Development would be noticeable in views out of the TCA.

4.38 As indicated on the ZTV (**Figure 3** at ***Appendix 3***), views of the Proposed Development would be limited to along the A62 Oldham Road and the A665 Ring Road as well as surface car parks along Cross Keys Street. Towards the background of these views, the upper levels of the proposed new build volume would be experienced sitting above the three to four storey buildings that front onto Great Ancoats Street. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest and complement the materiality utilised within other contemporary buildings in these views.

4.39 The impact of the Proposed Development on the townscape is demonstrated by Representative Viewpoint 1.

4.40 The key characteristics of TCA6 would remain unchanged as a result of the Proposed Development and the overall character of the area would not be affected.

4.41 Overall, the Proposed Development would result in a **Negligible Magnitude of Change** and would have a **Neutral Effect.**

Visual Impacts

4.42 The assessment of visual impacts likely to arise from the Proposed Development comprised initially, an assessment of the likely extent of visibility of the Proposed Development and the receptors likely to be affected and secondly an assessment of the impacts on the views from each of the representative viewpoints, provided in **Section 5**. This assessment should be read in conjunction with the Visualisations of the Proposed Development also contained within **Section 5**, and the CGIs and elevations of the scheme contained within the DAS.

Extent of Visibility of the Proposed Development

4.43 The visibility of the Site would increase with the implementation of the Proposed Development. This is due to the presence of new taller built form within the Site. The potential extent of visibility is demonstrated by the computer generated ZTV provided at **Figure 3** in ***Appendix 3***. It should be noted that this visibility is based on 2020 Lidar DSM data and so does not take into account some of the schemes that are under construction or consented in the immediate context, for example 76-82 Oldham Street which, when completed, would reduce the extent of visibility of the Proposed Development. The assessment of visibility has therefore been refined through the field study and the analysis of the visualisations prepared by Our Studio Ltd.

4.44 The ZTV and associated field study identifies that the principal areas in which the Proposed Development would be visible from would be: Oldham Street; Spear Street; Whittle Street; and, intermittent areas within the residential estate to the north-west.

Assessment of Effects on Visual Receptors

4.45 **Table 4.3** below provides a summary assessment of the likely key effects of the Proposed Development on the visual receptors identified during the baseline appraisal. This draws on the Representative Views Assessment provided in **Section 5**.

Table 4.3: Appraisal of Key visual receptors

Receptor	Sensitivity	Commentary
Motorists and pedestrians along Oldham Street	**Medium**	The Proposed Development would be noticeable in sequential views from along this linear route through the Northern Quarter. When approaching from the north-east, the upper levels within the Proposed Development would be experienced above three to four storey development but would sit below the established roofline of other modern buildings towards the northern end of Oldham Street. In the reverse views from the south-west, the Proposed Development would rise above three to four storey development and result in the partial loss of articulation on the roofline. This increase in height and massing would have a notable presence in these views which would increase the influence of tall buildings. The proposed stepping and notable change of facing materials of new build volumes would typically allow the new and improved Oldham Street frontage to be experienced separately to

		the upper levels. In mid to long range views, the proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development and contribute to the existing and emerging roofscape. Closer to the Site, the Proposed Development would replace views of the dilapidated façade and insensitive shopfront with built form of improved quality which responds appropriately to the character of the conservation area; the proposed use of glazed terracotta tiles at ground level would mimic the rhythm of the upper levels and complement the adjacent Castle Hotel and Gullivers opposite which are finished in the same material. The proposed use of zinc shingles at roof level arranged in a three tone, Victorian tile pattern, would also create a textured and dynamic surface finish which would add visual interest. **Representative Views**: 1, 2, 8, 10 **Magnitude of change:** Varies from Medium (close to Site) to Very Low (more distant viewpoints where development forms a small element in the view) **Type of Effect:** Varies from Beneficial (close to Site) to Neutral (more distant viewpoints where development forms a small element in the view)
Motorists and pedestrians along Warwick Street and Whittle Street	**Medium**	In these views, the proposed increase in height and massing would have a notable presence which would increase the influence of tall buildings, often experienced above existing two to three storey development in views from Whittle Street. At the junction with Oldham Street, the Proposed Development would form the tallest feature in the view and create an improved frontage to the street corner. From along Warwick Street, the Proposed Development would be experienced within close distance and in combination with the 76 – 82 Oldham Street development. Together the two buildings would provide strong enclosure and containment of views along the street. The proposed use of white brick along the Warwick Street elevation would create an improved quality frontage with a visually lighter façade than the existing building and with dark yellow glazed terracotta tiles at ground level which would contrast with other building materials to announce the entrance. In views from Whittle Street, the glazed terracotta tiles would provide visual continuity with the primary Oldham Street frontage and complement adjacent buildings which are finished in the same material. In the middle sections of the building, the proposed use of vertical black ribs and projecting precast cills at every level would create texture and further visual continuity with the Oldham Street and Spear Street elevations. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof

		section of the Proposed Development whilst the three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest on the skyline. **Representative Views**: 4, 10 **Magnitude of change:** Medium **Type of Effect:** Neutral
Motorists and pedestrians along Spear Street	**Medium**	In longer distance views from along Spear Street, the Proposed Development would be partly noticeable towards the background where the proposed continuation of red brick for the middle levels of the new build form would visually integrate with other red brick buildings in the street. The proposed change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development and would result in some loss of the articulated roofline which is characteristic of mid-range views. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would also add visual interest and complement the materiality utilised within other buildings in these views. In close distance views, the proposed use of red brick within the Spear Street warehouse extension would provide visual continuity with the existing base whilst the proposed use of vertical black ribs and projecting precast cills at every level would create texture and add visual interest. The white brick of the new build volume along Warwick Street would also contrast with the red brick to break up the perceived massing but would be understood as the same development through similar architectural language. The new development at 76-82 Oldham Street adjacent to the Site would largely screen views of the Proposed Development from the northern end of Spear Street with only the upper roof levels discernible. **Representative Views**: 3, 5, 7 **Magnitude of change:** Varies from Medium (close to Site) to Low (more distant viewpoints where development forms a small element in the view) **Type of Effect:** Neutral
Future residents of 76 – 82 Oldham Street (Kempton Homes development)		Views from 67 of the apartments would be unaffected or have only oblique views of the proposed development and would not be significantly affected by the proposals. Apartments with windows facing on to Warwick St (33no) would experience a large change to views from their properties. Views from the lower storey apartments would generally improve as close proximity views of the low quality commercial building on the application site (see photo A in section 3) are replaced with close proximity views of a high quality building. From the upper storey apartments, views would be of reduced quality as open views of

	the adjoining roofscape are replaced with close proximity views of the proposed building. Windows of the aparthotel rooms would articulate the building elevation which would provide some visual interest but could result in some overlooking or privacy issues. However, these could be mitigated with appropriate detailed design measures such as the use of fixed voile curtains. **Representative Views**: N/A **Magnitude of Change:** Varies from: No change (most apartments) to Medium (lower storey apartments on Warwick Street) to Large (upper storey apartments on Warwick Street) **Type of Effect:** Varies from Beneficial (lower storey apartments on Warwick Street) to Adverse (upper storey apartments on Warwick Street) and Neutral for all other apartments

5. Representative View Assessment

Introduction

5.1 The Representative Views Assessment underpins the assessment of townscape and visual effects as described in **Section 4**. The baseline visual appraisal, set out in **Section 3** of this TVIA, identified a number of representative views. A series of Visualisation Types have been prepared from a number of these viewpoints and are set out within this report with a detailed methodology document provided at ***Appendix 5.***

5.2 None of the views are static, being kinetic and variable in nature when experienced within the townscape. The visualisations provide two-dimensional representations of a complex scenic experience and as such are indicative. However, they have been chosen to give an impression of the maximum effect of the Proposed Development in the viewing experience. Whilst the visualisations are provided for the appraisal, the image is no substitute for the actual visual experience from a representative viewpoint or experienced by a visual receptor. It is essential when considering these views that the individual is aware of the viewing experience at each location, that is to say, to be aware of traffic noise, weather, the surrounding buildings and any other similar matters. It is therefore recommended that this document is taken on site to fully appreciate the nature of the viewing experience in each representative viewpoint location.

5.3 The selection of representative views has taken into account the location and characteristics of the surrounding townscape. The methodology for choosing these representative views, the choice of Visualisation Types and the associated impact appraisal is described in the Visual Baseline at **Section 3**. In determining the effects of the Proposed Development a judgement is made regarding the design quality of the completed scheme. This is informed by the supplied visualisations and the supporting planning application information.

5.4 Where the type of effect has been identified as beneficial, neutral or adverse, this is based on a professional judgement made by the assessor. The proposed changes to views as a result of the new built form are likely to include both beneficial and adverse impacts and may be perceived differently by different individuals. Overall it is considered by the assessor that the building design is of high-quality, and that the height and massing of the building would generally integrate well with surrounding existing or under construction development but would partly detract from more intact, historic frontages in some local views and create increased enclosure and containment to some views. Neutral effects have been identified where there would be changes to a view but it is considered that there would be no overall improvement or deterioration in the appearance of the view.

5.5 A summary of the effects on Representative Views is provided in **Table 5.1** below.

Table 5.1: Assessment of Effects on Representative Views

Location	Sensitivity	Magnitude of change / Type of Effect
RV1: View from A62 Oldham Street at junction with A665 Great Ancoats Street, looking south-west	Medium-Low	Low / Neutral
RV2: View from Oldham Street near to junction with Houldsworth Street, looking south-west	Medium	Medium / Neutral
RV3: View from Spear Street at junction with Houldsworth Street, looking south-west	Medium	Very Low / Neutral
RV4: View from Lever Street near to junction with Warwick Street, looking north-west	Medium	Medium / Neutral
RV5: View from Spear Street at junction with Faraday Street, looking north-east	Medium	Medium / Neutral
RV6: View from Stevenson Square at junction with Little Lever Street, looking north	Medium	Negligible / Neutral
RV7: View from Spear Street at corner of Stevenson Square, looking north-east	Medium	Low / Neutral
RV8: View from Oldham Street at junction with Hilton Street, looking north-east	Medium	Medium / Neutral
RV9: View from Whittle Street near to junction with Warwick Street, looking south-east	Medium	Medium / Neutral
RV10: View from Warwick Street at the junction with Oldham Street, looking south-east	Medium	Large / Beneficial

Representative Viewpoint 1 – View from A62 Oldham Road at junction with A665 Great Ancoats Street, looking south-west

Existing Baseline Situation

5.6 RV1 is located at the junction of the A62 Oldham Road and the A665 Great Ancoats Street and is orientated in a south-westerly direction. The view looks across five lanes of traffic which provides high levels of movement and activity in the foreground and extends towards three to four storey development beyond. In longer distance views the Site is experienced in context with the varied frontages along Oldham Street (albeit currently screened by scaffolding at 76-82 Oldham Street) and the City Tower which forms a focal point in the far background of the view.

Sensitivity

5.7 The view is not protected in planning policy but is within the Ancoats Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of low importance to road users and pedestrians on the A62 Oldham Road. The visual receptor has a **Low Susceptibility to Change** and a **Medium-Low Sensitivity**.

Effect on View

5.8 The Proposed Development would result in a small change to the view; it would be partly noticeable in the middle distance from this viewpoint and partly screened by the 76-82 Oldham St development (under construction). The proposed stepping of the new build volumes would highlight the building proportions and allow the upper part of the building to be experienced separately and help to assimilate it within the wider Oldham Street frontages. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development and contribute to the existing and emerging roofscape at the northern end of Oldham Street. The upper levels would be experienced above three to four storey development in the foreground of the view but would sit below the established roofline of 92-94 Oldham Street. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would also create a textured and dynamic surface finish which would also add visual interest and complement the materiality utilised within other contemporary buildings in the view.

5.9 Overall, the Proposed Development would be noticeable feature but would be largely in keeping with the existing character of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Low Magnitude of Change**.

Representative Viewpoint 2 – View from Oldham Street near to junction with Houldsworth Street, looking south-west

Existing Baseline Situation

5.10 This viewpoint is located along Oldham Street at the junction with Houldsworth Street facing in a south-westerly direction. The view is characterised by a mix of dilapidated and newly-restored frontages as well as active construction sites fronting the street. The Site is experienced in middle distance of channelled views (albeit currently screened by scaffolding at 76-82 Oldham Street) and contributes to the varied street scene. The City Tower is the tallest feature in the view and forms a focal point in the background.

Sensitivity

5.11 The view is not protected in planning policy but is within the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Oldham Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.12 The Proposed Development would be partly noticeable in the close to middle distance from this viewpoint. The proposed increase in height and massing would have a notable presence in this view rising above the five to eight storeys of the neighbouring 76-82 Oldham Street which would increase the influence of tall buildings in the view. The proposed stepping and change of facing materials of the new build volumes would help to break down the building proportions and allow the renovated façade to be experienced separately to the new build volume. The proposed use of glazed terracotta tiles at ground level would complement the adjacent Castle Hotel and Gullivers opposite which are finished in the same material and positively contribute to the Oldham Street frontage. The proposed use of zinc shingles at roof level arranged in a three tone, Victorian tile pattern, would also create a textured and dynamic surface finish which would add visual interest.

5.13 Overall, the Proposed Development would be a noticeable feature and would result in moderate change to a small part of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Medium Magnitude of Change**.

Representative Viewpoint 3 – View from Spear Street at junction with Houldsworth Street, looking south-west

Existing Baseline Situation

5.14 This view is located at the junction of Spear Street and Houldsworth Street and faces south-west towards the Site. New development and active construction sites have a strong presence in the foreground which largely obscure views of the Site further along Spear Street. Construction activities have a partly detracting influence on the view albeit temporary. Other buildings in the view show signs of age and/or have graffiti at lower levels. City Tower is glimpsed in the background of the view.

Sensitivity

5.15 The view is not protected in planning policy but is located on the edge of the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Spear Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.16 The Proposed Development would be predominantly screened by intervening buildings including the new development at 76-82 Oldham Street. The upper levels of the new build volume along Warwick Street would be partly noticeable rising beyond the five to eight storeys of existing buildings in the foreground. The proposed zinc shingles would add some visual interest.

5.17 Overall, the Proposed Development would be a small scale addition to the view but would not noticeably alter the existing character of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Very Low Magnitude of Change**.

Representative Viewpoint 4 – View from Lever Street near to junction with Warwick Street, looking north-west

Existing Baseline Situation

5.18 This viewpoint is located on Lever Street looking north-west along Warwick Street. The junction in the foreground is delineated by three to six storey development and these buildings frame views towards the rooftops of the current buildings within the Site. The contrast between red brick of historic facades and black brick and exposed concrete of modern buildings creates a visually interesting composition. Active construction sites in the middle distance disrupt longer distance views to Oldham Street and have a detracting influence on the view albeit for a temporary basis.

Sensitivity

5.19 The view is not protected in planning policy but is located on the edge of the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Lever Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.20 The Proposed Development would be clearly noticeable in this viewpoint within close distance. The proposed increase in height and massing would have a notable presence, experienced as a similar height as The Hive building in the foreground which would increase the influence of tall buildings in the view and provide a narrowing of the view along the street and increased sense of enclosure. The Spear Street warehouse extension would be faced in red brick which would provide visual continuity with the existing base whilst the proposed use of vertical black ribs and projecting precast cills at every level would create texture and add visual interest. Similar subtle architectural detailing would be utilised within the Warwick Street elevation but in white brick which would create a visually lighter façade. Dark yellow glazed terracotta tiles framing the entrance along Warwick Street would contrast with other building materials in the view and draw the eye along the street. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development whilst the three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest.

5.21 Overall, the Proposed Development would be prominent feature and would result in noticeable change to the central part of the view. There would be no overall harm or improvement to the view, and overall, this would result in a **Neutral Effect** with a **Medium Magnitude of Change**.

Representative Viewpoint 5 – View from Spear Street at junction with Faraday Street, looking north-east

Existing Baseline Situation

5.22 This view is located along Spear Street at the junction of Faraday Street and looks north-east across the four-storey warehouse building defining the south-eastern boundary of the Site. The view has an enclosed character as a result of narrow street

proportions and high-sided buildings which channel views to the active construction site along Warwick Street. The contrast between red brick of historic facades and black brick and exposed concrete of modern buildings creates a visually interesting composition

Sensitivity

5.23 The view is not protected in planning policy but is within the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Spear Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.24 The Proposed Development would be experienced within close distance from this viewpoint. The proposed increase in height and massing would have a notable presence, experienced as a similar height as 55-59 Spear Street in the foreground which would result in the loss of open sky and increase the influence of tall buildings in the view. The Spear Street warehouse extension would be faced in red brick which would provide visual continuity with the existing base whilst the proposed use of vertical black ribs and projecting precast cills at every level would create texture and add visual interest. The white brick of the new build volume along Warwick Street would contrast with the red brick to break up the perceived massing but would be understood as the same development through similar architectural language. The upper levels would also be partly visible where the proposed zinc shingles would add some visual interest.

5.25 Overall, the Proposed Development would be prominent feature and would result in noticeable change to a large part of the view. There would be no overall harm or improvement to the view, and overall, this would result in a **Neutral Effect** with a **Medium Magnitude of Change**.

Representative Viewpoint 6 – View from Stevenson Square at junction with Little Lever Street, looking north

Existing Baseline Situation

5.26 This viewpoint is located at the southern corner of Stevenson Square and is orientated north towards the Site. The view extends across the square to a row of street trees at the centre, and beyond to three to four storey buildings on the far side which currently screen the Site. Some distinctive roof forms and fine architectural detailing including a cupola and turret within buildings along Spear Street create visual interest on the local skyline. A cluster of tall buildings within NOMA also create a focal point on the distant horizon.

Sensitivity

5.27 The view is not protected in planning policy but is within the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Stevenson Square. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.28 The Proposed Development would be completely screened by intervening built form and street trees, so there would be no change to the view as a result. This would result in a **Neutral Effect** with a **Negligible Magnitude of Change**.

Representative Viewpoint 7 – View from Spear Street at corner of Stevenson Square, looking north-east

Existing Baseline Situation

5.29 This viewpoint is located along Spear Street and faces north-east across the edge of Stevenson Square. In the close to mid distance, historic buildings overlooking the square create visual interest with their distinctive roof forms and fine architectural detailing. These buildings also frame views further along Spear Street where glimpses of the four-storey red brick warehouse building defining the south-eastern boundary of the Site can be experienced. Temporary roadworks barriers in the near distance as well as active construction sites in the background also create visual clutter and have a detracting influence on the view.

Sensitivity

5.30 The view is not protected in planning policy but is within the Stevenson Square Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Spear Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.31 In this view, the Proposed Development would be partly noticeable towards the background. The proposed continuation of red brick for the middle levels of the new build form would visually integrate with other red brick buildings in the street. The proposed change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development but would partly encroach on the roof turret at 21 Hilton Street and result in some loss of the articulated roofline which is characteristic of the view. The proposed use of zinc shingles arranged in a three tone, Victorian tile pattern, would however create a textured and dynamic surface finish which would also add visual interest and complement the materiality utilised within other buildings in the view.

5.32 Overall, the Proposed Development would be noticeable feature but would be largely in keeping with the existing character of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Low Magnitude of Change**.

Representative Viewpoint 8 – View from Oldham Street at junction with Hilton Street, looking north-east

Existing Baseline Situation

5.33 This viewpoint is located along Oldham Street at the crossroad junction with Hilton Street and is orientated north-east. The view extends along the road to taller, modern development in and around the A62 Oldham Road. The Site is experienced in the

middle distance and in context with a mix of historic and modern frontages interspersed with active construction sites. Building styles in the view are varied which adds to the visual interest and creates an articulated roofline.

Sensitivity

5.34 The view is not protected in planning policy but is within the Smithfield Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Oldham Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.35 The Proposed Development would be partly noticeable in the close to middle distance from this viewpoint. The proposed increase in height and massing would have a notable presence in this view. Existing buildings along the street are typically three to four storeys and so the new build volumes would be experienced rising above the frontage resulting in some loss of the articulated roofline.

5.36 The proposed stepping and notable change of facing materials of the new build volumes would however help to break down the building proportions and allow the renovated façade to be experienced separately to the new build volume. The proposed use of glazed terracotta tiles at ground level would visually connect the frontage with the adjacent Castle Hotel and Gullivers opposite which are finished in the same material and positively contribute to the Oldham Street frontage. The proposed use of zinc shingles at roof level arranged in a three tone, Victorian tile pattern, would also create a textured and dynamic surface finish which would add visual interest at roof level.

5.37 Overall, the Proposed Development would be prominent feature and would result in large change to a small part of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Medium Magnitude of Change**.

Representative Viewpoint 9 – View from Whittle Street near to junction with Warwick Street, looking south-east

Existing Baseline Situation

5.38 This viewpoint faces south-east and is situated between Whittle Street and Brightwell Walk. The view demonstrates some symmetry with a clear linear composition. Two storey buildings frame the view along Whittle Street and Warwick Street, broken up by crossroads at regular intervals in the middle to far distance. A glimpse of the primary façade within the Site can be experienced fronting Oldham Street beyond. The red brick buildings and timber shopfronts contrast with the glazed buildings in the background to create a sense of time depth to the view.

Sensitivity

5.39 The view is not protected in planning policy but is within the Smithfield Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate

importance to road users and pedestrians on Whittle Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.40 The Proposed Development would be clearly noticeable in this viewpoint in the background of the view. The proposed increase in height and massing would have a notable presence, rising substantially above two to three storey development in the foreground and narrowing the view along the street to give an increased sense of enclosure. This would increase the influence of tall buildings in the view and result in the loss of some of the articulated roofline. The restored frontage would be partially visible and the proposed use of glazed terracotta tiles at ground level would draw the eye along the street and mirror Gullivers which is finished in the same material. The proposed stepping and notable change of facing materials of the new build volumes would highlight the building proportions and help break up the scale. The proposed use of white brick with recessed windows, projecting vertical ribs and precast cills at every level within the middle section would connect with the restored façade and provide visual continuity with the Warwick Street elevation. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development whilst the three tone, Victorian tile pattern, would create a textured and dynamic surface finish which would add visual interest.

5.41 Overall, the Proposed Development would be prominent feature and would result in large change to a small part of the background of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Neutral Effect** with a **Medium Magnitude of Change**.

Representative Viewpoint 10 – View from Warwick Street at the junction with Oldham Street, looking south-east

Existing Baseline Situation

5.42 This viewpoint is located along Warwick Street at the junction with Oldham Street and looks south-east at the existing buildings within the Site. The Site forms the focal point in the foreground of this view and is experienced in context with the adjacent Castle Hotel (Grade II listed). The Site frontage bears no relation to the upper storeys and has a dilapidated appearance with signs of graffiti to the store shutters and flaking paintwork around the windows on the upper levels. The Site is also experienced in context with the neighbouring construction site at Warwick Street which has a detracting influence in the view.

Sensitivity

5.43 The view is not protected in planning policy but is within the Smithfield Conservation Area and positively contributes to the visual amenity of the local area so is of **Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians on Warwick Street. The visual receptor has a **Medium Susceptibility to Change** and a **Medium Sensitivity**.

Effect on View

5.44 In this view, the Proposed Development would be experienced within the immediate proximity of the Site boundary. The restored façade would have a positive influence on the character of the view, whilst the proposed use of dark yellow, glazed terracotta tiles would re-establish the two separate buildings at ground level by mimicking the rhythm of upper levels, and complement the adjacent Castle Hotel which is finished in the same material. The proposed repeated use of the dark yellow tiles along Warwick Street would also draw the eye beyond the primary Oldham Street façade.

5.45 The proposed increase in height and massing would have a notable presence forming the tallest feature in the view, which would contrast with neighbouring buildings which are mostly of smaller scale. The proposed stepping and notable change of facing materials of the new build volumes would highlight the building proportions and help break up the scale to some extent. The proposed use of white brick with recessed windows, projecting vertical ribs and precast cills at every level within the middle section would connect with the restored façade and provide visual continuity with the Warwick Street elevation. The upper levels would also be partly visible where the proposed zinc shingles would add some visual interest.

5.46 Overall, the Proposed Development would be a prominent feature and would result in noticeable change to a large part of the view. There would be no overall harm of improvement to the view, and overall, this would result in a **Beneficial Effect** with a **Large Magnitude of Change**.

6. Summary and Conclusions

6.1 This TVIA has been prepared by Turley Townscape on behalf of the Applicant to provide relevant and proportionate information to the local planning authority regarding townscape and visual impacts, to accompany an application for the proposed development at 68-70 Oldham Street.

6.2 This report has been founded on a thorough study of the Site and its townscape and visual context; through understanding and appreciating these features and resources, a robust impact appraisal of the Proposed Development has been undertaken. The assessment included:

- A review of relevant policy and guidance;
- Identification of the baseline quality and characteristics of the local townscape character and local views and identification of key visual receptors and representative viewpoints; and
- Assessment of the impact of the Proposed Development on townscape character, visual receptors and key views

Site Context

6.3 The Site is located at the heart of the Northern Quarter within the city of Manchester. It is situated along Oldham Street at the junction with Warwick Street, where it extends as far as Spear Street to the south-west. Ground floor commercial uses are common along primary and secondary streets surrounding the Site, with an emerging trend for residential uses in upper storeys. Occasional residential blocks are also interspersed throughout including a new residential block (3 – 8 storey) currently under construction on the site at 76-82 Oldham Street. Piccadilly Gardens is located approximately 300m to the south-west of the Site. The built form present on Site comprises three-storey blocks at no. 68 and no. 70 Oldham Street in white render with ornamental pediment and a non-original shopfront, and a four-storey block at no. 61 Spear Street in red brick with varied fenestration.

Policy Context

6.4 Key issues arising from the review of policy and guidance documents of relevance to the Site relate to its City Centre context and character. The Core Strategy seeks to maximise the efficiency of land in the City (Policy CC6), whilst ensuring new development is of good design and has regard to the historic and townscape character (Policy CC9). The Core Strategy also recognises the ability of well-designed taller development to contribute positively to place-making (Policy EN2).

Townscape Character Context

6.5 The assessment of townscape context identified that the Site itself currently makes little contribution to the local townscape character and does not optimise the use of a Site. The existing three storey building has a dilapidated and weathered appearance

with signs of flaking paint and graffiti on the shuttered shopfront which forms a poor quality frontage to Warwick Street. The ground floor frontage to Oldham Street has a low quality shop frontage which currently bears no resemblance to the distinct upper levels of 68 and 70 Oldham Street which are historically more intact .

Visual Context

6.6 A Zone of Theoretical Visibility (ZTV) was produced to understand where in the surrounding townscape the Proposed Development and Site was likely to be visible. This consideration of visibility was used to identify key visual receptors and key views with potential to be affected by the Proposed Development and to inform the selection of representative views. Key visual receptors include: Oldham Street; Spear Street; Warwick Street; Whittle Street; and, intermittent areas within the residential estate to the north-west.

6.7 Ten representative viewpoints were identified to reflect these receptors and an assessment made of the character and quality of the existing view from these viewpoints. The representative viewpoints and visualisation types to be provided were agreed in discussion with officers at Manchester City Council.

Townscape Impacts

6.8 The assessment of townscape impacts concluded that the Proposed Development would result in a change of low magnitude to the local townscape character around the site (TCA1). These were identified overall as neutral effects on townscape character due to the combination of high-quality façade design and the activation of the site with new uses which would result in positive changes and the notable increase in scale and massing of built form which could have negative influences due to an increased sense of enclosure and containment along Warwick Street and potential for the more detailed articulation of rooflines of some of the surrounding buildings to be obscured. Impacts on townscape character would be localised due to the density of the urban grain, gridded street alignment, and the already very varied character of the Northern Quarter.

6.9 The restored façade fronting Oldham Street would contribute to the sense of place with the proposed use of dark yellow, glazed terracotta tiles referencing similar materials used in the Castle Hotel and Gullivers. The tiles would also be utilised to re-establish the two separate buildings of 68-70 Oldham Street at ground level by mimicking the rhythm of upper levels, whilst the proposed repeated use of the dark yellow tiles along Warwick Street would also provide visual continuity and strengthen the local character.

6.10 The proposed stepping and change of facing materials of the new build volumes would help to break down the building proportions and allow the renovated façade to be experienced separately to the new build volume. The proposed use of white brick with recessed windows, projecting vertical ribs and precast cills at every level within the middle section would connect with the restored façade and provide further visual continuity between the Warwick Street and Oldham Street elevations. Similar subtle architectural detailing would also be utilised within the Spear Street elevation but in

red brick to reference the retained warehouse base. The proposed precast cornice and change of materiality from brickwork to zinc shingles between the mid and upper levels would announce the roof section of the Proposed Development whilst the three tone, Victorian tile pattern, would create a textured and dynamic surface finish.

6.11 The identified effects on the townscape character receptors are summarised in **Table 6.1** below:

Table 6.1: Summary of Assessment of Effects on Townscape Character Receptors

Townscape Character Area	Sensitivity	Magnitude of Change	Type of Effect
TCA1: Northern Quarter Mixed Use	Medium	Low	Neutral
TCA2: Ancoats Residential	Medium-Low	Negligible	Neutral
TCA3: Rochdale Canal Mixed Use	Medium-Low	Negligible	Neutral
TCA4: Piccadilly Gardens Commercial	Medium-Low	Negligible	Neutral
TCA5: Shudehill Commercial	Medium-Low	Negligible	Neutral
TCA6: Manchester Central Fire Station Mixed Use	Low	Negligible	Neutral

Visual Impacts

6.12 The assessment of visual effects identified that there would be changes to local and longer distance views arising from the Proposed Development. The quality of the views close to the Site would improve as a result of restoration of the dilapidated façade and proposed replacement of the insensitive shopfront with glazed terracotta tiles at ground level which would mimic the rhythm of the upper levels and complement the adjacent Castle Hotel and Gullivers opposite which are finished in the same material. There are also some close-proximity views from Oldham Street and Whittle Street where the Proposed Development would form the tallest feature in the view which would partly detract from neighbouring buildings (and the appreciation of their rooflines) which are mostly of smaller scale. The proposed stepping with a notable change of facing materials and architectural detailing of new build volumes would break down the scale of the building and in longer distance views from Oldham Street would allow the new and improved Oldham Street frontage to be experienced separately to the upper levels. The proposed use of zinc shingles at roof level arranged in a three tone, Victorian tile pattern, would also create a textured and dynamic surface finish which would add visual interest.

6.13 It was also identified that future residents of some of the apartments in the development under construction at 76-82 Oldham Street would experience a large change to views from their properties. Views from the lower storey apartments would generally improve as close proximity views of the low quality commercial building on the application site are replaced with close proximity views of a high quality building with improved street frontage. From the upper storey apartments, views would be of

reduced quality as open views of the adjoining roofscape are replaced with close proximity views of the proposed building. Windows of the aparthotel rooms would articulate the building elevation which would provide some visual interest but could result in some overlooking and/or reduced privacy. However, these could be mitigated with appropriate detailed design measures such as the use of fixed voile curtains in the aparthotel rooms, or use of film or similar measures to obscure the views out from and in to the aparthotel rooms. This form of mitigation could be controlled by condition.

6.14 The identified effects on the visual receptors are summarised in **Table 6.2** below.

Table 6.2: Summary of Assessment of Effects on Visual Receptors

Receptor	Sensitivity	Commentary
Motorists and pedestrians along Oldham Street	Medium	**Magnitude of change:** Varies from Large (close to Site) to Very Low (more distant viewpoints where development forms a small element in the view) **Type of Effect:** Varies from Beneficial (close to Site) to Neutral (more distant viewpoints where development forms a small element in the view)
Motorists and pedestrians along Warwick Street and Whittle Street	Medium	**Magnitude of change:** Medium **Type of Effect:** Neutral
Motorists and pedestrians along Spear Street	Medium	**Magnitude of change:** Varies from Medium (close to Site) to Very Low (more distant viewpoints where development forms a small element in the view) **Type of Effect:** Neutral
Future residents of 76 – 82 Oldham Street		**Representative Views**: N/A **Magnitude of Change:** Varies from Medium (lower storeys) to Large (upper storeys) **Type of Effect:** Varies from Beneficial (lower storeys) to Adverse (upper storeys)

Conclusion

6.15 The proposed development would introduce a new large scale building which would restore and upgrade the historic frontage to Oldham Street, create a new frontage to Warwick Street and introduce a new aparthotel use to the area. It is considered that the use and appearance of the Proposed Development is appropriate for the Site and its context and that the development would integrate with the existing and emerging character of the local townscape. Views of the development would be restricted primarily to short distance views from Oldham Street, Warwick Street, Spear Street and Whittle Street and from apartments in the new development at 76 – 82 Oldham Street (on the Warwick Street side). The proposals would result in beneficial, adverse and

neutral effects on both townscape character and views. Overall, the effect on most receptors has been identified as being likely to be neutral (meaning the changes would result in no overall improvement or deterioration) although adverse effects were identified for some future residents of the upper storey apartments on the Warwick Street side of the 76 -82 Oldham Street development and beneficial effects were identified for close proximity views of the proposals from Oldham Street and for some future residents of the lower storey apartments on the Warwick Street side of the 76 - 82 Oldham Street development.

Appendix 1: Legislation and Planning Policy and Guidance

National Planning Policy Framework 2021

The National Planning Policy Framework (NPPF) was introduced in March 2012 and provided a full statement of the Government's planning policies. A revision to the NPPF was adopted by MHCLG in July 2018, with further revisions in February 2019 and July 2021. At the heart of the NPPF is 'a presumption in favour of sustainable development' (para 10). Three overarching objectives for achieving sustainable development are identified (para 8) as: an economic objective; a social objective; and an environmental objective.

Chapter 12 of the Framework outlines the Government's guidance regarding a requirement for good design. Within this, Paragraph 126 establishes that the Government attaches great importance to the design of the built environment. It states that '*Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities*.'

Paragraph 130 states:

> *'Planning policies and decisions should ensure that developments:*
>
> *a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
>
> *b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
>
> *c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
>
> *d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit*
>
> *e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
>
> *f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.*

Paragraph 174 of the NPPF goes on to say that the planning system should '*contribute to and enhance the natural and local environment*' by a number of things including:

> *a) protecting and enhancing valued landscapes…(in a manner commensurate with their statutory status or identified quality in the development plan);*
>
> *b) recognising the intrinsic character and beauty of the countryside*.

National Planning Practice Guidance

National Planning Practice Guidance (NPPG) has been issued by the Government as a web resource. This is intended to provide more detailed guidance and information with regard to the implementation of national policy set out in the NPPF.

In the Design guidance category of the PPG, (Paragraph 001 Reference ID: 26-001-20191001) the guidance supports paragraph 130 of the NPPF which 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, taking into account any local design standards or style guides in plans or supplementary planning documents'*. It also refers to the accompanying National Design Guide[3] which sets out ten characteristics for a well-designed place:

- Context – enhances the surroundings.
- Identity – attractive and distinctive.
- Built form – a coherent pattern of development.
- Movement – accessible and easy to move around.
- Nature – enhanced and optimised.
- Public spaces – safe, social and inclusive.
- Uses – mixed and integrated.
- Homes and buildings – functional, healthy and sustainable.
- Resources – efficient and resilient.
- Lifespan – made to last.

In the Natural Environment guidance category of the NPPG, Paragraph 006 (Reference ID: 8-006-20190721) refers to green infrastructure and states:

> *'The built environment can be enhanced by features such as green roofs, street trees, proximity to woodland, public gardens and recreational and open spaces. More broadly, green infrastructure exists within a wider landscape context and can reinforce and enhance local landscape character, contributing to a sense of place and natural beauty'.*

Paragraph 029 (ID: 8-029-20190721) provides guidance in relation to trees within settlements and states that the interaction of trees and tree roots with built infrastructure requires expert arboricultural or forestry advice. In order to deal with the pressures of climate change it also guides that trees should be well-placed and well-chose.

[3] Ministry for Homes, Communities & Local Government (2019) *National Design Guide: Planning practice guidance for beautiful, enduring and successful places*

Paragraph 037 (ID: 8-037-20190721) supports the use of Landscape Character Assessment as a tool to help understand the character and local distinctiveness of the landscape and identify the features that give it a sense of place. It also supports the use of LVIAs to demonstrate the likely effects of a proposed development on a landscape.

Core Strategy Development Plan Document

1. The Core Strategy[4] was adopted in July 2012 and sets out a vision and strategic objectives, and a range of policies under each objective.

2. The Core Strategy Vision states inter alia that:

   "By 2027 Manchester will be:

   - a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment where locally distinctive character is conserved and enhanced."

3. **Spatial Objective 06** seeks to protect and enhance both the natural and built environment within the City. The objective also notes the importance of protecting and enhancing of townscape character in securing a high standard of design in development proposals.

4. **Policy CC6 City Centre High Density Development** seeks to maximise the efficiency of land within the City. The policy notes that the *'scale, massing and height of development in the City Centre will significantly exceed what is appropriate elsewhere in the City.'* Regard should also be had to the Council's approach to tall buildings (Policy EN2).

5. **Policy CC9 Design and Heritage** seeks to retain the townscape character of the City through high quality design, and states '*the standards and guidance explained in the other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.'*

6. **Policy EN 1 Design Principles and Strategic Character Areas** sets out seven urban design principles of the former National Planning Guidance PPS1 that should be considered in all developments. These are as follows:

   - *Character: a place with its own identity*
   - *Continuity and enclosure: a place where public and private places are clearly distinguished*
   - *Quality of public realm: a place with attractive, and successful outdoor areas*
   - *Ease of movement: a place that is easy to get to and move through*
   - *Legibility: a place that has a clear image and is easy to understand*

[4] Manchester's Local Development Framework: Core Strategy Development Plan Document (11 July 2012) Manchester City Council

- *Adaptability: a place that can change easily*
- *Diversity: a place with variety and choice.*

7. The policy also gives detailed guidance for specific character areas in the city. The Application Site is situated within 'The City Centre Character Area', and the area-specific policy states that:

    - *"Developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.*
    - *While there will be opportunities to create landmark buildings, developments should also contribute positively to the experience of all at street level.*
    - *Wherever possible the opportunity should be realised to enhance existing and provide new areas of meaningful open space, and the maintenance and improvement of the City's permeability should be considered in all proposals."*

8. **Policy EN 2 Tall Buildings** defines tall buildings '*as buildings which are substantially taller than their neighbourhoods and/or which significantly change the skyline*'.

9. The policy also states that tall buildings should demonstrate they are:

    - *Are of excellent design quality*
    - *Are appropriately located*
    - *Contribute positively to sustainability*
    - *Contribute positively to place-making, for example as a landmark, by terminating a view, or by signposting a facility of significance, and*
    - *Will bring significant regeneration benefits.*

10. In terms of siting tall buildings, the policy states '*suitable locations will include sites within and immediately adjacent to the City Centre with particular encouragement given to non-conservation areas and sites which can be easily be served by public transport nodes.'*

11. **Policy EN9 Green Infrastructure** seeks to create an integrated network of high quality and multifunctional green infrastructure within the urban environment. It recognises the challenges with providing new green infrastructure in some parts of the City Centre but notes as a potential key feature: '*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.'*

Manchester Local Plan (Emerging)

12. Manchester City Council consulted on a new Manchester Local Plan in the summer of 2020, and are now in the drafting stage. This plan will run for next 15 years and provide more detail on how the city will manage the critical issues it is facing.

Guide to Development in Manchester Supplementary Planning Document (April 2007)

13. The Guide to Development in Manchester SPD expands on the urban design principles noted within Policy EN1, and provides additional guidance on the character of different areas within the city.

14. The Application Site and its immediate context forms part of The City Centre character type which includes distinct areas with their own unique character.

"Manchester's City Centre is arguably the finest expression of a Victorian commercial district in England, and contains an exhilarating mix of uses housed in fine individual buildings. For the most part these buildings form a continuous "street wall", firmly establishing the urban character based on the Georgian and Victorian grid pattern of streets. It is essential to maintain and develop the City's identity and individuality when considering the future development."

15. The guidance for the City Centre also sets out a list of key issues for design including views, tall buildings and architectural styles which seek to respect the character.

Manchester Tree Strategy 2006-2010

16. This document sets out a long term vision for the optimum long term management of all the city's trees as a valuable natural resource.

17. Within the 'Quality of Life' section, it states:

"Trees play a vital roles in the creation of an attractive and original landscape not just in the countryside, but also in cities. Trees can offer the different areas of Manchester their own 'sense of place', providing natural beauty that reflects local character. The types of tree planted can help to define a neighbourhood. In the city centre and urban parks, street trees and greenery can counterbalance changes to the cityscape."

Appendix 2: Assessment Methodology

Assessment Methodology

The methodology for townscape and visual appraisal is based on current best practice as set out in:

- *Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3);*
- *Landscape Character Assessment, 2017 (Landscape Institute Technical Information Note 05/2017);*
- *Townscape Character Assessment, 2017 (Landscape Institute Technical Information Note 05/2017);*
- *Visual Representation of Development Proposals, 2019 (Landscape Institute Technical Information Note 06/19).*
- *London Views Management Framework, Supplementary Planning Guidance (Mayor of London, 2012)*

The Guidelines for Landscape and Visual Impact Assessment (GLVIA) states that this type of appraisal provides a tool for identifying and assessing the *"the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people's views and visual amenity*" (Para. 1.1). It goes on to emphasise that the appraisal has two interlinked elements of: landscape, as a resource; and visual amenity, including views. The effects of both must be addressed in the assessment.

The definition of landscape in the European Landscape Convention, which the UK has signed and ratified, includes villages and towns and cities and the GLVIA states that 'townscape' refers to areas where the built environment is dominant. It goes on to state that townscape includes the buildings and the different types of urban spaces, and the relationship between the two.

Baseline Townscape Appraisal Methodology

The baseline townscape appraisal will include a mixture of desk study and field work to identify and record the character of the townscape within the study area. A preliminary desk study of Ordnance Survey (OS) maps and aerial photography was undertaken to establish the physical components of the Site and its surroundings. A review of the wider landscape character context of the Site was undertaken which referenced the current published landscape character studies relating to the study area at national, regional and local level. This was followed by fieldwork to assess the key characteristics of the local townscape character. This has included a summary of associated elements, features and aesthetic and perceptual factors which contribute to the townscape.

Once these factors were established the local townscape character areas (townscape receptors) with potential to be affected by the Proposed Development and their associated key characteristics were identified. A judgement was then made on the Value of each of these based on the approach set out in GLVIA3 and as described below.

The Value of each of the identified townscape character areas was assessed with reference to the following criteria and the definitions of level of value set out in **Table 2.1**:

- *Any designations or policies (both national and local) which may be present; and,*
- *The presence or absence of other attributes which contribute to townscape value such as townscape condition, scenic quality, rarity, representativeness, conservation interests, recreation value, perceptual aspects or associations e.g. with writers, artists or historic events*

Table 2.1 Value of Townscape Receptors

Value	Typical Level of Designation/ Rarity	Typical Examples
Very High	International, National	World Heritage Sites, and/or key features of World Heritage Sites. No potential for substitution.
High	National, Regional	National Parks or AONBs and/or key features of these, Scheduled Monuments, some Conservation Areas, and townscape areas with typically a significant number of Grade I/II* listed buildings, and/or Registered Historic Park and Gardens. No or limited potential for substitution.
Medium	Regional, Local	Townscape areas designated at local level e.g. Special Landscape Areas, some conservation areas and other undesignated areas or features of notable scenic quality or recreational value with value perhaps expressed through non-official publications or demonstrable use. Limited potential for substitution.
Ordinary	Local	Townscape features or character areas which are not related to designated, or non-designated heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; and/or is of little scenic or townscape importance. Considerable potential for substitution.
Low	Local	Townscape features or local character areas in poor condition or quality and/or identified for recovery.

Baseline Visual Appraisal Methodology

The baseline visual appraisal established the area in which the Site, and emerging scheme proposals, may be visible; the different groups of people who may experience the views of the development (defined as visual receptors); and, the nature of these views. These factors interrelate, but for the purpose of the assessment are dealt with in that order.

The visibility of the Site was first established via the preparation of a computer generated zone of theoretical visibility (ZTV) which identified the area from which the Proposed Development was likely to be visible and allowed the identification of potential visual receptors and supporting representative viewpoints. The visibility was then verified by a walkover survey which established the area within the study area from which the Site is currently visible. The key visual receptors within this area were then identified (i.e. groups of people within this area who experience (or may experience) views of the Site).

In most assessments, unless specifically requested by the LPA, visual receptors are restricted to groups of people in publicly accessible places. Normally, views from private residential properties are not included as changes to private views are not a planning consideration[5] unless the development is likely to be so overbearing or dominating that they could result in unacceptable living conditions. Where this is possible, a separate residential visual amenity assessment is undertaken.

Following identification of the key visual receptors, representative viewpoints were identified to reflect typical views from the key visual receptors. The number and location of representative viewpoints was agreed with officers as part of the pre-application process. A description and evaluation of the identified views was then undertaken which took into account the following:

- *type and relative numbers of people, and their occupation or activity*
- *location, nature and characteristics*
- *nature, composition and characteristics of the views (including directions)*
- *elements which may interrupt, filter or otherwise influence the views*
- *seasonal changes in the view*

Assessment of Townscape Effects
Townscape effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the Landscape/local Landscape area; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the townscape/local townscape area;*

The assessment of townscape effects considered the sensitivity of the townscape receptor and the magnitude of the predicted effect.

The sensitivity of townscape receptors relates to the value attached to that receptor (which was established as part of the baseline assessment) and the susceptibility of the receptor to the type of change or development proposed. GLVIA3 defines susceptibility as "*the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular*

[5] Aldred's Case in 1610 established in English law that views from private property cannot be protected.

landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies" (Para. 5.40).

Judgements on the susceptibility to change of each of the identified townscape receptors were made based on the scale set out in **Table 2.2.**

Table 2.2 Susceptibility to Change of Townscape Receptors

Susceptibility to change	Description
High	Townscape receptor[6] would be unlikely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline townscape character and/or the achievement of townscape planning policies and strategies. Townscape receptor has little or no relationship to the type of development proposed and/or would be difficult to replace or substitute if lost e.g. ancient woodland, veteran trees and historic parkland. Characteristics of the townscape which contribute to the townscape character are highly sensitive and would be fundamentally altered by the type of development proposed.
Medium	Townscape receptor would be compromised by the type of development proposed and/or the achievement of townscape planning policies and strategies would be compromised. Townscape receptor has some relationship to the type of development proposed and/or could be partially replaced or substituted if lost. Townscape receptor is moderately sensitive and characteristics of the receptor would be altered by the type of development proposed. The general townscape character would remain but would be weakened by the type of development proposed.
Low	Townscape receptor would be likely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline townscape character and/or the achievement of townscape planning policies and strategies. Townscape receptor has a close relationship to the type of development proposed and could be easily replaced or substituted if lost. Townscape receptor is of low sensitivity and characteristics of the townscape would not be significantly altered by the type of development proposed. The general townscape character is resilient to change.

A judgement on the overall sensitivity of each townscape receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of townscape effect considered the size or scale of the effect, the geographical extent of the effect and the duration and reversibility of the effect.

[6] Includes townscape character areas, townscape elements or features and particular aesthetic or perceptual aspects of the townscape.

Judgements on the magnitude of townscape effect were broadly based on the descriptions of magnitude set out in **Table 2.3** below.

Table 2.3 Magnitude of Townscape Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a townscape receptor and/or addition of major new elements which would be dominant features with little or no relationship to the townscape receptor. Changes would substantially alter the character of a large area.
Medium	Permanent partial loss or change to some of the key characteristics of a townscape receptor and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small area or a noticeable change to a larger area.
Low	Permanent limited/localised loss or change to common characteristics of a townscape receptor and/or addition of new elements which would be noticeable features but largely in keeping with the existing character. Changes would result in a small change to the character of a large area or a noticeable change to a small area. Also includes temporary and/or reversible changes of larger scale or extent.
Very Low	Small scale changes to common characteristics of a townscape receptor and/or small scale additions of new elements which are in keeping with the existing character. Changes would not noticeably alter the character of the area. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to townscape receptor

Consideration was also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- ***Adverse:*** *overall harm to townscape character/feature*
- ***Beneficial:*** *overall improvement to townscape character/feature*
- ***Neutral:*** *a combination of both adverse and beneficial effects with no overall harm or improvement to townscape character/feature*

Assessment of Visual Effects

Visual effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the view; and/or,*

- *Introduction of new elements or features that influence the character and distinctiveness of the view;*

The assessment of visual effects considered the sensitivity of the visual receptor and the magnitude of the predicted effect.

The sensitivity of the visual receptor comprised a judgement on the value attached to the views and an assessment of the susceptibility of each receptor to the type of change proposed.

A judgement on the value attached to the views was made with reference to the following criteria and the definitions of value set out in **Table 2.4.**

- *Planning designations e.g. Designated Views or Protected Vistas identified in local or regional planning policy'*
- *Other designations relating to landscape features or heritage assets e.g. key views identified in conservation area appraisals or recorded in citations for listed buildings or registered parks and gardens; and,*
- *Indicators of the value attached to views by visitors e.g. views identified in guidebooks or on tourist maps, official viewpoints (often with sign boards and interpretive material) or views referenced in literature or art*

Table 2.4: Value Attached to Views

Value	Typical level of designation / Rarity	Typical Examples
Very High	International, National	Views associated with sites of international importance e.g. World Heritage sites
High	National, Regional,	Designated views of national or regional importance e.g. views of noted importance to sites of national importance e.g. Scheduled Monuments, AONBs, Grade I/Grade II* listed buildings, and/or Registered Historic Park and Gardens
Medium	Regional, Local	Views identified or protected at local level e.g. identified in local planning policy or guidance and views associated with heritage or townscape features of regional or local importance e.g. some Conservation Areas and Grade II/II* listed buildings. May also include views which are undesignated but value perhaps expressed through non-official publications or its contribution to enjoyment of a designated or non-designated heritage asset.
Ordinary	Local	The view from the identified visual receptor is not related to designated, or non-designated, heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps;

		and/or referenced in art and literature; but contributes positively to the visual amenity experienced by the receptor.
Low	Local	The view from the identified visual receptor does not make a positive contribution to local visual amenity.

The assessment of susceptibility of visual receptors was based on the approach set out in para 6.32 of GLVIA3 which notes that:

'the susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- *The occupation or activity of people experiencing the view at particular locations: and,*
- *The extent to which their attention or interest may therefore be focussed on the views and the visual amenity they experience at particular locations'.*

Judgements on the susceptibility of a visual receptor to change are broadly based on the descriptions of susceptibility set out in **Table 2.5** below.

Table 2.5 Susceptibility to Change of Visual Receptors

Susceptibility	Description
High	Receptors for whom the view and visual amenity is of high importance to the experience or activity including: people engaged in outdoor recreation whose attention or interest is likely to be focused on the landscape and on particular views e.g. waymarked walks through the landscape; and visitors to heritage assets or other attractions where views of the surroundings are an important contributor to the experience.
Medium	Receptors for whom the view and visual amenity is of moderate importance to the experience or activity including: Travellers on most road or rail routes
Low	Receptors for whom the view and visual amenity is of low importance to the experience or activity including: people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape; and, people at their place of work whose attention may be focussed on their work, not on their surroundings, and where the setting is not important to the quality of working life.

A judgement on the overall sensitivity of each visual receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of visual effect considered the size or scale of the effect, the geographical extent of the effect, and the duration and reversibility of the effect.

Judgements on the magnitude of visual effect were broadly based on the descriptions of magnitude set out in **Table 2.6** below.

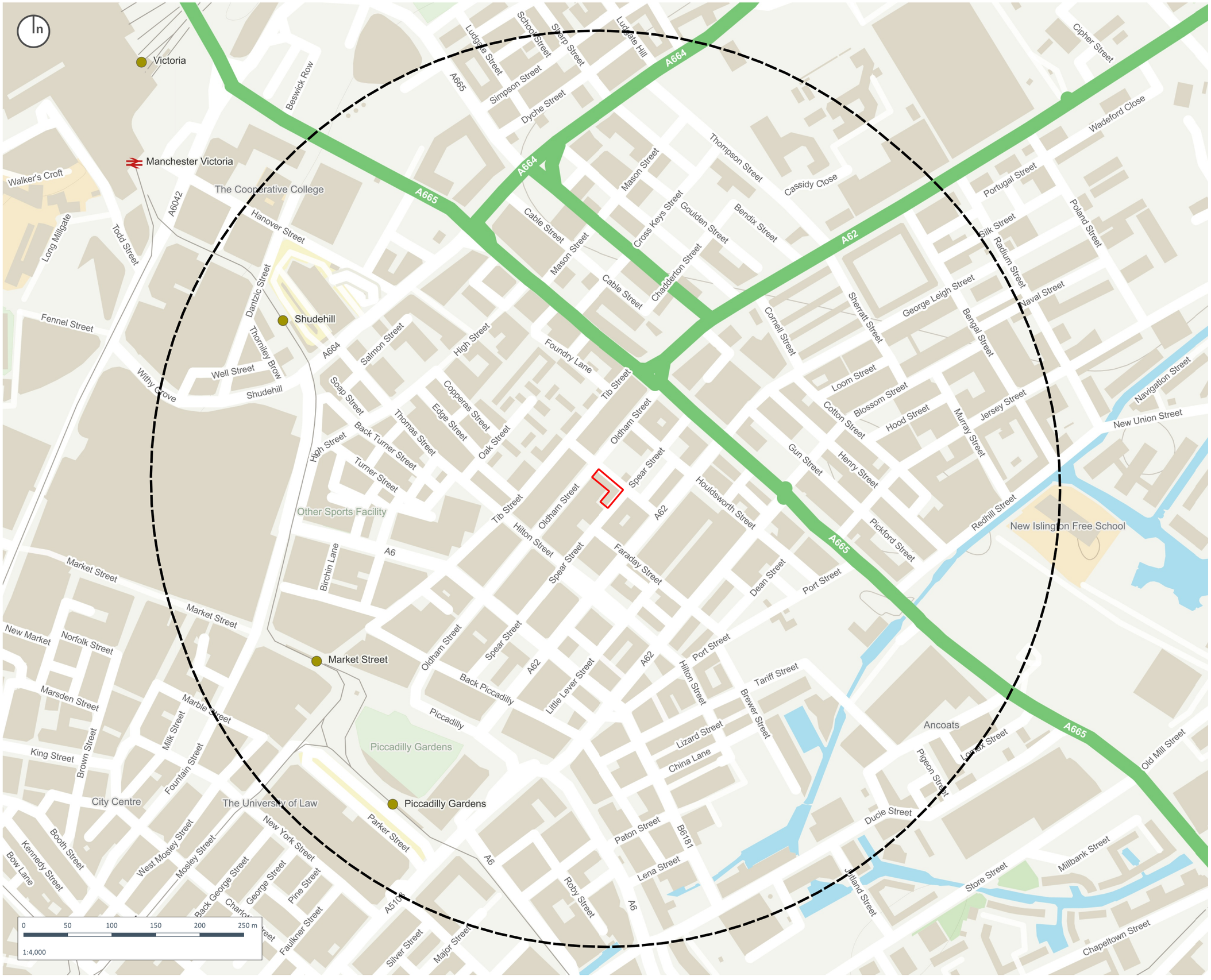
Table 2.6 Magnitude of Visual Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a view and/or addition of major new elements which would be dominant features. Changes would substantially alter the character of the view.
Medium	Permanent partial loss or change to some of the key characteristics of the view and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small part of the view or a noticeable change to a larger part of the view.
Low	Permanent limited/localised loss or change to a view and/or addition of new elements which would be noticeable features but largely in keeping with the existing character of the view. Changes would result in a small change to the character of a large part of the view or a noticeable change to a small part of the view. Also includes temporary and/or reversible changes of larger scale or extent within the view.
Very Low	Small scale changes to common characteristics and/or small scale additions of new elements to the view. Changes would not noticeably alter the character of the view. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to the view.

Consideration is also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- ***Adverse:*** *overall harm to the character/quality of the view and loss of visual amenity*
- ***Beneficial:*** *overall improvement to the character/quality of the view and improvement of visual amenity*
- ***Neutral:*** *no overall harm or improvement to the view or visual amenity (likely to be the result of a combination of both adverse and beneficial effects or very small changes)*

Appendix 3: Supporting Figures



Copyright of Turley

This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

Plans reproduced by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown Copyright and database right [2022]. All rights reserved. Ordnance Survey Licence number [100020449]

Site Boundary

500m Study Area

CLIENT:
Jadebricks Manchester Ltd

PROJECT:
68-70 Oldham Street, Manchester

DRAWING:
Site Location and Study Area

PROJECT NUMBER:
JADM3000

DRAWING NUMBER:
Figure 1

CHECKED BY:
JE

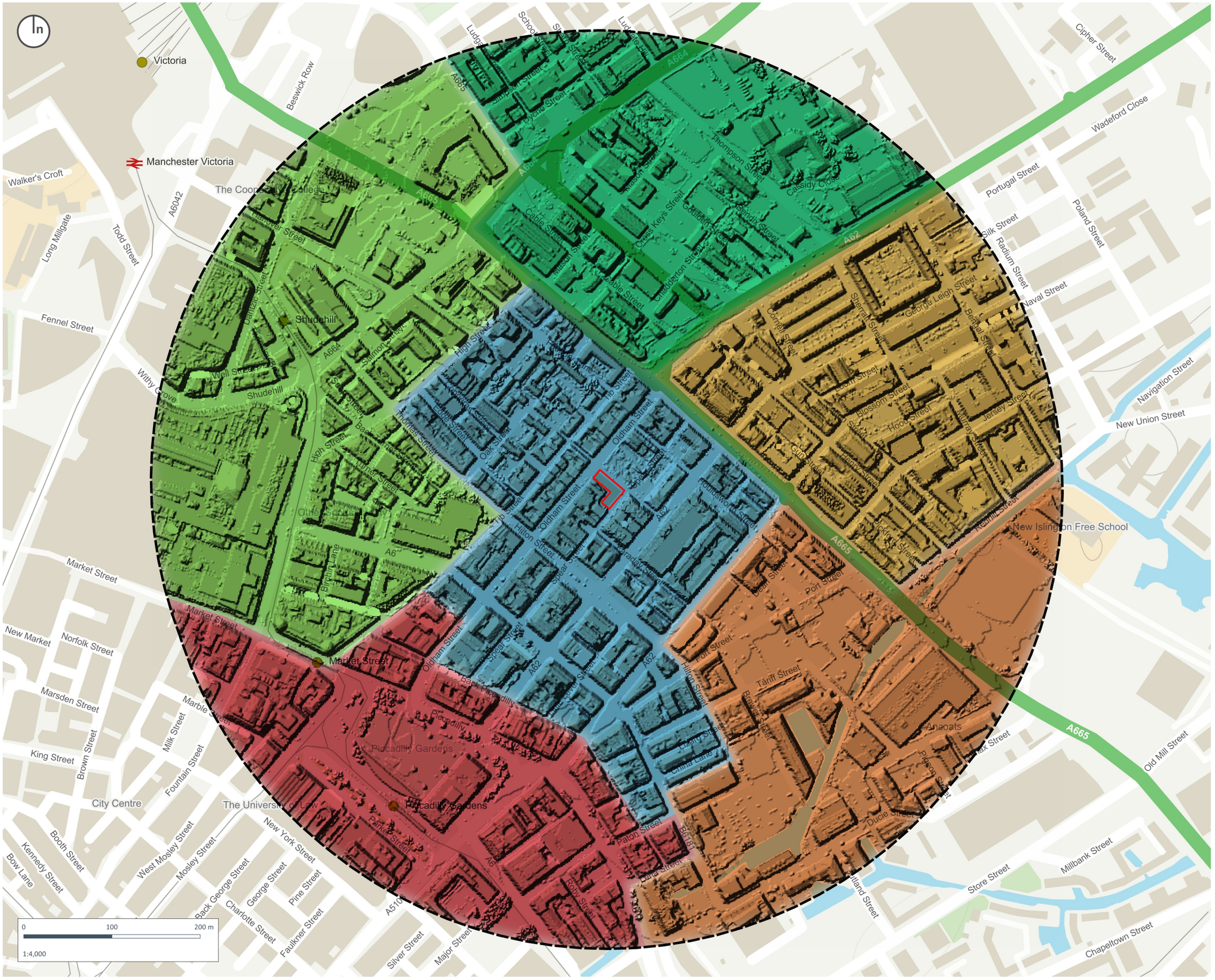
REVISION:
-

STATUS:
Draft

DATE:
August 2022

SCALE:
1:4,000 @ A3

Turley



Copyright of Turley

This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

Plans reproduced by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown Copyright and database right [2022]. All rights reserved. Ordnance Survey Licence number [100020449]

500m Study Area

Site Boundary

Townscape Character Areas

- TCA1: Northern Quarter Mixed Use
- TCA2: Ancoats Residential
- TCA3: Rochdale Canal Mixed Use
- TCA4: Piccadilly Gardens Commercial
- TCA5: Shudehill Commercial
- TCA6: Manchester Central Fire Station Mixed Use

CLIENT:
Jadebricks Manchester Ltd

PROJECT:
68-70 Oldham Street, Manchester

DRAWING:
Local Townscape Character Areas

PROJECT NUMBER:
JADM3000

DRAWING NUMBER:
Figure 2

CHECKED BY:
JE

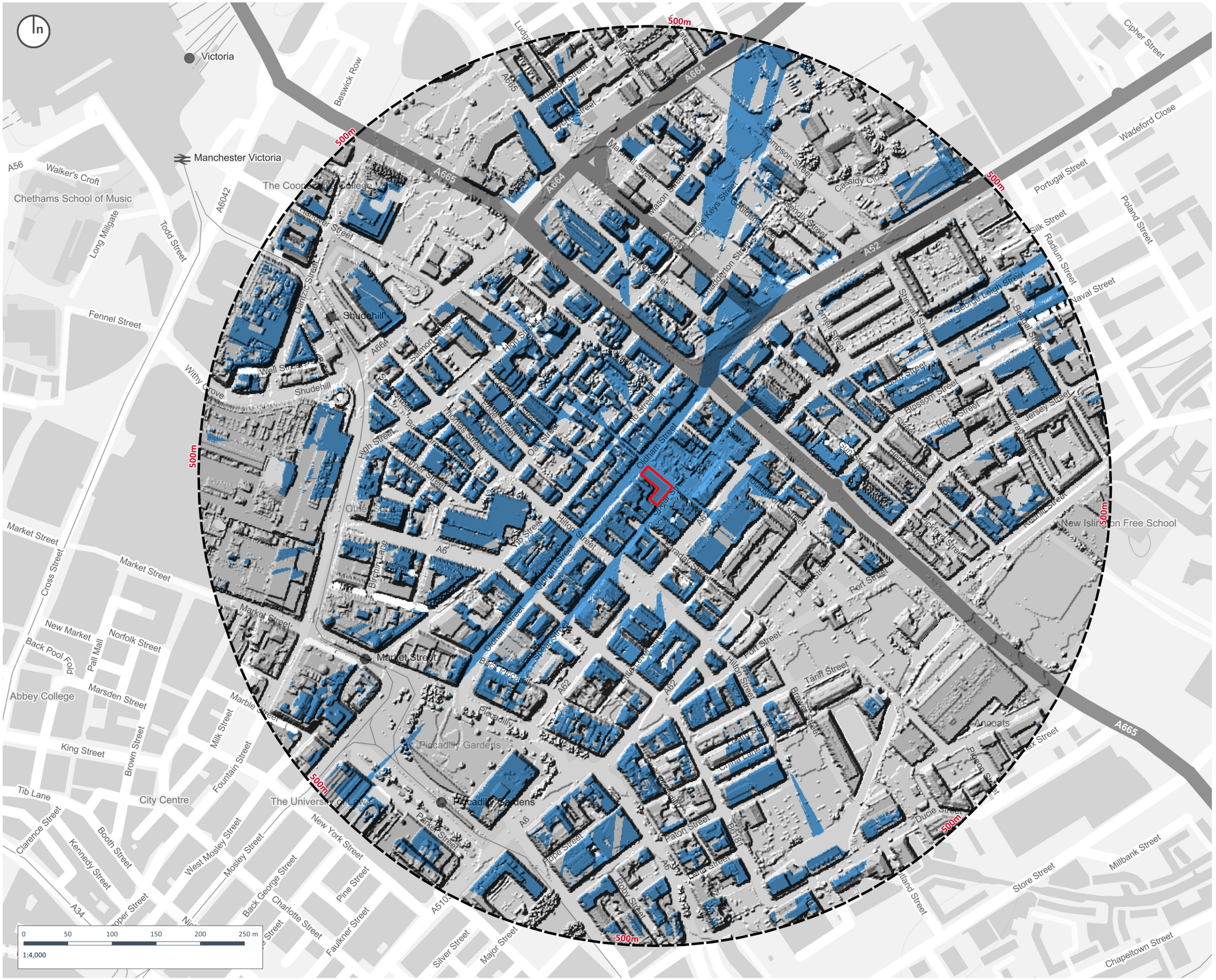
REVISION:
a

STATUS:
Draft

DATE:
August 2022

SCALE:
1:4,000 @ A3

Turley



Copyright of Turley

This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

Plans reproduced by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown Copyright and database right []. All rights reserved. Ordnance Survey Licence number [100020449]

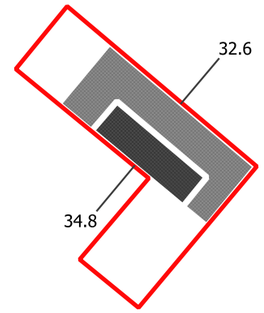
Site Boundary

500m Study Area

Zone of Theoretical Visibility

No potential visibility

Potential visibility



CLIENT:
Jadebricks Manchester Ltd

PROJECT:
68-70 Oldham Street, Manchester

DRAWING:
Zone of Theoretical Visibility

PROJECT NUMBER:
JADM3000

DRAWING NUMBER:
Figure 3

CHECKED BY:
BG

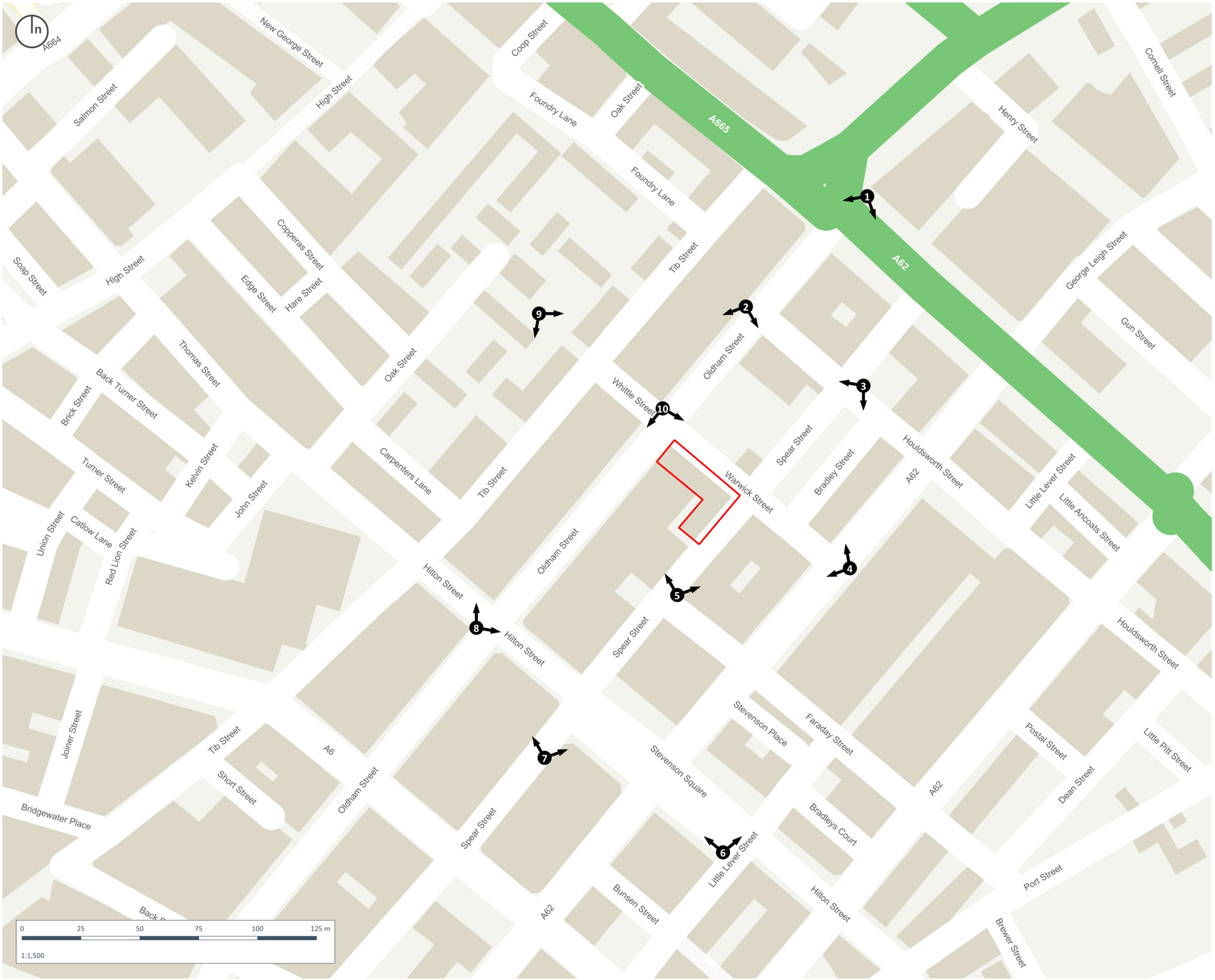
REVISION:
a

STATUS:
Draft

DATE:
August 2022

SCALE:
1:4,000 @ A3

Turley



Copyright of Turley

This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

Plans reproduced by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown Copyright and database right [2022]. All rights reserved. Ordnance Survey Licence number [100020449]

Site Boundary

Representative Viewpoints

CLIENT:
Jadebricks Manchester Ltd

PROJECT:
68-70 Oldham Street, Manchester

DRAWING:
Representative Viewpoint Locations

PROJECT NUMBER:
JADM3000

DRAWING NUMBER:
Figure 4

CHECKED BY:
JE

REVISION:
b

STATUS:
Draft

DATE:
August 2022

SCALE:
1:1,500 @ A3

Turley

Appendix 4: Accurate Visual Representations & Methodology (prepared by OceanCGI)

Our Studio
For Cummings Group
Oldham Street Hotel
Type 04 Verified Views (AVR’S)

→ 11241

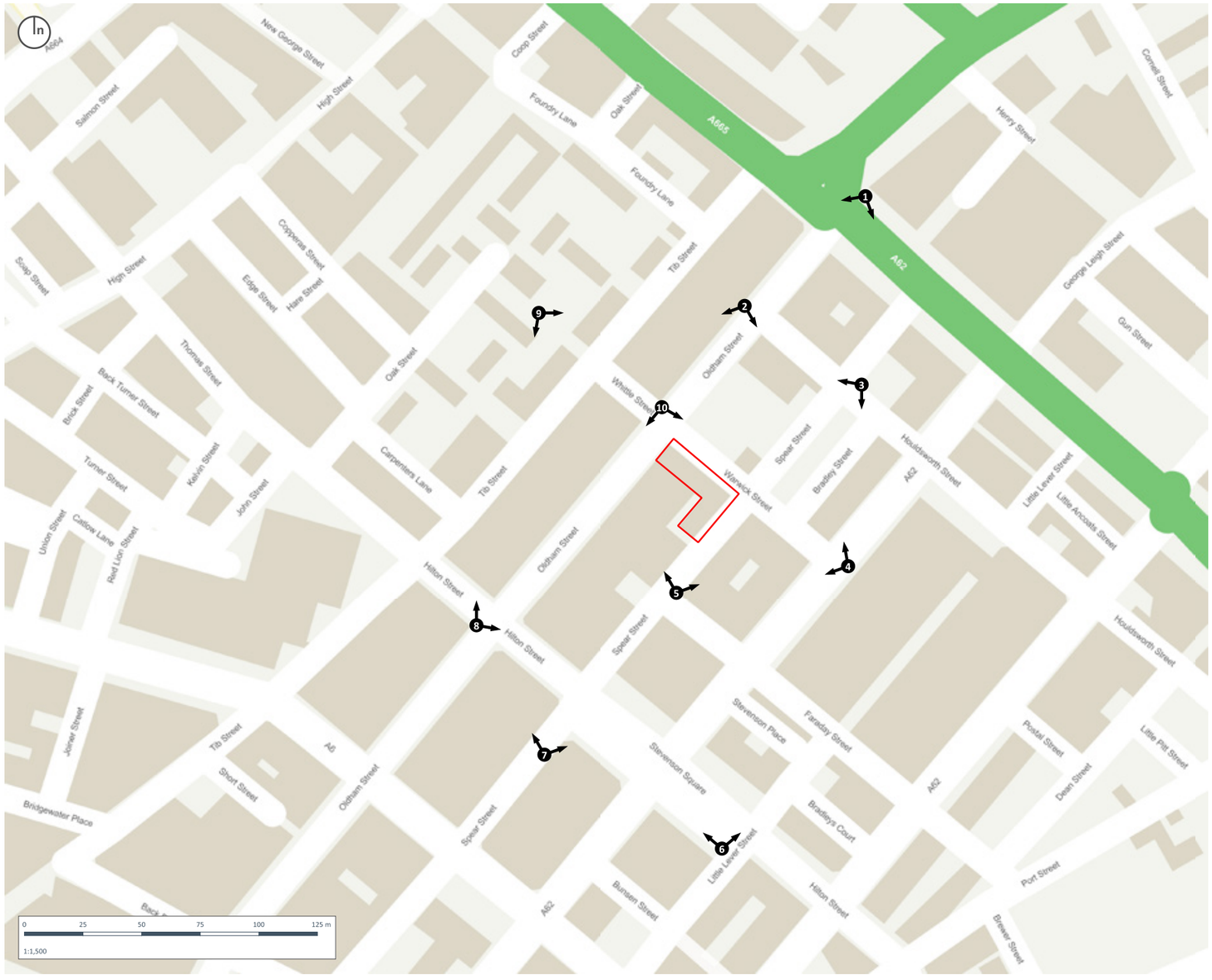
24th Aug 2022

our studio

Our Studio AVR Project Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	Photography	Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline Level 3 - Fully Rendered
			✓	Method use to establish the camera location (e.g. handheld GPS/GNSS, GNSS/RTK, survey point, visual reference)	Tripod photography in GPS system
			✓	Likely level of accuracy of location (#m, #cm etc)	Better than 10cm
			✓	If lenses other than 50mm have been used, explain why a different lens is appropriate	Townscape views
			✓	Written description of procedures for image capture processing	See methodology
			✓	If panoramas used: make and type of Pano head and equipment used to level head	n/a
			✓	If working outside the UK, geographic co-ordinate system (GCS) used	n/a

				3D Model / Visualisation	Notes
			✓	Source of topographic height data and its resolution	GPS point data & OS plan
			✓	How have the model and camera locations been placed in the software?	Based on survey coordinates
			✓	Elements in the view used as target points to check the horizontal alignment	Existing buildings, landscape & GPS data
			✓	Elements in the view used as target points to check the vertical alignment	Existing buildings, landscape & GPS data
			✓	3D Modelling / Rendering Software	3DSMax & Corona
			✓	If working outside the UK, geographic co-ordinate system (GCS) used	n/a
				Generally	**Notes**
				Any limitations in the overall methodology for preparing of the visualisations?	



Copyright of Turley

This drawing is for illustrative purposes only and should not be used for any construction or estimation purposes. To be scaled for planning application purposes only. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.

Plans reproduced by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown Copyright and database right [2022]. All rights reserved. Ordnance Survey Licence number [100020449]

Site Boundary

Representative Viewpoints

CLIENT:
Jadebricks Manchester Ltd

PROJECT:
68-70 Oldham Street, Manchester

DRAWING:
Representative Viewpoint Locations

PROJECT NUMBER:
JADM3000

DRAWING NUMBER:
Figure 3

CHECKED BY:
JE

REVISION:
b

STATUS:
Draft

DATE:
August 2022

SCALE:
1:1,500 @ A3

Turley

VIEWPOINT MAP

VIEWPOINT 01.

our studio

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 01 - Photography	View 01 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 12:17
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Southwest
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384664.666 Northing: 398705.542 Level: 49.245
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 01
BASELINE PHOTOGRAPHY



VIEWPOINT 01
FINAL

VIEWPOINT 02.

our studio

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 02 - Photography	View 02 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 12:28
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Southwest
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384615.664 Northing: 398646.789 Level: 48.361
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 02
BASELINE PHOTOGRAPHY



VIEWPOINT 02
FINAL

VIEWPOINT 03.

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 03 - Photography	View 03 - Notes
			✓	Visualisation Type	Type 4 Level 3 – Fully Rendered
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 12:42
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Southwest
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384662.675 Northing: 398617.648 Level: 48.512
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 03
BASELINE PHOTOGRAPHY



VIEWPOINT 03
FINAL

VIEWPOINT 04.

our studio

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 04 - Photography	View 04 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 12:53
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Northwest
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384659.354 Northing: 398536.53 Level: 48.54
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 04
BASELINE PHOTOGRAPHY



VIEWPOINT 04
FINAL

VIEWPOINT 05.

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 05 - Photography	View 05 - Notes
			✓	Visualisation Type	Type 4 Level 3 – Fully Rendered
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 12:04
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Northeast
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384580.331 Northing: 398521.175 Level: 47.854
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 05
BASELINE PHOTOGRAPHY



VIEWPOINT 05
FINAL

VIEWPOINT 06.

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 06 - Photography	View 06 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 11:46
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	North
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384604.239 Northing: 398417.254 Level: 47.921
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 06
BASELINE PHOTOGRAPHY



VIEWPOINT 06
FINAL

VIEWPOINT 07.

our studio

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 07 - Photography	View 07 - Notes
			✓	Visualisation Type	Type 4 Level 3 – Fully Rendered
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 11:35
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Northeast
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384529.279 Northing: 398455.471 Level: 47.665
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 07
BASELINE PHOTOGRAPHY



VIEWPOINT 07
FINAL

VIEWPOINT 08.

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 08 - Photography	View 08 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 11:13
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Northeast
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384500.837 Northing: 398510.059 Level: 47.403
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 08
BASELINE PHOTOGRAPHY



VIEWPOINT 08
FINAL

VIEWPOINT 09.

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 09 - Photography	View 09 - Notes
			✓	Visualisation Type	Type 4 Level 1 – Wireline
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 15:39
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	Southeast
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384531.572 Northing: 398641.399 Level: 47.663
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 09
BASELINE PHOTOGRAPHY



VIEWPOINT 09
FINAL

VIEWPOINT 10.

our studio

Our Studio AVR Viewpoint Information – Oldham Street Hotel

Visualisation Types 1	2	3	4	View 10 - Photography	View 10 - Notes
			✓	Visualisation Type	Type 4 Level 3 – Fully Rendered
			✓	Projection	Planar
			✓	Date and Time of captured photography	08/08/2022 15:34
			✓	Make and model of camera, and it's sensor format	Nikon D850 Sensor size 35.9x23.9mm
			✓	Make, focal length of the camera lens(es) used	Lens is 24mm tse
			✓	Angle of View of photograph / visual	Horizontal Angle of View - 73.7 deg.
			✓	Direction of View: bearing from North (0°) or Compass Direction	South
			✓	Camera location grid coordinates: eastings and northings to relevant accuracy; height of ground in mAOD	Easting: 384576.173 Northing: 398605.84 Level: 47.949
			✓	Height of the camera lens above ground level and, if above 1.65m or below 1.5m, why?	1.6m
				Additional Imagery	
			✓	Baseline photography	
			✓	A composite view generated by overlaying multiple layers of image data: the photography, 3D model of terrain (LiDAR DTM) and / or 3D model oif LiDAR DSM, 3D model of proposed development, 3D model of landscape mitigation. This can explain how the photomontage has been generated.	GPS point cloud data
			✓	A photograph of the tripod location to confirm the camera / tripod location	



VIEWPOINT 10
BASELINE PHOTOGRAPHY



VIEWPOINT 10
FINAL

Our Studio

Northspring
Suite 5D
70 Spring Gardens
Manchester
M2 2BQ

Tel +44 161 237 1900
Email hello@ourstudioltd.com

→ ourstudioltd.com

our studio

Turley Office
8th Floor
Lacon House
84 Theobald's Road
London
WC1X 8NL

T 020 7851 4010

Turley