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Lord Street, Manchester
Built Heritage, Townscape & Visual
Assessment

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Revisions

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Contents

1.	Introduction	Page 5
2.	The Site	Page 6
3.	Relevant planning policies	Page 8
4.	Development proposals	Page 12
5.	Townscape baseline assessment	Page 14
6.	Assessment of townscape affects	Page 22
7.	Assessment of visual effects	Page 30
8.	Conclusions	Page 41

Appendix A: Figures

Appendix B: Assessment Methodology

Appendix C: Methodology for the production of photomontages

References

1 Introduction

- 1.1 This Built Heritage Townscape and Townscape effect Assessment (BHTVIA) has been prepared by re-form landscape architecture on behalf of **Linear Living** to assess the likely effects of the proposed redevelopment of land at **No. 1 Lord Street, Manchester**, at the junction of Cheetham Hill Road, Lord Street and Fernie Street. The scheme comprises a **Ground + 23 storey residential building** designed by **AEW Architects**, supported by new public realm and landscaping.
- 1.2 The assessment considers heritage assets only in relation to their **setting and visual experience**, in accordance with NPPF Section 16 and GLVIA3 guidance. It does not seek to duplicate a heritage impact assessment, but provides proportionate commentary where heritage assets form part of the townscape or visual receptor
- 1.3 This report will refer to the relevant national guidance for:
- i the assessment of townscape character
 - ii making judgements about the visual qualities of the Townscape and it's capacity for accommodating development
 - iii methodology for the assessment of townscape and visual effects which is in accordance with the 'Guidelines for Landscape & Townscape effect Assessment', Third Edition.
- 1.4 Drawing on this guidance, and an appraisal of the key townscape and visual issues associated with the Proposed Development , this report will consider:
- i the character and sensitivity of the townscape within the vicinity of the Proposed Development ; and
 - ii the visual amenity of the receiving townscape
- 1.5 This report is structured as follows:
- i Description of the Site and its immediate context in general terms, identifying the location and main characteristics;
 - ii Identification of the relevant planning policy context at national and local level that is pertinent to townscape character and visual issues;
 - iii Identification of baseline criteria of the Site which is to be used to inform the assessment of townscape and visual effects is established;
 - iv Description of the methodology for establishing the townscape and visual effects; this determines the assessment of the townscape and visual effects of the existing Site and the Proposed Development ;
 - v An assessment of the townscape and visual effects of the development in relation to the baseline conditions, and with and without mitigation;
 - vi A summary of the findings and conclusions.

2 The Site

- 2.1 The site is a **cleared brownfield plot**, formerly occupied by low-rise commercial units, located at the north-eastern edge of the Manchester City Centre boundary. It sits at the confluence of three streets:
- i **Cheetham Hill Road** (A665): a major arterial corridor entering the city centre
 - ii **Lord Street**: a secondary street serving residential blocks
 - iii **Fernie Street**: a local access street forming the eastern boundary of the site
- 2.2 The site is immediately adjacent to the **Green Quarter**, a well-established cluster of mid- and high-rise residential buildings. To the north and north-east, the character transitions towards **Strangeways**, consisting of industrial/commercial buildings and institutional heritage features, notably the Manchester Jewish Museum (View B) and Manchester Oratory (View D).
- 2.3 The site measures 0.18 ha. The topography is generally flat with minor falls towards the south. Levels to the surrounding streets fall steeply from Cheetham Hill Road, along Lord Street to Fernie Street. The level change between Cheetham Hill Road and Fernie Street is approximately 4m.
- 2.4 The site contains minimal vegetation; boundary greenery is limited and largely self-seeded. The wider context is hard.
- 2.5 Surrounding building heights vary from:
- i 2–3 storey commercial and retail units along Cheetham Hill Road
 - ii 7–10 storey residential blocks within the Green Quarter
 - iii 20–25 storey towers (Angel Gardens, Oxygen, Victoria Riverside visible in distant views)
- 2.6 The site has direct frontage onto Cheetham Hill Road and is well connected to public transport, pedestrian routes and cycle links.
- 2.7 While the site is not located within a Conservation Area, several heritage assets lie within the 1km study area, including:
- i Manchester Jewish Museum
 - ii Manchester Oratory
 - iii Manchester Cathedral
 - iv Historic fabric around NOMA and the Co-op Estate
- 2.8 These assets are reflected in Viewpoints B, D, F and N in the scoping document.

- 2.9 The area is characterised by mixed-use city-edge development including residential towers, light industry, commercial retail and institutional uses. Redevelopment is common throughout the Victoria North regeneration area.

3 Relevant planning policy

- 3.1 The relevant planning policies in respect of townscape and visual issues are set out in this section.

National policy – National Planning Policy Framework (NPPF,2025)

- 3.2 Several parts of the NPPF are directly relevant to townscape and visual issues.

Section 2 – Achieving Sustainable Development

- 3.3 Requires development to contribute positively to social, economic and environmental objectives. High-quality design and enhancement of the built environment are key environmental components.

Section 12 – Achieving Well-Designed Places (Paras 126–136)

- 3.4 This is the most significant section in relation to townscape and townscape effect. It states:

- i **Para 130:** Planning policies and decisions should ensure developments “function well and add to the overall quality of the area,” are “visually attractive as a result of good architecture, layout and appropriate and effective landscaping,” and are “sympathetic to local character and history... while not preventing or discouraging appropriate innovation or change.”
- ii **Para 134:** Development that is “not well designed” should be refused.
- iii **Para 135:** Local authorities should ensure design quality through detailed design guidance, design codes and effective use of design review.
- iv **Para 136:** Taller buildings must be supported by robust design evidence and demonstrate appropriate height, scale, massing and townscape effect.

Section 16 – Conserving and Enhancing the Historic Environment

- 3.5 Relevant due to heritage receptors in the study area, including Manchester Cathedral and the Jewish Museum.

- i Development affecting the setting of heritage assets should sustain and enhance significance and be supported by proportionate assessment.

Local policy

- 3.6 The site falls within Manchester City Council’s administrative area. The most relevant Core Strategy policies for townscape and townscape effect include:

Policy SP1 – Spatial Principles

- 3.7 New development should reinforce Manchester as a “successful, sustainable city,” respecting its character, streets and urban grain.

Policy DM1 – Development Management

- 3.8 All development should:
- i respond positively to the character of the area
 - ii achieve high-quality design
 - iii consider the effect on the “visual appearance of the area”
 - iv protect and enhance the setting of heritage assets
 - v use high-quality landscaping and integrate green infrastructure

Policy EN1 – Design Principles

- 3.9 Emphasises “excellence in urban design,” requiring development to respond to:
- i local character and context
 - ii scale, massing and height
 - iii materials and detailing
 - iv street-level activation and public realm

Policy EN2 – Tall Buildings

- 3.10 Critical for this BHTVIA. It identifies that tall buildings may be appropriate where:
- i they contribute positively to the skyline
 - ii the site is in a location with capacity for height
 - iii they do not harm heritage settings or key views
 - iv they support regeneration priorities
 - v high-quality design is delivered throughout
- 3.11 Given its position at a city edge, near existing tall clusters, and within an area undergoing significant growth (Victoria North), the site is considered capable of accommodating taller development subject to visual/townscape testing.

Policy EN9 – Green Infrastructure

- 3.12 Requires proposals to strengthen landscape character, enhance public realm and introduce urban greening — relevant to mitigation.

Supplementary Planning Documents (SPD) and Strategic Frameworks

- 3.13 Although not statutory policy, several SPDs and SRFs hold significant weight in design assessment.

Strangeways and Great Ducie Street Strategic Regeneration Framework (2018 & 2022 Addendum)

- 3.14 The site sits immediately adjacent to this SRF boundary. The SRF highlights:
- i enhancement of gateways into the city
 - ii opportunities for new high-quality development
 - iii reinforcement of urban character and massing
 - iv importance of visual legibility along Cheetham Hill Road
- 3.15 The introduction of a well-designed tall building is consistent with ambitions to transform the area's edge and improve townscape quality.

NOMA & Victoria North Regeneration Frameworks (2015–2023)

- 3.16 These regeneration programmes establish the following design and townscape principles:
- i creation of new tall building clusters
 - ii reinforcement of public realm identity
 - iii renewed focus on legibility and permeability in the northern city centre
 - iv respect for heritage assets while delivering significant new density
- 3.17 The site is within the sphere of influence of the Victoria North programme.

Manchester Residential Quality Guidance (2016)

- 3.18 Stresses:
- i high-quality landscaping
 - ii active ground floors
 - iii high-quality materials
 - iv sensitive massing

Manchester Green & Blue Infrastructure Strategy (2015)

- 3.19 Supports the introduction of new tree planting, green infrastructure and buffer planting — relevant for mitigation.

Local Heritage Context

- 3.20 While the site is not within a Conservation Area, several assets fall within the study area, reflected in viewpoints B, D, F and N in the scoping document:

- i Manchester Jewish Museum (Listed)
- ii Manchester Oratory
- iii Manchester Cathedral (Grade I)
- iv Historic streetscape around NOMA

- 3.21 The NPPF and Core Strategy require development to sustain the significance of these assets — the BHTVIA addresses this through the visual effects assessment.

Summary of Policy Relevance

- 3.22 Policies collectively seek:

- i High-quality, context-led design responding to local character
- ii Well-designed tall buildings only in appropriate, visually robust locations
- iii Protection of heritage settings through careful evaluation
- iv Enhancement of townscape and skyline composition
- v Improvement of public realm and integration of green infrastructure
- vi Active, legible, and attractive streets

Relevant Policy demonstrates that the site is:

- vii appropriate in principle for taller development
- viii within an established tall-building context (Green Quarter, NOMA cluster)
- ix capable of accommodating change without unacceptable townscape harm
- x supported by strong regeneration policy drivers (Victoria North, SRF)

4 Development proposals

Overview

- 4.2 The proposals comprise a **Ground + 23 storey residential building** (24 storeys total) with associated public realm and landscape works on land at **No. 1 Lord Street**, at the junction with **Cheetham Hill Road** and **Fernie Street**. The scheme delivers:
- i A single residential tower of **Ground + 23 storeys**
 - ii Active ground floor uses and residential amenities.
 - iii New public realm to all site frontages
 - iv Cycle storage and ancillary building servicing
- 4.3 The building is conceived as part of a wider **northern city centre skyline cluster**, responding to the established **Green Quarter** and emerging tall buildings associated with **NOMA and Victoria North**.
- 4.4 The massing is broadly rectilinear with a **slender vertical proportion** when viewed from distance. Key massing features include:
- i A **strongly articulated base** addressing Cheetham Hill Road and the junction
 - ii A **regular form** that rises consistently from level 1 to upper floors with a regular grid of openings
 - iii A modestly expressed **top**, with a parapet and set-back/terrace zone at the upper levels (around the 15th–16th floors per elevation notes)
- 4.5 The building footprint aligns with existing urban block patterns along Lord Street and Fernie Street, reinforcing the street edge and completing currently fragmented frontages.
- 4.6 The development is **residential**, with supporting ancillary spaces. At ground floor:
- i A **principal residential entrance lobby** addresses Cheetham Hill Road, offering a clear, legible front door
 - ii Townhouses to Lord Street with individual front doors and dedicated defensible space.
 - iii Servicing access is consolidated along Fernie Street, designed to be **visually managed and screened** within the architectural composition and new public realm.
- 4.7 No large areas of surface car parking are proposed at grade; servicing is expected to be managed via on-street or integrated arrangements, reducing visual clutter.

Public Realm and Landscape Proposals

4.8 The public realm and landscape proposals include.

- i **Footway and threshold improvements** to Cheetham Hill Road, Fernie Street and Lord Street, using robust paving materials that respond to proposed internal ground floor uses.
- ii **Street tree planting** where feasible along Lord Street and Fernie Street to soften the immediate townscape and provide visual mitigation in short-range views
- iii **Ground floor external resident's garden** located along the southern boundary between the proposed building and site boundary. Includes new shrub and tree planting, covered spaces and a variety of seating opportunities.
- iv **Resident's terrace** located on the 15th floor providing additional areas of external covered space and seating.

4.9 These public realm measures are a key part of the **townscape mitigation** strategy and are referred to again in Part 6 (Mitigation and Residual Effects).

5 Townscape baseline assessment

5.1 This section identifies the existing townscape context within the defined 1 km study area, using both desk study and field-based analysis. The analysis is structured around:

- i Urban structure and built form
- ii Land use
- iii Street pattern and movement
- iv Vegetation and open space
- v Heritage and identity
- vi Aesthetic and perceptual qualities
- vii Defined **Townscape Character Areas (TCA1–TCA4)**
- viii Assessment of susceptibility, value and sensitivity

5.2 The site is located at the edge of Manchester City Centre, approximately:

- i 600 m north of Victoria Station
- ii 750 m north-west of Manchester Cathedral
- iii Immediately south of the Green Quarter
- iv South-west of Strangeways
- v North of NOMA and the Northern Gateway (Victoria North) development area

5.3 A **1 km radius** is applied for the townscape baseline, consistent with GLVIA3 guidance for tall buildings in dense urban contexts.

Urban Settlement

5.4 The urban settlement is used in the assessment as a shorthand term for the pattern and inter-relationship of buildings and open space. A study of this pattern can contribute to an understanding of townscape and character to highlight the ratio of built form to open space as a precursor to defining townscape character.

5.5 The study area contains a **complex mix** of building types, arranged as:

- i Large blocks of modern high-rise residential development (Green Quarter, Angel Gardens)
- ii Industrial and commercial units (Strangeways edge)
- iii Civic and heritage buildings (Manchester Cathedral, Manchester Jewish Museum)
- iv Historic masonry blocks (NOMA, Co-operative Estate)
- v Emerging tall building clusters within Victoria North

5.6 Building heights range from:

- i **2–3 storeys** (Cheetham Hill Road secondary frontages)
- ii **6–10 storeys** (Green Quarter mid-rise blocks)
- iii **20–41+ storeys** (Angel Gardens, Victoria Riverside cluster)

5.7 The existing townscape already accommodates **visible tall buildings**, forming a baseline of urban height complexity.

5.8 Land use is mixed, comprising:

- i Residential (Green Quarter, Angel Gardens)
- ii Commercial retail, light industrial and trade counter units (Cheetham Hill Road, Lord Street)
- iii Community and cultural uses (Manchester Jewish Museum)
- iv Religious/institutional (Manchester Oratory)
- v Civic and commercial (NOMA, One Angel Square)
- vi Public open spaces (Angel Meadows, Cathedral Gardens)

5.9 This mixture contributes to a **transitional urban character**, typical of city edge regeneration zones.

Topography

5.10 The topography is an important part of the character of the area. Visually, it is relevant in defining the character of views around the Site. The townscape to the Site is broadly **flat**, ranging from approx. **+44–48 m AOD** across the 1 km study area. Cheetham Hill Road falls gently southwards towards the city centre. The surrounding buildings, not landform, create the dominant sense of enclosure.

5.11 Topography does **not** significantly screen or contain long-distance views of tall buildings.

Significant Vegetation

5.12 Existing vegetation is identified and assessed at two levels – firstly, the contribution it makes to the area as a whole and secondly, specific vegetation which may be physically affected by the Proposed Development . The existing vegetation has been mapped using aerial photography with supporting fieldwork.

5.13 Vegetation is limited but includes:

- i Street trees along sections of Cheetham Hill Road and around the Green Quarter
- ii Incidental pockets of greenery within new developments
- iii Larger green spaces slightly beyond the site including: **Angel Meadows** and **Cathedral Gardens**.

5.14 Green infrastructure is present but **discontinuous**, giving the area a distinctly urban character.

Movement

5.15 The area is defined by a clear movement hierarchy:

- i **Cheetham Hill Road (A665)** — major arterial route into the city
- ii **Lord Street / Fernie Street** — local access streets
- iii **Dantzic Street & Miller Street** — key connectors to NOMA and northern areas
- iv **Walking routes** linking the Green Quarter to the city centre
- v **Cycle routes** incorporated within Cheetham Hill Road and surrounding streets

5.16 The site sits at a visible and well-trafficked **gateway** into the city.

Heritage

5.17 The contribution of heritage assets to townscape character varies across the study area. In locations such as NOMA and Cathedral Gardens, heritage assets contribute to townscape value through landmark presence, civic scale and historic associations. In contrast, within the immediate site context, heritage influence is more limited and filtered by intervening modern development.

5.18 Heritage assets within the study area include:

- i Manchester Cathedral (Grade I) — visible in Views F & N
- ii Manchester Jewish Museum (Grade II)* — View B
- iii Manchester Oratory (non-designated but culturally significant) — View D
- iv Heritage buildings within NOMA — Views J–L
- v Historic street patterns around Dantzic Street and Angel Meadows

5.19 The site is **not within a Conservation Area** but does sit within the wider setting of several significant heritage buildings.

Existing townscape character

5.20 Townscape assessment encompasses appraisal of physical, aesthetic and intangible attributes including sense of place, rarity or representativeness, and unspoilt appearance. The combination of townscape elements and their arrangement give the different areas a unique sense of place, or ‘character’. These aspects, together with scale and character of surrounding landscapes, patterns and scale of landform, land cover and built development, need to be taken into account when assessing townscape effect.

5.21 The site is located within **National Character Area (NCA) 55: Manchester Pennine Fringe**, as defined by Natural England.

5.22 NCA 55 comprises the urban and peri-urban areas of Greater Manchester and forms a transitional zone between the lowland plains to the west and the Pennine uplands to the east. Within Manchester, the character of this NCA is **strongly urban**, with built form and infrastructure dominating over landscape features.

5.23 Key characteristics relevant to the site include:

- i A **dense, post-industrial urban townscape**, shaped by historic industrial development and ongoing regeneration
- ii A **highly varied built environment**, including historic mills, warehouses, civic landmarks, modern commercial buildings and contemporary residential towers
- iii The presence of **prominent vertical elements** within the skyline, including church towers, viaducts and an increasing number of modern tall buildings
- iv Limited but locally important areas of **urban green space**, typically associated with river corridors and city-centre parks
- v A townscape that is **dynamic and evolving**, with significant areas identified for intensification, redevelopment and regeneration

5.24 Within the city centre and inner urban areas, including the Green Quarter and Cheetham Hill Road corridor, the Manchester Pennine Fringe demonstrates a **high capacity to accommodate change**, provided development is well designed and responds positively to its urban context.

5.25 In this respect, the baseline character of NCA 55 establishes an appropriate strategic context for **high-density residential development and tall buildings**, subject to detailed townscape and visual assessment.

5.26 As part of the BHTVIA, an additional local level townscape character assessment has been undertaken based on fieldwork. This establishes the following localised character areas within 1km of the Site.

5.27 Susceptibility is increased by the presence of heritage assets and civic landmarks; however, the existing presence of tall buildings and ongoing regeneration indicates that change can be accommodated without undermining the legibility or appreciation of heritage significance.

5.28 The townscape quality of the townscape character areas is assessed in terms of their condition, value and sensitivity and is summarised as follows:

TCA1 – Cheetham Hill Road

5.29 A major arterial route composed of varied building forms including retail sheds, commercial units, small parades, and transitional mixed uses. Buildings typically 2–5 storeys but with taller elements visible in background (Green Quarter, NOMA). Streetscape is wide, traffic-dominated, with limited planting.

5.30 Key characteristics:

- i Strong linear corridor
- ii High movement and visibility
- iii Transitional quality with ongoing redevelopment
- iv Interrupted frontage rhythm
- v Long views toward the city centre

5.31 **Susceptibility: Low** - corridor can absorb vertical elements due to width, mixed character and existing visibility of tall buildings.

5.32 **Value: Moderate** Limited heritage or landscape value; townscape is functional rather than scenic.

5.33 **Sensitivity: Medium–Low**

TCA2 – Lord Street / Fernie Street Urban Block

5.34 Immediate context of the site. Characterised by small commercial buildings, surface parking remnants, and the backs/edges of larger Green Quarter blocks. Urban grain is fine but fragmented. Streets are narrow with limited greenery.

5.35 Key characteristics:

- i Hard urban edge
- ii Fragmented townscape
- iii Visible gaps in built form
- iv Immediate relationship to site
- v Strong sense of transition / regeneration potential

5.36 **Susceptibility: Low** - immediate townscape, existing buildings of height within view.

5.37 **Value: Low–Moderate** - townscape quality is mixed and offers limited architecturally valuable fabric.

5.38 **Sensitivity: Medium–Low**

TCA3 – Green Quarter High-Rise Cluster

5.39 A collection of mid- and high-rise residential towers (typically 10–25 storeys). Well-designed public realm, tree planting and modern architecture. Established identity as a tall-building cluster forming part of the northern city skyline.

5.40 Key characteristics:

- i High-density residential
- ii Contemporary tall buildings
- iii Consistent materials and building language
- iv Prominent skyline when viewed from Angel Meadows, NOMA and Victoria North
- v Strong verticality

5.41 **Susceptibility: Low–Medium** Already a tall-building context; additional height nearby is less likely to be townscape disruptive.

5.42 **Value: Moderate** High-quality development but contemporary in age and not heritage-sensitive.

5.43 **Sensitivity: Low–Medium**

TCA4 – NOMA / Victoria North Transition Area

5.44 A mix of historic commercial blocks, civic institutions, new-build offices and emerging tall residential towers. Includes landmark buildings such as One Angel Square and parts of the Co-operative Estate. Represents a transitional area between the historic city core and new residential-led regeneration.

5.45 Key characteristics:

- i Strong architectural heritage themes
- ii New tall buildings emerging within Victoria North
- iii Urban grain varies but more regular than Cheetham Hill Road
- iv High civic value
- v Strategic views toward the cathedral and city skyline

5.46 **Susceptibility: Low** - heritage sensitivity increases susceptibility, but tall buildings are already present.

5.47 **Value: Moderate** Presence of heritage structures and public parks.

5.48 **Sensitivity: Medium–Low**

Table 5.1: Summary of Townscape Character Areas

Character Area	Susceptibility	Value	Sensitivity
1. TCA1 – Cheetham Hill Road Corridor	Low	Moderate	Medium-Low
2. TCA2 – Lord Street / Fernie Street	Low	Moderate	Medium-Low

3. TCA3 – Green Quarter Cluster	Low-Medium	Moderate	Low-Medium
4. TCA4 – NOMA / Victoria North	Low	Moderate	Medium-Low

- 5.49 Table 5.1 shows that Townscape Character Areas within the study area vary in both susceptibility and value, reflecting differences in land use, built form, townscape quality and the presence or absence of sensitive receptors.
- 5.50 Areas characterised by fragmented urban form, limited heritage value and an existing presence of large-scale development (notably **TCA1 – Cheetham Hill Road Corridor, TCA3 – Green Quarter High-Rise Cluster and TCA4 NOMA/Victoria North**) exhibit **low susceptibility** to change. In these areas, the existing scale, movement levels, and evolving character reduce sensitivity to additional vertical development, and townscape value is derived primarily from function rather than aesthetic or heritage quality.
- 5.51 Conversely, areas with greater coherence, stronger sense of place or proximity to designated and non-designated heritage assets (notably **TCA3 – Green Quarter Cluster**) display **marginally higher susceptibility**, particularly where new development would introduce further enclosure.
- 5.52 Overall, the assessment demonstrates that susceptibility is influenced primarily by the ability of each character area to physically and perceptually accommodate change, while value is influenced by townscape quality, function, heritage associations and strategic importance within the city. This approach accords with GLVIA3, which requires susceptibility and value to be considered separately before determining sensitivity.
- 5.53 In accordance with the methodology, the resulting Townscape Sensitivity ranges from Medium–Low to Medium–High across the study area. The highest sensitivities are confined to areas of immediate proximity to the site and those with recognised heritage or civic importance, while areas characterised by existing tall buildings and large-scale urban form demonstrate lower sensitivity and greater capacity to accommodate change.

Cumulative Development Context

- 5.54 A review of cumulative development has been undertaken to inform the townscape baseline and to understand whether the Proposed Development would interact cumulatively with other schemes within the study area. The cumulative schemes considered are set out in the accompanying schedule and include a significant number of **built, under construction and planning-approved developments**, many of which comprise **mid- and high-rise residential buildings** of comparable or greater scale to the Proposed Development .
- 5.55 The cumulative schemes are distributed throughout the wider study area, including sites along Cheetham Hill Road, and across the NOMA and Victoria North regeneration areas. Several of these developments include towers of **25 storeys and above**, with some exceeding 40 storeys, and are either completed, under construction or consented.

Cumulative Assessment

- 5.56 On this basis, it is considered that the Proposed Development would **not give rise to additional or incremental cumulative townscape effects** beyond those already established by existing and consented development. The cumulative schemes do not interact in a way that would result in new or amplified townscape effects attributable to the Proposed Development.
- 5.57 Accordingly, and in line with GLVIA3 guidance, **cumulative townscape effects are not considered further within this assessment**, as the Proposed Development would be experienced as part of an established and evolving urban baseline shaped by the presence of multiple large-scale developments of similar character and scale.

6 Assessment of Townscape Effects

- 6.1 This section of the report assesses the predicted effects of the Proposed Development on the existing townscape character of the study area. Effects are considered in the short, medium and long term, having regard to the scale of the proposed Ground + 23 storey development and the susceptibility and value of the identified Townscape Character Areas (TCAs).
- 6.2 The Townscape Character Areas that may be affected by the Proposed Development have been identified within the baseline assessment, together with their respective susceptibility, value and resulting sensitivity (Section 5). The Zone of Theoretical Visibility (ZTV) further informs the extent to which the development may influence townscape character beyond the immediate site context.
- 6.3 The assessment considers the effects arising from the completed development, as well as temporary effects associated with construction activity and operational lighting.

Mitigation

- 6.4 The reduction or avoidance of adverse townscape effects forms an integral part of the development proposals. In accordance with GLVIA3, mitigation is primarily delivered through **embedded design measures**, rather than reliance on post-completion screening, particularly given the scale and urban context of the proposals.
- 6.5 The mitigation strategy includes the following principles:
- 6.6 Design-led Mitigation
- i A tower profile with strong vertical articulation to reduce perceived mass and skyline intrusion.
 - ii A clearly expressed base, middle and top to the building improves legibility and townscape coherence.
 - iii High-quality façade materials and detailing ensure visual robustness at both close and long distances.
 - iv Careful alignment with the existing Green Quarter cluster avoids the perception of an isolated or incongruous tall building.
- 6.7 Public Realm and Landscape Mitigation
- i Public realm upgrades to Cheetham Hill Road, Lord Street and Fernie Street.
 - ii Introduction of street trees and soft landscape elements where feasible.
 - iii Removal of fragmented or poor-quality urban edges and replacement with a coherent, active frontage.
 - iv Improved pedestrian experience and sense of enclosure at ground level.
- 6.8 These measures are designed to **improve the baseline townscape condition**, particularly within the immediate site context (TCA2), and to reduce the magnitude of townscape change experienced by surrounding character areas.

Effects of Construction

6.9 During the construction phase, the site will be subject to temporary activities that may give rise to short-term townscape effects. These activities may include:

- i Temporary hoarding and site compounds
- ii Movement of construction plant and vehicles
- iii Material storage and crane operations
- iv Temporary construction lighting
- v Increased levels of activity and movement

6.10 Construction activity will be most perceptible within the immediate site context and along Cheetham Hill Road and Lord Street.

Mitigation of Construction Effects

6.11 A range of standard mitigation measures will be employed to minimise the potential townscape effects during construction. These measures are expected to include:

- i The use of **well-designed hoarding**, potentially incorporating artwork or information boards.
- ii Control of working hours in line with local authority requirements.
- iii Careful siting of construction compounds to minimise visual intrusion.
- iv Management of construction lighting to avoid unnecessary spill or glare.
- v Phasing of construction activities to limit the duration of the most visually intrusive stages.

6.12 These measures will ensure that construction-related effects are appropriately controlled and proportionate within an urban context.

Predicted Effects During Construction

6.13 The effects of construction on townscape character will be **temporary and reversible**. While construction activity will result in a noticeable change to the immediate townscape, particularly within TCA2, these effects will be short term when compared to the operational lifespan of the completed development.

6.14 Beyond the immediate site surroundings, construction effects will largely be perceived as part of the wider pattern of ongoing development and regeneration within this part of Manchester. With mitigation in place, the overall townscape effects during construction are assessed as **temporary and Moderate Adverse**, reducing rapidly with distance from the site.

Effects of Lighting

- 6.15 The Proposed Development will introduce additional sources of light associated with internal residential lighting and external building and public realm lighting. This represents a change from the current baseline, which includes a mixture of commercial, residential and highway lighting.
- 6.16 Given the site's urban location, night-time lighting forms an established component of the existing townscape. The development is therefore not introducing lighting into a dark or sensitive environment but rather contributing to an already illuminated city-edge context.

Mitigation of Lighting Effects

- 6.17 Potential effects of lighting will be mitigated through:
- i Use of downward-directed and shielded luminaires to limit light spill.
 - ii Avoidance of excessive façade or feature lighting.
 - iii Use of energy-efficient lighting with appropriate colour temperature.
 - iv Integration of lighting within architectural and landscape elements rather than freestanding sources.
- 6.18 These measures will ensure that lighting contributes positively to safety and legibility without creating undue glare or visual dominance.

Predicted Effects of Lighting

- 6.19 With mitigation in place, the effects of lighting on townscape character are assessed as **Negligible** within the immediate site context and surrounding area. Lighting effects will read as part of the wider urban night-time environment and will not materially alter the character of surrounding Townscape Character Areas.
- 6.20 Overall, lighting effects are not considered significant in townscape terms and do not give rise to unacceptable residual impacts.

Townscape effects

- 6.21 The predicted Townscape Effect brought about by the Proposed Development on each Townscape Character Area are set out within the following tables:

Table 6.1: Assessment of Townscape Effects – Character Area 1

Character Area 1: Cheetham Hill Road Corridor	
Proximity to Site	Medium
Townscape receptor	Linear arterial corridor characterised by mixed commercial and retail development, wide highway infrastructure, fragmented frontages and intermittent views of taller buildings; transitional urban townscape with limited heritage value.
Sensitivity	Medium
Magnitude of Change	Medium Partial alteration to the baseline character through the introduction of a new vertical element visible along the corridor. Moderate scale change within an already varied and evolving townscape. Influence upon the single character area in which the Site is located.
Significance of townscape effects	Moderate
Nature of Townscape Effects	Neutral
Description of mitigation	High-quality architectural treatment to the Cheetham Hill Road frontage; strong vertical articulation to reduce perceived mass; enhanced public realm and tree planting to improve streetscape quality and legibility.
Magnitude of change with mitigation in place	Low
Significance of townscape effects with mitigation measures in place (residual effect)	Minor - Moderate
Nature of Townscape Effects with mitigation measure in place	Beneficial

Table 6.2: Assessment of Townscape Effects – Character Area 2

Character Area 2: Lord Street / Fernie Urban Block	
Proximity to Site	Close
Townscape receptor	Immediate site context comprising fragmented low-rise commercial buildings, service areas and poor-quality urban edges; limited coherence but high susceptibility to change due to proximity.
Sensitivity	Medium
Magnitude of Change	Medium Partial alteration to the baseline character through the replacement of low value / low rise fragmented development with a Ground + 23 storey high quality building.
Significance of townscape Effects	Moderate
Nature of Townscape Effects	Neutral
Description of mitigation	Comprehensive redevelopment of site; high-quality façades to all elevations; improved street definition; public realm upgrades; introduction of planting and removal of poor-quality boundaries.
Magnitude of change with mitigation in place	Medium
Significance of townscape effects with mitigation measures in place (residual effect)	Minor-Moderate
Nature of Townscape Effects with mitigation measure in place	Beneficial

Table 6.3: Assessment of Townscape Effects – Character Area 3

Character Area 3: Green Quarter Cluster	
Proximity to Site	Medium
Townscape receptor	Contemporary high-density residential area characterised by mid- and high-rise buildings, modern materials, established tall building cluster and upgraded public realm.
Sensitivity	Medium
Magnitude of Change	Medium Partial alteration to the baseline character through the addition of a new tall building within an existing cluster. Small to moderate scale change relative to existing built form. Influence upon the wider high-rise character area rather than a single focal point.
Significance of townscape Effects	Moderate
Nature of Townscape Effects	Neutral
Description of mitigation	Slender tower proportions; alignment with existing building heights; consistent material palette; vertical façade rhythm to reinforce cluster coherence.
Magnitude of change with mitigation in place	Low
Significance of townscape effects with mitigation measures in place (residual effect)	Minor-Moderate
Nature of Townscape Effects with mitigation measure in place	Beneficial

Table 6.4: Assessment of Townscape Effects – Character Area 4

Character Area 4: NOMA / Victoria North Transition Zone	
Proximity to Site	Medium–Long
Townscape receptor	Mixed historic and contemporary townscape including civic landmarks, heritage assets, modern commercial buildings and emerging tall residential development; strategic city-centre setting.
Sensitivity	Medium
Magnitude of Change	Low Partial alteration to the baseline skyline character, with the Proposed Development forming a secondary element behind established landmarks. Moderate scale change within a complex urban skyline. Influence upon several townscape character areas through skyline views.
Significance of townscape Effects	Minor-Moderate
Nature of Townscape Effects	Neutral
Description of mitigation	Careful height calibration; slender massing; restrained façade treatment; avoidance of skyline dominance; contribution to coherent skyline composition.
Magnitude of change with mitigation in place	Low

Significance of townscape effects with mitigation measures in place (residual effect)	Minor-Moderate
Nature of Townscape Effects with mitigation measure in place	Beneficial

- 6.22 The Proposed Development will introduce townscape effects to **four Townscape Character Areas (TCAs)**, identified and evaluated within the baseline assessment.
- 6.23 The assessment identifies that the predicted Townscape Effects across all four character areas are **Neutral prior to mitigation**, reflecting a balance between the scale of change introduced and the medium sensitivity of the receiving townscape. With mitigation in place, the predicted Townscape Effects across all TCAs become **Minor–Moderate Beneficial**, reflecting qualitative improvements to townscape structure, coherence and public realm.
- 6.24 Within the **immediate site context (TCA2 – Lord Street / Fernie Street Urban Block)**, the Proposed Development represents a **transformational change** to the baseline townscape through the replacement of fragmented, low-quality built form with a coherent, high-quality development. While the magnitude of change is assessed as **Medium**, the resulting effect is **Moderate Neutral**, given the poor baseline condition. With mitigation embedded within the design, including high-quality architecture and public realm improvements, the residual effect is assessed as **Minor–Moderate Beneficial**.
- 6.25 The most notable townscape change is experienced within **TCA2**, reflecting its proximity to the Site. However, this change does not result in harm to townscape character and instead delivers a clear improvement in townscape quality, legibility and function, consistent with regeneration objectives for the area.
- 6.26 Within **TCA1 – Cheetham Hill Road Corridor** and **TCA3 – Green Quarter Cluster**, the Proposed Development results in **Moderate Neutral Townscape Effects**, arising from a **Medium magnitude of change** acting on **Medium sensitivity** receptors. These effects reflect the introduction of a new development within an established urban context characterised by large-scale buildings and ongoing change. With mitigation in place, residual effects in both character areas are assessed as **Minor–Moderate Beneficial**, reflecting improved townscape coherence and integration with the surrounding urban fabric.
- 6.27 Within **TCA4 – NOMA / Victoria North**, the Proposed Development results in a **Minor–Moderate Neutral Townscape Effect**, reflecting a **Low magnitude of change** acting on a **Medium sensitivity** receptor. The development is perceived as part of the wider evolving townscape and skyline. With mitigation in place, the residual Townscape Effect is assessed as **Minor–Moderate Beneficial**.
- 6.28 Mitigation measures are embedded within the design of the Proposed Development and include slender massing, articulated façades, high-quality materials, comprehensive public realm enhancements, tree planting and carefully designed lighting. These measures are effective in reducing the magnitude of change and enhancing townscape quality across all character areas.
- 6.29 Townscape effects during construction will be **temporary and short term**, and will not exceed the long-term operational effects of the completed development. Potential night-time effects associated with lighting are limited by the urban context and controlled lighting design and do not alter the overall neutral to beneficial townscape outcome.

Table 6.5 summarises the predicted Townscape Effects to each Townscape Character Area:

TCA	Sensitivity	Magnitude	Significance	Residual Significance
TCA1 – Cheetham Hill Road Corridor	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA2 – Lord St / Fernie St	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA3 – Green Quarter Cluster	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA4 – NOMA / Victoria North	Medium	Low	Minor-Moderate Neutral	Minor-Moderate Beneficial

7 Assessment of visual effects

7.1 A comprehensive visual assessment has been undertaken to determine the degree of visual effect the Proposed Development would have upon the surrounding landscape. Viewpoints were initially identified through the baseline assessment, and in the field each viewpoint was visited and recorded. Not all views identified in the field have been assessed in this TVA. This is due to the following factors:

- i The Site is not visible within the view due to intervening vegetation and landform;
- ii The viewpoint is inaccessible due to land ownership; and
- iii The demonstrable effect from the viewpoint is represented by other viewpoints identified within the vicinity.

7.2 In respect of point *i* above, the Site and site proposals may not be visible in all assessed viewpoints. However, the modelling exercise is undertaken in these instances to determine visual effects from this representative location. A total of 14 representative views within the established ZTV have been selected for the analysis of visual effects.

7.3 In order to establish the ZTV i.e. the area within which the development is theoretically visible, the Site is assessed in relation to survey maps. This provisional visual assessment is then refined in the field, at which stage visual receptors are also identified. These include highways, pylons, and public footpaths, as well as residential properties, work places and public open spaces.

7.4 The ZTV covers an area of up to 1km away from the Site. The visual baseline within the study area is characterised by a **dense urban environment**, comprising a varied mix of building types, heights and architectural styles. Views are frequently filtered or framed by existing buildings, infrastructure and street geometry, with longer-distance views typically incorporating elements of the Manchester city skyline.

7.5 The baseline visual environment already includes:

- i Numerous **mid- and high-rise buildings**, particularly within the Green Quarter and Victoria North areas
- ii Prominent vertical elements such as residential towers, civic buildings and historic landmarks
- iii A strong presence of **movement and activity**, particularly along Cheetham Hill Road and key routes into the city centre
- iv A well-established **urban night-time environment**, with widespread street lighting, building illumination and internal lighting from residential and commercial uses

7.6 Visual receptors within the study area include residents, pedestrians, motorists, cyclists and visitors to heritage assets and public open spaces.

7.7 For all views the form and massing of the development has been illustrated. Wireframe modelling is illustrated in views A, C and G-H, whilst rendered modelling is included in views B and D-F.

7.8 Key views have been selected at strategic locations around the Site. It is considered ‘best practice’ to categorise views into 3 ranges depending on the proximity of the viewpoint. The categorisation is based on the scale and nature of the townscape, and is as follows:

Close: less than 250m

Medium: between 250m – 1km

Long: More than 1km

Sensitivity of visual receptors

7.9 The views have been selected in order to be representative of a range of locations and distances from which the Site is visible, and for the type of occupancies (e.g. residential properties), activities (e.g. footpath users) and the expectations of potential receptors (e.g. visitors to the locality). The sensitivity of the receptor has been recorded against each view considered based upon judgements of their susceptibility to the type of intervention proposed and the value attached to the view.

Mitigation

7.10 A detailed description of proposed mitigation measures is provided at section 6 of this document.

Visual effects

7.11 The predicted effects for each of the representative views are assessed in **Tables 7.1 to 7.14**. These effects are then summarised in **Table 7.15**.

Table 7.1: Assessment of Visual Effects – Illustrative view A

Viewpoint A	Manchester Fort
Figure Reference	7.1
Distance	Medium
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Highway users, shoppers, pedestrians
Description of existing view	Broad urban view across large-format retail units and surface car parking, with distant elements of the Manchester skyline visible beyond the foreground-built form.
Visual Susceptibility	Medium
Value attached to view	Low
Visual Sensitivity	Medium–Low
Proposed view	There will be a minor alteration to the view. The Proposed Development will appear as a small additional vertical element within the distant skyline.
Magnitude of change	Low
Significance of visual effects	Minor
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Negligible–Low
Significance of Visual Effects with mitigation in place (residual effect)	Minor
Nature of Visual Effects with mitigation measure in place	Beneficial

Table 7.2: Assessment of Visual Effects – Illustrative view B

Viewpoint B	Manchester Jewish Museum
Figure Reference	7.2
Distance	Medium
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Visitors, heritage users
Description of existing view	View along Cheetham Hill Road with the historic museum building in the foreground and a layered urban skyline beyond.
Visual Susceptibility	High
Value attached to view	High
Visual Sensitivity	High
Proposed view	There will be a partial alteration to the view, with the proposed building visible in the background of the Manchester Jewish Museum, albeit the development does not interrupt the principal view of the Museum nor compete with its architectural primacy. The development reads as a background skyline element beyond the foreground streetscape.
Magnitude of change	Medium–Low
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low
Predicted Visual Effects with mitigation in place (residual effect)	Minor to Moderate

Nature of Visual Effects with mitigation measure in place	Beneficial
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Table 7.3: Assessment of Visual Effects – Illustrative view C

Viewpoint C	Lord Street / Strangeways
Figure Reference	7.3
Distance	Close
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Pedestrians, workers
Description of existing view	Fragmented low-rise commercial townscape with limited enclosure and poor-quality urban edges.
Visual Susceptibility	Medium
Value attached to view	Low–Moderate
Visual Sensitivity	Medium
Proposed view	There will be a total alteration to the view, with the proposed building becoming the dominant visual element at close range.
Magnitude of change	High
Predicted visual effects	Major
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Medium–High
Predicted Visual Effects with mitigation in place (residual effect)	Major Moderate
Nature of Visual Effects with mitigation measure in place	Beneficial

Table 7.4: Assessment of Visual Effects – Illustrative view D

Viewpoint D	Manchester Oratory
Figure Reference	7.4
Distance	Medium
Direction	South-East
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Visitors, heritage users
Description of existing view	Heritage building within an urban setting, with views towards the northern city skyline.
Visual Susceptibility	Medium–High
Value attached to view	High
Visual Sensitivity	Medium–High
Proposed view	There will be a partial alteration to the view, with the proposed building visible in the background of the Manchester Oratory, albeit the development does not interrupt the principal view of the Oratory nor compete with its architectural primacy. There will be a partial alteration to the view, with the development appearing as a background skyline component.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium

Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.5: Assessment of Visual Effects – Illustrative view E

Viewpoint E	Cheetham Hill Road / Park Street
Figure Reference	7.5
Distance	Medium
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Highway users, pedestrians
Description of existing view	Linear arterial route with mixed commercial frontage and intermittent skyline views.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	There will be a minor to partial alteration to the view, with the building acting as a vertical marker along the corridor.
Magnitude of change	Medium–Low
Predicted visual effects	Minor–Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low
Predicted Visual Effects with mitigation in place (residual effect)	Minor
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.6: Assessment of Visual Effects – Illustrative view F

Viewpoint F	Manchester Cathedral
Figure Reference	7.6
Distance	Medium
Direction	North
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Visitors, heritage users
Description of existing view	Highly valued heritage setting with layered city skyline beyond.
Visual Susceptibility	High
Value attached to view	High
Visual Sensitivity	High
Proposed view	There will be a partial alteration to the view, with the development visible as a secondary skyline element.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Slight to Moderate

Nature of Visual Effects with mitigation measure in place	Neutral
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Table 7.7: Assessment of Visual Effects – Illustrative view G

Viewpoint G	Angel Gardens
Figure Reference	7.7
Distance	Medium
Direction	North-West
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Residents, pedestrians
Description of existing view	Contemporary residential environment with multiple tall buildings.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	There will be a partial alteration to the view, with the development read as part of the wider cluster.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.8: Assessment of Visual Effects – Illustrative view H

Viewpoint H	Roger Street
Figure Reference	7.8
Distance	Medium
Direction	North
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Pedestrians
Description of existing view	Urban street scene with varied building heights and glimpses of taller structures.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	There will be a partial alteration to the view through the introduction of a new vertical element.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.9: Assessment of Visual Effects – Illustrative view I

Viewpoint I	Blackfriars Street
Figure Reference	7.10
Distance	Medium
Direction	North
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Pedestrians
Description of existing view	Mixed historic and contemporary townscape with emerging tall buildings.
Visual Susceptibility	Medium–High
Value attached to view	High
Visual Sensitivity	Medium–High
Proposed view	There will be a partial alteration to the skyline composition.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.10: Assessment of Visual Effects – Illustrative view J

Viewpoint J	Green Quarter
Figure Reference	7.9
Distance	Close–Medium
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Residents
Description of existing view	High-density residential environment with established tall buildings.
Visual Susceptibility	Low–Medium
Value attached to view	Moderate
Visual Sensitivity	Low–Medium
Proposed view	There will be a minor to partial alteration to the view, with partial screening by existing buildings.
Magnitude of change	Low–Medium
Predicted visual effects	Minor–Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low
Predicted Visual Effects with mitigation in place (residual effect)	Slight
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.11: Assessment of Visual Effects – Illustrative view K

Viewpoint K	Greengate West
Figure Reference	7.11
Distance	Medium–Long
Direction	North

Season and Condition	Summer
Condition and Visibility	Clear, moderate visibility
Type of Receptor	Pedestrians
Description of existing view	Dense city skyline with multiple tall buildings.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	There will be a minor alteration to the skyline.
Magnitude of change	Low–Medium
Predicted visual effects	Minor–Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low
Predicted Visual Effects with mitigation in place (residual effect)	Minor
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.12: Assessment of Visual Effects – Illustrative view L

Viewpoint L	Angle Meadows
Figure Reference	7.12
Distance	Medium
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Park users
Description of existing view	Open green space with skyline views.
Visual Susceptibility	Medium–High
Value attached to view	High
Visual Sensitivity	Medium–High
Proposed view	There will be a partial alteration to the skyline backdrop.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

Table 7.13: Assessment of Visual Effects – Illustrative view M

Viewpoint M	Collyhurst Road
Figure Reference	7.13
Distance	Long
Direction	South
Season and Condition	Summer
Condition and Visibility	Clear, moderate visibility
Type of Receptor	Highway users
Description of existing view	Distant city skyline.
Visual Susceptibility	Medium
Value attached to view	Low
Visual Sensitivity	Medium–Low
Proposed view	There will be a very minor alteration to the skyline.
Magnitude of change	Low
Predicted visual effects	Minor
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Negligible

Predicted Visual Effects with mitigation in place (residual effect)	Negligible
Nature of Visual Effects with mitigation measure in place	Negligible

Table 7.14: Assessment of Visual Effects – Illustrative view N

Viewpoint N	Cathedral Gardens
Figure Reference	7.14
Distance	Medium
Direction	North
Season and Condition	Summer
Condition and Visibility	Clear, good visibility
Type of Receptor	Visitors, heritage users
Description of existing view	High-value civic open space with skyline views.
Visual Susceptibility	High
Value attached to view	High
Visual Sensitivity	High
Proposed view	There will be a partial alteration to the view, with the proposed building visible in the background of Manchester Cathedral, albeit the development does not interrupt the principal views of the Cathedral nor compete with its architectural primacy. The development reads as a background skyline element beyond the foreground streetscape. There will be a partial alteration to the skyline backdrop.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral
Magnitude of Change with mitigation in place	Low–Medium
Predicted Visual Effects with mitigation in place (residual effect)	Minor Moderate
Nature of Visual Effects with mitigation measure in place	Neutral

- 7.12 The Site is visible from a range of representative viewpoints identified in the previous section. These views represent a range of distances, locations, occupancies and activities within the surrounding urban environment.
- 7.13 Due to the intervening built form and urban context, views beyond approximately **1 km** have not been assessed. At greater distances, the Proposed Development would be perceived within the established townscape and skyline of central Manchester, where tall buildings form a defining characteristic.
- 7.14 The assessment demonstrates that the magnitude and significance of visual effects vary according to **distance from the Site, receptor sensitivity**, and the extent to which the Proposed Development is perceived within the overall composition of the view.
- 7.15 The **greatest visual effects** occur in **close-range views**, where the Proposed Development introduces a notable change to the existing view due to proximity and scale. In these locations, visual effects are assessed as **Major or Moderate prior to mitigation**, reducing to **Major–Moderate or Minor–Moderate** with mitigation in place.
- 7.16 In **medium-range views**, the Proposed Development is generally perceived as part of the wider urban skyline and existing tall building context. Visual effects in these views are typically assessed as **Moderate**, reducing to **Minor–Moderate** with mitigation.
- 7.17 In **longer-range views**, the Proposed Development forms a limited component of the wider city skyline. Visual effects in these views are assessed as **Minor or Negligible**, reflecting reduced prominence and the influence of intervening built form.
- 7.18 Overall, the majority of residual visual effects are assessed as **Neutral in nature**, reflecting the introduction of a new tall building within an urban context already characterised by buildings of scale and ongoing change. In a small number of views, residual effects are assessed as **Beneficial**, reflecting improvements to visual coherence and the replacement of poor-quality or fragmented baseline conditions. These effects are moderated by the established urban context and the design-led mitigation incorporated within the Proposed Development.

7.19 **Table 7.15** Summarises the predicted Visual Effects to each view considered:

Table 7.15: Visual Effects Summary

View	Receptor Sensitivity	Magnitude of Change	Predicted Visual Effect	Residual Visual Effect (with mitigation)	Nature of Residual Effect
View A – Manchester Fort	Medium–Low	Low	Minor	Minor	Neutral
View B – Manchester Jewish Museum	High	Medium–Low	Moderate	Minor–Moderate	Neutral
View C – Lord Street / Strangeways	Medium	High	Major	Major-Moderate	Neutral
View D – Manchester Oratory	Medium–High	Medium	Moderate	Minor–Moderate	Beneficial
View E – Cheetham Hill Road / Park Street	Medium	Medium–Low	Minor–Moderate	Minor	Beneficial
View F – Manchester Cathedral	High	Medium	Moderate	Minor–Moderate	Neutral
View G – Angel Gardens	Medium	Medium	Moderate	Minor–Moderate	Neutral
View H – Roger Street	Medium	Medium	Moderate	Minor–Moderate	Neutral
View I – Green Quarter	Low–Medium	Low–Medium	Minor–Moderate	Minor	Neutral
View J – Blackfriars Street	Medium–High	Medium	Moderate	Minor–Moderate	Neutral
View K – Greengate West	Medium	Low–Medium	Minor–Moderate	Minor	Neutral
View L – Angel Meadows	Medium–High	Medium	Moderate	Minor–Moderate	Neutral
View M – Collyhurst Road	Medium–Low	Low	Minor	Negligible	Neutral
View N – Cathedral Gardens	High	Medium	Moderate	Minor–Moderate	Neutral

8 Conclusions

Site proposals

- 8.2 The Proposed Development comprises a **Ground + 23 storey residential building** at the junction of Lord Street and Cheetham Hill Road, Manchester, supported by public realm and landscape improvements. The site occupies a highly accessible, city-centre edge location adjacent to the Green Quarter, within an area characterised by ongoing regeneration and an established presence of mid- and high-rise development.
- 8.3 The proposals represent the comprehensive redevelopment of a previously fragmented and low-quality townscape, introducing a coherent urban form, improved enclosure, and enhanced streetscape definition. The scale and height of the building reflect its strategic location on a key route into the city centre and its relationship with existing and emerging tall building clusters to the south and west.

Townscape effects

- 8.4 The assessment identifies that townscape effects vary across the **four Townscape Character Areas (TCAs)** identified within the study area, reflecting differences in baseline condition, scale and proximity to the Site.
- 8.5 The most notable townscape change occurs within the **immediate site context (TCA2 – Lord Street / Fernie Street Urban Block)**, where the introduction of a tall building results in a **transformational change** to the baseline character. The townscape effect is assessed as **Moderate Neutral**, reflecting a balance between the scale of change and the relatively low quality of the existing townscape. With mitigation embedded within the design, including high-quality architecture and comprehensive public realm enhancement, the residual townscape effect is assessed as **Minor–Moderate Beneficial**, reflecting an overall improvement in townscape quality, coherence and legibility.
- 8.6 Within **TCA1 – Cheetham Hill Road Corridor** and **TCA3 – Green Quarter High-Rise Cluster**, townscape effects are assessed as **Moderate Neutral**, arising from a **Medium magnitude of change** acting on **Medium sensitivity** townscape receptors. These areas demonstrate a clear capacity to accommodate change due to their urban character, scale and the presence of existing tall buildings. With mitigation in place, residual townscape effects within both character areas are assessed as **Minor–Moderate Beneficial**, reflecting improved townscape integration and continuity.
- 8.7 Within **TCA4 – NOMA / Victoria North Transition Zone**, the townscape effect is assessed as **Minor–Moderate Neutral**, reflecting a **Low magnitude of change** within a complex and evolving urban townscape. With mitigation in place, the residual townscape effect is assessed as **Minor–Moderate Beneficial**, with the development contributing positively to the evolving skyline without harm to townscape character or the setting of nearby heritage assets.

Visual effects

- 8.8 The visual effects assessment has considered **14 representative viewpoints**, covering a range of distances, receptor types and visual contexts within the surrounding urban environment.
- 8.9 The assessment demonstrates that:
- i **Close-range views** experience the greatest magnitude of change due to proximity and scale, with visual effects assessed as **Major or Moderate prior to mitigation**, reducing to **Major–Moderate or Minor–Moderate** with mitigation in place.
 - ii **Medium-range views** generally experience **Moderate or Minor–Moderate** visual effects, with the Proposed Development perceived as part of the wider urban skyline and established tall building context.
 - iii **Longer-range views** experience **Minor or Negligible** visual effects, with the Proposed Development forming a limited component of the broader cityscape.
- 8.10 With mitigation in place, the majority of **residual visual effects are Neutral in nature**, reflecting the introduction of a new tall building within an urban context already characterised by buildings of scale and ongoing change. In a small number of views, residual visual effects are assessed as **Beneficial**, reflecting improvements to visual coherence and the replacement of poor-quality or fragmented baseline conditions. Residual effects diminish progressively with distance from the Site, and no receptors experience unacceptable or unmitigable visual effects.

Planning policy & townscape-related designations

- 8.11 The site is not located within a Conservation Area or other statutory landscape designation. However, it lies within the setting of several designated and non-designated heritage assets, including Manchester Cathedral and the Manchester Jewish Museum.
- 8.12 The assessment demonstrates that the Proposed Development does not result in unacceptable harm to the setting of these assets and that any visual effects are appropriately managed through height calibration, massing and design quality.
- 8.13 In policy terms, the proposals align with national and local planning objectives that support high-density development in accessible urban locations, provided that townscape and townscape effects are appropriately assessed and mitigated. The development responds positively to local townscape character, contributes to regeneration objectives and complies with policy expectations relating to tall buildings, design quality and placemaking.

Heritage

- 8.14 The assessment demonstrates that the Proposed Development preserves the ability to understand and appreciate the significance of nearby heritage assets, and does not result in unacceptable harm to their settings, consistent with the requirements of NPPF Section 16.

8.15 Where the development is visible in the setting of heritage assets, this occurs within a layered urban context already characterised by tall buildings and change. The proposal does not compete with, dominate or erode the significance of heritage assets, and is read as part of the evolving city-centre edge townscape.

Summary conclusion

8.16 This Built Heritage and Townscape effect Assessment concludes that the Proposed Development will result in a range of townscape and visual effects that are **appropriate and acceptable** within the context of a dynamic and evolving city-centre edge location.

8.17 While the development introduces significant change within the immediate site context, this change is anticipated, design-led and accompanied by clear improvements to townscape quality. Beyond the immediate surroundings, effects reduce with distance and are experienced within an environment already characterised by tall buildings and skyline change.

8.18 Overall, the Proposed Development is considered to be **acceptable in built heritage and townscape and visual terms**, with residual effects that are proportionate to the scale of development and consistent with relevant planning policy and guidance.

Table 8.1: Townscape Effects Summary

TCA	Sensitivity	Magnitude	Significance	Residual Significance
TCA1 – Cheetham Hill Road Corridor	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA2 – Lord St / Fernie St	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA3 – Green Quarter Cluster	Medium	Medium	Moderate Neutral	Minor-Moderate Beneficial
TCA4 – NOMA / Victoria North	Medium	Low	Minor-Moderate Neutral	Minor-Moderate Beneficial

Table 8.2: Visual Effects Summary

View	Receptor Sensitivity	Magnitude of Change	Predicted Visual Effect	Residual Visual Effect (with mitigation)	Nature of Residual Effect
View A – Manchester Fort	Medium–Low	Low	Minor	Minor	Neutral
View B – Manchester Jewish Museum	High	Medium–Low	Moderate	Minor–Moderate	Neutral
View C – Lord Street / Strangeways	Medium	High	Major	Major-Moderate	Neutral
View D – Manchester Oratory	Medium–High	Medium	Moderate	Minor–Moderate	Beneficial
View E – Cheetham Hill Road / Park Street	Medium	Medium–Low	Minor–Moderate	Minor	Beneficial
View F – Manchester Cathedral	High	Medium	Moderate	Minor–Moderate	Neutral
View G – Angel Gardens	Medium	Medium	Moderate	Minor–Moderate	Neutral
View H – Roger Street	Medium	Medium	Moderate	Minor–Moderate	Neutral

View I – Green Quarter	Low–Medium	Low–Medium	Minor– Moderate	Minor	Neutral
View J – Blackfriars Street	Medium–High	Medium	Moderate	Minor–Moderate	Neutral
View K – Greengate West	Medium	Low–Medium	Minor– Moderate	Minor	Neutral
View L – Angel Meadows	Medium–High	Medium	Moderate	Minor–Moderate	Neutral
View M – Collyhurst Road	Medium–Low	Low	Minor	Negligible	Neutral
View N – Cathedral Gardens	High	Medium	Moderate	Minor–Moderate	Neutral

Appendix B

TVA Assessment Methodology

Introduction

1. This Appendix sets out the methodology adopted within this Townscape and Visual Assessment (TVA) to assess the townscape and visual effects of the proposed intervention. The methodology is informed by guidance contained within;
 - i **Guidelines for Landscape and Townscape effect Assessment** (The Landscape Institute and Institute of Environmental Assessment, 3rd Edition, 2013), often referred to as 'GLVIA 3'. Note: Terminology within GLVIA 3 (e.g. susceptibility) that is referred to within this methodology is recognised as being interchangeable between 'landscape' and 'townscape' assessment.
 - ii **Townscape Character Assessment Technical Information Note 05/2017** - Revised April 2018 (The Landscape Institute).
2. As defined within GLVIA 3 'Townscape' refers to areas where the built environment is dominant and includes buildings, the relationship between them, different types of urban spaces and relationship between buildings and space. Townscape also reflects the relationship between people and place.
3. Townscape and visual matters are separate, although closely related and interlinked issues, and are dealt with as such throughout the TVA. The methodologies for assessing both are outlined separately below.

Baseline Study

4. The initial step of the TVA is to review the existing townscape and visual resource in the vicinity of the proposed intervention, known as the 'baseline' townscape and visual conditions. This is a process of gathering information, as part of a desk study and subsequent field survey work, to understand features and characteristics of the townscape, the way it is experienced, its quality and value or importance of the visual resources in the vicinity of the proposed intervention. The data collected forms the basis from which the townscape and visual effects of the intervention are identified and assessed.
5. The baseline study records the existing elements that make up the townscape in the study area, including:
 - Urban structure and built form, including urban grain, scale, massing, density and building height;
 - Heritage assets, including listed buildings, scheduled monuments, Conservation Areas and registered parks and gardens;
 - Green infrastructure and public realm;
 - Movement and connectivity, including legibility and permeability, public rights of way and classifications (motorways, A roads, B roads etc);
 - The aesthetic and perceptual aspects of the townscape: Scale, complexity, openness, enclosure and activity;

- The condition of the townscape, i.e. the state of an individual area; and
- Reference to policy or designations as an indicator of recognised value, including specific features or characteristics that justify the designation of the area.

This informs a concise description of the existing character of the intervention site and its surrounding townscape context and enables the classification of the townscape into distinct character areas or types, which share common features and characteristics.

6. The visual baseline study records and establishes the following:

- The area in which the intervention may be visible. This is identified by a process of map interpretation and / or digital mapping to construct a map showing the area from which the proposed intervention may theoretically be visible, or its Zone of Theoretical Visibility (ZTV)
- The different types of people or townscape settings (receptors) which may experience views of the proposed intervention and the viewpoints where they will be affected
- The nature of the views at the viewpoint

Assessment of Townscape Effects

General

7. The townscape assessment considers the potential effects of the proposed intervention on the components of the townscape (as identified within the Baseline Study). Physical change to the intervention site may result in changes to the distinctive character of the townscape and it's context and how it is perceived.
8. Depending on the scale, complexity and location of the proposed intervention, the effects of demolition and/or construction on Site may also form part of the assessment process. The process of assessing the effects is the same as for the proposed intervention.
9. Townscape receptors which could be affected by a proposed intervention may include:
 - Individual constituent elements and features;
 - Specific aesthetic and perceptual qualities; and
 - The overall character and key characteristics as experienced in different areas (e.g. townscape character areas or types).
10. The Significance of the Townscape Effects identified is determined by a consideration of the **Sensitivity** of the townscape receptors and the **Magnitude of Change** to the townscape;
 - The **Sensitivity** of a townscape receptor combines judgements of their **Susceptibility** to the type of intervention proposed and the **Value** attached to the townscape receptor.

Sensitivity = Susceptibility + Value

- The **Magnitude of Change** to the townscape receptor depends upon the size or scale of the intervention, the geographical extent of the area experiencing change and its duration and reversibility.

Magnitude of Change = Size/scale of intervention + geographical extent of change + duration / reversibility of change

(Refer to Figure A: Townscape Assessment Process and Table 6: Significance Townscape Effects)

Townscape Susceptibility

11. Susceptibility is defined as the ability of the townscape receptor (whether it be the overall character or quality of a particular townscape type or area, or an individual element and/or feature, or particular aesthetic and perceptual aspects) to accommodate the proposed intervention without change to the underlying baseline situation and/or the achievement of townscape planning policies and strategies. The susceptibility of a townscape to change is dependent on the characteristics of the receiving townscape and the type and nature of the intervention proposed. (see paragraph 5.40 of GLVIA 3).

(Refer to Table 1: Townscape Susceptibility)

Townscape Value

12. This is defined as the relative value that is attached to different townscapes by society. Townscapes can be valued by different people for different reasons, connected to a range of factors including townscape quality, rarity, representativeness, conservation interests, recreation value, perceptual aspects and associations. This consensus can be recognised at a local, regional or national or international scale. (see paragraph 5.44 and 5.45 of GLVIA 3).

(Refer to Table 2: Townscape Value)

Townscape Quality

13. Quality is defined as a measure of the physical state of the townscape. It may include the extent to which typical character is represented in individual areas, the intactness of the townscape and the condition of individual elements.
14. A judgement of the townscape quality is considered an important consideration in determining townscape value.

(Refer to Table 3: Townscape Quality)

Townscape Sensitivity

15. The sensitivity of a townscape receptor combines judgements of their Susceptibility to the type of intervention proposed and the Value attached to the townscape. (see paragraph 5.39 of GLVIA 3).

(Refer to Table 4: Townscape Sensitivity)

Magnitude of Change (Townscape)

16. Is defined as the degree of change to the townscape receptor in terms of the following:

- Size and scale of intervention that is proposed. This relates to both physical scale of the intervention and the degree of aesthetic / perceptual qualities that are altered.
- Geographical extent over which the townscape effects will be experienced. This is distinct from size or scale, as for example there may be large scale addition to a very localised area or small-scale addition to a large geographical area. In summary, the geographical extent may be a site level or the immediate setting of the site, or to a larger extent that effects the wider townscape character area or several townscape character areas.
- Duration and reversibility of the intervention. Duration is judged as either short term, medium term or long term. Duration and reversibility are considered together and relates to permanence. E.g. construction work on Site is short term, whereas the completed intervention may be long term.

(Refer to Table 5: Magnitude of Change [Townscape])

Embedded Mitigation

17. Embedded Mitigation refers to primary measures, which have been developed through the iterative design process and have been 'embedded' into the masterplan and detailed design. This process seeks to ensure that, wherever possible, adverse effects on townscape character are designed out, and the opportunity for beneficial effects is maximised
18. Embedded mitigation should be a consideration in determining the effects of the proposed intervention on Site.

Figure A: Townscape Assessment Process

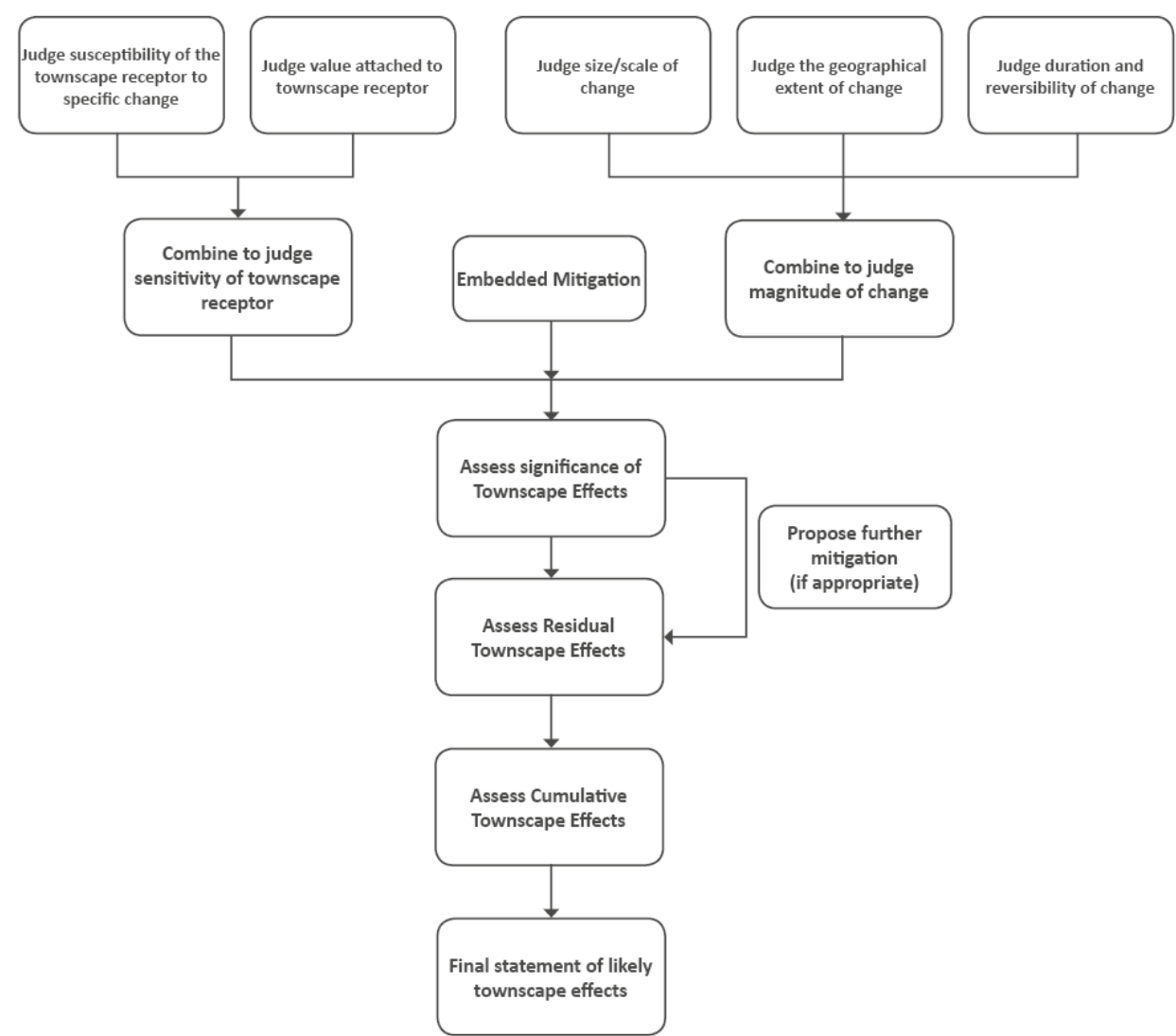


Table 1: Townscape Susceptibility

Level	Description
High	Little or no ability to accommodate the proposed intervention without considerable consequences (either adverse or beneficial) for the retention of the existing townscape baseline, or the delivery of townscape planning policies or strategies
Medium	Some ability to accommodate the proposed intervention without considerable consequences (either adverse or beneficial) for the retention of the existing townscape baseline, or the delivery of townscape planning policies and strategies
Low	An ability to accommodate the proposed intervention without considerable consequences (either adverse or beneficial) for the retention of the existing townscape baseline, or the delivery of townscape planning policies and strategies.

Table 2: Townscape Value

Level	Description	Level	Typical Examples
Exceptional	Exceptional importance and / or rarity. High / Very High Quality No or very limited potential for substitution	International, National	World Heritage Site
High	High importance and / or rarity. Good / High Quality Limited potential for substitution.	National, Regional, Local	National Park, Areas of Outstanding Natural Beauty (AONB), Conservation Area
Moderate	Medium importance and / or rarity. Medium / Good Quality Limited / some potential for substitution	Regional, Local	Undesignated but value perhaps expressed through non-official publications or demonstrable use.
Low	Low importance. Poor / Medium Quality with degradation Frequent and common with scope for substitution	Local	Areas identified as having some redeeming feature or features and possibly identified for improvement.
Very Low	No notable importance. Poor / Very Poor Quality and widely degraded / damaged Frequent and common with scope for substitution	Local	Areas identified for recovery.

(Also see Table 3 for Quality criteria)

Table 3: Townscape Quality

Level	Description
Very High	Very strong and distinctive urban structure, with characteristic urban grain and architectural qualities, creating an overall strong sense of place Distinct and widespread features worthy of conservation Presence of large scale, high quality and widespread planned green infrastructure and public spaces, that is evidently well maintained and has a positive contribution to the character of the townscape as a whole. Very good conditions with no detracting features.
High	Strong urban structure, with characteristic urban grain and architectural qualities creating a notable sense of place. Distinct features worthy of conservation with some limited scope to improve Presence of several instances of managed green infrastructure and public spaces, that is evidently well maintained and positively contributes to the character of the townscape in most cases. Good condition with very occasional / limited detracting features
Good	Distinguishable urban structure, with some characteristic urban grain and architectural qualities Some features worthy of conservation with scope to improve Presence of some green infrastructure and public space, with instances of well-maintained elements and areas requiring improvement, that overall positively contribute to the townscape. Good condition with some detracting features
Medium	Relatively distinguishable urban structure, with an urban grain and architectural qualities that are imbalanced or considered uncharacteristic in places Limited presence of managed green infrastructure and public space, with a number of instances that require improvement. Limited features worthy of conservation with scope to improve Moderate condition with some detracting features
Poor	Weak urban structure, with mixed urban grain and no notably distinguishable architectural qualities Very isolated elements of managed greenery and lack of public space. Lack of management and intervention has resulted in degradation Limited features worthy of conservation Poor condition with frequent detracting features
Very poor	Degraded and damaged urban structure with no distinguishable urban grain or architectural qualities No managed greener or public open space. Lack of management and intervention has resulted in significant degradation Isolated / no features worthy of conservation. Degraded and damaged condition with widespread and frequent detracting features

Table 4: Townscape Sensitivity

		Townscape Susceptibility		
		Low	Medium	High
Landscape Value	Exceptional	High Medium	High	High
	High	Medium	High Medium	High
	Moderate	Medium Low	Medium	High Medium
	Low	Low	Medium Low	Medium
	Very Low	Low	Low	Medium Low

Note: In this TVA Townscape Sensitivity is primarily expressed on a three-point scale of High, Medium or Low. Where appropriate and in certain circumstances, intermediate levels such as High Medium is used. In this instance the higher of the two levels is adopted to provide a robust judgment of Townscape Effects. For example, where the Townscape Sensitivity is High Medium, ‘High’ will be taken forward to assess Townscape Effects (see Table 6).

In exceptional circumstances a reasoned narrative is set out in the TVA in order to justify instances where intermediate levels are considered appropriate for taking forward to assess Townscape Effects so that it is clear how each judgement has been made.

Table 5: Magnitude of change (Townscape)

Level	Description
High	<i>Total loss or substantial alteration to key elements / features / characteristics of the baseline or introduction of elements considered to be totally uncharacteristic when set within the attributes of the receiving townscape.</i> The intervention is of large physical scale that is uncharacteristic of the receiving townscape and would impose a totally different aesthetic and perceptual quality to the site in comparison to the baseline conditions. The change brought about by the proposed intervention would influence several townscape character types / areas
Medium	<i>Partial loss or alteration to one or more key elements/ features/ characteristics of the baseline or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic when set within the attributes of the receiving townscape.</i> The intervention is of a moderate to large physical scale and would introduce a number of different aesthetic and perceptual qualities to the site in comparison to the baseline conditions. The change brought about by the proposed intervention would only influence the townscape character type/area within which the proposal lies.
Low	<i>Minor loss or alteration to one or more key elements/ features/ characteristics of the baseline or introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape.</i> The intervention is of a small or moderate scale and would only introduce a minor difference in aesthetic and perceptual quality to the site in comparison to the baseline conditions. The change brought about by the proposed intervention would be localised and at the level of the immediate townscape setting of the site.
Negligible	<i>Very minor loss or alteration to one or more to key elements/ features/ characteristics of the baseline or introduction of elements that are not uncharacteristic when set within the attributes of the receiving townscape.</i> The intervention is of a small scale and would not introduce any discernible difference in aesthetic and perceptual quality to the site in comparison to the baseline conditions The change brought about by the proposed intervention would be at site level and within the intervention site itself.

Table 6: Significance of Townscape Effects

		Townscape Sensitivity		
		Low	Medium	High
Magnitude of Change	High	Moderate	Moderate - Major	Major effect
	Medium	Minor - Moderate	Moderate	Moderate - Major
	Low	Minor	Minor - Moderate	Moderate
	Negligible	Negligible	Negligible	Negligible

19. In accordance with the methodology suggested by the GLVIA 3, the nature of effect in this assessment are classified as follows:

Major Adverse Effect: Where the proposed intervention would result in a complete variance from the scale, pattern and character of the townscape, and cause a very high quality townscape to be permanently changed and its quality diminished.

Moderate Adverse Effect: Where the proposed intervention would be out of scale with the townscape, or conflict with the local pattern and character, and cause an adverse effect on a townscape of recognised quality.

Minor Adverse Effect: Where the proposed intervention would not quite fit into the local scale and pattern of the townscape, and affect an area of recognised character.

Minor Beneficial Effect: Where the proposed intervention would fit in well with the scale, character and pattern of the area, and has the potential to improve the existing townscape quality.

Moderate Beneficial Effect: Where the proposed intervention would fit in well with the townscape character of the area, and improve the quality of the townscape.

Major Beneficial Effect: Where the proposed intervention would fit in very well with the townscape character of the area, and greatly improve the quality of the townscape.

The above levels of significance (Minor, Moderate, Major etc.) may, in some circumstances, result in neither 'beneficial' or 'adverse' nature of change. This will result in a **Neutral** outcome (e.g. Moderate Neutral Effect). This is determined where the proposed intervention would complement the scale, pattern and character of the existing townscape, and no distinctly discernible positive or negative character change is apparent.

20. Townscape effects that are Moderate and above (i.e. Moderate, Moderate – Major and Major) are considered to be 'Significant'. All other effects are considered to be 'not significant'.

Assessment of Visual Effects

General

21. The townscape assessment considers the potential effects of the proposed intervention on views from within the townscape and if necessary, from individual or isolated components, such as small grouping of, or singular properties. It also considers more distant views across a townscape.
22. When assessing the visual effect of the proposed intervention, the area from which the proposed intervention is theoretically visible is established on plan through desktop surveys (or using digital software if available). Once this Zone of Theoretical Visibility (ZTV) is established, then the true visibility of the intervention site is checked on site in order to understand the screening effect of existing buildings, vegetation and other features and the effect of distance on a receptor's perception of the site. A number of key views are then selected within these areas which are most representative of the available views of the site.
23. Viewpoints are selected in order to demonstrate representative scenarios. It is not required that the assessment describe every effect of the proposed intervention, but only the main or likely level visual effects which are required to inform the decision-making authority. If possible, the viewpoints are agreed in advance with the local authority.
24. Depending on the scale, complexity and location of the proposed intervention, the effects of demolition and/or construction on Site may also form part of the assessment process. The process of assessing the effects is the same as for the proposed intervention.
25. The Significance of the Visual Effects identified is determined by a consideration of the **Sensitivity** of the visual receptors and the **Magnitude of Change** to the view;
 - The **Sensitivity** of a visual receptor combines judgements of their **Susceptibility** to the type of intervention proposed and the **Value** attached to the particular view.

Sensitivity = Susceptibility + Value
 - The **Magnitude of Change** to the view depends upon the size or scale of the intervention, the geographical extent of the area experiencing change and its duration and reversibility.

Magnitude of Change = Size/scale of intervention + geographical extent of change + duration / reversibility of change

(Refer to Figure B: Visual Assessment Process and Table 11: Significance of Visual Effects)

Visual Susceptibility

26. As defined within GLVIA 3, the susceptibility of different visual receptors to change 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 there be focused on the view and the visual amenity they experience at particular locations

(Refer to Table 7: Visual Susceptibility)

Value attached to Views

27. Judgements made about the value attached to views consider

- Recognition of the importance of the particular view, for example in relation to heritage or cultural assets, or through planning designations;
- Recognition of the quality of the townscape that is in view and the extent of visibility, for example wide panoramic views or restricted, narrow views;
- Indicators of the value attached to views by visitors, for example through appearance in guidebooks, provision of facilities for enjoyment of the view (including seating, parking, interpretive material) and references to them in literature or art.

(Refer to Table 8: Value attached to View)

Visual Sensitivity

28. The sensitivity of a visual receptor combines judgements of their susceptibility to the type of intervention proposed and the value attached to the view. (see paragraph 6.31 of GLVIA 3).

(Refer to Table 9: Visual Sensitivity)

Magnitude of Change (Visual)

29. As defined within GLVIA 3, the Magnitude of Change is the degree of change to the view in terms of;

Size or scale

- Size and scale of the proposed intervention in the view with respect to the loss or addition of features in the view and changes in its composition, including the proportion of the view occupied by the proposed intervention;
- The degree of contrast or integration of any new features or changes in the townscape with the existing or remaining townscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture;
- The nature of the view of the proposed intervention, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpsed.

Geographical extent

- The angle of view in relation to the main activity of the receptor;
- The distance of the viewpoint from the proposed intervention;
- The extent of the area over which the change would be visible.

Duration and reversibility of the visual effect

Duration is judged as either short term, medium term or long term. Duration and reversibility are considered together and relates to permanence.

Embedded Mitigation

30. Embedded Mitigation refers to primary measures, which have been developed through the iterative design process and have been 'embedded' into the masterplan and detailed design. This process seeks to ensure that, wherever possible, adverse effects on visual amenity are designed out, and the opportunity for beneficial effects is maximised
31. Embedded mitigation should be a consideration in determining the effects of the proposed intervention on Site

Figure B: Visual Assessment Process

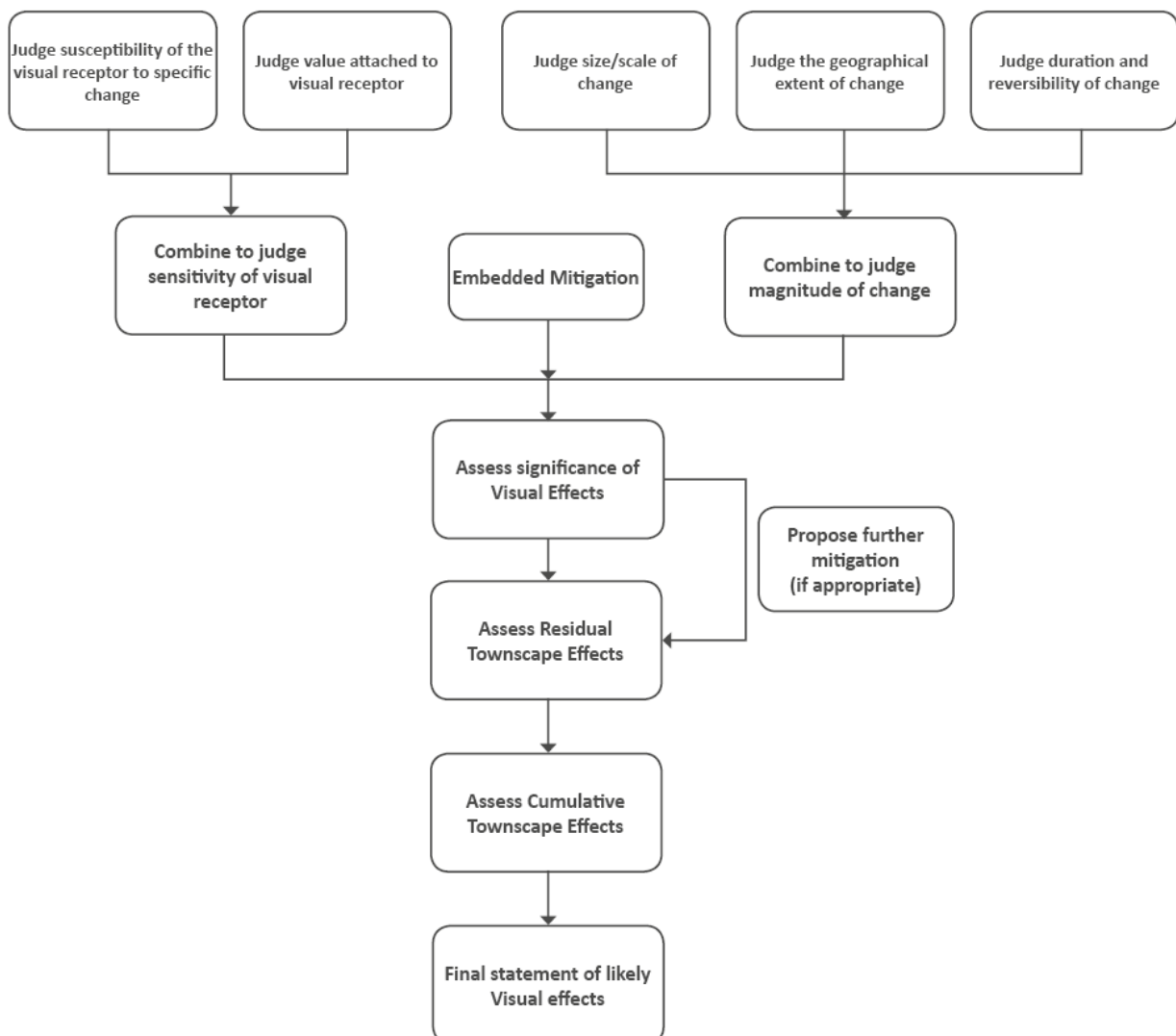


Table 7: Visual Susceptibility

Level	Description
High	Residents at home, or people who are engaged in outdoor recreation whose experience is likely to be focused on, or strongly influenced by a townscape or view with special scenic or heritage value with no, or very little, visible detracting elements. Visitors to heritage assets, or to other attractions and public spaces, where wider views of the surroundings are an important contributor to the experience. Communities where views contribute to the setting enjoyed by residents in the area.
Medium	Residents at home, or users of streets and public spaces whose experience may be influenced by a townscape or view, but the view contains some visible detracting elements and degradation. Travellers on road or rail, where the views are transient and sporadic, but have some significance in either the journey or the expression of the place being visited.
Low	Users of streets where the enjoyment of the townscape incidental rather than the main interest, and where views contain notably detracting elements and degradation. People at their place or work, whose attention may be focused on their work or activity and not their surroundings, or where the setting is not important to the quality of working life. Travellers on road or rail, where the speed of travel and nature of the views involved are short lived and have no special significance.

Table 8: Value attached to Views

Level	Description
High	Iconic, recognised or protected views through Supplementary Planning Guidance or development framework. View mentioned in the listing for a conservation area or literature / art. Largely uninterrupted, elevated, panoramic or distant views of a valued townscape(s). Views that are acknowledged or recorded in guide books or other publications and/or with references in culture such as literature or art.
Moderate	Views with distinctive features, or over a townscape of recognised character and quality, but relatively typical of the locality. Generally uninterrupted view / some minor obstruction Generally attractive with some detracting features
Low	Views of a degraded / damaged townscape or features with a low value and quality

Table 9: Visual Sensitivity

		Visual Susceptibility		
		Low	Medium	High
Value attached to view	High	Medium	High Medium	High
	Moderate	Medium Low	Medium	High Medium
	Low	Low	Medium Low	Medium

Note: In this TVA Visual Sensitivity is primarily expressed on a three-point scale of High, Medium or Low. Where appropriate and in certain circumstances, intermediate levels such as High Medium is used. In this instance the higher of the two levels is adopted to provide a robust judgment of Visual Effects. For example, where the Townscape Sensitivity is High Medium, 'High' will be taken forward to assess Visual Effects (see Table 11).

In exceptional circumstances a reasoned narrative is set out in the TVA in order to justify instances where intermediate levels are considered appropriate for taking forward to assess Visual Effects so that it is clear how each judgement has been made

Table 10: Magnitude of change (Visual)

Level	Description
High	<i>Total loss or substantial alteration to the baseline view or introduction of elements considered to be totally uncharacteristic to view.</i> The proposed intervention would occupy a large and extensive proportion of the view and would be easily noticed by the observer. The angle of the view and distance from the proposed intervention would result in an obvious change to the existing view and would significantly change the character or quality of the view. The proposed intervention significantly breaks the skyline / roofscape and is likely to be visible across an extensive area.
Medium	<i>Partial loss or alteration to the baseline view or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic of the view</i> The proposed intervention would occupy a partial proportion of the view and would likely be noticed by the observer. The angle of the view and distance from the proposed intervention would result in a perceivable change to the existing view that will change the character or quality of the view. A small proportion of the proposed intervention breaks the skyline / roofscape and is likely to be visible across a relatively localised area.
Low	<i>Minor loss or alteration to the baseline view or introduction of elements that may not be uncharacteristic when set within the view.</i> The proposed intervention would occupy only a small proportion of the view / may only be glimpsed in part and would unlikely to be clearly noticeable by the observer. The angle of the view and distance from the proposed intervention would result in a slightly perceptible change in the existing view but this would not affect the character or quality of the view. The proposed intervention does not break the skyline / roofscape and is likely to be visible within a confined to a very limited area.
Negligible	<i>Very minor loss or alteration to the baseline view or introduction of elements that may not be uncharacteristic when set within the view.</i> The proposed intervention would not be visible / would occupy only a slight proportion of the view and not likely be noticed by the observer. The angle of the view and distance from the proposed intervention would result in no perceptible change in the existing view and the will not result in a change in character or quality of the view. The proposed intervention does not break the skyline / roofscape and is likely to be visible within the site extents only

Table 11: Significance of Visual Effects

		Visual Sensitivity		
		Low	Medium	High
Magnitude of Change	High	Moderate	Moderate - Major	Major effect
	Medium	Minor - Moderate	Moderate	Moderate - Major
	Low	Minor	Minor - Moderate	Moderate
	Negligible	Negligible	Negligible	Negligible

32. The nature of effect in this assessment is classified as follows:

Major Adverse Effect: Where the proposed intervention would cause a significant deterioration in the existing view.

Moderate Adverse Effect: Where the proposed intervention would cause a noticeable deterioration in the existing view.

Minor Adverse Effect: Where the proposed intervention would cause a slight deterioration in the existing view.

Minor Beneficial Effect: Where the proposed intervention would cause a slight improvement in the existing view.

Moderate Beneficial Effect: Where the proposed intervention would cause a noticeable improvement in the existing view.

Major Beneficial Effect: Where the proposed intervention would cause a significant improvement in the existing view.

The above levels of significance (Minor, Moderate, Major etc.) may, in some circumstances, result in neither beneficial or adverse change. This will result in a **Neutral** outcome (e.g. Moderate Neutral Effect). This is determined where the proposed intervention would complement the scale, pattern and character of the existing components within view, and no distinctly discernible positive or negative change to visual amenity is apparent.

33. Visual effects that are Moderate and above (i.e. Moderate, Moderate – Major and Major) are considered to be ‘Significant’. All other effects are considered to be ‘not significant’.

Assessment of Cumulative Effects

34. The purpose of cumulative townscape and visual effects is to identify additional changes caused by the proposed intervention in addition to other similar developments, or as the combined effect of a set of developments taken together.
35. The assessment of cumulative effects in this report focuses specifically on the effects of the proposed intervention in addition to other developments of a similar scale and type within a distance radius defined and justified within the main report. This is based upon a ZTV (Zone of Theoretical Visibility) exercise. Beyond the extent of the defined radius, it is considered that there will be no likely perceivable change to views of the proposed intervention on Site, and no likely cumulative townscape effects in relation to the proposed intervention on Site.
36. Cumulative townscape effects are defined as effects that can impact on either the physical fabric or character of the townscape or any special values attached to it. (GLVIA 3 Chapter 7.3)
37. Cumulative visual effects are defined as effects that can be caused by combined visibility, which occurs where the observer is able to see two more developments from one viewpoint and / or sequential effects which over when the observer has to move another viewpoint to see different developments. (GLVIA 3 Chapter 7.3). Sequential effects may be assessed for travel along regularly used routes such as major roads or popular paths.
38. The approach to assessing cumulative effects is guided by the same principles as to the approach to the initial project assessment and considers a combination of susceptibility and value (sensitivity) and magnitude of change to determine the combined effects.

Appendix C:

Methodology for producing views and photomontages

Choosing the viewpoints

1. The siting of viewpoints for the visual assessment must balance 2 factors:
 - a. The likely significance of effects; and
 - b. How typical, or representative the view is
2. In some circumstances, a viewpoint may also be chosen due to the cumulative effects the proposed intervention will have on the landscape.
3. Whilst the choice of viewpoints is very important, the LVIA should also be based on other aspects. It is important that over-emphasis on viewpoint assessment is avoided as this may create the erroneous assumption that this is the only aspect of LVIA (SNH Visual representation of wind farms v.2.1, 2014).
4. It is important that viewpoints can be safely and legally accessed. Some viewpoints might be judged inappropriate for formal visualisations due to unacceptable health and safety risks, or limitations on access.
5. A proposal may not be visible in all viewpoints chosen. However, the modelling exercise can be undertaken in these instances in order to determine any visual effects from this representative location. The locations of all viewpoints should be recorded on file, even when these are superseded or removed at later stages of the LVIA process.

Overview on producing photomontages

6. The use of photomontages for representing an existing and proposed visual effect is a useful tool for the LVIA assessment. A photomontage consists of an existing view in combination with a computer-generated image of a proposed intervention. They are used to illustrate the likely view of a proposed intervention as it would be seen in a photograph, not as it would appear to the human eye in the field (SNH *Visual representation of wind farms v.2.1, 2014*). They provide a two-dimensional image that can be compared to the actual view of the landscape to inform the assessment of visual effects, such as scale and potential appearance of the proposed intervention.
7. It is important to recognise that photomontages can never exactly match what is experienced in reality. The purpose of photomontages is to provide a representation of the proposal that is accurate enough for the potential visual effects to be fully understood (ibid.). The visual representation will not provide the full picture with regards to potential visual effects, but rather, they inform the assessment process by which judgements are made (ibid.). They do not show other qualities of the landscape experience that can only be appreciated in the field.

Methodology for producing photomontages

8. The camera is mounted on a tripod at eye-level, which is 1.65m with a +/- 100mm tolerance. The camera is levelled on the tripod using a spirit level. The location of the camera is recorded in the field.
9. The camera lens is set to a focal length of between 35-50mm. While a camera lens with a fixed focal length of 50mm is recommended, it is recognised that there is no single best focal length that works best under all circumstances (Landscape Institute *Advice Note 01/11*, 2011). The metadata for the focal length is recorded and displayed alongside each view.
10. It is possible to have a single image to capture the necessary information for a viewpoint, however it is recognised that the field of view (usually around 40 degrees) will be insufficient to capture the breadth of information required to represent the intervention proposals and relevant context (ibid.). A series of photographs of the view, stitched together as a panorama is often more informative.
11. The view is taken as a series of photographs, with the site to the centre of the view where possible. Photographs are taken in landscape format. However, in some circumstances, such as a steep sided valley or viewpoints which are very close to the proposal, it may be necessary to use portrait format to capture the full vertical extent of the landscape within the view.
12. While taking the photos, particular care is placed on rendering all points in the scene as sharply as possible to avoid any areas of selective focus; capturing all tonal detail to avoid excessively bright or dark areas; and, avoidance of atypical feature particular in the foreground, such as a single tree. Conversely, it is also unacceptable to move too far from the most prominent viewpoint in order to avoid typical foreground objects, such as hedgerows and other boundary treatments.
13. The photographs are stitched together using suitable software such as Adobe Photoshop. The 'Automerger' function stitches the images together into one single panorama. The images must be stitched as a 'cylindrical' view to avoid distortion of the panorama at the edges which commonly occurs using the 'perspective' Automerger function.
14. There should be a minimum of post-processing image enhancement. However it is recognised that careful adjustment of contrast or sharpening of features may help make fine details, which are visible in the field, visible on printing (SNH *Visual representation of wind farms v.2.1*, 2014). The image resolution should also be sufficient in Photoshop to assist with sharpening the image. A resolution of 300 dpi is used for the panoramas.
15. Enhancement and rendering cannot compensate for photographs that have been taken in poor light or weather conditions. In these circumstances, the photographs are retaken.
16. The 3D rendering of the intervention proposals are produced in suitable software, such as Sketchup. The buildings are modelled according to their proposed heights and floor levels. If information on material colours and tone are available, these are rendered within the model. The model is set to world co-ordinates, and the viewpoints located within the model space to their correct co-ordinates, orientation and height above datum (AOD). Where possible, the site contours are modelled, and in order to assist the next stage of production, notable features (such as existing buildings, walls, masts etc.) are modelled to their correct heights and massing.

17. The scene in the 3D model space is captured from each viewpoint. This scene corresponds to the angle of view within the panorama, with the scene camera set at the same height as the panorama. The field of view in the 3D model is adjusted to match as closely as possible the field of view to the panorama. The accuracy of the matching is dependent on the camera focal length, the number of individual photos that combine to make the panorama, and the conversion of the camera metadata into equivalent data in the modelling software. The scene is then exported as a high-resolution PDF which is then overlaid onto the panorama.
18. Matching the 3D model scene to the panorama is achieved by aligning landscape features modelled in 3D to those on the panorama, such as an existing building or topographical features. Adjustments are made, such as scaling, until a satisfactory match between the model features and the panorama are achieved across the whole width of the view, to ensure that there are no errors of scale. If this cannot be achieved, then the fields of view do not exactly match between the model and photomontage and the parameters must be adjusted (*SNH Visual representation of wind farms v.2.1*, 2014).
19. Often small rotation needs to be applied to the 3D model scene to compensate for residual errors in modelling. Other differences between 3D modelling and the panorama must be taken into account. These include: changes in perspective and angle of the camera in the 3D model; the composition of the panorama from individual photographs which affects the projection of the image on a 2D plane; and the curvature of the earth. As a result, the modelling of the proposed intervention, and subsequent adjustment and alignment of the scene to the view, requires professional judgement by the landscape professional to ensure the scale and height of the proposed intervention are appropriate within the view (*Landscape Institute Advice Note 01/11*, 2011).
20. The photomontage is exported from Photoshop at a high resolution Jpeg, typically at 300 dpi. The image is then placed in a standard A3 template. Alongside each view there will be the following information:
 - a. Precise location reference (OS grid reference or UK National Grid eastings and northings)
 - b. Viewpoint altitude (AOD)
 - c. Camera type, make and focal length
21. Viewing the images printed on paper, it is recommended that photomontages are simply viewed at a comfortable arm's length.

Note for ZTV:

22. ZTVs indicate areas from where a proposal is theoretically visible within the study area, but they cannot show what it would look like, nor indicate the nature or magnitude of landscape or townscape effects. This includes for private properties and land that is not publicly accessible.

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