
85 ROCHDALE ROAD TVIA REPORT

PLANIT

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1 INTRODUCTION

This Townscape and Visual Impact Assessment (TVIA) has been prepared by Planit on behalf of McGoff Group Projects Ltd, and is submitted in support of a full planning application at 85 Rochdale Road, Manchester. The description of development is as follows:

- Erection of a 17 storey residential apartment building (Use Class C3 (a), with associated access, amenity, landscaping, public realm, infrastructure and other associated works. Demolition of existing vacant building on site, comprising of ground floor retail and a first floor apartment.

The TVIA has been carried out with reference to the Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, 2013 (referred to hereafter as “the Guidelines”) (LI and IEMA, 2013). It assesses the likely townscape and visual effects of the proposed development during the construction stage, and the completed development stage. The TVIA describes the planning policy context, the assessment methodology; the baseline conditions at the application site and surroundings; the likely effects of the proposed development; the mitigation measures required to prevent, reduce or offset any adverse effects; and the likely residual effects after these measures have been employed.

The report is set out in the following sections:

1. Summary of relevant planning policy and detailed methodology for the assessment of townscape and views.
2. An assessment of townscape and views to establish baseline sensitivity.
3. Identification of potential townscape and visual effects.
4. Mitigation embedded into the design proposals, and any additional mitigation.
5. Any residual effects once identified mitigation measures have been implemented.
6. Figures.
7. Photomontages.

2 METHODOLOGY

2.1 Guidance

The methodology employed in the TVIA is drawn from the Guidelines for Landscape and Visual Impact Assessment (GLVIA), 3rd Edition, hereafter referred to as the 'Guidelines' (LI and IEMA, 2013).

The photography and preparation of any Visually Verified Montages (VVMs) has been prepared in accordance with the Landscape Institutes Technical Guidance Note 06/19 entitled 'Visual Representation of Development Proposals' (Landscape Institute, 2019). The location and number of the views has also been agreed with the Local Planning Authority (LPA).

The photography has been carried out by a professional photographer with substantial experience in this field of work in accordance with the Technical Guidance Note.

2.2 Legislation and Policy

International Legislation

The European Landscape Convention (ELC) (Council of Europe (Florence 2000)) provides a foundation for closer co-operation on landscape issues across Europe and was ratified in the UK on the 21 November 2006, and became binding on 1 March 2007. The convention identifies the need to recognise landscape in law, to develop and promote landscape policies dedicated to the protection, management and creation of landscapes, and to establish procedures for the participation of the general public and other stakeholders in the evolution and implementation of landscape policies. It also encourages the integration of landscape into all relevant areas of policy, including cultural, economic and social policies.

The ELC defines landscape as 'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'. It

recognises that landscape has important cultural, ecological, environmental and social dimensions and is a key element of achieving sustainable development. In this context, the use of the word 'landscape' is more appropriately termed as 'townscape', though the constituent factors remain consistent.

National Legislation and Policy

The National Planning Policy Framework was revised on 12 December 2024 and sets out the government's planning policies for England and how these are expected to be applied. Guidance detail differs from that stated in the 2023 version although the general importance of good design, promoting healthy communities and conserving/ enhancing the natural environment is reflected in the updated guidance set out below.

The purpose of the planning system is to contribute to the achievement of sustainable development through three overarching objectives:

- An economic objective - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and,

- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

The environmental objective is of particular relevance to the purpose of TVIA.

Section 12 of the NPPF deals with the requirements of good design. The overarching principle is set out in paragraph 131, which state, “the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

Paragraph 135 of the NPPF sets out a number of principles of good design. In order to accord with these principles, it should be ensured that new developments:

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

Section 16 of the NPPF concerns conserving and enhancing the historic environment. Paragraph 202 states that heritage assets are, “an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations”.

Local Policy

Manchester's Core Strategy was adopted in July 2012 and partly updated following the adoption of the PfE Joint Development Plan in March 2024. The Addendum to Manchester Core Strategy 2024 lists sections of policies replaced by PfE policies and must be read alongside the Core Strategy. Relevant policies from the Core Strategy for the purposes of this chapter are outlined below:

Policy EN1 Design Principles and Strategic Character Areas

All development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

The Site is located within Strategic Area 6: Central Arc Character Area. The character of the area we have today is predominantly one of 1960's social housing estates and zoned industrial areas bisected by the transport network and largely resulting from the comprehensive redevelopment of the past. Significant areas of employment are found where this area overlaps with the fringe of the City Centre such as at Strangeways which is a large, distinctive, entirely industrial area suitable for further employment growth. Much of the Central Arc is experiencing regeneration with some contemporary urban solutions, for example in Hulme, now complete, and some still to be progressed.

- The opportunity exists for development on a large scale using innovative urban design solutions. These should use District Centres and key nodes of public transport as focal points and involve existing communities.
- The opportunity should also be taken to use the canals to create a distinctive urban environment and enhance access through the City.

Policy EN2 Tall Buildings

Tall buildings are defined as buildings which are substantially taller than their neighbourhoods and/or which significantly change the skyline.

Proposals for tall buildings will be supported where it can be demonstrated that they:

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

Policy EN3 Heritage

Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of City Centre.

Local Planning Authorities will proactively manage and work with partners to positively conserve, sustain and enhance the historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct character, identity and sense of place (PfE Policy JP-P2).

Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

Policy EN9 Green Infrastructure

New development will be expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises and in accordance with current Green Infrastructure Strategies the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to

and between areas of green infrastructure. Where the benefits of a proposed development are considered to outweigh the loss of an existing element of green infrastructure, the developer will be required to demonstrate how this loss will be mitigated in terms of quantity, quality, function and future management.

Policy CC9 Design and Heritage

Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

Policy DM1 Development Management

All new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents. The key principle of relevance to this assessment is defined as follows:

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.

2.3 Consultation

The proposed key viewpoints to be included within the assessments were discussed and agreed with the LPA throughout the pre-application process in October 2025.

2.4 Assessment Scope

Technical Scope

The technical scope of this assessment has considered effects on the following:

- The local townscape character and its key components, including changes to townscape character areas, historical designations, building heights, land use, urban grain, movement and linkages, and public open space.
- Site character - the application site as a townscape receptor (as defined by the red line boundary)
- Visual receptors, including; users of public open space, visitors to heritage assets, communities where views contribute to the townscape setting enjoyed by residents, users of public footpaths, users of the strategic movement network, travellers on road, rail or other transport routes, and employees at their place of work.

Spatial Scope

A study area for the townscape assessment is defined by an approximate 1.5km radius from the Site to include the Northern Gateway, encompassing the New Cross neighbourhood and the New Town Character Area. The study area also takes into account the extent of the area from which the proposed development is potentially visible.

The views included in this TVIA have been discussed and agreed with the LPA as the most appropriate to include in the assessment.

2.5 Assessment Scenarios

The following assessment scenarios have been considered within the assessment:

- Scenario 1: Baseline
- Scenario 2: Baseline + Proposed Development
- Scenario 3: Baseline + Proposed Development + Committed Developments

For additional illustrative purposes, where AVR3 rendered views have been provided, an additional 'Future Baseline' view consisting of the Proposed Development + Phase 1 (87 Rochdale Road) is included to illustrate the likely appearance of these views once construction works of Phase 1 are completed.

2.6 Baseline Characterisation Approach

Desk Study

Data was obtained from the following sources in order to establish the baseline conditions within the study area:

- OS mapping information;
- Geographic mapping;
- Topographic and 3D data;
- Google Earth;
- Townscape characterization studies as defined within local planning policy, and;
- Historic England mapping.

Field Study

Potential viewpoints were identified through the desktop study described above, followed by a site visit/survey undertaken in October 2025. The selection process excluded viewpoints where there was likely to be no impact beyond that which was already identified within the selected views. The views have been agreed with the LPA in October 2025.

2.7 Assessment Method

The assessment has been based on the architectural masterplans, and the Design and Access Statement which accompanies the application.

A two-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) has been assessed, and secondly, the nature of impacts (magnitude) likely to result from the proposed development has been assessed.

Desk based studies were carried out to collate and map baseline townscape information and carry out a review of policy and guidance to inform the assessment.

Photographs for the selected viewpoints were taken by a professional photographer in October 2025.

The views included in this TVIA have been discussed and agreed with the LPA as the most appropriate to include in the assessment.

In order to provide the most comprehensive, rounded and objective view of the townscape and visual effect of the proposed development, the scale of the assessed effects have been agreed following round-table review by a team of individual assessors within Planit.

2.8 Assessment Criteria

The criteria used to assess the scale of effect are set out in the subsequent sub-sections. This has been determined by consideration of the sensitivity of the receptor, and the magnitude of impact.

Townscape Receptor Sensitivity Criteria

The sensitivity of townscape receptors is determined through combining judgments about the susceptibility of the receptor to change and the value of the receptor.

Value of Townscapes

Whilst the assessment of townscape value is partly based on the planning policy importance of the townscape, the value of undesignated assets has also been considered based on criteria taken from the Planning Practice Guidance.

Table 2.8.1 sets out the scale of value for designated townscape receptors (in the case of this project, this applies to conservation areas). Table 2.8.2 and 2.8.3 together set out the scale of value for non-designated townscape receptors (all other townscape receptors considered in the assessment).

Table 2.8.1 – Criteria for assessing the Value of Designated Townscapes

Value	Description
High	Sites, features or areas of national or international importance with settings of high quality such as World Heritage Site, AONB, National Parks, Grade I and Grade II* Listed buildings or Registered Parks and Gardens.
Medium	Sites, features or areas of local or regional importance with intact character such as Grade II* and Grade II Listed Buildings or Registered Parks and Gardens, Conservation Areas, Scheduled Monuments, local nature site, long distance recreational routes. Tree Preservation Orders (TPO) and local designations that exhibit wider geographic, cultural or townscape significance.
Low	Areas or features of local importance such as Tree Preservation Orders (TPO), Public Right of Way (PROW) and locally listed buildings.

Table 2.8.2 – Criteria for assessing the Value of Non-Designated Townscapes

Attribute	Criteria
Functional	A building or place should be fit for purpose, designed and delivered in a way that delivers the intended function and achieves value for money in terms of lifetime costs.
Mix of uses	Mix of uses to ensure easy access to facilities and encourage a healthier environment, reducing the need to travel.
Well-designed public space	Functional and attractive hard and soft landscape elements, well orientated and designed routes, inclusion of facilities such as seats and play equipment and public art.

Buildings designed to be adaptable	Flexibility to be able to respond to a range of future needs – how easily buildings change be adapted for change of use, places that are easy and practical to manage with good access, natural surveillance and hard wearing materials that are easy to repair.
Distinctive character	Consideration of the local pattern of street blocks and plots; building forms; details and materials; style and vernacular.
Attractive spaces	Consideration of streetscapes, townscape, buildings and elements within them all, microclimates and views should all be considered. This is also affected by the way a townscape is perceived using the senses and the effect of transient elements such as the presence of human activity and resulting tranquillity or vibrancy.
Promotes ease of movement	All users should be able to move safely, conveniently and efficiently to and within a place, appropriate number of legible routes to and through it, good connections with each other and other destinations.

Table 2.8.3 - Value of Non-Designated Townscapes

Value	Description
High	Sites, features or areas that display the relevant criteria above to a 'high' extent.
Medium	Sites, features or areas that display the relevant criteria above to a 'moderate' extent.
Low	Sites, features or areas that display the relevant criteria above to a 'low' or 'negligible' extent.

Susceptibility of Townscape Receptors to Change

Susceptibility to change is the ability of a townscape receptor to accommodate the specific proposed development without undue negative consequences.

The susceptibility of townscape receptors to change has been assessed using the criteria set out in Table 2.8.4 with reference to the baseline conditions.

Table 2.8.4 - Townscape Receptor Susceptibility to Change

Susceptibility	Criteria
High	Little ability to accommodate the proposed development without undue harm.
Medium	Some ability to accommodate the proposed development without undue harm.
Low	Substantial ability to accommodate the proposed development without undue harm.

Overall Sensitivity of Townscape Receptors

The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor in accordance with the matrix below.

Table 2.8.5 - Overall Sensitivity of Townscape Receptors

Townscape Value	Susceptibility to Change		
	High	Medium	Low
High	High	Medium/high	Medium
Medium	Medium/high	Medium	Low/medium
Low	Medium	Low/medium	Low

Type of View and Number of Viewers

In accordance with the Guidelines, in order to analyse the visual baseline the following range of factors have been considered:

- The nature of the view - glimpsed (i.e. in passing)/filtered/oblique/framed/open views;
- The number of viewers - few/moderate/many viewers,
- The distance between the viewpoint and the site,
- Whether it is a stationary or transitory view from a footpath or moving vehicular, and

- The current skyline, visual complexity of the view and current focus.

Criteria for Determining Sensitivity of Visual Receptors

Value of Views

The value attached to views has regard to a number of factors, including:

- Recognition through planning designations or heritage assets; and
- The popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps and the facilities provided for its enjoyment.

The assessment of the value of views is summarised in Table 2.8.6 below, in terms of High, Moderate and Low value. These criteria are provided for guidance only and are not intended to be absolute.

Table 2.8.6 - Value of Views

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

Susceptibility of Visual Receptors to Change

The susceptibility of different types of visual receptor to changes in views is mainly a result of:

- The occupation or activity of the viewer at a given location; and,
- The extent to which a person’s attention or interest may therefore be focused on a view and the visual amenity experienced at a given view.

The assessment of a visual receptor to change is specific to the proposed development. However, the Guidelines for Landscape and Visual Impact

Assessment offers the generic guidance identified in Table 2.8.7 as a starting point for the assessment.

Table 2.8.7 - Visual Receptor Susceptibility to Change

Susceptibility	Criteria
High	Users of public space, including users of public rights of way, whose attention is likely to be focussed on the townscape and on particular views; Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; Communities where views contribute to the townscape setting enjoyed by residents; and, Travellers on scenic routes.
Medium	Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey; and, Users of public space, where the view is a part of the wider experience of the place.
Low	People at their place of work, where the setting is not important to the quality of working life; Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey; and, People engaged in outdoor sport or recreation, or users of a public space, which does not involve appreciation of views.

The Guidelines for Landscape and Visual Impact Assessment qualifies the above examples as follows:

“This division is not black and white and in reality, there will be a gradation in susceptibility to change. Each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focussed on views and visual amenity.” (page 114, paragraph 6.35).

Overall Sensitivity of Visual Receptors

The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor in accordance with the matrix below, alongside professional judgement.

Table 2.8.8 - Overall Sensitivity of Visual Receptors

Visual Value	Susceptibility to Change		
	High	Medium	Low
High	High	Medium/high	Medium
Medium	Medium/high	Medium	Low/medium
Low	Medium	Low/medium	Low

Magnitude of Impact Descriptors

In accordance with the GLVIA3, the magnitude of a given townscape or visual impact has been evaluated in terms of its size or scale, the geographical extent of the area influenced, and its duration and reversibility. A description of this terminology is provided in the following sub-sections.

Size and Scale of Impacts

The size and/or scale of impacts relates to the scale of physical changes in the townscape and the scale of the visible change in views, such as the loss or addition of features. This is broadly rated along the following scale:

- No Change – change would not be perceptible.
- Negligible – change would be just discernible.
- Small – a small change would be perceptible.
- Medium – change would be clearly noticeable.
- Large – total change would occur.

Geographical Extent of Impacts

The geographical extent of impacts relates to:

- the area over which townscape impacts are likely to be experienced, i.e. this could be at the site level, the immediate locality, across a neighbourhood or across a series of neighbourhoods (city-wide);
- the area over which the visual changes are likely to be visible, i.e. viewpoint within the site, viewpoint within the immediate locality, viewpoint across/through a neighbourhood or a vista or vantage point across neighbourhoods or the city skyline (city-wide).

Duration/Reversibility

Impacts (and the resulting effect) may be experienced over a range of timescales. For this assessment, the following timescales are considered appropriate:

- Short-term: less than 5 years in duration;
- Long-term: Greater than 5 years in duration.

Townscape Impacts Magnitude Criteria

Alongside the size, scale, geographical extent, and duration and degree of reversibility a townscape impact also considers:

- The extent / proportion of townscape elements lost or added;
- The contribution of that element to townscape character and the degree to which aesthetic / perceptual aspects are altered; and,
- Whether the impact is likely to change the key characteristics of the townscape, which are critical to its distinctive character.

The magnitude of impact criteria for townscape receptors are shown in Table 2.8.9.

Table 2.8.9 - Magnitude of Townscape Impacts

Category	Criteria
High	Total or major alteration to key elements, features, qualities or characteristics of the townscape, such that post development, the baseline situation will be fundamentally changed.
Medium	Partial alteration to key elements, features, qualities or characteristics of the townscape, such that post development the baseline situation will be noticeably changed.
Small	Small alteration to key elements, features, qualities or characteristics of the townscape, such that post development the baseline situation will be largely unchanged despite discernible differences.
Negligible	Discernible change to key elements, features, qualities or characteristics of the townscape that are barely perceived.
No change	The proposals will cause no change to the townscape elements, features, qualities or characteristics.

Visual Impact Magnitude Criteria

The magnitude of a visual impact is assessed in terms of its size or scale, the geographical extent of the area influenced by that impact, its duration and degree of reversibility and the impact these are likely to have on the baseline character of the view.

The magnitude of change in the view relates to the degree of contrast or integration likely to result from the proposed development and is influenced by the relative time over which a view is experienced and whether it is a full, partial or glimpsed view.

The criteria set out in Table 2.8.10 have been used to assess the magnitude of visual impacts, based on the degree of change to the view or composition.

Table 2.8.10 - Magnitude of Visual Impacts

Category	Criteria
High	The proposals will cause a dominant or complete change or contrast to the view, resulting from the loss or addition of substantial features in the view and will substantially alter the appreciation of the view.
Medium	The proposals will cause a clearly noticeable change or contrast to the view, which would have some effect on the composition, resulting from the loss or addition of features in the view and will noticeably alter the appreciation of the view.
Small	The proposals will cause a perceptible change or contrast to the view, but which would not materially affect the composition or the appreciation of the view.
Negligible	The proposals will cause a barely perceptible change or contrast to the view, which would not affect the composition or the appreciation of the view.
No change	The proposals will cause no change to the view.

Level of Effect

The scale of effects matrix is presented in Table 2.8.11.

Table 2.8.11 – Scale of Effects matrix

Sensitivity of Receptor	Magnitude of Impact				
	Large	Medium	Small	Negligible	No Change
High	Large	Medium to Large	Medium	Small to medium	No change
Medium/high	Medium to Large	Medium	Small to medium	Small to medium	No change
Medium	Medium	Small to medium	Small to medium	Small	No change
Low/medium	Small to medium	Small to medium	Small	Negligible to Small	No change
Low	Small to medium	Small	Negligible to Small	Negligible	No change
Where the effect is Negligible to Small, Small to Medium, or Medium to Large, professional judgement will be applied to determine the appropriate scale of effect.					

Nature of Effects

In determining the scale of effect, consideration has also been given to the duration of the effect, i.e. short term (< 5 years) and temporary, or long term (> 5 years) and permanent. Effects may be temporary, permanent or reversible over time. For example, visual effects arising from construction activities may be limited solely to the construction period and therefore only temporary. The assessment therefore considers the practicality of effects being reversed.

The nature of the effect has been described as follows:

- Beneficial – An advantageous effect to a receptor;
- Adverse – A detrimental effect to a receptor; and
- Neutral - Neutral effects recognise that there will be a change to the receptors, however this change is in keeping with the existing characteristics of the receptor.

Whether the effect is direct, indirect or secondary has also been considered. Direct effects are those that result directly from a development itself, whereas indirect effects may arise as a consequential change resulting from development.

2.9 Assumptions / Limitations

In undertaking the townscape and visual assessment of the application site and wider surrounding area, there are a number of limitations and constraints affecting the outputs from this work. These include:

- The characterisation of baseline conditions has relied on publicly available data, such as OS mapping information, topographic and 3D data and Historic England heritage mapping. While best endeavours have been made to ensure that the data used are up to date, it has been assumed that the data presented by third parties is accurate and appropriate to inform our baseline and assessment.
- The GLVIA methodology has provided a robust and transparent process for assessment of townscape and visual effects, and has been used alongside visually verified photomontages which provide a high level of detail and technical accuracy. The scale of effects have been determined through professional judgment, carried out by a team of internal assessors (Planit-IE) to provide scrutiny where this is relied upon.

3 BASELINE CONDITIONS

3.1 Existing Baseline

The following sections describe the existing baseline for the application site and surrounding area and identify the key sensitive townscape and visual receptors considered within this assessment.

Townscape Character

The Site is located within the existing neighbourhood of New Town, which is bounded by the Northern Quarter and Swan Street to the south, the A62 Oldham Road to the east, the A664 Rochdale Road and Gould Street to the west, and Livesey Street and Collyhurst to the north. New Town currently includes a mix of commercial, light industrial and residential uses. The legacy of industrial land use is present, and frequently turned over to surface car parking. The existing neighbourhood of New Town is poorly defined in terms of its townscape character and lacks a cohesive character, primarily due to the legacy of industrial uses combined with ad-hoc development of residential and commercial uses. All the changes - both to 85 Rochdale Road and the surrounding area - have meant that the cohesive nature of the townscape evident around the middle of the 20th century has been severely eroded to the point where the relationship between the surviving fragments, both visual and historical, has all but disappeared.

Urban Grain

Apart from the existing small shop building, the Site represents a relative void due to its existing cleared nature and use for surface car parking. It does not provide a coherent structure in the surrounding neighbourhood, nor does it prominently address Rochdale Road. The Site is typical of the urban grain to the north of the Rochdale Road, which is characterised by the legacy of former industrial uses with large parcels of land lacking a clear urban grain at what is a key approach to the city.

Land Use

The uses within the Site and wider neighbourhood do not reflect the vision within the Victoria North SRF, which identifies the it as being suitable for residential-led development with active frontages facing Rochdale Road. In the local area, there is a legacy of former industrial land uses, which have left large, consolidated land ownerships and blocks of commercial uses to the north of Rochdale Road. The adjacent neighbourhood of New Cross to the south currently includes a mix of commercial, light industrial and residential uses.

Building Heights

As the Site is currently used as a surface car park, it offers little height datum to the surrounding area apart from the existing two-storey shop building on the eastern corner. The immediate surroundings are a mix of cleared vacant plots, a range of residential development, and industrial remnants. The new Victoria Riverside buildings to the north have created a significant new datum for the area - extending up to 37 storeys (approx. 120m) - along with the construction of Phase 1 (87 Rochdale Road) up to 13 storeys, reflecting the level of change happening in Victoria North of Manchester.

Movement and Linkages

The legacy of industrial land uses has resulted in large consolidated blocks of commercial uses with poor permeability in the local area. Due to its current use as a surface car park, the Site does not contribute to the movement framework set out within the Victoria North SRF, which identifies Rochdale Road as a primary arterial road with enhanced provisions for commuter cycling along the spine of Victoria North, connecting the city centre with communities in the north of the city.

Public Open Space

There is currently no green or public open space within the Site, due to its current surface car park usage. There are currently no parks or green open spaces within the New Town area. However, Angel Meadows is located within a short walking distance of the Site and has undergone a transformation as part of the Meadowside development in order to create a high quality, well overlooked green open space for use by the new surrounding residential community. To the north of the railway line there are extensive areas of green open space which are similarly proposed for significant enhancement as part of the wider Victoria North vision. The SRF identifies the street surrounding the site as opportunities to create green linkages, which would connect to Angel Meadows and the wider green open space network.

Site Character

The Site comprises of an existing two-storey building, a surface car park and a stopped up road. The Site is bounded to the south by Rochdale Road, a main arterial route into Manchester's city centre, the Marble Arch pub to the west and the development called Phase 1 - 87 Rochdale Road to the east and north. At present, the Site does not contribute to achieving the vision as set out within the SRF for the New Town neighbourhood or wider Victoria North area. It also detracts from the surrounding area, with poor quality boundaries and lack of well-defined entrances and active frontage due to its current surface car park usage.

3.2 Townscape Baseline and Receptor Sensitivity

The townscape receptors considered within this assessment and the assessed baseline sensitivity are set out in **Table 3.2.1** below.

Table 3.2.1 Townscape Baseline Sensitivity

Receptor	Baseline Sensitivity Assessment	Value	Susceptibility to Change	Overall Sensitivity of Receptor
Townscape Character	Townscape Character Areas are presented in Figure 3.2 in Appendix 1. The Site is located within the neighbourhood of New Town, which is surrounded by Collyhurst to the north, Ancoats to the east, Angel Meadow in the west and the city centre and the Northern Quarter in the south. The southern extent of New Town currently includes a mix of commercial, light industrial and residential uses, including the newly constructed Stay City aparthotel. There are committed developments in the southern extent which will contribute to the emerging townscape of the New Town neighbourhood and replace some of the surface car parking which currently dominates the area. The eastern parts of New Town include the Manchester Central Fire Station and several key commercial occupiers, such as Wing Yip and Royal Mail, that dominate an interface with the A62 Oldham Road and connections with the Ancoats neighbourhood. The northern extent of New Town (to the north west of the A664 Rochdale Road) is comprised of a series of cleared, previously developed sites and vacant industrial and commercial premises. The Former Gas Works development off Gould Street, comprising 6-18 storey blocks, a 35-storey residential tower and associated public open space contributes to the vision of the New Cross area into a vibrant neighbourhood of new homes and commercial activity. The Victoria North Strategic Regeneration Framework (SRF) is located to the north of the city centre between Victoria Station, NOMA and the Northern Quarter in the south west, and Queens Park and the intermediate Ring Road (Queens Road) to the north east and comprises 3 existing neighbourhoods; New Cross, Lower Irk Valley and Collyhurst. The vision for the area, as defined within the SRF, is the creation of 7 new neighbourhoods, each with their own individual character. This includes New Town and aims to breaches the barrier effect of the railway line to the north. Therefore, the character of the area is not defined by the existing development within it, but rather by the aspiration for the future of the neighbourhood – building on existing features including the River Irk and the associated valley landscape. New Town will be a residential-led neighbourhood at the southern extent of Victoria North and represents an opportunity to establish a range of higher-density housing types and tenures, that support Manchester's diverse and growing population, which is seen with the aspiration of the Former Gas Works and Phase 1 developments. The value of Townscape Character is assessed as low, as the existing Site and New Town area is poorly defined and lacks a cohesive character. The susceptibility to change is considered to be low, as there is substantial ability for the Site to accommodate the proposals without undue harm. The overall sensitivity of Townscape Character is therefore assessed as low.	Low	Low	Low

Receptor	Baseline Sensitivity Assessment	Value	Susceptibility to Change	Overall Sensitivity of Receptor
Urban Grain	Urban Grain is presented in Figure 4.1 in Appendix 1. Apart from the existing small shop building, the Site represents a void due to its existing cleared nature and use for surface car parking. It does not provide a coherent structure in the surrounding neighbourhood, nor does it prominently address Rochdale Road. The Former Gas Works and Phase 1 developments to the immediate north west and east of the Site respectively, will establish a more coherent grain reflective of the objectives of the Victoria North SRF, however much of the surrounding area is characterised by the legacy of former industrial uses and has with it large parcels of land lacking a clear urban grain. To the south of the A664 Rochdale Road, the urban grain is varied, with small pockets of existing and emerging residential developments contrasting with Manchester Central Fire Station, and the larger floorplates of several key commercial occupiers such as Wing Yip and Royal Mail. The south of New Cross is characterised by an urban grid, commensurate with that of Ancoats and the Northern Quarter, both formerly key commercial districts at the heart of the industrial revolution. Within New Cross to the south and east, the traditional urban grain and street pattern, with a mix of existing commercial and residential uses, help preserve and provide character to the historic core of the local townscape. The value of the Urban Grain is assessed as low, as whilst the street pattern to the south and east of the Site has largely remained, much of the development that defined the urban grain has gone. The susceptibility to change has been assessed as low, as there is substantial ability for the Site to accommodate the proposals without undue harm. The overall sensitivity of Urban Grain is therefore assessed as low.	Low	Low	Low
Land Use	Land Use is presented in Figure 5.1 in Appendix 1. The Former Gas Works and Phase 1 developments will reflect the vision as set out within the Victoria North SRF, with residential-led development and active commercial frontages. In contrast, the Site, and the remaining surrounding context, fails to respond to the vision, as the land use is dominated by former industrial land uses. The Site, together with Oldham Road Rail Station, have left large, consolidated land ownerships and blocks of commercial uses to the north of the A664 Rochdale Road. Land uses to the south of the A664 Rochdale Road lack cohesion, with a mix of large scale commercial and small-scale residential uses. However, the southern extents in New Cross currently include a mix of commercial, light industrial and residential uses. The railway arches fronting Bromley Street accommodate a range of existing industrial businesses, some of which are occupied by other uses, including MOT centres and micro-breweries. The changing nature of this area of Manchester is highlighted by the mix of land uses apparent around the surrounding neighbourhood, with examples of high-quality residential and commercial uses in NOMA, Angel Gardens and Green Quarter. The remaining uses are mixed across the wider area, with an abundance of vacant plots currently providing surface parking and limited industrial uses on this outlying city fringe. The former industrial land uses which defined the neighbourhood have largely disappeared, leaving voids which have been utilised for surface car parking with a lack of cohesion in character of mix in uses. As a result, the value of Land Use is assessed as low. The susceptibility to change is considered to be low, as the Site has substantial ability to accommodate the proposals without undue harm. The overall sensitivity of Land Use is therefore assessed as low.	Low	Low	Low

Receptor	Baseline Sensitivity Assessment	Value	Susceptibility to Change	Overall Sensitivity of Receptor
Building Heights	Building Heights are presented in Figure 6.1 in Appendix 1. As the Site is currently used as a surface car park, it offers little height datum to the surrounding area apart from the existing two-storey building on the eastern corner. The immediate surroundings are a mix of cleared vacant plots, a range of residential development, and industrial remnants. The Marble Arch Inn (Grade II listed) to the southwest of the Site is also two-storeys. The height context surrounding this heritage asset has already experienced substantial change as a result of other new developments in the townscape. The Former Gas Works development off Gould Street, which comprises 6-18 storey blocks and a 35-storey tower, sets a precedence for increased building heights as set out in the Victoria North SRF. The construction of Phase 1 buildings will reach two blocks of part 11 and part 13 storeys directly to the north and east of the Site. The new Victoria Riverside buildings to the north of the railway viaduct have created a significant new datum backdrop for the area - with a block extending up to 37 storeys (approx. 120m). All of these changes reflects the neighbourhood's evolving location adjoining the city centre. Aspirations for the New Town area, as set out within the SRF, are for high density development with opportunities for buildings of increased height. This reflects the neighbourhood's location adjoining adjacent to the railway line where tall buildings could be used to emphasise arrival into the city. The SRF indicates the intersection of Rochdale Road and Gould Street as a key gateway into New Town and wider Victoria North area. At present, the Site and wider area does not contribute towards achieving the vision set out within the SRF, and so the value of Building Heights is assessed as low. The susceptibility to change is considered to be medium, as the Site has some ability to accommodate the proposals without undue harm, provided appropriate scale and massing strategies reflecting its setting to the listed Marble Arch Inn are considered. The overall sensitivity of Building Heights is therefore assessed as low/medium.	Low	Medium	Low/ medium

Receptor	Baseline Sensitivity Assessment	Value	Susceptibility to Change	Overall Sensitivity of Receptor
Movement and Linkages	Movement and Linkages are presented in Figure 7.1 in Appendix 1. The legacy of industrial land uses has resulted in large consolidated blocks of commercial uses with poor permeability in the local area. The Former Gas Works development promotes an opportunity to connect the application site across the locality in the north. Part of the vision for Victoria North is for sustainable movement and transport connectivity between existing and all 7 new neighbourhoods through the provision of safe and high-quality pedestrian, cyclist, vehicle, and public transport infrastructure. The adjacent Former Gas Works development contributes positively to achieving this vision for the neighbourhood through the inclusion of southeast to northwest pedestrian and cycle links, and northeast to southwest pedestrian linkages. Gould Street, which borders the western boundary, is also identified as a key cycling route as part of the Bee Network. The route would connect Cheetham Hill Road to the northwest, and Ancoats and National Cycle Route 66 to the southeast. Gould Street is identified within the SRF as a secondary road for vehicular connectivity between the A664 Rochdale Road and the north of the railway line. The Site does not currently contribute to this vision, with a lack of positive street frontage and enclosure to the route, poorly defined entrances and a general character of neglect. Whilst the historic street pattern has largely been retained, the Site and surrounding streets lack character and quality, and do not contribute towards the movement framework and aspirations as set out within the SRF. As a result, the value of Movement and Linkages is assessed as low. The susceptibility to change is considered to be low, as the Site has substantial ability to accommodate the proposals without undue harm. The overall sensitivity of Movement and Linkages is therefore assessed as low.	Low	Low	Low
Public Open Space	Public Open Space is presented in Figure 8.1 in Appendix 1. There is currently no green or public open space within the Site, due to its current nature and use. The Former Gas Works development off Gould Street features a wide network of public open space, including Viaduct Green, which continues the parkland character of the neighbouring Angel Meadows, extending from Gould Street through the arches on William Street and Bromley Street. To the north of the railway line there are extensive areas of green open space which are similarly proposed for significant enhancement as part of the wider SRF vision. As part of the Phase 1 works, new internal courtyard / garden spaces, with associated seating, and planting, will be implemented around the northeastern edges of the Site. The Victoria North SRF identifies the street surrounding the Site as opportunities to create green linkages, which would connect to these areas and the wider green open space network. At present, the New Town neighbourhood is currently lacking in green open space and high-quality public realm. As a result, the value of Public Open Space is assessed as low. The susceptibility to change is considered to be low, as the Site has substantial ability to accommodate the proposals without undue harm. The overall sensitivity of Public Open Space is therefore assessed as low.	Low	Low	Low

Receptor	Baseline Sensitivity Assessment	Value	Susceptibility to Change	Overall Sensitivity of Receptor
Site Character	Site Character is presented in Figure 9.1 in Appendix 1. The Site comprises of an existing two-storey building, a surface car park and a stopped up road. The Site is bounded to the south by Rochdale Road, a main arterial route into Manchester's city centre, the listed Marble Arch Inn to the southwest and the development called 87 Rochdale Road (Phase 1) to the east and north. At present, the Site does not contribute to achieving the vision as set out within the SRF for the New Town Area or wider Victoria North area. It also detracts from the surrounding area, and the listed Marble Arch Inn, with poor quality boundaries and lack of well-defined entrances and active frontage due to its current surface car park usage. The Site comprises of an existing two-storey red brick building at 85 Rochdale Road, containing an old convenience shop. The building as it stands today is in poor quality condition and has lost much of its early architectural features over the years, and does not provide a notable active frontage to the street. The Site character has been degraded overtime with removal of previous industrial uses and re-use as surface car parking. The presence of the listed Marble Arch Inn does provide an element of sensitivity to the Site's southwestern boundary, which has been appropriately responded to through the proposals, to acknowledge its setting and presence on Rochdale Road. The Site in its current form does not contribute towards achieving the vision and aspirations for the New Town neighbourhood and wider Victoria North as set out within the SRF. As a result, the value of Site Character is assessed as low. The susceptibility to change is considered to be medium, as the Site has some ability to accommodate the proposals without undue harm. The overall sensitivity of Site Character is therefore assessed as low/medium.	Low	Medium	Low/ medium

3.3 Visual Baseline and Receptor Sensitivity

The visual receptors considered within this assessment and the sensitivity assigned to them are detailed in **Table 3.3.1**.

Table 3.3.1 Visual Baseline Sensitivity

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
1: View southeast from Angel Meadows Park exit / Gould Street	<u>Designations:</u> N/A <u>Approx. distance to Site boundary:</u> 130m	Open view likely to be experienced by a moderate number of users, including people exiting Angel Meadows Park and nearby residents. The view is characterised by a continuous row of mid-rise apartment buildings to the right-hand side of the view, and construction works of Phase 1 buildings, with a tall crane feature, which define the back of the view. The left-hand side of the view contains graffiti brick walling and overgrown vegetation to the road's footpath, creating a poorly-defined frontage to the immediate street scene. Parked vans, temporary fencing and vehicular building entrances create an overall 'back-of-house' feel to the view. The value of View 1 is assessed as medium, as whilst it is not a popular viewpoint, there may be some local cultural associations attached with users of Angel Meadows Park. The susceptibility to change is considered to be low, as whilst users are likely to be from Angel Meadows Park, the view is taken along Gould Street and more incidental to the journey. The overall sensitivity of View 1 is therefore assessed as low/medium.	Open view, moderate number of users.	Medium	Low	Low/medium
2: View northeast from Rochdale Road / Thompson Street junction	<u>Designations:</u> Marble Arch pub (Grade II listed) <u>Approx. distance to Site boundary:</u> 72m	Open view likely to be experienced by a high number of users, including car travellers along a prominent city centre route (Rochdale Road). The view is mainly characterised by the strong presence of construction and road works, which somewhat alter the character of the street. Elements such as, road traffic signage, ground level construction works, temporary construction buildings, upper level scaffolding and tower cranes (Phase 1 works), all contribute to create visual clutter to the view whilst indicating ongoing development along this key route. Mid to high-rise apartment blocks frame the left-hand side of the view, where the presence of the red brick Grade II listed Marble Arch Inn and non-designated shop are somewhat lost in the backdrop, behind the street clutter and scale of buildings around them. The value of View 2 is assessed as low, as the strong presence of construction works and higher-rise blocks significantly detract from any cultural associations that may be experienced, which would likely have a higher value of medium once works are gone. The susceptibility to change is considered to be medium, as despite the strong presence of construction works, the view of the local landmark of the Marble Arch Inn on a key arterial route is still relatively important to the quality of the journey from the city centre. The overall sensitivity of View 2 is therefore assessed as low/medium.	Open view, high number of users.	Low	Medium	Low/medium

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
3: View north from Sherratt Street	<u>Designations:</u> Victoria Square (Grade II listed) Ancoats Conservation Area <u>Approx. distance to Site boundary:</u> 322m	Framed view likely to be experienced by a low number of users, mainly including people living in nearby residencies and approaching Oldham Road. The view highlights a mixed townscape, with heritage buildings dominating the foreground - framed by the Grade II Listed Victoria Square (right) and the unique terraces around Anita Street (left) - mixed against the fragmented industrial and residential uses beyond. The traditional buildings and trees in the foreground represent high-quality examples of some of the residential buildings which supported the large mills across Ancoats, and therefore respond directly to Ancoats Conservation Area. Contemporary architecture has emerged at the back of the view, as well as filtered views of the Phase 1 construction works, reflecting the changing townscape within the vicinity of the heritage assets in the foreground. Separation between these townscape characters is provided by the presence of roadworks along Oldham Road. The value of View 3 is assessed as low, as whilst it is taken from a townscape with views of listed heritage assets, the character of the view is fragmented through the presence of temporary construction works and contemporary buildings in the backdrop and not a popular viewpoint. The susceptibility to change is considered to be medium, as users are likely to be travellers on road where the immediate view is moderately important to the quality of the journey in the Conservation Area, but where modern development is already visible in the backdrop. The overall sensitivity of View 3 is therefore assessed as low/medium.	Framed view, low number of users.	Low	Medium	Low/medium

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
4: View southwest from Rochdale Road / Sudell Street junction	<u>Designations:</u> Marble Arch pub (Grade II listed) <u>Approx. distance to Site boundary:</u> 66m	Open view likely to be experienced by a high number of users, including car travellers along a prominent city centre route (Rochdale Road). The foreground is somewhat characterised by the strong presence of construction and road works, which alter the character of the street. Elements such as, road traffic signage, ground level construction works, temporary construction buildings, upper level scaffolding (Phase 1 works), all contribute to create visual clutter to the view whilst indicating ongoing development along this key route. Contemporary mid to high-rise apartment blocks frame the backdrop of the view, signifying approach towards the city centre. The presence of the red brick Grade II listed Marble Arch pub and non-designated shop are somewhat lost to the peripheries of the view, behind the street clutter and scale of buildings around them. The value of View 4 is assessed as low, as views of the heritage assets are partially blocked whilst there is strong presence of temporary construction works and higher-rise blocks detract from any cultural associations that may be experienced. This may increase to medium once constructions works are removed. The susceptibility to change is considered to be medium, as users are likely to be travellers on a main approach to the city centre where the cluster of new buildings could help to form a new entrance gateway into the city centre and moderately important to the quality of the journey. The overall sensitivity of View 4 is therefore assessed as low/medium.	Open view, high number of users.	Low	Medium	Low/medium

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
5: View west from Livesey Street / Sudell Street junction	<u>Designations:</u> Within context of St Patricks RC Church (Grade II listed) <u>Approx. distance to Site boundary:</u> 386m	Open view likely to be experienced by a low number of users, including residents and visitors of the Grade II listed church (behind the viewpoint location). The character of the view is mixed, with the expanse of low-quality surface car parking in the foreground detracting from the overall character. The immediate context to the left of the the view is defined by suburban housing, largely screened behind existing trees, which contrasts sharply with the views of the city skyline in the backdrop of the view - formed of new high-rise contemporary blocks. The Site is predominantly screened from view by the construction works of Phase 1 buildings on Rochdale Road. The telecommunications mast Site appears as an additional visual marker above the treeline. The value of View 5 is assessed as low, as limited designations are visible with minimal or no cultural associations in the view, and not a popular viewpoint location. The susceptibility to change is considered to be low, as whilst users are likely to be visitors of the listed church and nearby residents, it does not involve involve any appreciation of particular views that form part of the experience of the place. The overall sensitivity of View 5 is therefore assessed as low.	Open view, low number of users.	Low	Low	Low
6: View southwest from Rochdale Road	<u>Designations:</u> N/A <u>Approx. distance to Site boundary:</u> 330m	Open view likely to be experienced by a high number of users, including travellers along a prominent city centre route (Rochdale Road). The view is defined by the wide carriageway of Rochdale Road, which forms a key approach into the heart of Manchester. A glimpse of the city skyline forms a backdrop to the view - formed of new high-rise apartment blocks partially obscured behind Phase 1 construction buildings. The tower crane in the Phase 1 site forms a highly noticeable visual marker above the treeline and indicate ongoing development along this key route. The character of the foreground is distinct from the backdrop, due to the lack of built form and redundant space used for surface car parking to the left-hand side of the footpath. These uses define the character of the outskirts of the city, and create a relatively low-quality approach. Large mature trees positively contribute to the view along the right-hand side, and provide partial screening of the Site. The value of View 6 is assessed as medium, as it forms part forms part of the experience of arriving in the city centre on a key route. The susceptibility to change is considered to be medium, as users are likely to be travellers on road, bikes and footpath, where the view en route to the city centre is moderately important to the quality of the journey. The overall sensitivity of View 6 is therefore assessed as medium.	Open view, high number of users.	Medium	Medium	Medium

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
7: View southeast from Roger Street	<u>Designations:</u> N/A <u>Approx. distance to Site boundary:</u> 420m	Open view likely to be experienced by vehicles and people at work in the industrial warehouses, taken at the eastern entrance to Roger Street. The foreground of the view is defined by messy surface car parks, low rise industrial units and parked cars. This is contrasting with the character of the backdrop, populated by new contemporary buildings which appear over the railway arches to create a varied townscape roofline. The tower crane of Phase 1 construction works forms an additional visual marker to the central backdrop. The left-hand side of the view is dominated by two high-rise blocks - marking the emerging Victoria Riverside community and ongoing development in this location of the city centre. The value of View 7 is assessed as low, as it is taken from a townscape with limited designations or cultural associations, and not particularly popular as a viewpoint. The susceptibility to change is considered to be low, as users are likely to be travellers on road or at places of work (warehouses) where the view is not important to the workplace setting or quality of journey. The overall sensitivity of View 7 is therefore assessed as low.	Open view, high number of users.	Low	Low	Low
8: View southwest from Barney's Steps Footbridge (Lowry Footbridge)	<u>Designations:</u> CIS Tower (Grade II listed) New Century House (Grade II listed) <u>Approx. distance to Site boundary:</u> 700m	Open view likely to be experienced by a small number of pedestrians, taken from the historical bridge overlooking the old railway sidings, located to the northern edge of St. Catherine's Park. This represents a unique opportunity to view the city scape at close range rising above a dense canopy of woodland. Key built form includes the modern and contemporary architecture landmarks, such as the CIS tower and the New Century House (both Grade II listed). The tower crane of Phase 1 construction works forms an additional visual marker to the central backdrop. Access to the bridge is restricted to a steep flight of steps / unmarked path across waste ground, which severely limits the number of people likely to experience it. The value of View 8 is assessed as medium, as it may have local cultural associations to a heritage attraction where the expansive view of the city skyline and NOMA district forms part of the experience. The susceptibility to change is considered to be medium, as users are on a historical footbridge where the view is a part of the wider experience of the place - albeit not an easily accessible place which limits the number of users. The overall sensitivity of View 8 is therefore assessed as medium.	Open view, small number of users.	Medium	Medium	Medium

Viewpoint No. and Location	Designation, Landscape Character Area and Approx. Distance to Site Boundary	Description	Type of View and Number of Users	Value of Views	Susceptibility to Change	Overall Sensitivity of Receptor
9: View southeast from Cheetham Hill Road / North Street junction	<u>Designations:</u> CIS Tower (Grade II listed) <u>Approx. distance to Site boundary:</u> 1km	Framed view likely to be experienced by vehicles and pedestrian visitors to Manchester Fort Shopping Park (Cheetham Hill). The view is taken from the edge of the shopping centre, along the junction of northern approach into Manchester (Cheetham Hill Road / North Street). Framed on one side by the M&S Foodhall building, the view is directed down the linear route of North Street. Manchester's contemporary skyline, including the Grade II listed CIS Tower, is visible above the cluttered industrial mid-ground, with road infrastructure and security gated fencing poorly defining one side of the street. Whilst the route is popular for travellers into the city centre, most users and views will be focused down the Cheetham Hill Road corridor rather than to the side on North Street, which is more secondary in character. The tall buildings provide a marker for different points across the city centre. The value of View 9 is assessed as low, as it is taken from a townscape with limited designations or cultural associations, and not particularly popular as a viewpoint. The susceptibility to change is considered to be low, as a lower number of users are likely to be travellers on road along the secondary route of North Street, where the view is more incidental to the journey compared to the highly used Cheetham Hill Road corridor. The overall sensitivity of View 9 is therefore assessed as low.	Framed view, moderate number of users.	Low	Low	Low
10: View southwest from Queens Road Bridge	<u>Designations:</u> CIS Tower (Grade II listed) Former Church of St. Peter (Grade II listed) Minshull Street Crown Court (Grade II* listed) <u>Approx. distance to Site boundary:</u> 1.5km	Open view likely to be mostly experienced by users of the Metrolink network. The view provides glimpsed long-range views towards Manchester's skyline along Queens Bridge Road or people descending steps towards the tram stop. The view is characterised by contemporary buildings which dominate the skyline over the tree canopy, contrasting with the industrial mid-ground. The construction tower crane visually locates Phase 1 of Rochdale Road, and highlights the developing nature of the city centre when viewed across the Lower Irk Valley. A number of heritage buildings are visible within the view, including Minshull Street Crown Court, and the listed tower of the Hallé (former Church of St. Peter) although the Grade II listed CIS tower is the most apparent in the centre of the view. Views of Manchester Town Hall are not visible. The value of View 10 is assessed as low, as it is taken from a townscape with limited designations or cultural associations, and not particularly popular as a viewpoint. The susceptibility to change is considered to be medium, as users are likely to be those travelling on the Metrolink transport network, where the view of the city skyline in the backdrop may be moderately important to the quality of the journey - albeit only likely to be glimpsed upon entrance to the tram platform. The overall sensitivity of View 10 is therefore assessed as low/medium.	Open view, moderate number of users.	Low	Medium	Low/medium

4 POTENTIAL EFFECTS

4.1 Potential Construction Stage Effects

The construction stage impacts considered to have the potential to result in substantial effects (prior to any design interventions or implementation of mitigation) are reported in **Table 4.1.1**.

Table 4.1.1 Potential Townscape and Visual Effects - Construction Stage

Description	Adverse/Beneficial
Changes to townscape due to: • Construction works resulting in a change to the 'sense of place' resulting in changes to townscape character • Construction works resulting in changes to urban grain; • Construction works resulting in changes to land use; • Construction works resulting in changes to building heights: • Construction works resulting in changes to movement and linkages; • Construction works resulting in changes to public open space; and • Construction works resulting in changes to existing site character;	Neutral to Beneficial
Changes to existing views due to the introduction of construction activity and partially constructed built form as a result of: • Presence of the site compound(s); • Erection of site boundary fencing; • Site clearance; • Ground Works and the creation of new landforms; • Contractor parking and plant and equipment storage; • Presence of construction traffic; and • Night-time (security and winter) lighting.	Neutral

4.2 Potential Completed Development Stage Effects

The completed development stage impacts considered to have the potential to result in substantial effects (prior to any design interventions or implementation of mitigation) are reported in Table 4.2.1.

Table 4.2.1 Potential Townscape and Visual Effects - Completed Development Stage

Description	Adverse/Beneficial
Changes to townscape due to: • Change to 'sense of place' as a result of changes to townscape character; • Changes to urban grain as a result of new built form; • Changes to land use as a result of new built form, public realm and open space; • Changes to building heights as a result of new development; • Changes to movement and linkages as a result of integration of a new movement hierarchy for vehicles, cyclists and pedestrians; • Changes to public open space as a result of the changes to existing public realm and open spaces, and creation of new public spaces; and • Changes to existing site character as a result of the completed development.	Beneficial
Changes to existing views as a result of: • Changes to built form; • Changes to land use; • Changes to building heights; • Changes to movement routes and linkages; • Changes to areas of public open space; and • Changes to existing site character.	Neutral to Beneficial

5 MITIGATION

Primary mitigation includes modifications to the location or design of the proposed development, or measures specifically included in the design of the proposed development to mitigate a known issue, and are therefore ‘embedded’ into the proposals and is effectively ‘designing out’ potentially substantial effects.

The design proposals have been formulated through a lengthy iterative process and consultation. This process has allowed site constraints and opportunities to directly influence the evolution of the proposed development. As a result, mitigation measures are embedded within the proposals. Full planning consent is sought, and therefore details of the residential-led development with associated access, landscaping, public realm, and infrastructure are provided.

Table 5.1.1 identifies those design interventions that have been incorporated into the design of the proposed development, as well as any control methods that would be employed, to mitigate the potential impacts identified during the course of the design evolution process. These measures therefore represent embedded mitigation.

Table 5.1.1 - Embedded Mitigation

Embedded Mitigation	Description	Reason for Intervention	Further Information
Massing and Height	Proposal of mid rise height between 6 and 16 storeys would be appropriate for the area which corresponds with the SRF ‘s view on scale. Opportunity to create visual distance from the Grade II Listed Marble Arch	These ambitious SRF plans show the scale of development increasing from the current and historic context and demonstrate that the scale of the proposals are appropriate for the location and in keeping with the masterplan. This approach ensures that the development feels integrated and responds to the existing built form, such as the Marble Arch Inn and 85 Rochdale Road building, whilst also reinforcing the key strategic location along the corner of Rochdale Road and Gould Street, by addressing the gateway with a prominent form.	Design and Access Statement
Building Articulation	Articulation of the horizontal order. Articulating top, middle, bottom of the building through recesses, texture and scale.	Creating articulation in the facade to break down building form and create distinct forms within the mass will help to develop a base to the building that creates active engagement along Rochdale Road, and links to the Marble Arch Inn.	Design and Access Statement
Response to Marble Arch Inn	The proposals have a 13m separation to the Marble Arch with landscape to isolate the provide interest and visual quality to the gable elevation by replicating the facade rhythm. The rhythm describes a series of tectonic and interlocking large scale components. The entrance to the development faces the micro forest between the proposals and the Marble Arch.	Allowing space between the proposed building and listed heritage asset will help to protect elements of its setting. The new green space faces the city centre which is the direction the majority of people will be heading or returning from providing a clear, intuitive and enjoyable entry sequence.	Design and Access Statement

Materials Palette	Using a red concrete to reference the Marble Arch as well as Block 2 of Rochdale Road Phase 1. The proposed cladding is red acid etched pre cast concrete. A ribbed vertical mould will provide interest and a contemporary elegant texture. The columns at ground will be dark grey will exposed aggregate.	The proposals are a combination of modern technological development to meet the current stringent standards for reducing energy use, thermal comfort and ventilation and the heritage of the area. A consistent curated palette of materials reflective the local townscape will help ensure that the development feels integrated into its surroundings, rather than imposing or contrasting. This will help to reinforce the sense of place and visual continuity along Rochdale Road, while responding to the traditional materiality of sensitive heritage assets in close proximity to the Site.	Design and Access Statement
Building and Material Detailing	Use of pre cast concrete panels. The ground floor fronting Rochdale Road will have cylindrical columns. A slim sight line window system with a silver anodised perforated metal panel adjacent for ventilation.	Panels allow a greater freedom for forms to be sculpted to catch light in different ways and accentuate the deep reveals and relief. The tapered reveals references the stepped reveal arrangement at the Marble Arch & Alexandra Place. Columns give the building a different expression, ground the building and lining through with the granite base of the Marble Arch and 87 Rochdale Road either side. These columns will be dark grey with exposed aggregate to provide texture and a robust finish.	Design and Access Statement
Landscape and Open Space	The shared garden sits at the heart of the scheme. The garden offers a range of spaces for recreation, play, relaxation, and social interaction. The Phase 2 development is characterised by passive spaces for people to dwell and socialise. These areas are defined by rain garden planting and small shade-tolerant trees. Along Rochdale Road, a Miyawaki forest approach is proposed to create small-scale afforestation that relies on high-density planting to establish a dense and diverse ecosystem.	The development is characterised by a mixture of public and private residential gardens. Celebrating the sites industrial heritage and interpreting this within the design. Creating a network of high quality functional open and community spaces which prioritises sustainable movement and provides residents of all ages with a range of passive and active recreation opportunities. Creating a landscape which is connected and unified in character with the phase 1 development. The micro-forest mimics the development of a natural forest but can mature within 20–30 years rather than centuries and provides a verdant green backdrop and pocket forest along Rochdale Road.	Design and Access Statement

6 RESIDUAL EFFECTS

6.1 Residual Townscape Effects

Table 6.1.1 provides a tabulated summary of the outcomes of the townscape assessment of the proposed development.

Table 6.1.1 - Residual Townscape Effects

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short- term (ST), Medium- term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Townscape Character	Low	Construction: Construction works will be just discernible to the townscape character of New Town, changing the Site from an under-utilised space of industrial legacy and surface car park to one undergoing regeneration and re-use. Construction will represent the continued regeneration within the wider area and on approach into the city centre along Rochdale Road, part of the establishment of New Town neighbourhood in line with the SRF. The presence of construction works for Phase 1 directly adjacent means that this change would not be out of keeping in the townscape. The sensitivity of Townscape Character is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of the townscape. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible neutral	Negligible	NEUT	ST	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will result in a noticeable change to the townscape character. Replacing the existing car park and old industrial land with a new residential-led block, public space and landscaping will positively contribute to the new neighbourhood of New Town and support the SRF vision to revitalise the existing community. Whilst only a small change within the wider study area - providing a new contemporary building that activates the key Rochdale Road corridor on approach to the city centre gives it more prominence. The sensitivity of Townscape Character is low. The magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Medium	Small	BEN	LT	D	P	IRR
Urban Grain	Low	Construction: As the Site currently forms a void in the urban grain, the construction process is not predicted to result in any adverse effects. As construction of the development advances there would be a more discernible change, in terms of a gradual infilling of the street frontage and consolidation of change around the Site with the future Phase 1 and Former Gas Works developments, signifying the regeneration of the area along the key Rochdale Road corridor stated in the SRF. The sensitivity of Urban Grain is assessed as low. The magnitude of change is considered to be negligible, which is beneficial in nature. Therefore, there is likely to be a medium-term, direct, temporary, reversible effect which is assessed overall as negligible beneficial.	Negligible	Negligible	BEN	MT	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will introduce a new urban grain to the Site, replacing the current void created by the surface car park and old industrial legacy land. The historic urban grain and street pattern around the study area is retained, and new built form in the Site will reinforce wider positive changes happening along Rochdale Road as part of ongoing regeneration to achieve the ambitions set out in the SRF. The built form will fill the current gap in the urban grain at what is a key part of the Rochdale Road corridor into the city centre and provide definition to the corner of Rochdale Road and Gould Street, whilst respecting the existing Marble Arch Inn and reinforce the gateway approach to Manchester. The sensitivity of Urban Grain is assessed as low, the magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Medium	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Land Use	Low	Construction: Construction works will result in a change in the land use of the Site from a small car park, disused building (85 Rochdale Road) and old industrial legacy land to a building site. As the Site is currently underutilised and does not contribute positively to key land uses in the wider townscape, the construction process is not predicted to result in any adverse effects. Works would signify the regeneration of the area, and the presence of construction works for Phase 1 directly adjacent means that this change would not be out of keeping in the townscape. The sensitivity of Land Use is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of land use in the townscape. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	ST	D	T	R
		Completed Development: The completed development will create a well-defined new land use for the Site. Whilst only a small change within the wider study area - the residential land uses and new landscaped areas between the proposed development and the Marble Arch activate the key Rochdale Road frontage, achieving a good fit within the emerging neighbourhood and reflecting the ambitions of the SRF for the evolving New Town neighbourhood. The sensitivity of Land Use is assessed as low. The magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Medium	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Building Heights	Low/medium	Construction: The Site is currently largely open surface car parking with a single two-storey building - which appears as a gap' within the scale of modern development emerging around it on a key approach into the city. The construction process is therefore not predicted to result in adverse effects, and as works advance, construction works will gradually set a new height datum for the Site, that positively contributes to the overall regeneration of the key Rochdale Road corridor stated in the SRF. The sensitivity of Building Heights is assessed as low/medium. The magnitude of change is considered to be negligible, which is beneficial in nature. Therefore, there is likely to be a medium-term, direct, temporary, reversible effect which is assessed overall as negligible to small beneficial - negligible beneficial is considered a more appropriate scale of effect due to the limited change in building heights within the overall study area.	Negligible	Negligible	BEN	MT	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will result in a small change to building heights in the wider townscape, by replacing the areas of surface car parking, disused building and old industrial legacy land with a 17-storey building. Whilst there is a clear change to the building height of the Marble Arch Inn, the proposals have aimed to achieve a balanced townscape response through provision of a clear set back of approximately 13m from the listed building. The scale of development will however be closely aligned with tall buildings in the wider area, including the under construction Phase 1 Rochdale Road buildings, Green Quarter, Angel Gardens and Victoria Riverside. A building of scale in this location helps to reinforce the ambitions of the SRF along this key strategic corridor. The sensitivity of Building Heights is assessed as low/medium. The magnitude of change is considered to be small, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Small	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Movement and Linkages	Low	Construction: There are no existing linkages through the Site, and so the construction process is unlikely to create any direct adverse effects. Some localised and temporary road closures and impacts on traffic may be experienced due to increased presence of construction vehicles and compounds, however, this would be in keeping with the current baseline of the townscape, created by construction works directly adjacent in Phase 1 and roadworks along Rochdale Road. The sensitivity of Movement and Linkages is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of movement and linkages in the townscape. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	ST	IND	T	R
		Completed Development: The completed development will create a small change to the movement and linkages within the townscape. The new built form, replacing the existing surface car park and old industrial legacy land, will re-activate a small section of the Rochdale Road frontage as well as provide new green pedestrian linkages around the block. These will link into the movement strategies of Phase 1 Rochdale Road and Former Gas Works developments to create an overall holistic plan and achieve the ambitions set out in the SRF. The sensitivity of Movement and Linkages is assessed as low. The magnitude of change is considered to be small, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as negligible to small beneficial - small beneficial is considered to be a more appropriate scale of effect.	Small	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Public Open Space	Low	Construction: As there is no public open space within the Site or directly interfacing with its boundaries, the construction process is not predicted to result in any notable effects.	No change	No change	N/A	N/A	N/A	N/A	N/A
		Completed Development: The completed development will create a small change to public open space within the townscape. The proposals will incorporate new areas of public realm around the building and Rochdale Road frontage – that include new areas for tree and shrub planting and informal seating areas. Despite the Site itself only introducing minor public spaces around it, these will connect positively to the wider emerging public space network in Phase 1 and Former Gas Works developments, meeting aspirations for the New Town neighbourhood as stated in the SRF. The sensitivity of Public Open Space is assessed as low. The magnitude of change is considered to be small, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as negligible to small beneficial - small beneficial is considered to be a more appropriate scale of effect.	Small	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
Site Character	Low/medium	Construction: The Site will directly change from a use as a surface car park, disused building and industrial legacy land, into a construction site. Due to its current poor and under-utilised condition, the construction process is not predicted to result in adverse loss of any defining features. Conversely, works would signify the much-needed regeneration of the Site and local area, creating more activity along the key Rochdale Road corridor stated in the SRF. The sensitivity of Site Character is assessed as low/medium. The magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as small to medium beneficial - small beneficial is considered to be a more appropriate scale of effect.	Medium	Small	BEN	ST	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude of Impact	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial (BEN), Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will result in a total change in character from an underutilised surface car park, disused building and industrial legacy land into a new residential-led development that will replace the current poor frontage to Rochdale Road, activating this key route on approach to the city centre. The proposals would achieve a good fit in the townscape through the creation of high-quality contemporary development, attractive public space, and accessible new routes tying into surrounding developments, meeting the aspirations for the New Town neighbourhood stated in the SRF. The sensitivity of Site Character is assessed as low/medium. The magnitude of change is considered to be large, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small to medium beneficial - medium beneficial is considered to be a more appropriate scale of effect.	Large	Medium	BEN	LT	D	P	IRR

6.2 Residual Visual Effects

Table 6.2.1 provides a tabulated summary of the outcomes of the visual assessment of the proposed development.

Table 6.2.1 Residual Visual Effects

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
1: View southeast from Angel Meadows Park exit / Gould Street	Low/medium	Construction: The construction works associated with the development would be perceptible to the back of the view, but not one which would materially alter its character or composition due to the clear presence of construction works of Phase 1, including a tower crane which breaks the current skyline. As such, the addition of construction works and tall cranes would be in keeping with the character of the view. The sensitivity of View 1 is assessed as low/medium. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall small neutral.	Small	Small	NEUT	ST	D	T	R
		Completed Development: The completed development will create a perceptible change to the back of the view, through the introduction of new built form at the end of the street. The scale and massing of the proposed building will provide a visual termination and landmark to the street, although the overall composition and appreciation of a framed view up the street with a stepping city skyline is retained. Parts of the built form will be screened behind Phase 1 and existing block to the right-hand side. The sensitivity of View 1 is assessed as low/medium. The magnitude of change is considered to be small, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Small	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
2: View northeast from Rochdale Road / Thompson Street junction	Low/medium	Construction: The construction works associated with the development will be clearly noticeable in the centre of the view, and there would be loss of views to the shop building (85 Rochdale Road), but these would not materially alter its overall character or composition. The existing Phase 1 and roadworks on Rochdale Road, including a tower crane which breaks the current skyline, mean the addition of construction works and tall cranes would be largely in keeping with the character of the view and this changing city context. The sensitivity of View 2 is assessed as low/medium. The magnitude of change is considered to be medium, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as small to medium neutral - medium neutral is considered to be a more appropriate scale of effect given the increase in scale of the works.	Medium	Medium	NEUT	ST	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will create a clearly noticeable change to the centre of the view, introducing a new tall contemporary built form along Rochdale Road. Whilst the scale of the building will noticeably alter the composition of building heights behind the listed Marble Arch Inn, the presence of other taller contemporary forms and scale of Phase 1 buildings to the left-hand side of the street means this change is not entirely uncharacteristic within this evolving street scene. The visual link with the height datum at first floor between the new and old, helps achieve a degree of consistency along the street frontage. The development also provides a robust frontage and activation to Rochdale Road on a key public route. The sensitivity of View 2 is assessed as low/medium. The magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small to medium beneficial - small beneficial is considered to be a more appropriate scale of effect given the changing context and overall character of the view.	Medium	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
3: View north from Sherratt Street	Low/medium	Construction: The construction works associated with the development would be perceptible only to a small section at the back of the view for upper levels (completely screened at ground level), with the foreground of the view unchanged. Construction works are a characteristic of the existing view due to the Rochdale Road Phase 1 scheme, including a tower crane and buildings being clearly noticeable on the backdrop skyline. Works at the upper levels of the development would however, be located at a focal point of the street in an area currently clear of built form. The sensitivity of View 3 is assessed as low/medium. The magnitude of change is considered to be small, which is adverse in nature. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall small adverse.	Small	Small	ADV	ST	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will create a perceptible change to the back of the view, introducing new tall contemporary built form creating a landmark at the end of the long-distance vista and more varied city skyline. The presence of other contemporary form closer to the viewpoint means this would not be uncharacteristic to the buildings in the Conservation Area, and the building fits comfortably within the overall view composition. The use of red concrete as a predominant material ties into the appearance of the surrounding listed buildings. As such, it is considered the proposals positively reflect the changing neighbourhood within the vicinity of heritage townscape in the foreground. The sensitivity of View 3 is assessed as low/medium. The magnitude of change is considered to be small, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small beneficial.	Small	Small	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
4: View southwest from Rochdale Road / Sudell Street junction	Low/medium	Construction: The construction works associated with the development will be clearly noticeable in the centre of the view, and there would be a slight change to its composition due to the loss of partial views of the Marble Arch Listed building and demolition of 85 Rochdale Road. Construction works are however a clear characteristic of the existing view due to the prominent Phase 1 construction and roadworks on Rochdale Road in the foreground. The sensitivity of View 4 is assessed as low/medium. The magnitude of change is considered to be medium, which is adverse in nature. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as small to medium adverse - small adverse is considered to be a more appropriate scale of effect given the changing context and overall character of the view.	Medium	Small	ADV	ST	D	T	R

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
		Completed Development: The completed development will create a clearly noticeable change to the view, introducing a new tall contemporary form and well defined frontage to Rochdale Road. Whilst the building will restrict views of the listed Marble Arch Inn, it blocks a partial / oblique view to blank side elevation where development would have originally joined, and not its main frontage to the street (which is still visible). The scale, materiality and appearance of the proposals achieve a good degree of 'fit' within the contemporary cityscape and enhances the framed view into the city along Rochdale Road. The sensitivity of View 4 is low/medium. The magnitude of change is considered to be medium, which is beneficial in nature. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small to medium beneficial - medium beneficial is considered to be a more appropriate scale of effect.	Medium	Medium	BEN	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
5: View west from Livesey Street / Sudell Street junction	Low	Construction: Upper elements of construction works associated with the development would be just discernible to the back of the view, but not one which would materially alter its character or composition. Works would be largely screened behind the construction works of Phase 1, including a tower crane which is clearly noticeable on the backdrop skyline. As such, the addition of construction works and tall cranes would be in keeping with the character of the view. The sensitivity of View 5 is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	ST	D	T	R
		Completed Development: The completed development will be just discernible to the back of the view, largely screened behind the built-up areas of Phase 1 where only the upper few levels of the proposals will be visible from this viewpoint. The proposed development forms part of a cluster of tall contemporary forms on the skyline and achieves a good degree of 'fit' within the overall character and composition of this city view. The sensitivity of View 5 is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
6: View southwest from Rochdale Road	Medium	Construction: The construction works associated with the development would be just discernible to the back of the view, but not one which would materially alter its character or composition largely screened by construction works of Phase 1, including a tower crane which is clearly noticeable on the backdrop skyline. As such, the addition of further construction works and tall cranes would be in keeping with the character of the view. The sensitivity of View 6 is assessed as medium. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	ST	D	T	R
		Completed Development: The completed development will be just discernible to the back of the view, largely screened by the Phase 1 development with only the upper few levels of the proposals visible from this viewpoint. Other tall buildings to the distant backdrop of the townscape means the addition of the proposed development will be in keeping with the character and composition of the view. The sensitivity of View 6 is assessed as medium. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
7: View southeast from Roger Street	Low	Construction: The construction works associated with the development would be perceptible to the back of the view, but not one which would materially alter its overall character or composition. Construction works associated with Phase 1 Rochdale Road and closer in Victoria Riverside developments are a component of the existing view. As such, the addition of construction works and tall cranes would be read as a continuation of these and in keeping with the overall evolving character of this city view. The sensitivity of View 7 is assessed as low. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall negligible to small neutral - small neutral is considered to be more appropriate.	Small	Small	NEUT	ST	D	T	R
		Completed Development: The completed development will be perceptible to the back of the view, partly screened by existing townscape features such as the railway viaducts, established apartment blocks and Phase 1 – with only the upper levels visible from this location. Other tall buildings in the foreground and on the skyline over the viaducts means the addition of the proposed development will be in keeping with the character and composition of this evolving cityscape view. The sensitivity of View 7 is assessed as medium. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall negligible to small neutral - small neutral is considered to be more appropriate.	Small	Small	NEUT	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
8: View southwest from Barney's Steps Footbridge (Lowry Footbridge)	Medium	Construction: The construction works at upper levels associated with the development would be just discernible to the back of the view, but not one which would materially alter its character or composition. The addition of construction works and tall cranes would be in keeping with existing construction works and the overall changing character of this city skyline. The sensitivity of View 8 is assessed as medium. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as small neutral.	Small	Small	NEUT	ST	D	T	R
		Completed Development: The completed development will be just discernible to the distant backdrop of the view, largely screened by the of Phase 1 Rochdale Road development where only the upper few levels of the proposals will be visible from this viewpoint. The existing view is characterised by contemporary tall buildings along the Manchester skyline, with the proposed development fitting comfortably within this overall composition. The sensitivity of View 8 is assessed as medium. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small neutral.	Small	Small	NEUT	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
9: View southeast from Cheetham Hill Road / North Street junction	Low	Construction: The construction works associated with the development would be just discernible to the back of the view, but not one which would materially alter its character or composition. Construction works associated with Phase 1 Rochdale Road are already visible at the terminus of the view. As such, the addition of new construction works and tall cranes would be in keeping with this character. The sensitivity of View 9 is assessed as low. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible neutral.	Negligible	Negligible	NEUT	ST	D	T	R
		Completed Development: The completed development will be just discernible to the back of the view, with only the upper levels perceptible from this location – albeit at the focal point of the street. The view is characterised by contemporary tall buildings along the Manchester skyline, with the proposed development fitting comfortably within this overall composition. The sensitivity of View 9 is assessed as low. The magnitude of change is considered to be small, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as small neutral.	Small	Small	NEUT	LT	D	P	IRR

Receptor(s) affected	Receptor Sensitivity	Description of Impact	Magnitude	Scale of Effect	Nature of Effect - Adverse (ADV), Beneficial, (BEN) Neutral (NEUT)	Short-term (ST), Medium-term (MT), Long-term (LT)	Direct (D) Indirect (IND)	Permanent (P) Temporary (T)	Reversible (R) Irreversible (IRR)
10: View southwest from Queens Road bridge (above tram stop)	Low/medium	Construction: The construction works associated with the development would be just discernible to the distant backdrop of the view, but not one which would materially alter its character or composition largely screened by construction works of Phase 1 Rochdale Road development, including a tower crane which is visible on the skyline. As such, the addition of construction works and tall cranes would be in keeping with the character of the view. The sensitivity of View 10 is assessed as low/medium. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a short-term, direct, temporary, reversible effect which is assessed overall as negligible to small neutral - negligible neutral is considered to be more appropriate.	Negligible	Negligible	NEUT	ST	D	T	R
		Completed Development: The completed development will be just discernible to the back of the view, largely screened by the Phase 1 Rochdale Road development, with only the upper levels visible from this viewpoint. The view is characterised by contemporary tall buildings along the Manchester skyline, with the proposed development fitting comfortably within this overall composition. The sensitivity of View 10 is assessed as low/medium. The magnitude of change is considered to be negligible, and in keeping with the character of the view. Therefore, there is likely to be a long-term, direct, permanent, irreversible effect which is assessed overall as negligible to small neutral - negligible neutral is considered to be more appropriate.	Negligible	Negligible	NEUT	LT	D	P	IRR

7 CUMULATIVE EFFECTS

The assessment of the Proposed Development has been supplemented by a cumulative assessment in order to understand if any further potential environmental effects are likely to arise. Cumulative effects are defined as impacts that result from additional changes to the townscape or visual amenity caused by the Proposed Development in conjunction with other developments (associated with or separate to it), or actions that occurred in the past, present or are likely to occur in the foreseeable future.

A total of 6 additional committed developments have been considered, which could give rise to cumulative effects alongside the Proposed Development. The locations are listed in Table 7.1.1.

Table 7.1.1 - Cumulative Schemes

Name	Proximity	Planning Ref.	Status
1. Site Bound By Bendix Street To The North East, Chadderton Street To The South East, Goulden Street To The South West And Cross Keys Street To The North West Manchester	161m S	125678/FO/2019	Approved 18 December 2020 - under construction.
2. 25 Rochdale Road Manchester	147m SW	127537/FO/2020	Approved 19 October 2020 - under construction
3. Land Bound By Gould Street, Williamson Street, Bromley Street And Bilbrook Street Manchester	25m N	128248/FO/2020	Approved 12 December 2023 - construction not yet started.
4. 87 Rochdale Road Manchester	Adjacent to Site boundary	131708/FO/2021	Approved 18 February 2022 - under construction.
5. Land Bounded By Angel Street, Miller Street And Angel Square Known As Plots M And N Manchester	260m W	134307/FO/2022	Approved 11 October 2022 - under construction.
6. Land Bounded By Dantzic Street, Dalton Street And The Railway Line Known As Plots NT02, NT03 And NT04 Manchester.	300m N	136814/FO/2023	Approved 18 December 2023 - under construction

Townscape

Due to the small scale of the Site in comparison to the wider study area, townscape effects are unlikely to be read cumulatively with the listed schemes – apart from 87 Rochdale Road – as they are significantly larger in area and likely to create their own respective isolated effects to the surrounding townscape irrespective of the Proposed Development.

Alongside the 87 Rochdale Road scheme, the Proposed Development will tie in with the characteristics of the emerging townscape, reflecting the character, urban grain, land uses, linkages and open spaces stated within the SRF.

The Proposed Development and 87 Rochdale Road will inevitably alter the current nature of building heights adjacent to the Marble Arch Inn and 85 Rochdale Road building (old Victoria Hotel). However, as 87 Rochdale Road is already under construction and reached its maximum building point in terms of scale, this step level of change in height has already been experienced in the immediate townscape, and so partly mitigates any further cumulative effects. The SRF identifies the Rochdale Road frontage as a key gateway location for built form into Manchester, and so the Proposed Development and 87 Rochdale Road reflect the requirements of this strategic location.

Overall, the cumulative schemes are unlikely to notably alter the scale of effects already assessed in this TVIA.

Visual

Similarly to the townscape assessment, due to the small scale of the Site in comparison to the wider study area and significantly larger scale of cumulative developments, increased effects are almost entirely created in isolation by cumulative schemes irrespective of the Proposed Development, and also screened by cumulative schemes in some viewpoints. A short summary of the changes in cumulative views is provided below.

- View 1 - Land Bound by Gould Street (scheme no.3) will partially screen areas of the Proposed Development, and almost entirely screen 87 Rochdale Road (scheme no.4). A medium magnitude of change is likely to result as a result of the cumulative scheme which would noticeably increase the scale of development visible in the foreground. However, this level of change is created by the cumulative scheme in isolation, where the Proposed Development does not notably contribute to the change occurring as a result of its diminished scale in comparison to the Land Bound by Gould Street development.
- View 2 - Only the 87 Rochdale Road scheme will be perceptible to the back of the view, but largely screened by the Proposed Development. An additional future baseline view has been provided which indicates the two developments will be read as a continuation of the contemporary built form. The scale and massing of the cumulative scheme has already reached its maximum building point in construction and thus would not give rise to any additional cumulative effects.
- View 3 - Both the 87 Rochdale Road and Land Bound by Gould Street developments would be partially perceptible from this view. The future baseline view demonstrates that the Proposed Development would be more visible than 87 Rochdale Road, and both appear as related contemporary forms. The introduction of a tower feature in the Land Bound by Gould Street scheme will appear just above the height datum set by the Proposed Development, but consistent with the character of the back of the view and thus not give rise to any additional cumulative effects.
- View 4 - Only the 25 (scheme no.2) and 87 Rochdale Road cumulative schemes are perceptible in this view. 25 Rochdale Road is largely screened and set back – not likely to be viewed cumulatively with the Proposed Development. In terms of 87 Rochdale Road, an additional future baseline view has been provided which indicates the two developments will be read as a continuation of the contemporary built form along the street. The scale and massing of the cumulative scheme has already reached its maximum building point in construction and thus would not give rise to any additional cumulative effects.
- View 5 - Only a minimal portion of the Proposed Development perceptible from this view, cumulative schemes likely to create their own isolated effects.
- View 6 - As view 5.
- View 7 - Both the 87 Rochdale Road and Land Bound by Gould Street developments would be partially perceptible from this view and appear consistent with the Proposed Development and thus would not give rise to any additional cumulative effects.

- View 8 - Only a minimal portion of the Proposed Development perceptible from this view, the Land Bounded by Dantzic Street (scheme no.6) would partially screen the Proposed Development and create its own isolated effects due to its much closer proximity and increase in visible scale to the viewpoint.
- View 9 - Only a small portion of the Proposed Development perceptible from this view, the Land Bounded by Dantzic Street (scheme no.6) would partially screen the Proposed Development and create its own isolated effects due to its increase in visible scale to the viewpoint. The cumulative scheme alongside the Proposed Development would remain in keeping with the character of the back of the view and not thus not give rise to any further cumulative effects.
- View 10 - Only a minimal portion of the Proposed Development perceptible from this view, the Land Bound by Gould Street (scheme no.3) and Land Bounded by Dantzic Street (scheme no.6) developments would almost entirely screen the Proposed Development and create their own isolated effects due to their respective closer proximity and increase in visible scale to the viewpoint.

8 SUMMARY OF EFFECTS

This report has been prepared by Planit-IE Ltd and assesses the likely Townscape and Visual impacts of the proposals upon the site and surrounding area. It also describes the methods used to assess these impacts, the existing baseline conditions, the proposed mitigation measures required to prevent, reduce or offset any significant negative impacts and the likely residual impacts after these methods have been adopted.

This report is accompanied by two technical appendices:

- Appendix 1: Figures
- Appendix 2: Photomontages

This assessment has been carried out with reference to the Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, 2013 (referred to hereafter as “the Guidelines”) by Planit-IE Ltd, a registered practice of the Landscape Institute with considerable experience in landscape and visual assessment.

A two-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) has been assessed, and secondly, the nature of effects (magnitude) likely to result from the proposed development has been assessed.

A total of 7 townscape receptors and 10 visual receptors were identified and considered as part of this assessment.

Table 8.1.1 provides a tabulated summary of the outcomes of the townscape and visual assessment of the proposed development.

Table 8.1.1 - Residual Townscape and Visual Effects

Effect	Receptor	Residual Effect
<i>Construction Phase</i>		
Changes to Townscape Character due to the construction of the Proposed Development and associated activities	Townscape Character	Negligible neutral
Changes to Urban Grain due to the construction of the Proposed Development and associated activities	Urban Grain	Negligible beneficial
Changes to Land Use due to the construction of the Proposed Development and associated activities	Land Use	Negligible neutral
Changes to Building Heights due to the construction of the Proposed Development and associated activities	Building Heights	Negligible beneficial
Changes to Movement and Linkages due to the construction of the Proposed Development and associated activities	Movement and Linkages	Negligible neutral
Changes to Public Open Space within the study area due to the construction of the Proposed Development and associated activities	Public Open Space	No change
Changes to Site Character due to the construction of the Proposed Development and associated activities	Site Character	Small beneficial
Changes to the character and amenity of views due to the construction of the Proposed Development	Viewpoint 1	Small neutral
	Viewpoint 2	Medium neutral
	Viewpoint 3	Small adverse
	Viewpoint 4	Small adverse
	Viewpoint 5	Negligible neutral
	Viewpoint 6	Negligible neutral
	Viewpoint 7	Small neutral
	Viewpoint 8	Small neutral
	Viewpoint 9	Negligible neutral
	Viewpoint 10	Negligible neutral

Effect	Receptor	Residual Effect
<i>Completed Development</i>		
Changes to Townscape Character due to the completed Proposed Development	Townscape Character	Small beneficial
Changes to Urban Grain due to the completed Proposed Development	Urban Grain	Small beneficial
Changes to Land Use due to the completed Proposed Development	Land Use	Small beneficial
Changes to Building Heights due to the completed Proposed Development	Building Heights	Small beneficial
Changes to Movement and Linkages within the study area as a result of the completed Proposed Development	Movement and Linkages	Small beneficial
Changes to Public Open Space within the study area as a result of the completed Proposed Development	Public Open Space	Small beneficial
Changes to Site Character as a result of the completed Proposed Development	Site Character	Medium beneficial
Changes to Changes to the character and amenity of views due to the completion of the Proposed Development	Viewpoint 1	Small beneficial
	Viewpoint 2	Small beneficial
	Viewpoint 3	Small beneficial
	Viewpoint 4	Medium beneficial
	Viewpoint 5	Negligible neutral
	Viewpoint 6	Negligible neutral
	Viewpoint 7	Small neutral
	Viewpoint 8	Small neutral
	Viewpoint 9	Small neutral
	Viewpoint 10	Negligible neutral

Construction Phase Effects

Townscape

During the construction phase, there are no adverse effects anticipated across the 7 townscape receptors. This is reflective of the current under-utilised and low-quality nature of the Site, and lack of any real contribution to the intrinsics of the local townscape character.

As such, in a rapidly evolving townscape where the presence of construction works is already highly prevalent, this phase of the development will likely result in either neutral or minor beneficial effects, in particular across receptors such as Urban Grain, Building Heights, and Site Character. Construction works will represent the ongoing regeneration of the New Town neighbourhood identified in the Victoria North SRF.

Visual

During the construction phase, two views (3&4) experienced adverse effects - this was in part due to the proximity of the view to the site - where works would be noticeable at all levels - particularly along the Rochdale Road frontage. The remaining views are anticipated to be neutral. Like the townscape receptors, this is reflective of the current baseline situation of the Site, where the presence of construction works and ongoing regeneration is already prevalent in the surrounding townscape area, and thus the addition of more construction works in the Site will appear in keeping with this visual character.

Completed Development Phase Effects

Townscape

During the completed development phase, there are no adverse effects anticipated across the 7 townscape receptors. All receptors will likely experience beneficial effects as a result of the Proposed Development. This is reflective of the current under-utilised and low-quality nature of the Site, where the proposals will noticeably improve its condition and contribution to the local townscape, as well as the future ambitions of the SRF. In particular, the Site Character itself as a townscape receptor will directly improve from a car park and industrial remnants into a new residential complex with associated outdoor public space and activity on the key Rochdale Road corridor.

Visual

Similarly, no adverse effects are anticipated across the 10 visual receptors, where the Proposed Development should achieve a degree of good fit within the existing views. Views 1 to 4 are predicted to experience beneficial effects as a result of the Proposed Development, where the new contemporary built form will replace the current car park and industrial land and tie into the emerging characteristics of the townscape, signifying the Rochdale Road gateway location to Manchester city centre. Views 5 to 10 are neutral effects due to the relative distance, or visual screening of the Proposed Development, where partial views of a new taller building will appear in keeping with the existing character of the wider townscape.

Overall Conclusion of Effects

In summary, there is considered to be a clear opportunity to implement the Proposed Development from a townscape and visual perspective. The inevitable impacts to the setting of the listed Marble Arch Inn have been considered as part of the assessment, and whilst the increase in building heights and level of development around the heritage asset will alter its current setting, it is considered that the benefits created by the Proposed Development on the townscape as a whole will be noticeably beneficial. Other recent contemporary developments in the area, including the nearly completed construction of Phase 1 (87 Rochdale Road), have already partly altered the character of the local townscape, and the proposals will appear in keeping with this ongoing regeneration.

It is considered that the contemporary proposals will generally tie into the ambitions of the SRF, outlining for the regeneration of the townscape into a modern neighbourhood and addressing its gateway location along Rochdale Road.

9 APPENDIX 1: FIGURES

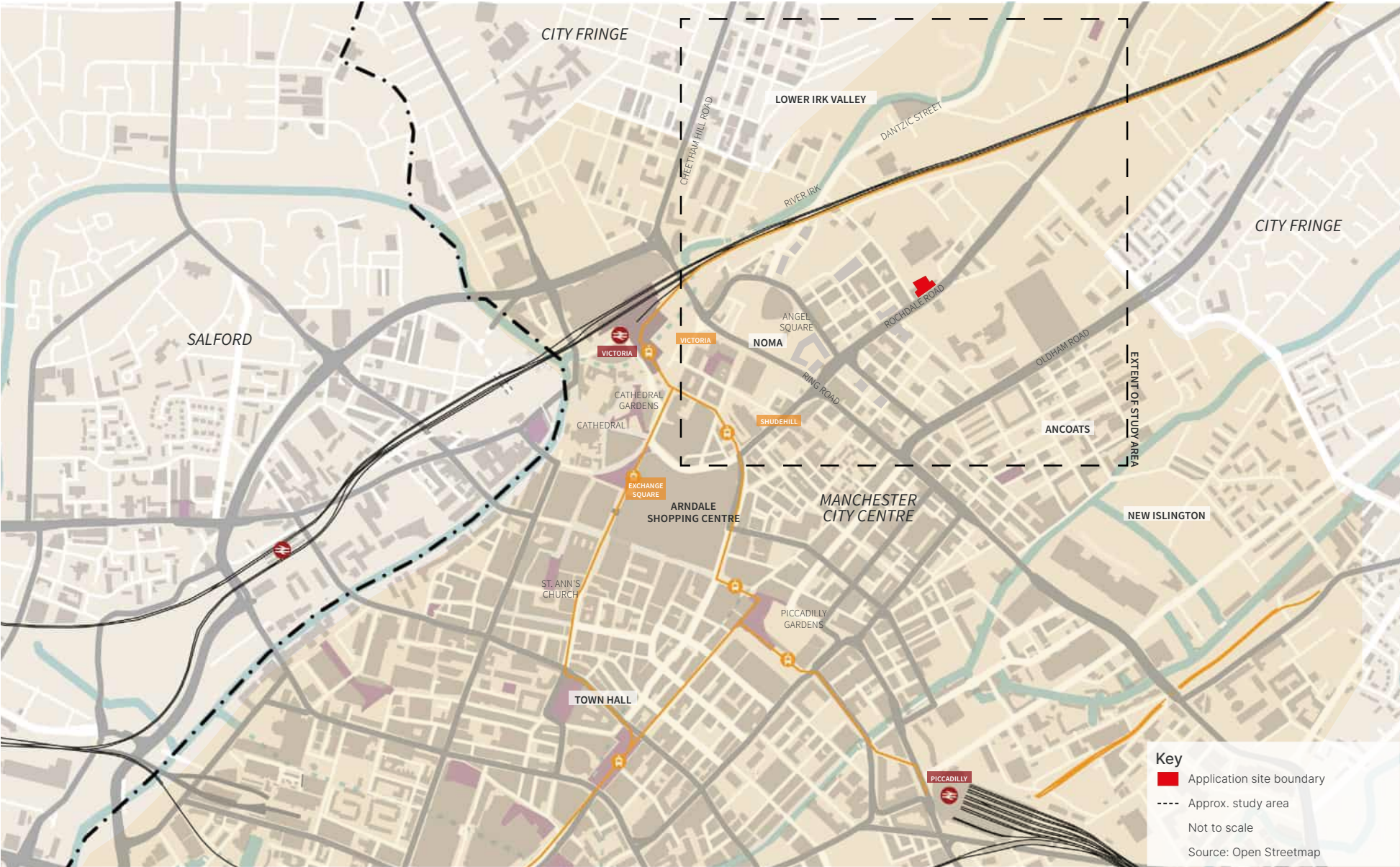


Figure 1.1 - Site Location and Study Area



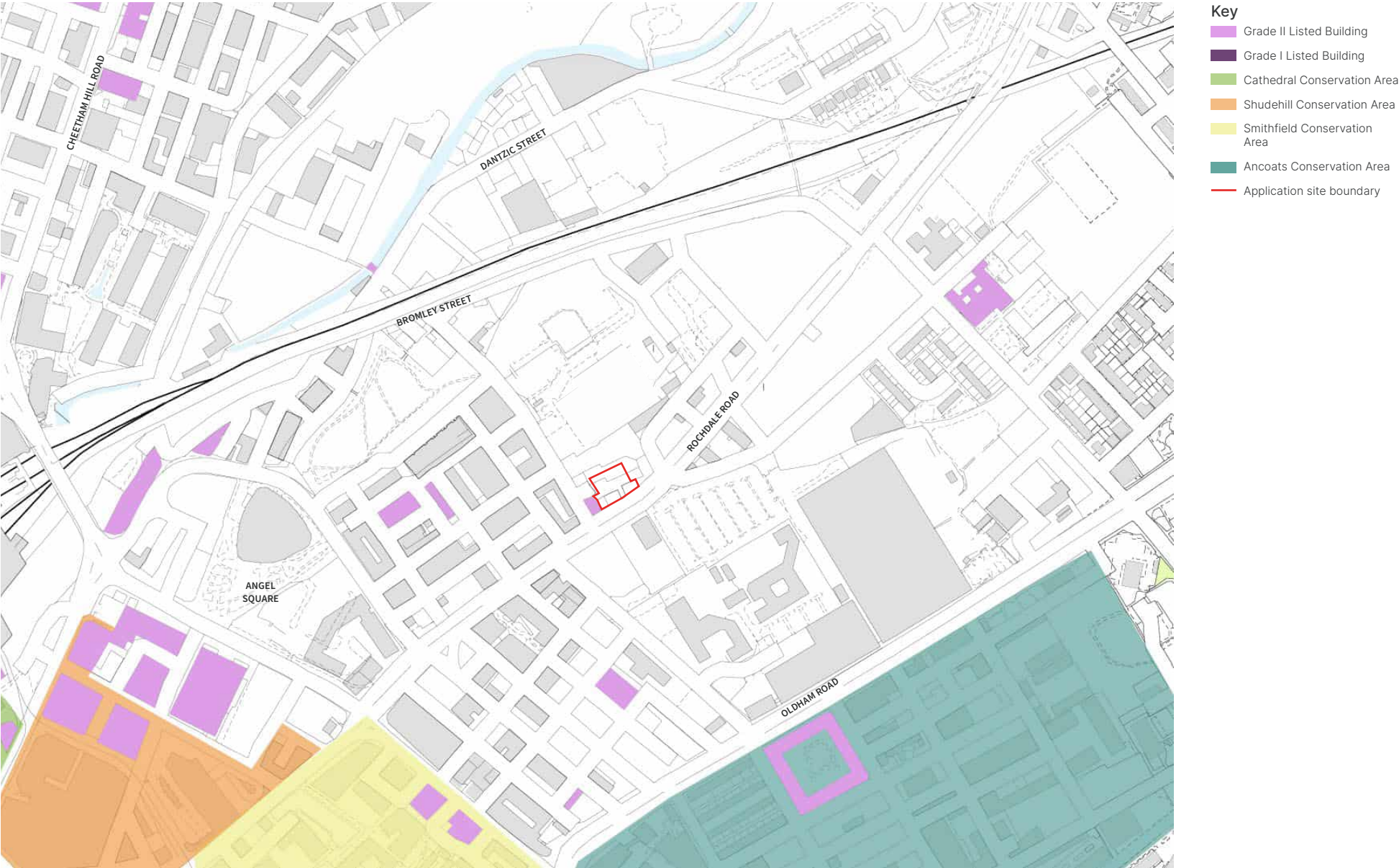


Figure 2.1 - Heritage Designations



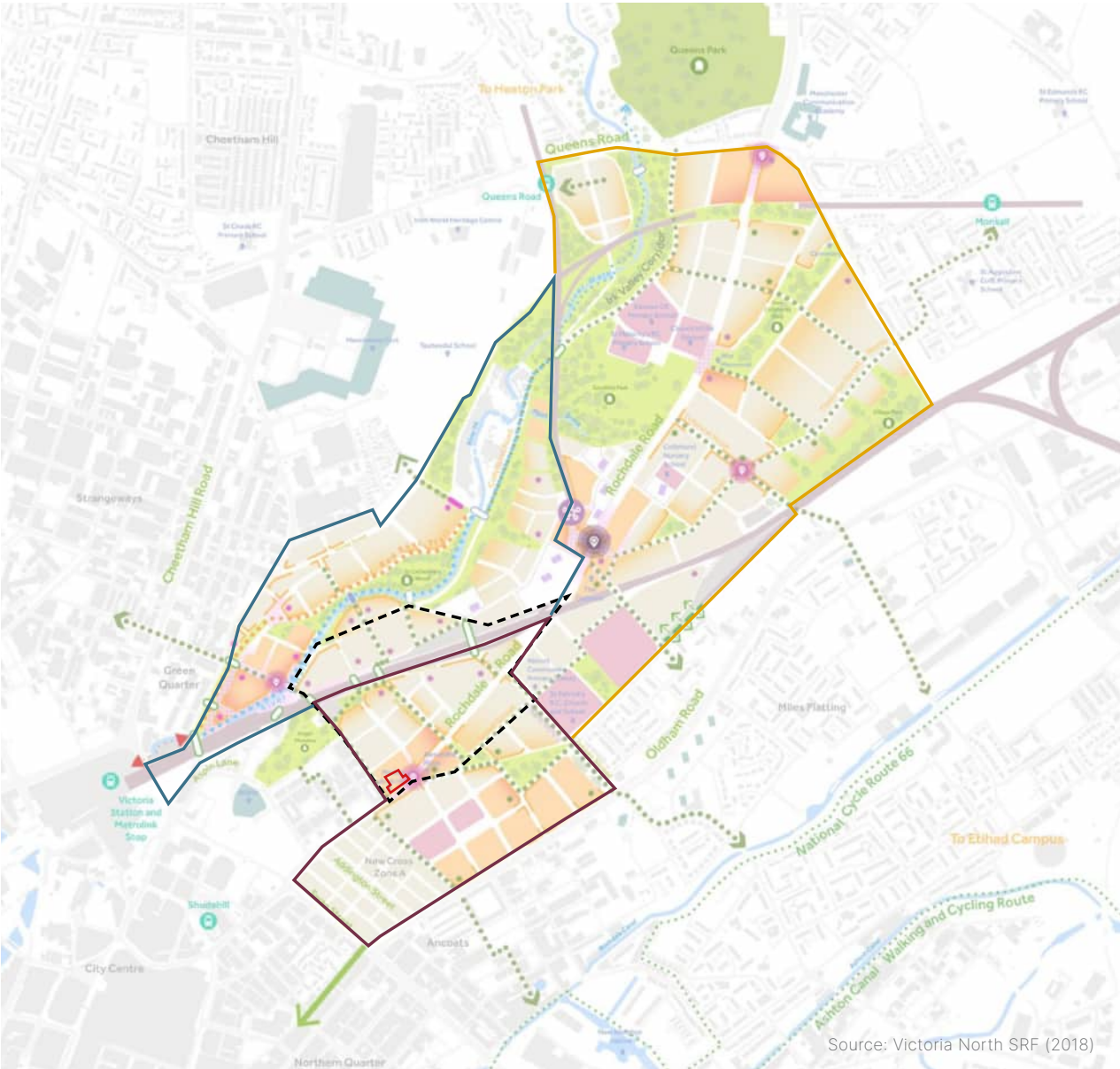


Figure 3.1 - Victoria North SRF

Key

- Application site boundary
- New Town Character Area (Northern Gateway SRF)
- Existing Neighbourhoods
 - New Cross
 - Lower Irk Valley
 - Collyhurst

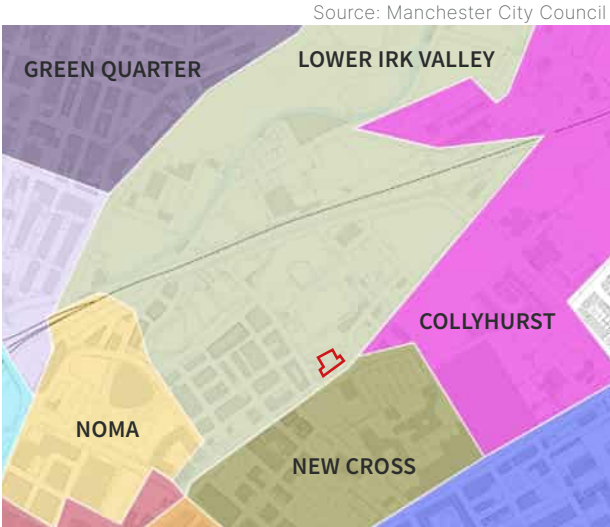


Figure 3.2 - Townscape Character Areas













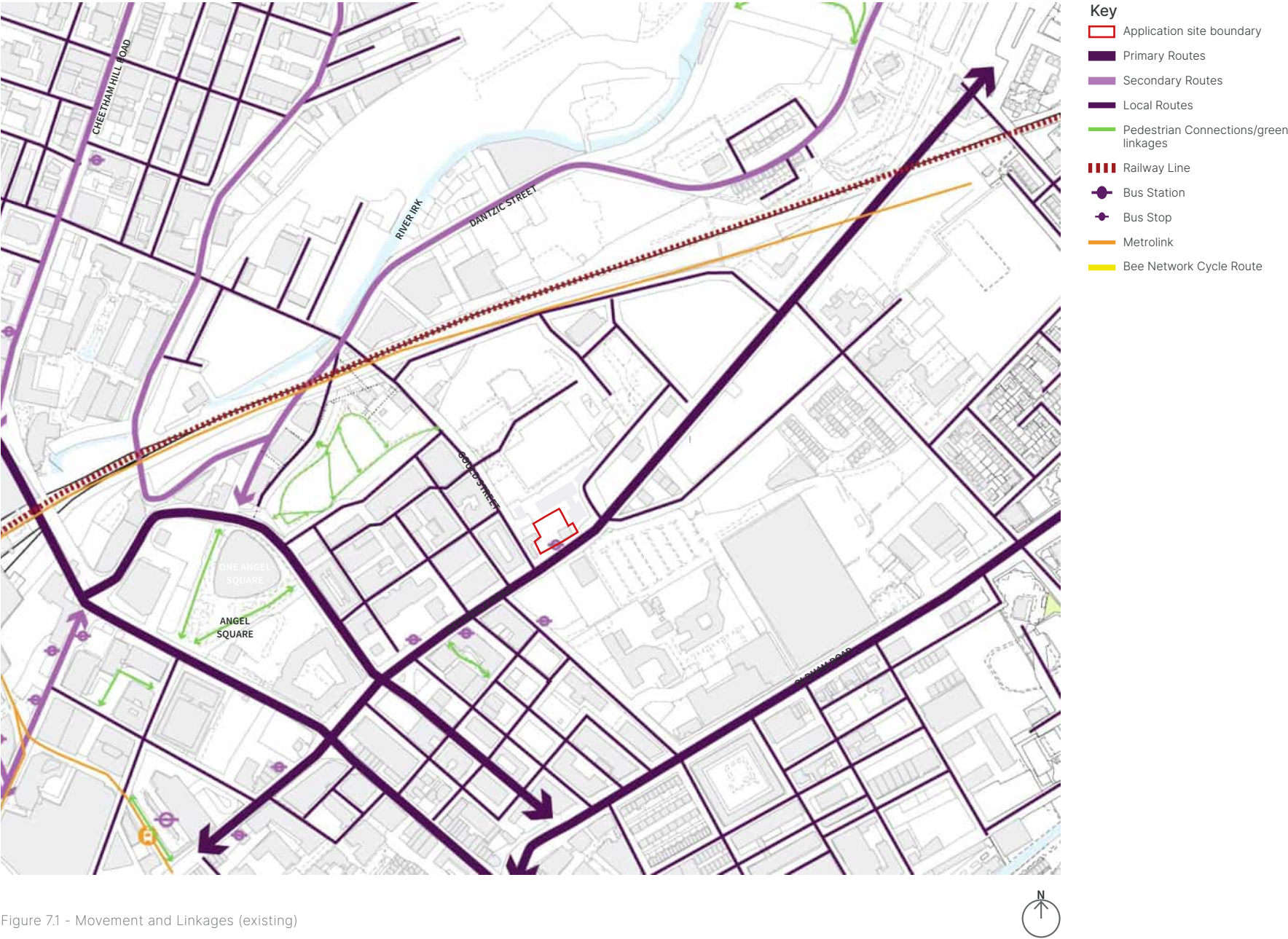


Figure 7.1 - Movement and Linkages (existing)

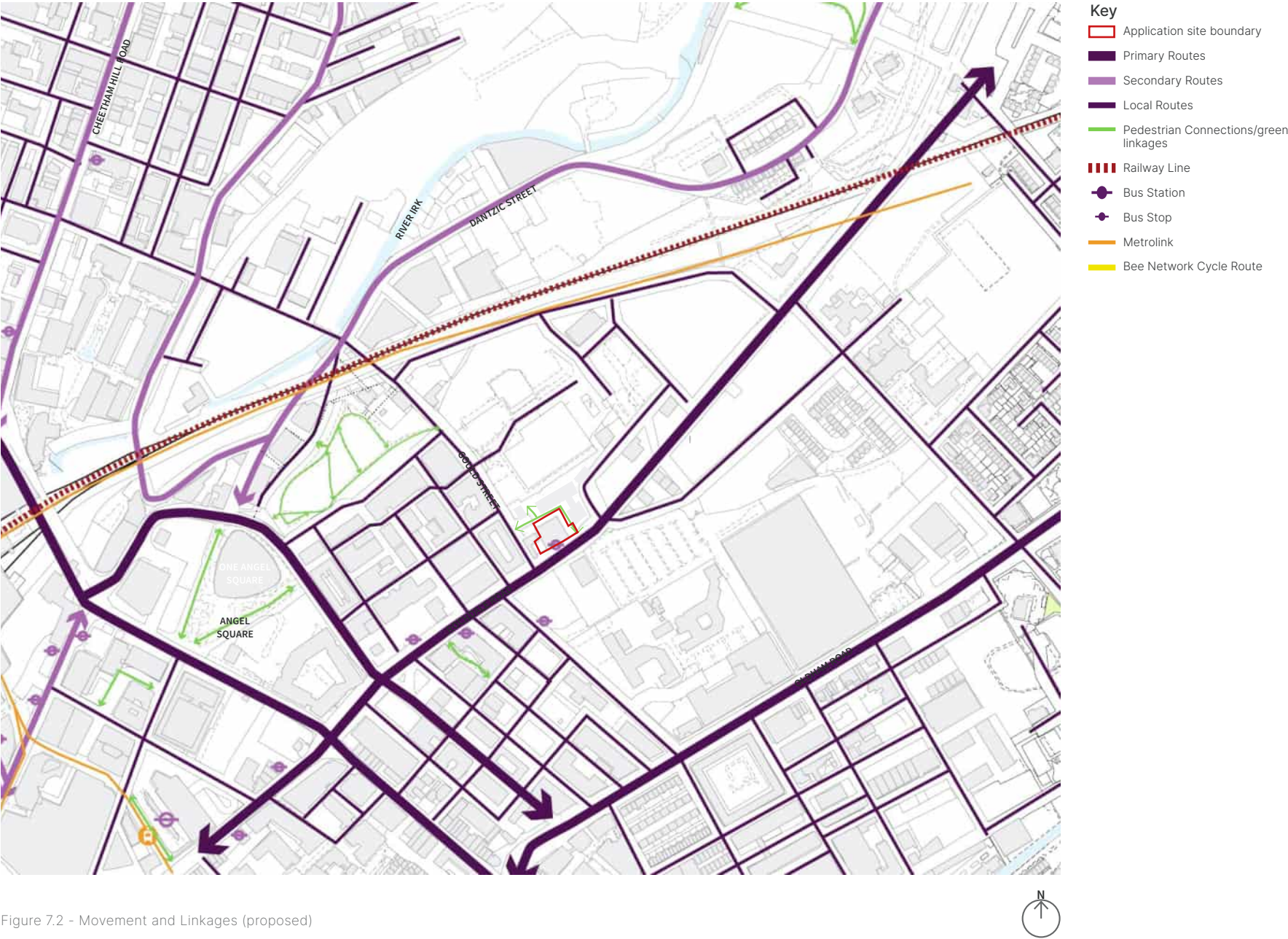
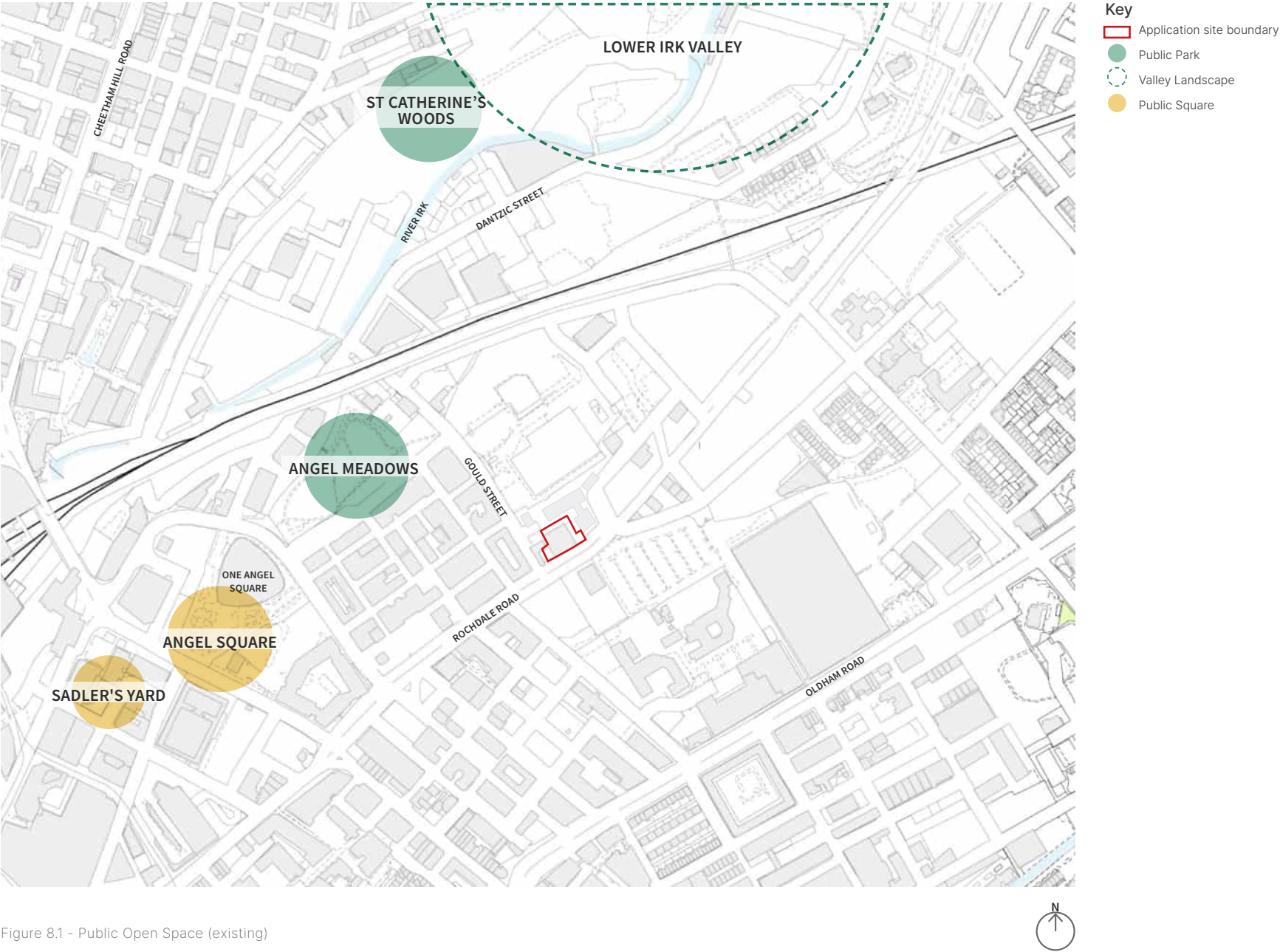


Figure 7.2 - Movement and Linkages (proposed)



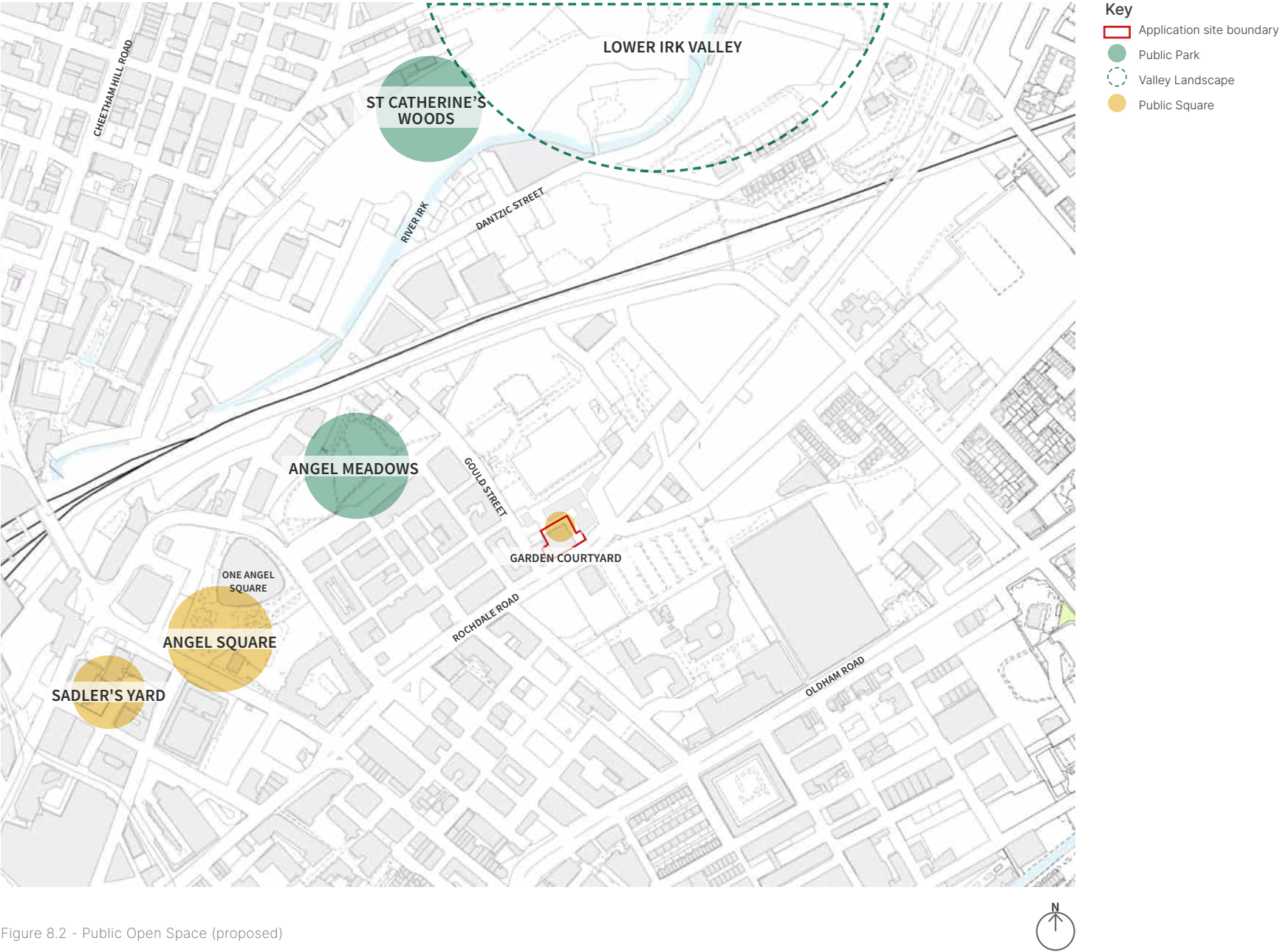
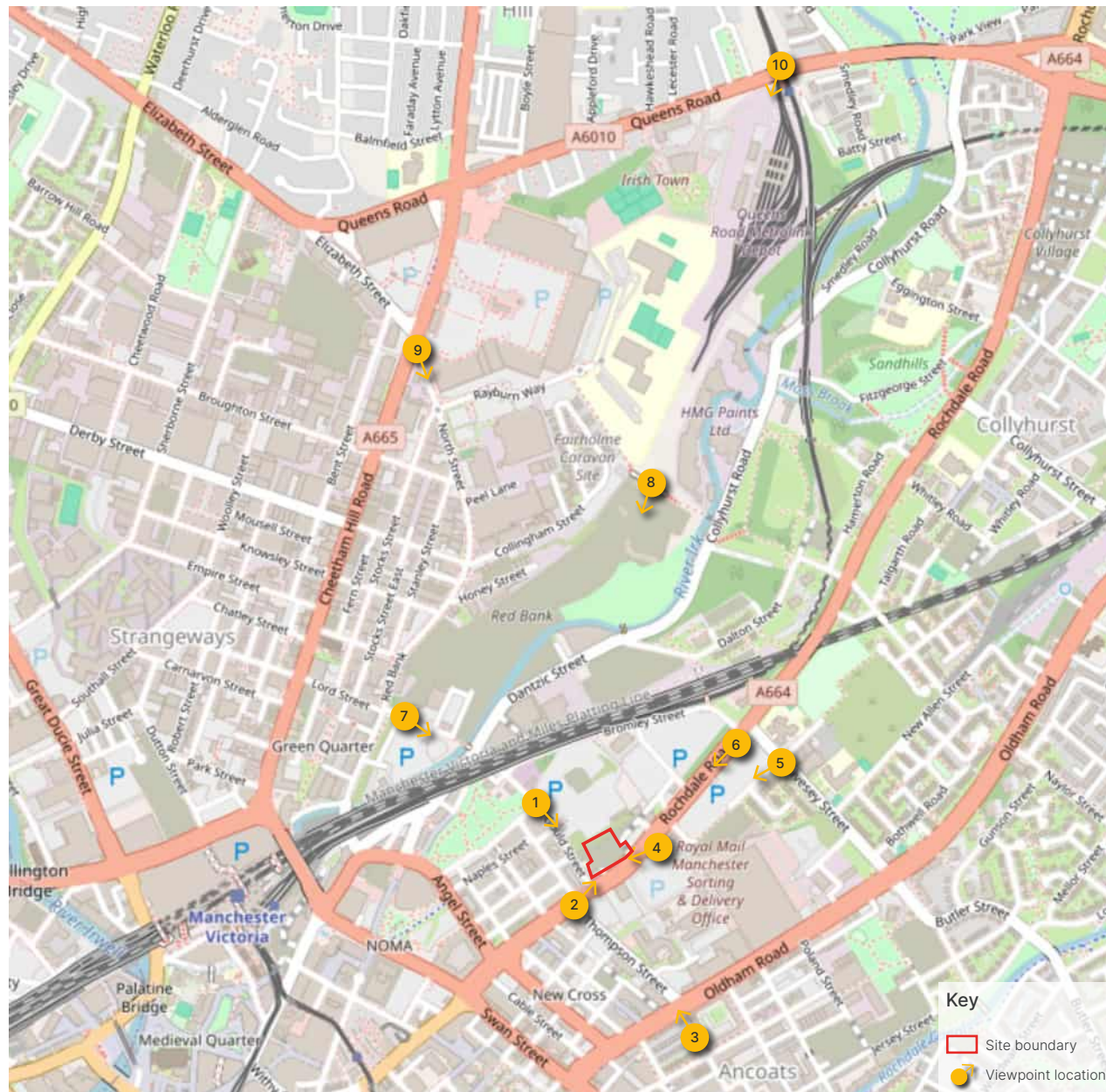






Figure 9.2 - Site Character (proposed)

10 APPENDIX 2: PHOTOMONTAGES



VIEWPOINTS

Viewpoint 1: View southeast from Angel Meadows Park exit / Gould Street

Viewpoint 2: View northeast from Rochdale Road / Thompson Street junction

Viewpoint 3: View north from Sherratt Street

Viewpoint 4: View southwest from Rochdale Road / Sudell Street junction

Viewpoint 5: View west from Livesey Street / Sudell Street junction

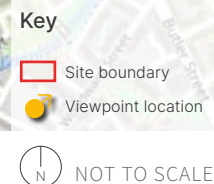
Viewpoint 6: View southwest from Rochdale Road

Viewpoint 7: View southeast from Roger Street

Viewpoint 8: View southwest from Barney's Steps Footbridge (Lowry Footbridge)

Viewpoint 9: View southeast from Cheetham Hill Road / North Street junction

Viewpoint 10: View southwest from Queens Road bridge (above tram stop)



Baseline | View 1 - View southeast from Angel Meadows Park exit / Gould Street



Photomontage | View 1 - View southeast from Angel Meadows Park exit / Gould Street



Cumulative | View 1 - View southeast from Angel Meadows Park exit / Gould Street



Baseline | View 2 - View northeast from Rochdale Road / Thompson Street junction



Photomontage | View 2 - View northeast from Rochdale Road / Thompson Street junction



Future Baseline (completed Phase 1) | View 2 - View northeast from Rochdale Road / Thompson Street junction



Cumulative | View 2 - View northeast from Rochdale Road / Thompson Street junction



Baseline | View 3 - View north from Sherratt Street



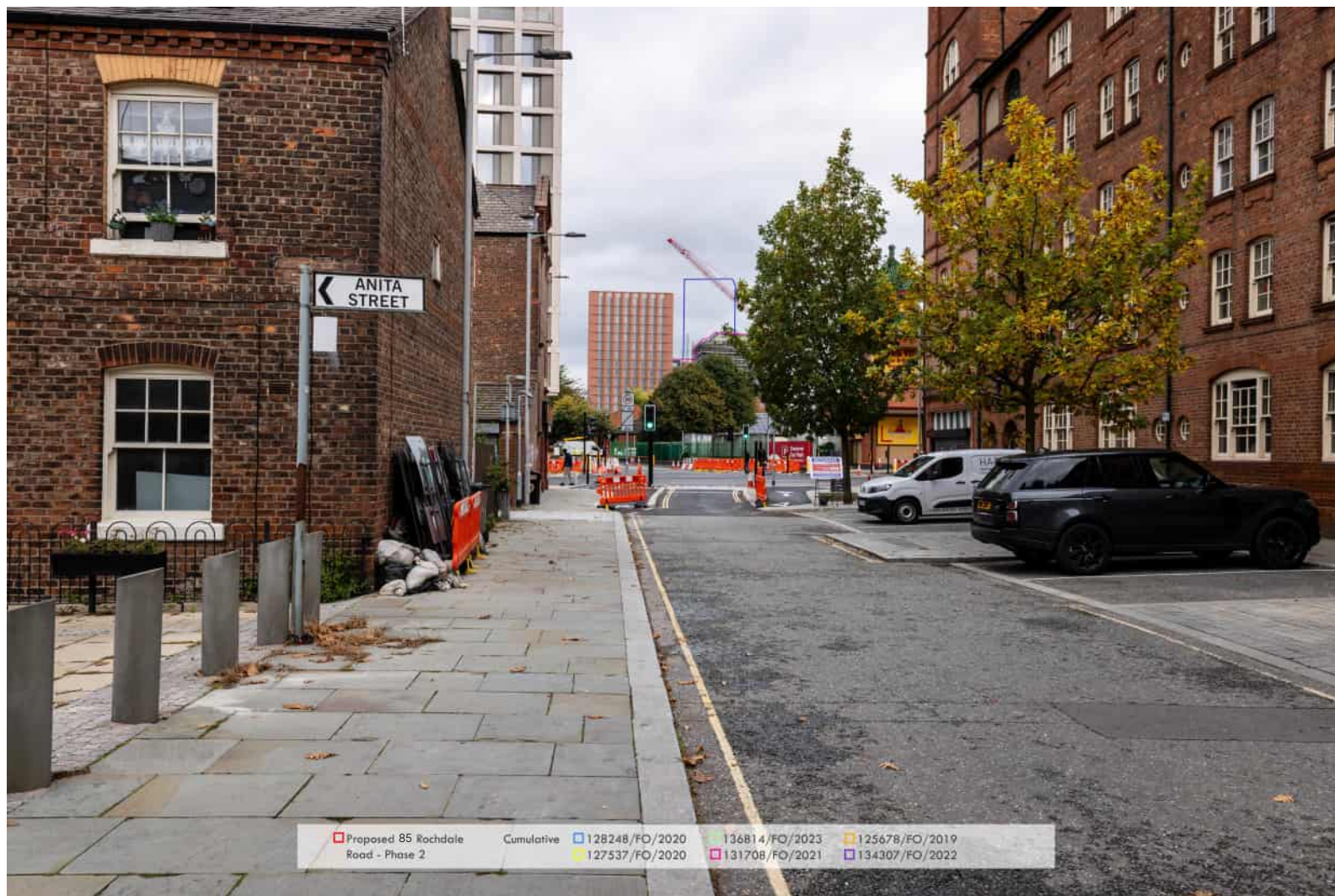
Photomontage | View 3 - View north from Sherratt Street



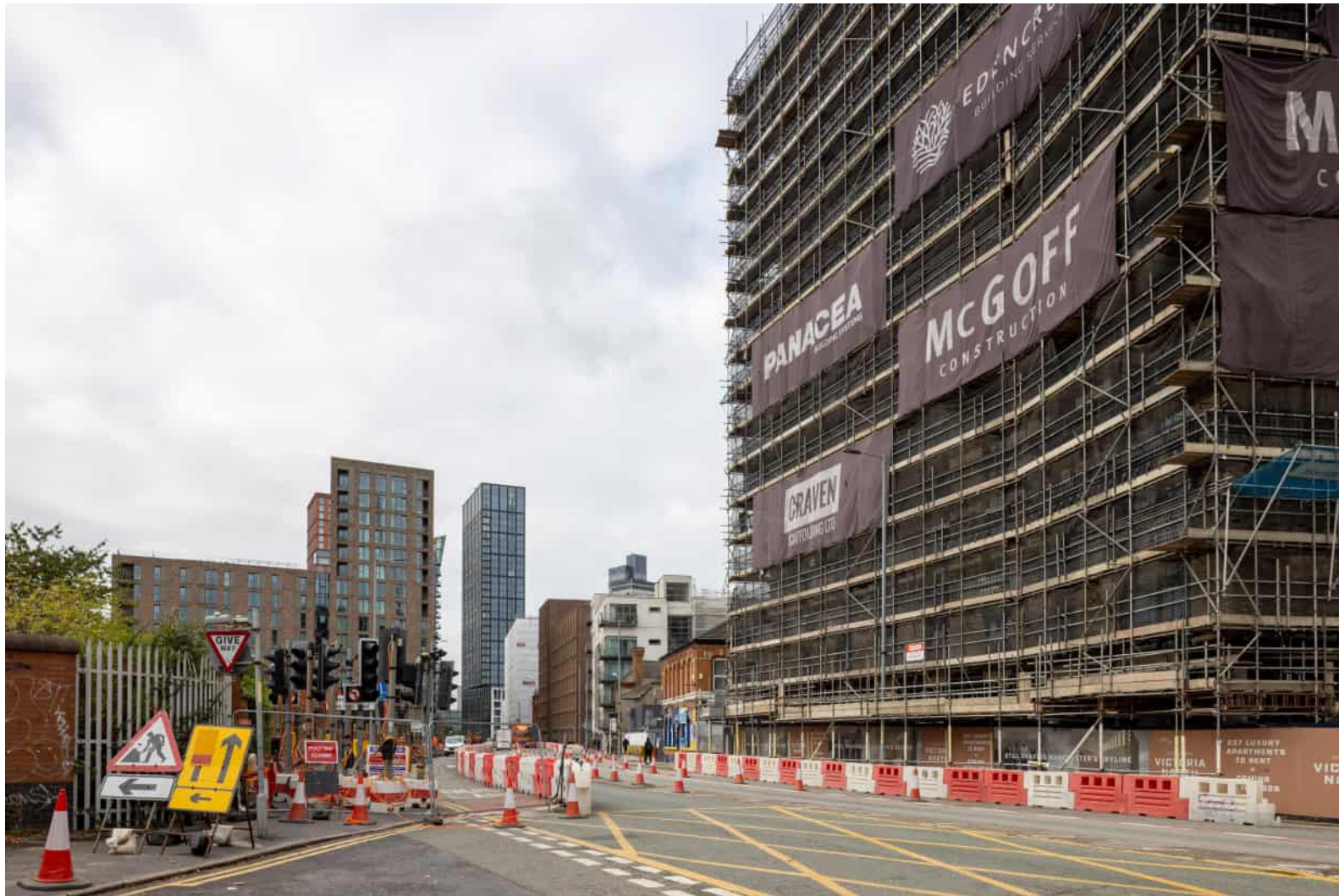
Future Baseline (completed Phase 1) | View 3 - View north from Sherratt Street



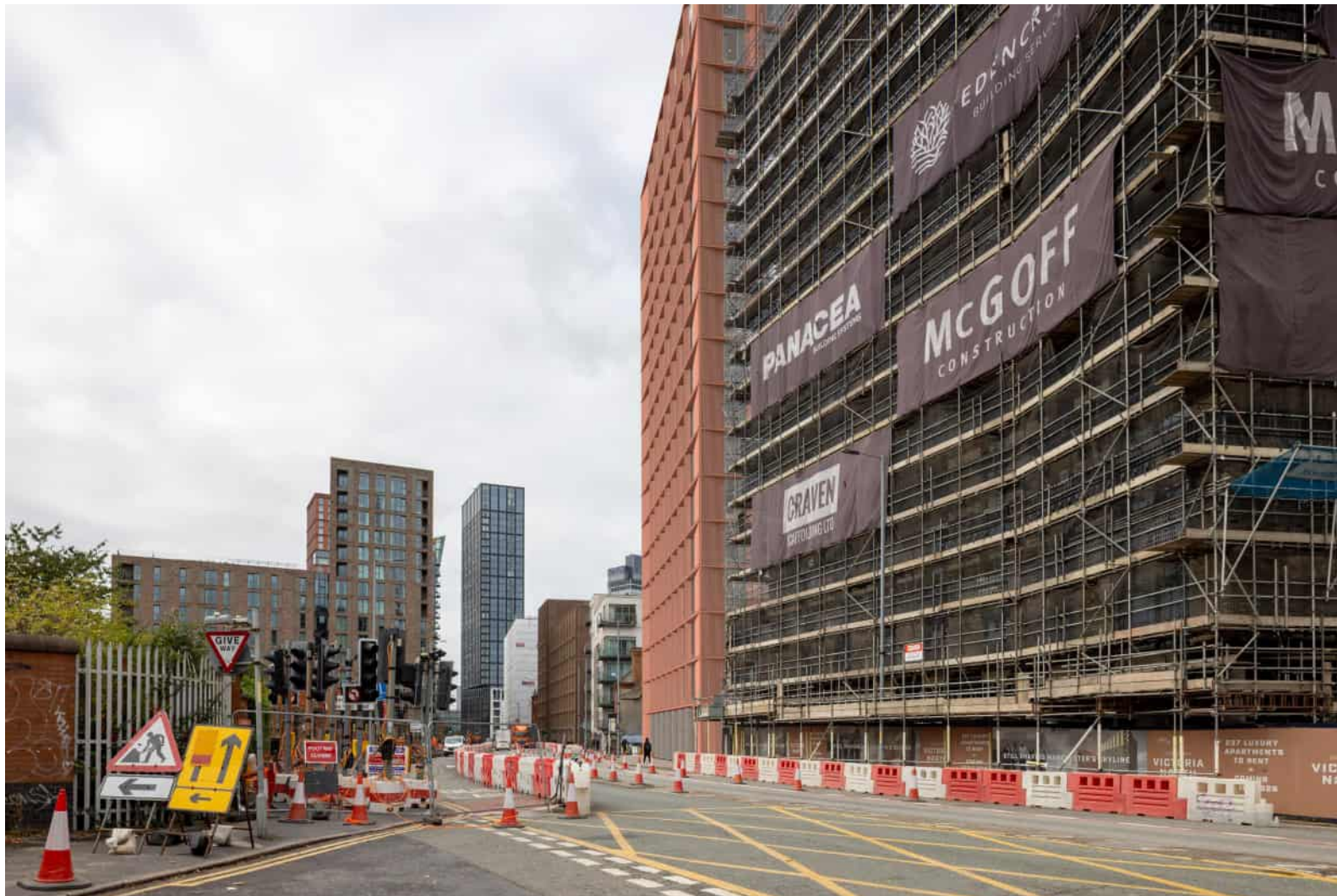
Cumulative | View 3 - View north from Sherratt Street



Baseline | View 4 - View southwest from Rochdale Road / Sudell Street junction



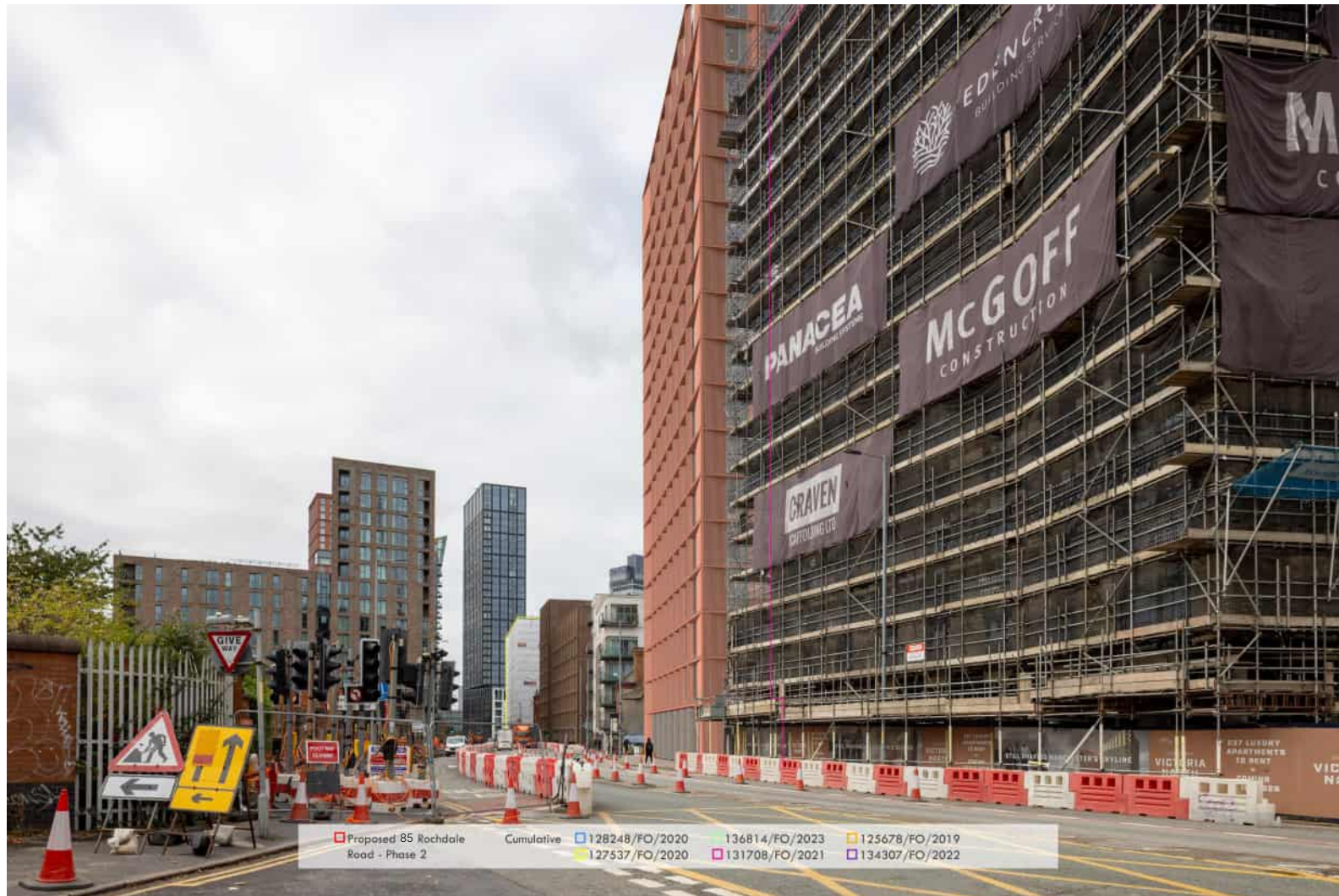
Photomontage | View 4 - View southwest from Rochdale Road / Sudell Street junction



Future Baseline (completed Phase 1) | View 4 - View southwest from Rochdale Road / Sudell Street junction



Cumulative | View 4 - View southwest from Rochdale Road / Sudell Street junction



Baseline | View 5 - View west from Livesey Street / Sudell Street junction



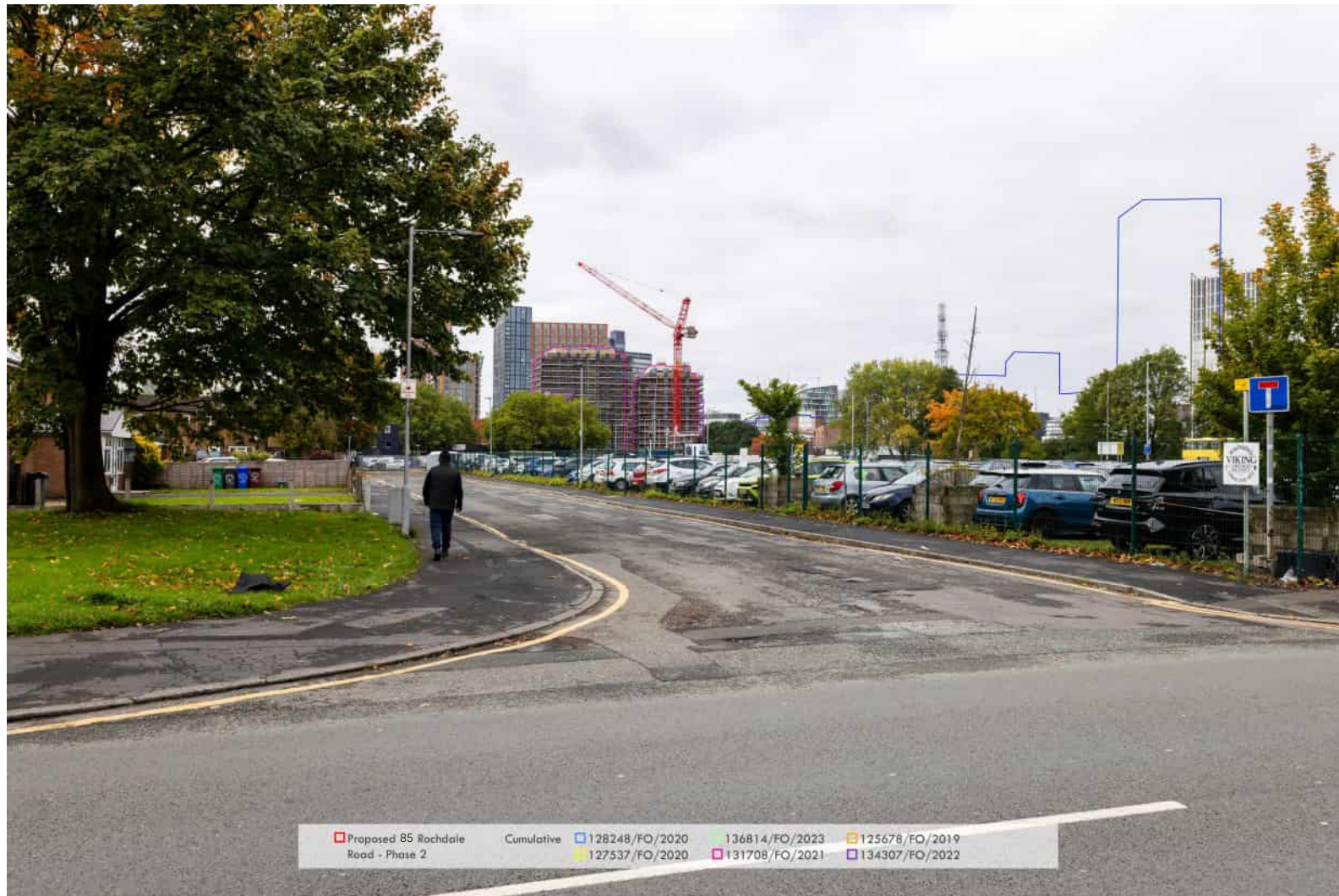
Photomontage | View 5 - View west from Livesey Street / Sudell Street junction



Future Baseline (completed Phase 1) | View 5 - View west from Livesey Street / Sudell Street junction



Cumulative | View 5 - View west from Livesey Street / Sudell Street junction



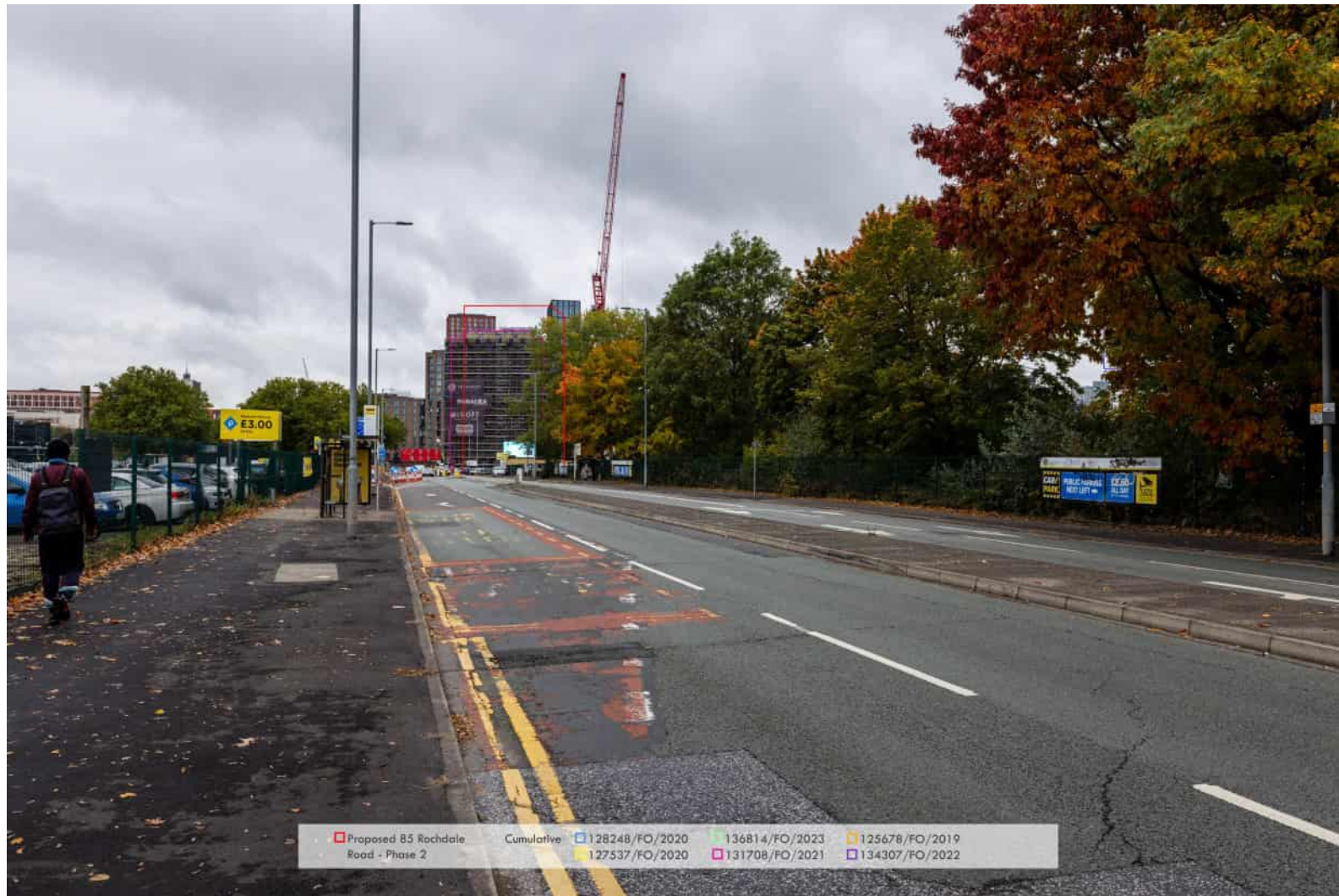
Baseline | View 6 - View southwest from Rochdale Road



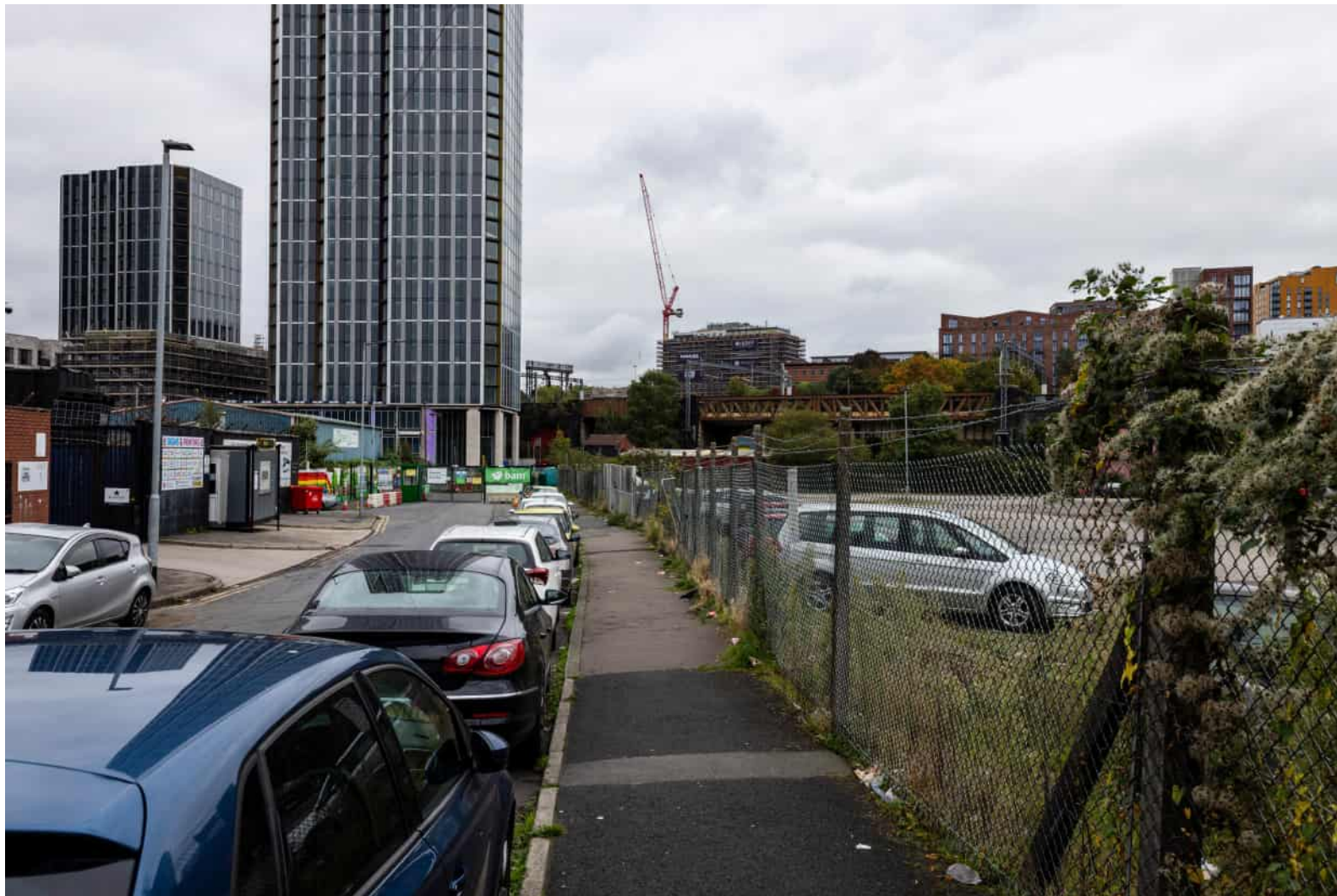
Photomontage | View 6 - View southwest from Rochdale Road



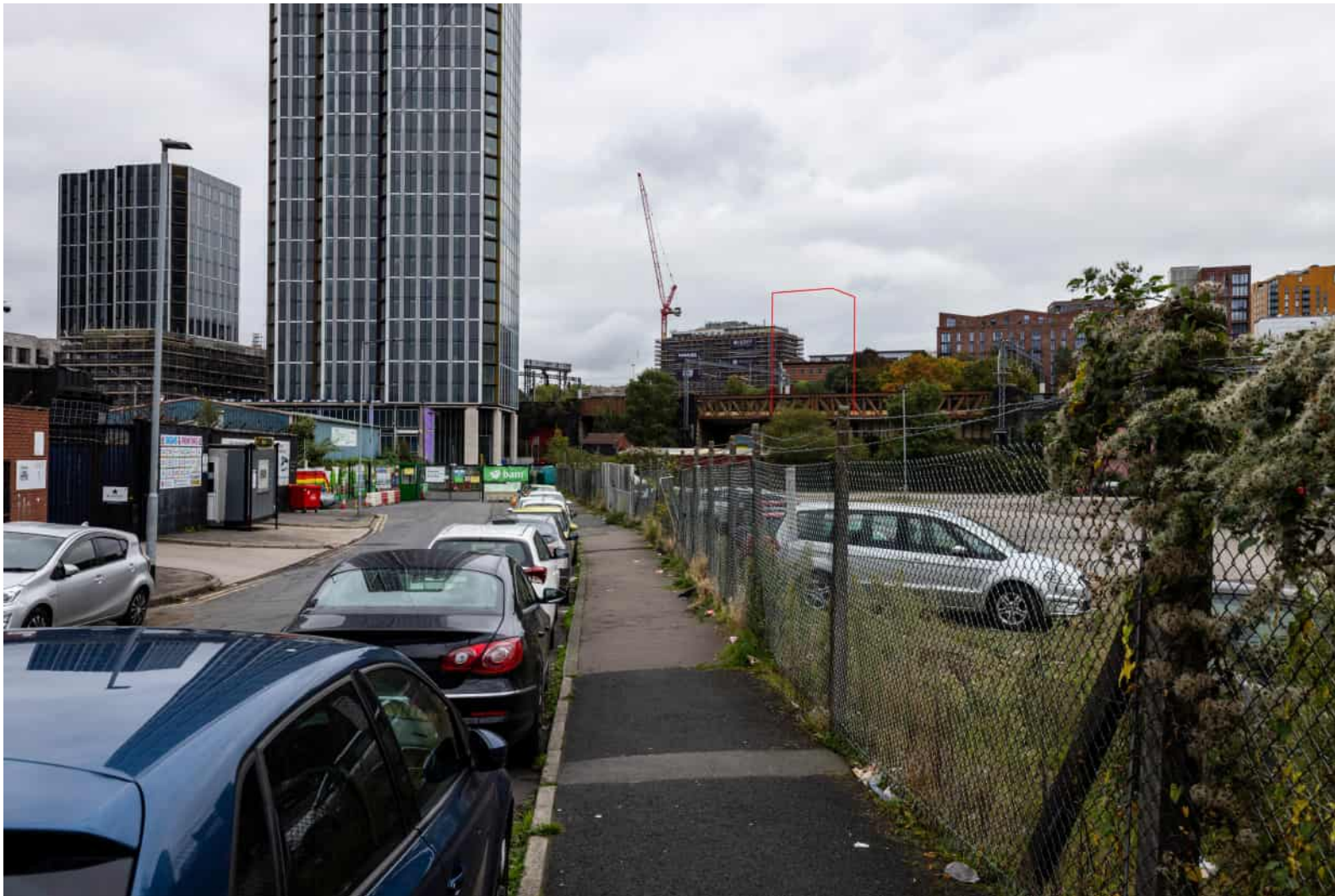
Cumulative | View 6 - View southwest from Rochdale Road



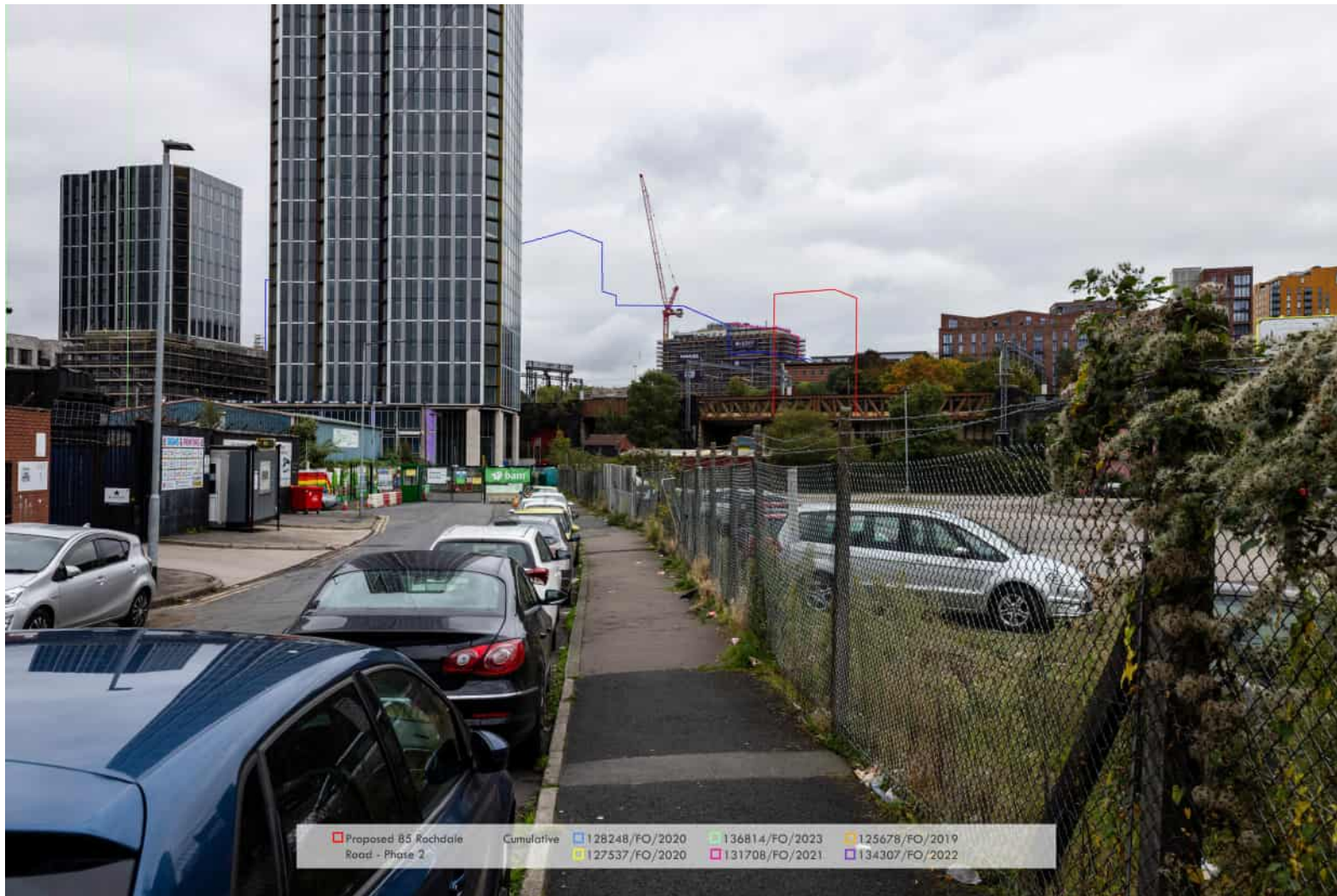
Baseline | View 7 - View southeast from Roger Street



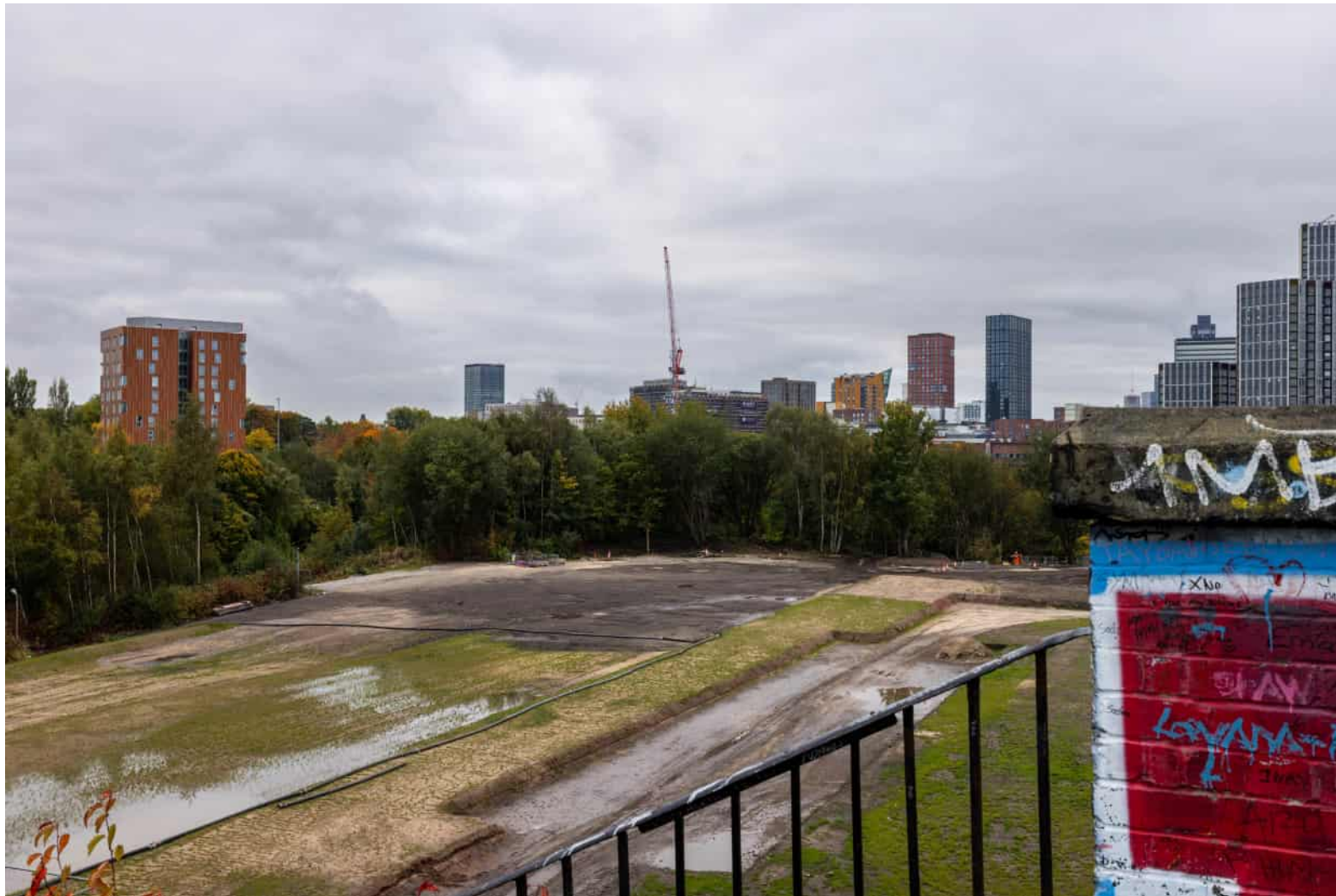
Photomontage | View 7 - View southeast from Roger Street



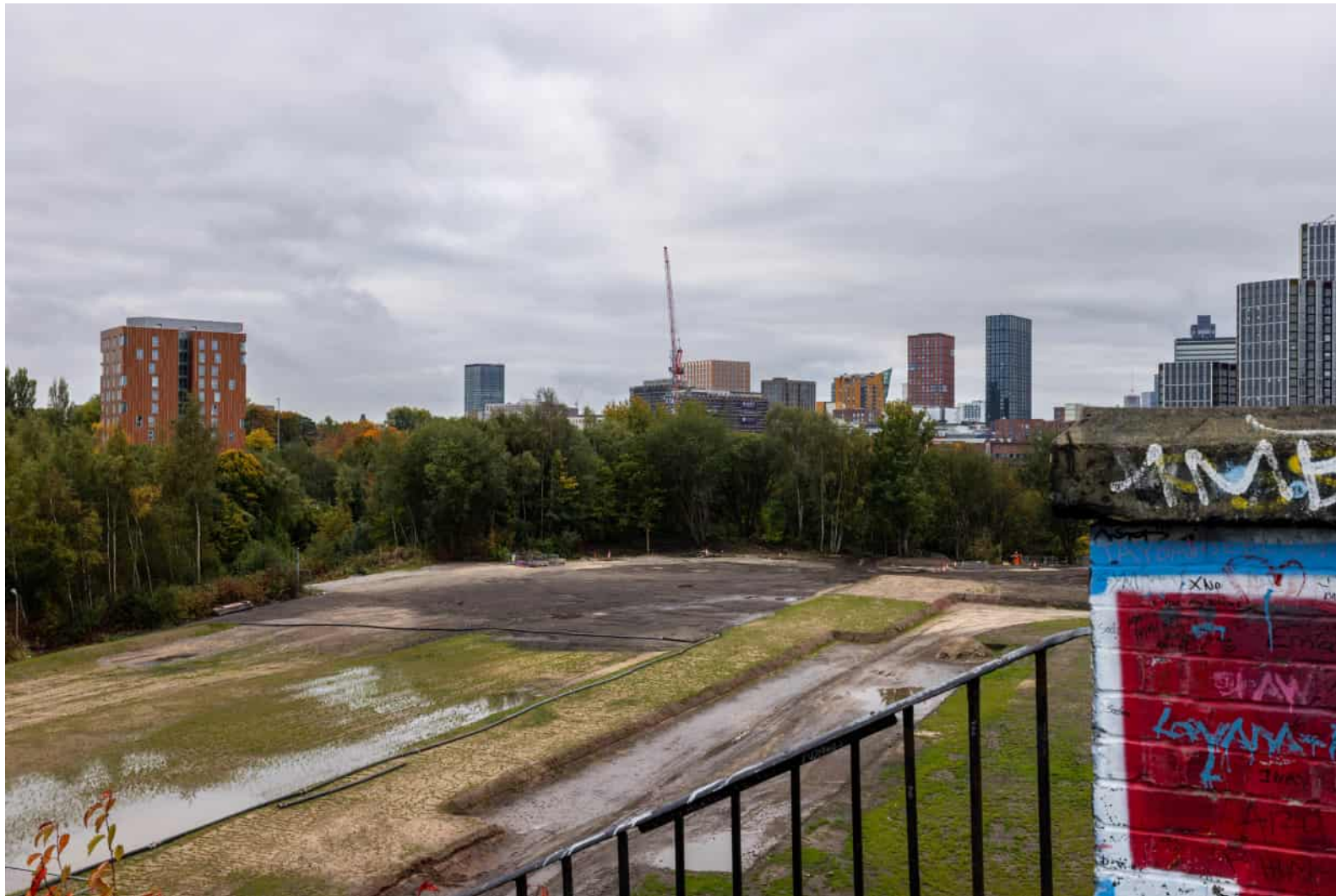
Cumulative | View 7 - View southeast from Roger Street



Baseline | View 8 - View southwest from Barney's Steps Footbridge (Lowry Footbridge)



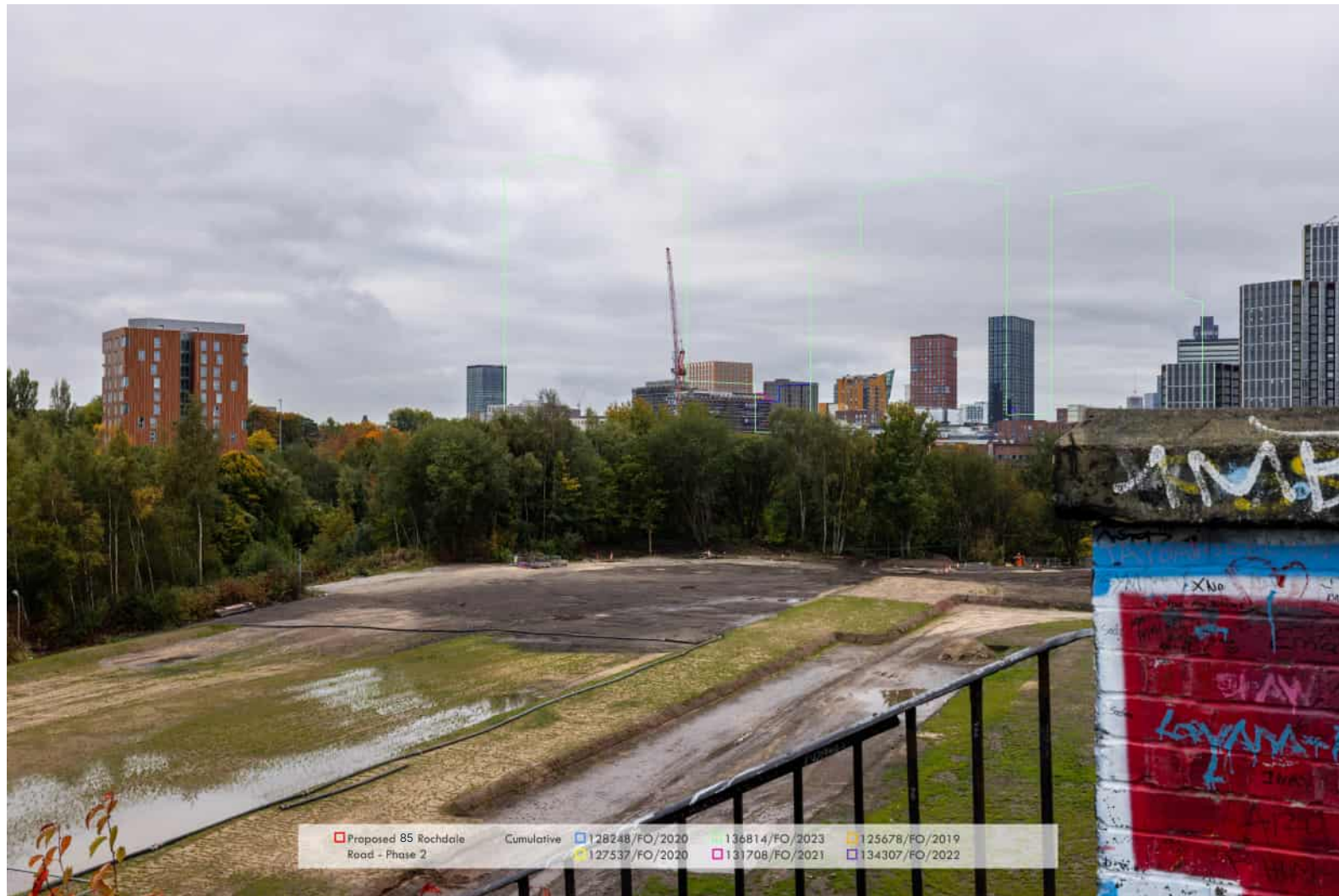
Photomontage | View 8 - View southwest from Barney's Steps Footbridge (Lowry Footbridge)



Future Baseline (completed Phase 1) | View 8 - View southwest from Barney's Steps Footbridge (Lowry Footbridge)



Cumulative | View 8 - View southwest from Barney's Steps Footbridge (Lowry Footbridge)



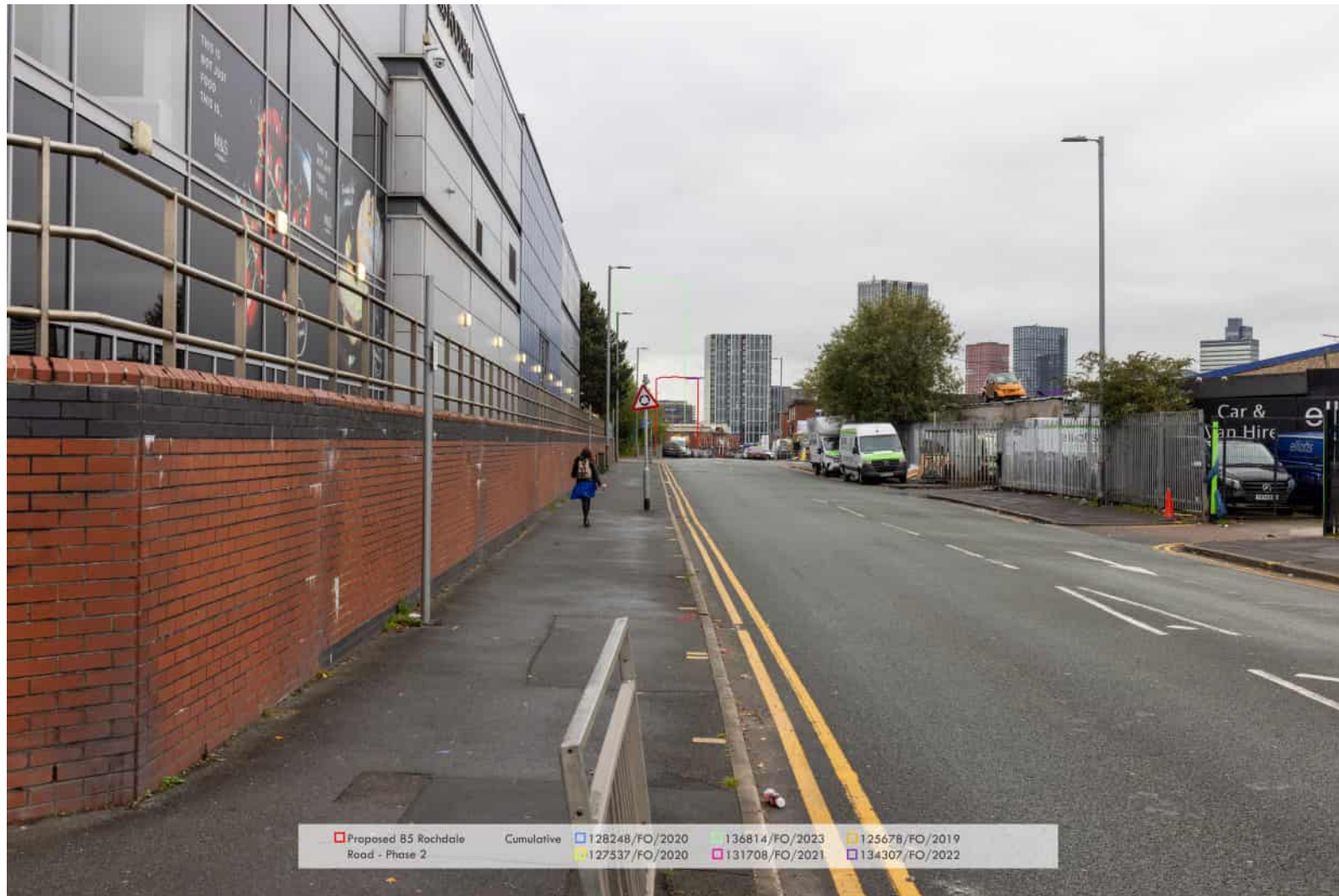
Baseline | View 9 - View southeast from Cheetham Hill Road / North Street junction



Photomontage | View 9 - View southeast from Cheetham Hill Road / North Street junction



Cumulative | View 9 - View southeast from Cheetham Hill Road / North Street junction



Baseline | View 10 - View southwest from Queens Road bridge (above tram stop)



Photomontage | View 10 - View southwest from Queens Road bridge (above tram stop)



Baseline | View 10 - View southwest from Queens Road bridge (above tram stop)



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