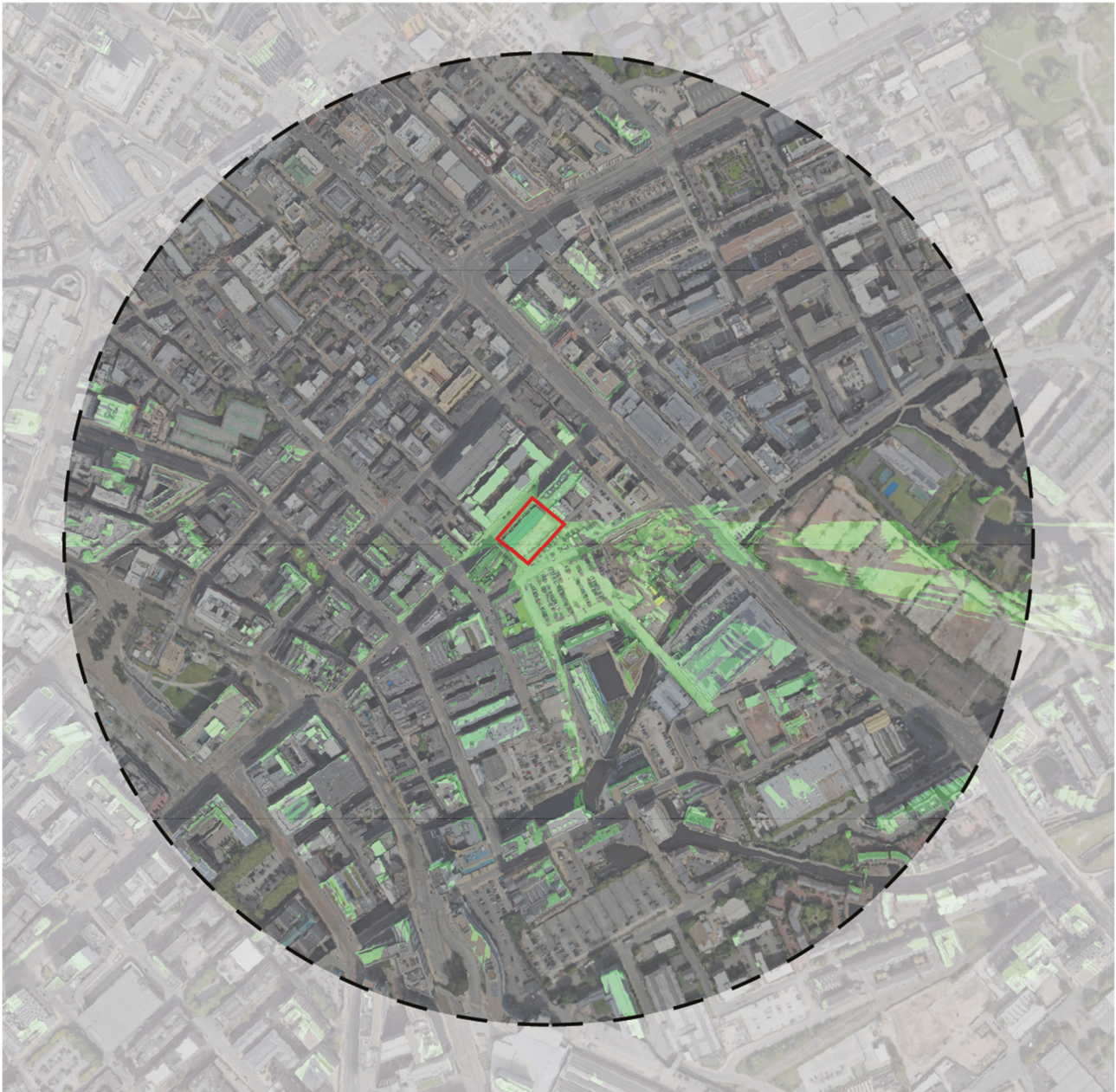




25.11.25 / RF24-1196-R01 P03

Postal Street, Manchester Townscape & Visual Assessment

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Revisions

Date	Author	Revision	Description of revision	Approved
28.04.2025	DL	P01	Draft Planning Issue	DL
17.11.2025	DL	P02	Planning Issue	DL
07.01.2026	DL	P03	Planning Issue	DL

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1 Introduction

1.1 This report examines the predicted effects of the proposed development on Postal Street, Manchester on the local townscape character and visual amenity to accompany the detailed planning application. This report will refer to the relevant national guidance for:

- i the assessment of townscape character
- ii making judgements about the visual qualities of the Townscape and its capacity for accommodating development
- iii The methodology for the assessment of townscape and visual effects which is in accordance with the 'Guidelines for Landscape & Visual Impact Assessment', Third Edition¹.

1.2 Drawing on this guidance, and an appraisal of the key townscape and visual issues associated with the proposed development, this report will consider:

- i The character and sensitivity of the townscape within the vicinity of the proposed development
- ii The visual amenity of the receiving townscape

1.3 This report is structured as follows:

- i Description of the Site and its immediate context in general terms, identifying the location and main characteristics
- ii Identification of the relevant planning policy context at national and local level that is pertinent to townscape character and visual issues
- iii Identification of baseline criteria of the Site which is to be used to inform the assessment of townscape and visual effects is established
- iv Description of the methodology for establishing the townscape and visual effects; this determines the assessment of the townscape and visual effects of the existing Site and the proposed development
- v An assessment of the townscape and visual effects of the development in relation to the baseline conditions.
- vi A summary of the findings and conclusions.

2 The Site

Refer to:

- Figure 1.1** – Study Area
- Figure 1.2** – Zone of Visual Influence
- Figure 1.3** – Urban Grain
- Figure 1.4** – Existing Building Heights
- Figure 1.5** – Heritage Designations
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- Figure 1.9** – Committed Developments
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- 2.1 The Site is located to the eastern edge of the Northern Quarter area within Manchester City centre. It is bounded by Postal Street to the north, Dean Street to the east, Faraday Street to the south and Newton Street to the west and is within the Piccadilly Ward. The Proposed Development will comprise 126 residential apartments, with a proportion of these being priced at Manchester’s Living Rent; 759 sqm of ground floor commercial space; secure cycle parking and other associated works. The development will be undertaken on one parcel of land and the building will be eight storeys.
- 2.2 The Site is completely cleared of any features, comprises circa 0.2 hectares and is currently vacant and is secured by hoarding around the full perimeter, with access into the site restricted to a security gate along Dean Street.
- 2.3 There is currently no vegetation on site.

3 Relevant planning policy

Refer to: **Figure 1.5** – Heritage Designations
Figure 1.6 – Strategic Regeneration Frameworks
Figure 1.10 – Character Areas

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

National policy – National Planning Policy Framework (NPPF)

3.2 Relevant sections within the National Planning Policy Framework² with respect to townscape and visual issues are as follows:

- i Section 7
- ii Section 12
- iii Section 16

3.3 Section 7 (Ensuring the vitality of town centres) indicates that planning policies should promote town centre vitality and viability by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries and allow a suitable mix of uses (paragraph 86a). Section 7 also recognises that development should meet the anticipated needs for retail, leisure, office, and other town centre uses over the next ten years (at least) (paragraph 86e). This section is directly relevant to the Site due to its proposed hotel use and city centre location.

3.4 Section 12 (Achieving well-designed places) recognises that the creation of high quality, beautiful and sustainable buildings is fundamental to what the planning and development process should achieve (paragraph 125). Developments should add to the overall quality of the area, be sympathetic to local character and history and establish or maintain a strong sense of place (paragraph 130). The Site requires a well-considered design due to its large massing and proximity to districts with distinct character and sense of place.

3.5 Section 16 (Conserving and enhancing the historic environment) requires heritage assets that may be affected by a development to be identified and assessed and to minimise any conflict between the heritage asset's conservation and any aspect of the development (paragraph 195). This is of relevance to the Site as it is within 300m of both the Ancoats and Stevenson Square Conservation Areas.

3.6 The NPPF, and importantly, sections 7, 12 and 16 have informed relevant planning policies at the local level, as described below.

² Ministry of Housing, Communities and Local Government, National Planning Policy Framework [internet]. London: Ministry of Housing, Communities and Local Government; 2024. Available from: <https://www.gov.uk/government/publications/national-planning-policy-framework-2>

Local policy

- 3.7 The Site is located within the Manchester City Council area, and therefore any development proposals must be considered with respect to policies within Manchester's Local Development Framework Core Strategy 2012-2027³. The Site has been identified within MCC's Strategic Housing Land Availability Assessment (2023) as Brownfield Land suitable to deliver a minimum of 110 homes and its redevelopment accords with Places for Everyone policies.
- 3.8 Additional guidance for planning within Manchester comes from The Guide to Development in Manchester - Supplementary Planning Document and Planning Guidance⁴, adopted in April 2007. This aims to support and enhance existing qualities and ongoing development in the city by providing a set of reasoned principles to guide developers, designers, and residents.
- 3.9 Further additional guidance for planning within the Manchester Piccadilly area comes from the HS2 Manchester Piccadilly Strategic Regeneration Framework, published in 2014⁵. This demonstrates the potential scale of development that could be achieved through HS2 and offers a structured approach to capturing the regeneration benefits.
- 3.10 The policies which are relevant to the Site with respect to townscape and visual issues are:
- i Core Strategy Policy CC6: City Centre High Density Development
 - ii Core Strategy Policy CC9: Design and Heritage
 - iii Core Strategy Policy EN1: Design Principles and Strategic Character Areas
 - iv Core Strategy Policy EN2: Tall Buildings
 - v Core Strategy Policy EN3: Heritage
 - vi SPD Key Issues for Design in the City Centre 12.26: Tall Buildings
 - vii HS2 SRF Proposals: East Village

Core Strategy Policy CC6: City Centre High Density Development

- 3.11 This policy states:

"City Centre development will generally be high-density. It is a location where land should be used to maximise its efficiency. The appropriate scale, massing, and height of development in the City Centre will significantly exceed what is appropriate elsewhere in the City. Development will need to have regard to the Council's approach to tall buildings (policy EN2), but any proposals which do not reflect the importance of maximising the development opportunities in the City Centre will only be supported where this accords with wider Core Strategy objectives."

- 3.12 This policy is in line with the NPPF with respect to Section 12 which aims to ensure new development is well designed. This policy seeks to support high density development within the City Centre, whilst ensuring that development is managed to make the most efficient use of available land.

Core Strategy Policy CC9: Design and Heritage

- 3.13 This policy states:

“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.”

- 3.14 This policy is in line with the NPPF with respect to Sections 12 and 16, which aim to ensure that new development is well designed and protects the historic environment. This policy seeks to protect the character and identity of Manchester’s cityscape, and in particular its historic environment and built heritage. This will be achieved by ensuring that new development enhances existing heritage assets in terms of both function and form.

Core Strategy Policy EN1: Design Principles and Strategic Character Areas

- 3.15 This policy states:

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

- 3.16 This policy is in line with the NPPF with respect to Section 12 which aims to ensure new development is well designed. This policy seeks to support high density development within the City Centre, whilst still ensuring that development is managed to make the most efficient use of available land.

Core Strategy Policy EN2: Tall Buildings

3.17 This policy states:

“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. A fundamental design objective will be to ensure that tall buildings complement the City’s key existing building assets and make a positive contribution to the evolution of a unique, attractive and distinctive Manchester, including to its skyline and approach views. Suitable locations will include sites within and immediately adjacent to the City Centre with particular encouragement given to non-conservation areas and sites which can easily be served by public transport nodes. [...] By their very size tall buildings can have a significant impact on the local environment and its micro-climate. It is therefore expected that this impact be modelled and that submissions for tall buildings also include appropriate measures to create an attractive, pedestrian friendly local environment.”

3.18 This policy is in line with the NPPF with respect to Section 12 which aims to ensure new development is well designed. This policy considers the City Centre to be an appropriate area for tall buildings. However, since they have an impact on the street scene, the policy considers it particularly important that they are designed to the highest quality, both in terms of appearance and their impact on the surrounding space.

Core Strategy Policy EN3: Heritage

3.19 This policy states:

“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 the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.”

- 3.20 This policy is in line with the NPPF with respect to Sections 12 and 16, which aim to ensure that new development is well designed and protects the historic environment. This policy seeks to protect the character and identity of Manchester’s cityscape, and in particular its historic environment and built heritage. This will be achieved by ensuring that new development preserves and enhances existing heritage assets in terms of both function and form.

SPD Key Issues for Design in the City Centre 12.26: Tall Buildings

- 3.21 This policy states:

“The location and design of tall buildings needs careful consideration as they can be viewed from longer distances and have an impact on a much wider area, both within and outside of the City Centre. The effect of tall buildings is significant in a City Centre where its conservation area status means that the relationship of buildings and spaces is as important as the quality of individual buildings. Tall buildings provide very positive messages about Manchester and can significantly improve its image and peoples’ perceptions of it. Conversely, badly located tall buildings could have an adverse effect and as such any proposals will always have to be fully justified and carefully considered. We would require any such proposals to be presented in context of the joint guidance produced by CABI and English Heritage for assessing tall buildings.”

- 3.22 This guideline is in line with the NPPF with respect to Section 12 which aims to ensure new development is well designed. This guideline recognises the positive impact tall buildings can have on the City Centre, however, considers it particularly important that they are located appropriately and designed to the highest quality.

Piccadilly Basin SRF Proposals

- 3.23 This framework states:

“The SRF envisions the Piccadilly Basin as an area that presents the opportunity to mixed-use area and has the potential to develop a strong identity due to the presence of the Rochdale Canal and a number of historical assets. The area to the north of the framework has been highlighted as an opportunity to deliver a predominantly residential-led neighbourhood supported by ancillary uses to create a vibrant and active neighbourhood.

The Framework does not prescribe the type of development that should come forward in the ‘area of influence’.

The framework advises however that the general principles established however, should be followed to ensure complementary and comprehensive developments come forward.”

- 3.24 This guidance is in line with the NPPF with respect to Section 7 which aims to ensure the vitality of town centres. It promotes the growth and diversification of the area into a vibrant mixed-use area. It also relates to Section 12 which seeks to ensure new development is well designed. This guidance recognises the importance of establishing a strong sense of place positive whilst being sympathetic to local character.

Tree Preservation Orders

- 3.25 There are no trees on Site and therefore no Tree Preservation Orders.

4 Development proposals

- 4.1 The Proposed Development will comprise 126 residential apartments, with a proportion of these being priced at Manchester's Living Rent; 759 sqm of ground floor commercial space; secure cycle parking and other associated works. The development will be undertaken on one parcel of land and the building will be eight storeys.
- 4.2 The building footprint will fill the entirety of the site stretching to the back of pavement on all four frontages. This is common within the Northern Quarter and creates the opportunity to reestablish the tight urban grain and density associated with this area.
- 4.3 The main residential building entrance is positioned off Newton Street with the ground floor commercial uses fronting on to Dean Street. The majority of the plant and service access is to the north of the building along Postal Street and includes opportunities for street level public art. At first floor a central section of the building, addressing Dean Street, steps back providing a green roof.
- 4.4 There will no areas of public open space associated with the development. There will be some works to the highway immediately outside the building including widening the pavement along Dean Street and Faraday Street and closing off two of the surrounding roads to general vehicle access, a section of Dean Street and Faraday Street, through the introduction of movable bollards. There is no existing open space within the Site or any vegetation present.
- 4.5 An illustrative masterplan of the development proposals is contained within the design and access statement detailing works at both ground and first floor levels.
- 4.6 The building is configured in a C-shaped plan set at eight storeys, broadly aligning with the scale of neighbouring developments. The inner section of the C shape is retained at one storey, which provides relief in the massing and allows for greater commercial area at ground floor – activating the surrounding streets.
- 4.7 The facade composition employs evenly spaced brick piers framing large openings containing windows and feature metalwork. This reflects the composed, formal Victorian frontages along Newton Street. Two principal glazing types are distributed across the facades, set deeply into their reveals; singular, vertically proportioned windows with an openable top panel, and a second, wider type characterised by inward-opening doors and a bespoke Juliette balustrade. The single window type is paired with a perforated metal side panel, both finished in a deep red coating. The facade design is a response to both contextual quality and technical performance requirements. The layout optimises daylight to homes and reduces overlooking.
- 4.8 The rhythm and ordering of the fenestration references that of the nearby historic warehouses. The Proposals respond to the Northern Quarter's built character with a high-quality, contextually sensitive material palette. The primary façade material is a warm grey multi brick laid in stretcher bond. Deep red decorative metalwork is used within the window setbacks.

Glazed feature brickwork is used at the primary residential entrance. The material palette has been selected to ensure durability, visual interest and a strong relationship to local character.

5 Townscape baseline assessment

5.1 This section describes the principal spatial and built form components which give the Site and surrounding area its particular characteristics. The relevance of these components is identified and described below.

5.2 Both a desk study and a visual Site analysis have been undertaken. Key documents include the following:

- i National Character Area Map⁶
- ii Greater Manchester Landscape Character and Sensitivity Assessment⁷

5.3 The following are key issues in respect of townscape and visual effect relating to the Site:

- i Location and character of townscape elements and components which contribute to the townscape character
- ii Identification of key receptors and their sensitivity.
- iii Determination of the existing townscape character and visual quality of the Site.
- iv The ability of the existing townscape to accommodate change.
- v The likely effects of development within the townscape – whether it is negative or positive, including:
 - i 1) Potential townscape effects on the existing townscape character of the Site and its context
 - 2) Potential visual effects on views into, out of and across the Site

5.4 For the purposes of this assessment the following elements are considered relevant in determining the character of the study area: existing urban form, open space and vegetation; topography; and existing land use.

Refer to:

- Figure 1.3** – Urban Grain
- Figure 1.4** – Existing Building Heights
- Figure 1.5** – Heritage Designations
- Figure 1.6** – Strategic Regeneration Frameworks
- Figure 1.7** – Movement Typologies
- Figure 1.8** – Topography
- Figure 1.10** – Character Areas

⁶ Natural England, National Character Area profile: 55: Manchester Conurbation [internet]. London: Natural England; 2013 [cited 2022 September 30]. Available from: <http://publications.naturalengland.org.uk/publication/5989113924681728?category=587130>

⁷ Land Use Consultants, Greater Manchester Landscape Character and Sensitivity Assessment [internet]. Manchester: Land Use Consultants; 2018 [cited 2022 September 30]. Available from: <https://www.greatermanchester-ca.gov.uk/media/1727/greater-manchester-landscape-character-and-sensitivity-report.pdf>

Topography

- 5.5 The Site itself doesn't contain any significant level change. The proposed levels will tie into the existing condition at the application boundary so that changes will be limited to the Site and will have no wider townscape effects.

Urban Grain

- 5.6 Urban grain is used in the assessment as a shorthand term for the pattern and inter-relationship of buildings and open space. A study of this pattern can contribute to an understanding of townscape and character to highlight the ratio of built form to open space as a precursor to defining townscape character.
- 5.7 The Site is located within a dense urban area, except for the immediate environment to the east where a series of small surface car parks occupy the land adjoining Port Street. The buildings surrounding the Site to the south, west and north are generally medium scale apartment/office blocks and mill buildings and are linear in formation. To the east and south, the surrounding built form becomes more grid like but is broken up by a series of surface car parks, particularly around the piccadilly basin section of the Rochdale Canal. Areas of open space around the site are generally associated with the canal, public parks, and car parking.
- 5.8 The pattern of the surrounding wider townscape differs significantly between west and east of the Site. To the south and west of the Site is Manchester City Centre, which is a very dense urban area with both commercial units of a varying scale and more recent residential development. To the east of the Site the built form loosens and becomes predominantly residential with a small number of large-scale retail with industrial, warehousing and distribution commercial units beyond.
- 5.9 The urban grain surrounding the Site is well defined but varies significantly, particularly between east and west of the Site.

Building Heights and Built Form

- 5.10 There are currently no buildings within the Site. Massing and scale of built form in the context of the Site varies. Built form between 6 and 10 storeys occupy areas predominantly to the west, south and immediate north of the Site. Existing, older built form is predominantly red brick and below 5 storeys. Newer built form is of a mixed architectural aesthetic with a variety of cladding types.
- Taller heights lie along Great Ancoats where there are a number of buildings between 11 and 15 storeys. The largest and most notable of these is Port Street which, whilst not completed has a tower element that has topped out at 33 storeys. Further east along Great Ancoats is Oxygen Tower which is in excess of 21 storeys,
- Within a 500m radius of the Site are 101 listed buildings, either Grade II or Grade II*, the closest of which is the Grade II Wentwood to the north and Marlsborough House to the south. Additionally, the Site is located within close proximity of two Conservation Areas: Ancoats (adjacent to the site to the northeast) and Stephenson Square (approximately 140m to the west). Newer built form is of a mixed architectural quality and predominantly clad in buff, grey or brick, corten and with large expanses of glass.

Streetscape & Transport

- 5.11 The Site is located along Newton Street which provides direct access south into the city centre and Piccadilly Gardens transport Hub. To the north lies Great Ancoats Street, a primary road corridor, which links to the A665 Ring Road and Oldham Road. Great Ancoats Street lies to the north side of the site and is a heavily trafficked, 4 lane carriageway. The existing streetscape on Great Ancoats Street comprises ground floor commercial units. As part of the Great Ancoats Improvement scheme, there are two new pedestrian crossings within close proximity to the Site; at the top of Newton Street and the second beside Port Street, both within 120m of the site. Also as part of this scheme are a line of street trees that run along Great Ancoats Street.
- Postal Street and Faraday Street provide east west connections through the northern quarter and on to Piccadilly, connecting with Port Street and the cycle infrastructure present there which sits as part of the Bee Network running through the city centre.

Existing townscape character

- 5.12 Natural England have produced a series of National Character Area (NCA) profiles that identify broad, strategic character areas for England and the key opportunities for local decision making. The development Site is located within the National Character Area 55: Manchester Conurbation⁶ which summarises this area as follows (page 3):
- i *"A number of settlements have grown and come together to form the Manchester Conurbation [...] This area is characterised by dense urban and industrial development, commercial, financial, retail and administrative centres, commuter suburbs and housing, interspersed with a network of green infrastructure."*
 - ii *"The conurbation is centred on low hills, crossed by several river valleys that thread through the urban fabric. The geology is dominated by sandstones, overlain by thick deposits of glacial till."*
 - iii *"Canals that weave through the conurbation not only offer opportunities for access and recreation, but also form a network of wetland habitats. Sections of the Rochdale Canal, in particular, have been designated as being of international importance as a Special Area of Conservation (SAC)."*
 - iv *"In the late 18th century, the areas became rapidly industrialised, with dramatic growth in the cotton industry and expansion in ancillary trades. The population increased, fuelled by a need for labour, with rows of terraced housing built for the workers as well as mills and industrial buildings. Red brick and sandstone buildings are prominent in the city and town centres, alongside buildings using a mix of modern materials, high-rise buildings and landmark 19th-, 20th-. And 21st- century buildings."*
- 5.13 The classification covers a wide area extending from Urmston in the west to Denton in the east, and as far as Cheadle Hulme and Bramhall to the south and Prestwich in the north. NCAs are primarily used for understanding broad landscape context, rather than townscape and are therefore of limited use for the purpose of this assessment.

5.14 Although relevant, the level of detail is considered insufficient in providing an accurate depiction of the Site and locally specific issues. However, it is noted that several of the above characteristics are discernible in relation to the wider townscape surrounding the Site. Specifically, the presence of large settlements characterised by dense urban and industrial development, commercial, financial, retail, and administrative centres, commuter suburbs and housing. Additionally, the presence of canals the urban fabric including the River Irwell and the significant road networks, particularly the A665 Great Ancoats Street. For the purposes of this TVA a more local scale character assessment is appropriate.

5.15 The Greater Manchester Landscape Character and Sensitivity Assessment⁷ focuses on regional townscape character areas. The Site is not located in a particular landscape character type but is described as urban.

5.16 A Strategic Level City-Wide Urban Characterisation⁸ was undertaken in 2010 as an evidence base for the Core Strategy. The purpose of the study was to understand how the local character of different areas varies across Manchester as a means of identifying how local needs may be addressed by proposals for new development. The study identifies the Strategic Character Areas within the city. The 'City Centre' and the 'Central Area of Change' are the two Character Areas which may be affected by the Proposed Development.

5.17 City centre:

- i "The urban form is one of contrasts.*
- ii The scale of built form also varies, sometimes dramatically, but the core area is mainly one of higher, larger scale buildings.*
- iii The core has a relatively modest amount of open space (when compared to built floorspace).*
- iv The Conservation Area status of much of the centre and the concentration of listed buildings reflects the urban history and quality of the urban environment.*
- v It contains a mix of building ages, types, and quality.*
- vi Outside the core, the intensity of activity falls and, within larger areas, uses are less mixed with fewer uses of particular regional significance but that can include uses not generally found in the core area including elements of industrial use.*
- vii The non-core area includes significant areas of cleared land (often used for surface car parking) and a growing component of contemporary residential use as the core area pushes outwards."*

5.18 Central Area of Change:

- i "The majority of the area is engulfed by the industrialised expansion of the city.*
- ii The area remains the focus of the city's industrial and other out-of-centre commercial activity mostly in low-rise industrial shed-style buildings.*
- iii Change is once again underway with regeneration programmes that have, and continue, to transform the urban form of significant parts of the area.*
- iv There are, however, localities which exhibit increased levels of overall activity: Those close to the city centre and the Higher Education Precinct and areas that have recently experienced regeneration to higher densities that can now sustain a greater range of associated facilities."*

- 5.19 As part of the TVA, an additional local level townscape character assessment has been undertaken based on fieldwork. The Manchester City Centre Strategic Plan⁹ identifies local level Townscape Character Areas (TCAs), as shown in Figure 1.10. Only TCAs located within 500m of the Site have been assessed as part of this TVA. It is considered that there will be no likely perceivable change to other TCAs located fully outside of the study area because of the Proposed Development on Site. This is due to the heavily urbanised nature of the city environment, the resulting screening effects of buildings and the orientation of nearby public spaces and streets, all which limit visual connectivity.
- 5.20 The townscape quality of the townscape character areas has been assessed in terms of their condition, value and sensitivity and is summarised as follows:

Character Area 1: Northern Quarter

- 5.21 The Site is located within the Northern Quarter TCA to its eastern edge. The TCA includes the Stephenson Square and Smithfield Conservation Areas and includes many Grade II and Grade II* listed buildings of a variety of architectural styles and historic uses. The TCA is characterised by distinctive architecture, red brick buildings and converted warehouses with many creative and cultural industries and independent retailers. As a result, the TCA has a strong sense of place. The TCA has a relatively tight and uniform urban grain, with buildings varying in size and massing, although most buildings are under 5 storeys. There are some areas of public realm, but few areas that are pedestrianised and there is limited greenspace. There have been some modern developments within the TCA, however, regeneration has generally been incremental and has broadly retained the area's distinct identity.

Townscape Character Area 1 – Northern Quarter		
Susceptibility	Medium	The townscape in this area includes strong, historic architecture with areas of small and incremental modern development. The area has some ability to accommodate the Proposed Development without considerable consequences for the retention of the existing baseline.
Value	High	The townscape has a strong urban structure and identity, includes listed buildings and contains two Conservation Areas.
Sensitivity	High Medium	

⁹ Manchester City Council, City Centre Strategic Plan 2015-2018 [internet]. Manchester: Manchester City Council; 2016 [cited 2021 September 29]. Available from: https://secure.manchester.gov.uk/downloads/file/24745/city_centre_strategic_plan

Character Area 2: Piccadilly

- 5.22 This TCA is bound by the A665 Great Ancoats Street to the northeast and the Northern Quarter TCA to the northwest. Piccadilly is currently undergoing significant urban regeneration and comprises several modern apartment and office buildings and construction sites. There are no Conservation Areas within the TCA, however, there are a small number of Grade II and Grade II* listed buildings, mostly associated with historic uses of the canal and Manchester Piccadilly station. The station is a large and significant element within the TCA and has influence on the urban grain in its immediate context. Extensive areas of surface car parking situated on undeveloped plots of land are also commonplace. As a result, the urban grain is currently fragmented and inconsistent. Recently implemented public realm improvements and peripheral treatments to new buildings introduce isolated, positive characteristics. There are some notable areas of public realm and greenspace associated with the Rochdale and Ashton Canals which run through the TCA.

Townscape Character Area 2 – Piccadilly		
Susceptibility	Low	The townscape in this area currently includes a mixture of architecture of varying age and quality. The area can accommodate the Proposed Development without considerable consequences for the retention of the existing baseline.
Value	Low	The townscape has inconsistent urban structure and limited distinctiveness or sense of place to large extents. There are some isolated listed buildings interspersed amongst the TCA.
Sensitivity	Low	

Character Area 3: Ancoats

- 5.23 The Ancoats TCA is situated approximately 180m to the north of the Site. It is bound by the Rochdale Canal to the southeast and the A665 Great Ancoats Street to the southwest. Outside of the study area, it is bound by the A62 Oldham Road to the northeast and Butler Street to the northwest. The entirety of the TCA is situated within the Ancoats Conservation Area and includes several Grade II and Grade II* listed buildings. Most of these are historic mill buildings now converted for residential or commercial uses. However, they also include the Crown and Kettle Public House, Daily Express Building, former Church of St Peter and Victoria Square. As a result, the TCA has a defined sense of place and historic prevalence. The southwestern part of the TCA has a notably tight and uniform urban grain. The urban grain in the north-eastern part of the TCA becomes less formal and more open, with small areas of residential housing. Cutting Room Square is the only public space of importance within the study area and includes some tree planting. Elsewhere within the TCA, public space is limited to incidental seating on streets. Greenery is typically in the form of street trees in localised areas. Ancoats Green is a significant area of greenspace but is located beyond the extent of the study area. At the southwestern extent of the TCA along Great Ancoats Street, there are some modern architectural interventions. These are predominantly residential blocks (between 6 and 13 storeys) with ground floor retail use. The materiality of these developments is mostly in keeping with the existing heritage building

Townscape Character Area 3 – Ancoats		
Susceptibility	Medium	The townscape in this area currently includes several historical and locally distinctive buildings with some modern development, set within a

		Conservation Area. The area has some ability to accommodate the Proposed Development without considerable consequences for the retention of the existing baseline due to the presence of modern architectural interventions.
Value	High	The townscape has a strong urban structure, includes listed buildings, and is designated as Conservation Area.
Sensitivity	High Medium	

Character Area 4: New Islington

- 5.24 The extent of the TCA is bound by the Piccadilly TCA to southwest and the Rochdale Canal (and the Ancoats TCA beyond) to the northwest. There has been significant development within the TCA, including new residential and commercial buildings and new public realm centred around the marina, which is a prominent part of the TCA. The centre of the TCA is characterised by modern high-density residential buildings, with some above 10 storeys. There is also some less recent and lower density residential housing and associated public open space further north. As a result, there is a concentrated residential population within the TCA. At the southern edge of the TCA, is a large area of disused land, which previously contained a large retail park and has planning approvals for a new public open space. There are no listed buildings or conservation areas within the TCA. Overall, the TCA is characterised by informal urban grain, with some distinctive qualities and sense of place. The most significant greenery within the TCA is Cotton Field Park (adjacent to the marina), Islington Park, and green space associated with the Rochdale Canal. Elsewhere within the TCA, greenery mostly comprises of large grass verges associated with residential areas and private gardens.

Townscape Character Area 4 – New Islington		
Susceptibility	Low	The townscape in this area currently includes some large-scale buildings with a diverse mixture of architectural characteristics and aesthetic. The built form is all typically modern and arranged in informal and undistinguished urban grain. The area has ability to accommodate the Proposed Development without considerable consequences for the retention of the existing baseline.
Value	Medium	The townscape includes areas of open space accessible to the public. However, it has a mixed urban structure with some scope to improve elements.
Sensitivity	Medium Low	

Character Area 5: Retail Core

- 5.25 The Retail Core is located to the south west of the Site and is bound by the Medieval Quarter, Noma and the Northern Quarter to the north and east, Piccadilly, Chinatown, the Central Business District and Spinningfields to the south and the River Irwell to the west. The TCA includes the Smithfield, Shudehill, George Street and Upper King Street Conservation Areas. It also includes several Grade II listed buildings, mostly located around St Ann's Square. The TCA is a major retail hub with several flagship stores across a range of shopping destinations; the largest and most notable being Manchester Arndale. The TCA has a tight urban grain, with a number of large scale buildings and is comprised of a mixture of architectural styles of varying ages. There are some isolated areas of notable character but in general the TCA has relatively indistinguished identity and sense of place. Within the TCA there are several areas of well used public realm and greenspace alongside areas of pedestrianisation associated with key retail areas. The most notable are St Ann's Square, Exchange Square and Piccadilly Gardens which are all used for both major events and day to day gathering. These each have a distinct identity and are pockets of character within the TCA.

Townscape Character Area 5 – Retail Core		
Susceptibility	Low	The townscape in this area currently includes large scale buildings with a mixture of materials and architecture. The area can accommodate the Proposed Development without considerable consequences for the retention of the existing baseline.
Value	Medium	In general, the townscape has inconsistent urban structure and no distinctive sense of place, however there are pockets of identity.
Sensitivity	Medium Low	

Character Area 6: New Cross

- 5.26 New Cross lies to the North-West of the site boundary. The area is bound by Swan Street section of the Inner Ring Road to the South, Oldham Road to the East and Rochdale Road to the West. New Cross TCA is designated for future development as part of the Victoria North SRF and is subject to a Neighbourhood Development Framework. The area encompasses a high volume of car parks and other brownfield sites and is heavily divided on account of the various carriageways that traverse the area. Towards the city centre there is evidence of a more historic street grid pattern with a finer urban grain, transitioning into a looser urban fabric associated with industrial and commercial uses. Building appearances are varied, with a mix of historic red brick buildings, newer residential developments and low-rise industrial units. The area includes a number of listed buildings, but unlike within the adjacent Ancoats and Northern Quarter TCAs, these are scattered and do not form a cohesive streetscape

Townscape Character Area 6 – New Cross		
Susceptibility	Low	Although this townscape has some historic elements, it is disparate in character with extensive modern development. The area has ability to accommodate the Proposed Development without considerable consequences for the retention of the existing baseline.
Value	Low	The area is identified as having some characteristic architectural features but has been identified as an area for urban improvement and development
Sensitivity	Low	

Character Area 7: Kampus

5.27 This has been scoped out of the assessment. Having reviewed the location and distance of the Kampus character area to the site and taking into account the minor encroachment into 500m study area it is anticipated that the development will have not perceived effects.

Table 5.1: Summary of Townscape Character Areas

Character Area	Susceptibility	Value	Sensitivity
1. Northern Quarter	Medium	High	High Medium
2. Piccadilly	Low	Low	Low
3. Ancoats	Medium	High	High Medium
4. New Islington	Low	Medium	Medium Low
5. Retail Core	Low	Medium	Medium Low
6. New Cross	Low	Low	Low

5.28 The above table below shows the varied susceptibility and value of the different townscape elements that will potentially experience effects as a result of the Proposed Development

6 Assessment of townscape effects

- 6.1 This section of the report assesses the effects on the existing townscape character – both short and long term, which will depend on the scale of the proposed development, and the value and significance of the wider townscape.
- 6.2 The Townscape Character Areas (**Figure 1.10**) that are potentially affected upon by the proposed development have been identified within the baseline assessment, together with the Susceptibility, Value and the resulting Sensitivity of these townscapes.
- 6.3 The ZTV for the proposals, derived from the baseline study (**Figure 1.2**) also determines the extent to which the new development will affect the existing townscape character of the surrounding area.
- 6.4 The effects of construction and the effects of lighting are considered in respect of predicted effects on townscape character.
- 6.5 The Magnitude of Change to each Townscape Character Area will be determined by what changes are made to the various elements already described which combine to make up a townscape’s character. Magnitude of Change is assessed in conjunction with Townscape Sensitivity to produce the predicted Townscape Effects of the proposed development. These are detailed in **Tables [6.1 to 6.6]** and the effects are summarised in **[Table 6.7]**.

Mitigation

- 6.6 The reduction or elimination of negative effects on the townscape and visual environment is a key part of the development proposals. As set out in GLVIA3, key mitigation processes that have been considered are prevention, reduction, remedy, and enhancement. The design of the building has been subject to extensive pre-application discussions to refine the form and appearance of the building. Through this process, potential adverse townscape and visual effects have been identified, and eliminated or reduced, and positive effects enhanced. Mitigation of adverse townscape and visual effects is therefore embedded in the Proposed Development, and no “applied” mitigation is proposed. In summary, the embedded mitigation strategy, as described in the Design and Access Statement prepared by Hawkins Brown, is set out below.

Scale and Massing:

- The building is configured in a C-shaped plan set at eight storeys. The inner section of the C shape is retained at one storey, which provides relief in the massing. The layout is driven by functionality alongside a response to its context. It optimises daylight to homes and reduces overlooking, ensuring a considerate and sensitive transition across the site and comfortable resident experience. Such a tight-knit grain offers the opportunity to restitch the historic fabric of the Northern Quarter whilst creating homes that sit comfortably within their setting.

Proportions

- The facade composition employs evenly spaced brick piers framing large openings containing windows and feature metalwork. This reflects the composed, formal Victorian frontages along Newton Street. Two principal glazing types are distributed across the facades, set deeply into their reveals; singular, vertically proportioned windows with an openable top panel, and a second, wider type characterised by inward-opening doors and a bespoke Juliette balustrade. The single window type is paired with a perforated metal side panel in a matching deep red finish, referencing the red brick in several of the surrounding buildings.

Frontages:

- Active ground-floor frontages are introduced along Newton, Dean, and Faraday Streets enhance existing pedestrian routes and activating the public realm. Commercial units maximise activation on primary frontages, while functions, including refuse and cycle storage, are largely consolidated along Postal Street. The scheme includes opportunities for public art on more functional facades, ie. Bin stores, which would contribute to the existing rich tapestry of street art in the Northern Quarter.

Materiality:

- The curated material palette has been carefully selected to ensure durability, visual interest, and a strong relationship to local character.

The proposal reinforces the regular rhythm of the historic warehouse characteristic of the area and responds to the Northern Quarter's built character through the use of brick and complementary sensitive materials. The primary façade material is a warm grey multi brick laid in stretcher bond. The brick selected . This is accentuated by deep red decorative metalwork next to windows.

Detailing:

- Generous window set backs with brick reveals add articulation and depth to the façade as a result of projected shadows. Deep red metal panels, Juliette balconies and window frames sit within these set backs further punctuating the façade.

Large glazed openings line the ground floor frontage to Newton Street, Faraday Street and Dean Street. Corbelled, glazed brickwork identifies the primary residential entrance at street level along Newton Street and adds additional quality to the frontage.

Effects of construction

6.7 To facilitate any development on the Site, there will be a period of construction activity, estimated at 2-3 years. A range of construction activities are anticipated to be carried out, with the potential to result in direct and indirect effects on townscape character and visual amenity. These include:

- i Additional site clearance, including the removal of surfaces and materials from the site
- ii Temporary footpath diversions
- iii Establishment of temporary site compound
- iv Construction of temporary access points into the site
- v Temporary working areas within the Site
- vi Erection of temporary batching plants and tower cranes
- vii Excavation, removal and stockpiling of materials and soils
- viii Construction of hard standings
- ix Underground and over-ground service installation and diversion
- x Temporary traffic management signs and signals on local roads
- xi Movements of construction traffic and other vehicles
- xii Construction of the new building.

6.8 The construction of the Proposed Development could give rise to temporary effects on townscape character and visual amenity. As construction activity is of a temporary nature, the effects will be over a relatively short period of time. The effects are reversible and will only be experienced during the construction phase. These include:

- i Effects arising from changes to the structure of the townscape within the site area and effects on its immediate setting
- ii Effects to townscape character or visual amenity within the wider study area because of visibility of construction activities and the presence and occupation of tower cranes and demolition works
- iii Effects of temporary site infrastructure, such as site traffic and construction compounds especially those located in areas adjacent to sensitive townscape and visual receptors

Mitigation of construction effects

6.9 The following mitigation measures are considered industry standard and would be expected as a minimum. Demolition and construction methodology will be based on minimising the impact upon the surrounding area by making the site as self-sufficient within its boundary as possible and committing to implementing industry best practice. Impact mitigation measures will be set out in a Construction Environmental Management Plan (CEMP) and will include the measures to minimise and manage potential townscape and visual effects as set out below:

- i The work site will be surrounded by hoardings to reduce visual effects from construction traffic, plant, and equipment, as well as demolition of existing and construction of new built fabric. The hoardings will create an orderly appearance to the edge of the site and will be a minimum of 2.4m high, well maintained and will include observation windows to allow the public to view progress on the site
- ii Lighting will be provided to site boundaries and precautions will be taken to avoid shadows being cast onto surrounding footpaths, roads, amenity areas and residential properties
- iii The roads providing access to the work sites will be kept free of excessive dust and mud as far as is reasonably practicable. The surrounding roads and pavements will be maintained to a reasonable standard
- iv To help keep areas outside the work sites tidy, the outside perimeters will be maintained free of weeds and litter
- v Because people within surrounding buildings will have views over the work sites, the internal image of the site will, as far as is reasonable, be organised, clean and tidy, and maintained through good housekeeping
- vi Regard will be given to the impact site lighting could have on surrounding receptors to ensure it is located and aligned so as not to intrude into nearby properties
- vii Regard will also be given to the timing and phasing of construction occupations, including the phased reduction in the worksite area as works progress
- viii The location of plant and equipment within the worksite will be carefully considered
- ix The location and height of temporary site accommodation and materials storage will be appropriate
- x The choice of an appropriate neutral colour will be applied to site hoarding

Construction Magnitude of Change (Townscape)

- 6.10 It is considered that the construction activity associated with the Proposed Development will result in direct, albeit localised and temporary, effects to the edge of both TCA 1 Northern Quarter and TCA 2 Piccadilly. Increased construction traffic may disrupt circulation at intermittent times during the construction period. Hoardings will be erected around the boundaries, enclosing the Site. As construction progresses, a central concrete core and tall plant including tower cranes will be visible within the skyline. The change brought about by construction would only influence the locality of TCA 1 Northern Quarter and TCA Piccadilly, within which the construction work is located. The likely short-term magnitude of change to both TCA 1 Northern Quarter and TCA Piccadilly during the construction period will be Medium.
- 6.11 There will be no direct effects on the townscape character of TCAs 3,4,5 and 6 because of the construction phase of the Proposed Development. Indirect effects will primarily be because of inter-visibility between construction work. Any change to the character of these TCAs because of inter-visibility will likely be minor and limited to some glimpsed views of tower crane activity appearing above built form and against the skyline. Site traffic, hoarding and plant may introduce a minor difference to aesthetic and perceptual qualities at a closer distance within these TCA where they join the Site. However, these changes are considered to not be uncharacteristic when set within the attributes of the receiving townscape. In summary, the likely short-term magnitude of change to these TCAs during the construction period will be Low-negligible.

Effects of lighting

- 6.12 The Proposed Development will be subject to an internal and external lighting scheme, expected to consist of lit internal spaces at high levels with greater and more intensely lit internal and external spaces closer to ground level. This will be developed post planning but is likely to include feature architectural lighting, highways lighting to Newton Street, Dean Street, Postal Street and Faraday Street and safety lighting to building escape routes, in addition to internal lighting to ground floor units. The greater heights of the building will extend the visibility of this lighting. This will be noticeable in all views in which the Proposed Development is visible.
- 6.13 This increased lighting will be seen in the context of other large-scale buildings within the built-up city centre area. Although of lower height, surrounding commercial units generate evening lighting use, while surrounding highways (particularly Newton Street) are subject to high levels of lighting through the night. A greater level of lighting to the development will also be positive and activate and animate the streetscape for those walking along the adjacent streets, and the change to the existing baseline should be considered in this context.

Mitigating lighting effects

- 6.14 The amount of light and 'throw' or 'spill' can be mitigated and reduced using appropriate shrouds, angled fittings, and low energy light fittings, subject to detailed technical design. This is beyond the scope of this general assessment, which is based on the general assumptions of the likely lighting schemes typical of this form of development and the mitigation methods and technologies currently used on similar developments.

Predicted effects of lighting

- 6.15 Taken within the context of the mitigation measures and the existing urban setting, it can be concluded that there will be an increase in night-time lighting effects. However, this is not necessarily inappropriate for the city centre location of the Site. Effects on townscape character and visual amenity due to lighting are therefore to be assessed as being Minor.

Townscape effects

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

Table 6.1: Assessment of Townscape Effects – Character Area 1

Character Area 1: Northern Quarter	
Proximity to Site	Close, Site within TCA
Townscape receptor	Conservation Area; large number of listed buildings; distinctive architecture; majority tight and uniform urban grain; independent retailers; modern architectural additions along Great Ancoats Street.
Sensitivity	High Medium
Magnitude of Change	There will be a Low magnitude of change to the character area. There will be some alteration to the baseline character, experienced primarily from the eastern edge of the TCA, by the addition of a moderately large-scale building. However, mixed building uses in the area and character, including the presence of nearby larger scale modern buildings and the construction of tall new buildings suggest that the Site will be accommodated into the setting of the TCA without change to its character. The proposed development will infill an area of currently unused land within the TCA and will positively reinforce the local urban grain.
Predicted townscape Effects	Moderate
Nature of Townscape Effects	Beneficial

Table 6.2: Assessment of Townscape Effects – Character Area 2

Character Area 2: Piccadilly	
Proximity to Site	Close, directly adjacent to the site area, within 20m
Townscape receptor	Small number of listed buildings; areas of construction associated with new buildings and public realm; some areas of surface car parking; greenspace associated with the canals; fragmented and inconsistent urban grain.
Sensitivity	Low
Magnitude of Change	There will be a Low magnitude of change to the character area. There will be some alteration to the baseline character, experienced primarily from the northwest edge of the TCA, by the addition of a moderately large-scale building. However, mixed building uses, and character, the presence of larger scale modern buildings and the construction of tall new buildings suggest that the Site will be accommodated into the setting of the TCA without change to its character.
Predicted townscape Effects	Low
Nature of Townscape Effects	Beneficial

Table 6.3: Assessment of Townscape Effects – Character Area 3

Character Area 3: Ancoats	
Proximity to Site	Close, 120m from Site
Townscape receptor	Conservation Area; large number of listed buildings; historic building conversions to residential and commercial use; majority tight and uniform urban grain; loose residential urban grain in part; modern architectural additions along Great Ancoats Street.
Sensitivity	High Medium
Magnitude of Change	There will be a Negligible magnitude of change to this TCA. The TCA has a generally tight and regular urban grain, which substantially limits intervisibility between the TCA and the proposals Site. Although not within the TCA, the proposed building will locally create an infill and a further regularisation of the local urban grid structure. There is also precedent at the fringes of TCA 3 Ancoats and the neighbouring TVA 1 Northern Quarter of taller buildings with a variety of architectural styles, particularly along Great Ancoats Street.
Predicted townscape Effects	Negligible
Nature of Townscape Effects	N/A

Table 6.4: Assessment of Townscape Effects – Character Area 4

Character Area 4: New Islington	
Proximity to Site	Close, 200m from Site
Townscape receptor	Modern high-density residential buildings, some above 10 storeys; public realm associated with the marina; concentrated residential population; fragmented urban grain; some sense of place.
Sensitivity	Medium Low
Magnitude of Change	There will be a Negligible magnitude of change to this TCA. There will be a localised, indirect, and only very minor alteration to the baseline character, experienced primarily from the southwestern edges of the TCA, where there may be limited sight of the building. However, the existing and emerging developments along Great Ancoats Street provide a tight urban grain and will provide containment across most of the area. This will result in the majority of the proposal not being perceivable when set within the attributes of the wider TCA.
Predicted townscape Effects	Negligible
Nature of Townscape Effects	N/A

Table 6.5: Assessment of Townscape Effects – Character Area 5

Character Area 5: Retail Core	
Proximity to Site	Medium, 205m from site
Townscape receptor	Several areas of well used public realm and greenspace alongside areas of pedestrianisation associated with key retail areas, most notable are St Ann’s Square, Exchange Square and Piccadilly Gardens
Sensitivity	Medium Low
Magnitude of Change	There will be a negligible magnitude of change to the character area. There will be no alteration to the baseline character and the only discernible effects will be limited and glimpsed views of the Proposed Development that may not be discernible to the casual observer
Predicted townscape Effects	Negligible
Nature of Townscape Effects	N/A

Table 6.6: Assessment of Townscape Effects – Character Area 6

Character Area 6: New Cross	
Proximity to Site	Medium, 315m from site
Townscape receptor	Car parks, brownfield sites, light industrial units, residential units in Southern portion, mixed urban grain between Northern and Southern portions
Sensitivity	Low
Magnitude of Change	There will be a negligible magnitude of change to the character area. There will be no alteration to the baseline character because of the tight knit urban grain of both the Northern Quarter and Ancoats Character Areas.
Predicted townscape Effects	Negligible
Nature of Townscape Effects	N/A

Summary of townscape effects

- 6.17 The proposed development will introduce Townscape Effects to two Townscape Character Areas; these have been identified and evaluated within the baseline study
- 6.18 The predicted Townscape Effects range from Negligible and Low to Moderate across the Character Areas.
- 6.19 The predicted Townscape Effects upon the Site's Character Area itself are Moderate Beneficial due to the fact the proposed development will infill an area of currently unused land within the TCA and will positively reinforce the local urban grain.
- 6.20 The predicted Townscape Effects experienced by other Townscape Character Areas include Low and Negligible. This is due to Low magnitude of change and Low sensitivity for the majority of the character areas and as a result of the development infilling an existing vacant plot will range from Negligible to Beneficial in nature
- 6.21 Embedded mitigation measures are proposed to reduce long term Townscape Effects with no "applied" mitigation proposed. Short term effects relating to the construction activity will be limited, temporary and short term (2 to 3 years) and will be no greater than the long-term effects of the Proposed Development.
- 6.22 There is the potential for long term effects during the night-time periods due to additional light throw. These impacts will be lessened when the amount of lighting in the current city centre context is taken into consideration. Again, any form of development on Site is likely to require lighting both within buildings and externally. With the form of building proposed there will be relatively little internal lighting visible within the receiving townscape.

6.24 **Table 6.7** summarises the predicted Townscape Effects to each Townscape Character Area:

Table 6.7: Townscape Effects Summary

Character Area		Townscape Sensitivity	Magnitude of Change	Townscape Effect and Nature	Townscape Effect with mitigation (residual effect) and Nature
1	Northern Quarter	High Medium	Low	Moderate Beneficial	Moderate Beneficial
2	Piccadilly	Low	Low	Low Beneficial	Low Beneficial
3	Ancoats	High Medium	Negligible	N/A	N/A
4	New Islington	Medium Low	Negligible	N/A	N/A
5	Retail Core	Medium Low	Negligible	N/A	N/A
6	New Cross	Low	Negligible	N/A	N/A

7 Assessment of visual effects

Refer to: **Figure 1.11** - Viewpoint Locations
Figures 1.12 to 1.19 - Illustrative views 1 to 8

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

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

7.2 In respect of point *i* above, the Site and site proposals may not be visible in all assessed viewpoints. However, the modelling exercise is undertaken in these instances to determine visual effects from this representative location. A total of eight representative views within the established ZTV (**Figure 1.2**) have been selected for the analysis of visual effects.

7.3 A ZTV was created using; Hawkins Brown's digital building model that was inserted into Google Earth's digital mapping programme. These highlighted locations of visibility whilst taking into account build form and structures and has formed the basis of the visual assessment within this document. This provisional visual assessment is then refined in the field, at which stage visual receptors are also identified. These include highways, key junctions, transport links, public footpaths, as well as residential properties, workplaces and public open spaces.

7.4 The ZTV covers an area of up to 500m away from the Site. Findings in the field confirmed the baseline modelling to be correct with the intervening-built form of the Northern Quarter in particular, enclosing the site from the west and southwest, Ancoats enclosing it to the north and emerging developments within Piccadilly enclosing it to the east and southeast.

Refer to: **Figure 1.2 - Zone of Theoretical Visibility**

7.5 Viewpoint locations were tested within the ZTV, and a total of eight representative viewpoints chosen.

Views 1, 5 and 6 were generated using an accurate Z-map model combined with industry standard camera-matching techniques drawn from the photography and metadata. This process enables the alignment of the architectural model with the existing context to a high visual standard. While the views are illustrative, care has been taken to apply best-practice methods and reasonable professional judgement to achieve a visually accurate representation of the proposal within its surroundings.

Views 2,3 and 4 were generating using existing site data and Google Earth's 3D modelling tool to produce the representative views. This maps out all city buildings to provide a representative view of the townscape at both elevated and eye levels. A detailed block model illustrating the proposed development including outline façade treatments, frontages and heights was then inserted into the model to generate the representative views. These views were then used to map over the viewpoint photography. Refer to methodology for details on photography.

Additional, fully rendered imagery has been included for Views 2 and 4 to offer further clarity on materiality, articulation and finishes. These fully rendered views are from similar locations to the TVA viewpoints, however they are closer to the building and are taken with a shorter focal length than the 35mm set out within the Methodology. With this in mind these views should be considered alongside the formal TVA view.

7.6 For the purposes of this report as part of a full planning application, the modelling of the building proposals is shown as representative only. The development is shown over each view, with a ghosted-out wireline used when the building will not be visible. In all instances the model is representative of the form, façade detailing, height and scale of the building, but not all views are fully representative of its materiality (namely Views 2, 3 and 4, note: additional rendered images are included for views 2 and 4 to offer further clarity on materiality).

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

Close: less than 250m

Medium: between 250m – 500m

Long: More than 500m

Sensitivity of visual receptors

7.8 The views shown on **Figures 1.12 to 1.19** have been selected in order to be representative of a range of locations and distances from which the Site is visible, and for the type of occupancies (e.g. residential properties), activities (e.g. footpath users) and the expectations of potential receptors (e.g. visitors to the locality). The sensitivity of the receptor has been recorded against each view considered based upon judgements of their susceptibility to the type of intervention proposed and the value attached to the view.

Mitigation

7.9 A detailed description of proposed mitigation measures is provided at section 6.6 of this document.

Visual effects

7.10 The predicted effects for each of the representative views are assessed in **Tables [7.1 to 7.8]**. These effects are then summarised in **[Table 7.9]**:

Table 7.1: Assessment of Visual Effects – Illustrative view 1

View 1 – Blossom Street	
Figure Reference	1.12
Distance	Close
Direction	North
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Residents, public right of way users, Highway users, workers
Reason for view selection	A view looking south towards the development from Ancoats conservation at a key gateway into the district. The view is also representative of residential blocks on Blossom Street and fronting Great Ancoats
Description of existing view	The view looks southeast down Newton Street towards Piccadilly. The foreground captures the road junction of Great Ancoats Street, Newton Street and Blossom Street with associated pedestrian crossing points. Oxid House, a modern, tall (12 storeys) residential building with distinctive Corten Steel cladding and angled support columns defines the corner of the junction. Adjacent to Oxid House and on the right of the view is a traditional red-brick 3 storey building with a commercial frontage, Granny T's Coffee House, provides visual interest and active frontage. The middle ground is dominated by the Wentwood, a long red-brick Victorian warehouse fronting Newton Street, that has been converted to a residential building. It has repetitive fenestration and a strong linear form. This building is the most significant heritage block within the view. It's setting in the street has been altered significantly by the height of the adjacent Oxid House. Further down Newton Street and within the background of the view is the distinctive checkerboard-clad Marlsboro House. Its contrasting colour scheme and form indicate a distinct change in the architecture of Newton Street. Within the view ground floors are activated by entrances or commercial units and with the exception of Oxid House sit on the edge of pavement.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	There will be a minor alteration to the baseline view. The proposed development's frontage to Newton Street will be visible as part of the view down the streetscape. The proposed building will mask the gable end of Marlsboro House. The development will sit in line with the existing building alignments and will fill the gap along Newton Street, create an improved, continuous frontage to the streetscape, which is in keeping with the North Quarter and Newton Street character. Its perceived height sits above that of the adjacent Wentwood and Marlsboro House, by approximately two storeys, marking a change to the roofline. The stepping of building heights is not uncharacteristic within this view, as illustrated with the height of Oxid House next to the Wentwood building.

	The proposed development has noticeable similarities with the horizontally expressed architecture of both the Wentwood and Marlsboro House. Brick piers and horizontal brick banding along the façade clearly articulate the building's storeys with the rhythm of the windows displaying similarities to that of the surrounding buildings along the street.
Magnitude of change	Low
Predicted visual effects	Minor - Moderate
Nature of Visual Effects	Beneficial

Table 7.2: Assessment of Visual Effects – Illustrative view 2

View 2 – Junction of Dale Street and Newton Street	
Figure Reference	1.13
Distance	Close
Direction	Southwest
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Workers, public right of way users, highway users,
Reason for view selection	A view looking north towards the development from Stevenson Square conservation at the edge of a key public open space in the Northern Quarter.
Description of existing view	The view looks north up Newton Street towards Ancoats. The foreground captures the road junction of Newton Street and Hilton Street with associated pedestrian crossing points and is framed to the left by the corner of Esra & Gill within the 20 Hilton Street building. The right of the view is dominated by the distinctive checkerboard-clad Marlsboro House. A five-storey grade II, former factory. Graffiti and fly posters cover the ground floor of the building, which is currently vacant and as a result has no active ground floor frontages. Further up Newton Street and within the middle ground is The Wentwood, a red-brick Victorian warehouse. Its southern façade is very prominent within the view as a result of the adjacent vacant plot. It has repetitive fenestration with some variation to window detailing at the top storey. This building is the most significant heritage block within the view. In the background of the view and marking Great Ancoats, a series of taller buildings are visible. These include the Oxid building clad in corten and the adjacent dark grey residential block, with distinctive yellow banding, which sits on the edge of Blossom Street. These buildings offer a step up in height to the view. Active ground floors are evident to the left hand side of the view, but largely absent to the right. There is a visual layering between historic and contemporary buildings within the view that contributes to a mixed townscape character.
Visual Susceptibility	Medium
Value attached to view	Moderate

Visual Sensitivity	Medium
Proposed view	There will be an alteration to the view with the Proposed Development prominent but not uncharacteristic. The proposed development will be clearly visible as part of the view up the streetscape. The Proposed Development frontage is aligned with its neighbouring buildings and sits at the back of pavement consistent with the Northern Quarter character. The proposed building will mask the majority of the gable end of The Wentwood. The development will fill the gap along Newton Street and offer an improved, continuous frontage to the streetscape which, is in keeping with the Northern Quarter and Newton Street character. Its perceived height sits above that of the adjacent Wentwood and Marlsboro House buildings, marking a change to the skyline. Oxid House, to the background, is still the tallest buildings fronting Newton Street. From this view point the height of the building means there is partial loss of sky but as you move down Newton Street towards Piccadilly this becomes less significant. The Proposed Development has noticeable similarities with Marlsboro House, with the floors and window arrangements having a consistent ordering. The material palette including warm grey multi bricks and deep red window reveals, draws from, and complements The Wentwood's red brick and, whilst not visible within this view, the adjacent Sorting House's light grey stone detailing. It's tonal qualities also align with the grey checkerboard of the Marlsboro House frontage so appears in keeping with the surrounding material palette of the street.
Magnitude of change	Medium
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral

Table 7.3: Assessment of Visual Effects – Illustrative view 3

View 3 – Junction of Piccadilly and Newton Street	
Figure Reference	1.14
Distance	Medium
Direction	Southwest
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Workers, public right of way users, highway users, residents from an oblique angle
Reason for view selection	A longer view from Piccadilly, representing the edge of a major public open space (Piccadilly Gardens) and from the south edge of Stevenson Square conservation area.
Description of existing view	The view looks north up Newton Street from Piccadilly. Within the foreground, to the left-hand side of the view are a row of retail units with active ground floor frontage. Awnings and signage contribute to a lively streetscape. The right-hand side is defined by 16 Newton Street, a

	Victorian red-brick commercial building with highly detailed stonework at ground floor. Bradley House, a prominent red-brick building sits at the centre of the view providing a focal point. It splits the view in two with views up both Newton Street and Port Street. As the view continues down Newton Street, oblique views of Marlboro House and The Wentwood are possible. Behind these the Oxid building is visible. The view up Port Street terminates at The Astley, a gridded buff brick building of 15 storeys to the left of the street edge and the taller Vita building on Port Street (33 storeys) with its finer grid of windows set within a dark cladded frame. Visual layering of different architectural periods and styles is evident within this view, with Victorian red brick buildings most evident at the fore and mid grounds of the view.
Visual Susceptibility	Low
Value attached to view	Moderate
Visual Sensitivity	Medium Low
Proposed view	There will be a minor alteration to this view. An oblique view of the Proposed Development's frontage to Newton Street will be visible but will only comprise a small element of the total view. The building will sit as part of the continuous urban frontage along Newton Street, filling the gap that is currently there. It's height, whilst taller than the adjacent buildings, will have a very minor impact on the skyline as a result of the taller Oxid House sitting in the background and will further add to the stepping of buildings characteristic of this view. The southern façade of the building is the most visible element of the Proposed Development but it is in keeping with the varied roofline and has negligible impact on the existing skyline. The Proposed Development's mixed warm grey brick construction ties in with Marlboro House palette and the deep red window reveals complement the red brick buildings within this view.
Magnitude of change	Low
Predicted visual effects	Minor – Moderate
Nature of Visual Effects	Beneficial

Table 7.4: Assessment of Visual Effects – Illustrative view 4

View 4 – Junction of Tariff Street and Brewer Street	
Figure Reference	1.15
Distance	Close
Direction	South
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Workers, public right of way users, highway users, representative of some residents from the former Rochdale Canal Warehouse and Vantage Quay

Reason for view selection	A close up view from the south capturing the adjacent bar spillout space, Port Street and on the edge of the Stevenson Square conservation area.
Description of existing view	The view looks north up Brewer Street from the corner of Hilton Street. The foreground is of Brewer Street with a surface car park filling the right hand side of the view with no discernible features. To the left of the image and in the middle ground lies 43 Port Street, a four storey, Victorian, red brick building with a stone facade at ground level. Set back from this building and dominating the centre of the view is The Sorting Office. The building is largely Edwardian, constructed of red brick with light coloured stone detailing and has been altered more recently to convert it to a residential use including an additional storey above the red brick element. Views of Griffin House on Lever Street are evident above the Sorting Office and line through with the skyline of the previously mentioned buildings. To the right of the view the Wentwood building is visible. From this view point it is possible to see both the historic Victorian element that addresses Newton Street and the more modern clad block that addresses Dean Street. Whilst there is a large proportion of red brick period buildings evident within the view, there is visual layering of different architectural styles with more modern additions present.
Visual Susceptibility	Low
Value attached to view	Low
Visual Sensitivity	Low
Proposed view	There will be a total alteration to this view but the alterations are not considered uncharacteristic to the view. The Proposed Development will occupy a significant proportion of the view and be clearly noticeable to the observer. The building will mask views of The Sorting Office and those of the gable end of the historic section of The Wentwood, with a section of the newer block still visible. The Proposed Development is approximately 2-3 storeys taller than the adjoining developments and will break with the existing skyline due to its height. The Proposed Development occupies the entire building plot with its frontage aligning with other buildings addressing Dean Street. Large glazed openings at street level offer an improved frontage to both Dean Street and Faraday Street. The fenestration of the proposed development has a consistent rhythm and order and shares similarities with the surrounding buildings within the view. The warm grey brick façade treatment of the Proposed Development is in contrast to the red brick of the 43 Port Street and the historic element of the Wentwood but its deep red window reveals and detailing are analogous with the surrounding buildings. As you move south along Brewer Street the Joinery development comes into view. This is a nine storey building which will be taller than the Postal Street development and is another building of height and mass within the immediate vicinity of the site.
Magnitude of change	High
Predicted visual effects	Moderate
Nature of Visual Effects	Neutral

Table 7.5: Assessment of Visual Effects – Illustrative view 5

View 5 – Top of Port Street from Great Ancoats

Figure Reference	1.16
Distance	Close
Direction	North
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Residents, public right of way users, Highway users, workers
Reason for view selection	A view looking south towards the development from Ancoats conservation at a key gateway into the district. The view is also representative of residential blocks on Blossom Street and fronting Great Ancoats
Description of existing view	The view looks south from Great Ancoats down Port Street. The viewing angle is narrow and if you were to move up or down the street the view of the building would change significantly. Great Ancoats sits in the immediate foreground with buildings lining the edge of Port Street framing a directional view to the Site. Vita's Port Street development is positioned to the left of the view and whilst still in construction and surrounded by hoarding, will mark the frontage to Port Street and Great Ancoats. This is a tall building at 33 storeys with a lower red brick element wrapping the corner with 9 storeys facing Ancoats and 7 storeys addressing Port Street. The Astley (15 storeys) sits to the right of the view in buff brick and also turns the corner of Great Ancoats and Port Street. Between these two buildings, within the middle ground of the view, surface car parks are evident alongside the gable end of a 2 storey dwelling painted black. Further buildings are visible to the back of the view including; the gable end of 43 Port Street and its colourful mural, the rear of Marlboro House and above that breaking the skyline City Tower, at Piccadilly Gardens at 30 storeys.
Visual Susceptibility	Low
Value attached to view	Low
Visual Sensitivity	Low
Proposed view	There will be minor alteration to the view. The middle and upper storeys of the proposed development would be visible. The building height will affect the existing skyline sitting taller than the neighbouring 43 Port Street. The taller blocks of The Astley and Vita's Port Street in the foreground remain the dominant features in the view. The view of City Tower at Piccadilly will be partially obscured but will still be taller than the Proposed Development. Given the viewing angle is tight and constrained by the two buildings in the foreground any movement along the street would alter the buildings presence.
Magnitude of change	Low
Predicted visual effects	Minor
Nature of Visual Effects	Neutral

Table 7.6: Assessment of Visual Effects – Illustrative view 6

View 6 – Piccadilly Basin and Rochdale Canal towpath	
Figure Reference	1.17
Distance	Close - Medium
Direction	South
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Public right of way users, Highway users, workers
Reason for view selection	A view from Piccadilly Basin a confluence of Rochdale and Ashton canals and associated tow paths. The view is also representative of glimpsed views from Vantage Quay.
Description of existing view	The view looks north up Brewer Street from the edge of Piccadilly Basin. A large surface car park sits in the foreground to the left of the view with no discernible features. To the right of the view lies Vantage Quay residential building which presents a long, horizontal frontage to Brewer Street. Whilst the building is currently wrapped in scaffolding it is constructed in brown brick with protruding balconies covering 4 of its storeys with the ground floor elevation lined in windows and occasional service access doors. Fourways House sits to the left of the middle ground overlooking both the surface car park, the façade facing Brewer Street is only just glimpsed within the view. A layering of different buildings, facades and heights is characteristic of this view. The red brick of 42 Port Street merges with The Sorting Office as their roof line sits at the same height. Griffin House sits behind these buildings and is visible. A view of taller more distant buildings along Great Ancoats are possible, although they only form a small portion of the view.
Visual Susceptibility	Medium
Value attached to view	Low
Visual Sensitivity	Medium - Low
Proposed view	There will be a minor alteration to the view. The Proposed Development sits at the centre of the view and forms a small portion of the overall view. The Proposed Development aligns with 42 Port Street's frontage obscuring distant views of The Sorting Office, and largely masking views of Griffin House on Lever Street. The stepping in building height will add to layered roofline within this view and there will be a negligible alteration to the skyline. The Proposed Development will fill the existing gap in the streetscape offering a more consistent frontage to Dean Street, reinforcing the urban grain and street pattern and create a clearer termination to the view. The buildings architectural style, fenestration and form are in keeping with that of many of the buildings within this view. It's material palette adds to the variety and layering present within the view.
Magnitude of change	Low
Predicted visual effects	Minor - Moderate
Nature of Visual Effects	Beneficial

Table 7.7: Assessment of Visual Effects – Illustrative view 7

View 7 – Store Street Aqueduct	
Figure Reference	1.18
Distance	Medium
Direction	Southeast
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Public right of way users, Highway users, workers, listed structure
Reason for view selection	A view from a key regional route along Ashton Canal tow path and a view from the grade II* listed Store Street Aqueduct. The view is also representative of the distant residential views from Thomas Telford Basin neighbourhood.
Description of existing view	The view looks northwest from Store Street Aqueduct. The stone balustrade of the aqueduct is present in the immediate foreground. Across the middle of the view trees are visible which line the edge of Store Street and beside Paradise Wharf, with glimpsed views of Ducie House, a red brick, Victorian building. A grey, corrugated steel warehouse, which is home to the bar and music venue Diecast, sits to the right of the view in the middle ground. The Port Street tower at 33 storeys is clearly evident within the view and is by far the largest and most noticeable structure within the view. The 15 storey element of The Astley is visible to the right of the Port Street tower and marks the top of Dean Street.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	The proposed development is not visible from this view as a result of changing topography and built form so there is no change to the view.
Magnitude of change	Negligible
Predicted visual effects	Negligible
Nature of Visual Effects	Neutral

Table 7.8: Assessment of Visual Effects – Illustrative view 8

View 8 – Islington Marina	
Figure Reference	1.19
Distance	Medium - Long
Direction	East
Season and Condition	Mid Spring
Condition and Visibility	Clear and bright with good visibility
Type of Receptor	Residents, public open space
Reason for view selection	A view from Islington Marina at one of the key public open spaces within this part of the city. The view is also representative of views from residential blocks to the north of the canal basin.
Description of existing view	The view looks west towards the Site. The majority of the foreground captures the Canal and Marina setting with towpaths, footbridges, barges and waterspace all visible. The right of the view is activated by spill out seating, associated with one of the cafes facing the canal. A low grey block which is home to Islington Co-op Academy sits in the middle ground, beyond the canal, and stretches across the majority of the view. Royal Mills, a distinctive red brick mill building lies to the right of the view. This is positioned along Redhill Street and sets the skyline to the right hand side of the view. The 15 storey element of the Astley rises above the height of Royal Mills but it is the 30 storey Port Street Tower that is the dominant element along the skyline. Behind this tower, distant views of City Tower at Piccadilly are possible and to the far right of the view Betham Tower on Deansgate is discernible.
Visual Susceptibility	Medium
Value attached to view	Moderate
Visual Sensitivity	Medium
Proposed view	The proposed development is not visible from this view because of distance, topography and built form so there is no change to the view.
Magnitude of change	Negligible
Predicted visual effects	Negligible
Nature of Visual Effects	Neutral

Summary of visual effects

- 7.11 The Site is visible from a range of viewpoints as identified in **Figure 1.2**. The views are representative of a range of distances, locations, occupancies and activities within the townscape.
- 7.12 Due to the building height, the site's terrain and its surrounding built form, views over 500m away from the development proposals have not been considered worthwhile as the site is positioned within an existing tight grained urban area.
- 7.13 The potential visible effects of the proposed development have been considered which includes for the height, massing and position of the development within the Site. The modelling of the proposed development has been based on the layouts by Hawkins Brown and is meant for illustrative purposes only. In addition, modelling of the mitigation proposals within the views are also illustrative and represent the building form and layout. It's materiality and detailing is rendered on representative viewpoints 1, 2, 4, 5 & 6 offering clarity on finish and detailing.
- 7.14 The predicted Visual Effects range from Negligible to Minor Moderate Beneficial and Moderate Neutral.
- 7.15 The most substantial Visual Effects will be experienced by View 4. This is predicted to experience Moderate effects which will be Neutral in nature. This is due to High magnitude of change and Low Visual Sensitivity. The viewpoint is close to the proposed building so there is a significant perceived alteration of the view. Within the view there is evidence of detracting, low quality features within the townscape.
- 7.16 The predicted Visual Effects upon other views include Negligible Effects to views 7 and 8. This is due to Negligible magnitude of change, as the proposed development is not visible.
- 7.17 The proposed mitigation measures are embedding in the architectural design of the building. These mitigation measures will better assimilate the proposed development into the existing townscape context.

7.18 **Table 7.9** Summarises the predicted Visual Effects to each view considered:

Table 7.9: Visual Effects Summary

View	Visual Sensitivity	Magnitude of change	Visual Effect and Nature
1	Medium	Low	Minor Moderate Beneficial
2	Medium	Medium	Moderate Neutral
3	Medium Low	Low	Minor Moderate Beneficial
4	Medium Low	High	Moderate Neutral
5	Low	Low	Minor Neutral
6	Medium Low	Low	Minor Moderate Beneficial
7	Medium	Negligible	Negligible
8	Medium	Negligible	Negligible

8 Conclusions

Site proposals

- 8.1 The Postal Street Site is located to the eastern edge of the Northern Quarter area. It is bound by Postal Street to the north, Dean Street to the east, Faraday Street to the south and Newton Street to the west.
- 8.2 The full planning application is for a development of 126 residential apartments, with a proportion of these being priced at Manchester's Living Rent; 759 sqm of ground floor commercial space; secure cycle parking and other associated works. The development will be undertaken on one parcel of land and the building will be eight storeys.
- 8.3 The building has a series of embedded mitigation measures proposed with regards to townscape character and appearance. These include careful consideration of the following elements: frontages, materiality, detailing, proportions and scale and massing.
- 8.4 The baseline assessment for the Site identifies several existing townscape features which are important with respect to townscape and visual issues. These include tight urban grain, building frontages aligned at the back of pavements, a typically urban character and varied architectural styles set amongst red brick heritage warehouses and townhouses.

Townscape effects

- 8.5 It is identified that the Proposed Development results in Townscape Effects that are predicted to range from Negligible and Low to Moderate. However, moderate effects are limited to the Site area only. It is likely that any development on the Site would be transformational and cause an alteration to its character.
- 8.6 The development will be seen to be having a beneficial impact to the Northern Quarter Character Area in which it sits. This is because of improved frontages & streetscapes, enhanced urban grain and removal of vacant city centre sites that is afforded by the proposed development.
- 8.7 The effects on the townscape during construction will be limited and temporary and will be no greater than the long-term effects of the proposed development.
- 8.8 Lighting effects are not considered to be significant within the existing urban context. Any form of development will, likely, require lighting both internally and externally. External lighting will be seen against a backdrop of other urban, residential developments in the immediate vicinity.

Visual effects

- 8.9 Viewpoint locations range from close to medium to long distances, with the longest viewpoint located at 510m away from the centre of the Site. The Visual Sensitivity of receptors range from Low to Medium.

- 8.10 The predicted Visual Effects of the proposed development range from Negligible to Minor Moderate beneficial and Moderate Neutral.
- 8.11 Views from sensitive receptors, such as residents at home, public open spaces, users of streets, workplaces, points of heritage significance and conservation areas have been included. When calculating the visual sensitivity of these receptors and viewpoints, nearly all had detracting features which brought down the overall rating.
- 8.12 The proposed townscape mitigation will help to assimilate the proposed development into the urban context. Mitigation proposals are embedded in the architectural design of the building and includes, building frontages, proportions, detailing, materiality and form. The mitigation proposals reduce the Visual Effects of the development and are characteristic of the surrounding area.

Summary conclusion

- 8.13 Overall, it is considered that the proposals can be integrated without substantial harm to the character of the townscape or visual context. The townscape and visual context have capacity to accommodate change in the nature of the proposed development, due to the widespread presence of modern high-rise and high-density buildings, mixed architectural aesthetics and characters, and other proposed developments within close proximity.
- 8.14 Summaries of Townscape Effects and Visual Effects are provided at **Table 8.1** and **Table 8.2** respectively.

Table 8.1: Townscape Effects Summary

Character Area		Townscape Sensitivity	Magnitude of Change	Townscape Effect and Nature	Townscape Effect with mitigation (residual effect) and Nature
1	Northern Quarter	High Medium	Low	Moderate Beneficial	Moderate Beneficial
2	Piccadilly	Low	Low	Low Beneficial	Low Beneficial
3	Ancoats	High Medium	Negligible	N/A	N/A
4	New Islington	Medium Low	Negligible	N/A	N/A
5	Retail Core	Medium Low	Negligible	N/A	N/A
6	New Cross	Low	Negligible	N/A	N/A

Table 8.2: Visual Effects Summary

View	Visual Sensitivity	Magnitude of change	Visual Effect and Nature
1	Medium	Low	Minor Moderate Beneficial
2	Medium	Medium	Moderate Neutral
3	Medium Low	Low	Minor Moderate Beneficial
4	Medium Low	High	Moderate Neutral
5	Low	Low	Minor Neutral
6	Medium Low	Low	Minor Moderate Beneficial
7	Medium	Negligible	Negligible
8	Medium	Negligible	Negligible

Appendix A:

Figures

Figure 1.1 – Study Area

Figure 1.2 – Zone of Visual Influence

Figure 1.3 – Urban Grain

Figure 1.4 – Existing Building Heights

Figure 1.5 – Heritage Designations

Figure 1.6 – Strategic Regeneration Frameworks

Figure 1.7 – Movement Typologies

Figure 1.8 – Topography

Figure 1.9 – Committed Developments

Figure 1.10 – Character Areas

Figure 1.11 – View points

Figure 1.12 – View point 1

Figure 1.13 - View point 2

Figure 1.14 – View point 3

Figure 1.15 – View point 4

Figure 1.16 – View point 5

Figure 1.17 – View point 6

Figure 1.18 – View point 7

Figure 1.18 – View point 8

Appendix B

TVA Assessment Methodology

Introduction

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

Baseline Study

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

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

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

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

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

Assessment of Townscape Effects

General

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

Sensitivity = Susceptibility + Value

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

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

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

Townscape Susceptibility

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

(Refer to Table 1: Townscape Susceptibility)

Townscape Value

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

(Refer to Table 2: Townscape Value)

Townscape Quality

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

(Refer to Table 3: Townscape Quality)

Townscape Sensitivity

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

(Refer to Table 4: Townscape Sensitivity)

Magnitude of Change (Townscape)

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

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

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

Embedded Mitigation

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

Figure A: Townscape Assessment Process

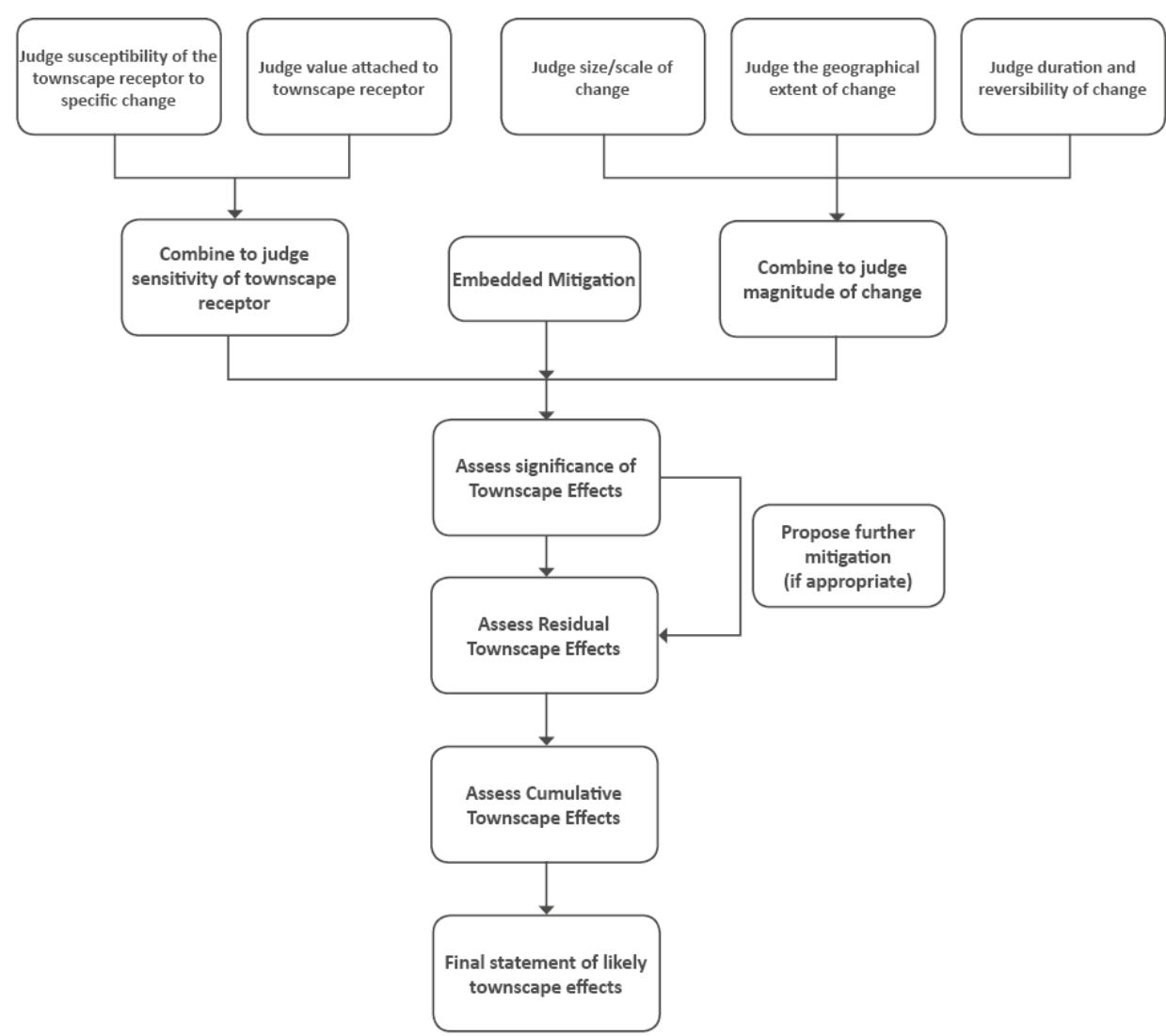


Table 1: Townscape Susceptibility

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

Table 2: Townscape Value

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

(Also see Table 3 for Quality criteria)

Table 3: Townscape Quality

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

Table 4: Townscape Sensitivity

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

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

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

Table 5: Magnitude of change (Townscape)

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

Table 6: Significance of Townscape Effects

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

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

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

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

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

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

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

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

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

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

Assessment of Visual Effects

General

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

- The **Sensitivity** of a visual receptor combines judgements of their **Susceptibility** to the type of intervention proposed and the **Value** attached to the particular view.

Sensitivity = Susceptibility + Value

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

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

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

Visual Susceptibility

26. As defined within GLVIA 3, the susceptibility of different visual receptors to change in views and visual amenity is mainly a function of:

- The occupation or activity of people experiencing the view at particular locations; and
- The extent to which their attention or interest may there be focused on the view and the visual amenity they experience at particular locations

(Refer to Table 7: Visual Susceptibility)

Value attached to Views

27. Judgements made about the value attached to views consider

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

(Refer to Table 8: Value attached to View)

Visual Sensitivity

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

(Refer to Table 9: Visual Sensitivity)

Magnitude of Change (Visual)

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

Size or scale

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

Geographical extent

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

Duration and reversibility of the visual effect

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

Embedded Mitigation

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

Figure B: Visual Assessment Process

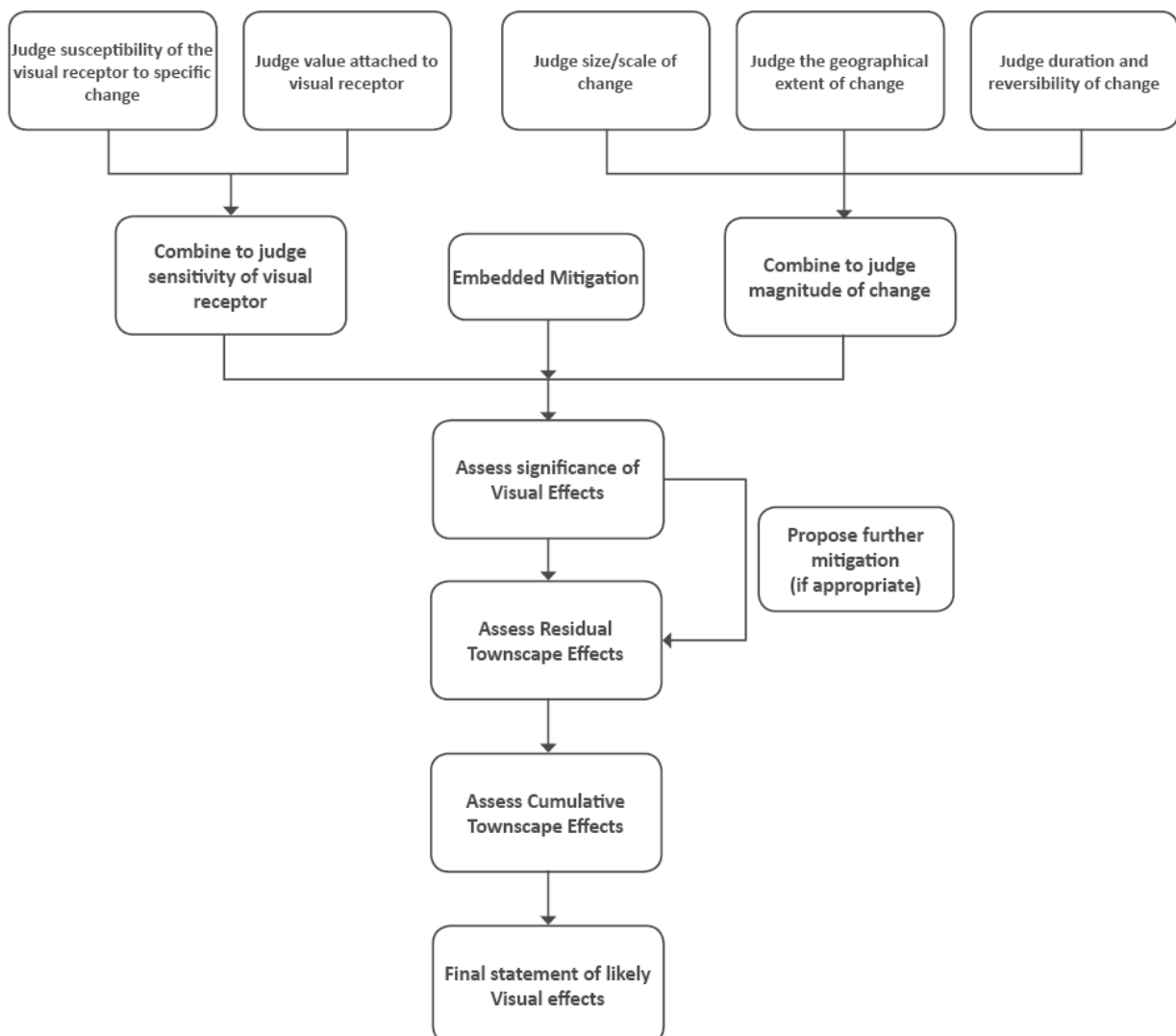


Table 7: Visual Susceptibility

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

Table 8: Value attached to Views

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

Table 9: Visual Sensitivity

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

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

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

Table 10: Magnitude of change (Visual)

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

Table 11: Significance of Visual Effects

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

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

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

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

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

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

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

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

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

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

Appendix C:

Methodology for producing views and photomontages

Choosing the viewpoints

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

Overview on producing photomontages

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

Methodology for producing photomontages

8. The camera is mounted on a tripod at eye-level, which is 1.65m with a +/- 100mm tolerance. The camera is levelled on the tripod using a spirit level. The location of the camera is recorded in the field.

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

adjusted to match as closely as possible the field of view to the panorama. The accuracy of the matching is dependent on the camera focal length, the number of individual photos that combine to make the panorama, and the conversion of the camera metadata into equivalent data in the modelling software. The scene is then exported as a high-resolution PDF which is then overlaid onto the panorama.

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

Note for ZTV:

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

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