02.07.26 / RF25-1285-02-RP-01

1 Castlefield, Manchester

Townscape & Visual Assessment

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Revisions

Date	Author	Revision	Description of revision	Approved
02/07/2026	JM	-	First Issue	DL
28/07/2026	JM	A	Updates	DL

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1 Introduction

1.1 This report examines the predicted effects of the proposed development at 1 Castlefield, Manchester on the local townscape character and visual amenity. The assessment supports two Full Planning Applications submitted by Kirindolam 8 Ltd for a residential-led development comprising two residential buildings and associated external residents amenity and public realm.

1.2 The assessment has been undertaken by re-form Landscape Architecture Limited in accordance with the *Guidelines for Landscape and Visual Impact Assessment, Third Edition* (Landscape Institute and IEMA, 2013, hereafter *GLVIA3*) and the Landscape Institute's *Technical Information Note 05/17, Townscape Character Assessment (Revised April 2018)*. This report will refer to the relevant national guidance for:

i The assessment of townscape character and visual qualities of the urban environment.

ii The capacity of the receiving townscape to accommodate development.

iii The assessment of effects on visual receptors and townscape character areas.

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

i the character and sensitivity of the townscape within the vicinity of the proposed development; and

ii the visual amenity of the receiving townscape

1.4 The assessment demonstrates that the Site occupies a highly urbanised brownfield location within an area of substantial ongoing change and regeneration. Whilst the development will introduce notable changes to the townscape and skyline, the receiving townscape possesses a substantial capacity to accommodate tall buildings and city centre growth.

1.5 This report is structured as follows:

i Description of the Site and its immediate context in general terms, identifying the location and main characteristics.

ii Identification of the relevant planning policy context at national and local level that is pertinent to townscape character and visual issues.

iii Identification of baseline criteria of the Site which is to be used to inform the assessment of townscape and visual effects is established.

iv Description of the methodology for establishing the townscape and visual effects; this determines the assessment of the townscape and visual effects of the existing Site and the proposed development.

v An assessment of the townscape and visual effects of the development in relation to the baseline conditions, and with and without mitigation.

vi A summary of the findings and conclusions.

vii Appendices

2 The Site

2.1 The Site is located on Ellesmere Street within Castlefield, Manchester, within the city centre and approximately 1km south-west of Deansgate. The Site lies within Manchester City Council's administrative area and occupies a brownfield parcel of land adjacent to the River Irwell, The Bridgewater Canal, the railway corridor and the wider Castlefield urban quarter.

2.2 The Site currently comprises previously developed urban land containing a mixture of hardstanding, vacant land and already demolished low rise commercial and light industrial uses. The Site is enclosed by existing development and strategic transport infrastructure.

2.3 The surrounding townscape is characterised by a dense urban grain comprising residential, commercial, industrial and mixed-use development. Building heights vary considerably from traditional two to five storey buildings to recently completed and consented tall buildings associated with Manchester's continuing city centre expansion.

2.4 The Site benefits from excellent connectivity and is located close to the Metrolink network, principal highway routes, the railway corridor, the River Irwell and the Bridgewater Canal.

2.5 The wider study area contains numerous designated heritage assets including the Castlefield Conservation Area, Ordsall Hall (Grade II*), the former Church of St Geroge (Grade II*), numerous Grade II listed buildings and a range of historic transport infrastructure associated with Manchester's industrial heritage.

2.6 Existing vegetation within the Site is limited and largely comprises incidental urban planting. More substantial vegetation occurs within nearby public open spaces including St George's Park, Hulme Park, Hullard Park and Ordsall Park.

3 Relevant planning policy

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

National policy – National Planning Policy Framework (NPPF)

3.2 Relevant Sections within the National Planning Policy Framework in respect of townscape and visual issues are as follows:

3.3 **Section 12: Achieving Well-Designed Places (Paragraphs 126–136)**
The NPPF places great importance on the design of the built environment. Paragraph 130 states that planning policies and decisions should ensure developments:

i Function well and add to the overall quality of the area.

ii Are visually attractive as a result of good architecture and effective landscaping.

iii Establish a strong sense of place.

iv Optimise the potential of the Site to accommodate and sustain an appropriate mix of uses.

v Create safe, inclusive and accessible environments.

3.4 **Section 15: Conserving and Enhancing the Natural Environment**
Encourages the protection and enhancement of valued landscapes and recognises the intrinsic character and beauty of the countryside and urban greenspace.

3.5 **Section 16: Conserving and Enhancing the Historic Environment**
Requires development to sustain and enhance the significance of heritage assets and their settings, making a positive contribution to local character and distinctiveness.

3.6 The NPPF underpins local planning policy, which seeks to ensure that new development in Manchester is high quality, contextually responsive, and integrated with its surroundings.

Local policy

3.7 The Site is located within the Manchester Local Authority area, relevant policies include.

3.8 **Manchester Core Strategy (2012)** including saved policies of the Manchester Local Plan.

i **Policy SP1 – Spatial Principles:** Encourages the sustainable growth of Manchester's regional centre, focusing new development in accessible locations such as the city centre fringe.

ii **Policy EN1 – Design Principles and Strategic Character Areas:** Supports development that responds to local character, reinforces the sense of place, and enhances townscape quality.

iii **Policy EN2 – Tall Buildings:** States that tall buildings should only be permitted where they complement the city's overall scale and character and make a positive contribution to the skyline.

iv **Policy EN3 – Heritage:** Seeks to protect and enhance heritage assets and their settings, ensuring new development contributes positively to Manchester's historic environment.

v **Policy EN9 – Green Infrastructure:** Promotes an integrated network of high-quality open spaces that contribute to biodiversity, visual amenity, and climate resilience.

Places for Everyone (PfE) 2024

3.9 Red Bank falls within Policy JP-A1 (Manchester City Centre) and JP-P2 (Victoria North). These policies identify Victoria North as a major growth area for residential-led regeneration, supporting tall buildings in appropriate locations to create a distinctive skyline while improving connections to the Irk Valley.

3.10 PfE policies relevant to this TVA include:

i **Policy JP-S4 – Green Belt and Green Infrastructure:** Protects and enhances blue-green networks.

ii **Policy JP-S6 – Flood Risk and Water Management:** Promotes the use of SuDS and multifunctional landscapes.

iii **Policy JP-D1 – Design:** Requires new development to be visually attractive and to contribute positively to townscape character.

iv **Policy JP-D2 – Tall Buildings:** Reinforces the need for high-quality design and assessment of skyline impacts and key views.

Supplementary & Strategic Guidance

3.11 Castlefield Conservation Area Appraisal and Management Plan:

i Identifies Castlefield as an area of exceptional historic significance, whose character is defined by its canals, railways, warehouses and industrial heritage, together with the spatial relationships between these assets. The Appraisal seeks to preserve and enhance this character by ensuring that new development respects the historic urban grain, the setting of designated heritage assets, and important views within and from the Conservation Area, whilst recognising that high-quality contemporary development can contribute positively to its continued evolution. Accordingly, this assessment considers the effects of the Proposed Development on the significance and setting of the Conservation Area, key heritage assets and important views, having regard to the objectives of the Appraisal and Management Plan.

3.12 The Guide to Development in Manchester Supplementary Planning Document (SPD)

i Provides detailed guidance on the design and layout of new development across the city and supplements the policies of the Development Plan. The SPD promotes a design-led approach to development, seeking to ensure that proposals respond positively to their surrounding context, reinforce local character and contribute to the creation of attractive, sustainable and well-connected neighbourhoods. It emphasises the importance of high-quality architecture, public realm, landscape, accessibility and environmental quality in creating successful places.

3.13 Of relevance to the Proposed Development are the following design principles:

i Character and Context – New development should respond positively to the existing character of its surroundings, reinforcing local distinctiveness whilst allowing for contemporary architectural expression where appropriate.

ii Quality of the Public Realm – Development should positively define streets and public spaces through active frontages, high-quality materials, landscape design and a clear hierarchy of routes that promote walking, cycling and social interaction.

iii Urban Form and Legibility – Proposals should create coherent blocks, well-defined streets and spaces, maintain important views and landmarks, and improve the legibility and permeability of the urban environment.

iv Landscape and Green Infrastructure – Landscape should form an integral part of the design process, contributing to biodiversity, environmental quality, climate resilience and the creation of attractive public spaces.

3.14 The SPD also provides specific guidance relating to tall buildings, recognising that they are visible over long distances and can influence the character of a much wider area than conventional development. It acknowledges that well-designed tall buildings can make a positive contribution to Manchester's image, skyline and regeneration, but states that poorly located or poorly designed buildings can adversely affect the city's character, heritage assets and important views. Consequently, proposals for tall buildings should be fully justified and carefully considered within their wider townscape context. They should demonstrate that they:

i make a positive contribution to the composition of the Manchester skyline;

ii respond appropriately to surrounding townscape character, urban grain and scale;

iii preserve or enhance the setting of Conservation Areas, listed buildings and other heritage assets;

iv create active and attractive streets at ground level through high-quality architecture, landscape and public realm design; and

Policy Summary

3.15 The Proposed Development is located within an established city centre regeneration area where national and local planning policy supports the redevelopment of previously developed land to deliver high-density, well-designed development in sustainable locations. The Site occupies a prominent position on the edge of the Castlefield Conservation Area, where the principal planning considerations relate to balancing continued regeneration with the conservation of the area's historic character and significance. The principal policy considerations for the TVIA therefore relate to:

i The effect of the Proposed Development on townscape character and the composition of the Manchester city centre skyline.

ii The effect of the Proposed Development on the significance and setting of the Castlefield Conservation Area and nearby designated heritage assets, including key views into, out of and within the Conservation Area.

iii The quality of the architectural, landscape and public realm proposals, including their contribution to green infrastructure, connectivity and placemaking within the wider Castlefield area.

3.16 This assessment demonstrates that, whilst the Proposed Development would introduce a new tall building into the local townscape, the Site is located within an area that has undergone substantial urban change and where continued regeneration and higher-density development are supported through the planning policy framework. The proposals respond positively to the evolving city centre context through a high-quality architectural and landscape design, whilst carefully considering effects on the surrounding townscape, visual amenity and heritage assets.

4 Development proposals

4.1 The development proposals include two residential blocks (A and B) comprising 593 residential units.

i Block A: Ground and first floors plus 44 storeys of residential units (+168.00m AOD).

ii Block B: Ground floor plus 8 storeys of residential units (+59.8mAOD).

iii Ancillary provisions: 380 secure cycle spaces (providing 1 cycle space per 1.56 dwelling units), and 40 car parking spaces (6.7% provision).

4.2 In addition to the above, the following landscape and public realm proposals are included.

i Central residents' courtyard.

ii First floor podium amenity space.

iii Public realm improvements to surrounding streets.

4.3 Architectural design by DCM Architects proposes high-quality materials primarily glazing to block A and brick to block B, referencing the area's industrial heritage alongside more recent modern architecture interventions.

4.4 Public realm and external resident's spaces design by re-form Landscape Architecture emphasises the development of high quality spaces that create a cohesive networks and spaces and streets, supporting pedestrian movement and placemaking.

5 Townscape baseline assessment

5.1 This section establishes the existing townscape context within the study area, identifying townscape character areas, heritage assets, strategic movement corridors and key visual relationships. The assessment combines desk-based analysis with field survey and photographic recording undertaken during Spring 2026.

5.2 The baseline assessment has been undertaken in accordance with the Townscape and Visual Impact Assessment (TVIA) methodology set out in Appendix C. The methodology has been applied to describe and analyse existing townscape character, built form, movement patterns, heritage context and public realm qualities relevant to the Site, forming the basis against which changes arising from the Proposed Development are assessed in subsequent chapters.

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.

Topography

5.5 The study area occupies relatively level ground associated with the River Irwell valley floor. Whilst localised level changes occur adjacent to railway embankments, canal corridors and bridge crossings, topography is generally not a defining characteristic of the wider townscape.

5.6 The relatively flat topography increases the visibility of taller structures and contributes to the prominence of the Manchester skyline when viewed from surrounding open spaces and transport corridors.

Vegetation and Open Space

5.7 Vegetation within the study area is largely concentrated within public open spaces, canal corridors and riverside environments. Significant green infrastructure assets include:

i St George's Park;

ii Hulme Park;

iii Hullard Park;

iv Ordsall Park;

v River Irwell corridor;

vi Bridgewater Canal corridor.

5.8 Vegetation within the Site itself is limited and comprises incidental urban planting, self-seeded vegetation and isolated trees associated with existing development parcels.

Urban Settlement

5.9 Figure 3 shows the study area contains a diverse urban grain reflecting Manchester's industrial origins and more recent regeneration. Historic warehouses, railway structures, canal infrastructure and listed buildings coexist alongside large-scale residential towers and contemporary mixed-use development.

5.10 Building heights vary significantly throughout the study area. Traditional industrial and residential buildings are generally between two and six storeys in height whilst contemporary development within St John's, Deansgate Square, Great Jackson Street and Castlefield includes buildings exceeding 40 storeys.

Heritage Designations

5.11 Figure 4 indicates the Site lies in close proximity to a number of designated heritage assets including:

i i. Castlefield Conservation Area;

ii ii. Empress Conservation Area;

iii iii. Former Turville Public House (Grade II);

iv iv. Castlefield Chapel (Grade II);

v v. Ordsall Hall (Grade II*);

vi vi. Numerous Grade II listed canal, railway and industrial structures.

5.12 The historic transport infrastructure associated with Castlefield represents a defining component of local townscape character and contributes significantly to the identity and sense of place of the area.

Local Townscape Character Areas

5.13 Fieldwork and the re-form baseline mapping (Figure 8) identify 11 local Townscape Character Areas within the 750 m study area. These correspond to distinct variations in landform, urban structure, and use.

5.14 Each is described below and evaluated for susceptibility, value, and resulting sensitivity in accordance with GLVIA3.

5.15 **Character Area A: Castlefield**

i **Description:** Historic canal basin and warehouse quarter centred on the Bridgewater Canal, Castlefield Basin and the Roman fort. Characterised by heritage assets, canals, viaducts, historic warehouses and high-quality public realm.

ii **Land Use & Form:** Mixed-use heritage quarter comprising residential, commercial, leisure and cultural uses. Predominantly mid-rise historic buildings with carefully integrated contemporary development.

iii **Vegetation:** Moderate levels of vegetation focused on canal corridors, public spaces and incidental tree planting.

iv **Topography:** Generally level with local level changes associated with canals, bridges and railway viaducts.

v **Susceptibility:** Medium – heritage significance limits capacity for insensitive change balanced against more recent modern architectural interventions in the surrounding area.

vi **Value:** High – designated Conservation Area containing numerous listed buildings and nationally significant heritage assets.

vii **Quality:** High – well-maintained historic environment with strong architectural and spatial coherence.

viii **Sensitivity: High Medium.**

5.16 **Character Area B: St John's**

i **Description:** Recently regenerated mixed-use quarter combining historic industrial structures with substantial contemporary commercial and residential development.

ii **Land Use & Form:** High-density mixed-use development including offices, residential buildings, hotels and cultural destinations arranged around new public realm.

iii **Vegetation:** Moderate levels of street tree planting and landscaped public spaces.

iv **Topography:** Predominantly level.

v **Susceptibility:** Low – evolving townscape with capacity to accommodate continued change.

vi **Value:** Moderate – distinctive character with surviving heritage features and significant recent investment.

vii **Quality:** High – cohesive public realm and high-quality architecture.

viii **Sensitivity**: **Medium-Low**

5.17 **Character Area C: Water Street**

i **Description:** Mixed commercial and residential corridor linking Castlefield and Spinningfields, characterised by former industrial buildings alongside recent redevelopment.

ii **Land Use & Form:** Mixed-use urban block structure with varied building ages and heights.

iii **Vegetation:** Limited, primarily street trees and incidental planting.

iv **Topography:** Level.

v **Susceptibility:** Low.

vi **Value:** Moderate.

vii **Quality:** Medium-High – improving townscape through ongoing regeneration.

viii **Sensitivity: Medium Low.**

5.18 **Character Area D: Great Jackson Street**

i **Description:** Major regeneration area characterised by clusters of tall residential buildings and contemporary public realm.

ii **Land Use & Form:** Predominantly high-density residential with supporting commercial uses arranged around streets and public spaces.

iii **Vegetation:** Moderate levels of new street trees and amenity planting.

iv **Topography:** Level.

v **Susceptibility:** Low – established tall-building character readily accommodates further change.

vi **Value:** Moderate.

vii **Quality:** High – contemporary urban environment with coherent design language.

viii **Sensitivity**: **Medium Low**

5.19 **Character Area E: First Street**

i **Description:** Contemporary mixed-use neighbourhood combining offices, residential development, hotels and cultural venues centred around high-quality public realm.

ii **Land Use & Form:** Dense perimeter blocks with modern architecture enclosing active streets and public spaces.

iii **Vegetation:** Street tree planting and soft landscaping.

iv **Topography:** Level.

v **Susceptibility:** Low

vi **Value:** Moderate

vii **Quality:** High – strong public realm and active frontage.

viii **Sensitivity**: **Medium Low.**

5.20 **Character Area F: Petersfield**

i **Description:** Civic and commercial district containing landmark buildings, major transport infrastructure and formal public spaces.

ii **Land Use & Form:** Large-scale office, civic and hotel buildings arranged within a spacious urban framework.

iii **Vegetation:** Limited but including formal civic planting and street trees.

iv **Topography:** Level.

v **Susceptibility:** Low.

vi **Value:** Moderate.

vii **Quality:** Good.

viii **Sensitivity**: **Medium-Low.**

5.21 **Character Area G: Spinningfields**

i **Description:** Commercial district characterised by contemporary architecture, active public spaces and high-quality streetscape.

ii **Land Use & Form:** High-density commercial and mixed-use development with medium and tall buildings.

iii **Vegetation:** Large areas of tree and shrub planting integrated into formal public realm.

iv **Topography:** Level.

v **Susceptibility:** Low.

vi **Value:** High.

vii **Quality:** High – cohesive and well-maintained urban environment.

viii **Sensitivity:** Medium.

5.22 **Character Area H: Salford University & Cathedral**

i **Description:** Historic institutional area focused on Salford Cathedral, university buildings and associated civic uses.

ii **Land Use & Form:** Institutional and educational campus interspersed with historic religious buildings and civic spaces.

iii **Vegetation:** mature tree planting and landscaped grounds.

iv **Topography:** Gently sloping towards the River Irwell.

v **Susceptibility:** High.

vi **Value:** High – important heritage and educational assets.

vii **Quality:** High.

viii **Sensitivity:** High.

5.23 Character Area I: Salford Mixed Use

i **Description:** Extensive regeneration area comprising a varied mix of commercial, residential and former industrial land.

ii **Land Use & Form:** Mixed urban grain with modern residential development alongside retained industrial buildings.

iii **Vegetation:** Limited to moderate, largely associated with new development.

iv **Topography:** Generally level.

Susceptibility: Low

v **Value:** Low.

vi **Quality:** Medium – fragmented but improving through regeneration.

vii **Sensitivity:** Low.

5.24 **Character Area J: Ordsall Riverside**

i **Description:** Riverside regeneration corridor focused on residential-led redevelopment along the River Irwell.

ii **Land Use & Form:** Medium and high-density residential development integrated with riverside public realm.

iii **Vegetation:** Area of new riverside planting, street trees and green infrastructure.

iv **Topography:** Predominantly level following the river corridor.

v **Susceptibility:** Low.

vi **Value:** Moderate.

vii **Quality:** Medium.

viii **Sensitivity:** Medium Low.

5.25 **Character Area K: Trafford Park**

i **Description:** Extensive industrial and employment area characterised by large warehouses, manufacturing premises and strategic infrastructure.

ii **Land Use & Form:** Large-format industrial buildings arranged on expansive plots with wide highway corridors.

iii **Vegetation:** Limited, confined to highway planting and isolated landscape buffers.

iv **Topography:** Level.

v **Susceptibility:** Medium.

vi **Value:** Low.

vii **Quality:** Low – functional industrial character.

viii **Sensitivity:** Low.

5.26 **Character Area L: Hulme**

i **Description:** Predominantly residential neighbourhood of post-war redevelopment and more recent regeneration centred around a connected network of streets and parks.

ii **Land Use & Form:** Medium-density residential development with local centres, schools and community facilities.

iii **Vegetation:** Moderate to high levels of street trees, parks and amenity green space.

iv **Topography:** Generally level.

v **Susceptibility:** Medium.

vi **Value:** Moderate.

vii **Quality:** Medium – established residential environment with significant green infrastructure.

viii **Sensitivity:** Medium.

5.27 **Character Area M: Salford Central & Greengate**

i **Description:** Rapidly evolving city centre extension characterised by high-density residential towers, commercial buildings and significant public realm investment.

ii **Land Use & Form:** Dense urban form with medium and tall buildings defining a contemporary skyline.

iii **Vegetation:** new street trees, pocket parks and civic planting.

iv **Topography:** Level.

v **Susceptibility:** Low – established regeneration area capable of accommodating further urban change.

vi **Value:** Medium-High – strategically important city centre regeneration area.

vii **Quality:** High – modern architecture and well-designed public realm.

viii **Sensitivity:** Medium-Low.

Table 5.1: Summary of Townscape Character Areas

Character Area	Susceptibility	Value	Quality	Sensitivity
A. Castlefield	Medium	High	High	High
B. St John's	Low	Moderate	High	Medium-Low
C. Water Street	Low	Moderate	Medium-High	Medium-Low
D. Great Jackson Street	Low	Moderate	High	Medium-Low
E. First Street	Low	Moderate	High	Medium-Low
F. Petersfield	Low	Moderate	Good	Medium-Low
G. Spinningfields	Low	High	High	Medium
H. Salford University & Cathedral	High	High	High	High
I. Salford Mixed Use	Low	Moderate	Medium	Low
J. Ordsall Riverside	Low	Moderate	Medium	Medium-Low

K. Trafford Park	Medium	Low	Low	Low
L. Hulme	Medium	Moderate	Medium	Medium
M. Salford Central & Greengate	Low	Moderate	High	Medium-Low

5.28 The study area encompasses a diverse range of townscape character areas reflecting Manchester and Salford's continued evolution from historic industrial settlements to a dense, mixed-use city centre. The majority of the study area comprises regeneration areas that have experienced, or continue to experience, substantial urban change, including **St John's**, **Water Street**, **Great Jackson Street**, **First Street**, **Salford Mixed Use**, **Ordsall Riverside** and **Salford Central & Greengate**. These areas are generally characterised by contemporary development, higher density urban form and an established pattern of regeneration, resulting in a **low susceptibility** to further change and an overall **low to medium-low sensitivity** to new development.

5.29 In contrast, the **Castlefield** and **Salford University & Cathedral** character areas comprise the most sensitive townscape receptors within the study area. Both possess a high concentration of designated heritage assets, strong historic townscape character and a well-defined sense of place, resulting in **high townscape value, quality and overall sensitivity**. Although Castlefield has continued to evolve through carefully considered regeneration, its historic canals, warehouses, railway infrastructure and Conservation Area designation require that new development responds sensitively to its established character and the setting of its heritage assets.

5.30 The Site occupies a transitional location immediately adjacent to the Castlefield Character Area, positioned between the historic canal quarter and a number of contemporary regeneration areas that collectively define Manchester's expanding city centre. Consequently, the assessment of townscape effects considers both the Proposed Development's relationship with the highly sensitive historic townscape of Castlefield and its contribution to the evolving urban form and skyline of the surrounding regeneration areas. The following chapter assesses the likely effects of the Proposed Development on each Townscape Character Area, taking account of their individual susceptibility, value, quality and overall sensitivity to change.

6 Assessment of townscape effects

6.1 This chapter considers the likely effects of the Proposed Development on the Townscape Character Areas identified within the study area. The assessment has been undertaken in accordance with the methodology set out in Appendix C and is informed by the Townscape Character Assessment presented in Chapter 5. The assessment considers the operational effects of the completed development, together with temporary construction effects and the influence of embedded mitigation. It has been prepared having regard to the existing urban context, the strategic planning framework and the anticipated evolution of Manchester city centre.The ZTV for the proposals, derived from the baseline study also determines the extent to which the new development will affect the existing townscape character of the surrounding area.

6.2 The effects of construction and the effects of lighting are considered in respect of predicted effects on townscape character.

6.3 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 6.12]** and the effects are summarised in [**Table 6.13].**

Mitigation

6.4 The reduction of potential townscape effects has formed an integral part of the design evolution of the Proposed Development. Embedded mitigation has been incorporated throughout the architectural and landscape design process and seeks to minimise adverse effects whilst reinforcing the character of Castlefield and its surrounding neighbourhoods.

6.5 The design evolution has integrated **embedded mitigation** to reduce townscape and visual impacts. Measures include:

6.6 **Massing and Composition**

i A slender tower form positioned to minimise visual bulk within the skyline.

ii A lower perimeter block providing an appropriate transition to surrounding development.

iii Building heights carefully arranged to reinforce the emerging cluster of tall buildings while respecting adjacent lower-rise heritage assets.

iv Active frontages addressing Ellesmere Street and the surrounding public realm.

6.7 **Architectural Articulation**

i A high-quality façade composition incorporating depth, articulation and variation.

ii Materials selected to reflect the industrial character of Castlefield while providing a contemporary architectural expression.

iii Vertical articulation and recessed elements reducing the perceived scale of the tower.

6.8 **Public Realm**

i New street tree planting and soft landscape.

ii Improved pedestrian environment surrounding the Site.

iii High quality paving, seating and public realm improvements.

iv Active ground floor uses increasing animation and surveillance.

6.9 **Green Infrastructure**

i Extensive planting within the podium courtyard.

ii Street trees and biodiverse planting improving visual amenity.

iii Sustainable drainage integrated within the landscape proposals.

iv Green infrastructure contributing to the wider city centre ecological network.

6.10 **Lighting & Management**

i High quality architectural lighting designed to minimise unnecessary light spill.

ii Sensitive management of public realm and landscape to ensure long-term quality.

iii Maintenance strategy securing the successful establishment of planting and public realm.

Effects of construction

6.11 Construction of the Proposed Development will result in temporary changes to townscape character associated with demolition, site clearance, excavation, cranes, construction plant, temporary lighting and contractor compounds.

6.12 The principal construction activities likely to influence townscape character comprise:

i Demolition and site clearance.

ii Excavation and foundation works.

iii Tower crane operation.

iv Temporary site hoarding.

v Construction traffic.

vi Temporary lighting.

vii Material storage.

6.13 These effects would be temporary, localised and characteristic of a major city-centre redevelopment project. They would primarily affect Castlefield and immediately adjoining Character Areas.

6.14 Construction mitigation includes:

i High quality site hoarding.

ii Careful management of crane locations.

iii Dust suppression measures.

iv Controlled working hours.

v Construction Environmental Management Plan.

vi Sensitive construction lighting.

6.15 Residual construction effects are considered to be **Minor-Moderate Adverse**, temporary, reversible and not significant in the long term.

Lighting Effects

6.16 The Proposed Development will introduce additional lighting associated with residential accommodation, entrances and public realm.

6.17 The Site is located within Manchester City Centre where existing ambient lighting levels are already high due to surrounding commercial, residential, transport and highway infrastructure. The additional lighting associated with the development will therefore be experienced within an established urban night-time environment.

6.18 External lighting has been designed to complement the architectural quality of the proposals whilst minimising unnecessary light spill through careful specification, directional fittings and integrated lighting design.

6.19 Operational lighting effects are therefore assessed as **Negligible Neutral** across all Townscape Character Areas.

Townscape effects

6.20 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 A

Castlefield	
Proximity to Site	Site located within Character Area
Townscape Receptor	Historic canal basin and warehouse quarter centred on the Bridgewater Canal and Castlefield Basin. Characterised by canals, railway viaducts, listed warehouses, high-quality public realm and significant industrial heritage assets within the Castlefield Conservation Area.
Sensitivity	High
Description of Mitigation	Slender tower form, articulated façade design, high-quality material palette responding to the industrial character of Castlefield, active ground floor frontages, new street tree planting, enhanced public realm and improved pedestrian connectivity.
Magnitude of Change	High
Significance of Townscape Effects	Major
Nature of Townscape Effects	Neutral

Table 6.2: Assessment of Townscape Effects – Character Area B

St John's	
Proximity to Site	Adjacent north-east
Townscape Receptor	Contemporary mixed-use quarter characterised by commercial, cultural and residential development, high-quality public realm and an established cluster of medium and tall buildings.
Sensitivity	Medium-Low
Description of Embedded Mitigation	Slender building profile, high-quality architectural detailing, complementary material palette and public realm improvements reinforcing the character of St John's.
Magnitude of Change	Medium
Significance of Townscape Effects	Minor-Moderate
Nature of Townscape Effects	Neutral

Table 6.3: Assessment of Townscape Effects – Character Area C

Water Street	
Proximity to Site	Adjacent north
Townscape Receptor	Mixed commercial and residential corridor linking Castlefield with Spinningfields, characterised by historic warehouses, offices and contemporary redevelopment.
Sensitivity	Medium-Low
Description of Embedded Mitigation	High-quality architectural design, articulated tower form, active frontages and carefully selected materials responding to the surrounding townscape character.
Magnitude of Change	Medium
Significance of Townscape Effects	Minor – Moderate
Nature of Townscape Effects	Neutral

Table 6.4: Assessment of Townscape Effects – Character Area D

Great Jackson Street	
Proximity to Site	South-east of Site
Townscape Receptor	High-density residential neighbourhood characterised by contemporary tall buildings, wide streets, active public realm and ongoing regeneration.
Sensitivity	Medium-Low

Description of Embedded Mitigation	Building height and massing designed to reinforce the existing skyline cluster, high-quality architecture, active frontages and enhanced public realm connections.
Magnitude of Change	Low
Significance of Townscape Effects	Minor
Nature of Townscape Effects	Beneficial

Table 6.5: Assessment of Townscape Effects – Character Area E

First Street	
Proximity to Site	East of Site
Townscape Receptor	Contemporary mixed-use neighbourhood comprising offices, residential development, hotels, leisure uses and high-quality public realm.
Sensitivity	Medium-Low
Description of Embedded Mitigation	High-quality architectural detailing, slender tower profile, active ground floor uses and public realm improvements maintaining a coherent contemporary character.
Magnitude of Change	Low
Significance of Townscape Effects	Minor
Nature of Townscape Effects	Neutral

Table 6.6: Assessment of Townscape Effects – Character Area F

Petersfield	
Proximity to Site	East of Site
Townscape Receptor	Civic and commercial district containing landmark office buildings, transport infrastructure and formal public spaces.
Sensitivity	Medium-Low
Description of Embedded Mitigation	Slender tower form, carefully articulated skyline profile and high-quality architectural design integrating with the wider city centre skyline.
Magnitude of Change	Low
Significance of Townscape Effects	Minor
Nature of Townscape Effects	Neutral

Table 6.7: Assessment of Townscape Effects – Character Area G

Spinningfields	
Proximity to Site	North-east of Site
Townscape Receptor	Premier commercial district characterised by contemporary office buildings, high-quality public realm and landmark architecture.
Sensitivity	Medium
Description of Embedded Mitigation	High-quality contemporary architectural expression, slender massing and complementary skyline composition.
Magnitude of Change	Low
Significance of Townscape Effects	Minor - Moderate
Nature of Townscape Effects	Neutral

Table 6.8: Assessment of Townscape Effects – Character Area H

Salford University & Cathedral	
Proximity to Site	North-west of Site
Townscape Receptor	Historic institutional area focused on Salford Cathedral, university buildings and associated civic spaces containing numerous heritage assets.
Sensitivity	High
Description of Embedded Mitigation	Slender tower profile reducing perceived bulk, high-quality architecture and careful positioning within the wider Manchester skyline.
Magnitude of Change	Low
Significance of Townscape Effects	Moderate
Nature of Townscape Effects	Neutral

Table 6.9: Assessment of Townscape Effects – Character Area I

Salford Mixed Use	
Proximity to Site	North-west of Site
Townscape Receptor	Mixed residential, commercial and former industrial area undergoing progressive regeneration and redevelopment.
Sensitivity	Low
Description of Embedded Mitigation	Contemporary architectural design, cohesive public realm, active frontages and integrated landscape proposals.
Magnitude of Change	Low
Significance of Townscape Effects	Minor
Nature of Townscape Effects	Beneficial

Table 6.10: Assessment of Townscape Effects – Character Area J

Ordsall Riverside	
Proximity to Site	West of Site
Townscape Receptor	Riverside regeneration corridor characterised by medium and high-density residential development, public realm and riverside green infrastructure.
Sensitivity	Medium-Low
Description of Embedded Mitigation	Slender building form, high-quality materials, landscape enhancements and skyline composition complementary to surrounding regeneration.
Magnitude of Change	Medium
Significance of Townscape Effects	Minor - Moderate
Nature of Townscape Effects	Neutral

Table 6.11: Assessment of Townscape Effects – Character Area K

Trafford Park	
Proximity to Site	South-west of Site
Townscape Receptor	Extensive industrial and employment area characterised by warehouses, manufacturing premises and strategic transport infrastructure.
Sensitivity	Low
Description of Embedded Mitigation	Slender skyline profile and architectural composition ensuring the development is read as part of the wider city centre skyline.

Magnitude of Change	Negligible
Significance of Townscape Effects	Negligible
Nature of Townscape Effects	Neutral

Table 6.12: Assessment of Townscape Effects – Character Area L

Hulme	
Proximity to Site	South of Site
Townscape Receptor	Established residential neighbourhood characterised by medium-density housing, parks, schools and community facilities with extensive green infrastructure.
Sensitivity	Medium
Description of Embedded Mitigation	Slender tower form reducing visual bulk, high-quality architectural detailing and comprehensive landscape proposals improving the Site frontage.
Magnitude of Change	Low
Significance of Townscape Effects	Minor – Moderate
Nature of Townscape Effects	Neutral

Table 6.12: Assessment of Townscape Effects – Character Area M

Salford Central & Greengate	
Proximity to Site	North of Site
Townscape Receptor	Contemporary city centre extension characterised by high-density residential towers, commercial development and extensive public realm improvements.
Sensitivity	Medium-Low
Description of Embedded Mitigation	High-quality contemporary architecture, slender massing, active frontages and integrated public realm responding to the emerging city skyline.
Magnitude of Change	Low
Significance of Townscape Effects	Minor
Nature of Townscape Effects	Neutral

Summary of townscape effects

6.21 Tables 6.1 to 6.13 assess the likely effects of the Proposed Development on each of the identified Townscape Character Areas within the study area. The assessment demonstrates that the Proposed Development would result in the greatest degree of change within the Character Area containing the Site and those immediately adjoining it, with the magnitude of change reducing progressively with increasing distance from the Site. Whilst the Proposed Development would introduce a prominent new built form into the townscape, the majority of the study area comprises established regeneration areas where substantial urban change has already occurred, or is anticipated through the adopted planning policy framework.

6.22 The highest level of sensitivity occurs within the **Castlefield** and **Salford University & Cathedral** Character Areas, reflecting the presence of designated heritage assets, a strong historic urban grain and a well-defined sense of place. In contrast, the surrounding regeneration areas, including **St John's**, **Great Jackson Street**, **First Street**, **Water Street**, **Salford Central & Greengate** and **Ordsall Riverside**, exhibit a greater capacity to accommodate change due to their contemporary character, higher density built form and ongoing redevelopment.

6.23 Within Castlefield, the Proposed Development would result in a **Major Neutral** townscape effect as a consequence of the introduction of a prominent tall building within a highly sensitive historic townscape. However, the addition of the lower rise block which creates visual separation and transition, alongside the general redevelopment of an underutilised brownfield site, the delivery of high-quality architecture, public realm and landscape improvements, would represent a positive contribution to the continued regeneration of the eastern edge of the Conservation Area. Within the remaining Character Areas, the effects are generally assessed as **Minor** or **Minor-Moderate**, reflecting the limited influence of the Proposed Development on the defining characteristics of the wider townscape.

6.24 Construction-related and lighting effects are temporary, localised and reversible, and, with embedded mitigation measures in place, are not significant in townscape terms. No additional mitigation beyond that embedded within the design and construction management measures is required.

6.25 No additional mitigation beyond that embedded is required.

Table 6.13: Summar of Townscape Effects

Character Area	Sensitivity	Magnitude of Change	Significance of Townscape Effects	Nature of Townscape Effects
A. Castlefield	High	High	Major	Neutral
B. St John's	Medium-Low	Medium	Minor-Moderate	Neutral
C. Water Street	Medium-Low	Medium	Minor	Neutral
D. Great Jackson Street	Medium-Low	Low-Medium	Minor	Beneficial
E. First Street	Medium-Low	Low	Minor	Neutral
F. Petersfield	Medium-Low	Low	Minor	Neutral
G. Spinningfields	Medium	Low	Minor	Neutral
H. Salford University & Cathedral	High	Low-Medium	Minor-Moderate	Neutral
I. Salford Mixed Use	Low	Low	Negligible-Minor	Beneficial
J. Ordsall Riverside	Medium-Low	Low-Medium	Minor	Neutral
K. Trafford Park	Low	Low	Negligible	Neutral
L. Hulme	Medium	Low-Medium	Minor	Neutral
M. Salford Central & Greengate	Medium-Low	Low	Minor	Neutral

7 Assessment of visual effects

7.1 A comprehensive visual assessment has been undertaken to determine the degree of visual effect the proposed development would have upon the surrounding townscape. Viewpoints 1–13 were identified through baseline fieldwork and verified within the ZTV (1.5 km radius). They represent the principal publicly accessible vantage points, including streets, parks, and heritage locations, agreed with Manchester City Council officers during scoping.

7.2 All views were modelled using the **verified wireframes and rendered photomontages**.

i Rendered views are provided for **1, 2, and 13**.

ii Wireframes for **3, 4, 5, 6, 7, 8, 9, 10, 11, 12**.

iii Kinetic Views for **1a and 2b, 2a and 2b.**

7.3 Where the development proposals block model are not visible in the view no further assessment work has been carried out. This includes views 4 (Hullard Park), view 6 (Old Birley St Open Field) and view 10 (Factory Square).

7.4 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:

i Close: less than 250m

ii Medium: between 250m – 1km

iii Long: More than 1km

Sensitivity of visual receptors

7.5 Views have been selected 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

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

Visual effects

7.7 The predicted effects for each of the representative views are assessed in **Tables [7.1 to 7.13]**. These effects are then summarised in [**Table 7.14]**:

Table 7.1: Assessment of Visual Effects –view 1

Castlefield Chaple / Church of St George	
Figure Reference	-
Distance	Close
Direction	North-East
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Pedestrians, visitors and heritage receptors within the grounds of Castlefield Chapel
Description of Existing View	Historic chapel and churchyard enclosed by mature vegetation with views towards contemporary residential development and the Manchester city centre skyline beyond.
Visual Susceptibility	High
Value attached to View	Medium
Visual Sensitivity	High Medium
Proposed View	Introduction of the Proposed Development as a prominent new skyline element immediately beyond the Chapel, forming part of the evolving city centre skyline whilst remaining visually separate from the heritage asset.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate-Major
Nature of Visual Effects	Neutral

Table 7.2: Assessment of Visual Effects – kinetic view 1a

Metrolink bridge crossing the Bridgewater Canal southbound (kinetic view)	
Figure Reference	-
Distance	Close–Medium
Direction	North-East
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Metrolink passengers
Description of Existing View	Sequential view across canal, railway infrastructure, vegetation and surrounding residential development towards the city skyline.
Visual Susceptibility	Low
Value attached to View	Moderate
Visual Sensitivity	Medium - Low
Proposed View	The Proposed Development progressively emerges within the skyline and becomes a prominent vertical element before being partially screened by surrounding infrastructure and vegetation.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate – Minor
Nature of Visual Effects	Neutral

Table 7.3: Assessment of Visual Effects – kinetic view 1b

Metrolink bridge crossing overlooking Pomona Island	
Figure Reference	-
Distance	Close–Medium
Direction	South-West
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Metrolink passengers
Description of Existing View	Dynamic views across transport infrastructure and surrounding development towards the western edge of Manchester city centre.
Visual Susceptibility	Low
Value attached to View	Low

Visual Sensitivity	Low
Proposed View	The tower forms a distinctive component of the skyline during the sequence before becoming partially obscured by existing buildings and infrastructure.
Magnitude of Change	Medium
Significance of Visual Effects	Minor-Moderate
Nature of Visual Effects	Neutral

Table 7.4: Assessment of Visual Effects – view 2

Former Turville Public House (Grade II)	
Figure Reference	-
Distance	Adjacent
Direction	North
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Pedestrians, cyclists and road users, listed structures.
Description of Existing View	Fragmented townscape comprising commercial premises, surface parking, contemporary residential buildings and highway infrastructure.
Visual Susceptibility	Medium
Value attached to View	Moderate
Visual Sensitivity	Medium
Proposed View	Complete redevelopment of the Site introducing a landmark residential tower, lower perimeter block and comprehensive public realm improvements.
Magnitude of Change	High
Significance of Visual Effects	Major - Moderate
Nature of Visual Effects	Neutral

Table 7.5: Assessment of Visual Effects – kinetic view 2a

Metrolink travelling westbound overlooking Castlefield	
Figure Reference	-
Distance	Close–Medium
Direction	East
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Rail passengers
Description of Existing View	Sequential views through railway infrastructure towards Castlefield.
Visual Susceptibility	Low
Value attached to View	Moderate
Visual Sensitivity	Medium Low
Proposed View	The Proposed Development clearly visible on the skyline during the journey.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate - Minor
Nature of Visual Effects	Neutral

Table 7.6: Assessment of Visual Effects – kinetic view 2b

Metrolink travelling westbound overlooking St Georges Island	
Figure Reference	-
Distance	Close–Medium
Direction	West
Season and Condition	Summer – Daylight
Condition and Visibility	Overcast; good visibility
Type of Receptor	Rail passengers
Description of Existing View	Railway views with modern residential development.
Visual Susceptibility	Low

Value attached to View	Moderate
Visual Sensitivity	Medium - Low
Proposed View	The Proposed Development forms a prominent but temporary skyline feature before being partially screened by adjacent development and infrastructure.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate - Minor
Nature of Visual Effects	Neutral

Table 7.7: Assessment of Visual Effects – view 3

Empress Conversation Area (junction of Chester Rd and City Road)	
Figure Reference	-
Distance	Medium
Direction	North-East
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Pedestrians and road users, conversation area setting.
Description of Existing View	Urban streetscape comprising highway infrastructure, mature trees and contemporary development with the Manchester skyline beyond.
Visual Susceptibility	Medium
Value attached to View	Moderate
Visual Sensitivity	Medium
Proposed View	The Proposed Development appears as a slender tower within the established city skyline above intervening development.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate
Nature of Visual Effects	Neutral

Table 7.8: Assessment of Visual Effects – view 5

Castlefield Basin	
Figure Reference	-
Distance	Close
Direction	East
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Pedestrians, tourists and recreational users and conservation area setting.
Description of Existing View	Historic canal basin enclosed by listed warehouses, bridges, mature vegetation and high-quality public realm.
Visual Susceptibility	Medium
Value attached to View	Moderate
Visual Sensitivity	Medium
Proposed View	The Proposed Development is visible above existing buildings and vegetation, forming a new background skyline feature beyond the historic canal environment.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate
Nature of Visual Effects	Neutral

Table 7.9: Assessment of Visual Effects – view 7

Bridgewater Way / Bridgeway Canal	
Figure Reference	-
Distance	Medium
Direction	North-East
Season and Condition	Summer – Daylight

Condition and Visibility	Good visibility
Type of Receptor	Pedestrians and cyclists
Description of Existing View	Canal corridor with mature vegetation, towpath and intermittent views towards surrounding development.
Visual Susceptibility	High
Value attached to View	High
Visual Sensitivity	High
Proposed View	Tower visible above tree canopy and surrounding buildings as part of the evolving city skyline.
Magnitude of Change	Medium
Significance of Visual Effects	Major - Moderate
Nature of Visual Effects	Neutral

Table 7.10: Assessment of Visual Effects – view 8

Ordsall Hall	
Figure Reference	-
Distance	Medium
Direction	East
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Visitors and heritage receptors
Description of Existing View	Historic hall and gardens with views towards the Manchester skyline beyond surrounding vegetation and development.
Visual Susceptibility	High
Value attached to View	High
Visual Sensitivity	High
Proposed View	The Proposed Development appears within the distant city skyline and remains visually separate from the principal heritage setting.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate – Major
Nature of Visual Effects	Neutral

Table 7.11: Assessment of Visual Effects – view 9

Ordsall Park	
Figure Reference	-
Distance	Medium
Direction	East
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Recreational users, pedestrians and local residents
Description of Existing View	Open parkland with mature tree planting, sports facilities and open views towards the Manchester city centre skyline. Existing tall buildings form a prominent component of the background view.
Visual Susceptibility	High
Value attached to View	Moderate
Visual Sensitivity	High
Proposed View	Introduction of the Proposed Development as an additional tall building within the established Manchester skyline, visible above intervening vegetation and surrounding development.
Magnitude of Change	Low-Medium
Significance of Visual Effects	Minor
Nature of Visual Effects	Neutral

Table 7.12: Assessment of Visual Effects – view 11

Hulme Park	
Figure Reference	-
Distance	Medium-Long
Direction	North
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Recreational users, pedestrians, cyclists and residents
Description of Existing View	Large public park with extensive areas of open grassland, mature tree planting and panoramic views towards Manchester city centre. Existing tall buildings define the skyline beyond the park.
Visual Susceptibility	Medium
Value attached to View	Moderate
Visual Sensitivity	Medium
Proposed View	The Proposed Development would appear as an additional slender tower within the wider city skyline, visible above intervening development and partially filtered by mature tree planting.
Magnitude of Change	Low
Significance of Visual Effects	Minor-Moderate
Nature of Visual Effects	Neutral

Table 7.13: Assessment of Visual Effects – view 12

Chester Road Roundabout	
Figure Reference	-
Distance	Close-Medium
Direction	North-East
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Road users, cyclists and pedestrians
Description of Existing View	Busy urban transport corridor characterised by highway infrastructure, commercial development and contemporary residential buildings with frequent views towards Manchester city centre.
Visual Susceptibility	Low
Value attached to View	Moderate
Visual Sensitivity	Medium - Low
Proposed View	The Proposed Development forms a prominent but well-integrated component of the existing skyline, reinforcing the transition between Castlefield and the wider city centre cluster.
Magnitude of Change	Low
Significance of Visual Effects	Minor
Nature of Visual Effects	Neutral

Table 7.13: Assessment of Visual Effects – view 13

Cornbrook Tram Stop	
Figure Reference	-
Distance	Adjacent
Direction	North
Season and Condition	Summer – Daylight
Condition and Visibility	Good visibility
Type of Receptor	Rail passengers, Metrolink users, pedestrians and commuters
Description of Existing View	Dense urban townscape comprising transport infrastructure, commercial premises, contemporary residential buildings and fragmented public realm immediately

	surrounding the Site. Existing views are dominated by railway structures and the emerging Manchester skyline.
Visual Susceptibility	Low
Value attached to View	Moderate
Visual Sensitivity	Medium – Low
Proposed View	Comprehensive redevelopment of the Site introducing a landmark residential tower, lower perimeter building and extensive public realm improvements. The Proposed Development becomes the dominant feature within the immediate view and establishes a strong visual marker on the eastern edge of Castlefield.
Magnitude of Change	Medium
Significance of Visual Effects	Moderate
Nature of Visual Effects	Beneficial

Summary of visual effects

7.8 Tables 7.1 to 7.17 assess the likely visual effects of the Proposed Development from the agreed representative viewpoints. The assessment demonstrates that the greatest visual effects occur from viewpoints within the immediate vicinity of the Site and from locations associated with the Castlefield Conservation Area and the Bridgewater Canal corridor, where the Proposed Development would become a prominent component of the existing townscape and skyline. The Proposed Development would **not be visible** from **View 4 (Hullard Park)**, **View 6 (Old Birley Street Playing Fields)** and **View 10 (Factory Square)** and, consequently, no visual assessment has been undertaken for these locations.

7.9 The highest levels of visual sensitivity are associated with viewpoints within the Castlefield Conservation Area, along the Bridgewater Canal and at Ordsall Hall, where the historic environment and high-quality public realm contribute to the value of the existing views. **Moderate-Major** and **Major-Moderate** visual effects are identified at a limited number of these viewpoints, reflecting the prominence of the Proposed Development within the local skyline and the sensitivity of the receiving environment. However, the assessment concludes that the Proposed Development would be viewed within the context of Manchester's established and evolving cluster of tall buildings and would remain visually separate from the principal heritage assets that define these views

7.10 Elsewhere, visual effects are generally assessed as **Moderate**, **Minor-Moderate** or **Minor**, reflecting the influence of distance, intervening built form and the established urban character of the wider study area. The only beneficial visual effect is identified at **View 13 (Cornbrook Tram Stop)**, where the comprehensive redevelopment of an underutilised brownfield site, together with the delivery of high-quality architecture, public realm and landscape improvements, would enhance the visual quality of the immediate townscape. Overall, no **Major Adverse** visual effects have been identified and the Proposed Development is considered capable of being successfully integrated within the evolving Manchester city centre skyline.

Table 7.14: Visual Effects Summary

Viewpoint	Visual Sensitivity	Magnitude of Change	Significance of Visual Effects	Nature of Visual Effects
View 1 – Castlefield Chapel	High	High	Moderate-Major	Neutral
View 1a – Kinetic (Metrolink Southbound)	Low	Medium	Moderate-Minor	Neutral

View 1b – Kinetic (Metrolink Northbound)	Low	Medium	Minor-Moderate	Neutral
View 2 – Chester Road / Ellesmere Street	Medium	High	Major-Moderate	Neutral
View 2a – Kinetic (Rail Eastbound)	Low	Medium	Moderate-Minor	Neutral
View 2b – Kinetic (Rail Westbound)	Low	Medium	Moderate-Minor	Neutral
View 3 – Empress Conservation Area	Medium	Medium	Moderate	Neutral
View 4 – Cornbrook Metrolink	Low	Low	Negligible-Minor	Neutral
View 5 – Castlefield Basin	High	Medium	Moderate	Neutral
View 6 – Old Birley Street Playing Fields	High	Low	Minor	Neutral
View 7 – Bridgewater Way	High	Medium	Major-Moderate	Neutral
View 8 – Ordsall Hall	High	Low-Medium	Moderate-Major	Neutral
View 9 – Ordsall Park	High	Low-Medium	Minor	Neutral
View 10 – Factory Square	Medium	Low	Minor	Neutral
View 11 – Hulme Park	High	Low	Minor-Moderate	Neutral
View 12 – Chester Road Roundabout	Low	Medium	Minor	Neutral
View 13 – Cornbrook Tram Stop	Medium	High	Moderate	Beneficial

8 Cumulative Effects

8.1 This cumulative assessment considers the likely combined townscape and visual effects arising from the Proposed Development at 1 Castlefield when experienced alongside other baseline and committed developments within the vicinity, as identified in the Committed Developments Schedule (within approximately 1km of the Site, reflecting the scale of the Proposed Development)

8.2 Cumulative effects are considered for:

i Construction (temporary): combined perception of construction activity, hoarding, cranes, plant, lighting and temporary disruption; and

ii Operation (permanent): combined influence of completed development massing, height, skyline composition, townscape enclosure, regeneration and public realm change.

Cumulative Baseline: Committed Developments Considered

8.3 The cumulative assessment has considered those developments identified within the Committed Developments Schedule that have planning permission, are under construction or have recently been completed and which have the potential to contribute to cumulative townscape or visual effects. These include major regeneration schemes within the Castlefield, Great Jackson Street, St John's, Cornbrook, Trinity Islands and Deansgate areas. The principal developments include:

Table 17.5: Considered Cumulative Developments

Map No.	Development	Status
1	No.1 Cornbrook	Under construction
2	Gallery Gardens	Under construction
3	Talbot Mill	Under construction
4	Embassy Village	Under construction
5	River Gardens (formerly Trinity Islands)	Under construction
6	Gresham Mill	Under construction
7	Plot F Great Jackson Street	Approved
8	Duncan Street	Under construction
9	Plot C & E Great Jackson Street	Approved
10	Plot D Great Jackson Street	Approved
11	Fusion Tower	Approved
12	2–4 Whitworth Street West	Approved
13	StayCity Deansgate	Recently completed
14	St George's Place	Under construction
15	Soapworks	Approved
16	Pomona Island	Pending Approval

8.4 These schemes collectively reinforce the continuing pattern of regeneration occurring across the western and southern parts of Manchester city centre and establish the cumulative development context against which the Proposed Development has been assessed.

Cumulative Construction Effects

8.5 During construction, cumulative effects are most likely where multiple development sites are concurrently active within the same visual envelope, leading to:

i an increased perception of construction activity through multiple construction compounds, hoardings and temporary traffic management;

ii a greater concentration of tower cranes and partially completed structures within the skyline; and

iii increased visibility of temporary construction lighting and plant.

8.6 Within the Castlefield study area, the principal concurrent construction activity is associated with the continued delivery of No.1 Cornbrook, Gallery Gardens, Talbot Mill, Embassy Village, River Gardens (Trinity Islands), Gresham Mill and St George's Place, together with those schemes within the Great Jackson Street regeneration area where construction programmes overlap. These developments represent the principal sources of temporary cumulative townscape and visual change.

8.7 Overall, where construction activities overlap, cumulative construction effects would:

i be greatest within Character Area A – Castlefield and the immediately adjoining regeneration areas where multiple construction projects may be experienced simultaneously, resulting in Moderate Adverse (temporary) cumulative effects; and

ii reduce to Minor to Minor-Moderate Adverse (temporary) within the surrounding Character Areas, with effects diminishing rapidly with increasing distance from the Site owing to the established pattern of regeneration and construction activity across Manchester city centre.

Cumulative Operational Effects

8.8 In operation, cumulative effects arise primarily from the combined massing and height of committed developments together with the Proposed Development, influencing:

i the composition and legibility of the western Manchester skyline;

ii the perceived scale and enclosure of surrounding streets and public spaces;

iii the relationship between the Castlefield Conservation Area and the surrounding regeneration areas; and

iv the transition between the established historic townscape of Castlefield and the contemporary tall building clusters at Cornbrook, Great Jackson Street, St John's and the city centre.

Townscape Effects

8.9 8.8 Character Area A – Castlefield

i Cumulative operational change would be characterised by the continued transition from a fragmented brownfield edge to a more coherent, high-density residential-led urban quarter. Together with the committed developments surrounding Cornbrook, Great Jackson Street and Castlefield, the Proposed Development would read as part of an established cluster of contemporary development rather than as an isolated intervention. Whilst the overall level of urbanisation and enclosure would increase, the relative prominence of the Proposed Development would reduce within the wider cumulative context.

8.10 8.9 Character Areas B, C, D, E and J (St John's, Water Street, Great Jackson Street, First Street and Ordsall Riverside)

i The cumulative effect of committed development would reinforce the existing regeneration character of these areas through the continued introduction of contemporary architecture, public realm improvements and higher-density development. The Proposed Development would contribute to this established pattern of urban growth and would strengthen the visual relationship between Castlefield and adjoining regeneration areas.

8.11 8.10 Character Areas G, H and M (Spinningfields, Salford University & Cathedral and Salford Central & Greengate)

i The principal cumulative issue within these Character Areas relates to the increasing number of taller buildings visible within the wider skyline. However, the Proposed Development would be experienced within the context of an already evolving city centre skyline and would reinforce, rather than disrupt, the established pattern of urban development. In several gateway views the cumulative effect improves the legibility of Manchester's western skyline and contributes positively to the perception of a coherent city centre cluster.

Visual Effects

8.12 Cumulative visual effects are most relevant where:

i multiple committed developments are visible within the same panorama; and/or

ii receptors experience views from locations of higher visual sensitivity, including heritage assets, public open spaces and principal movement corridors.

8.13 Within the 1 Castlefield viewpoint assessment, cumulative effects are most likely to be experienced from:

i Views 1, 2, 3 and 5, where the Proposed Development would be experienced alongside committed development at Cornbrook, Castlefield and St John's, increasing the density of the skyline whilst maintaining a coherent urban composition.

ii Views 7 and 8, where committed development within Great Jackson Street and the western city centre combines with the Proposed Development to reinforce Manchester's established tall building cluster.

iii View 13, where the redevelopment of the Site together with surrounding regeneration proposals contributes to a more cohesive and higher quality townscape experienced by pedestrians and public transport users.

iv More distant viewpoints, including Views 9, 11 and 12, where the Proposed Development forms a relatively small component of the wider cumulative skyline and does not materially alter the overall visual composition.

Conclusion

8.14 Taking account of the committed development schedule, cumulative operational effects are expected to:

i remain most noticeable within Castlefield, Cornbrook and the immediately adjoining regeneration areas where the combined influence of multiple developments increases the overall scale and density of the urban environment, resulting in Minor-Moderate Neutral cumulative townscape and visual effects in some locations; and

ii reduce progressively across the wider study area where the Proposed Development is experienced as part of an established and evolving Manchester city centre skyline, with several gateway and regeneration views experiencing Neutral or locally Beneficial cumulative outcomes through improved skyline legibility, strengthened townscape definition and enhanced public realm.

9 Conclusions

Site proposals

9.2 The Site occupies a prominent brownfield parcel on Ellesmere Street within the Castlefield area of Manchester, located immediately adjacent to the Castlefield Conservation Area and within an established area of city centre regeneration. The surrounding townscape is characterised by a diverse mix of historic industrial infrastructure, designated heritage assets, contemporary residential development and major transport corridors, reflecting the continued evolution of Manchester city centre.

9.3 The Proposed Development comprises a residential-led mixed-use development including a landmark residential tower, lower perimeter building, associated residential amenity space, public realm improvements, new tree planting and high-quality hard and soft landscape works. The proposals have been designed to regenerate an underutilised brownfield site whilst improving connectivity, public realm and the overall quality of the local townscape.

Townscape effects

9.4 The assessment concludes that the Proposed Development would introduce a notable change to the immediate townscape surrounding the Site, principally as a consequence of the introduction of a landmark tall building within the eastern edge of the Castlefield Character Area. The most significant townscape effects are identified within **Character Area A – Castlefield**, where a **Major Neutral** effect has been identified, reflecting both the high sensitivity of the historic townscape and the substantial magnitude of change arising from the redevelopment of the Site.

9.5 Within the remaining Townscape Character Areas, effects are generally assessed as **Minor**, **Minor-Moderate** or **Negligible**, reflecting the lower sensitivity of the surrounding regeneration areas and the established pattern of high-density development across Manchester city centre. The assessment demonstrates that the Proposed Development would be experienced within an evolving urban context where continued regeneration and taller buildings are characteristic features of the existing townscape.

9.6 The proposals incorporate a comprehensive package of embedded mitigation, including a slender tower form, high-quality architectural detailing, active frontages, significant public realm improvements, extensive tree planting and integrated green infrastructure. Collectively these measures reduce the perceived scale of the development at street level, improve the quality of the existing public realm and provide a positive contribution to the character of the surrounding area.

Visual effects

9.7 The visual assessment identifies the greatest effects from viewpoints located within the immediate vicinity of the Site and from locations associated with the Castlefield Conservation Area, Bridgewater Canal corridor and Ordsall Hall. At these locations the Proposed Development would become a prominent component of the existing skyline and would introduce a noticeable new landmark within the western part of Manchester city centre.

9.8 Moderate-Major and Major-Moderate visual effects are identified from a limited number of representative viewpoints, principally reflecting the prominence of the Proposed Development and the high sensitivity of the receiving environment. However, the assessment demonstrates that the Proposed Development would be viewed in the context of Manchester's established and evolving skyline, where numerous existing and consented tall buildings already define the wider visual baseline. The development would therefore reinforce the continued evolution of the city skyline rather than appearing as an isolated or incongruous feature.

9.9 This conclusion is further illustrated by the kinetic visualisations at Views 2a and 2b, which demonstrate that, as receptors move through the townscape, the Proposed Development is experienced as one component within a layered composition of existing and emerging development. The dynamic sequence of views reinforces the relationship between the Proposed Development and the established clusters of tall buildings within Manchester City Centre, reducing the perception of the building as a standalone feature. Furthermore, the proposed redevelopment of Pomona Island, currently pending determination by Trafford Council and considered within the cumulative assessment, would introduce a substantial new cluster of development immediately to the west of the Site. Should this scheme be approved, it would further reinforce the perception of the Proposed Development as forming part of a continuous and evolving urban skyline extending across the River Irwell, strengthening the conclusion that the proposals respond appropriately to the long-term pattern of regeneration occurring across the western gateway to Manchester City Centre.

9.10 At a number of representative viewpoints, including Cornbrook Tram Stop, the redevelopment of the Site and the associated public realm improvements would improve the quality of the existing townscape through the replacement of an underutilised brownfield site with a high-quality residential development. Conversely the Proposed Development would not be visible from Factory Square, Hullard Prk or Old Birley Street Playing Fields and therefore no visual effects arise at these locations.

Planning policy & townscape-related designations

9.11 The planning policy context for the Proposed Development is set out in Chapter 3. From a townscape and visual perspective, the principal policy considerations are the relationship of the Proposed Development to the character and appearance of the surrounding townscape, its effect on the significance and setting of designated heritage assets, the composition of the Manchester city centre skyline, and the quality of the proposed architecture and public realm. The Site occupies a sustainable brownfield location within an established area of regeneration where national and local planning policy supports the efficient use of previously developed land, the delivery of high-quality design and the continued regeneration of Manchester city centre.

9.12 The assessment has therefore been undertaken having particular regard to the design objectives of the National Planning Policy Framework (NPPF), the Manchester Core Strategy, the Places for Everyone Joint Development Plan, the Manchester Tall Buildings Guidance, the Manchester Residential Quality Guidance, the Strategic Regeneration Frameworks relevant to the surrounding area and the Castlefield Conservation Area Appraisal and Management Plan. Collectively, these documents seek to ensure that new development responds positively to local character whilst supporting sustainable growth and enhancing the quality of the public realm.

9.13 The Site is not located within a nationally designated landscape and there are no statutory landscape designations within the study area. The principal townscape designation is the **Castlefield Conservation Area**, which immediately adjoins the Site and contains a significant concentration of designated heritage assets associated with Manchester's industrial development. The Conservation Area is characterised by its canals, railway infrastructure, historic warehouses, public spaces and surviving archaeological features, which collectively contribute to its special architectural and historic interest.

9.14 The wider study area also contains a number of designated heritage assets, including **Ordsall Hall (Grade II),** the **Church of St George / Castlefield Chapel (Grade II)**, the **Former Turville Public House (Grade II)**, together with numerous listed buildings, bridges, viaducts and canal structures associated with the Castlefield Conservation Area. Other Conservation Areas within the study area include the **Empress Conservation Area**, together with a number of locally important historic townscape features that contribute to the wider character of western Manchester and Salford.

9.15 Beyond the historic environment, the study area includes a number of strategically important areas of public open space, including **Castlefield Basin**, the **Bridgewater Canal corridor**, **Ordsall Park** and **Hulme Park**, together with the River Irwell corridor, all of which contribute to local townscape character and visual amenity. These areas have been considered within both the Townscape Character Assessment and the Visual Assessment, together with the contribution they make to views towards the Manchester city centre skyline.

9.16 Figure 1.7 identifies the principal planning policy and townscape-related designations considered as part of this assessment, including Conservation Areas, listed buildings, scheduled monuments, public open spaces and key heritage assets. These designations have informed the identification of Townscape Character Areas, the selection of representative viewpoints and the assessment of the likely townscape and visual effects of the Proposed Development.

Overall conclusion:

9.17 The Site occupies a highly sustainable brownfield location within an area identified for continued regeneration and urban growth. Whilst the Proposed Development would introduce a substantial new building into the local townscape, the assessment demonstrates that the Site possesses the capacity to accommodate redevelopment of this nature, owing to its location within an evolving city centre environment and adjacent to an established cluster of contemporary tall buildings.

9.18 The assessment has identified no **Major Adverse** townscape or visual effects. Although notable effects occur within Castlefield and from a limited number of representative viewpoints, these are balanced by the regeneration of a vacant brownfield site, the delivery of high-quality architecture, significant enhancements to the public realm and landscape, and improvements to the overall quality of the urban environment.

9.19 Overall, the Proposed Development is considered to respond positively to the established and emerging character of the western Manchester city centre skyline whilst respecting the significance and setting of nearby heritage assets. The redevelopment would reinforce the transition between the historic character of Castlefield and the contemporary city centre, contribute positively to the continued regeneration of the area and is therefore considered to represent a well-designed and appropriate addition to Manchester's evolving urban landscape, with townscape and visual effects that are acceptable in the context of the Site's location, surrounding character and the applicable planning policy framework.

9.20 The findings of this assessment are consistent with the objectives of national and local planning policy relating to design quality, heritage and placemaking. Whilst the Proposed Development would introduce a prominent new landmark building on the edge of the Castlefield Conservation Area, the assessment demonstrates that it responds appropriately to the evolving character of Manchester city centre through its scale, massing, architectural quality and public realm proposals. The development has been designed to preserve the ability to appreciate the significance and setting of the Castlefield Conservation Area and nearby designated heritage assets, whilst making effective use of a sustainably located brownfield site.

9.21 Accordingly, the residual townscape and visual effects identified by this assessment are considered to be acceptable when balanced against the wider public benefits of regenerating the Site, delivering new homes, enhancing green infrastructure and public realm, and supporting the continued sustainable growth of Manchester city centre in accordance with the National Planning Policy Framework, the Manchester Core Strategy, the Manchester Tall Buildings Guidance and the Castlefield Conservation Area.

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

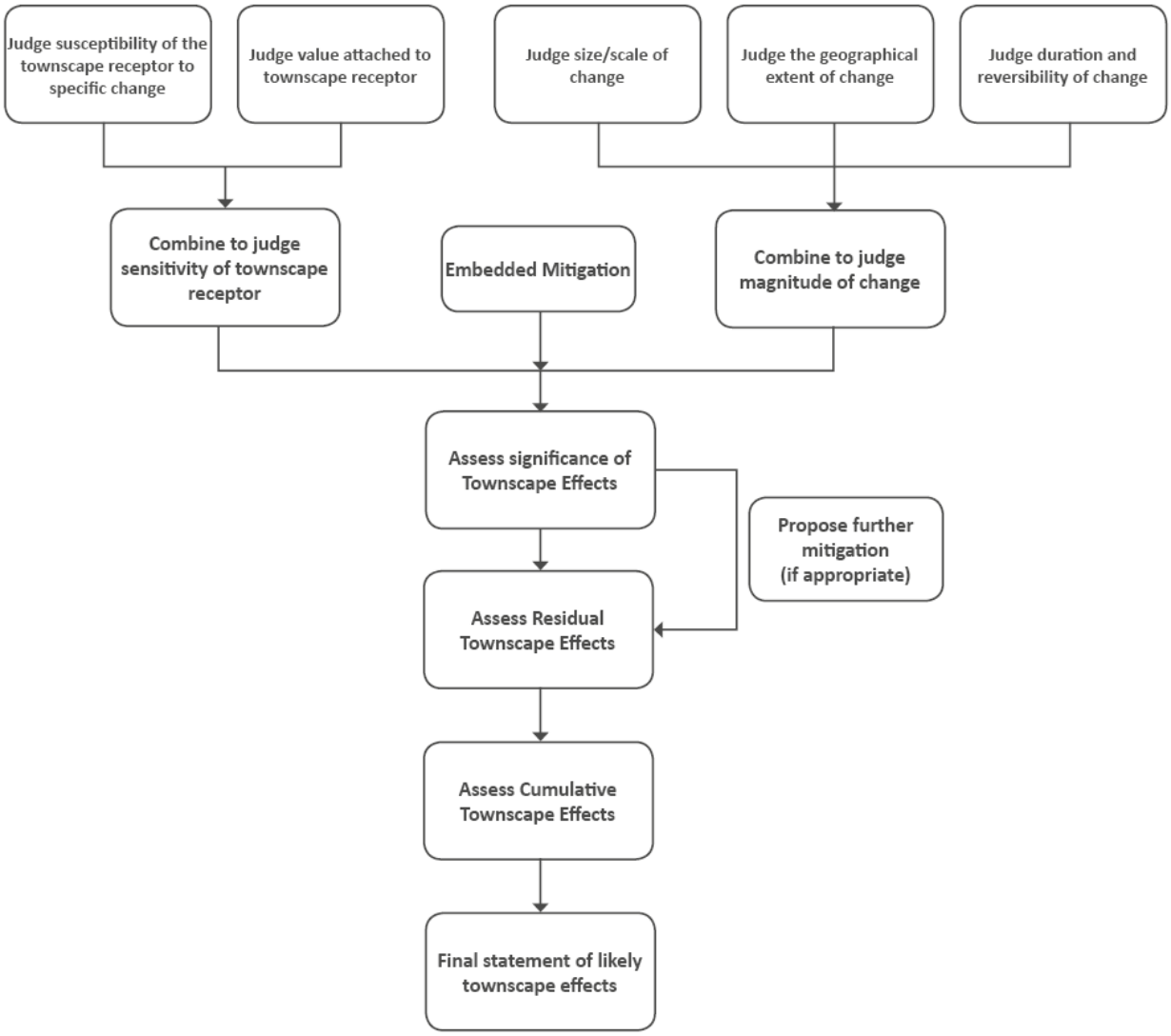


Table 1: Townscape Susceptibility

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	***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.* 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	***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.* 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	***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.* 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	***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.* 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**

Nature of effect

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 it's 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

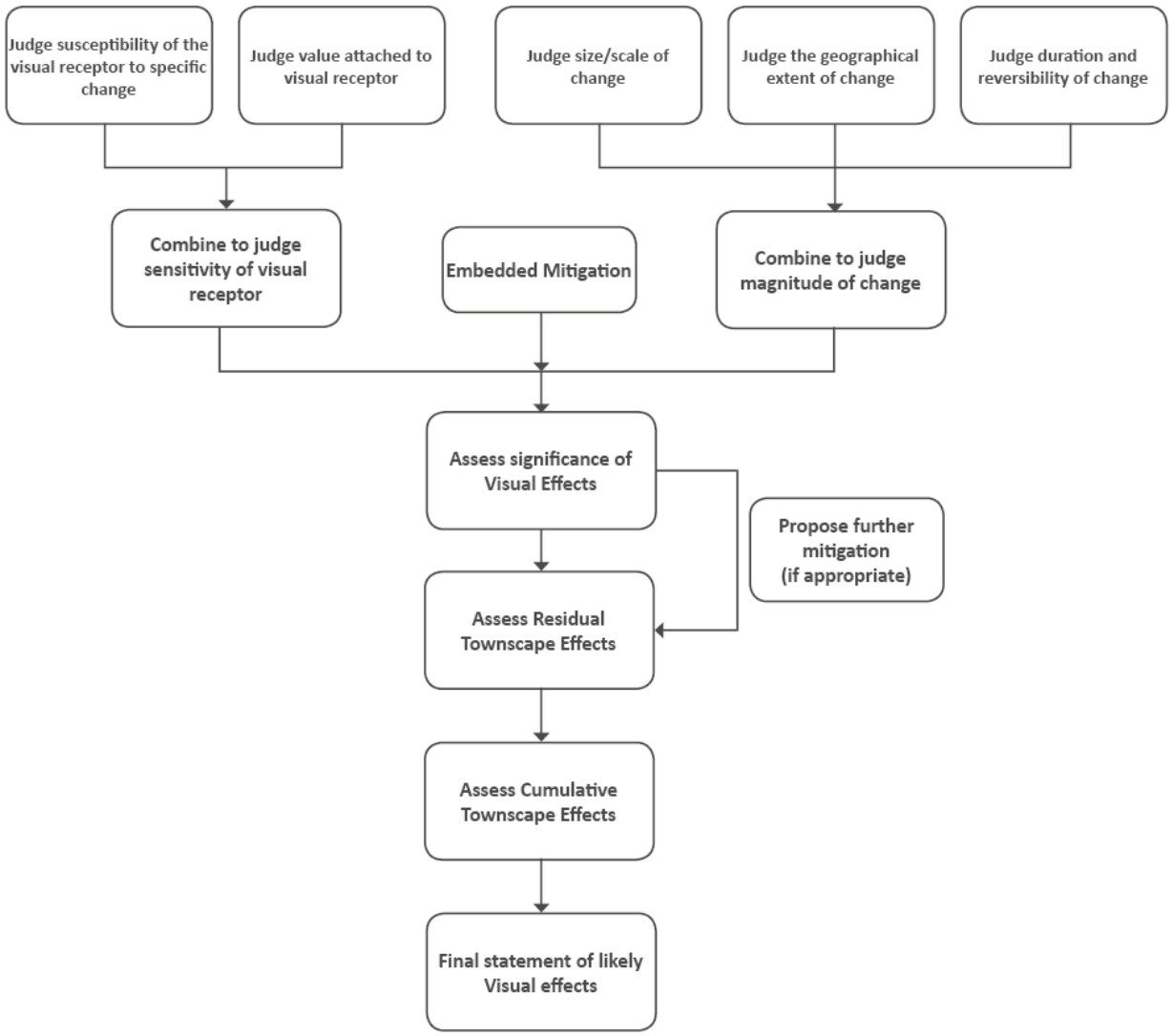


Table 7: Visual Susceptibility

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

	Restricted views with interruptions to the extent of view

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	***Total loss or substantial alteration*** *to the baseline view or introduction of* ***elements considered to be totally uncharacteristi****c to view.* 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	***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* 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	***Minor loss or alteration*** *to the baseline view or introduction of* ***elements that may not be uncharacteristic*** *when set within the view.* 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 Minorly 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	***Very minor loss or alteration*** *to the baseline view or introduction of* ***elements that may not be uncharacteristic*** *when set within the view.* The proposed intervention would **not be visible / would occupy only a Minor 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**

Nature of Effect

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 Minor deterioration in the existing view.

Minor Beneficial Effect: Where the proposed intervention would cause a Minor 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 'not significant'.

Assessment of Cumulative Effects

34. The purpose of cumulative townscape and visual effects is to identify additional changes caused by the proposed intervention in addition to other similar developments, or as the combined effect of a set of developments taken together.

35. The assessment of cumulative effects in this report focuses specifically on the effects of the proposed intervention in addition to other developments of a similar scale and type within a distance radius defined and justified within the main report. This is based upon a ZTV (Zone of Theoretical Visibility) exercise. Beyond the extent of the defined radius, it is considered that there will be no likely perceivable change to views of the proposed intervention on Site, and no likely cumulative townscape effects in relation to the proposed intervention on Site.

36. Cumulative townscape effects are defined as effects that can impact on either the physical fabric or character of the townscape or any special values attached to it. (GLVIA 3 Chapter 7.3)

37. Cumulative visual effects are defined as effects that can be caused by combined visibility, which occurs where the observer is able to see two more developments from one viewpoint and / or sequential effects which over when the observer has to move another viewpoint to see different developments. (GLVIA 3 Chapter 7.3). Sequential effects may be assessed for travel along regularly used routes such as major roads or popular paths.

38. The approach to assessing cumulative effects is guided by the same principles as to the approach to the initial project assessment and considers a combination of susceptibility and value (sensitivity) and magnitude of change to determine the combined effects.

Appendix C:

Methodology for producing views and photomontages

Choosing the viewpoints

1. The siting of viewpoints for the visual assessment must balance 2 factors:

    a. The likely significance of effects; and
    b. How typical, or representative the view is

2. In some circumstances, a viewpoint may also be chosen due to the cumulative effects the proposed intervention will have on the landscape.

3. Whilst the choice of viewpoints is very important, the LVIA should also be based on other aspects. It is important that over-emphasis on viewpoint assessment is avoided as this may create the erroneous assumption that this is the only aspect of LVIA (SNH Visual representation of wind farms v.2.1, 2014).

4. It is important that viewpoints can be safely and legally accessed. Some viewpoints might be judged inappropriate for formal visualisations due to unacceptable health and safety risks, or limitations on access.

5. A proposal may not be visible in all viewpoints chosen. However, the modelling exercise can be undertaken in these instances in order to determine any visual effects from this representative location. The locations of all viewpoints should be recorded on file, even when these are superseded or removed at later stages of the LVIA process.

Overview on producing photomontages

6. The use of photomontages for representing an existing and proposed visual effect is a useful tool for the LVIA assessment. A photomontage consists of an existing view in combination with a computer-generated image of a proposed intervention. They are used to illustrate the likely view of a proposed intervention as it would be seen in a photograph, not as it would appear to the human eye in the field (SNH *Visual representation of wind farms v.2.1*, 2014). They provide a two-dimensional image that can be compared to the actual view of the landscape to inform the assessment of visual effects, such as scale and potential appearance of the proposed intervention.

7. It is important to recognise that photomontages can never exactly match what is experienced in reality. The purpose of photomontages is to provide a representation of the proposal that is accurate enough for the potential visual effects to be fully understood (ibid.). The visual representation will not provide the full picture with regards to potential visual effects, but rather, they inform the assessment process by which judgements are made (ibid.). They do not show other qualities of the landscape experience that can only be appreciated in the field.

Methodology for producing photomontages

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

9. The camera lens is set to a focal length of between 35-50mm. While a camera lens with a fixed focal length of 50mm is recommended, it is recognised that there is no single best focal length that works best under all circumstances (Landscape Institute *Advice Note 01/11*, 2011). The metadata for the focal length is recorded and displayed alongside each view.

10. It is possible to have a single image to capture the necessary information for a viewpoint, however it is recognised that the field of view (usually around 40 degrees) will be insufficient to capture the breadth of information required to represent the intervention proposals and relevant context (ibid.). A series of photographs of the view, stitched together as a panorama is often more informative.

11. The view is taken as a series of photographs, with the site to the centre of the view where possible. Photographs are taken in landscape format. However, in some circumstances, such as a steep sided valley or viewpoints which are very close to the proposal, it may be necessary to use portrait format to capture the full vertical extent of the landscape within the view.

12. While taking the photos, particular care is placed on rendering all points in the scene as sharply as possible to avoid any areas of selective focus; capturing all tonal detail to avoid excessively bright or dark areas; and, avoidance of atypical feature particular in the foreground, such as a single tree. Conversely, it is also unacceptable to move too far from the most prominent viewpoint in order to avoid typical foreground objects, such as hedgerows and other boundary treatments.

13. The photographs are stitched together using suitable software such as Adobe Photoshop. The 'Automerge' 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). To avoid or minimise such image processing, the points on paragraph xx are observed. 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 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 Gird eastings and northings)
    b. Viewpoint altitude (AOD)
    c. Camera type, make and focal length

21. Viewing the images printed on paper, it is 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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