

# 1. Townscape and Visual Impact

## **INTRODUCTION**

- 1.1 This report prepared by Planit-IE assesses the likely significant effects of the Civic Quarter Masterplan Supplementary Planning Document (CQM SPD) with respect to Townscape and Visual Amenity. This assessment also describes the methods used to assess the effects, the baseline conditions currently existing at the site and surrounding area, the mitigation measures required to prevent, reduce or offset any negative effects, and the likely residual effects after these measures have been adopted.
- 1.2 The intention is to utilise the Townscape and Visual Impact Assessment to establish an appropriate scale and form that tests and advances the footprint and massing framework for the proposed development blocks within the Civic Quarter Masterplan SPD.
- 1.3 This assessment of Townscape and Visual Impact exists at the first design stage for development at the site. As such, this assessment is only able to provide a judgement of the impact of the framework plan with suggestions on the expectations for future appropriate development in accordance with the SPD and its associated policies and framework.

## METHODOLOGY

### ASSESSMENT METHODOLOGY

- 1.4 This assessment has been carried out with reference to the Guidelines for Landscape & Visual Impact Assessment, 3<sup>rd</sup> Edition, 2013 (referred to hereafter as “the Guidelines”).
- 1.5 Firstly, the nature of receptors (sensitivity) has been assessed, and secondly, the nature of effects (magnitude) likely to result from the proposed development has been assessed. The assessment will utilise the methodology tables set out below (**Table 1.1 – 1.7**) alongside professional judgement.
- 1.6 As part of the discussions on the SPD and Framework Plan, the methodology and visual receptors have been discussed and finally agreed with Trafford Council on 9 August and 6 September 2018 respectively.
- 1.7 The study area is illustrated in Figure 1.1 in **Appendix 1.4**. The assessment has considered the proposals against the Masterplan area as it currently stands – the area bordered by Chester Road (A56) to the north, White City Way and the edge of the bowling green by the Old Trafford Bowling Club to the northeast, Metrolink tram lines to the southeast and Great Stone Road to the southwest. The site includes Trafford Town Hall, Trafford College, Lancashire Cricket Club and White City Retail Park within an area almost equally divided by Talbot Road and Brian Statham Way/Warwick Road. Together with the Old Trafford Metrolink stop, these roads are key connections to and from Manchester City Centre and The Quays, and are key routes for match and event days at the LCC and Manchester United Football Club stadia.
- 1.8 The study area for this assessment includes the site itself and the full extent of the wider townscape around it, which the Framework Plan may influence in a significant manner, in accordance with the Guidelines.
- 1.9 The assessment will also be supplemented by a cumulative assessment of approved adjacent developments where relevant, in order to understand if any further potential effects are likely to arise. One cumulative development within the site boundary has been considered. The location of it is highlighted in Figure 1.10 in **Appendix 1.4**.
- 1.10 In order to provide the most comprehensive, rounded and objective view of the Townscape and Visual Impacts of the proposed development, assessed effects have been agreed following round-table review by a team of individual assessors who have considerable experience in the production of townscape and visual impact assessment, and are Chartered Members of the Landscape Institute.

- 1.11 The Framework Plan identifies the broad locations of various uses, including maximum heights of the proposed buildings and their outer limits, and is illustrated within the photomontages as a block model. The Framework Plans also describe the areas and type of open space as well as the key access routes through the site. It therefore provides a general location and layout of uses which will be developed further at the detailed design stage.

### CRITERIA FOR DETERMINING SENSITIVITY OF TOWNSCAPE RECEPTORS

#### BASELINE TOWNSCAPE VALUE

- 1.12 Townscapes may be valued at community, local, national level or above. Existing Townscape designations have been taken as the starting point for this assessment, as shown in Table 1.1 below. However, the value attached to undesignated townscapes also needs to be assessed and this is considered in Table 1.2.
- 1.13 Table 1.1 sets out the relative importance of generic townscape designations and descriptions.

Table 1.1: Value of Designated Townscapes

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

- 1.14 Whilst the assessment of value is partly based on the Planning Policy importance of the townscape, other criteria used to assess townscape value in more detail, including that of undesignated townscape, are set out in Table 1.2 below. The criteria are taken from the Planning Practice Guidance which supports the National Planning Policy Framework (NPPF).

Table 1.2: Criteria for Assessing the Value of Non-Designated Townscapes

Attribute	Criteria
Functional	A building or place should be fit for purpose, designed and delivered in a way that delivers the intended function and achieves value for money in terms of lifetime costs.

Mix of uses	Mix of uses to ensure easy access to facilities and encourage a healthier environment, reducing the need to travel.
Well-designed public space	Functional and attractive hard and soft landscape elements, well orientated and designed routes, inclusion of facilities such as seats and play equipment and public art.
Buildings designed to be adaptable.	Flexibility to be able to respond to a range of future needs – how easily buildings change be adapted for change of use, places that are easy and practical to manage with good access, natural surveillance and hard wearing materials that are easy to repair.
Distinctive character	Consideration of: the local pattern of street blocks and plots; building forms; details and materials; style and vernacular.
Attractive spaces	Consideration of streetscapes, townscapes, buildings and elements within them all, microclimates and views should all be considered. This is also affected by the way a townscape is perceived using the senses and the effect of transient elements such as the presence of human activity and resulting tranquillity or vibrancy.
Promotes ease of movement	All users should be able to move safely, conveniently and efficiently to and within a place, appropriate number of legible routes to and through it, good connections with each other and other destinations.

- 1.15 An overall assessment of value has been made for each townscape receptor (refer to **Appendix 1.4**), based on an overview of the assessments made using each of the above criteria, in terms of high, medium and low value.

#### BASELINE SUSCEPTIBILITY OF TOWNSCAPE RECEPTORS TO CHANGE

- 1.16 Susceptibility of townscape receptors to change has been assessed using the criteria identified in Table 1.3, with reference to the baseline conditions.

Table 1.3: Townscape Receptor Susceptibility to Change

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

#### OVERALL SENSITIVITY OF TOWNSCAPE RECEPTORS

- 1.17 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed within **Appendix 1.1**.

## CRITERIA FOR DETERMINING SENSITIVITY OF VISUAL RECEPTORS

### TYPE OF VIEW AND NUMBER OF VIEWERS

1.18 In terms of assessing the baseline visual sensitivity, key factors to consider are the type of view and the likely numbers of viewers (the visual receptors). The type of view and the number of viewers are described in the following terms

- Glimpsed (i.e. in passing)/Filtered/Oblique/Framed/Open Views; and
- Few/Moderate/Many Viewers.

### VALUE OF VIEWS

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

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

1.20 The assessment of the value of views is summarised in Table 1.4 below, in terms of High, Medium and Low value. These criteria are provided for guidance only and are not intended to be absolute.

Table 1.4: Value Attached to Views

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

### SUSCEPTIBILITY OF VISUAL RECEPTORS TO CHANGE

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

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

- 1.22 The assessment of a visual receptor to change is specific to the proposed development. However, the Guidelines for Landscape and Visual Impact Assessment offers the generic guidance identified in Table 1.5 as a starting point for the assessment.

Table 1.5: Visual Receptor Susceptibility to Change

Susceptibility	Type of Receptor
High	<ul style="list-style-type: none"> <li>• Users of public space, including users of public rights of way, whose attention is likely to be focussed on the townscape and on particular views;</li> <li>• Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience;</li> <li>• Communities where views contribute to the townscape setting enjoyed by residents; and</li> <li>• Travellers on scenic routes.</li> </ul>
Medium	<ul style="list-style-type: none"> <li>• Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey; and</li> <li>• Users of public space, where the view is a part of the wider experience of the place.</li> </ul>
Low	<ul style="list-style-type: none"> <li>• People at their place of work, where the setting is not important to the quality of working life;</li> <li>• Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey; and</li> <li>• People engaged in outdoor sport or recreation, or users of a public space, which does not involve appreciation of views.</li> </ul>

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

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

#### OVERALL SENSITIVITY OF VISUAL RECEPTORS

- 1.24 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed in **Appendix 1.2**.

### PREDICTED TOWNSCAPE AND VISUAL IMPACT CRITERIA

- 1.25 The predicted townscape and visual impacts of the proposed development are set out in **Appendix 1.1** and **Appendix 1.2** respectively.

### SIZE AND SCALE OF EFFECTS

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

- No Change – change will not be perceptible
- Negligible – change will be just discernible
- Minor – a small change will be perceptible
- Moderate – change will be clearly noticeable, and
- Major – total change will occur.

### GEOGRAPHICAL EXTENT OF EFFECTS

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

### DURATION/ REVERSIBILITY

- 1.28 Effects may be experienced over a range of timescales. For this assessment, the following timescales are considered appropriate:
- Short-term: 1 year or below
  - Medium-term: Between 1 and 10 years in duration, and
  - Long-term: Greater than 10 years in duration.
- 1.29 Effects may be temporary, permanent or reversible over time. For example, visual effects arising from construction activities may be limited solely to the construction period and therefore only temporary. The assessment therefore considers the practicality of effects being reversed.

## MAGNITUDE OF TOWNSCAPE EFFECTS

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

1.31 The magnitude of change in the townscape takes into consideration the following factors:

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

1.32 The criteria used to assess magnitude of townscape effects are described in Table 1.6, below:

Table 1.6: Townscape Effects - Magnitude

Category	Criteria
Major adverse townscape effect	The proposals will result in a total change in the key characteristics of townscape character; will introduce elements totally uncharacteristic to the attributes of the receiving townscape; and/or will result in a substantial or total loss, alteration or addition of key elements/features/characteristics.
Moderate adverse townscape effect	The proposals will result in a partial change in the key characteristics of townscape character; will introduce elements partially uncharacteristic to the attributes of the receiving townscape; and/or will result in partial loss, alteration or addition of key elements/features/characteristics.
Minor adverse townscape effect	The proposals will result in a small change in the key characteristics of townscape character; will introduce elements that are not uncharacteristic to the attributes of the receiving townscape; and/or will result in a minor loss, alteration or addition of elements/features/characteristics.
Negligible adverse townscape effect	The proposals will result in a just discernible change to townscape character/elements/features/characteristics.
Negligible townscape benefit	The proposals will result in a just discernible improvement to the townscape character/elements/features/characteristics.
Minor townscape benefit	The proposals will achieve a degree of fit with the townscape character/elements/features/characteristics and go some way towards improving the condition or character of the townscape.
Moderate townscape benefit	The proposals will achieve a good fit with the townscape character/elements/features/characteristics, or would noticeably improve the condition or character of the townscape.



Major townscape benefit	The proposals will totally accord with the townscape character/elements/features/characteristics, or would restore, recreate or permanently benefit the condition or character of the townscape.
No Change	The proposals will not cause any change to the townscape character/ elements/ features/ characteristics.

### MAGNITUDE OF VISUAL EFFECTS

- 1.33 The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, its duration and degree of reversibility and the impact these are likely to have on the baseline character of the view.
- 1.34 The magnitude of change in the view relates to the degree of contrast or integration likely to result from the proposed development and is influenced by the relative time over which a view is experienced and whether it is a full, partial or glimpsed view.
- 1.35 The criteria identified in Table 1.7 are used to assess the magnitude of visual effects, based on the degree of change to the view or composition.

Table 1.7: Visual Effects - Magnitude

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

### NATURE OF EFFECTS

- 1.36 The nature of effects may be beneficial, adverse or neutral. As this TVIA is assessing the SPD development framework, it is difficult to provide a blanket assumption of the nature of effect

without further design mitigation. In many cases, additional design detail has the potential to wholly determine the nature of effect.

- 1.37 This TVIA has been produced iteratively alongside the development framework in order to ensure no significant adverse impacts arise in lieu of the further design stages. The development framework has evolved in order to ensure all proposed development blocks are considered appropriate for development, with the addition of detailed design mitigation.
- 1.38 With this in mind, the assessment of nature of effects will refrain from a specific response. Instead, the assessment should detail the assessment of the framework plan (the worst case scenario) before outlining the expectations of future design mitigation for each development plot.

### SIGNIFICANCE OF EFFECTS

- 1.39 For the assessment of the development framework, and because of the high-level nature of the framework, it has been considered premature at this stage to introduce an assessment of significance into the report.
- 1.40 All development seeking permission with the SPD area will be required to carry out its own assessment of townscape and visual impact in accordance with the methodology set out here. This is to ensure proposals are within the approved development envelope and do not result in adverse significant effects for the individual development or when considered cumulatively against the remaining development framework.

### CONFIDENCE

- 1.41 The predicted effect is assessed against the criteria set out below in order to attribute a level of confidence to the visual assessment:
- High – The predicted effect is either certain, or very likely to occur, based on reliable information or previous experience
  - Medium – The predicted effect and its level are best estimates, based on on-site and desktop study, and
  - Low – The predicted effect and its level are best estimates, based on given knowledge and experience. More information may be needed to improve the level of confidence.

### CONSULTATION

- 1.42 The Spatial Development Framework Plan has been developed through internal consultation with members and key officers at Trafford Council, key stakeholder working group meetings and 1-to-1 meetings with key landowners in the area, as part of discussions on the SPD and Framework Plan during June through to October 2018.

### ASSUMPTIONS/LIMITATIONS

- 1.43 The primary aim of the assessment is to support the production of a robust and tested framework for footprint, massing and height of the development plots identified in the Spatial Development Framework Plan in the SPD – this will ensure development will be delivered at an appropriate scale that does not cause undue adverse effects on the surrounding townscape. Therefore, the assessment is based on the framework itself and is an assessment of massing, height and placement of building blocks.
- 1.44 This assessment does not include detail design elements, such as materials, elevation treatment, roofscape, window design and placing, which are expected to be delivered as part of further design of plots.
- 1.45 In addition to ensuring that an appropriate scale of development is delivered, the SPD is also mindful of the need to ensure that future development does not result in unacceptable amenity impacts on existing communities or to create such impacts for future residents occupying the SPD neighbourhood. Existing amenities that would need to be considered include LCC stadium, Trafford Town Hall and the adjacent sunken garden, as well as the area of some historical interest on the eastern edge of the site.
- 1.46 Construction effects have been scoped out, as it was deemed too early to take into consideration at this stage and because of the high-level nature of the SPD.
- 1.47 The modelling of the development framework within the views has assumed a 3m floor to floor height for each block. Detailed modelling at a later design stage may show an increase in building height whilst within the suggested storey height. Any minor increase in height will be required to be assessed during future detailed design assessments.

### BASELINE CONDITIONS

#### SITE LOCATION

- 1.48 The Masterplan's location is shown in Figure 1.1 of **Appendix 1.4**. The area extends to approximately 100 acres (40 ha) and is located to the north eastern extremity of Trafford Borough. The site is within close proximity to the administrative areas of Manchester City Council to the east and Salford City Council to the north and is in a highly accessible location. The site is bordered by Chester Road (A56) to the north, the Metrolink tram line to the south, Great Stone Road to the west and White City Way and the edge of the bowling green by the Old Trafford Bowling Club to the east.
- 1.49 Talbot Road and Brian Statham Way/Warwick Road form a cross through the site, dividing it into four similarly sized quarters. The existing character of the quarters is based on the dominant building and/or land use. However, it is poorly defined as key components that contribute to defining the character, such as land use, urban grain, built form and movement and linkages, frequently detract from it. The Masterplan seeks to strengthen this definition and create four distinct quarters – Town Hall Quarter, Leisure Quarter, Campus Quarter and Commercial Quarter.
- 1.50 This is supported by the Trafford Local Plan Core Strategy (adopted January 2012) Policy SL3 which defines a 'Lancashire County Cricket Club Quarter' as a strategic location for major mixed-use development, as well as the Refreshed Stretford Masterplan (approved January 2018), which identifies the former Kellogg's site as the 'Campus Quarter', supported by University Academy 92 (UA92).

### HISTORICAL DEVELOPMENT

- 1.51 The area has a rich and fascinating history in culture, events, health and wellbeing. The site of the current White City Retail Park was once a Royal Botanical Gardens, set up in 1829 for the recreation of the people of Manchester, away from the prevailing smoke of the industrial city. This included large and ornate domed greenhouses some 100 meters in length, sheltering many rare and beautiful plant specimens from around the world. The Gardens played an integral part in two spectacular national exhibitions. The Art Treasures Exhibition was held in 1857, the first ever national exhibition of art, housing some 16,000 artefacts including works by Leonardo Da Vinci. It remains one of the largest art exhibitions Britain has even seen, with some 1.3 million visitors attending. Thirty years later, this was followed by the Royal Jubilee Exhibition held at Queen Victoria's Golden Jubilee attending by an incredible 4.75 million people over 192 days.
- 1.52 Today only the entrance portal to the original Royal Botanical Gardens remains, and it is isolated within White City Retail Park. Both the entrance portal and nearby Trafford Town Hall are Grade II listed.
- 1.53 Further east, land to either side of Talbot Road forms an area of some historical interest. The Old Trafford Bowling Club remains, founded in 1877, constructed in Tudorbethan style, it was one of the

most substantial clubhouses in amateur sport, an inspiring legacy of the area's many cricket, tennis and racing fields. The bowling green is still in use today, a stone's throw away from the Victorian Trafford Hall Hotel and a series of 8 fine Victorian villas.

### TOWNSCAPE RECEPTORS

1.54 The list **below** highlights the townscape receptors assessed in relation to the proposed development. Refer to **Appendix 1.1** for the baseline description of townscape receptors and the assessment of sensitivity for each receptor.

- Heritage Designations
- Townscape Character
- Urban Grain
- Land Use
- Building Heights
- Movement and Linkages
- Public Open Space

Normally, the assessment would also take into consideration Topography and Flood Risk and Site Character. Topography and Flood Risk have been scoped out due to their impact being very small and Site Character due to the strategic nature of the TVIA and the Framework Plan.

1.55 Cumulative Developments were selected from identified developments that lie within the site boundary, have planning approval and have an impact on one or more of the receptors. The development include is University Academy 92 - UA92 (94747/FUL/18).

1.56 Refer to **Appendix 1.4** for the illustration of baseline townscape receptors.

### VISUAL RECEPTORS

1.57 **Figure 1.11** of **Appendix 1.4** illustrates the principle viewpoints identified. A total of 10 viewpoints are detailed below:

- Viewpoint 1: View from Chester Road
- Viewpoint 2: A and B views from Great Stone Road/Talbot Road junction
- Viewpoint 3: View from Great Stone Road bridge over Metrolink tram line
- Viewpoint 4: A and B views from Old Trafford Metrolink tram stop
- Viewpoint 5: View from Talbot Road entrance to sunken gardens adjacent to Trafford Town Hall

- Viewpoint 6: View from outside Warwick House, Talbot Road/Warwick Road junction
- Viewpoint 7: View from Sir Matt Busby Way/Chester Road junction
- Viewpoint 8: View from White City Way/Talbot Road junction
- Viewpoint 9: View from Talbot Road entrance to Gorse Hill Park, and
- Viewpoint 10: View from Chester Road/Trafford Road junction.

1.58 Refer to **Appendix 1.2** for the description of baseline views and sensitivity assessment and **Appendix 1.3** for baseline photography.

#### **EMBEDDED MITIGATION**

- 1.59 The design proposals have been formulated through an iterative process in consultation with Trafford Council. This process has allowed site constraints and opportunities to directly influence the evolution of the Spatial Development Framework Plan. As a result, mitigation measures form part of the design.
- 1.60 A number of design principles are embedded into the Spatial Development Framework Plan and contribute to the avoidance / minimisation of likely significant effects on the townscape and views. These include aligning building block with existing buildings, appropriate setbacks from streets, scaling down height and massing in proximity of lower density residential areas, listed buildings and areas of heritage value, keeping landmark buildings to key corners and along main routes.

#### **POTENTIAL EFFECTS**

- 1.61 The predicted potential impacts of the proposed development, taking into account the embedded mitigation are outlined in **Appendix 1.1** (Townscape receptors) and **Appendix 1.2** (Visual receptors). The potential impacts have been considered during operation for the proposed development. The assessment is supplemented by **Appendix 1.3** (Baseline Photography and Photomontages) and **Appendix 1.4** (Townscape and Visual Figures).
- 1.62 Due to the iterative development of the Framework Plan, the effects experienced in all of the townscape receptors and eight of the ten visual receptors are deemed appropriate. Views 8 and 10 require further design mitigation at the detailed stage in order for effects to be deemed acceptable, or a further iteration to the development framework is required to reduce the overall scale and nature of effect experienced. The assessment of predicted effects are also summarised within Table 1.10 below and described in detail in **Appendix 1.1 and Appendix 1.2**.
- 1.63 Additionally, further assessment work is being undertaken in respect to views 4B, 8 and 10 to establish the level of mitigation that could be achieved through the detailed design process.

## RESIDUAL EFFECTS

- 1.64 As outlined above, the design proposals have been formulated through an iterative process. Due to the nature of the SPD, further supplementary mitigation will be provided at the detailed design stage for each development plot. As such, any future application within the SPD area will require its own assessment of impact in accordance with this methodology in order to understand if the proposal is acceptable and in accordance with the SPD policies.
- 1.65 Due to these factors, and crucially there being no further supplementary mitigation at this stage, there is no further change to the effects assessed within the Potential Effects chapter of this assessment. The predicted residual townscape and visual effects remain as described within the Potential Effects section and are detailed in **Appendix 1.1 and Appendix 1.2** and are summarised within Table 1.10 below.

## CUMULATIVE EFFECTS

- 1.66 Other schemes within the site boundary which have planning permission have been assessed, and include University Academy 92 (UA92) and the Hampton by Hilton mixed use scheme on Chester Road. However, a broad assessment of these schemes in combination with the Framework Plan does not result in a further significant effect.

## SUMMARY

- 1.67 This report has assessed the townscape and visual impacts of the Trafford Civic Quarter Spatial Development Framework Plan. The assessment has been carried out with reference to the Landscape Institute's Guidelines for Landscape and Visual Impact Assessment, 3<sup>rd</sup> Edition.
- 1.68 Firstly, the nature of receptors (sensitivity) have been assessed, and secondly, the nature of the effects (magnitude) likely to result from the proposed development have been assessed.
- 1.69 The proposals have been formulated through an iterative process in consultation with Trafford Council. This process has allowed site constraints and opportunities to directly influence development proposals. As a result, mitigation measures form part of the detailed design.
- 1.70 A total of seven townscape and ten visual receptors were identified and considered as part of this assessment.
- 1.71 The table below shows results of the assessments:

Table 1.10: Townscape Residual Effects

Receptor	Sensitivity	Magnitude
<b><i>Proposed Development</i></b>		
Heritage Designations	Medium	Minor
Townscape Character	Medium	Minor
Urban Grain	Low	Moderate
Land Use	Medium	Minor
Building Heights	Medium	Minor
Movement & Linkages	Medium	Minor
Public Open Space	Low	Moderate

Table 1.10: Visual Residual Effects

Receptor	Sensitivity	Magnitude
<b><i>Proposed Development</i></b>		
View 1: View from footway on northern edge of Chester Road looking northeast along the road corridor	Low	Minor
View 2A: View from footway/pedestrian crossing on the northern edge of Talbot Road looking northeast along the road corridor	Medium	Minor
View 2B: View from View from footway/pedestrian crossing on the northern edge of Talbot Road – rotated to look down Great Stone Road corridor	Low	No Change
View 3: View from southwestern footpath at bridge across Metrolink tram line towards the former B&Q site	Medium	Minor
View 4A: View from Old Trafford Metrolink trams top towards Brian Statham Way	Medium	Moderate
View 4B: View from View from Old Trafford Metrolink tram stop towards former B&Q site	Medium	Negligible



Receptor	Sensitivity	Magnitude
View 5: View from Talbot Road entrance to sunken gardens adjacent to Trafford Town Hall	Medium	Moderate
View 6: View from outside Warwick House, Talbot Road/Warwick Road junction	Medium	Moderate
View 7: View from Sir Matt Busby Way/Chester Road junction pointing south along Warwick Road	Low	No Change
View 8: View from White City Way/Talbot Road junction looking southwest along Talbot Road to include the Old Trafford Bowling Club	Low	Moderate
View 9: View from Talbot Road entrance to Gorse Hill Park looking northeast along the road corridor	Medium	No Change
View 10: View from Chester Road/Trafford Road junction	Low	Moderate

## REFERENCES

- *Department for Communities and Local Government (2012), National Planning Policy Framework, London, DCLG.*
- *Institute of Environmental Management & Assessment (IEMA), 2015. IEMA Environmental Impact Assessment Guide to Shaping Quality Development.*
- *Landscape Institute, IEMA, 2013. Guidelines for Landscape & Visual Impact Assessment, 3rd Edition, Oxon, Routledge.*
- *Landscape Institute, 2011. Photography and photomontage in landscape and visual impact assessment, Landscape Institute Advice Note 01/11, London, Landscape Institute. Environmental Impact Assessment EU Directive and UK Regulations, (85/337/EEC).*

**LIST OF APPENDICES**

**Appendix 1.1:** Townscape Baseline, Sensitivity and Effects

**Appendix 1.2:** Visual Baseline, Sensitivity and Effects

**Appendix 1.3:** Baseline Photography and Photomontages

**Appendix 1.4:** Townscape and Visual Figures

- **Figure 1.1:** Site Location
- **Figure 1.2:** Historical Development
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- **Figure 1.4:** Townscape Character Areas
- **Figure 1.5:** Urban Grain
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- **Figure 1.10:** Cumulative Development
- **Figure 1.11:** Spatial Development Framework Plan