

APPENDIX 13
CQ AAP TOWNSCAPE VISUAL IMPACT APPRAISAL

Civic Quarter Area Action Plan

Townscape and Visual Assessment

January 2020

Prepared for:



TRAFFORD
COUNCIL





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1. Introduction

- 1.1. Randall Thorp LLP has been commissioned by Trafford Council to produce a Townscape and Visual Appraisal (TVA) to support a masterplan as part of an Area Action Plan (AAP) for the Civic Quarter of Trafford.
- 1.2. The AAP seeks approval to a visionary masterplan within an area extending to 55ha shown on Figure 1. Details of the masterplan proposals are shown in Civic Quarter Area Action Plan (AAP) document. The AAP proposes changes to the existing townscape including: new routes and movement network, changes to land use, new public open spaces, changes to block size, orientation and grain; changes to building massing and height.
- 1.3. Townscape and visual effects are independent but related issues. Townscape effects are changes in the townscape as a resource, including its constituent elements, the aesthetic and perceptual aspects of the townscape, and its distinctive character; visual effects relate to the effects of change upon the views available to people and their visual amenity.
- 1.4. The document describes the methods used to assess the baseline conditions currently existing in the AAP area and surroundings, the potential direct and indirect impacts of the proposed masterplan arising from changes in the townscape as a resource, including its constituent elements, the aesthetic and perceptual aspects of the townscape, and its distinctive character; visual effects relate to the effects of changes upon the views available to people and their visual amenity, the mitigation measures required to prevent, reduce, or offset the impacts and the residual impacts. This report has been written by Randall Thorp LLP.

2. TVIA Methodology: guidance and approach

Guidance

2.1. The assessment has been undertaken in line with best practice guidance documents to inform the approach and impact assessment. This guidance is considered to be the most thorough and current in relation to the assessment of landscape character and visual effects. Those documents which will be used to inform the assessment are listed below:

- ‘Guidelines for Landscape and Visual Impact Assessment Third Edition’ (2013) (GLVIA 3) – produced by the Landscape Institute (LI) and the Institute of Environmental Management and Assessment (IEMA);
- An Approach to Landscape Character Assessment, Natural England was published in 2014 prepared by Natural England
- ‘Visual Representation of Development Proposals’ Technical Guidance Note 06/19 by the Landscape Institute (2019); and

‘Guidance on Tall Buildings’ CABE (2007) ‘Townscape Character Assessment’ Technical Information Note 05/2017 by the Landscape Institute.

2.2. The scope of the Guidelines for Landscape and Visual Impact Assessment include townscape. Although the guidelines often refer to ‘landscape’, the European Landscape Convention definition of landscape includes the landscape of villages, towns and cities. Townscape is defined as the landscape within the built-up area.

2.3. The guidelines are not prescriptive, and the approach taken to any assessment must be tailored to the nature of the proposed development, its location and likely effects. This especially applies in the context of a townscape assessment within an urban context.

2.4. The assessment of townscape and visual effects will also draw on relevant aspects of the ‘Guidance on Tall Buildings’ published by CABE and English Heritage in 2007 and subject to a draft update by the Design Council and English Heritage in 2014.

Approach

2.5. TVAs are usually carried out for specific schemes with known parameters that may be refined in response to the findings and mitigation that the TVA recommends. The guidance above assumes such a scenario.

2.6. The TVA for this project is somewhat different. The AAP masterplan is a visionary ideal to guide future development. The masterplan is illustrative only and presents one interpretation of the guiding urban framework principles. This TVA assesses the likely effects of the urban framework principles that guide the masterplan and AAP proposals as set out in chapters 4 and 5.

2.7. Given the scale of the AAP area, different parts of the AAP area will have different effects on

the existing townscape character areas. For this reason, the AAP area has been subdivided into smaller sectors as shown of Figure 2, these sub sectors generally follow with the neighbourhoods identified in the AAP document. The effects of the proposals for each of these sectors is assessed.

2.8. The aim of the appraisal will be to:

- Ascertain the townscape and visual receptors;
- Assess the sensitivity of the receptors;
- Assess the townscape and visual changes as a result of the proposed masterplan; and
- Ascertain the likely townscape and visual effects associated with the proposed masterplan.

2.9. The GLVIA requires that a clear distinction is drawn between landscape, which includes the urban townscape, and visual effects:

2.10. Townscape effects relate to the predicted effects on the townscape as a resource. Townscape effects can be generated by a development's effect upon the physical townscape, and its townscape character, fabric and quality. These include physical effects on townscape elements such as loss of trees or removal of structures. This also includes aesthetic, perceptual and experiential aspects of the urban environment, which may contribute to townscape character.

2.11. Visual effects relate to the predicted change to the view and the related impacts on the visual amenity experienced by people – the visual receptors, from publicly accessible locations. A view is defined as a single sight or prospect that can be seen from a particular place or location. The visual amenity is defined as the overall pleasantness of what people can see in their surroundings (GLVIA3 p158). Therefore, a view may have elements within it that change significantly, but the overall pleasantness could remain the unchanged. Visual receptors typically include pedestrians, users of public rights of way/ recreational facilities and drivers and passengers of vehicles/ rail passengers.

2.12. The local context covers those immediate areas of land where the site may be partially or fully seen from, based on topography and surrounding built form and where the proposals may have a direct impact on character. Built form and vegetation will prevent views of the site from a number of locations within this study area. The high-rise nature of some of the proposals and some existing buildings mean the site can in reality be seen from a much more extensive area. As such distant panoramic view include high rise buildings of nearby areas such as Manchester City centre, these more distant locations have not been included.

2.13. Baseline information on the townscape has been gathered through a combination of desk studies and field surveys.

2.14. The assessment will consider daytime effects only during construction and at operation.

2.15. In line with GLVIA 3, the methodology used for this assessment has four key stages, these are as follows:

- Establishment of the baseline conditions of the study area relating to townscape character and views and the quality, value and sensitivity to change of these resources;
- Contributions to the iterative process of design to understand the nature, form and features of the proposed development and inform inherent mitigation;
- An assessment of the magnitude of effect likely to result from the proposed development; and
- An assessment of the significance of townscape and visual effects considering the sensitivity of resources and the magnitude of effect.

Establishing the baseline

2.16. It is important to understand that the AAP is a long-term tool to guide development in the area. The effects on townscape and visual receptors within the study area therefore need to assess the impact of proposals for both the existing and the proposed AAP area; on the current receptors (existing character areas and visual receptors within and outside the AAP area that won't change) and future receptors that will change as a result of the proposals.

2.17. For example, the townscape of Talbot Road in front of the Town Hall currently has a similar character to the rest of Talbot Road in the AAP area, in the future it is intended that the area in front of the Town Hall will be part of a larger civic space and have a very different character and extent.

2.18. For example, visual receptors at White City in the existing scenario are looking around a retail area, a person in the same location in the future will be looking along a proposed pedestrian route through a public open space to Talbot Road.

2.19. The baseline therefore needs to consider the existing townscape and visual receptors as well as the proposed townscape and visual receptors.

Existing townscape

2.20. The definition of townscape used as the basis of this TVA is that described in GLVIA3 as:

'the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces.' (Paragraph 2.7).

2.21. An assessment of townscape value and susceptibility of townscape to change enables the overall sensitivity of townscape receptors to be determined. This forms the baseline from which the impact of the proposed development can be assessed.

2.22. The following documents have been reviewed as part of the desk study:

- Landscape Institute and the Institute of Environmental Management and Assessment – Guidelines for Landscape and Visual Impact Assessment (GLVIA), 3rd Edition (2013)
- Landscape Institute Advice Note 01/11 – Photography and Photomontages in Landscape and Visual Impact Assessment (March 2011);
- Natural England National Character Assessments;
- National Design Guide;
- Historic Landscape Characterisation;
- Conservation area plans and guidance;
- Listed buildings;
- Emerging or adopted local planning policy;
- Local level supporting planning documents.

2.23. Field work has gone on to establish a more thorough understanding of the townscape within the study area, its component parts and subdivisions. It has also established the visual baseline to identify the range of views of the site and elements within the site, and whether there are any public viewpoints which are important in terms of appreciating the character of the site.

Existing character areas

2.24. The assessment of townscape effects is structured around the identification of Townscape Character Areas (TCA) within the study area, based on a combination of desktop study and analysis, field survey and professional judgement. Different TCAs are defined through the identification of consistencies across areas of townscape in elements such as scale, materials, land – use, heritage, street pattern or open space.

2.25. Key movement routes have been considered as their own character areas.

Proposed Character areas

2.26. The urban design principles have led to proposals for new character areas and changes to existing character areas. These proposed character areas differ from existing character areas e.g. in terms of size, scale and function. The effect of changes to building heights and massing on a new character area may therefore differ to the effects on an existing character area in the same location.

Visual receptors (existing and future)

2.27. Viewpoints considered representative of potentially sensitive receptors situated within the study area at varying distances and directions have been identified. These include **existing** visual receptors and **future** visual receptors. Views from public viewpoints, such as, approaches to the AAP area, Public open spaces and roads/footways in the vicinity have been considered.

2.28. The location of these visual receptors has been discussed and agreed with the LPA.

Criteria for determining the sensitivity of the Townscape

2.29. An assessment of townscape value and susceptibility of townscape to change enables the

overall sensitivity of townscape receptors to be determined. This forms the baseline from which the impact of the proposed development has been assessed.

- 2.30. The assessment of townscape effects is structured around the identification of Townscape Character Areas (TCA) within the study area, as described above.

Value of the Townscape Character Areas

- 2.31. Townscapes may be valued at community, local, national level or above. Existing Townscape designations have been taken as the starting point for this assessment. However, the value attached to undesignated townscapes has also been assessed.
- 2.32. An overall assessment of value has been made for each townscape receptor, based on an overview of the assessments made using stated criteria, in terms of high, medium and low value.
- Very High - 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; and
 - Low – Areas or features of local importance such as Tree Preservation Orders (TPO), Public Right of Way (PROW) and locally listed buildings.
- 2.33. 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 below. The criteria are taken from the Planning Practice Guidance which supports the NPPF.

Table 1: Value Attached to Townscape Character

Resource	Value			
	Very High	High	Medium	Low
Townscape quality and condition	Townscape of exceptionally high quality and condition	High or moderate quality / good condition and largely intact	Moderate or low quality / moderate condition demonstrates some intactness	Low quality/ poor quality and disparate elements
Sense of place	Unique sense of the place. Strong pattern of street blocks and plots. Distinctive building form, style material and vernacular. Unique landform, garden, parkland with high quality trees/ wildlife habitats	Strong sense of place and identity. Strong pattern of street blocks and plots. Some distinctive building form, style material and vernacular. Unique landform, garden, parkland with some quality trees/ wildlife habitats.	Moderate sense of place / identity. Moderate pattern of street blocks and plots. Some identity associated with the building form, style material and vernacular. Moderate landform, garden, parkland with some quality trees/ wildlife habitats.	No sense of place. No pattern of street blocks and plots. No similarity in building form, style material and vernacular. No landform, garden, parkland. No trees/ wildlife habitats.
Scarcity/ rarity	Irreplaceable townscape.	Particularly scarce or fragile.	Mainly common features, but occasional interesting features.	Common features found in many cities / towns.
Legibility	Appropriate number of highly legible, convenient and safe routes into and throughout the open spaces within the site.	Legible, convenient and safe routes into and throughout the open spaces within the site.	No clear legibility throughout open spaces within the site, routes are not convenient and feel unsafe in places.	No clear legibility throughout the site, not convenient. Existing routes feel unsafe.
Functionality	Fit for purpose, mix of uses, exceptionally well-designed public open space with inclusion of facilities such as seating, play areas, public art.	Fit for purpose, mix of uses, well designed public open space with inclusion of facilities such as seating, play areas, public art.	Fit for purpose, mix of uses, public open space with some facilities of use/ interest.	Not fit for purpose, single usage, minimal public open spaces with poor functionality.
Flexibility	Highly adaptable, with good access, natural surveillance and longevity.	Able to respond to future uses, adaptable, with good access, natural surveillance and longevity.	Some ability to respond to future uses, moderate access, moderate natural surveillance and longevity.	Not adaptable to future uses, adaptable, poor access, no natural surveillance and no longevity.
Historic/ Heritage interest	Historic interest of designated or national or global importance.	Historic interest which contributes significantly to townscape character.	Some historic interest which contributes to historic character.	Limited to no historic interest.
Amenity / recreation space	Attractive/ unique street scape/ townscape, buildings and elements. Transient open spaces with the presence of human activity resulting in tranquillity or vibrancy	Attractive street scape/ townscape, buildings and elements. Transient open spaces with a moderate presence of human activity resulting in tranquillity or vibrancy	Moderate street scape/ townscape, buildings and elements. Some presence of human activity resulting in some use for tranquillity/ reflection. Not often considered vibrant.	Unattractive street scape/ townscape. Poor quality buildings. Lack of human activity resulting in uninviting and unappealing spaces.

Susceptibility to change of the Townscape Character Areas

- 2.34. Susceptibility indicates the ability of a defined TCA to accommodate the proposed development “without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.” (GLVIA, 3rd version, para 5.40). A description of how susceptibility would be evaluated for each receptor type is included below:
- High – Little ability to accommodate the proposed development without undue harm;
 - Medium – Some ability to accommodate the proposed development without undue harm; and
 - Low – Substantial ability to accommodate the proposed development without undue harm.

Overall sensitivity of the Townscape Character Areas

- 2.35. The overall sensitivity of each TCA has been rated within the range of High-Medium-Low and has been informed by combining the susceptibility and value as described above.

Criteria for Determining Sensitivity of Visual Receptors

Value of Views

- 2.36. The value attached to views has regard to several 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.
- 2.37. The assessment of the value of views is summarised in Table 2 below, in terms of High, Medium and Low value. These criteria are provided for guidance only and are not intended to be absolute.

Table 2: 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

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

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

2.39. 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 8.2 as a starting point for the assessment, alongside the use of professional judgement.

Table 3: Visual Receptor Susceptibility to Change

Susceptibility	Type of Receptor
High	<ol style="list-style-type: none"> 1. 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; 2. Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; 3. Communities where views contribute to the townscape setting enjoyed by residents; and 4. Travellers on scenic routes.
Medium	<ol style="list-style-type: none"> 1. Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey; and 2. Users of public space, where the view is part of the wider experience of the place.
Low	<ol style="list-style-type: none"> 1. People at their place of work, where the setting is not important to the quality of working life; 2. Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey; and 3. People engaged in outdoor sport or recreation, or users of a public space, which does not involve appreciation of views.

2.40. 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 focused on views and visual amenity.' (page 114, paragraph 6.35).

Overall Sensitivity of Visual Receptors

2.41. The assessment of receptor sensitivity combines judgements on the value attributed to that receptor and the susceptibility of the receptor to the specific type of development proposed.

Magnitude of effect on Townscape and Visual receptors

2.42. The magnitude of effect on each receptor is assessed in terms of the following:

Size and Scale of Effects

2.43. The size and/or scale of effects relates to the scale of changes in the townscape, such as the loss or addition of features and the scale of the change in views.

Geographical Extent of Effects

2.44. 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 of the site, or local neighbourhood; and
- The area over which visual effects are likely to be visible.

Duration and reversibility of the Effects

2.45. These are separate but linked considerations. Duration can usually be judged on a scale of short, medium or long term. Reversibility is judged on the practicality of the effects being reversed.

2.46. In the example of the AAP the duration and reversibility will be considered as long term and permanent effects.

Timescales

2.47. 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 AAP proposals represent a long-term vision. The likely timing and phasing of individual areas of change cannot be predicted. For this reason, the assessment of the entire AAP masterplan is considered at total completion only. For the same reason, the assessment does not consider the detailed practicality of effects being reversed.

Magnitude of Townscape Effects

2.48. The magnitude of townscape effects is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, and its duration and degree of reversibility. The resulting magnitude of effect upon each TCA is then graded on a scale of High, Medium, Low or Negligible. Effects may be adverse or beneficial. The effects can therefore range from High Adverse to High Beneficial.

2.49. With regards to size or scale, the effects resulting from the proposed development are judged as High, Medium, Low or Negligible, and take into account townscape elements which are lost and those which are improved, the degree to which aesthetic or perceptual aspects of the townscape are altered and whether the effects change the key characteristics of the townscape.

2.50. The geographical extent is the area over which the townscape effects will be felt and could

comprise the AAP sector only, its immediate setting or the wider townscape.

- 2.51. The criteria used to assess the size and scale of townscape effects is based upon the amount of change that may occur as a result of the proposals. An example of magnitude of effects and natures of effects has been set out in Table 4, below:

Table 4: Townscape Effects

Category	Criteria
High magnitude of effect with an 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.
Medium magnitude of effect with an 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.
Low magnitude of effect with an 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 magnitude of effect with an adverse townscape effect	The proposals will result in a just discernible change to townscape character/elements/features/characteristics.
Negligible magnitude of effect with a townscape benefit	The proposals will result in a just discernible improvement to the townscape character/elements/features/characteristics.
Low magnitude of effect with a 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.
Medium magnitude of effect with a 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.
High magnitude of effect with a 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.

Magnitude of Visual Effects

- 2.52. The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced and its duration and degree of reversibility. The resulting magnitude of effect is graded on a scale of High, Medium, Low and Negligible.
- 2.53. When considering the size and scale of the change in the view the following criteria are considered:
- Loss or addition of features within the view including the proportion of the view occupied by the proposed development;
 - 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 townscape composition, mass, line, height and colour;

- The nature of the view of the development proposed in terms of the length of time over which it will be experienced and whether the views will be full, partial or glimpsed; and
- The geographical extent of a visual effect will vary with different viewpoints and is likely to be reflected by the angle of the view, and the distance of the viewpoint from the proposals.

2.54. Examples of the magnitude of effects on a visual receptor are set out in Table 5.

Table 5: Visual Effects

Category	Criteria
High magnitude of 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.
Medium magnitude of 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.
Low magnitude of 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	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.

2.55. Effects may be adverse or beneficial (negative or positive) or neutral. Neutral effects recognise that there will be a change to the receptors; however this change is in keeping with the existing characteristics experienced by the receptor.

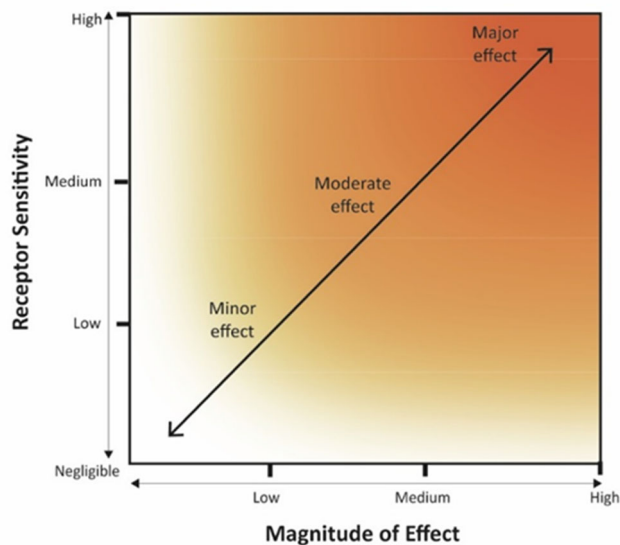
Assessment of effects

2.56. This will follow the same process outlined above: In line with GLVIA3, the assessment will be based on consideration of the sensitivity of townscape character, townscape features, and views/viewers to the building heights and massing being proposed, and on the magnitude of change likely to occur. The sensitivity and magnitude are then considered together, and conclusions drawn on the likely effects on the existing and future townscape on people's visual amenity.

2.57. The effects of the proposed AAP masterplan on the townscape and visual receptors identified above will be described as being Major, Moderate, Minor, Negligible or Neutral and either Adverse or Beneficial. The scale at which the effect will be felt will be identified (i.e. at building level, within the immediate setting of a building, at the scale of a townscape character area, over a wider area). Depending on the visual qualities of the proposed development and its setting, Major or Moderate changes in the townscape or to views will not always be judged to be significant. Minor or Negligible effects will not be considered significant at any scale.

- 2.58. **Diagram 1** below indicates the general relationship between sensitivity and magnitude of change. However, this table will not be applied in a prescriptive manner and professional judgement will be used to assess the balance of the effect according to the individual circumstances.

Diagram 1: Indicative guide to relationship between sensitivity and magnitude of change



Assumptions and limitations

- 2.59. The assessment only considers daytime effects.
- 2.60. The assessments would normally consider effects of development at construction and completion stage. For the purposes of this assessment the TVA considers the development on completion in order to establish the acceptable and non-significant effects of the built form.
- 2.61. A computer-generated Zone of Theoretical Visibility has not been undertaken, *“this treats the world as bare earth and does not take account of potential screening by vegetation or buildings”* (GLVIA3, 2013). Due to the location of TVA, a manual approach to understanding visibility has been adopted in accordance with the recommendations of GLVIA3 (2013). Visual analysis relies upon the study of the existing topographical baseline and site observations taking in to account the existing terrain, vegetation and intervening development.

3. Planning Policy Context

National Planning Policy

- 3.1. The National Planning Policy Framework (2019) promotes a presumption in favour of sustainable development for both plan-making and decision-taking (Paragraph 11).
- 3.2. Section 12 of the NPPF, Achieving Well-designed Places, states (paragraph 124) that *‘Good design is a key aspect of sustainable development, creates better places to live and work and helps make development acceptable to communities’*. Paragraph 127 states, *‘Planning policies and decisions should ensure that developments:*
 - a) *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - b) *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
 - c) *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)’*
 - d) *establish or maintain a strong sense of place, using the arrangements of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;’*
- 3.3. Section 15 of the NPPF, Conserving and Enhancing the Natural Environment, (paragraph 170) sets out how planning policies and decisions should contribute to and enhance the natural and local environment by:
 - a) Protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);
 - b) Recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of best and most versatile agricultural land, and of trees and woodland;

National Planning Practice Guidance

- 3.4. The National Planning Practice Guidance (NPPG) (DCLG, 2014) (Ref. 15-3) provides a web-based resource in support of the NPPF.
- 3.5. NPPG: Design – Section 1: The Importance of Good Design, states that: *“As a core planning principle, planmakers and decision takers should always seek to secure high quality design”*. Section 3 focuses on the qualities that define well designed places and spaces, stating that:

“A well designed space has a distinctive character”. It lists the physical aspects that contribute to distinctiveness, including the local pattern of street blocks, building forms, details, materials, style and vernacular. It further adds that: “Distinctiveness is not solely about the built environment” – it also reflects an area’s function, history, culture and its potential need for change.

Local Planning Policy

- 3.6. Planning applications within the Trafford Borough are currently determined by using the policies set out in the Core Strategy (January 2012), Revised Unitary Development Plan (UDP) (April 2012), Greater Manchester Joint Waste Plan (April 2013), Greater Manchester Joint Minerals Plan (April 2013) and Altrincham Town Centre Neighbourhood Business Plan (November 2017).
- 3.7. The Core Strategy and the Revised UDP are in the process of being replaced by the Trafford Local Plan with the Greater Manchester Spatial Framework (GMSF) providing the overarching framework. However, until the Core Strategy and UDP have been fully replaced they still form part of the Development Plan in Trafford.

The Core Strategy

- 3.8. The Core Strategy sets out the Council’s spatial policy framework for delivering the development and change needed to realise the Council’s vision for the Borough up to 2026. It includes plans relating to economic, social and environmental issues and how these will shape the future of Trafford.
- 3.9. Core strategy policies R2, R3 & R5 are of most relevance to this assessment and relate to the natural environment, green infrastructure and open space.
- 3.10. Policy R2 Natural Environment states that:

‘to ensure the protection and enhancement of the natural environment of the Borough, developers will be required to demonstrate through a supporting statement how their proposal will:

- *Protect and enhance the landscape character, biodiversity, geodiversity and conservation value of its natural urban and countryside assets having regard not only to its immediate location but its surrounding; and*
- *Protect the natural environment throughout the construction process.*

Where the council considers it necessary, in order to protect the natural environment, developers will be required to provide an appropriate ecological assessment report to enable the Council to properly assess and determine the merits or otherwise of the development proposal. All planning applications submitted for development within, or in close proximity to, any of the Borough’s assets, must be supported by such a report.

The Borough's assets include:

(a) Designated sites and species of national, regional and local importance:

- *Sites of Special Scientific Interest (SSSI);*
- *European Protected Species;*
- *Local Nature Reserves;*
- *Ancient Woodland ;*
- *Sites of Biological Importance (SBI);*
- *Sites of geological and geomorphological importance;*
- *Local Nature Conservation Sites;*
- *Wildlife Corridors; and*
- *Open countryside landscape character areas;*

(b) Woodland, hedgerows and hedgerow trees and trees including street trees and ancient trees;

(c) Areas of open water and watercourses;

(d) Areas of strategic importance as identified in The Greater Manchester Ecological Framework and Trafford' Climate Change Strategy;

(e) Historic Parks and Gardens and historic landscapes including Dunham Massey; and

(f) Habitats and species identified in the Greater Manchester Biodiversity Action Plan (BAP)

These assets will be identified and protected in the Land Allocation Plan as appropriate."

3.11. Policy R3 Green Infrastructure states that:

"The council working with local communities, developers and partners, will develop an integrated network of high quality and multi-functional green infrastructure (GI) that will:

- *Contribute to the diversification of the local economy and tourist development through the enhancement of existing, and provision of new facilities;*
- *Improve health and well being;*
- *Improve and enhance cross-boundary connectivity and accessibility through the delivery of joint development proposals;*
- *Protect and connect existing and potential sites of nature conservation value and historic landscape features, and seek to create new wildlife habitats as recommended in the GM Ecological Framework;*
- *Protect and provide appropriate natural space to connect landscapes and allow*

- wildlife to move through them to adapt to climate change;*
- *Mitigate the negative effects of climate change and support biodiversity, for example inclusion of green roofs, green walls and tree planting;*
 - *Maximise the potential climate change benefits of the network and deliver, where appropriate, the opportunities and requirements set out in Policy L5, including enhanced flood risk management through water storage or run-off protection, integrating mitigation measures such as SUDS into the design, controlling temperatures through shade and other cooling effects, and reducing air and water pollution; and,*
 - *Create appropriate access for a wide range of users to enjoy the countryside, including improved linkages to formal and informal recreation opportunities, particularly in the priority regeneration areas identified in Policy L3.*

At a strategic level this network will include all assets listed in Policy R2 and (but not restricted to):

Public rights of way including cycle-ways, footpaths and bridleways and other recreational routes;

- *Open countryside and Country Parks;*
- *Strategically significant greenspaces including Sale Water Park;*
- *Open and amenity space, children's play space, playing fields and urban parks, private gardens, incidental landscaping and street trees;*
- *Allotments and cemeteries;*
- *Corridors and linear features including hedgerows, ditches, disused railways and verges; and*
- *Open areas where there is a significant high flood risk and opportunity to mitigate against flooding and/or provide additional compensatory flood storage.*

The Council will identify, protect and enhance Trafford's GI assets through the Land Allocations DPD, Trafford's GI Plan and Supplementary Planning Documents as appropriate.

All planning applications submitted to the Council for development must, where required by the SPD, be supported by an appropriate statement to enable the Council to properly assess and determine the contribution made by the development to GI in line with Policy R5 and L8.

The Council will promote the development of Stretford Meadows, a 50 hectare former landfill site within the Green Belt, as a woodland/meadow recreation area. This will enhance the strategic Green Infrastructure of Greater Manchester by linking the Mersey Valley with Salford and Manchester. The development will include:

- *The provision of attractive, accessible links from surrounding residential areas;*
- *The creation of a strategic route encouraging cycling and walking, linking urban and countryside areas, that is highly accessible by a large number of Trafford residents;*
- *The inclusion of measures to secure improvements to biodiversity, for instance by enhancing the area adjacent to the existing wetland to encourage Reed Buntings, improving meadow habitat for Skylarks and supplementing naturally regenerating oak trees;*
- *Tree planting to create woodland to help tackle air pollution and remove carbon dioxide from the atmosphere; and,*
- *Improvements to the water course running through the site and, where appropriate, the implementation of other measures which are necessary to mitigate the effects of flood risk on the surrounding built environment.”*

3.12. Policy R5 Open Space, Sport and Recreation states that:

“In order to remedy deficiencies in the provision of facilities in identified parts of the Borough and ensure that appropriate facilities are available to meet the needs of its residents across the whole of Trafford, the Council will secure the provision and maintenance of a range of sizes of good quality, accessible, play, sport, leisure, informal recreation and open space facilities.

The Council will seek to address key areas of deficiency in quality and quantity of open space and indoor/outdoor leisure provision, in accordance with the recommendations and priorities of the Greenspace Strategy, the Leisure Management Review, Greenspace Assessment of Need, Outdoor Sports Facilities Study, and other associated reviews and strategies by adoption of the following actions and standards set out below:

- *Protecting existing and securing the provision of areas of open space and outdoor sports facilities;*
- *Protecting and improving the quality of open space and outdoor sports facilities so they are fit for purpose;*
- *Securing a network of high-quality play spaces and activity areas that are easily accessible to children and young people close to where they live;*
- *Establishing a clear hierarchy of greenspace sites with provision of Borough Parks, Town Parks, Neighbourhood Parks and Local Parks to serve communities appropriately;*
- *Establishing a clear hierarchy of leisure and sports facilities based on 3 types of provision across the Borough:*
 - *Major wet and dry facilities (Stretford, Sale/Altrincham, Urmston, and Partington);*
 - *Satellite facilities (dry only), based in neighbourhoods; and*
 - *Multi-sport clubs.*
- *Making the best use of community buildings, schools and other suitable assets to*

- provide facilities and promote participation in a range of leisure activities; and*
- *Securing provision of cemetery and burial space in line with projected needs and improve the quality of existing sites.*

Accordingly, developers will be required as appropriate to demonstrate how their development will protect, and encourage the use of Trafford's open space and sports/recreation facilities."

4. Baseline Conditions

- 4.1. The site is located in Trafford, forming a broadly rectangular area of land between Chester Road /A565 to the north, the Altrincham Metrolink route to the south and Great Stone Road to the west. It comprises approximately 55ha of land.
- 4.2. Chester Road and Talbot Road are main thoroughfares into Manchester City Centre. Warwick Road and Brian Statham Way cut through the centre of the site and form part of a processional route from Old Trafford Metrolink station to Manchester United Stadium. Trafford Town Hall and associated gardens sit within the west of the site. Lancashire Cricket Club ground (LCC) sits directly to the south of the Town Hall.
- 4.3. The site comprises a mix of land uses and buildings of various sizes and heights.

National Townscape Character

- 4.4. The vicinity of the AAP area is identified by Natural England as falling within National Character Area (NCA) 55 - Manchester conurbation. The NCA covers a vast expanse of urban areas and includes a number of settlements which have grown and come together to form the Manchester conurbation including Manchester, Salford, Stockport, Sale, Ashton-under Lyne, Swinton, Altrincham, Stretford, Prestwich, Cheadle Hulme, Denton and Droylsden. The summary describes the area as:

“The area is characterised by dense urban and industrial development, commercial, financial, retail and administrative centres, commuter suburbs and housing, interspersed with a network of green infrastructure.

The conurbation is centred on low hills, crossed by several river valleys that thread through the urban fabric. The geology is dominated by sandstones, overlain by thick deposits of glacial till. The underlying Permo-Triassic sandstones provide an extensive aquifer, contributing groundwater for a large number of industrial users as well as public water supply.

River valleys form important corridors of semi-natural habitats and natural greenspace – with open grassland, woodland and wetland – linking urban centres with open countryside. The industrial heritage now provides sites of wildlife interest in the urban environment. Canals that weave through the conurbation not only offer opportunities for access and recreation, but also form a network of wetland habitats. Sections of the Rochdale Canal, in particular, have been designated as being of international importance as a Special Area of Conservation (SAC). Woodland cover is generally low, but variable – and significant for such a heavily urban location. New areas of community woodland have been created in the Red Rose Forest and Pennine Edge Forest.

The history of the landscape is evident through the legacy of industrial archaeology, particularly relating to the textile industry. In the late 18th century the area became rapidly industrialised, with dramatic growth in the cotton industry and expansion in ancillary trades. The population increase, fuelled by a need for labour, with rows of terraced housing built for the workers as well as, mills and industrial buildings. Red brick and sandstone buildings using mix of modern materials, high rise buildings, and landmark 19th-20th and 21st century buildings.”

4.5. The description of the physical and functional links to other NCAs describes:

“The Manchester Conurbation National Character Area (NCA) is a predominantly urban area, bringing together a number of large settlements. The Manchester Pennine Fringe NCA wraps around the conurbation to the east and to the north. The Mersey Valley NCA lies to the west of the area, while the Shropshire, Cheshire and Staffordshire Plain NCA extends to the south.

The high-rise buildings of Manchester city centre serve as a visual orientation point within the surrounding urban context, and can be seen from many viewpoints in the conurbation and in surrounding NCAs. From the central and eastern extent of the Manchester Conurbation, views outwards include the moors of the Southern Pennines NCA, Dark Peak NCA and the Peak District National Park. Views to the west of the conurbation are typically more limited by the low-lying character of the landscape.

Drainage is through a series of river valleys, flowing broadly from the Pennine moors to the east and north, and the Peak District to the south-east, across the conurbation, and towards the lower-lying areas of the south and west. River valleys include those of the Mersey, Irwell, Tame and Bollin. Tributaries meet the River Mersey and Manchester Ship Canal, then cross the adjacent Mersey Valley NCA, ultimately reaching the Mersey Estuary in the west. The Manchester Ship Canal follows the original routes of the rivers Mersey and Irwell. The Manchester Ship Canal, the Bridgewater Canal, the Leeds and Liverpool Canal, and the Rochdale Canal are all connected, linking the Manchester Conurbation with the Port of Liverpool. Water supply is from surrounding uplands, including reservoirs in the Dark Peak NCA, the Southern Pennines NCA, the Cumbria High Fells NCA and north Wales, supplemented by groundwater.

The Manchester Conurbation forms a busy transport hub, interlinked with surrounding areas by an extensive web of infrastructure into, out of, and around, the centre. Roads, tramways and railways all serve to connect the area, while the Manchester ring motorway serves to divert traffic around Manchester and Salford city centres. The transport network links mainline railways and motorways to the north and south. There are also connections from east to west, linking the area with the Merseyside Conurbation NCA and with trans-Pennine routes. The Trans Pennine Trail, a multi-user route for walkers, cyclists and horse riders, crosses the Manchester Conurbation from coast to coast, between the North Sea and Irish Sea”

4.6. Key Characteristics pertinent to the AAP area include:

- Large settlements have come together to form the conurbation, characterised by dense urban and industrial development, commercial, financial, retail and administrative centres, commuter suburbs and housing.
- Public parks and recreation facilities provide valuable open spaces for people within this urban environment; community gardens and allotments are places for local food growing.
- River valleys form important corridors of semi-natural habitats and natural green spaces – with open grassland, woodland and wetland – linking urban centres with open countryside. Many post-industrial sites and canals provide wildlife habitats.
- Drainage is through a series of river valleys that weave through the urban fabric, flowing broadly from the Pennine moors to the east and north, towards the lower-lying areas of the south and west.
- The area's legacy of industrial archaeology – particularly relating to the textile industry – is increasingly recognised. Red brick and sandstone buildings are prominent in the city and town centres, alongside buildings using a mix of modern materials, high-rise buildings, and landmark 19th-, 20th- and 21st-century buildings.
- The Manchester Conurbation forms a busy transport hub, interlinked with surrounding areas by an extensive web of roads, tramways and railways – major communications corridors. Access is also provided by the canal network.

4.7. The AAP area is located within the wards of Longford, Gorse Hill and Clifford and forms part of the Manchester conurbation. The AAP area falls within an urban townscape setting and reflects the identity of the urban characteristics in the NCA descriptions above. The AAP area and its immediate setting are urban and as such mixed use development would not be at odds with the land use and townscape characteristics within and adjacent to the AAP area.

Local Townscape Character

4.8. A local landscape character assessment study has been carried out by Trafford Borough Council, but this assesses the landscape character of the more rural/ open countryside landscape settings. The urban area townscapes have not been identified. As part of this assessment the townscape within the AAP area has therefore been considered and a series of townscape character areas have been established, as set out below.

Description of the AAP study area

4.9. The Study Area comprises a mixture of land uses that have changed and evolved significantly over time, this part of Trafford is steeped in history.

4.10. In the late 1800s the prominent feature in this area was the Royal Botanical Gardens. At this time the area had several sporting venues: the LCC in its present location and Manchester Athletic Ground. The remaining land uses in the area were residential housing development in the form of large, mainly detached and semi-detached units. To the north the industrial/ commercial uses at the Salford Docks were separated from Old Trafford by the Manchester

Ship Canal and the Bridgewater Canal. To the north west of the Botanical Gardens was a Blind Asylum and Deaf and Dumb school.

- 4.11. By the early 1900s more blocks of terraced housing were introduced to the area as part of the Manchester overspill, as well as Old Trafford Bowling Club and Trafford Hall Hotel. Manchester United Football ground, Old Trafford, also arrived in this period. During the 1930s the area grew rapidly, the Botanical Gardens were replaced with a Greyhound Track, a technical college was built adjacent to the Town Hall and further housing areas were established south and south west forming the Stretford neighbourhood. South of the Bridgewater Canal, the Cornbrook sidings grew, expanding the industrial land uses across to the southern side of the canals.
- 4.12. During the 1950s the police station was built between the college and Town Hall, all fronting on to Talbot Road creating a civic area, however Talbot Road remained predominantly residential. The Old Trafford Bowling club, LCC and Manchester Athletic Ground, remained intact until the late 1980s.
- 4.13. In the late 1980s to early 90s the AAP area and surroundings changed rapidly. Much of the terraced housing and some of the large semi-detached villas were demolished. The Manchester Athletic Grounds and Greyhound track were built on in order to create the commercial office buildings and White City retail area that are present today. Office blocks were built as tall “slabs” that frame Talbot Road and are dominant in many views towards and from within the AAP area. The Cornbrook sidings were also replaced with warehouses and various commercial buildings that exist today. The Blind Asylum and Deaf and Dumb school were also replaced with a large police headquarters building, leaving two gate posts as a reminder of the former school land use.
- 4.14. The current townscape character of the area is derived predominantly from a combination of land use, heritage elements, period of development, height, massing and materials.
- 4.15. The AAP Study Area is traversed by a number of important transport links connecting Manchester City centre to the surrounding suburbs and employment and industrial hubs beyond, such as Liverpool and Salford. To the north of the AAP area is the Cheshire Lines Railway, beyond which is the Manchester Ship Canal and Bridgewater Canal. The A56 Chester Road lies to the north of the site. Altrincham Metrolink Line tracks lie to the south and east, adjacent to the southern boundary. These vehicular routes provide important links to two internationally recognised sporting venues that make the study area a heavily trafficked destination throughout the year.
- 4.16. Figure 3 identifies the site, and the location and boundaries of the townscape character areas within the study area. The study area includes both the AAP site and the surrounding townscape context which was identified through site visits and desktop studies.
- 4.17. The townscape receptors include the following identified TCAs:

- **Civic townscape** – This area lies in the west of the AAP area and fronts on to Talbot Road. This character area comprises a mixture of civic land uses including the Town Hall, police station and college. The building ages range from the neo classical Town Hall built in the 1930s to the police station and college built in the 1950s. The buildings were constructed using red/pink brick. The civic buildings are similar in massing and range from 2-6 storeys in height. The Town Hall is a recognisable landmark building, noted for its Mansard roof and clock tower.
- **Commercial area** – This area sits in the southern central part of the AAP area. The area is comprised of a disparate mix of offices blocks, constructed between the 1960s and 1990s. The buildings are formed using a mixture of architectural finishes including plain concrete, dark grey/ blue brickwork, red/ orange brick and grey panels. The heights of the buildings range from 6-15storeys. The massing of the built form varies across the character area with tall narrow “slab” tower blocks dominating the skyline.
- **Retail area** – This area lies in the north of the AAP area and generally follows Chester Road. This character area is formed by clusters of retail units, warehouses and the occasional office block. The majority of the units are rendered with white or grey panelling with some red brick features. There are some office block buildings within this character area formed from grey/blue brick, with one office building rendered with reflective glass cladding. Most of the retail area buildings are 3-4 storey large footprint units. The heights of office buildings in the area range from 6 – 12 storeys.
- **Historic area** – This area lies in the north east of the AAP area. The area comprises a mixture of large detached Victorian villas or Victorian era buildings with similar architectural features. The majority of the buildings were former dwellings, now converted to office uses. The brickwork is predominantly brown/red with some orange and buff buildings. The buildings heights and massing are similar and limited to 2-3 storeys. There are some derelict areas and areas of poor townscape.
- **Sports and recreational area** (cricket ground) – This area lies in the south west part of the AAP area. The majority of this area is formed by the cricket ground and associated buildings and structures. There is a row of office blocks to the west, and a redundant warehouse to the south. The cricket ground dates back to the 1800s, however due to the expansion of the stadium, the Pavilion (a non-designated heritage asset) that once formed the entrance to the ground, is no longer clearly visible from the surroundings townscape; although it is noted that there are glimpsed views of the pavilion from Brian Statham Way and Great Stone Road. The more recent stadium structures and the office blocks to the west are built of orange brick. Some of the stadium structures are rendered with dark grey, light grey and red panelling. The height ranges from 2-6 storeys.
- **Residential area** – This area is found across the AAP area in a number of locations. The areas are formed by the rapid growth of housing in the 1900s. The predominant finish is red brick with some white render. Most of the buildings are limited to 2 – 2.5 storeys, although the Warwickgate House is 10 storey modern apartment building.
- **Police headquarters** – This character area is formed by the police headquarters and associated car park. The headquarters were built in the 1990s from red brick with exposed steel architectural features finished in red. The building is approximately 2 - 3 storeys high.

- **Commercial and industrial area** – This area encompasses the land and land uses to the south of the AAP area beyond the Metrolink line. The character area is visually separated from the AAP area by the vegetation that follows the tramline. The area comprises a mixture of office blocks, industrial units, warehouses, retail units, an allotment area and the Metrolink depot. The buildings are a mixture of red brick, and grey/blue brick, the warehouses are finished in white, and the Metrolink depot is finished using light/ dark grey cladding. The buildings range from 1- 9 storeys in height.
- **Parks and open space** – There are a number of parks located across the study area for the AAP site. These areas provide green infrastructure and open space in an otherwise built up area. Gorse Hill Park and Seymour Park are located the closest to the AAP site. Gorse Hill Park was once used as part of a dairy farm in the 1880s, in the 20th century the land was developed as a public park and comprises bowling greens, tennis courts and putting green. Seymour Park is located to the east of the AAP area. The park borders Hullard Park to north and covers 6.59ha of land comprising play areas, football pitches, a youth club and basketball court. In addition to the parkland area within this TCA there is also an area of allotments located to the south of the site, beyond the tramlines amongst the commercial and industrial area.
- **Manchester United Football Club stadium** – This area comprises the football stadium and associated parking. The stadium was built in the early 1900s and has expanded over time. The area contrasts the large stadium structure (up to 13 storeys high) with vast areas of paved open space for car parking, servicing and circulation.

Townscape Value within the AAP Area

- 4.18. For each townscape character area, the following value has been established using the criteria set out in Table 1.
- 4.19. **Civic townscape character area** is predominantly focused around the Town Hall and associated gardens, the police station, and college along Talbot Road. The character area has a high townscape quality/condition that is largely intact. It has a strong sense of place with the Town Hall tower being prominent on the street scene and acting as local landmark. The unique nature of the civic buildings gives it a very high rarity value. It has good routes giving it a high value for legibility. It has high functionality and flexibility. It is fit for purpose with seating in public open spaces and facilities of interest. The area has good access, natural surveillance and longevity giving it a high value for flexibility. It has high heritage value and high amenity value related to the Town Hall and gardens. Overall the value is assessed as **High**.
- 4.20. **The Commercial character area** fronts on to Talbot road and includes several office block buildings. The character area has a low townscape quality/condition due to disparate elements. It has a low to medium sense of place with little similarity in buildings and moderate identity from the individual building styles and heights. Buildings styles are typical of many towns/cities giving it a low rarity value. It has poor routes giving it a low value for legibility. It has medium functionality and flexibility given the mix of uses and some semi-

public spaces. It has low heritage value and medium amenity value related to Talbot Road frontage. Overall the value is assessed **Medium - Low**.

- 4.21. **The Retail character area.** The character area has a low-quality townscape and condition with disparate elements. There is a poor sense of place and limited trees and vegetation associated with this area. It has common features found in many cities. There is no clear legibility through the spaces and there are limited areas of public open space and the majority of this is dominated by vehicles and has poor functionality. The character area is adaptable and considered to have medium flexibility. The White City entrance portal and lodges are Grade II listed and provide some heritage value in the area, although this is not celebrated. There is little amenity space. The value of this townscape has been assessed as **Low**.
- 4.22. **The Historic character area.** The character area has a low-quality townscape and condition with disparate elements and missing historic elements. It has a moderate sense of place given the historic buildings and remnants of street pattern. The historic buildings give the area medium rarity as they are a relatively common type in the wider conurbation. The historic street pattern gives the area medium legibility. The change in use of the buildings means the area has medium functionality and flexibility. Although the buildings provide historical character and a coherent vernacular, they are not listed but contribute to character and as such have a medium heritage value (in terms of townscape) and are considered to be non-designated heritage assets. The vegetation either side of the road and within the paving area does soften the street and whilst the road is heavily trafficked the Old Trafford Bowling Club offers some space for tranquillity/reflection. Overall the value of the character area has been assessed as **Medium**.
- 4.23. **The Sports and Recreation character area.** The area has moderate townscape quality due to the lack of intactness and disparate elements but high quality and condition of the inner area. It has a high value for its sense of place and rarity being a unique, international sporting venue. It has high legibility for event days. It has medium high functionality as public spaces are generally taken over by facilities on event days. As a sporting venue it has high flexibility, being able to adapt to different events and uses. It has high historic interest due to its function and international interest although the historic Pavilion building within the stadium is not clearly visible from the surroundings. It has high value as an amenity/recreation space due to the use and vibrancy on event days. Overall the value of the character area has been assessed as **High**.
- 4.24. **The Residential character area.** The townscape condition of this area is moderate, low quality with some intactness. It has a moderate sense of place. Rarity is low, being typical of much of the wider conurbation. Legibility is medium – high with a logical street pattern but some back alleys and dead ends that may appear unsafe. Functionality is medium low, being generally single use but fit for purpose. It has medium flexibility. Overall the value of the character area has been assessed as **Medium**.
- 4.25. **The police headquarters character area.** The area is single use, largely hidden by vegetation

and not accessible to the public, it therefore has low townscape value, sense of place, functionality and amenity. The existing headquarters building isn't an attractive or unique example of architecture. There are two gateway posts that originally formed part of the entrance to the asylum that was once housed on this site. These posts are not clearly visible and offer little in terms of heritage assets to the site. Overall the value of the character area has been assessed as **Low**.

- 4.26. **Commercial and industrial character area** is located to the south west of the AAP area. The character area has a low-quality townscape and condition with disparate elements. The area feels run down, with derelict commercial units, there is no clear vernacular to the area meaning there is limited sense of place. The allotment area is a hidden space behind the industrial units meaning there is limited human activity visible from the roads and no areas of public open space to enjoy. The area feels unsafe with poor functionality. The value of this townscape character area has been assessed as **Low**.
- 4.27. **The parks and open space character areas** are located outside of the AAP. The character area has a high quality townscape and condition. The areas provide amenity open space and allotment areas for local users therefore have high functionality and flexibility. Gorse Hill Park gate provides some historical interest. The value of the townscape character area has been assessed as **High**.
- 4.28. **The Manchester United Football Club stadium character area** is located to the north of the AAP. The stadium is an internationally recognised venue. Although it has poor quality townscape aesthetic, it has a high value for its sense of place and rarity as an international sporting venue. It has high legibility on match days. It has a medium to high functionality as public space. As a sporting venue it has high flexibility, being able to adapt to different events and uses. It has medium historic interest due to its function as an internationally recognised venue for over 100 years. It has high value as an amenity/ recreation space due to the use and vibrancy on match days. Overall the value of the character area has been assessed as **High**.

5. Description of the masterplan evolution and the urban framework proposals

- 5.1. The masterplan proposals have been developed through an iterative design process to create a vision for the ongoing development of Trafford's Civic quarter.
- 5.2. The Civic Quarter AAP provides a framework for the comprehensive regeneration of this area in Trafford. The document sets out the policy and vision for the area and will be used as a key consideration when determining future planning applications. The document has been developed through a process of thorough analysis of the site context, its historic context, townscape character, movement and green infrastructure within the locality as well as consultation with the key stakeholders in the area.

Urban Framework proposals

- 5.3. The masterplan is derived from an overriding urban framework that sets out a series of overlapping urban design principles. These consist of:
- Identification of existing valuable buildings;
 - The primary route of Talbot Road, the proposed well-being route;
 - The primary axis – The intersection of Talbot Road and Warwick Road / Brian Statham Way, the proposed processional route;
 - Neighbourhood character;
 - Land use;
 - Public spaces;
 - Key pedestrian routes;
 - Orientation and grain;
 - Massing and height.
- 5.4. **Existing valuable buildings:** Retention of both buildings and public spaces of value so that they can be integrated into the urban experience of the masterplan successfully.
- 5.5. **The primary route:** There is an opportunity to enhance the urban experience of moving through the area along Talbot Road by strategically incorporating the buildings of existing value to and arrange new built form to better their settings and improve conditions for cyclists and pedestrians.
- 5.6. **The primary axis:** The primary axis provides a device to give clarity to order the strategic thinking of the masterplan. Brian Statham Way/ Warwick Road is an important defining street to the area as it connects many of its most important institutions and the Old Trafford Metrolink station. It has particular importance on matchdays (both cricket and football) as many visitors arrive by Metrolink tram and walk along this route to the stadiums.

- 5.7. **Neighbourhood character:** The masterplan proposes to be a predominantly residential led scheme with a mix of uses introduced where relevant. Using the primary axis as an ordering device, the masterplan is dissected into four distinct areas that can be identified as residential “neighbourhoods” that may adopt their own identity.
- 5.8. Each neighbourhood will be identified with creative references or recalls to the best of the present or events/ places that once were located in their vicinity and in combination with the proposed massing language strategy. These names have been chosen to represent the story of Trafford Civic Quarter.
- 5.9. **Land use:** The strategy is for a predominantly residential led masterplan that incorporates a mixed-use approach of complementary uses in befitting locations throughout. Community uses and homes will be the glue that binds the area together and creates successful and exciting neighbourhoods that have places to live, work and play. The proposed land uses are all existing uses within the area and include:
- Residential
 - Education
 - Work
 - Civic and culture
 - Retail
 - Sport
- 5.10. Variety of public spaces: the proposals include the incorporation of existing, high value public spaces and the creation of new public spaces to help distinguish and define an urban experience that is distinct to the nearby Manchester city centre and Salford Quays. The variety and purpose of each of these public spaces will be to improve, enhance or define the Trafford Civic Quarter experience.
- 5.11. **Key pedestrian routes:** Pedestrian prioritised connectivity and permeability are key to good place-making. A tapestry of routes thread public spaces, key buildings and neighbourhoods together and connect into Talbot Road to enrich the urban experience.
- 5.12. **Orientation and grain:** Research and analysis of historical plans of the area have highlighted lost street patterns, buildings and spaces. In conjunction with identifying existing building alignments, the urban framework defines an approach to building orientation for different development areas.
- 5.13. **Massing language:** By analysis of both historic and existing plans of the area a building massing language is proposed across the masterplan.
- EDGE: Defined edge to the highly trafficked arterial route into Manchester city centre along Chester Road to the Northern boundary of the masterplan.
 - COURTYARDS: Taking influence from the gardens that once occupied these areas

(including the Botanic Gardens and Henshaw's walled gardens).

- OBJECTS: A mix of historic fragments and standalone buildings occupy this area that will require an interventionist approach to defining new massing for developments.

5.14. **Appropriate heights:** Proposed developments should be cognisant of the appropriate heights for their location.

5.15. LOW [<6 STOREYS]

- Trafford Town Hall - the listed building is the centrepiece of the masterplan therefore proposed height should be sensitive to this location.
- Historic fragments - proposals to recognise the contextual historic buildings in this area to create a legible experience along Talbot Road of appropriate heights.
- Former B&Q Site - sensitivities to height due to the proximity to neighbouring suburban homes.

5.16. MID [6 - 12 STOREYS]

- Proposed building heights are to mediate between existing buildings and low/high buildings by appropriately scaled blocks throughout this area.
- White City Gate Entrance Portal and Lodge - heights in this area must not over-power the listed structure and should complement the setting of this historic entrance portal and lodge.

5.17. HIGH [12 - 20 STOREYS]

- Existing tall cluster - there are a group of existing taller buildings in this area that include Oakland House (15 storeys) that would allow a family of appropriately scaled taller buildings to cluster around it.
- Northern approach - an opportunity for height to be introduced in this area to signal the approach to the Trafford Civic Quarter whilst being massed to be conversant with the buildings at Exchange Quay to the North.

Description of proposals within sub sectors of the AAP

5.18. Given the scale of the AAP area, different parts of the AAP proposals will have different effects on the existing townscape character areas and views. For this reason, the AAP area has been subdivided into smaller sectors, shown on Figure 2. These sub sectors generally follow the neighbourhoods identified within the AAP document. For the purposes of this assessment, the large Central Neighbourhood has been divided into two smaller sectors, the Central Northern Sector and the Central Southern Sector. To the north, the Central Northern Sector includes the White City retail park, The Trafford pub and Warwickgate House of the Central Neighbourhood. To the south, the Central Southern Quarter covers the remaining Central Neighbourhood, including Alexander House, Warwick House, Oakland House, the

university campus and the BT offices.

- 5.19. **Talbot Road (Wellbeing Route):** The new Primary route as described above
- 5.20. **Warwick Road / Brian Stratham Way (Processional Route):** The new Axis as described above
- 5.21. **Western Neighbourhood:** The area north of Talbot Road between Great Stone Road and Warwick Road.
- Existing valuable buildings: Trafford Town Hall, Trafford College and the historic residences at Hornby Road, and Barlow Road;
 - The primary route of Talbot Road: A major influence on the southern edge of the sector;
 - The primary axis: A major influence on the north east edge of the sector;
 - Neighbourhood character: Trafford Civic Neighbourhood;
 - Land use: Civic and Educational, Retail and Residential;
 - Public spaces: Two existing spaces associated with the Town Hall and two proposed public spaces;
 - Key pedestrian routes: Two new secondary N/S routes. Two new tertiary route on an E/W direction;
 - Orientation and grain: Single alignment, perpendicular to Talbot Road, in line with existing buildings;
 - Height: Low (< 6 storeys) for the majority of the sector; Mid (up to 12 storeys) at the northern tip; Low (< 6 storeys) around Town hall, with a gateway opportunity to the western tip of the neighbourhood;
 - Massing: Includes edges, courtyards and objects.
- 5.22. **Central Neighbourhood (Northern Sector):** The area south of Chester Road between and Warwick Road and White City Way.
- Existing valuable buildings: The Trafford public house and White City Entrance Portal and Lodge;
 - The primary route of Talbot Road: Minimal influence on the southern edge of the sector, the route lies to south of the sector beyond a line of office blocks;
 - The primary axis: A major influence on the south west edge of the sector;
 - Neighbourhood character: Exhibition Courtyards Neighbourhood;
 - Land use: Residential, and Retail;
 - Public spaces: no existing spaces and two proposed public spaces;
 - Key pedestrian routes: Two new secondary N/S routes. Two new tertiary route snaking through in an E/W direction;
 - Orientation and grain: Multiple alignments, perpendicular to Talbot Road, in line with some existing buildings, and proposed new grain across White City retail park;
 - Height: Low (< 6 storeys) to the south western corner adjacent the Town Hall; and Mid (up to 12 storeys) for the remainder of the sector with a gateway opportunity on

- the northern boundary;
 - Massing: Includes edges, and courtyards.
- 5.23. **Northern Neighbourhood:** The area north eastern corner of the AAP between White City Way and Chester Road.
- Existing valuable buildings: Institute gate posts
 - The primary route of Talbot Road: Minimal influence on the southern edge of the sector;
 - The primary axis: No influence on the sector;
 - Neighbourhood character: Exhibition Courtyards Neighbourhood;
 - Land use: Residential and Workplace;
 - Public spaces: no existing spaces and one proposed public space;
 - Key pedestrian routes: One new secondary N/S route. One new tertiary route traversing through in an E/W direction;
 - Orientation and grain: Multiple alignments, perpendicular to Talbot Road;
 - Height: Low (up to 6 Storeys) to the south. Mid (6-12 storeys) central to the sector; High (up to 20 storeys) to the northern of the sector with a gateway opportunity on the northern boundary and the eastern tip;
 - Massing: Includes edges and courtyards.
- 5.24. **Southern Neighbourhood:** The area south of Talbot Road between Great Stone Road and Brian Statham Way.
- Existing valuable buildings: Lancashire Cricket Club stadium, the pavilion and turnstiles;
 - The primary route of Talbot Road: A major influence on the northern edge of the sector;
 - The primary axis: A major influence on the eastern edge of the sector;
 - Neighbourhood character: Red Rose Gardens Neighbourhood;
 - Land use: Sports and Leisure;
 - Public spaces: one existing space associated with Lancashire Cricket Club stadium and two proposed public spaces;
 - Key pedestrian routes: One new tertiary route along the southern boundary of the stadium in an E/W direction;
 - Orientation and grain: Single alignment, perpendicular to Talbot Road;
 - Height: Low (< 6 storeys) within this sector;
 - Massing: Predominantly objects.
- 5.25. **Central Neighbourhood (Southern Sector):** The area north of the tramlines between Brian Statham Way and Botanical Ave/ the access road into the BT offices.

- Existing valuable buildings: Former K site building now University Academy 92;
- The primary route of Talbot Road: A major influence on the northern portion of the sector;
- The primary axis: A major influence on the western edge of the sector;
- Neighbourhood character: Royal Streets Neighbourhood & Exhibition Courtyards Neighbourhood;
- Land use: Residential, Civic and Educational and Workspace;
- Public spaces: Seven proposed public spaces;
- Key pedestrian routes: one secondary N/S routes and one new tertiary route to the southern edge of the sector in an E/W direction;
- Orientation and grain: Multiple alignments, perpendicular to Talbot Road;
- Height: Low (< 6 storeys) to the western edge; Mid (6-12 storeys) as a step up towards the northern portion of sector; High (12 - 20 storeys) to the northern portion traversing Talbot Road with a gateway opportunity located on Talbot Road;
- Massing: Predominantly courtyards with objects

5.26. **Eastern Neighbourhood:** The area to the east of the AAP between Old Trafford Bowling Club and Chester Road, traversing Talbot Road.

- Existing valuable buildings: Talbot Road Villas, Old Trafford Bowling Club and historic building fragments
- The primary route of Talbot Road: A major influence on the northern portion of the sector;
- The primary axis: No influence on the sector;
- Neighbourhood character: Royal Streets Neighbourhood & Exhibition Courtyards Neighbourhood;
- Land use: Civic and Education and Residential;
- Public spaces: one existing space associated with the Old Trafford Bowling Club and two proposed public spaces;
- Key pedestrian routes: Two new secondary N/S routes. Two new tertiary route snaking through in an E/W direction;
- Orientation and grain: Multiple alignments, perpendicular to Talbot Road;
- Height: Low (< 6 storeys) across the area with two gateway opportunities on the southern edge;
- Massing: Courtyards and edges.

6. Sensitivity of the Townscape and Visual Receptors to the specific changes of the urban framework proposals

Susceptibility to change of the townscape character areas

- 6.1. **Civic townscape area:** The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Proposals provide an opportunity to improve the townscape of this area, to improve the setting of the civic buildings and improve view lines towards the Town Hall and clock tower. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.
- 6.2. **Commercial townscape.** The inherent character of this area is a mixture of mid and tall commercial buildings with some adjacent residential uses. The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Proposals provide an opportunity to improve the townscape of this area. The susceptibility to change of this TCA to the proposals has been assessed as **Low**.
- 6.3. **The retail area.** There are views from within this TCA out towards tall buildings, which are often prominent in the skyline by virtue of the lower surrounding buildings. The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Proposals provide an opportunity to improve the townscape of this area and the setting of the historic gateway feature. The susceptibility to change of this TCA to the proposals has been assessed as **Low**.
- 6.4. **The historic area.** Larger or tall buildings do not occur in this area, however it is important to note that tall buildings can be seen from the historic TCA. Tall buildings already have an influence on the character of the historic TCA. The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Although tall buildings are proposed closer to the edges of this area there is an opportunity to creating a step in the building heights which will be sympathetic to the 2 storey Victorian villas and the setting of the Town Hall. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Medium**.
- 6.5. **Sports and recreational TCA.** The proposals would not be at odds with the townscape setting of this area. Proposals provide an opportunity to improve the townscape of this area, particularly the interface between the stadium and Brian Statham Way, and the experience of visitors arriving on the Metrolink. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.
- 6.6. **The residential townscape character area.** It is normal to experience views towards higher buildings located on the periphery of the TCA. The perceived presence of taller buildings beyond the TCA do influence this character area but the level of influence is relatively low. The proposals would not be at odds with the existing townscape of, or adjacent to, this

townscape area. Proposals provide an opportunity to improve the townscape of this area. The susceptibility to change of this TCA to the proposals has been assessed **Low**.

- 6.7. **The police headquarters townscape character area** is well enclosed and is not strongly influenced by the surrounding area. The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Proposals provide an opportunity to improve the townscape of this area. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.
- 6.8. **The commercial and industrial townscape character area** comprises a mixture of land uses and a variety of building heights. The proposals would not be at odds with the existing townscape of, or adjacent to, this townscape area. Proposals provide an opportunity to improve the townscape of this area. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.
- 6.9. **The parks and open space townscape character areas.** The proposals lie outside of this character areas and would not be at odds with the existing townscape setting of this character area. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.
- 6.10. **The Manchester United Football Club Stadium.** The proposals lie outside of this character area and would not be at odds with this area. Proposals provide an opportunity to improve the townscape of this area, particularly along the processional route, and the experience of visitors arriving on the Metrolink at Old Trafford station and walking to the stadium. The susceptibility to change of this TCA to the proposed kind of development has been assessed as **Low**.

Sensitivity of Receptors

- 6.11. The sensitivity of the townscape receptors is determined by combining the value of the TCA with its susceptibility to change.

Table 6: Summary of Townscape Sensitivity

Townscape Character Area	Value (section 4)	Susceptibility to specific change	Sensitivity
Civic townscape TCA	High	Low	Medium
Commercial TCA	Medium – Low	Low	Low
Retail townscape TCA	Low	Low	Low
Historic TCA	Medium	Medium	Medium
Sports and recreational TCA	High	Low	Medium
Residential TCA	Medium	Low	Medium - Low
Police headquarters TCA	Low	Low	Low
Commercial and industrial TCA	Low	Low	Low

Park TCA	High	Low	Medium
Manchester United Football Club Stadium TCA	High	Low	Medium

Views, Visibility and Visual Amenity

Visual Context of the AAP area

- 6.12. The likely visual effects associated with the development proposals are to be ascertained through the consideration of twenty-four representative viewpoints. These viewpoints were agreed with Trafford Borough Council through the scoping process. Figure 4 identifies these viewpoint locations within the Study Area. Figures 5 – 19 show these photographs from each viewpoint location.
- 6.13. The following visual receptors have been identified and will be assessed as part of this TVIA.
- 6.14. Visual receptors include the following:
- Talbot Road east bound - Pedestrians, cyclists and motorists
 - Talbot Road west bound - Pedestrians, cyclists and motorists
 - Brian Stratham Way - Pedestrians
 - Sir Matt Busby Way - Pedestrians and motorists
 - Chester Road - Pedestrians and motorists
 - Great Stone Road - Pedestrians and motorists
 - Potential new pedestrian link - Pedestrians
 - Seymour Grove - Pedestrians and motorists
 - Ayres Road - Pedestrians and motorists; and
 - Warwick Road south – Pedestrians and motorists

Visual Receptors and Views of the Site

- 6.15. **Talbot Road east bound (VP 1.1 – 1.5)** - this route is the main approach towards the civic area of Old Trafford and the Town Hall. The route traverses the study area on a north east to south west alignment. The representative viewpoints demonstrate the approach to and journey through the AAP area when travelling from the west.
- 6.16. **Talbot Road west bound (VP 2.1 – 2.5)** - these representative photographs demonstrate the approach to the AAP area from the retail area and Trafford Bar to the east, and the transition along Talbot Road towards the Victorian villas and further west towards the taller commercial buildings.
- 6.17. **Brian Statham way (VP 3.1 – 3.2)** - this route runs along a north south alignment through the site. The route is mainly used by pedestrians and experiences extremes of traffic, from being quiet on non-event days to being very heavily used on event days. Vehicular usage is mainly for access to the UA academy building and LCC. The photograph is representative of the view from the processional route at the arrival from Old Trafford Metrolink station

Photograph 3.2, further north demonstrates retained viewlines towards the Town Hall.

- 6.18. **Sir Matt Busby Way (VP 4.1)** – this route also runs along a north south alignment and connects to the A56 on the northern boundary of the site. This route leads directly to the Manchester United stadium. The route is typically used for vehicular access but on a match day this road is heavily trafficked by pedestrians. The photograph is representative of the view from the southern portion of the route at the junction with Chester Road/ A56.
- 6.19. **Chester Road (VP 5.1 – 5.5)** – this route is the main A road into Manchester from the west. The route traverses the northern site boundary on a north western – south eastern alignment and is a heavily trafficked. The photographs are representative of the views traveling east and west along the route.
- 6.20. **Great Stone Road (VP 6.1)** – this route tracks along the south western boundary of the site. It is a well trafficked road connecting Chorlton through to Stretford over the Metrolink line via a bridge. The route crosses Talbot Road and terminates at the A56/ Chester Road. The photograph is taken from the bridge of the Metrolink where the road rises offering views north across the AAP.
- 6.21. **Potential new pedestrian link (VP 7.1 – 7.2)** – These viewpoints are representative of the potential new views experienced from the new pedestrian linkage that is proposed from the junction of the A56 and White City circle at the listed Botanical Garden gateway, towards Talbot Road. As part of the AAP masterplan the gateway will be opened, and an area of public realm be created through White City retail park.
- 6.22. **Seymour Grove (VP 8.1)** – this route lies to the south of the eastern tip of the site. The road connects Chorlton and Firswood towards the Talbot Road at Trafford Bar Metrolink station. The route tracks along the north south alignment, it is a wide B-road with wide pavements, in some locations the street is tree lined. The photograph is representative of the views in the northern portion of the road when traveling north towards the AAP area.
- 6.23. **Ayre Road (VP 9.1 – 9.2)** – this route tracks on the east west alignment to the south of the site, beyond the Metrolink depot. The route provides a pedestrian link between the civic quarter of Old Trafford to the residential areas to the south east of the site. The road cannot be used as a vehicular through route and is therefore not heavily trafficked by cars. When tracking west the views north and west towards the site are screened for the majority of the route by a hedgerow. At certain points through gaps in the hedgerow there are views north towards the Town Hall Clock Tower, although these are fleeting and experienced in the context of the Metrolink depot that dominates the foreground. The photographs are representative of the views travelling north along the road before reaching the Metrolink station at the southern boundary of the site.
- 6.24. **Warwick Road south (VP 10.1)** – this route tracks along a north south alignment beyond the southern boundary of the site. This route also provides a pedestrian and cycle link between the civic quarter of Old Trafford and the residential areas to the south east of the site. Due to

the curvature of the road, the existing built form and intervening vegetation there are limited filtered views towards Old Trafford. The photograph is representative of views travelling towards north and the filtered views towards Old Trafford.

Value of the view

- 6.25. Users of Talbot Road experience a series of views with a range of values along the route. In the most part the views are ordinary and not particularly popular; however, as users approach the LCC and Town Hall the value of the view is increased due to the cultural association. For this reason, the value of views along Talbot Road are considered to range from **High to Low**.
- 6.26. Brian Statham Way is the main arrival road from the Metrolink, and main transport link to the cricket ground. There is limited vehicular usage on the road particularly on an event day. The views from this road offer clear views of the cricket ground, the Town Hall and beyond this the Manchester United stadium can be seen in the distance. For this reason, the value of the views from Brian Statham Way are considered to be **High**.
- 6.27. Sir Matt Busby Way forms part of the processional route to Manchester United Football Club stadium. When travelling north there are clear views towards the stadium and the East Stand. When travelling south towards the site, the views include a mixture of office blocks, residential units and in the distance the flood lights to the Lancashire Cricket Club. Generally, the views south are considered to be ordinary, with limited views of any features of note, the value of the view is therefore considered to be **Low**.
- 6.28. Chester Road is dominated by traffic. Due to the surrounding building form and relatively flat nature of the study area there are limited long distance views, however tall buildings beyond the retail park form part of the wider panoramic views when looking south. The views experienced along the route are predominantly of retail buildings and generally ordinary. There are limited views of Lancashire Cricket club, or the Town Hall. The value of the views from Chester Road are considered to be **Low**.
- 6.29. The views along Great Stone Road are generally enclosed and limited, the route is flanked by a tall brick wall, iron railings and a tall weld mesh fence to the east; and housing with tall hedgerows to the west. There are limited opportunities to gain views east towards the AAP site on the approach to the bridge. As the road rises over the tram line there are views north east across the most southern tip of the site. From this location there are fleeting views towards the cricket pavilion and tower at the Town Hall beyond the cricket stadium and the derelict retail building which dominate the foreground. The value of the views from Great Stone Road are considered to be **Medium - Low**.
- 6.30. A potential future pedestrian link is proposed as part of the AAP development strategy. The users of the potential new pedestrian link through White City retail area have been considered in this assessment. Tall buildings beyond the retail park form part of the wider panoramic view from this potential link. Although users of the route would not benefit from any clear viewline towards the LCC or the Town Hall the change in view is considered. The

value of the views from a potential new pedestrian link at Chester Road are considered to be **Low**.

- 6.31. The views when travelling northwards along Seymour Grove are ordinary, there are no views of any of the landmark buildings/ stadiums in the area. Generally, the views from the road are enclosed by the built form that flanks either side of the route. The value of the views from Seymour grove are considered to be **Low**.
- 6.32. The views from Ayres Road looking north are dominated by the Metrolink Depot and associated pylons, tracks and cables. There are limited views of the Old Trafford Civic Quarter, but the Town Hall Clock Tower can be seen from a small portion of the overall route and the Lancashire Cricket Ground Stadium and flood lighting can be seen through gaps in the vegetation. The value of the view from Ayres Road is considered to be **Low**.
- 6.33. The views towards the site from Warwick Road South when travelling north are limited due to the curvature of the road and intervening vegetation. However for the northern section of the route there are views towards the site which are filtered through the vegetation along the southern boundary. In these views the cricket stadium and floodlighting can be seen, however the remaining features in the view include existing office buildings on Talbot Road and residential buildings in the foreground. In general views from this road are relatively ordinary. The value of the view from Warwick Road South are considered to be **Low**.

Susceptibility to change of the visual receptors

- 6.34. Users of PRoW and locally walked routes are generally more susceptible to change as they are partaking in an activity where their interest is focused on views. There are no PRoWs through the site, however Brian Statham Way and Warwick Road are heavily walked and recognised processional route on football and cricket match days. The proposed pedestrian link will become a locally walked route in the locality and is therefore considered to have a high susceptibility to change.
- 6.35. Pedestrians and cyclists are considered to be more highly susceptible to change as they will have an appreciation of the view and more likely to be enjoying a view whilst travelling or partaking in an activity.
- 6.36. The pedestrians and cyclist using the roads in close proximity to the site are considered to have a higher susceptibility to change. Further away people may still be using the roads to visit internationally recognised stadiums and the heritage site at the Town Hall. In the wider townscape setting the users of these routes are considered to have medium susceptibility to change.
- 6.37. Motorists are generally considered to have more fleeting and incidental experiences of the routes as part of a longer journey or a commute. Motorists using the roads within close proximity of the site are considered to have a medium susceptibility to change, whilst those further away are considered to have a low susceptibility to change.

Sensitivity of Receptors

- 6.38. The sensitivity of the visual receptors is determined by combining the value of the view with susceptibility to change of each receptor.

Table 7: Summary of visual sensitivity

Visual receptors	Value	Susceptibility to change	Sensitivity
Talbot Road (east bound) Pedestrian and cyclists	High – Low	High - Medium	High – Medium
Talbot Road (east bound) Motorists	High – Low	Medium	Medium
Talbot Road (west bound) Pedestrian and cyclists	High – Low	High - Medium	High – Medium
Talbot road (west bound) Motorist	High – Low	Medium	Medium
Brian Statham Way Pedestrians	High	High	High
Sir Matt Busby Way (south bound) Pedestrians	Low	High	Medium
Chester Road Pedestrians	Low	High - Medium	Medium
Chester road Motorists	Low	Medium	Medium – Low
Great Stone Road Pedestrians	Medium – Low	High - Medium	Medium
Great Stone Road Motorists	Medium – Low	Medium	Medium – Low
Potential new pedestrian link	Low	High - Medium	Medium
Seymour Grove Pedestrians	Low	High – Medium	Medium
Seymour Grove Motorists	Low	Medium	Medium – Low
Ayres Road Pedestrians	Low	High – Medium	Medium
Ayres Road Motorists	Low	Medium	Medium – Low
Warwick Road South	Medium – Low	High - Medium	Medium

Pedestrians			
Warwick Road South	Medium – Low	Medium	Medium – Low
Motorists			

7. The townscape and visual effects of the urban framework proposals

7.1. A review of the baseline description suggests that issues of most importance or relevance will include:

7.2. Summary of Townscape Receptors:

- Civic Townscape Character Area;
- Commercial Townscape Character Area;
- Retail Townscape Character Area;
- Historic Townscape Character Area;
- Sports and recreational Townscape Character Area;
- Residential Townscape Character Area;
- Police headquarters Townscape Character Area;
- Commercial and Industrial Townscape Character Area;
- Parks and Open Space Townscape Character Area; and
- Manchester United Football Club stadium

7.3. Summary of the visual receptors include the following:

- Talbot Road east bound - Pedestrians, cyclists and motorists
- Talbot Road west bound - Pedestrians, cyclists and motorists
- Brian Stratham Way - Pedestrians
- Sir Matt Busby Way - Pedestrians and motorists
- Chester Road - Pedestrians and motorists
- Great Stone Road - Pedestrians and motorists
- Potential new Pedestrian link - Pedestrians
- Seymour Grove - Pedestrians and motorists
- Ayres Road - Pedestrians and motorists; and
- Warwick Road south – Pedestrians and motorists

Assessment of the significance of effect on the Townscape Receptors

7.4. As set out in the methodology, the significance of effect is a combined judgment of the sensitivity and the magnitude of effect.

7.5. The sensitivity is a combined judgement of the value and susceptibility and has been assessed as shown in Table 6 above.

7.6. The magnitude of effect is a combined judgment of the size/ scale of effect, geographical extent and duration of the effect. For the purposes of this report the duration is considered

to be permanent.

- 7.7. Tables 8 to 10 set out the magnitude of effect of the proposed potential development within each sector of the masterplan on each of the identified Townscape Character Areas.

Table 8: Magnitude of effects and significance of effects on townscape from changes within the northern sectors

TCA	Western Neighbourhood					Central Neighbourhood Northern Sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Civic area	Effects perceived over the entire TCA	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited changes to the areas adjacent to the TCA. Effects perceived over the east of TCA with tall buildings impacting the whole TCA	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Not adjacent to the TCA.	Negligible	Medium	Minor - negligible	The effects will be negligible on the TCA
Commercial area	Limited change to the junction of Talbot Road and Brian Stratham way	Low	Low	Minor - beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Changes to the north side of Talbot Road	Moderate	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Minor change to the TCA	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Retail area	Limited intervention . Some localised changes	Medium	Low	Minor - moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes to White City area.	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to and within the TCA	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Historic area	Negligible to no change to TCA	Negligible	Medium	Negligible	The effects will be beneficial negligible on the TCA	Changes to areas adjacent to the TCA	Medium - high	Medium	Moderate both beneficial - neutral	The effects will be varied. Some improvements to negative setting of the area and tall buildings would be more dominant.	Major changes adjacent to and within a small part of the TCA	High	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape setting.

TCA	Western Neighbourhood					Central Neighbourhood Northern Sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Cricket ground	Limited change to Talbot Road edge	Medium - Low	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to the junction of Talbot Road and Brian Stratham way	Medium - low	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Minor change to the TCA	Negligible	Medium	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Police HQ	Minor change to the TCA	Negligible	Low	Minor - negligible	The effects will be negligible on the TCA	Major change adjacent to the TCA	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to and within the TCA	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Commercial Industrial	Minor change to the TCA	Negligible	Low	Minor - negligible	The effects will be negligible on the TCA	Limited change to TCA	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Residential	Direct change to some areas of the TCA	Medium	Medium - low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Direct change to some limited areas of the TCA	Medium - low	Medium - low	Moderate - minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Negligible	Medium - low	Low	The effects will be beneficial and would result in a slight positive change to the townscape.
Parks and Open Space	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.

TCA	Western Neighbourhood					Central Neighbourhood Northern Sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
MUFC	Limited impact on TCA	Low	Medium	Low - moderate	The effects will be beneficial and would result in a slight positive change to the townscape.	Limited change to TCA	Low	Medium	Low - moderate	The effects will be beneficial and would result in a slight positive change to the townscape.	Limited change to TCA	Low	Medium	Low - moderate	The effects will be beneficial and would result in a slight positive change to the townscape.

Table 9: Magnitude of effects and significance of effects on townscape from changes within the southern sectors

TCA	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance
Civic area	Changes adjacent to southern edge	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Change to the junction of Talbot Road and Brian Stratham Way	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Not adjacent to the TCA.	Negligible	Medium	Minor - negligible	The effects will be negligible on the TCA
Commercial area	Limited change to western edge of the TCA	Medium	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Changes to the entire TCA	High	Low	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Changes to the eastern edge of the TCA	Medium	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.

TCA	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance
Retail area	Not adjacent to the TCA.	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Not adjacent to the TCA.	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to parts of the TCA	Medium	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Historic area	Not adjacent to the TCA.	Low	Medium	Low beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to west edge of the TCA	Medium	Medium	Moderate both beneficial and adverse	The effects will be varied. Some improvements to negative setting of the area and but tall buildings would be more dominant	Changes to the entire TCA	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape setting.
Cricket ground	Changes to areas across the TCA	High	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to east edge of the TCA	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Not adjacent to the TCA.	Negligible	Medium	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Police HQ	Not adjacent to the TCA.	Negligible	Low	Negligible	The effects will be negligible on the TCA	Not adjacent to the TCA.	Negligible	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major changes adjacent to the TCA	Medium	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Commercial Industrial	Minor change to the edge of the TCA	Low - medium	Low	Minor	The effects will be beneficial and would result in a positive	Major changes adjacent to north edge of the TCA	Medium - high	Low	Minor beneficial	The effects will be beneficial and would result in a positive	Major changes adjacent to north edge of the TCA	Medium - high	Low	Minor beneficial	The effects will be beneficial and would result in a positive

TCA	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	Magnitude	Sensitivity	Impact	Significance
					change to the townscape.					change to the townscape.					change to the townscape.
Residential	Major changes to some areas adjacent to TCA	Medium	Medium - low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Some limited changes to areas close the TCA	Low	Medium - low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Not adjacent to the TCA.	Negligible	Medium - low	Low	The effects will be beneficial and would result in a slight positive change to the townscape.
Parks and Open Space	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.
MUFC	Limited impact on TCA	Low	Medium	Low	The effects will be beneficial and would result in a slight positive change to the townscape.	Limited change to TCA	Low	Medium	Low	The effects will be beneficial and would result in a slight positive change to the townscape.	Not adjacent to the TCA.	Negligible	Medium	Low	The effects will be beneficial and would result in a slight positive change to the townscape.

Table 10: Magnitude of effects and significance of effects on townscape from changes to primary roads

TCA	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
	Size scale of effect	Magnitude	Sensitivity	Impact	Significance	Size scale of effect	magnitude	Sensitivity	Impact	Significance
Civic area	Major change to southern edge of TCA	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major change to eastern edge of TCA	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Commercial area	Major change through centre of area	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major change to western edge of area	High	Low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Retail area	Limited change to eastern end of Talbot road	Low	Low	Low beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to one route to the TCA	Low	Low	Low beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Historic area	Major change to edge and through the TCA	High	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Negligible	Medium	Minor - negligible	The effects will be beneficial and would result in a slight positive change to the townscape.
Cricket ground	Major change to northern edge of TCA	High	Medium	Major beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Major change to eastern edge of TCA	High	Medium	Major beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Police HQ	Moderate change to southern edge of TCA	Medium	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Low	Minor - negligible	The effects will be negligible on the TCA
Commercial Industrial	Limited change to TCA	Low - negligible	Low	Minor beneficial - negligible	The effects will be negligible on the TCA	Limited change to TCA	Low	Low	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.

	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
Residential	Major changes approach to TCA	High	Medium - low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.	Direct changes to some areas of the TCA and approach to areas of TCA	High	Medium - low	Moderate beneficial	The effects will be beneficial and would result in a positive change to the townscape.
Parks and Open Space	Limited change to TCA	Low - negligible	Medium	Minor beneficial - negligible	The effects will be beneficial and would result in a positive change to the townscape.	Limited change to TCA	Low - negligible	Medium	Minor beneficial	The effects will be beneficial and would result in a positive change to the townscape.
MUFC	Limited change to TCA	Low	Medium	Minor beneficial	The effects will be beneficial and would result in a slight positive change to the townscape.	Major change to key approach to TCA	High	Medium	Major - moderate beneficial	The effects will be beneficial and would result in a slight positive change to the townscape.

Assessment of the significance of effect on the Visual Receptors

- 7.8. As set out in the methodology, the significance of effect is a combined judgment of the sensitivity and the magnitude of effect.
- 7.9. The sensitivity is a combined judgement of the value and susceptibility and has been assessed as shown in Table 7 above.
- 7.10. The magnitude of effect is a combined judgment of the size/ scale of effect, geographical extent and duration of the effect. For the purposes of this report the duration is considered to be permanent. Figure 5 identifies the viewpoint locations; and Figures 20 – 44 display the considered existing views, a simple 3D computer-generated model of the existing built form, followed by the 3D model of the existing built form with the indicative masterplan development.
- 7.11. Tables 11 to 13 set out the magnitude of effect of the proposed potential development within each sector of the masterplan on each of the visual receptors.

Table 11: Magnitude of effects and significance of effects on visual receptors from changes within the northern sectors

Visual Receptors	Western Neighbourhood					Central Neighbourhood Southern sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Talbot Road east bound (Pedestrians) VP1.1 - 1.5	Changes in views will be perceived over the entire route	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	High	Major beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	High	Major beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot Road east bound (Motorists) VP1.1 - 1.5	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot road west bound (Pedestrians) VP2.1 - 2.5	Changes in views will be perceived over the entire route	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot road west bound (Motorists) VP2.1 - 2.5	The experience for motorists will be similar to above however these views will be fleeting and	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Western Neighbourhood					Central Neighbourhood Southern sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
	are not the focus of the road user.					are not the focus of the road user.					are not the focus of the road user.				
Brian Statham Way (Pedestrians) (3.1 - 3.3)	Changes in views will be perceived from the northern portion of the route travelling north	Medium - High	High	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived from the northern portion of the route travelling north	Medium - High	High	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route	Negligible	High	Negligible	The effects will be negligible on the visual receptor.
Sir Matt Busby Way (Pedestrians) (VP 4.1)	Changes in views will be perceived from the southern portion of the route travelling south	Medium - High	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived from the southern portion of the route travelling south	Medium - High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Chester Road (Pedestrians) (VP 5.1 - 5.5)	Changes in views will be perceived over the entire route	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Chester Road (Motorists) (VP 5.1 - 5.5)	The experience for motorists will be similar to above however these views will be	High	Medium - Low	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be	High	Medium - Low	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be	High	Medium - Low	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Western Neighbourhood					Central Neighbourhood Southern sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
	fleeting and are not the focus of the road user.					fleeting and are not the focus of the road user.					fleeting and are not the focus of the road user.				
Great Stone Road (Pedestrians) (6.1)	Effects will be clearly perceived from the raised southern portion of the route	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some effects may be perceived from the raised southern portion of the route	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Great Stone Road (Motorists) (6.1)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium - Low	Medium - Low	Moderate - minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.
Potential New Pedestrian Link (7.1 - 7.2)	Some changes in the view may be perceived of the tall buildings proposed in this area	Medium - Low	Medium	Moderate - minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Effects perceived over the entire route	High	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Western Neighbourhood					Central Neighbourhood Southern sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Seymour Grove (Pedestrians) (VP 8.1)	Negligible to no change perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived from the northern portion of the route travelling north	Medium - High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Seymour Grove (Motorists) (VP 8.1)	Negligible to no change perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low - Negligible	Medium - low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium - High	Medium - Low	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Ayres Road (Pedestrians) (VP 9.1 - 9.2)	Negligible to no change perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Views north are somewhat screened by intervening vegetation and built form. Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Views north are somewhat screened by intervening vegetation and built form. Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Western Neighbourhood					Central Neighbourhood Southern sector					Northern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Ayres Road (Motorists) (VP 9.1 - 9.2)	Negligible to no change perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Warwick Road South (Pedestrians) (10.1)	Negligible to no change perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area	Low	Medium	Minor beneficial	The effects will be negligible on the visual receptor.	Negligible to no change perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Warwick Road South (Motorists) (10.1)	Negligible to no change perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low - Negligible	Medium - Low	Minor beneficial - Negligible	The effects will be negligible on the visual receptor.	Negligible to no change perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.

Table 12: Magnitude of effects and significance of effects on visual receptors from changes within the southern sectors

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Talbot Road east bound (Pedestrians)	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot Road east bound (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot road west bound (Pedestrians)	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Talbot road west bound (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Brian Statham Way (Pedestrians)	Changes in views will be perceived over the entire route. Creation of a new arrival space at the southern extent of the route framed by the stadium; with a reveal of the civic area further north.	High	High	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entire route.	High	High	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	High	Negligible	The effects will be negligible on the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Sir Matt Busby Way (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Chester Road (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Chester Road (Motorists)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Great Stone Road (Pedestrians)	Changes in views will be perceived over the entire route.	High - Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Great Stone Road (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium	Medium - Low	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium - Low	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Potential New Pedestrian Link	There may be some change in the views of taller elements of the proposed development, from this route, when traveling south.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area from the northern portion of the route. Changes in views will be perceived for the entirety of the southern portion.	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	There may be some change in the views of the proposed development from the southern portion of this route.	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Seymour Grove (Pedestrians)	Negligible to no change of this sector can be perceived from this route	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Some changes in the view may be perceived through gaps in the building form along Seymour Road of the tall buildings within the proposed development. Tall buildings are not at odds with the existing views.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived from the northern portion of the route travelling north.	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Seymour Grove (Motorists)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium - Low	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Ayres Road (Pedestrians)	There will be limited to no change in the views to the east of the route. Tall elements of the proposals will be visible from the western portion of the route. Tall buildings are not at odds with the existing views.	Medium - Low	Medium	Moderate - minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Tall elements of the proposals will be visible from this route when travelling west towards the site. Tall buildings are not at odds with the existing views.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium	Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Ayres Road (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Moderate - minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Some changes in the view may be perceived of the tall buildings proposed in this area. Tall buildings are not at odds with the existing views.	Medium - Low	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Warwick Road South (Pedestrians)	Taller elements of the proposed development will be visible from the northern portion of the route, though these views will be filtered by vegetation. Glimpses of tall buildings are not at odds with the existing views. There will be limited to no change in the views from the southern portion of the route.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Taller elements of the proposed development will be visible from the northern portion of the route. Glimpses of tall buildings are not at odds with the existing views. There will be limited to no change in the views from the southern portion of the route.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.

Visual Receptors	Southern Neighbourhood					Central Neighbourhood Southern Sector					Eastern Neighbourhood				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Warwick Road South (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low - Negligible	Medium - Low	Minor beneficial - Negligible	The effects will be beneficial and would result in a positive change in views for the visual receptor.	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Medium	Medium - Low	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.

Table 13: Magnitude of effects and significance of effects on visual receptors from changes to primary roads

Visual Receptors	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Talbot Road east bound (Pedestrians)	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be localised at the junction of Talbot Road and Brian Statham Way.	Medium - Low	High - Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot Road east bound (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be localised at the junction of Talbot Road and Brian Statham Way.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Talbot road west bound (Pedestrians)	Changes in views will be perceived over the entire route.	High	High - Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be localised at the junction of Talbot Road and Brian Statham Way.	Medium - Low	High - Medium	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Talbot road west bound (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	High	Medium	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be localised at the junction of Talbot Road and Brian Statham Way.	Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Brian Statham Way (Pedestrians)	Changes in views will be localised at the junction of Talbot Road and Brian Statham way.	Medium	High	Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Changes in views will be perceived over the entirety of Brian Statham Way and the southern portion of Warwick Road.	High	High	Major - Moderate beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Sir Matt Busby Way (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Changes in views will be limited to the southern portion of the route. Only changes to Warwick Road will be perceived from this route.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Chester Road (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	Changes in views will be localised at the junction of Chester Road and Warwick Road.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Chester Road (Motorists)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	Changes in views will be localised at the junction of Chester Road and Warwick Road.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.

Visual Receptors	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Great Stone Road (Pedestrians)	Changes in views will be limited to the northern portion of the route. Changes will only be perceived at the junction of Talbot Road and Great Stone Road.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Great Stone Road (Motorists)	The experience for motorists will be similar to above however these views will be fleeting and are not the focus of the road user.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.
Potential New Pedestrian Link	Changes in views will be limited to the portion of the route that crosses Talbot Road.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Seymour Grove (Pedestrians)	Changes in views will be limited to the northern portion of the route. Changes will only be perceived at the junction of Talbot Road and Seymour Road.	Medium - Low	Medium	Moderate - Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.
Seymour Grove (Motorists)	Changes in views will be limited to the northern portion of the route. Changes will only be perceived at the junction of Talbot Road and Seymour Road.	Low	Medium - Low	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.

Visual Receptors	Talbot Road (Wellbeing Route)					Warwick Road / Brian Stratham Way (Processional Route)				
	Size scale of effect	Magnitude	Sensitivity	Effects	Significance	Size scale of effect	Magnitude	Sensitivity	Effects	Significance
Ayres Road (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	There will be limited changes in views from this route, although there may be some perceived changes from the most western tip of the route.	Low - Negligible	Medium	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Ayres Road (Motorists)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	There will be limited changes in views from this route, although there may be some perceived changes from the most western tip of the route.	Low - Negligible	Medium - Low	Minor beneficial - Negligible	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Warwick Road South (Pedestrians)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium	Negligible	The effects will be negligible on the visual receptor.	There will be limited changes in views from this route, although there may be some perceived changes from the most northern tip of the route.	Low - Negligible	Medium	Minor beneficial	The effects will be beneficial and would result in a positive change in views for the visual receptor.
Warwick Road South (Motorists)	Negligible to no change of this sector can be perceived from this route.	Negligible	Medium - Low	Negligible	The effects will be negligible on the visual receptor.	There will be limited changes in views from this route, although there may be some perceived changes from the most northern tip of the route.	Low - Negligible	Medium - Low	Minor beneficial - Negligible	The effects will be beneficial and would result in a positive change in views for the visual receptor.

8. Conclusion

Conclusion in respects of the townscape effects upon completion of the AAP

- 8.1. The site and its setting are strongly influenced by the built form and urban land uses. The proposed type of development and massing are not at odds with the townscape character of the area.
- 8.2. The strong, well thought-out urban design principles that underpin the masterplan for the area are set out in the AAP document. These principles and key objectives include provision of high-quality public realm, improved permeability and connectivity, and appropriate massing, in particular adjacent to the listed buildings or buildings with historic interest.
- 8.3. The AAP document would ensure that the overall townscape effects of the development would be beneficial to the site and its surrounding context with no significant adverse effects.

Conclusion in respects of the visual effects upon the completion of the AAP

- 8.4. Urban land uses, tall buildings and heavily trafficked roads often form part of the views experienced across the AAP. There are limited areas of attractive POS and pedestrian friendly routes where receptors have the ability to enjoy the townscape setting.
- 8.5. Overall views of the proposals will not be discordant with the views currently experienced. The urban design principles that underpin the proposed masterplan are set out in the AAP document; these principles and objectives present the opportunity to enhance and improve the visual amenity within the area and surrounding townscape.

Overall Summary

- 8.6. Overall the design principles and policies set out in the AAP will ensure that the development of the Civic Quarter will result in beneficial townscape and visual effects to the site and no significant adverse effect to the surrounding context.

An award winning landscape consultancy based in Manchester City centre, with over 30 years of experience providing landscape solutions for all types and scales of development across the UK.

Our large scale masterplanning and implementation work at Cambourne, South Cambridgeshire has won planning and design awards and is widely recognised as an exemplar of best practice. Over 25 years of experience at Cambourne has provided us with a range of skills and expertise resulting in our involvement in some of the UK's major developments, including the expansion of Pinewood Film Studios into the UK's largest media production facility and NW Bicester the UK's first eco-town.

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