

Appendix 1.1: Townscape Baseline and Sensitivity				
Townscape Elements	Baseline Description	Townscape Value	Susceptibility to Change	Overall Sensitivity of Receptor
<b>Heritage Designations</b>	<p>Heritage designations within the study area of the Spatial Development Framework Plan (Framework Plan) and in the surrounding area are shown in <b>Figure 1.3 of Appendix 1.4</b>.</p> <p><b>Conservation Areas</b> There are no Conservation Areas within the study area.</p> <p><b>Historic Parks and Gardens</b> There are no Historic Parks and Gardens within the study area.</p> <p><b>Listed Buildings and Scheduled Monuments</b> Within the study area there are two Grade II listed buildings – the Entrance Portal and Lodge to the Former White City Greyhound Track towards the northeastern edge of the site, and more notably Trafford Town Hall at the very centre of the site. On the eastern edge of the site on either side of Talbot Road lies an area of some historic interest – including the historic Old Trafford Bowling Club and bowling green and 8 Victorian villas. Located to the southwest beyond the red line, at the entrance of Gorse Hill Park is the Gorse Hill Park entrance and lodges.</p> <p><b>Long Distance Recreational Routes</b> North of the site boundary the Bridgewater Way follows the alignment of the Bridgewater Canal and is an important long distance recreational route between Manchester City Centre, the city's southern suburbs and beyond.</p> <p><b>Non-Designated Townscapes</b> The name 'Old Trafford' is iconic, known world-wide with associations to Lancashire Cricket Club and particularly Manchester United Football Club, just outside the study area.</p> <p>The townscape value of this receptor is considered to be <b>Medium</b> due to the Grade II listed Trafford Town Hall, the area of some historical interest and the importance of the LCC stadium. The established mix of heritage and modern built form results in a <b>Low/Medium</b> susceptibility to change. The overall sensitivity of the receptor is <b>Medium</b>.</p>	Medium	Low/Medium	<b>Medium</b>
<b>Townscape Character Area</b>	<p>Townscape character areas are shown in <b>Figure 1.4 of Appendix 1.4</b>.</p> <p>Talbot Road and Brian Statham Way/Warwick Road form a cross through the study area, dividing it into four similarly sized <b>quarters</b>. The existing character of the quarters is based on the dominant building and/or land use. However, key components that contribute to defining the character, such as <b>land use, urban grain, built form and movement and linkages</b>, frequently detract from this character, making it poorly defined.</p> <p>Talbot Road's northern side is characterised by the civic qualities of Trafford Town Hall and Trafford College.</p> <p>Its southern side is dominated by LCC stadium. Its character is compromised by vast amounts of surface car parking and the vacant former B&amp;Q site.</p> <p>The former Kellogg's building currently defines the third quarter. The Refreshed Stretford Masterplan (adopted January 2018) defines this area as the University Academy 92 (UA92) Campus Quarter. However, it is currently surrounded by surface car parking, as is the neighbouring British Gas building.</p> <p>The opposite side of Talbot Road with its eclectic office buildings and White City Retail Park contribute to defining the commercial character of this quarter.</p> <p>The character of Chester Road is defined by large commercial buildings and pockets of Victorian residential buildings holds a character of its own.</p> <p>On the eastern edge of the site lies an area of some historic interest centred around the bowling green and Tudorbethan pub and fringed by 8 Victorian villas and the Trafford Hall Hotel.</p> <p>The townscape value is <b>Medium</b>, with a Medium susceptibility to change. Some of the existing quarters have the capacity of accommodating change through reinforcing their existing character, while others less so – the character of the sporting stadium, for example, is iconic for the Borough, with little ability to incorporate change. The site contains locally important functions are there are opportunities of creating a distinctive civic heart, one which the area now lacks. Additionally, the townscape character in parts contributes to the objectives of the Refreshed Stretford Masterplan. The resulting sensitivity of this receptor is <b>Medium</b>.</p>	Medium	Medium	<b>Medium</b>
<b>Urban Grain</b>	<p>Urban grain within the study and surrounding area is shown in <b>Figure 1.5 of Appendix 1.4</b>.</p> <p>The existing urban grain reflects the way the site has developed. Historically there has never been a coherence to the grain, due to the site's location on the periphery of Manchester city centre and its historical use for sports grounds and the botanical gardens and later as a racing track.</p> <p>The <b>urban grain of the wider study area</b> is varied, but predominantly consists of 2-2.5 storey semi-detached residential properties. This is interspersed with Victorian warehouses, commercial units and light industrial buildings of larger footprints, as well as some larger greenspaces. The Metrolink Tram Depot stands out with its vast expanse of tram lines.</p> <p>The site's street layout divides the site into four quarters. Other than that, the urban grain across the site isn't cohesive and varies substantially. Two sporting stadiums of extensive footprints sit on either end of Brian Statham Way/Warwick Road. The spaces around them, however, do not contribute to the setting of the iconic buildings. Along Chester Road modern developments of large-scale building footprints includes White City Retail Park and Tesco. Long and narrow office buildings irregularly line Talbot and Warwick Roads. There are four rows of Victorian semi-detached houses north of the Town Hall. The grain is additionally diluted with large areas of surface car parking, with patches of greenspace. which leads to streets not being well defined.</p> <p>Therefore, the townscape value of this receptor is <b>Low</b>, with a <b>Low</b> susceptibility to change due to the potential for the proposed development to repair the wider established urban grain. The overall sensitivity is <b>Low</b>.</p>	Low	Low	<b>Low</b>

**Terminology for Townscape Effect:**

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
Geographical Extent of Effect:	Site, Local, Neighbourhood, City	Significance:	Significant, Moderately Significant, Minor Significance, Not Significant

<p><b>Land Use</b></p>	<p>Land use within the study area and in the surrounding area is shown in <b>Figure 1.6 of Appendix 1.4</b>.</p> <p>At present, the study area is to the south and northwest surrounded by large areas of small scale residential properties, and in contrast, and most notably, Manchester United Football Club stadium to the north. A mix of land uses surrounds the study area and is most prominent along Chester Road.</p> <p>Within the site boundary there is a further variety of land uses, with few consistencies. Positive lands uses are often combined with poor quality land uses, i.e. surface car parking and vacant sites, including the former B&amp;Q site.</p> <p>The most outstanding feature is the LCC stadium. Trafford Town Hall, Stretford Police Station and Trafford College occupy a prominent location off Talbot Road. Eastern end of Talbot Road is mostly offices, with the former Kellogg's building foreseen for re-use. Converted Victorian semi's, taller office blocks (some of which have consent for conversion to residential) and residential developments line the opposite side of the road. The vast Metrolink Trafford Depot lies south of the Metrolink tram line.</p> <p>The value of this receptor is <b>Medium</b> due to the wide range of existing land uses within a locally important centre, and a combination of high quality civic and sport land uses with low quality ones – large areas of surface car parking and vacant sites. Susceptibility to change is medium due to the varied quality of uses and opportunities for improvement. The resulting sensitivity of this receptor is <b>Medium</b>.</p>	<p>Medium</p>	<p>Medium</p>	<p><b>Medium</b></p>
<p><b>Building Heights</b></p>	<p>Building heights within the study area and in the surrounding area are shown in <b>Figure 1.7 of Appendix 1.4</b>.</p> <p>There is an established general height of predominantly 2-3 storeys due to large areas of traditional residential development, dropping, as expected, as one is moving away from the city centre. Taller buildings outside the site boundary include Manchester United Football Club stadium and the Hotel Football to the north, as well as light industrial buildings to the east.</p> <p>Within the PDS, there is a range of heights: a majority of the larger built form, including White City Retail Park and Tesco, are vast in building footprints, but do not exceed generally 3 storeys in height. LCC stadium dominates the PDS and is of an expected scale – up to 6 storeys, as is that of the adjoining Lancastrian House. Opposite, Trafford Town Hall, Stretford Police Station and Trafford College are lower in scale, with the Town Hall clock tower the dominant feature. To the north of Talbot Road a number of eclectic office developments rise, with Oakland House dominating at 15 storeys. British Gas and the former Kelloggs building each lie within large open plots, with the height reducing significantly at the bowling club, a part of the lower scale 3-storey character area.</p> <p>Such variety of height and building form results in buildings not framing or defining key road corridors as well as they might - development can add consistency to building heights. Therefore, the value is Low/Medium. There is some ability to accommodate change, depending on the location. The overall sensitivity is <b>Medium</b>.</p>	<p>Low/Medium</p>	<p>Medium</p>	<p><b>Medium</b></p>
<p><b>Movement &amp; Linkages</b></p>	<p>Key movement routes surrounding the PDS are shown in <b>Figure 1.8 of Appendix 1.4</b>.</p> <p>A56 Chester Road along the northern site boundary is a key primary route and approach to the city - it accommodates huge amounts of passing traffic.</p> <p>Talbot Road and Warwick Road/Brian Statham Way dissect the site into four almost equal quarters, and serve as primary vehicular and pedestrian movement corridors. Talbot Road is an important cycle corridor, with cycling infrastructure improvements as part of Stretford Cycleways currently being implemented. National Cycle Route 55 runs along Brian Statham Way/Warwick Road. This is also a key pedestrian movement corridor on match and event days. Great Stone Road continues onto Chorlton, and is also important as a match and event day pedestrian corridor, while White City Way connects the PDS with The Quays.</p> <p>The south site boundary runs along the Metrolink tram line, with regular services to destinations across Greater Manchester. A railway service to the north of the PDS runs on match days and there are frequent bus services along Chester Road and a less frequent service along Talbot Road.</p> <p>Despite these excellent movement opportunities, the finer grained permeability is missing: pedestrian movement is limited predominantly to vehicular roads as plot boundaries are often secured with perimeter fencing. Improvements to pedestrian and cycle connections and public transport services would allow for a modal shift, reducing the reliance on the private car.</p> <p>The value of this receptor is <b>Medium</b> given the existing excellent strategic movement corridors, but narrowed opportunities for pedestrian movement. The susceptibility to change is Low, as the proposals have an opportunity to greatly improve sustainable modes of movement. The overall sensitivity is therefore <b>Medium</b>.</p>	<p>Medium</p>	<p>Low</p>	<p><b>Medium</b></p>
<p><b>Public Open Space</b></p>	<p>Public open space within the study area are shown in <b>Figure 1.9 of Appendix 1.4</b>.</p> <p>There are no formal designations affecting the study area. Off Talbot Road are the sunken gardens adjacent to Trafford Town Hall. Gorse Hill Park is an established neighbourhood asset, as are Seymour Grove Allotments. Bridgewater Way along the Bridgewater Canal is an important long distance recreational route and the vicinity of The Quays offers opportunities for more recreational routes and contact with water.</p> <p>The sporting grounds within the study area are significant - LCC stadium, bowling green and sports grounds adjacent to Stretford High School, just outside the site boundary. However, these are all private.</p> <p>The value of this receptor is <b>Low</b>, due to the sunken gardens being the only high quality greenspace within the site. There is a low susceptibility to change, as the streets and surface car parks offer vast opportunities for public realm improvements. Therefore the overall sensitivity is <b>Low</b>.</p>	<p>Low</p>	<p>Low</p>	<p><b>Low</b></p>

**Terminology for Townscape Effect:**

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Temporary/ Irreversible
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Minor, Negligible, No Change
Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
Geographical Extent of Effect:	Site, Local, Neighbourhood, City	Significance:	Significant, Moderately Significant, Minor Significance, Not Significant

Townscape Resources	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Confidence
<b>Heritage Designations</b>	<p><u>Operational Phase:</u></p> <p>Listed buildings and buildings of historical interest will be retained. The Framework Plan will result in a change to the context of the listed buildings and area of some heritage value. With its recent improvements, the Town Hall currently lies in a relatively positive setting and the development within the Campus Quarter has potential of negatively impacting it. However, the height of the development within the Campus Quarter steps down towards Trafford Town hall, who's spire sets the height datum. The height of the civic square pavilion is sensitively low, not blocking views towards the Town Hall and potentially creating new smaller scale landmark. The new and enhanced public realm of the civic square and the wellbeing and processional routes will improve the building's setting and arrival experience.</p> <p>White City Entrance Portal and Lodge currently sits in a sea of car parking in front of a generic retail centre - the proposals have the potential of creating a positive impact on its setting.</p> <p>Development next to site of some heritage value of lower height.</p>	<p>Stepping down of building heights within proximity of listed buildings and area of some heritage value.</p> <p>High quality public open spaces to frame listed buildings.</p> <p>Potential for sensitive choice of materials at the detailed design stage to minimise potential for adverse effects on the Town Hall as a result of equal building heights.</p> <p>Opportunity for White City Entrance Portal and Lodge to become 'symbol' of new redevelopment.</p>	<p>The Framework Plan sensitively deals with height and massing in vicinity of heritage designations and areas of some heritage value. Additionally the public realm proposals have the potential of improving their setting.</p>	<b>Medium</b>	Moderate	Immediate locality	Long term Irreversible	Minor	<p>The development framework is deemed appropriate to heritage designations due to the sensitive placement of height to ensure the retained appreciation of heritage assets.</p> <p>Future design mitigation is expected to enhance the setting of heritage assets through the sensitive choice of materials and improved townscape setting.</p>	High
<b>Townscape Character</b>	<p><u>Operational Phase:</u></p> <p>Enhancing the identities and uses of the four quarters: Maximising the setting of the Town Hall and Trafford College within Town Hall Quarter.</p> <p>Leisure Quarter: Improved connectivity around LCC stadium and new civic square. Provide a new modern public leisure centre with direct links to LCC's outdoor pitches.</p> <p>Campus Quarter: Delivery of the higher education campus UA92, supported by further residential, leisure and commercial uses.</p> <p>Commercial Quarter: Redevelopment of White City Retail Park.</p> <p>Talbot Road will become the Wellbeing Route – a 'sustainable' link, as well as a daily leisure and recreation destination. Brian Statham Way and Warwick Road will be accentuated as the pedestrianized, ceremonial Processional Route between the two stadia. These will enhance this differentiation between the quarters, at the same time becoming a strong link between them, contributing positively to the townscape character within the site and wider Stretford area.</p>	<p>Redeveloping the current leisure centre site for new housing as a key corner development.</p> <p>New modern public leisure centre with direct links to LCC's outdoor pitches.</p> <p>Active frontages to line new streets and spaces thus announcing the quarters' character from the street.</p>	<p>The Framework Plan will result in the improvement and strengthening of the spatially already defined four quarters.</p>	<b>Medium</b>	Moderate	Neighbourhood	Long term Irreversible	Minor	<p>The development framework is deemed appropriate due to a solidification of townscape character which builds on the existing identity of the site.</p> <p>Future design mitigation is expected to enhance this character through high quality considered built form.</p>	High

**Terminology for Townscape Effect:**

Townscape Value: High, Medium, Low  
Susceptibility to Change: High, Medium, Low  
Overall Sensitivity of Receptor: High, Medium, Low  
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change  
Geographical Extent of Effect: Site, Local, Neighbourhood, City

Duration: Long-term, Medium-term, Short-term  
Reversibility: Temporary/ Irreversible  
Overall Magnitude of Effect: Major, Moderate, Minor, Negligible, No Change  
Nature of Effect: Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect  
Significance: Significant, Moderately Significant, Minor Significance, Not Significant

Townscape Resources	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Confidence
<b>Urban Grain</b>	<p><u>Operational Phase:</u></p> <p>The Framework Plan will establish a stronger urban grain within the site, supported by and supporting a clear route hierarchy.</p> <p>The removal of existing surface car parking, which currently dominates the area, and the creation of new consolidated parking provision offers opportunities for creating more attractive building layouts, spaces between buildings and linkages.</p>	Removal of existing surface car parking and the creation of new consolidated parking provision, most likely in a multi-storey format.	The Framework Plan has the potential of greatly improving the existing fragmented state of the urban grain within the study area.	<b>Low</b>	Moderate	Neighbourhood	Long term Irreversible	Moderate	<p>The development framework is deemed appropriate due to the replacement of urban voids with built form to address the routes and add to the character of the area.</p> <p>Future design mitigation is expected to carefully consider the layout of built form and new routes and spaces in order to meet the vision for the area.</p>	High
<b>Land Use</b>	<p><u>Operational Phase:</u></p> <p>The proposed development will provide a mix of uses within the study area, positively contributing to the existing variety of land uses.</p> <p>Proposed uses contribute positively to achieving the vision for Old Trafford/Stretford as outlined in the adopted Refreshed Stretford Masterplan (2018). This particularly refers to the new higher education facility UA92 and the opportunity of creating a mixed use community around it.</p>	No additional mitigation proposed over that embedded into the proposed development.	The Framework Plan will build upon the recommendations of the Refreshed Stretford Masterplan for particularly for the Campus Quarter and will build upon the mixed uses existing within the study area.	<b>Medium</b>	Moderate	Neighbourhood	Long term Irreversible	Minor	<p>The development framework is deemed appropriate due to the mix of additional uses to complement the existing uses in the area.</p> <p>Future design mitigation is expected to carefully consider the placement of these uses in order to successfully animate the streets and spaces according to the strategies set out in the SPD.</p>	High
<b>Building Heights</b>	<p><u>Operational Phase:</u></p> <p>The Framework Plan increases the existing building heights within certain parts of the study area.</p> <p>The corners facing Chester Road to White City and the current leisure centre present opportunities to define the area through positive and attractive development.</p> <p>Proposed maximum heights within the Campus and Commercial Quarters complement the existing office developments north of Talbot Road, such as Oakland House.</p> <p>Heights step down within proximity of listed buildings and area of some heritage value.</p>	<p>Heights will step down towards Trafford Town Hall and White City Entrance Lodge and Portal.</p> <p>Sensitivity in relation to LCC stadium.</p>	The Framework Plan sets a new height datum within the study area – however, these will be in keeping with the context of Trafford's relationship with Manchester City Centre. The heights will also be sensitive to the heritage designations and defined areas of heritage value..	<b>Medium</b>	Moderate	Neighbourhood	Long term Irreversible	Minor	<p>The development framework is deemed appropriate due to the allowance of a mix of building heights which have been developed iteratively to maximise development potential whilst sensitively stepping down to the existing residences and landmarks within the area – as tested by the visual impact assessment.</p> <p>Future design mitigation is expected to carefully consider the use of height and how it will be mitigated through use of materials and high quality façade treatment.</p>	High

**Terminology for Townscape Effect:**

Townscape Value: High, Medium, Low  
Susceptibility to Change: High, Medium, Low  
Overall Sensitivity of Receptor: High, Medium, Low  
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change  
Geographical Extent of Effect: Site, Local, Neighbourhood, City

Duration: Long-term, Medium-term, Short-term  
Reversibility: Temporary/ Irreversible  
Overall Magnitude of Effect: Major, Moderate, Minor, Negligible, No Change  
Nature of Effect: Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect  
Significance: Significant, Moderately Significant, Minor Significance, Not Significant

Townscape Resources	Description of Change	Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Nature of Effect	Confidence
<b>Movement &amp; Linkages</b>	<p><u>Operational Phase:</u></p> <p>Improvements along the main corridors of Talbot Road and Brian Statham Way/Warwick Road will result in enhanced and legible pedestrian and cycling environments. Vehicular traffic will be discouraged and supported by a new multi-storey car park located on the periphery of the PDS.</p> <p>The creation of new pedestrian routes, including within the Town Hall Quarter, will significantly enhance permeability of the site and improve connectivity to and from public transport services. Opening a route circumnavigating the LCC stadium will significantly contribute to this.</p> <p>Overall, the development proposal has a direct, positive impact on movement and linkages both within the study area and beyond.</p>	<p>Clearly defined route hierarchy.</p> <p>Prioritising cycle and pedestrian movement.</p> <p>Full pedestrianisation of Brian Statham Way and partial pedestrianisation of western end of Talbot Road.</p> <p>Removing unnecessary barriers.</p> <p>Introduce balanced street design principles, including multiple road crossings and supercrossing at Talbot Road – Great Stone Road junction.</p> <p>Use of high quality materials to create a distinctive sense of place.</p>	<p>The Framework Plan clearly defines two main characteristic routes criss-crossing the study area. It also enables pedestrian permeability through the four quarters and in particular improving connectivity to and from the Old Trafford Metrolink tram stop.</p> <p>Accentuating pedestrian movement and use of public transport, the Framework Plan has the potential of discouraging vehicular traffic.</p>	<b>Medium</b>	Moderate	Neighbourhood	Long term Irreversible	Minor	<p>The development framework is deemed appropriate due to the establishment of a new street hierarchy which prioritises sustainable transport modes to support the existing and future operation of the quarter.</p> <p>Future design mitigation is expected to carefully consider the layout of built form and new routes and spaces in order to meet the vision for the area</p>	High
<b>Public Open Space</b>	<p><u>Operational Phase:</u></p> <p>The creation of new and improved public spaces includes the Wellbeing Route along Talbot Road with enhanced green infrastructure, the Processional Route which will amplify the connection between the two stadia, and a new civic square instead of a vast surface car park in front of LCC stadium. This is seen as beneficial for the site and the Old Trafford/Stretford area in general.</p> <p>The Campus Quarter will be oriented towards the new civic square, as well as being supported by new public spaces within its fabric.</p> <p>Overall, the development proposal has a direct, positive impact on the public open space provision both within the study area and beyond.</p>	<p>Secure active street frontages and opportunities for spill-out on buildings facing new public spaces and main routes.</p> <p>Includes Trafford Town Hall's sunken gardens as part of the new civic square.</p> <p>Appropriate levels of enclosure for smaller spaces within the Civic and Campus Quarters will ensure well defined spaces</p> <p>Lighting strategy will be important with regards to safety.</p> <p>Maintenance Strategy ensuring well-kept spaces.</p> <p>Contribute positively to achieving the objectives of the Refreshed Stretford Masterplan.</p>	<p>The Framework Plan is developed on strong public realm principles – it defines the Wellbeing and Processional Routes, which meet at the proposed new civic square. Active frontages on ground floors will encourage and support active streetlife.</p>	<b>Low</b>	Moderate	Neighbourhood	Long term Irreversible	Moderate	<p>The development framework is deemed appropriate due to the establishment of a new public realm strategy to support the existing and future operation of the quarter.</p> <p>Future design mitigation is expected to carefully consider the layout of built form and new routes and spaces in order to meet the vision for the area</p>	High

**Terminology for Townscape Effect:**

Townscape Value: High, Medium, Low  
Susceptibility to Change: High, Medium, Low  
Overall Sensitivity of Receptor: High, Medium, Low  
Size/Scale of Effect: Major, Moderate, Minor, Negligible, No Change  
Geographical Extent of Effect: Site, Local, Neighbourhood, City

Duration: Long-term, Medium-term, Short-term  
Reversibility: Temporary/ Irreversible  
Overall Magnitude of Effect: Major, Moderate, Minor, Negligible, No Change  
Nature of Effect: Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect  
Significance: Significant, Moderately Significant, Minor Significance, Not Significant