

Prestwich Town Centre Townscape and Visual Impact Assessment Appendix 7.1 Townscape Effects Table: Baseline and Sensitivity				
Townscape Elements	Baseline Description	Townscape Value	Susceptibility to Change	Overall Sensitivity of Receptor
Townscape Character – Local Centre	Townscape character is illustrated in Figure 7.3.3 of Appendix 7.3. The core area of the Local Centre of Prestwich is bound by Fairfax Road to the north, Bury New Road to the west, Rectory Lane to the south, Metrolink tram line to the east. Its character is inconsistent due to a diverse mix of building types. It is comprised of 19-century houses of the high street along Bury New Road, Longfield shopping centre - a modernist large footprint suburban retail centre, a modern mixed-use complex with four residential towers (The Radius), local health centre and significant areas of surface car parking, which create poor interfaces with the surrounding townscape. There is a Metrolink (Prestwich) tram stop directly adjoining the village centre, which is an important connection to Manchester, however the arrival space is of poor quality. The character area includes several locally significant buildings as they are identified as non-designated heritage assets, along Bury New Road, such as White Horse, Istanbul, Railway and Naturalist and Our Lady of Grace Church buildings off Fairfax Road. The Local Centre doesn’t have a consistent character and currently has a negative impact on the overall townscape quality of the area; however, it contains several locally significant buildings and therefore has been assessed as ‘medium’ in townscape value. Within the site there is substantial ability to accommodate the proposed development without undue harm to the wider townscape character. The overall sensitivity of the townscape character is therefore ‘Medium’.	Medium	Low	Medium
Urban Grain	Urban Grain is illustrated in Figure 7.3.4 of Appendix 7.3. There is a strong historic grain and consistent street frontage to Bury New Road corridor - featuring a number of prominent local heritage buildings at key crossing points that aid legibility and sense of place. Moving away from this corridor the grain across the site becomes more incoherent due to the modern larger format blocks and surrounding parking areas that form large gaps in the townscape with weak frontages to key roads and movement corridors. Legibility of key pedestrian routes on the Site is compromised by the hidden nature of the existing shopping centre and poorly defined public spaces and squares. The urban grain within the site consists of larger-footprint buildings that are out of keeping with the surrounding grain and form an incoherent grain with gaps where the surface car parking areas are located. However, the larger buildings signify a change in function that the local centre represents. It is similar to the grain further north along Bury New Road where the larger retail store surrounded by areas of surface car parking are located. The wider area shows a relatively tight urban grain of mostly post-war suburban housing and small pockets of older terraced housing. Generous areas of greenspace, especially to the south where the Prestwich Clough cuts through the housing links Philips Park to Bury New Road. The urban grain of the site is weak and doesn’t reflect the historical pattern and links through the site, therefore the townscape value has been assessed as ‘Low’. The Site is largely surface car parking and low rise and larger footprint buildings that do not promote positive legibility or placemaking within the town, and therefore the Urban Grain has substantial ability to accommodate the proposed development without undue harm. The overall sensitivity of the townscape character is therefore ‘Low’.	Low	Low	Low
Land Use	Land Use is illustrated in Figure 7.3.5 of Appendix 7.3. The predominant land uses within the Site are retail/commercial and parking. The Site contains the Longfield shopping centre which is part of the primary retail provision for Prestwich – supported by wider retail facilities along Bury New Road. Prestwich Health Centre and library buildings are located within the Site, off Fairfax Road. Adjoining the local centre is The Radius building, which contains mix of retail uses on ground floor with residential units above. Land uses within the wider study area are predominantly residential reflecting the suburban character of the town. The Site supports the Longfield shopping centre with a mix of retail, commercial and leisure facilities, although large areas are given over to surface car parking areas, therefore the townscape value has been assessed as ‘Medium’. Its current mix of uses support the existing local community and visitors, therefore the susceptibility to change is ‘Medium’. The overall sensitivity is therefore ‘Medium’.	Medium	Medium	Medium

Terminology for Townscape Effect:

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Size/Scale of Effect:	Major, Moderate, Minor, Negligible, No Change	Nature of Effect:	Adverse, Beneficial, Neutral, Not Applicable, Direct, Indirect
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Building Heights	Building Heights are illustrated in Figure 7.3.6 of Appendix 7.3. Buildings heights of the retail buildings within the Site are typically low-rise up to a maximum of 3 storeys. The Radius building is a much taller development that forms a landmark within the wider study area with building heights ranging from 6 to 8 storeys. The rest of the study area is made up of low rise and terraced and semi-detached residential neighbourhoods and is predominantly 2-3 storeys in height. The study area has a prevalent building height of between 2-3 storeys, which helps to define its overall residential character to the north, east and further to the south. The townscape value has therefore been assessed as ‘Medium’. The building of The Radius has set a precedent of increased building height which positively forms a local landmark for the local centre. Therefore, the susceptibility to change has been assessed as ‘low’. The overall sensitivity of receptor is therefore ‘Medium’.	Medium	Low	Medium
Movement and Linkages	Movement and linkages are illustrated in Figure 7.3.7 of Appendix 7.3. The site is within 5-minute walking distance to the Tesco Superstore, Sparks Sports Field, Prestwich Cricket, Tennis & Bowling Club, Heys Secondary School and Prestwich Clough. There is a Metrolink (Prestwich) tram stop directly adjacent to the site, but due to poor legibility of the site and lack of active frontages the connection with the village centre is poor and give an overall negative feeling to the area. There are currently no designated footpaths through the site. There is a potential for Rectory Lane to be designed as a ‘beeway’ (part of Transport for Greater Manchester’s Bee Network) connecting to Highfield Road and by extension to Whitefield to the north. Bury New Road which is directly adjacent to the site forms a key strategic connection to M60 to the north and Manchester to the south. The environment along the road is poor for both pedestrians and cyclists. The Metrolink tram line forms a barrier to movement to the east with one vehicular and there is a single pedestrian underpass connecting from Poppythorn Lane and Heys Road connecting to the site. The movement network within the Site is currently poor due to a lack of active frontage from buildings and poor legibility, however there are some important linkages between the village centre and the Metrolink stop as well as the Poppythorn area. Therefore, the value of linkages is assessed as Medium. The site has substantial ability to accommodate the development and improved movement and access without undue harm. Overall sensitivity of the receptor is therefore Low.	Medium	Low	Low
Public Realm and Public Open Space	Public realm and public open space are illustrated in Figure 7.3.8 of Appendix 7.3. There are a number of open space areas within 5 to 10-minute walking distance from the site, including parks and gardens, woodland areas, sports pitches and allotments. The main open space areas are Heaton Park (a Registered Park and Garden) to the east and Philips Park to the west, which is a part of a wider green corridor between Manchester and Bury. Currently there is a small square between The Radius and Longfield shopping centre created when the area underwent public realm improvements in 2006. The public square includes a piece of public art and is predominantly paved but generally not well used. The site itself contains no green open spaces, although there is limited street tree planting to parking areas. The site is adjacent to the Metrolink tram line green corridor and there is a wooded area to the east of the site just outside the site boundary which signifies this green corridor. There are no significant green open spaces within the site, and the public space is in poor condition, therefore the value of public realm and public open space has been assessed as Low. The susceptibility to change is low as the site now consists of poor-quality public realm and is therefore able to accommodate the proposed development without undue harm. The overall sensitivity is therefore assessed as Low.	Low	Low	Low

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Townscape Character	<u>Construction Phase:</u> Demolition of existing buildings within town centre is likely to have negative impact on the immediate townscape character both visually and from noise/ dust/ movement etc during this phase. Phase 1 – change will affect the Local Centre, High Street and immediate residential housing Character areas and includes the setting of locally listed buildings. Phase 2 – change focused around open areas of existing surface car parks associated with the Local Centre which includes tree planting and pavement spaces. Site Compounds will likely limit connectivity through the town centre and create inactive street frontages in the short term. As set out in the CEMP framework document, construction is likely to be undertaken sequentially across the phases, so impacts are potentially experienced during the demolition, enabling and construction works period. These effects are experienced mainly within the immediate vicinity of the site in both phases of development, due to the containing influence of built form, landform and vegetation. This limits any changes to surrounding townscape areas – including the Poppythorn and St Marys Conservation Areas.	Phases 1&2 • The use of site hoardings. • Adoption of best practice measures will minimise construction noise and vibration impacts. • Utilise directional lighting to avoid light spill. • On-site parking for construction workers will be restricted to a reasonable minimum. • Local traffic management measures for site access • Careful management of site deliveries and collections	Phases 1&2 The demolition, enabling and construction works will cause a clearly noticeable change in the local townscape character immediately around the town centre area and a loss of existing features - particularly existing built form of the Longfield Shopping Centre. There will be some additional loss of a minor townscape public spaces that will be replaced by construction activity and site fencing, that will detract from the character of the local centre. The sensitivity of Townscape Character is assessed as ‘Medium’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the town, and therefore the magnitude of change is considered to be Moderate in both phases of development which is Adverse in nature. Therefore, there is likely to be a direct, short-term temporary effect which is assessed as Moderate Adverse significance.	Medium	Moderate	Local	Short-term/ Temporary	Moderate	Moderate	Adverse	High
	<u>Operational Phase:</u> Contemporary set of new buildings introduced into the village centre, enhancing its function as a heart of the local community and providing new provision of commercial and residential spaces and creating new public spaces and adding more urban character to the area. The design is for most part in keeping with the local townscape character adding some modern elements into the townscape. These effects are experienced mainly within the immediate vicinity of the site, due to the containing influence of built form, land form and vegetation. This limits any changes to surrounding townscape areas – including Poppythorn Lane or St Marys Conservation Areas.	Phase 1 (as defined by the detailed design) • Scale, massing and architectural style in keeping with surrounding townscape character and the character envisaged in ‘Love Prestwich’ Town Centre Development strategy. • Creating a sense of community place within the village centre realised through the positioning of a community space / market hall in the heart of the site. • A series of spaces, streets and squares that are spaces to dwell. • The plot and building arrangement create well defined and overlooked streets and spaces, with active ground floor uses. • Proposed high quality public realm.	Phase 1 There will be a noticeable change to some key townscape elements in the local area – the Proposed Development will be of a high-quality design that will positively contribute to the town centre area. The phase 1 scale and massing respond to the existing building heights along Bury New Road and surrounding residential areas. It will also represent a comprehensive uplift in the quality of the retail and community facilities in the town. The proposed car-parking building will provide ample area of both secure car-parking and bicycle storage. Phase 2 The scale and massing of proposed new blocks respond to the taller residential development in the area (The Radius) and are a good fit within the existing town centre character. Furthermore, the increased scale of the buildings along Fairfax Road helps to create a more urban setting, whilst		Moderate	Neighbourhood	Long-term/ Irreversible	Moderate	Moderate	Beneficial	High

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		Phase 2 (as defined in Parameter Plans) - Defined series of building blocks that will create a strong edge along Rectory Lane and form a gateway from the Metrolink tram stop. - New residential uses to the blocks as well as the potential for activate the ground floor uses along Fairfax and Rectory Lane. - Generous areas of public realm between and around the proposed blocks that link to the Phase 1 landscaped areas.	improving the arrival experience from the Metrolink tram stop. Existing land uses will largely remain the same with the potential addition of further mixed uses and residential functions. The sensitivity of Townscape Character is assessed as 'Medium'. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the centre, and therefore the magnitude of change is considered to be Moderate in both phases of development which is beneficial in nature. Therefore, there is likely to be a direct, irreversible, long-term effect which is assessed as Moderate Beneficial significance.								
Urban Grain	Construction Phase: There will be a change to the existing urban grain within the local area due to demolition of the Longfield Centre and the Prestwich Health Centre buildings and closure of areas of public open space.	Phases 1&2 - Material storage within main site boundary - The use of site hoardings.	Phases 1&2 The construction works will cause a change in the local urban grain of the village centre in both phases of development. There will be partial loss of street frontage and enclosure which will be replaced with construction activity and site fencing. The sensitivity of Urban Grain as receptor is assessed as 'Low'. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the town, and therefore the magnitude of change is considered to be Moderate in both phases of development which is Adverse in nature. Therefore, there is likely to be a direct, adverse effect which is assessed as Minor Adverse significance.	Low	Moderate	Local	Short-term/ Temporary	Moderate	Minor	Adverse Direct	High
	Operational Phase The proposed scheme will introduce a series of urban blocks which complete the existing urban grain and create a series of new streets and active frontages. The buildings will form a cohesive town centre grain together with the existing high street and residential development.	Phase 1 (as defined by the detailed design) - The development blocks will be organised in a way to enhance connectivity across site by revitalising the historical street layouts. - The grain of the masterplan establishes street frontages and a strong edge with strategically placed gateways into the heart of the village. Phase 2 as defined in Parameter Plans - New links between blocks to create a permeable and walkabout site layout that links to the Phase 1 areas.	Phases 1 The Proposed Development will achieve a good fit within the local level urban grain, as it is informed by historic street pattern, will fill the gaps in the existing grain within the town centre area and will create a series of new permeable streets and active frontages and dramatically improve the condition of the existing poor quality urban grain. Phase 2 The Proposed Development will extend the permeable block layout established in Phase 1 and form a well-defined urban block to the local centre area. This is part repairs the existing 'gap' in urban grain within the local centre caused by the surface car parking. The sensitivity of Urban Grain is assessed as 'Low'. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the		Moderate	Neighbourhood	Long-term/ Irreversible	Moderate	Minor	Beneficial Direct	High

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			centre, and therefore the magnitude of change is considered to be Moderate in both phases of development which beneficial in nature. Therefore, there is likely to be a direct, irreversible, long-term effect which is assessed as Minor Beneficial significance.								
Land Use	<u>Construction Phase:</u> There will be an initial temporary loss of the retail function and areas of surface car parking within the village centre.	Phases 1&2 - The use of site hoardings. - Adoption of best practice measures will minimise construction noise and vibration impacts. - Material storage within main site boundary	Phases 1&2 Within both phases of development, construction works will cause a clearly noticeable change in the local land uses, particularly the temporary loss of retail function and areas of surface car-parking which will be replaced with construction activity and site fencing. The sensitivity of Land Use is assessed as ‘Medium’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the town, and therefore the magnitude of change is considered to be Moderate in both phases of development which is Adverse in nature. Therefore, there is likely to be a direct adverse effect which is assessed as Moderate Adverse significance.	Medium	Moderate	Neighbourhood	Short-term/ Temporary	Moderate	Moderate	Adverse Direct	High
	<u>Operational Phase</u> The proposed development is going to introduce a wide mix of uses characteristic for an active town centre, consisting of retail, office, community, high-quality public spaces and options for car and cycle parking. The development will form a balanced mixed-use town centre offer which has the potential to effectively support the local community and visitors.	Phase 1 (as defined by the detailed design) - The masterplan provides many new social, leisure and recreational opportunities, both within the site, but also improving access to surrounding facilities. - Maximising active frontages within and around the masterplan with retail, community, and residential addresses. - Retail and community use focused to the village core to activate the ground floor public realm. - The assortment of retail and community spaces encompasses a range of offerings, including a bookable community space and library, a fully equipped gym, a bustling market hall, and an array of shops and dining establishments, with a notable emphasis on supporting local independent traders. Phase 2 (as defined in Parameter Plans) - New residential uses to the blocks as well as the potential for activate the ground floor uses (Commercial / retail uses) along Fairfax and Rectory Lane.	Phase 1 The proposed development will achieve a good fit within local land uses adding a mix of uses characteristic for an active town centre, consisting of retail, office, community, high-quality public spaces and options for car and cycle parking with potential to effectively support local community and visitors. Phase 2 Provides an additional residential offer within the local centre, that could be a good fit into the existing provision. Wider ground floor uses would extend the retail/ commercial facilities. The sensitivity of Land Use is assessed as ‘Medium’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the retail heart of the town, and therefore the magnitude of change is considered to be Moderate in both phases of development which is beneficial in nature. There are likely to be a direct beneficial effects which is assessed as Moderate Beneficial significance.		Moderate	Neighbourhood	Long-term/ Irreversible	Moderate	Moderate	Beneficial Direct	High

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Building Heights	<u>Construction Phase:</u> Phase 1 There will be a small change in height datum in the village centre area due to the demolition of Longfield centre that is replaced by construction compounds and the site is cleared and works progress. Phase 2 Construction works associated with the three proposed residential blocks will introduce new tall structures and construction paraphernalia in an area of existing low level surface parking. As building activities increase in height to 6/7 storeys this will introduce elements that partially uncharacteristic of the adjacent townscape but will reflect the adjacent The Radius building.	N/A	In phase 1 Construction works will cause a small change in the local building height datum in the village centre due to the demolition of the existing Longfield building. There will be some partial loss of street and open space enclosure which will be replaced by construction works. Works associated with the Travel Hub will introduce new building elements in an area of low-level surface parking, although the heights will be consistent with existing buildings on the Fairfax Road frontage and the adjacent Lady of Our Grace Church. Phase 2 Initial construction works will cause a partial change to the townscape receptor as the majority of works are over areas of low-level existing surface parking. As construction activities continue and new taller built elements / higher level construction works appear, this change will be become more obvious, and begin to set a new height datum to this edge of the local centre. The sensitivity of Building Heights is assessed as 'Medium'. In Phase 1- The magnitude of change is considered to be 'Minor' and adverse in nature. Therefore, there is likely to be a direct adverse effect which is assessed as Minor Adverse significance. In Phase 2 – The magnitude of change is considered to be 'moderate' and adverse in nature due to the introduction of taller construction elements. Therefore, there is likely to be a direct adverse effect which is assessed as Moderate Adverse significance.	Medium	Minor	Local	Short-term Temporary	Phase 1 – Minor Phase 2 - Moderate	Phase 1 – Minor Phase 2 - Moderate	Adverse Direct	High
	<u>Operational Phase</u> Phase 1 The height of proposed development will be consistent to that of already established town centre buildings from 1 storey to maximum of 6 storeys height. The heights of those buildings that are closest to the high street will be lower. Phase 2 Proposed building heights will increase to 6/7 storeys on Rectory Lane and adjacent to the Metrolink station (which sits at a higher level than Rectory Lane). This is an increase in height in comparison to the surrounding 2/3 storey residential and commercial areas, but less than the existing The Radius mixed use building adjacent.	Phase 1 (as defined by the detailed design) - Proposed development responds to the local height datum within the village centre area. - Opportunity for strategically placed buildings of scale to define the local centre. - The retail and community buildings aligns with the surrounding low-rise context. - Deliberate consideration of Travel Hub, taking into account the existing context of surrounding buildings. Phase 2 (as defined in Parameter Plans) - A series of building blocks that will create a strong edge along Rectory Lane and form a gateway from the Metrolink tram stop.	Phase 1 The proposed development will achieve a good fit within the lower local building height datum, which has been established by existing mix from low to mid-rise buildings along Bury New Road and surrounding commercial and retail areas. Phase 2 The proposed increase in building heights to Rectory Lane increases the existing height datum and forms a new block of taller buildings in the local centre. The scale is consistent with the existing The Radius building, and collectively they provide a positive definition to the edges of the central Village Square and an appropriate level of containment to the streets and public realm without being overbearing. This is part repairs the existing 'gap' in building height within the local centre caused by the surface car parking. The sensitivity of Building Heights is assessed as 'Medium'. Whilst the proposed scale of change is		Moderate	Neighbourhood	Long-term Irreversible	Moderate	Moderate	Beneficial Direct	High

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		- Series of blocks that sit below the existing tall building datum of The Radius building. - Increase in height to the corner on the junction of Fairfax Road and Rectory Lane marking this gateway to the town centre.	relatively small in relation to the whole study area, those changes are experienced in the heart of the local centre, and therefore the magnitude of change is considered to be Moderate in both phases of development which is beneficial in nature. Therefore, there is likely to be a direct beneficial effect which is assessed as Moderate Beneficial significance.								
Movement and Linkages	Construction Phase: Construction works will create barriers to pedestrian and vehicle movement within town centre area and its immediate surroundings. Likely to have some impact on the pedestrian movement along Bury New Road, Rectory Lane and Fairfax Road due to the partial loss of public realm and new perimeter site fencing required. Pedestrian connectivity through the site will likely be negatively impacted due to site fencing. Potential for the pedestrian and cycle environment likely to be negatively impacted by noise and dust during demolition and construction, without mitigation. Presence of construction vehicles on roadways could increase local vehicular traffic.	Phases 1&2 - The use of site hoardings. - Adoption of best practice measures will minimise construction noise and dust impacts. - On-site parking for construction workers will be restricted to a reasonable minimum. - Local traffic management measures for site access - Careful management of site deliveries and collections	Phases 1&2 Development will cause a clearly noticeable change in pedestrian and cycle movement within town centre area and its immediate surroundings due to the loss of existing routes – blocked by the required site fencing and compounds. There is the potential for increased construction traffic on the local road network although a traffic management plan will be formed to minimise this. The sensitivity of Movement and Linkages has been assessed as ‘Low’. The magnitude of change is considered to be ‘Moderate’ and adverse in nature. Therefore, there is likely to be a direct adverse effect which is assessed as Minor Adverse significance.	Low	Moderate	Neighbourhood	Short-term Temporary	Moderate	Minor	Adverse Direct	High
	Operational Phase The proposed development will enhance the pedestrian and cycle linkages within and through the village centre through the delivery of new high quality public realm and planting, improving the connection to Metrolink tram stop and bus stops along Bury New Road and Rectory Lane. Re-instating the linear east-west and north-south linkages will further enhance the permeability of the site.	Phase 1 (as defined by the detailed design) - A new hierarchy of Streets with a focus on reducing vehicular traffic, encouraging active travel and integrating green infrastructure. - Improving connections across the town. - Improving accessibility to the village centre. - Restoring the historic grain with a network of interconnecting streets to enhance effective connectivity. - Ensuring pedestrians and cyclists can easily access and explore the village. - Consolidate existing surface parking and reposition car parking outside of the village core into a new car park off Fairfax Road. Phase 2 (as defined in Parameter Plans) - New links between blocks of a minimum 15m in width, and proposed areas of new public realm to create a permeable and	Phase 1 The proposed scheme will achieve a good fit within the local movement network, as it will deliver new public realm and pedestrian and cycle routes within and through the town centre and replacing existing poor-quality routes. The addition of the Travel Hub and cycle parking facilities will enhance active travel. Whilst only a relatively small proportion of the study area is affected, this is experienced in the main shopping areas, where pedestrian movement is particularly important. Phase 2 Development provides additional links across the local centre – completing routes established by the phase 1 development and improving the quality of the link and entrance to the Metrolink tram stop. The sensitivity of Movement and Linkages has been assessed as ‘Low’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the heart of the well-used shopping urban area, and therefore the magnitude of change is considered to be Moderate in both phases of development which is beneficial in nature. Therefore, there is likely to be a		Moderate	Neighbourhood	Long-term Irreversible	Moderate	Minor	Beneficial Direct	High

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Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
		pedestrian friendly site layout that links to the Phase 1 areas.	direct beneficial effect which is assessed as Minor Beneficial significance.								
Public Realm and Public Open Space	<u>Construction Phase:</u> The public open space within village centre and its immediate surroundings could potentially be negatively affected during the construction phase by restricted movement and construction activities close to site boundaries/ within the immediate area.	Phases 1&2 - The use of site hoardings. - Adoption of best practice measures will minimise construction noise and dust impacts. - Utilise directional lighting to avoid light spill.	Both Phases of development will cause a small adverse change to the environment of the public open spaces and pedestrian /public realm in and around the village centre area due to the demolition of existing building and new site fencing that could affect the appreciation of the local centre area. Whilst only a relatively small proportion of the study area is affected, this is experienced in the main shopping areas, where pedestrian movement is particularly important. The sensitivity of Public Realm and Public Open Space has been assessed as ‘Low’. The magnitude of change is considered to be ‘Minor’ and adverse in nature. Therefore, there is likely to be a direct adverse effect which is assessed as Minor Adverse significance.	Low	Moderate	Local	Short-term/ Temporary	Minor	Minor	Adverse Direct	High
	<u>Operational Phase</u> Proposed development will result in an improved public ream within and around town centre area, contributing positively to the wider network of open space. The new Village Square will be a new flexible public space able to accommodate various events, supporting the community life in the area.	Phase 1 (as defined by the detailed design) - The integration of street trees and rain gardens for sustainable drainage is a recurring theme throughout the streets. - Creating generous, flat pathways that are easy to navigate for those with mobility aids. - A consistent warm palette of natural stone unifies the space, while variations in module size create interest and intricate detailing. - The Village Square stands out as a carefully designed outdoor community space, purposefully proposed to accommodate a wide spectrum of events. From markets and fairs to art exhibitions and open-air cinemas, this versatile space is primed to foster a variety community interaction. Phase 2 (as defined in Parameter Plans) - Generous areas of public realm between and around the proposed blocks that link to the Phase 1 landscaped areas and provides a public realm link to the adjacent Metrolink tram stop entrance.	Phase 1 The proposed development will achieve a good fit within the local open space, as it will deliver new public realm, SUDS and pedestrian and cycle links within and around the village centre area and replacing the existing poor-quality ones. Phase 2 Development provides additional public realm links across the local centre – completing routes established by the phase 1 development and improving the quality of the link and entrance to the Metrolink. The sensitivity of Public Realm and Public Open Space has been assessed as ‘Low’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the well-used shopping urban area, and therefore the magnitude of change is considered to be Moderate in both phases of development which is beneficial in nature. Therefore, there is likely to be a direct beneficial effect which is assessed as Minor Beneficial significance.		Moderate	Neighbourhood	Long-term/ Irreversible	Moderate	Minor	Beneficial Direct	High

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:	Large, Medium, Small, 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 of Effect:	Major (Significant), Moderate (Significant), Minor (not Significant), Not Significant

Prestwich Town Centre Townscape and Visual Impact Assessment Appendix 7.1 Townscape Effects Table: Baseline and Sensitivity											
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
Site Character	<u>Construction Phase:</u> Construction works will consist of demolition of buildings of Longfield centre and Prestwich Health Centre and removal of the areas of surface car parking within the eastern and northern sections of the site. The existing character will be substantially changed by these works – with loss of built form and shopping street and new construction activities that could affect the appreciation of the high street and public spaces immediate around it.	• The use of site hoardings. • Adoption of best practice measures will minimise construction noise and dust impacts. • Utilise directional lighting to avoid light spill. • On-site parking for construction workers will be restricted to a reasonable minimum. • Local traffic management measures for site access • Careful management of site deliveries and collections	Phase 1 The proposal will cause a total change to the existing site character with the demolition of Longfield centre and other buildings, areas of public realm and pavement – replaced with construction works. Whilst mitigation measures will help limit potential adverse effects, the loss of the existing shopping centre and surrounding public spaces that define the character of the site is unavoidable. Phase 2 The proposals will cause a total change to the existing site character with the clearance of surface car parking, tree planting and public realm which is replaced with construction compound. Whilst mitigation measures will help limit potential adverse effects, the loss of the existing shopping centre and surrounding public spaces that define the character of the site is The sensitivity of Site Character has been assessed as ‘Low’. The magnitude of change is considered to be ‘Major’ and adverse in nature for both phases of development. Therefore, there is likely to be a direct adverse effect which is assessed as Moderate Adverse significance.	Low	Major	Local	Short-term/ Temporary	Major	Moderate	Adverse Direct	High
	<u>Operational Phase</u> The proposed development will transform the character of the site from an underperforming village centre with expansive areas of surface car parking into a vibrant mixed-use neighbourhood combining spaces to live, work and leisure and supporting with its functions the wider local area. The proposal appropriately relates to the local urban grain whilst re-instating new connections through the site increasing its legibility and permeability. It creates a more appropriate urban development and gateway space in relation to the Metrolink tram stop and high street along Bury New Road. Areas of improved public realm and new public spaces will help to create activity and opportunities for dwelling. Active frontages will address public realm to activate it and provide natural overlooking. The site is located within Prestwich village centre. The creation of a more urban, lively environment provides a more fitting response to the site's location when compared to the previous low-density development.	Phase 1 (as defined by the detailed design) • Scale, massing and architectural style in keeping with surrounding townscape character and the character envisaged in ‘Love Prestwich’ Town Centre Development strategy. • Creating a sense of community place within the village centre realised through the positioning of a community space / market hall in the heart of the site. • A series of spaces, streets and squares that are spaces to dwell. • The plot and building arrangement create well defined and overlooked streets and spaces, with active ground floor uses. • Proposed high quality public realm. Phase 2 (as defined in Parameter Plans) • Defined series of building blocks that will create a strong edge along Rectory Lane and form a gateway from the Metrolink tram stop. • New residential uses to the blocks	Phase 1 The proposal will achieve a good fit within the site character context as it delivers major new regeneration to the village centre area, including spaces for retail, office, community and leisure that substantially replaces and improves the quality of the current provision. Phase 2 The proposed development will extend the positive features of phase 1 with new residential uses that further support the creation of vibrant local centre. Development provides additional public realm links across the local centre – completing routes established by the phase 1 development and improving the quality of the link and entrance to the Metrolink tram stop. The sensitivity of Site Character has been assessed as ‘Low’. Whilst the proposed scale of change is relatively small in relation to the whole study area, those changes are experienced in the well-used shopping urban area, and completely replace both the built form, public realm and land uses on the site - therefore the magnitude of change is considered to be Major in both phases of development which is beneficial in nature. Therefore, there is likely to be a direct beneficial effect which is assessed as Moderate Beneficial significance.		Major	Neighbourhood	Long-term/ Irreversible	Major	Moderate	Beneficial Direct	High

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:	Large, Medium, Small, Negligible, No Change
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Prestwich Town Centre Townscape and Visual Impact Assessment Appendix 7.1 Townscape Effects Table: Baseline and Sensitivity											
Townscape Resources	Description of Change	Embedded Mitigation	Summary of Effect	Overall Sensitivity of Receptor	Size/Scale of Effect	Geographical Extent of Effect	Duration/ Reversibility	Overall Magnitude of Effect	Significance	Nature of Effect	Confidence
		as well as the potential for activate the ground floor uses along Fairfax and Rectory Lane. Generous areas of public realm between and around the proposed blocks that link to the Phase 1 landscaped areas.									

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:	Large, Medium, Small, 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 of Effect:	Major (Significant), Moderate (Significant), Minor (not Significant), Not Significant