

7 TOWNSCAPE AND VISUAL

Introduction

- 7.1 This Chapter assesses the effects of the Proposed Development on townscape character and visual amenity. In particular it identifies and assesses the likely significant effects resulting from the Proposed Development on the character and features of the townscape; and on people's views and visual amenity within the Townscape and Visual Impact Assessment ("TVIA") Study Area.
- 7.2 The Chapter describes the methods used to assess the likely significant effects, the baseline conditions currently existing at the site and surroundings, the potential direct, indirect and cumulative effects of the development, the mitigation measures required to prevent, reduce, or offset the identified significant effects and the residual effects. It has been written by Planit-IE Ltd.
- 7.3 This Chapter is accompanied by the following appendices:
- **Appendix 7.1** Townscape Baseline and Assessment Table.
 - **Appendix 7.2** Visual Baseline and Assessment Table.
 - **Appendix 7.3** TVIA Figures.
 - **Appendix 7.4** Photo Views and Photomontages.
 - **Appendix 7.5** Prestwich Verified Views – Methodology.

Legislative and Planning Policy Context

Legislation

International Legislation and Policy

- 7.4 The European Landscape Conventionⁱ (ELC) provides a foundation for closer co-operation on landscape issues across Europe and was ratified in the UK on the 21 November 2006, and became binding on 1 March 2007. The convention identifies the need to recognise landscape in law, to develop and promote landscape policies dedicated to the protection, management and creation of landscapes, and to establish procedures for the participation of the general public and other stakeholders in the evolution and implementation of landscape policies. It also encourages the integration of landscape into all relevant areas of policy, including cultural, economic and social policies.

- 7.5 The ELC defines landscape as *‘an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors’*. It recognises that landscape has important cultural, ecological, environmental and social dimensions and is a key element of achieving sustainable development. In this context the use of the word ‘landscape’ is more appropriately termed ‘townscape’ though the constituent factors remain consistent.

National Planning Policy

National Planning Policy Framework (updated December 2023)

- 7.6 The National Planning Policy Frameworkⁱⁱ sets out the government’s planning policies for England and how these are expected to be applied. The purpose of the planning system is to contribute to the achievement of sustainable development through three overarching objectives:

- An economic objective;
- A social objective; and,
- An environmental objective.

- 7.7 The environmental objective is of particular relevance to the purpose of LVIA.

- 7.8 Section 12 of the NPPF deals with the requirements of good design. The overarching principle is set out in paragraph 131, which states;

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

- 7.9 Paragraph 135 of the NPPF sets out a number of principals of good design. It states that, in order to accord with these principles, it should be ensured that new developments;

“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;

Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

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);

Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

Optimize the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and,

Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”

7.10 Paragraph 131 states that;

“trees make an important contribution to the character and quality of urban environments and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that approximate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible.”

7.11 Section 16 of the NPPF concerns conserving and enhancing the historic environment. Paragraph 195 states that heritage assets are;

“an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations”.

7.12 Whilst the site is not located in a Conservation Area and does not contain listed buildings or locally listed buildings (non-designated heritage assets), heritage is an intrinsic part of a townscape assessment and potential views from heritage assets have been considered as part of the assessment. There is also an overarching desirability set out within the NPPF for new development to contribute positively to local character and distinctiveness.

Local Planning Policy

Bury Unitary Development Plan

7.13 Bury Unitary Development Planⁱⁱⁱ (adopted 29th August 1997) has the following relevant policies for the purposes of this chapter:

- **EN1/1 - Visual Amenity Development:** will not be permitted where proposals would have a detrimental effect on public views of prominent or important buildings, especially those in areas of architectural or historic interest; the visual amenity both within, or viewed from, areas of environmental interest such as the Green Belt, Special Landscape Areas or the river valleys.
- **EN1/2 - Townscape and Built Design:** The Council will give favourable consideration to proposals which do not have an unacceptable adverse effect on the particular character and townscape of the Borough's towns, villages and other settlements.
- **EN2/1 - Character of Conservation Areas:** The Council will take action as appropriate to preserve or enhance the character or appearance of the Borough's Conservation Areas.

Other Relevant Policy, Standards and Guidance

7.14 The following guidance has been used in the assessment:

- Guidelines for Landscape & Visual Impact Assessment, 3rd Edition, 2013^{iv};
- Landscape Institute Technical Guidance Note 06/19 'Visual Representation of Development Proposals' (Landscape Institute, 2019)^v;
- Planning Practice Guidance;
- IEMA Environmental Impact Assessment Guide to Shaping Quality Development, 2015^{vi};
- Historic England Advice Note 4 Tall Buildings^{vii}; and
- National Design Guide, Planning practice guidance for beautiful, enduring and successful places, 2021.

Development Control Policy Guidance Note 16^{viii}

7.15 This Supplementary Planning Document (SPD) has been produced in the form of a Development Control Guidance Note. It is intended to support policies contained in Bury's

adopted UDP (adopted 31 August 1997). SPD16 provides guidance to develop and enhance an environment within Bury which is visually attractive, has a unique and positive sense of place and which caters for communities both now and in the future. The nine design principles outlined below are intended to inform the design process and explain what good design is aiming to achieve and why.

- Character – ensuring new development reflects the distinctiveness of Bury;
- Townscape – ensuring new development complements and enhances the existing built form within the Borough;
- Public Realm – the incorporation of streets, spaces and places that belong to everyone;
- Movement & Connectivity – ensuring the design of new development facilitates movement and connection between places;
- Environmental Performance – ensuring new development contributes to an improvement in sustainable and environmental practices;
- Diversity – ensuring new development accommodates a variety and choice of buildings which can adapt to changing needs over time;
- Detailing and Materials – ensuring that the detailing and materials used in new developments are creative, energy efficient and respect the local context;
- Maintenance – good design is only successful if it lasts; and
- Implementation – planning permission will not be given if the design of new development is unacceptable.

Emerging Neighbourhood Plan - Love Prestwich Village Development Strategy 2023^{ix}

7.16 Prestwich Village Neighbourhood Forum has submitted an application to designate Prestwich Town Centre as a Neighbourhood Plan Area. The application was submitted on 9 January 2023 and a consultation ran from 13 March to 1 May 2023. The 'Love Prestwich Village' Strategy sets out a proposal to develop and promote the town as a 'sustainable urban village' with a reputation for being a distinctive, ethical and creative place where people live and work and where the 'village' centre provides the focus for the life of the local community.

7.17 The key features of the Love Prestwich Strategy are:

- To strengthen Bury New Road's function as a traditional high street;
- To promote Prestwich as the gateway to areas of parkland;
- To promote the concept of a Community Hub;
- To regenerate the town centre;
- To improve access and provide additional parking;
- To improve the public realm within Prestwich;
- To improve community infrastructure;
- To diversify Prestwich;
- To promote the concept of Prestwich becoming a 'low carbon village'.

Assessment Methodology and Significance Criteria

- 7.18 This assessment has been carried out with reference to the Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, 2013^{iv} (referred to hereafter as "the Guidelines").
- 7.19 A three-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) has been assessed, and secondly, the nature of change (magnitude) likely to result from the Proposed Development has been identified. From this, the overall significance of the identified effects on receptors have been assessed.
- 7.20 The methodology is collated into a tabulated format where possible to provide structure for a consistent and methodical approach. Criteria and justifications are set out in **Appendix 7.1** and **7.2** for transparency. The overall assessment of significance has regard to paragraph 5.56, page 92 (significance of landscape effects) and paragraph 6.44, page 116 (significance of visual effects) of the Guidelines.
- 7.21 Due to the hybrid nature of the application, the assessment will consider two key phases of development;
- Phase 1 encompasses the detailed element of the application and therefore the assessment utilises detailed design information.
 - Phase 2 encompasses the outline element of the application and therefore the assessment utilises defined parameters (which identify the broad locations of various uses, including maximum heights of the proposed buildings and their outer limits).

- 7.22 Refer to **Chapter 4: The Proposed Development and Alternatives** for description of each phase, detailed design information, parameters and area extent.
- 7.23 In addition, the assessment takes into account a series of design principles as set out within the Development Specification (refer to **Appendix 4.2**) and the accompanying Design and Access Statement (**JMA, January 2024**).
- 7.24 Due to the phased nature of the development, as set out in **Chapter 4: The Proposed Development and Alternatives**, the townscape and visual effects will vary until full site completion. For the purpose of the assessment, it is assumed that there could be overlap between the construction programme of the two phases, with a continuous construction programme until full site completion anticipated in 2031.

Identification / Extent of the Study Area

- 7.25 The Study Area for this assessment is illustrated in **Figure 7.3.1** in **Appendix 7.3**. The assessment has considered the Proposed Development within the wider townscape and visual context.
- 7.26 Following initial site surveys and desk top analysis of the townscape, the study area for the Townscape assessment was defined as approximately 500m from the centre of the site. This encompasses the central shopping area and public realm, the Bury New Road shopping area and the adjacent Poppythorn and St Mary's Conservation Areas and surrounding residential areas.
- 7.27 The viewpoints were selected through a process of desktop survey and site knowledge. A basic 3D block model reflecting the proposed height of the development was put into Google Earth and a basic Zone of Visual Influence (ZVI) was created using the Google viewshed tool. The viewshed (refer to **Appendix 7.4**) highlights areas that have the potential for a visual relationship with the site, taking into consideration factors such as surrounding building heights and topography.
- 7.28 The viewshed analysis has indicated that that potential viewpoints would be contained within a 1 km radius around the site (i.e the Study Area for the visual analysis).

Desk-based Data

- 7.29 Desk based studies were carried out to collate and map baseline local townscape character and its key components, urban grain, land use, building heights and movement and linkages and carry out a review of policy and guidance to inform the assessment as set out below.

- 7.30 Site-based work involved site surveys (as set out below) which included travelling throughout the areas identified by the viewshed analysis to ascertain levels of visibility on the ground (taking account of screening trees, hedgerows and built form), in order to inform and confirm the extent of the study area. The study area therefore includes the site and the wider townscape which could be influenced by the development proposals and the extent of the area from which the development is potentially visible (i.e up to 1km).
- 7.31 This desk-based and subsequent site-based work also established the representative viewpoints for the visual assessment. A number of viewpoints were subsequently scoped-out of the assessment where it was determined through survey, that there was no or limited visibility of the Proposed Development. In total, 13 selected representative views were selected for assessment (as set out below and referred to in **Appendix 7.3**).

Identification of Sensitive Receptors

- 7.32 The **Table 7.1** below outlines the effects (and associated receptor[s]) that are considered to be likely and significant and therefore assessed within the EIA and reported in the ES.
- The local townscape character and its key components; including changes to townscape character areas, urban grain, land use, building heights and movement and linkages.
 - Site character; the site as a townscape receptor (as defined by the red line boundary).
 - Visual receptors; including users of public open space, visitors to heritage assets, communities where views contribute to the townscape setting enjoyed by residents, users of public footpaths, users of the strategic movement network, and employees at their place of work. Users of the adjacent Metrolink were also identified as a key receptors for the study.

Table 7.1: Identified Likely Significant Effects and associated Receptors

Effect	Receptor	Applicable stage
Change in the local Townscape character	The wider townscape character area	Construction and operation
Changes to the urban grain within the study area as a result of the Proposed Development	Urban Grain	Construction and operation
Changes to land use within the study area as a result of the Proposed Development (e.g intensification of land use or new uses introduced)	Land use	Construction and operation

Effect	Receptor	Applicable stage
Changes to building heights within the study area due to the Proposed Development (e.g new taller landmark buildings).	Building heights	Construction and operation
Change to movement and linkages within the study area due to the Proposed Development.	Movement & Linkages	Construction and operation
Changes to the public open space and public realm within the study area due to the Proposed Development.	Public open space / public realm	Construction and operation
Change to the site character as a result of the Proposed Development.	Site character	Construction and operation
Changes to the character and amenity of views due to the Proposed Development.	13 selected representative views refer to Appendix 7.3	Construction and operation

Site Survey

7.33 The following site surveys were undertaken as part of this assessment.

- Initial viewpoint check – walking around viewpoint locations as highlighted in the baseline analysis – 12th June 2023.
- Viewpoint check revisit – following comments received from Bury Officers; additional view locations checked on site – 13th July 2023.

Photography Methodology

7.34 Photographs for the selected viewpoints were taken by a professional photographer on the 26th of July 2023. The visualisations were produced by Virtual Planit, a professional visualisation studio with extensive experience in the production of photomontages. All viewpoint positions were also surveyed to allow all photomontages to be verified for accuracy. The photography and visualisations were both produced to accord with best practice, in accordance with the Landscape Institute technical guidance note “*Visual Representation of Development Proposals*”^v. Full detail of the production process of photomontage views is provided in **Appendix 7.5**.

Characterisation of Effect

Criteria for Determining Sensitivity of Townscape Receptors

7.35 The assessment of Townscape sensitivity requires consideration of both the susceptibility or the townscape receptor to the type of change or development proposed

and the value attached to it. This has regard to guidance in the Guidelines for Landscape and Visual Impact Assessment, Third Edition, 2013, at paragraph 5.39, page 88 (sensitivity of landscape effects).^{iv}

Baseline Value of Townscape Receptors to Change

- 7.36 Value has been established by review of existing planning designations within the Study Area, and with judgements based on relevant criteria for non-designated townscape components. Townscape may be valued at community, local, national level or above.
- 7.37 Existing Townscape designations have been taken as the starting point for this assessment, as shown in **Table 7.2** below. The value placed on the Townscape receptor reflects the level of importance. Value attached to non-designated townscapes is also considered in **Table 7.3**.
- 7.38 **Table 7.2** sets out the relative importance of townscape designations and descriptions.

Table 7.2: Criteria for Assessing the Value of Designated Townscapes

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

- 7.39 In addition to planning designation, and to avoid over reliance on designations as the sole indicator of value, additional criteria used to assess townscape value of non-designated townscape characteristics, are set out in **Table 7.3** below. In the urban context criteria have been focused on physical elements such as streets, blocks, buildings and public open spaces that contribute to townscape character. Criteria are informed by best practice guidance.

Table 7.3: Criteria for Assessing the Value of Non-Designated Townscapes

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

- 7.40 An overall assessment of value has been made for each townscape receptor (refer to **Appendix 7.1**), and defined in terms of high, medium and low value. The assessment of the value of a non-designated townscape elements is based on professional judgement.
- 7.41 The assessment of a 'high' value would typically be given where a townscape contains national or internationally important planning designations or is assessed as clearly displaying the criteria described above in **Table 7.3** for non-designated townscapes.
- 7.42 The assessment of a 'medium' value would typically be given where a townscape contains features or areas of local or regional importance with intact character or is assessed as partially displaying some of the criteria described above in **Table 7.3** for non-designated townscapes.

- 7.43 The assessment of a 'low' value would typically be given where a townscape contains features of only local importance or is assessed as barely displaying the criteria described above in **Table 7.3** for non-designated townscapes.

Baseline Susceptibility of Townscape Receptors to Change

- 7.44 Susceptibility of townscape receptors to change has been assessed using the criteria identified in **Table 7.4**, with reference to the baseline conditions.

Table 7.4: Townscape Receptor Susceptibility to Change

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

Overall Sensitivity of Townscape Receptors

- 7.45 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed within **Appendix 7.1**. Typically a high value and high susceptibility would result in a high sensitivity; and a low value and low susceptibility would result in low sensitivity.

Criteria for Determining Sensitivity of Visual Receptors

Type of View and Number of Viewers

- 7.46 In terms of assessing the baseline visual sensitivity, key factors to consider are the type of view and the likely numbers of viewers (the visual receptors). The type of view and the number of viewers are described in the following terms:
- Glimpsed (i.e. in passing)/Filtered (view partially screened - perhaps by intervening tree canopy or built form)/Oblique (not directly in front of the view)/Framed (by built form or landscape features that focuses the view)/Open Views.
 - Few/Moderate/Many Viewers.

Value of Views

7.47 The value attached to views has regard to a number of factors as defined in the Guidelines, 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.

7.48 The assessment of the value of views is summarised in **Table 7.5** below, in terms of High, Medium and Low value.

Table 7.5: Value Attached to a View

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

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

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

- 7.50 The assessment of a visual receptor to change is specific to the proposed development. However, the Guidelines offers the generic guidance identified in **Table 7.6** as a starting point for the assessment.

Table 7.6: Visual Receptor Susceptibility to Change

Susceptibility	
High	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; Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; Communities where views contribute to the townscape setting enjoyed by residents; and, Travellers on scenic routes.
Medium	Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey; and, Users of public space, where the view is a part of the wider experience of the place.
Low	People at their place of work, where the setting is not important to the quality of working life; Travellers on road, rail or other transport routes, where the view is fleeting and incidental to the journey; and, People engaged in outdoor sport or recreation, or users of a public space, which does not involve appreciation of views.

- 7.51 The Guidelines qualifies the above examples as follows:

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

Overall Sensitivity of Visual Receptors

- 7.52 The assessment of receptor sensitivity combines judgements on the susceptibility of the receptor to the specific type of development proposed and the value attributed to that receptor, as detailed in **Appendix 7.2**. The overall sensitivity of visual receptors (assessment viewpoints) has been assessed and described as low, medium or high with reference to the following factors:

- value and rarity of the view;
- composition of the view;

- location, context and importance of the viewpoint;
- activity of the viewer; and
- the number of people affected.

7.53 Typically a high value and high susceptibility would result in a high sensitivity; and a low value and low susceptibility would result in low sensitivity.

Predicted Townscape and Visual Impact Criteria

7.54 The predicted townscape and visual impact criteria of the proposed development are set out in **Appendix 7.1** and **Appendix 7.2** respectively.

Size and Scale of Effects

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

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

Geographical Extent of Effects

7.56 The geographical extent of effects relates to:

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

Duration/ Reversibility

7.57 Effects may be experienced over a range of timescales. For this assessment, the following timescales are considered appropriate:

- Short-term: 1 year or below.
- Medium-term: Between 1 and 10 years in duration.
- Long-term: Greater than 10 years in duration.

7.58 Effects may be temporary, permanent or reversible over time. For example, visual effects arising from construction activities may be limited solely to the construction period and therefore only temporary. The assessment therefore considers the practicality of effects being reversed.

Magnitude of Townscape Effects

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

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

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

Table 7.7: Magnitude of Townscape Effects

Category	Criteria
Major adverse townscape effect	The proposals will result in a total change in the key characteristics of townscape character; will introduce elements totally uncharacteristic to the attributes of the receiving townscape; and/or will result in a substantial or total loss, alteration or addition of key elements/features/characteristics.
Moderate adverse townscape effect	The proposals will result in a partial change in the key characteristics of townscape character; will introduce elements partially uncharacteristic to the attributes of the receiving townscape; and/or will result in partial loss, alteration or addition of key elements/features/characteristics.

Minor adverse townscape effect	The proposals will result in a small change in the key characteristics of townscape character; will introduce elements that are not uncharacteristic to the attributes of the receiving townscape; and/or will result in a minor loss, alteration or addition of elements/features/characteristics.
Negligible adverse townscape effect	The proposals will result in a just discernible change to townscape character/elements/features/characteristics.
Negligible townscape benefit	The proposals will result in a just discernible improvement to the townscape character/elements/features/characteristics.
Minor townscape benefit	The proposals will achieve a degree of fit with the townscape character/elements/features/characteristics and go some way towards improving the condition or character of the townscape.
Moderate townscape benefit	The proposals will achieve a good fit with the townscape character/elements/features/characteristics, or would noticeably improve the condition or character of the townscape.
Major townscape benefit	The proposals will totally accord with the townscape character/elements/features/characteristics, or would restore, recreate or permanently benefit the condition or character of the townscape.
No Change	The proposals will not cause any change to the townscape character/elements/ features/ characteristics.

Magnitude of Visual Effects

- 7.61 The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced by that effect, its duration and degree of reversibility and the impact these are likely to have on the baseline character of the view.
- 7.62 The magnitude of change in the view relates to the degree of contrast or integration likely to result from the Proposed Development and is influenced by the relative time over which a view is experienced and whether it is a glimpsed, filtered, oblique, framed or open view.
- 7.63 The criteria identified in **Table 7.8** are used to assess the magnitude of visual effects, based on the degree of change to the view or composition.

Table 7.8: Visual Effects - Magnitude

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

Nature of Effects

- 7.64 The nature of effects may be positive or negative (beneficial or adverse), or neutral. Neutral effects recognise that there will be a change to the receptors, however this change is in keeping with the existing characteristics of the receptor.
- 7.65 Effects may also be direct or indirect. Direct effects are those that result directly from a development itself, whereas indirect effects may arise as a consequential change resulting from development.

Significance Criteria

- 7.66 **Table 7.9** is used to guide the assessment of the significance of both townscape and visual effects, from a combination of the assessment of receptor sensitivity and the magnitude of effects:

Table 7.9: Assessment of Townscape or Visual Significance

	Magnitude of Effect			
Sensitivity of Receptor	Major	Moderate	Minor	Negligible
High	Major Adverse/Beneficial	Major Adverse/Beneficial	Minor Adverse/Beneficial	Negligible
Medium	Major - Moderate Adverse/Beneficial	Moderate Adverse/Beneficial	Minor Adverse/Beneficial	Negligible
Low	Moderate - Minor Adverse/Beneficial	Minor Adverse/Beneficial	Negligible	Negligible

7.67 The table has regard to guidance in the Guidelines, at paragraph 5.56, page 92 (significance of landscape effects) and paragraph 6.44, page 116 (significance of visual effects).

7.68 For the purpose of the Townscape and Visual Impact Assessment, Major, Major – Moderate or Moderate significant effects are considered to be significant in EIA terms.

Assumptions/Limitations

7.69 To ensure transparency within the EIA process, the following limitations and assumptions have been identified:

- The assessment will rely on available data, and best endeavours will be made to ensure that the data are accurate and up to date. It is assumed that OS mapping information, topographic and 3D data and Historic England heritage mapping information are all up to date.
- The methodology described within this assessment provides a robust and transparent process for assessment of townscape and visual effects. Production of verified photomontage views provides a high level of detail and technical accuracy. The TVIA process is based on the Guidelines. The assessment is carried out by a team of assessors to provide scrutiny where professional judgement is relied upon.
- Verified views have been produced to provide a high level of confidence in the assessment of effects resulting from the Proposed Development.

- Construction phase effects are based on information available at time of submission.
- Due to the timing of the application, the photography and assessment has been carried out during the summer/autumn months of 2023 when the trees are in leaf. The potential screening effects of trees has been taken into account during the assessment of visual impact, in order to ensure assessment of 'worst case' scenario, in accordance with the Guidelines using professional judgement.

7.70 Acknowledging the limitations and assumptions, predicted effects are assessed against the criteria set out below in order to attribute a level of confidence to the assessment:

- High – The predicted effect is either certain, or very likely to occur, based on reliable information or previous experience.
- Medium – The predicted effect and its level are best estimates, based on on-site and desktop study.
- Low – The predicted effect and its level are best estimates, based on given knowledge and experience. More information may be needed to improve the level of confidence.

Consultation and Scoping

7.71 Consultation has been undertaken to inform the assessment. Comments in Bury Council's EIA Scoping Opinion (included at **Appendix 2.2** of the ES) have been considered in the assessment. **Table 7.10** below summarises the comments made and how these are dealt with within this Chapter.

Table 7.10: Response to Consultation / Scoping

Consultee	Date	Comments	Actions
Senior Planning Officer	July 10 th 2023	Email correspondence with comments from Conservation Officer on proposed TVIA views positions.	Additional information provided with regards to views from St Marys Church and Prestwich Clough.
Senior Planning Officer Claire Booth	November 28 th 2023	Bury Council's Scoping Opinion: Whilst scoped in from the ES, the national Design Guide should also be referenced and used within your	Design Guide Reference added. Sunlight analysis completed separately. Metrolink receptor reference added, and viewpoint 13 added from

Consultee	Date	Comments	Actions
		design/access and TVIA process. Sunlight assessment and impacts upon pre-existing residential property should be included and considered. This will include the Radius building. You should also consider the change from the Metrolink line, which is a key carrier of populous through the town. The proposed methodology and visual impact areas (both in terms of those places scoped out and in) are otherwise acceptable.	Metrolink stop platform.

Baseline Conditions

- 7.72 The following sections describe the existing baseline for the defined Study Area and identifies the key sensitive townscape and visual receptors considered within this assessment. Full details are provided in **Appendix 7.1** (Townscape Baseline & Effects) and **Appendix 7.2** (Visual Baseline & Effects).

Site Location & Study Area

- 7.73 The site is approximately 2.48ha in size and is shown in **Figure 7.3.1** of **Appendix 7.3**. It is located within Prestwich village centre and encompasses several buildings within the town centre area, public spaces and surface car parking lots.

Description of the site and its Immediate Townscape Context

- 7.74 The site comprises of a number of existing retail units some of which are vacant and includes; the Longfield Centre, Prestwich Health Centre, two large surface car parking areas to the east and north of the site and areas of public realm such as pedestrian walkways, grass verges and street tree planting. The character of the site and wider village town centre is not well defined due to the layout of the existing shopping centre, health

centre building, residential elements including apartments and areas of surface car parking, which together form an incoherent centre.

- 7.75 The site has excellent connections to Manchester City Centre and surrounding neighbourhoods due to the Prestwich Metrolink station, which directly adjoins the site's eastern edge, offering a direct connection to Manchester City Centre within 20 minutes and the northern town of Bury within 15 minutes. Additionally, the western boundary of the site is defined by the prominent Bury New Road, a vital thoroughfare serving as a gateway to and from Manchester. In the immediate proximity to the site, there are a number of bus stops which provide services for a range of essential routes including 98, X43, 66, 97, X41, and 95 that link to adjacent local towns as well as the city centre.
- 7.76 The site is bound by low-rise, largely terrace residential housing to the north located along Highfield Road and Highfield Place, the Metrolink railway corridor to the east, Rectory Lane to the south and Bury New Road to the west. Fairfax Road and Rectory Lane is partly located within the site.
- 7.77 There are several locally listed buildings (non designated heritage assets) located within 50m of the site, such as the Our Lady of Grace Roman Catholic (RC) church, the White Horse pub and The Railway and Naturalist public house. The site is located approximately 100m from Poppythorn Conservation Area and 160m from St Mary's Conservation Area.

Historical development

- 7.78 The historical development of the site through the twentieth century is recorded in **Figure 7.3.2** in **Appendix 7.3**.
- 7.79 In the beginning of the 20th century, the emerging village centre of Prestwich was formed by a relatively tight urban grain with clear north-south and east-west linkages through the area, with strong east-west links defined by Longfield, Poppythorn Lane and Fairfax Road. The site is located adjacent to Bury New Road which was a bustling high street with Prestwich Station, which was located to the south-east of the town centre connecting Prestwich with Manchester. The surrounding development was located mainly to the west of the town centre creating a coherent settlement centred around Bury New Road. To the north, there was a large area dedicated to Prestwich Asylum.
- 7.80 In the second half of 20th century there is evidence of suburban expansion engulfing the site and town centre in largely suburban residential development. The urban grain is rather informal, mostly dictated by ground levels in the area resulting in an irregular street pattern.

- 7.81 At the beginning of the twenty-first century the site and its surroundings had undergone a change resulting in the loss of some of the original urban grain and additions of large-scale retail buildings together with expansive areas of surface car parking to accommodate the subsequent traffic requirements.

Townscape Character

- 7.82 The existing Townscape Character areas are illustrated in **Figure 7.3.3 Appendix 7.3**. The wider study area is comprised of low-rise residential housing mainly to the east from Bury New Road and in the areas around Clifton Road.
- 7.83 To the north-west, beyond Bury New Road, the Study Area is defined by hospital buildings and recent large format retail buildings and parking which has a less well defined urban grain when compared to the rest of study area.
- 7.84 The western part of the Study Area is defined by large areas of green space such as Philips Park and Drinkwater Park which tie into the wider green infrastructure corridor connecting the area to Manchester to the south and Radcliffe to the north.
- 7.85 The core of Prestwich Village 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 fairly diverse mix of building types. It is comprised of 19th-century houses along Bury New Road, the Longfield shopping centre which is a modernist large footprint suburban retail centre, a modern mixed-use complex with four residential towers (The Radius), a local health centre, and areas of surface car parking that create poor interfaces with the surrounding townscape.

Urban Grain

- 7.86 The existing Urban Grain is illustrated in **Figure 7.3.4 in Appendix 7.3**. The study area includes 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 and south west where the Prestwich Clough cuts through the housing, links Philips Park to Bury New Road.
- 7.87 There is a strong historic grain and consistent street frontage to Bury New Road corridor. 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.

- 7.88 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. This 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.

Land Use

- 7.89 Existing Land Uses are illustrated in **Figure 7.3.5** in **Appendix 7.3**. Predominant land use within the wider study area is residential, with larger format retail buildings focused around the Bury New Road corridor.
- 7.90 On site, the uses are consistent with those of a town centre, being a mix of retail, commercial, community uses (such as a health centre and library) and surface car parking.
- 7.91 The site contains the Longfield shopping centre which is part of the primary retail provision for Prestwich, together with a wider retail offer along Bury New Road. Prestwich Health Centre and library buildings are located within the site. Adjoining the local centre and site is the tall Radius building, which contains mix of retail uses on ground floor with residential units above.

Building Heights

- 7.92 Existing Building Heights are illustrated in **Figure 7.3.6** of **Appendix 7.3**. Typical building heights within the study area are up to 2-3 storeys high and reflect the predominant residential function of the area.
- 7.93 Within the town centre, the height datum is fairly diverse, with low-rise retail buildings that are up to 3 storeys high. The Radius building is a landmark development within the area, rising the height datum up to 10 storeys.
- 7.94 The building of Our Lady of Grace RC Church off Fairfax Road is up to 4 storeys high and is the tallest buildings to the north of town centre (but which sits adjacent to the Radius building on Fairfax Road).

Movement and Linkages

- 7.95 Existing Movement and Linkages are illustrated in **Figure 7.3.7** of **Appendix 7.3**. Movement in the wider area is defined by two main movement corridors; Bury New Road facilitation north-south vehicular traffic, and north-east Metrolink railway line accommodating tram connection with other neighbourhoods.

- 7.96 The site is adjacent to the primary shopping area and within a 15 minute walk of local community facilities such as The Heys Secondary School 500m to the east and St Marys Church of England Primary School located 30m to the south.
- 7.97 A Metrolink tram stop is located immediately on the eastern boundary of the site, but due to poor legibility and lack of active frontage the connection with the village centre is poorly defined and creates a low quality gateway to the town centre. 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 public spaces and pavements along the road are poor for both pedestrians and cyclists and negatively impacted by the heavy passing car traffic.
- 7.98 Pedestrian connectivity to the east is severed by the Metrolink railway line, with two underpasses located on Fairfax Road and Poppythorn Lane.

Public Realm and Public Open Space

- 7.99 Existing Public Realm and Open Space is illustrated in **Figure 7.3.8** of **Appendix 7.3**. The wider Study Area is bound by green corridor to the west formed by Philips Park and Prestwich Clough, which give the area a pleasant green character with ample woodland.
- 7.100 Furthermore, there are a number of open space areas within a 5 to 10-minute walk from the site, including parks and gardens, sports pitches, playgrounds and allotments.
- 7.101 There is a small public square within the site located between Longfield Centre and The Radius, created when the area underwent redevelopment in 2006.
- 7.102 The site contains no large green open spaces with only small areas of amenity grass verge along road edges. There is limited tree planting in the car parking areas. To the east of the site boundary, there is a dense patch of scrub and tree planting associated with the Metrolink tram corridor.

Site Character

- 7.103 Existing site Character is illustrated in **Figure 7.3.9** of **Appendix 7.3**. The existing site character is not well defined due to the mix of buildings and uses currently occupying the site, which do not form a coherent town centre area.
- 7.104 The gateways into the site both from Metrolink tram stop and Bury New Road are poorly defined.
- 7.105 There is a lack of active frontage to animate the streets and spaces with service areas and back of house uses and the existing public realm is of poor quality.

7.106 The area north of Fairfax Road consists of existing surface car parking, which adjoins the back of residential properties on Highfield Road / Highfield Place and the side or rear elevations of the Lady of Our Grace RC Church. A line of mature trees along the Metrolink creates a green backdrop to this space.

Views, Visibility and Visual Character

Visual Context of the site

7.107 The built up, urban context of the site within Prestwich village centre together with elements of mature tree planting and tall embankments of the Metrolink limit the visibility of the site. This is also reinforced by the slightly undulating topography of the area which limit the extent of views of the site from within the study area. Therefore, most views are within 100-200m of the site boundary and are urban/ suburban in character. Visual receptors are therefore limited and are predominantly associated with pedestrian connections along Bury New Road, Rectory Lane and Fairfax Road and the main arrival spaces on the Metrolink.

Visual Receptors and Views of the site

7.108 A total of 13 principal viewpoints have been defined and are outlined below. Refer to **Appendix 7.2** for a baseline description of each viewpoint and an assessment of sensitivity. The viewpoint locations are shown in **Appendix 7.4**, along with the baseline photography, and are as follows:

- 1: View from pedestrian exit of Metrolink station looking across Rectory Lane.
- 2: View from pedestrian crossing point on Bury New Road.
- 3: View from junction of Fairfax Road/ Rectory Lane – looking towards the Lady of Our Grace RC Church.
- 4: View from Highfield Road looking north towards rear of Church.
- 5: View from pedestrian crossing and Bus Station on Bury New Road.
- 6: View from Highfield Place looking south east towards development site.
- 7: View From Rectory Lane adjacent to St Mary's Primary School.
- 8: View from junction of Poppythorn Lane and Pennant Drive.

- 9: View from Junction of Warwick St and Bury New Road looking towards the development.
- 10: View from Heys Road (adjacent to Heys School).
- 11. View from Bury New Road in front of the Liberal House looking towards the development/ Gateway to Town Centre.
- 12. View from the churchyard of Grade I listed St. Mary's church towards the development.
- 13. View from the platform of the Prestwich Metrolink station looking west over the development.

Embedded Mitigation

7.109 The development of mitigation measures is an integral part of EIA. This section describes those mitigation measures which have been 'embedded' into the development through an iterative process of assessment and redesign. In particular, this section reflects measures that have been incorporated into both the full and outline elements (refer to **Chapter 2: Assessment Scope and Methodology**).

7.110 Embedded mitigation does not include any measures that must be secured through planning conditions/obligations, management plans or further survey. These are described as 'further mitigation' measures and these follow the assessment of likely significant effects.

Enabling, Demolition and Construction Phase

7.111 The use of site hoardings and restricting lighting away from the outside of the site are proposed as mitigation measures to limit the visual intrusion caused by construction plant on site during construction. A Construction and Environmental Management Plan (CEMP) would be brought forward for each phase of development within the site, detailing the working methods that will be used to ensure the above is carried out robustly, as well as mitigation which is considered to be embedded such as the keeping of a clean and tidy construction site and ensuring tree protection is utilised to protect vegetation to be retained. A Framework CEMP is contained at **Appendix 4.3**.

7.112 Specific measures to be included in the CEMP are;

- The use of site hoardings and restricting lighting away from the outside of the site are proposed as mitigation measures to limit the visual intrusion caused by construction plant on site during construction.
- Adoption of best practice measures will minimise construction noise and vibration impacts.
- Utilise directional lighting to avoid light spill.

7.113 Measures in relation to construction traffic management of relevance to the assessment are set out below;

- On-site parking for construction workers will be restricted to a reasonable minimum. This will only be made available to those construction personnel who need to carry heavy equipment or materials to the application site. The labour force will be encouraged to use public transport;
- Local traffic management measures for site access will be agreed with Bury Council prior to construction commencing;
- The principal contractor and sub-contractors will ensure a commitment to careful management of site deliveries and collections by scheduling them in a manner that consciously avoids, where possible, the most congested times of the day.

The Completed and Operational Development

7.114 In response to townscape characterisation work, consideration of the baseline visual context and review of the relevant policy context, recommendations have been made throughout the design development process to ensure the Proposed Development responds to local circumstances and address opportunities for townscape enhancement. The details of all townscape proposals are set out in this Chapter are also presented in the accompanying Design and Access Statement (**JMA, January 2024**) and reference has been made to the following plans (as contained in **Appendix 4.1**):

Phase 1 – Full Application Element

- **Figure 4.36: Ground Floor Proposed Site Plan** (207-JMA-MP-00-DR-A-001400 P00)
- **Figure 4.12: Village Square Elevation** (207-JMA-B-XX-DR-A-042400 P00)
- **Figure 4.19: Village Square GA Elevation** (207-JMA-C-XX-DR-A-042400 P00)

- **Figure 4.15: Service Yard GA Elevation** (207-JMA-B-XX-DR-A-042403 P00)
- **Figure 4.28: Landscape Masterplan Phase 1 & Outline Area** (3107-PLA-XX-XX-DR-L-0002 S4 P12)
- **Figure 4.30: Landscape Masterplan - Phase 1** (3107-PLA-XX-XX-DR-L-0006 S4 P04)
- **Figure 4.26: Fairfax Road / Highfield Place** (207-JMA-G-XX-DR-A-042400 P00)

Phase 2 – Outline Application Element

- **Figure 4.31: Parameter Plan P1 Land Use** (207-JMA-MP-XX-DR-A-001601 P00)
- **Figure 4.32: Parameter Plan P2 Max Site Heights** (207-JMA-MP-XX-DR-A-001602 P00)
- **Figure 4.33: Parameter Plan P3 Access & Movement** (207-JMA-MP-XX-DR-A-001603 P00)
- **Figure 4.34: Parameter Plan P4 Plots and Public Realm** (207-JMA-MP-XX-DR-A-001604 P00)

7.115 It is noted that **Figure 4.34: Parameter Plan P4 Plots and Public Realm** includes values for 'Limits of Deviation' that could allow the overall block positions to be adjusted by +/- 3m and the position of the block separations by +/- 5m. Where appropriate within the assessment, any potential affects that could arise from this position adjustment have been recorded.

7.116 The Proposed Development has been developed in accordance with good design principles which avoids, reduces or offsets potential effects on the townscape and views. The key principles relevant to the purposes of this assessment are summarised below;

Phase 1 – Full application element

Built form, Massing and Urban Grain

7.117 Responding to the wider movement framework the development plots are informed by a sequence of streets and spaces that flow through the masterplan, establishing street frontages and a strong edge with strategically placed gateways into the heart of the Village.

- 7.118 The plans prioritise efficient connectivity across the new Village centre by revitalising the historical street layouts. These facilitate seamless movement for pedestrians and cyclists, reintegrating east-west routes from Bury New Road to the Metrolink stop.
- 7.119 The community focussed low and mid-rise buildings (Plots A, B and C) are strategically placed in the centre of masterplan adjoining the existing high street, to create a new Village Square within the centre of the development.
- 7.120 The mid-rise Travel Hub building (Plot G) is positioned in the northern region of masterplan with a low-rise frontage to Fairfax Road to create a pleasant pedestrian street scene and screen the car park positively.
- 7.121 The design establishes Prestwich village centre as a community hub and a focal area by adding buildings that are in keeping with the local character whilst their increased size and scale signposts their function as a mixed-use neighbourhood.

Materiality

- 7.122 The design takes inspiration from local vernacular in terms of materiality and detailing of each building façade. An example of the use of materials within each building is set out below (refer to the Design and Access Statement (JMA, January 2024) for further detail on the use of materials);
- The Community Hub (Plot A) is finished with emphasis on verticality with red brick in various bond and precast, as well as metal panels and decorative brick lintels as a vertical separation from the vertical windows. The Ground floor forms a colonnade with precast polished & textured columns facing onto the Village Square. The glazed frontage of the Library/ Community Hub is recessed behind this colonnade and has large openable sections of the curtain walling give the library the ability to open and engage with the Village Square;
 - The Retail Hub (Plot B) Fluted brickwork, modern detailing and perforated metal panels add craft and delight to the elevations. The building responds to the surrounding context through a series of pitch roof profiles, reflecting the varied nature of the roofscapes in Prestwich. Openings to the façade on the first floor have been carefully considered to allow flexibility in the floor plate ensuring its continuing use. Roof pitches have been oriented to maximise the potential for photovoltaic panels to each pitch. Roof-lights will be installed at the apex of the roof to help draw light into the floor plate;

- The Market Hall (Plot C) The Market Hall is a striking modern building but uses traditional materials with its modern programme and detailing. These include: a timber ‘floating roof’, terracotta panels for the side and rear elevations and glazing to the front elevation to signify this as the significant public building in the Village Square;
- The Travel Hub (Plot G) will feature a north elevation clad in brick ‘fins’ with both stack bond and header coursing. The stair cores will be rendered blockwork coloured to replicate the surrounding tones of Prestwich townscape. The south elevation facing Fairfax Road will be clad at the upper level in a perforated metal panel. The ground floor façade to the cycle hub will be clad in a perforated metal panel creating a visual connection to the cycle store, whilst maintaining security. The design of the Fairfax elevation has drawn direct influence from the surrounding built form. The elevation is made up from a repeating series of scalloped triangles that will catch light and create shade across the facade - both at different times of day and seasons through the year. The colour of the panels will identify with the warm, red and brown tones of the existing built context along Fairfax Road.

Use

- 7.123 The Proposed Development will form a mixed-use town centre neighbourhood which will support the wider area and create a vibrant centre. The masterplan provides many new social, leisure and recreational opportunities, both within the site, but also improving access to surrounding facilities. A new Village square sits at the heart of the development with each of the proposed buildings positioned to activate this space. The Village Square is designed to be flexible and to accommodate a range of activities such as market stalls and an outdoor cinema. The pocket gardens create spaces to sit, and create a more intimate environment away from the larger square.
- 7.124 The Community Hub (Plot A) building will provide spaces for communal use and library located at the ground floor, whilst the top floors are going to be occupied by either NHS/ or commercial office spaces. The single-storey Market Hall (Plot C) will provide spaces for retail and food/ beverage offer. This will sit adjacent to the Village Square. The Retail Hub (Plot B) will be made up for most part of retail spaces at the ground floor to activate the public realm spaces, with the potential for either a gym or office use on the first floor. The Travel Hub (Plot G) will provide circa 275 parking spaces and 76 bicycle storage racks.

Landscape and Public Realm

- 7.125 The vision for the public realm in Prestwich's new village centre focuses on reducing vehicular traffic, encouraging active travel and integrating green infrastructure in a new hierarchy of streets and spaces.
- 7.126 Pedestrian-friendly routes will offer ample opportunities for leisurely strolls, relaxation, and comfortable seating, while also providing versatile spaces for events and markets. The plans prioritise efficient connectivity across the new Village centre by revitalising the historical street layouts. These facilitate seamless movement for pedestrians and cyclists, reintegrating east-west routes from Bury New Road to the Metrolink stop.
- 7.127 The Village Square is designed to be flexible and accommodate a range of activities from market stalls, outdoor cinema, it will be where Prestwich gets together. The pocket gardens create spaces to sit, and create a more intimate environment away from the larger square.
- 7.128 The integration of street trees and rain gardens for sustainable drainage is a recurring theme throughout, complementing the green roofs planned for various plots. The outcome is a cohesive network of green infrastructure spanning the entire site.

Movement and Access

- 7.129 A new hierarchy of streets with a focus on reducing vehicular traffic, encouraging active travel and integrating green infrastructure aims to:
- Improve connections across the town;
 - Improve accessibility to the village centre;
 - Restore the historic grain with a network of interconnected streets, and;
 - Ensure pedestrians and cyclists can easily access and explore the village.
- 7.130 Natural surveillance is designed into the layout and reinforced with a mixed use ground floor overlooking the streets and public open spaces.
- 7.131 Designing accessibility into the new Prestwich public realm is crucial to ensure that the space is inclusive and to everyone. This includes:
- Creating generous, flat pathways that are easy to navigate for those with mobility aids;
 - Providing accessible seating and tables;

- Installing tactile paving to aid those with visual impairments;
- Ensuring that all signage is clear and easy to read.

Phase 2 – Outline application element

Massing

- 7.132 The parameters define a series of building blocks that will create a strong edge along Rectory Lane and form a gateway from the Metrolink entrance across the site to the new facilities and Bury New Road. The parameters provide an increase in height at the junction of Fairfax Road and Rectory Lane creating a gateway to the Village centre. Building heights reflect adjacent The Radius building but which sit below the height of this building.

Urban Grain

- 7.133 Parameters for the outline element (as set out above) indicate new links between blocks of a minimum 15m in width, and proposed areas of new public realm to create a permeable site that links to the Village centre and the wider townscape.

Use

- 7.134 Residential uses are proposed within Plots D, E and F as well as the potential to activate the ground floor within the Village Square and along Fairfax and Rectory Lane with commercial and retail uses.

Landscape and Public Realm

- 7.135 Parameters (as set out above) indicate generous areas of public realm between and around the proposed Plots that provide a functional link with the Village centre and other landscaped and public realm areas provided as part of Phase 1. A functional link is also provided to the adjacent Prestwich Metrolink tram stop entrance.

Assessment of Likely Significant Effects

- 7.136 This section sets out the potential effects of the Proposed Development and assumes the inclusion of embedded mitigation as set out in the preceding section.
- 7.137 The embedded mitigation will take effect in townscape and visual terms at different times relative to the phased construction of the development. As noted above, during the enabling and construction phase, the embedded mitigation will be in the form of site hoardings and considerate construction methods to ensure that townscape and visual disruption is kept to a minimum, and secured via a CEMP. It is recognised that due to the phased nature of the development, the townscape and visual effects will vary until full site

completion. It is assumed that there could be overlap between the construction programme of the two phases, with a continuous construction programme until full site completion anticipated in 2031. The overall phasing of the development is considered during the enabling, demolition and construction phase assessment. The completed and operational phase considers the Proposed Development at full site completion in 2031 due to the nature of the continuous construction programme.

Enabling, Demolition and Construction Phase

7.138 It is acknowledged that the Proposed Development is to be brought forward in two principal Phases, with Phase 1 including those elements of the development which are applied for in full detail and Phase 2 which includes the outline elements of the development. The impacts relevant to townscape character and visual amenity in relation to the Proposed Development during a phased enabling, demolition and construction programme can be described as follows:

- The enabling, demolition and construction process which will include a phased programme of works;
- The erection of temporary site hoardings in association with site access points and construction compounds (including any necessary tree protection measures) prior to commencement of demolition and ground works;
- Removal of vegetation where required and earthworks to establish the appropriate finished floor levels for development areas and connecting pedestrian access roads and spaces;
- The digging of service trenches and establishment of drainage systems;
- Ground works to implement new internal planting with the presence of plant and machinery to undertake the site preparation, delivery and foundation works, including vehicle movements, undertake deliveries and the movement of construction works associated with the implementation of the Proposed Development over a phased construction works programme;
- Landscaping and public realm works and the implementation of landscape planting, street furniture and public realm fixtures and the phased erection of building plots and associated curtilages; and,
- The removal of construction compounds and hoardings.

7.139 The likely significant effects on the receptors are identified in **Table 7.11**, associated with a phased enabling, demolition and construction works described above. Refer to **Appendices 7.1** and **7.2** for further detail.

Table 7.11: Summary of Likely Significant Enabling, Demolition and Construction Phase Effects

Likely Significant Effect	Receptor(s)	Embedded Mitigation Measure	Means of Implementation of Mitigation	Post Mitigation Residual Effect – Significance and Duration (i.e. Temporary/Permanent)
Phases 1&2 Direct, temporary, short-term adverse effects on surrounding townscape during a phased construction works programme	Building Height – (buildings within local centre), Urban Grain (existing blocks to local centre), Movement & Access (existing pedestrian routes), Public Open Space (existing public realm and square)	Mitigation measures to be set out within a CEMP: - Appropriate 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.	CEMP to be secured by Condition	Direct, temporary, short-term, adverse effect which are considered to be of Minor Adverse Not Significant
Phases 1 & 2 Direct, temporary, short-term adverse effects on surrounding townscape during a phased construction works programme	Townscape Character (Local Centre and adjacent residential character areas), Land Use (existing retail, community and parking facilities) Site Character (existing site features)	Mitigation measures to be set out within a CEMP: - Appropriate 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.	CEMP to be secured by Condition	Direct, temporary, short-term, adverse effect which are considered to be of Moderate Adverse Significant

Phases 1&2 Direct, temporary, short-term adverse effects on views due to clear views of construction works during a phased construction works programme.	Phase 1 Viewpoints 1&8 Phase 2 Viewpoints 6,7,8 &10	Mitigation measures to be set out within a CEMP: - Appropriate 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.	CEMP to be secured by Condition	Direct, temporary, short-term, adverse effect which are considered to be of Negligible Not Significant
Phases 1&2 Direct, temporary, short-term adverse effects on views due to views of construction works.	Phase 1 Viewpoints 2,4,5,6,7,9& 13 Phase 2 Viewpoints 1&3	Mitigation measures to be set out within a CEMP: - Appropriate use of site hoardings. - Construction activities at lower levels screened site hoarding/ existing built form. - Utilise directional lighting to avoid light spill. - Local traffic management measures for site access.	CEMP to be secured by Condition	Direct, temporary, short-term, adverse effect which are considered to be of Minor Adverse Not Significant
Direct, temporary, short-term adverse effects on views due to clear views of construction works across the view.	Phase 1 Viewpoint 3 Phase 2 Viewpoints 1& 3	Mitigation measures to be set out within a CEMP: - Appropriate use of site hoardings. - Construction activities at lower levels screened site hoarding/ existing built form. - Utilise directional lighting to avoid light spill. - Local traffic management measures for site access.	CEMP to be secured by Condition	Direct, temporary, short-term, adverse effect which are considered to be of Moderate Adverse Significant

No Change to View	Phase 1 Viewpoints 10,11 & 12	n/a	n/a	Negligible Not Significant
	Phase 2 Viewpoints 2,4,5,9,11 &12			

The Completed and Operational Development

- 7.140 The likely significant effects of the completed and operational phase (for both phases assuming full site completion at Phase 2) are summarised in **Table 7.13** below. Refer to **Appendices 7.1** and **7.2** for further detail.

Table 7.12: Likely Significant Completed and Operational Phase Effects

Likely Significant Effect	Receptor(s)	Mitigation Measure	Means of Implementation of Mitigation	Post Mitigation Residual Effect – Significance and Duration (i.e. Temporary/ Permanent)
Townscape				
Phase 1				
Long-term effects on Townscape receptors. - Improved definition of the local centre through a sequence of new permeable mixed-use blocks that create high quality public links to adjacent Highstreet facilities.	Movement & Linkages Public Realm and Open Space	Architectural and Landscape design & materiality.	Design Drawings to be secured by condition. Figure 4.36: Ground Floor Proposed Site Plan (207-JMA-MP-00-DR-A-001400 P00) Figure 4.28: Landscape Masterplan Phase 1 & Outline Area (3107-PLA-XX-XX-DR-L-0002 S4 P12) Figure 4.30: Landscape Masterplan - Phase 1 (3107-PLA-XX-XX-DR-L-0006 S4 P04)	Long-term, beneficial effects which are considered to have Minor Beneficial Not Significant
Long-term effects on Townscape receptors. - Enhancement of existing local centre character with a range of new high-quality buildings.	Townscape Character Urban Grain Land Use Building Heights	Architectural and Landscape design & materiality.	Design Drawings to be secured by condition. Figure 4.36: Ground Floor Proposed Site	Long-term, beneficial effects which are considered to have Moderate Beneficial Significant

- Mix of potential new uses including community facilities. - Introduction of new buildings with height and massing to complement the existing townscape and to provide appropriately scaled frontages to the streets and spaces. - Complete redevelopment of existing poor quality shopping centre into a modern, vibrant centre laid out to form a series of permeable blocks focused around a central market hall and square.	Site Character		Plan (207-JMA-MP-00-DR-A-001400 P00) Figure 4.12: Village Square GA Elevation (207-JMA-B-XX-DR-A-042400 P00) Figure 4.19: Village Square GA Elevation (207-JMA-C-XX-DR-A-042400 P00) Figure 4.15: Service Yard GA Elevation (207-JMA-B-XX-DR-A-042403 P00)	
Phase 2 (full site completion)				
Long-term effects on Townscape receptors. - Introduction of new permeable mixed-use blocks that create high quality public links to the adjacent Phase 1, surrounding town and Metrolink. - Creation of new pedestrian-friendly routes that offer ample opportunities for leisurely strolls, relaxation and gathering.	Movement and Linkages Public Realm and Open Spaces	Parameter Plans that define: - Block Layout & Public Realm – the position and frontage of proposed blocks and areas of potential public realm around them. - Height – increase in scale of buildings to define central urban area/ enclose streets and space - Land Use – mix of uses across blocks and potential for active frontages - Movement & Linkages – permeable pedestrian layout and servicing.	(Figures 7.3 7.2 & 7.3 8.2) Parameter Plans to be secured by condition. Figure 4.33: Parameter Plan P3 Access & Movement (207-JMA-MP-XX-DR-A-001603 P00) Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-	Long-term, beneficial effects which are considered to be Minor Beneficial Not Significant

			MP-XX-DR-A-001604 P00)	
Long-term effects on Townscape receptors. - Improved definition of the wider local centre through replacement of surface parking with a sequence of new permeable mixed-use blocks. - New buildings introduced with height and massing to complement the existing townscape including the taller Radius building and to define the edge of the village centre. - New homes located in a sustainable/ walkable neighbourhood. Flexible ground floor uses to allow activation of the surrounding public spaces. - Complete redevelopment of existing poor quality parking areas into a modern addition to the local centre.	Townscape Character Urban Grain Land Use Building Height Site Character	Parameter Plans that define: - Block Layout & Public Realm – the position and frontage of proposed blocks and areas of potential public realm around them. - Height – increase in scale of buildings to appropriately define the central urban area and provide enclosure to streets and spaces. - Land Use – mix of uses across blocks and potential for active frontages. - Movement & Linkages – permeable pedestrian layout and servicing.	(Figures 7.3 4.2, 7.3 5.2, 7.3 6.2, 7.3 9.2) Parameter Plans to be secured by condition. Figure 4.31: Parameter Plan (P1 Land Use 207-JMA-MP-XX-DR-A-001601 P00) Figure 4.32: Parameter Plan (P2 Max Site Heights 207-JMA-MP-XX-DR-A-001602 P00) Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-MP-XX-DR-A-001604 P00)	Long-term, beneficial effects which are considered to be Moderate Beneficial Significant
Visual				
Phase 1				

Long-term effects on Visual receptors. Development that is only partially visible within the view, that fits comfortably into the existing context in terms of height scale and materiality and does not affect view composition or appreciation.	Viewpoints 1	Architectural and Landscape design & materiality.	Appendix 7.4 View 1 Design Drawings to be secured by condition. Figure 4.26: Fairfax Road / Highfield Place (207-JMA-G-XX-DR-A-042400 P00)	Direct, Long-term, beneficial effects which are considered to be Negligible Not Significant
Long-term effects on Visual receptors. Development that is only clearly visible within the view, that fits comfortably into the existing context in terms of height scale and materiality and does not affect view composition or appreciation.	Viewpoints 2,3,5,7& 9	Architectural and Landscape design & materiality.	Appendix 7.4 View 2,3,5,7 &9 Design Drawings to be secured by condition. Figure 4.26: (207-JMA-G-XX-DR-A-042400 P00) Figure 4.12: Village Square GA Elevation (207-JMA-B-XX-DR-A-042400 P00) Figure 4.19: Village Square GA Elevation (207-JMA-C-XX-DR-A-042400 P00) Figure 4.15: Service Yard GA Elevation (207-JMA-B-XX-DR-A-042403 P00)	Direct, Long-term, beneficial effects which are considered to be Minor Beneficial Not Significant

Long-term effect on Visual receptors. Development clearly visible that has an adverse urbanising effect on this view.	Viewpoints 6	Architectural and Landscape design & materiality. Scale of proposed Travel Hub structure Design of external walls to help break up the apparent mass of the brick facade.	Appendix 7.4 View 6 Design Drawings to be secured by condition Figure 4.26: Fairfax Road / Highfield Place (207-JMA-G-XX-DR-A-042400 P00)	Direct, Long-term, adverse effects which are considered to be Minor Adverse Not Significant
Long-term effect on Visual receptors. New development prominent in the view, adding visual interest through sensitive building design.	Viewpoints 13	Architectural and Landscape design & materiality. Scale of proposed built form to complement existing.	Appendix 7.4 View 13 Design Drawings to be secured by condition Figure 4.26: Fairfax Road / Highfield PlaceGA Elevations (207-JMA-G-XX-DR-A-042400 P00) Figure 4.12: Village Square GA Elevation (207-JMA-B-XX-DR-A-042400 P00) Figure 4.19: Village Square GA Elevation (207-JMA-C-XX-DR-A-042400 P00) Figure 4.15: Service Yard GA Elevation	Direct, Long-term, beneficial effects which are considered to be Moderate Beneficial Significant

			(207-JMA-B-XX-DR-A-042403 P00)	
No Change to View	Viewpoints 8,10,11,12	n/a	n/a	Negligible Not Significant
Phase 2 (full site completion)				
Long-term effects on Visual receptors. Development that is only partially visible within the view, that fits comfortably into the existing context in terms of height scale and materiality and does not affect view composition or appreciation.	Viewpoints 2,3,7 & 10	Parameter Plans that define: - Block Layout & Public Realm – the position and frontage of proposed blocks and areas of potential public realm around them. - Height – increase in scale of buildings to define central urban area/ enclose streets and spaces. - Land Use – mix of uses across blocks and potential for active frontages. - Movement & Linkages – permeable pedestrian layout and servicing.	Appendix 7.4 View 2,3,7 & 10 Parameter Plans to be secured by condition Figure 4.31: Parameter Plan (P1 Land Use 207-JMA-MP-XX-DR-A-001601 P00) Figure 4.32: Parameter Plan (P2 Max Site Heights 207-JMA-MP-XX-DR-A-001602 P00) Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-MP-XX-DR-A-001604 P00) Figure 4.33: Parameter Plan P3 Access & Movement (207-	Direct, Long-term, beneficial effects which are considered to be Negligible Not Significant

			JMA-MP-XX-DR-A-001603 P00)	
Long-term effect on Visual receptors. Development barely visible within the view that has a small adverse urbanising effect on its residential character.	Viewpoints 6	Parameter Plans that define: - Block Layout & Public Realm – areas of potential public realm around them.	Appendix 7.4 View 6 Parameter Plans to be secured by condition Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-MP-XX-DR-A-001604 P00)	Direct, Long-term, adverse effects which are considered to be Negligible Not Significant
Long-term effect on Visual receptors. New development prominent across the middle ground of the view which defines the edge of the urban centre of Prestwich and provides a positive frontage to Rectory Lane.	Viewpoints 1	Parameter Plans that define: - Block Layout & Public Realm – proposed blocks and areas of potential public realm define urban centre edge and main routes through - Height – increase in scale of buildings to define central urban area/ enclose streets and spaces. - Land Use – mix of uses across blocks and potential for active frontages. - Movement & Linkages – permeable pedestrian layout providing visual links to the central area.	Appendix 7.4 View 1 Parameter Plans to be secured by condition Figure 4.31: Parameter Plan (P1 Land Use 207-JMA-MP-XX-DR-A-001601 P00) Figure 4.32: Parameter Plan (P2 Max Site Heights 207-JMA-MP-XX-DR-A-001602 P00) Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-	Direct, Long-term, beneficial effects which are considered to be Moderate Beneficial Significant

			MP-XX-DR-A-001604 P00) Figure 4.33: Parameter Plan P3 Access & Movement (207-JMA-MP-XX-DR-A-001603 P00)	
Long-term effect on Visual receptors. New development prominent across the middle ground of the view which defines the edge of the urban centre of Prestwich, provides a positive frontage to Rectory Lane and gateway to the Phase 1 development and local centre.	Viewpoints 13	Parameter Plans that define: - Block Layout & Public Realm – proposed blocks and areas of potential public realm define urban centre edge& main routes through - Height – increase in scale of buildings to define central urban area/ enclose streets and spaces. - Land Use – mix of uses across blocks and potential for active frontages. - Movement & Linkages – permeable pedestrian layout providing visual links to the central area.	Appendix 7.4 View 13 Parameter Plans to be secured by condition Figure 4.31: Parameter Plan (P1 Land Use 207-JMA-MP-XX-DR-A-001601 P00) Figure 4.32: Parameter Plan (P2 Max Site Heights 207-JMA-MP-XX-DR-A-001602 P00) Figure 4.34: Parameter Plan P4 Plots and Public Realm (207-JMA-MP-XX-DR-A-001604 P00) Figure 4.33: Parameter Plan P3 Access & Movement (207-	Direct, Long-term, beneficial effects which are considered to have Major - Moderate Beneficial Significant

			JMA-MP-XX-DR-A-001603 P00)	
No Change to View	Viewpoints 4,5,8,9,11 & 12	n/a	n/a	Negligible Not Significant

Further Mitigation, Enhancement and Residual Effects

- 7.141 This section describes the measures which are required to mitigate any significant environmental effects with regards to the Townscape and Visual assessment.

Enabling, Demolition and Construction Phase

- 7.142 The implementation of good site management, maintenance and housekeeping would ensure that the temporary deterioration to townscape character and visual amenity during the enabling, demolition and construction works for each phase would be kept to a practical minimum. The CEMP will additionally need to establish an appropriate interface between each phase so once Phase 1 is completed and operational, the construction of Phase 2 does not impact on the local townscape and newly created areas of public realm. As such, a CEMP should be prepared for each phase of development.

The Completed and Operational Development

- 7.143 It is anticipated that long term management and maintenance of newly created areas either will be either by a management company or via existing management and maintenance procedures for those areas that will be or remain adopted. For privately managed spaces an operational management strategy will be submitted with the application to provide further mitigation and maintenance once the site is operational.

Phase 1 – Full Application Element

- 7.144 The significance of Townscape and Visual effects is assessed to be not significant, and therefore further mitigation or enhancement measures are not considered to be required for this phase of development.

Phase 2 – Outline Application Element

- 7.145 It is anticipated that further mitigation will be provided in relation to the design, function and materiality of proposed Plots D, E and F given the outline nature of this element of the Proposed Development. Therefore, the detailed designs of these Plots should expand on the design principles as set out as part of this application, including setting out an appropriate contextual approach to the design and layout of the buildings, and continuation of the high quality public realm proposals within the Phase 1 element. As such, each Reserved Matters application for these Plots will need to reflect the principles established and as set out in the Design and Access Statement (JMA, January 2024).

Residual Effects Summary

- 7.146 The table below summarises the residual effects assessed as part of this assessment.

Table 7.13: Residual Effects Summary

Description of Effect	Embedded Mitigation	Potential Effect	Mitigation / Enhancement Measures	How are Additional Mitigation / Embedded Mitigation / Enhancement Measures secured?	Residual Effect (inc. Significance)
Enabling, Demolition and Construction					
Phases 1&2					
Townscape					
Direct, temporary, short-term adverse effects on surrounding townscape: Building Height Urban Grain Movement & Access Public Open Space.	Mitigation measures as outlined within the ES.	Direct, temporary, short-term, adverse effect which are considered to be Minor Adverse	CEMP	Condition	Direct, temporary, short-term, adverse effect which are considered to be Minor Adverse Not Significant
Direct, temporary, short-term adverse effects on surrounding townscape: Townscape Character Land Use	Mitigation measures as outlined within the ES.	Direct, temporary, short-term, adverse effect which are considered to be Moderate Adverse	CEMP	Condition	Direct, temporary, short-term, adverse effect which are considered to be of Moderate Adverse Significant
Visual					
Direct, temporary, short-term adverse effects on views due to clear views of construction works – views: Phase 1 - 1& 8 Phase 2 - 6,7,8 &10	Mitigation measures as outlined within the ES.	Direct, temporary, short-term, adverse effect which are considered to be Negligible	CEMP	Condition	Direct, temporary, short-term, adverse effect which are considered to be of Negligible . Not Significant
Direct, temporary, short-term adverse effects on views due to clear views of construction works – views: Phase 1 - 2,4,5,6,7,9& 13 Phase 2 – 1 & 3	Mitigation measures as outlined within the ES.	Direct, temporary, short-term, adverse effect which are considered to be Minor Adverse	CEMP	Condition	Direct, temporary, short-term, adverse effect which are considered to be Minor Adverse Not Significant
Direct, temporary, short-term adverse effects on	Mitigation measures as outlined within the ES.	Direct, temporary, short-term, adverse effect which	CEMP	Condition	Direct, temporary, short-term, adverse effect which

views due to clear views of construction works – views: Phase 1 - 3 Phase 2 – 1 & 3		are considered to be of Moderate Adverse			are considered to be Moderate Adverse Significant
No Change to View Phase 1 - 10,11 & 12 Phase 2 - 2,4,5,9,11 & 12	N/A	No Change	N/A	N/A	Negligible Not Significant
Completed and Operational					
Phases 1					
Townscape					
Long-term, beneficial effects on Townscape receptors: Movement & Linkages Public Realm and Open Space	Architectural and Landscape design & materiality.	Long-term, beneficial effects which are considered to be Minor Beneficial	Detailed Design Drawings	Condition	Long-term, beneficial effects which are considered to have Minor Beneficial Not Significant
Long-term, beneficial effects on Townscape receptors: Townscape Character, Urban Grain Land Use Building Heights Site Character	Architectural and Landscape design & materiality.	Long-term, beneficial effects which are considered to be Moderate Beneficial	Detailed Design Drawings	Condition	Long-term, beneficial effects which are considered to be Moderate Beneficial Significant
Visual					
Long-term, beneficial/ Neutral effects on Visual receptors: Viewpoints 2,3,5,7& 9	Architectural and Landscape design & materiality.	Direct, Long-term, beneficial effects which are considered to be Minor Beneficial	Detailed Design Drawings	Condition	Direct, Long-term, beneficial effects which are considered to be Minor Beneficial

					Not Significant
Long-term, adverse effect on Visual receptors: Viewpoints 6	Architectural and Landscape design & materiality.	Direct, Long-term, adverse effects which are considered to have minor significance .	Detailed Design Drawings	Condition	Direct, Long-term, adverse effects which are considered to be Minor Adverse Not Significant
Long-term, beneficial effects on Visual receptors: Viewpoint 13	Architectural and Landscape design & materiality.	Direct, Long-term, beneficial effects which are considered to have moderate significance .	Detailed Design Drawings	Condition	Direct, Long-term, beneficial effects which are considered to have Moderate Beneficial Significant
No Change to Views: 8,10,11,12	n/a Construction activities to be completely screened.	No Change	N/A	N/A	Negligible Not Significant
Phase 2 (full site completion)					
Townscape					
Long-term, beneficial effects on Townscape receptors: Movement & Linkages Public Realm and Open Space	Scheme Parameters defining: Block Layout and Public Realm Building Height Land Use Movement & Linkages	Long-term, beneficial effects which are considered to be Minor Beneficial	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition Reserved Matters applications to be brought forward in line with established within the Design and Access Statement and secured by Condition	Long-term, beneficial effects which are considered to have Minor Beneficial Not Significant
Long-term, beneficial effects on Townscape receptors: Townscape Character,	Scheme Parameters defining: Block Layout and Public Realm	Long-term, beneficial effects which are considered to be Moderate Beneficial	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition	Long-term, beneficial effects which are considered to be Moderate Beneficial Significant

Urban Grain Land Use Building Heights Site Character	Building Height Land Use Movement & Linkages				
Visual					
Long-term, beneficial/ Neutral effects on Visual receptors: Viewpoints 2,3,7 & 10	Scheme Parameters defining: Block Layout and Public Realm Building Height Land Use Movement & Linkages	Direct, Long-term, beneficial effects which are considered to be Negligible	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition	Direct, Long-term, beneficial effects which are considered to be Negligible . Not Significant
Long-term, adverse effect on Visual receptors: Viewpoints 6	Scheme Parameters defining: Block Layout and Public Realm Building Height Land Use Movement & Linkages	Direct, Long-term, adverse effects which are considered to be Negligible	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition	Direct, Long-term, adverse effects which are considered to be Negligible . Not Significant
Long-term, beneficial effects on Visual receptors: Viewpoint 1	Scheme Parameters defining: Block Layout and Public Realm Building Height Land Use	Direct, Long-term, beneficial effects which are considered to have moderate significance .	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition	Direct, Long-term, beneficial effects which are considered to be Moderate Beneficial Significant

	Movement & Linkages				
Long-term, beneficial effects on Visual receptors: Viewpoint 13	Scheme Parameters defining: Block Layout and Public Realm Building Height Land Use Movement & Linkages	Direct, Long-term, beneficial effects which are considered to be Major/ moderate Beneficial	Detailed Design to adopt design principles established within Design and Access Statement	Parameter Plans to be secured by Condition	Direct, Long-term, beneficial effects which are considered to be Major- Moderate Beneficial Significant
No Change to Views: 4,5,8,9,11 & 12	n/a Development to be completely screened.	No Change	N/A	N/A	Negligible Not Significant

Summary of Residual Effects and Mitigation Measures

- 7.147 A total of 7 townscape receptors and 13 visual receptors were identified and considered as part of this assessment.
- 7.148 Assessment has taken into account the likely effects in relation to the two principal phases of development; Phase 1: Full element of the application and Phase 2 the Outline element of the application. The assessment takes account of a phased development but due to the intended continuous nature of the construction programme, the completed and operational development phase assessment of Phase 2, assumes full site completion.

Enabling, Demolition and Construction Phase - Townscape Effects

- 7.149 During the enabling, demolition and construction phase the assessment has identified adverse effects which range from negligible to moderate adverse which reflects the loss of function and townscape features and that will remove key characteristics such as parking, open space and tree planting that are used and enjoyed by current users of the local centre. Construction works and paraphernalia will change the townscape character towards a more enclosed private compound on a temporary basis during the construction phase.

Phase 1

- 7.150 Three significant townscape effects were identified during the construction phase on Townscape Character, Land Use and Site Character. All three were assessed as having a Moderate Adverse effect, which is Significant.

Phase 2 (construction to full site completion)

- 7.151 Four significant townscape effects were identified during the construction phase on Townscape Character, Land Use, Building Heights and Site Character. All four were assessed as having a Moderate Adverse effect, which is Significant.

The Completed and Operational Development Phase – Townscape Effects

Phase 1

- 7.152 During the operational phase, four significant townscape effects were identified for; Townscape Character, Urban Grain, Land Use, Building Height and site Character receptors. All four were assessed as having a Moderate Beneficial effect, which is Significant.

Phase 2 (full site completion)

- 7.153 During the operational phase, five significant townscape effects were identified for; Townscape Character, Urban Grain, Land Use, Building Height and site Character receptors. All four were assessed as having a Moderate Beneficial effect which is Significant. This highlights the additional facilities that could be potentially be provided by the development such as new housing and active ground floor uses, the creation of a new townscape character that has buildings of scale and key new areas of pedestrian realm links that more appropriately define this as the key urban centre and shopping area for the town. It also complements the permeable block structure and key links established within the Phase 1 area.

Enabling, Demolition and Construction Phase - Visual Effects*Phase 1*

- 7.154 One significant adverse visual effects have been assessed during the construction period (view 3). This was due to the proximity of the construction works in relation to the views and their potential impact on views to the Lady of Our Grace RC church (a non-designated heritage asset). The remaining views were assessed as minor adverse or negligible, which is Not Significant. Whilst construction works would still be visible, they would be less prominent/ or partially screened by intervening buildings or vegetation, which reduced the magnitude of their effects. Three views (views 10, 11 & 12) were assessed as no change due to the development being completely screened from view therefore the effect is Negligible and Not Significant.

Phase 2 (construction to full site completion)

- 7.155 One significant adverse visual effect has been assessed during the construction period (views 13). This was due to the proximity of the construction works in relation to the view, the extent of the works across the view and its likely impact on open views across to the local centre from the Metrolink tram stop. The remaining views were assessed as minor adverse or negligible. Whilst construction works would still be visible, they would be less prominent/ or partially screened by intervening buildings or vegetation, which reduced the magnitude of their effects. Six views (views 2, 4, 5, 9, 11 & 12) were assessed as no change due to the development being completely screened from view.

The Completed and Operational Phase – Visual Effects*Phase 1*

- 7.156 During the operational stage one view (view 6) was assessed as having minor adverse effects. This was due to the slight urbanising influence the building massing had on the view and loss of views through to trees. Mitigation in the form of materiality changes to break up the mass of the building reduces the magnitude of the effect, and the overall character and composition of the view is retained.
- 7.157 One view (views 13) was assessed as having significant beneficial effects due to the introduction of new buildings in the views, where architectural detail and composition could be appreciated, or the location, height and massing suggest appropriate containment and definition of the streetscape, and a sensitive integration to the existing buildings. All of which would contribute to an improvement to the baseline view condition. All remaining views were assessed as having minor beneficial and negligible effects. Three views (views 10, 11 & 12) were assessed as having No Change due to screening from existing built form, topography or mature tree planting.

Phase 2 (full site completion)

- 7.158 During the operational stage one view (view 6) was assessed as having minor adverse effects. This was due to the slight urbanising influence the building massing had on the view and loss of views through to trees. Mitigation in the form of materiality changes to break up the mass of the building reduces the magnitude of the effect, and the overall character and composition of the view is retained.
- 7.159 One view (views 13) was assessed as having significant beneficial effects due to the introduction of new buildings in the views, where architectural detail and composition could be appreciated, or the location, height and massing suggest appropriate containment and definition of the streetscape, and a sensitive integration to the existing buildings. All of which would contribute to an improvement to the baseline view condition. All remaining views were assessed as having minor beneficial and negligible effects. Three views (views 10, 11 & 12) were assessed as having No Change due to screening from existing built form, topography or mature tree planting.

Mitigation Measures

Phase 1

7.160 At the demolition, enabling and construction phase, a Construction and Environmental Management Plan (CEMP) sets out the mitigation which is considered to be embedded such as the keeping of a clean and tidy construction site and ensuring tree protection is utilised to protect vegetation to be retained. A Framework CEMP is contained at **Appendix 4.3** which has been used to inform this assessment. It is anticipated that the full plan will be secured through planning conditions related to the application and that a separate CEMP will be prepared for both phases of development.

7.161 At the completed and operational phase, mitigation measures are delivered through the considered detailed design of the scheme, as described within the Design and Access Statement, detailed design drawings and proposed site Masterplan. The Proposed Development has been developed in accordance with good design principles which avoids, reduces or offsets potential effects on the townscape and views. Of particular relevance to this assessment are design elements relating to:

- Built form & Massing - (Design & Access Statement & Detailed Design Drawings)
- Materiality - (Design & Access Statement)
- Land Use - (Design & Access Statement & Detailed Design Drawings)
- Landscape - (Design & Access Statement & Detailed Design Drawings)

Phase 2 (full site completion)

7.162 At the demolition, enabling and construction phase, it is anticipated that a full CEMP will be prepared that is specific to the Phase 2 areas and will to be secured through condition. It is anticipated that further mitigation will be provided in relation to the design, function and materiality of proposed Plots D, E and F. The full CEMP will also need to establish an appropriate interface between each phase so once Phase 1 is completed and operational, the construction of Phase 2 does not impact on the local townscape and newly created areas of public realm.

7.163 At the completed and operational phase, mitigation measures are delivered through the considered design of the scheme, as described within the scheme Parameter Plans. Of particular relevance to this assessment are design elements relating to:

- Built form, Massing and Urban Grain (*Figure 4.34: P4 Plots and Public Realm*)
- Building Heights (*Figure 4.32: P2 Max Site Heights*)
- Land Use (*Figure 4.31: P1 Land Use*)
- Landscape (*Figure 4.34: P4 Plots and Public Realm*)

Assessment of Cumulative Effects

- 7.164 An assessment of cumulative effects has been scoped out of this assessment as agreed through the EIA Scoping process.

Assessment of Significance Summary and Conclusions

- 7.165 The Townscape and Visual assessment has considered the potential for likely significant effects as a result of the Proposed Development during its construction and operation. A three-stage assessment process has been adopted. Firstly, the nature of receptors (sensitivity) has been assessed, and secondly, the nature of change (magnitude) likely to result from the proposed development has been assessment. From this, the overall significance of the identified effects on receptors have been assessed.

Summary of Baseline Conditions

- 7.166 The site is located within Prestwich Village centre and encompasses several buildings within the centre, public spaces and surface car parking. The wider study area is comprised of low-rise residential housing. There is a relatively tight urban grain of mostly post-war suburban housing and small pockets of older terraced housing.
- 7.167 The Prestwich Metrolink tram stop is located immediately on the eastern boundary of the site, but due to poor legibility and lack of active frontage the connection with the Village centre is poorly defined and creates a poor-quality gateway to town centre. 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.
- 7.168 The existing site character is not well defined due to the mix of buildings and uses currently occupying the site, which do not form a coherent town centre area. The gateways into the site both from Metrolink tram stop and Bury New Road are poorly defined and don't create a welcoming environment. There is a lack of active frontage to animate the

streets and spaces with service areas and back of house uses and the existing public realm is of poor quality.

- 7.169 A total of seven townscape receptors and 13 visual receptors were identified and considered as part of this assessment.

Summary of Likely Significant Effects

Townscape Effects

- 7.170 During the enabling, demolition and construction works the assessed effects are typically adverse in nature due to a loss of some existing townscape characteristics through the demolition of the existing buildings and the impact of construction works on the setting and enjoyment of town centre and public spaces immediately around it. One significant adverse townscape effect has been identified during the enabling, demolition and construction works during both phases of development on Townscape Character and Land Use.
- 7.171 Once the Proposed Development is completed and operational, two significant beneficial townscape effects were identified on Townscape Character, Urban Grain, Land Use, Building Height and Site Character receptors. During the operational phase the Proposed Development will completely transform the site into a high-quality Village centre, that introduces a new urban grain, with new local facilities, street frontage with an enhanced public realm.
- 7.172 The remaining townscape receptors are all assessed as experiencing minor effects at the completed and operational stage, which are not significant and reflect the relatively small scale of change that will be experienced in the wider townscape areas due to the compact nature and position of the local townscape character. All townscape receptors were assessed as having beneficial effects at the completed and operations phase. No significant adverse effects are anticipated in relation to the Proposed Development regarding townscape effects once completed and operational.

Visual Effects

- 7.173 Two significant adverse visual effects have been assessed during the construction period (views 3 and 13). This was due to the proximity of the construction works in relation to the views and their potential impact on views to the non-designated heritage asset of Lady of Our Grace RC church. The remaining views were assessed as minor adverse or negligible which are not significant. Whilst construction works would still be visible, they

would be less prominent/ or partially screened by intervening buildings or vegetation, which reduced the magnitude of their effects. Three views (views 10,11 & 12) were assessed as no change due to the development being completely screened from view and therefore effects are Not Significant.

- 7.174 During the completed and operational phase no views were assessed as having adverse effects. Two views (views 3 and 13) were assessed as having significant beneficial effects due to the prominence of the new building in the views, where architectural detail and composition could be appreciated, or the location, height and massing suggest appropriate containment and definition of the streetscape contributing to an improvement to the baseline view condition. All remaining views were assessed as having minor beneficial and negligible effects which are Not Significant.

Conclusion

- 7.175 It is acknowledged that the proposals do result in some significant adverse effects on a small number of visual receptors and townscape receptors during the enabling, demolition and construction works. However, these receptors are limited to a small geographical area, immediately adjoining the site, and are temporary in nature.
- 7.176 Overall, it has been established that townscape character effects are beneficial once the Proposed Development is completed and operational with effects being Significant on a number of identified townscape receptors relating to local townscape character, urban grain, land use, building heights and site character. In addition, the assessment has identified beneficial effects on a number of views which are immediately adjacent to the site which are Significant. Once completed the Proposed Development will completely transform the site to a high-quality retail and community hub, that introduces a new urban grain, with new local level facilities, street frontage with an enhanced public realm.

References

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- ⁱⁱ Department for Levelling Up, Housing and Communities, 2023. *National Planning Policy Framework*. DLHC.
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