

10.13 The Illustrative Photomontages show the Proposed Development at Year 15 when mitigation has established.

10.14 Photomontages are based upon the latest drawing information (August 2021), also provided by Fletcher Rae Architects

- Red Line Boundary
- 2.5km Study Area
- Viewpoint Locations
- Viewpoint Locations
[Visited but no views to the Site]

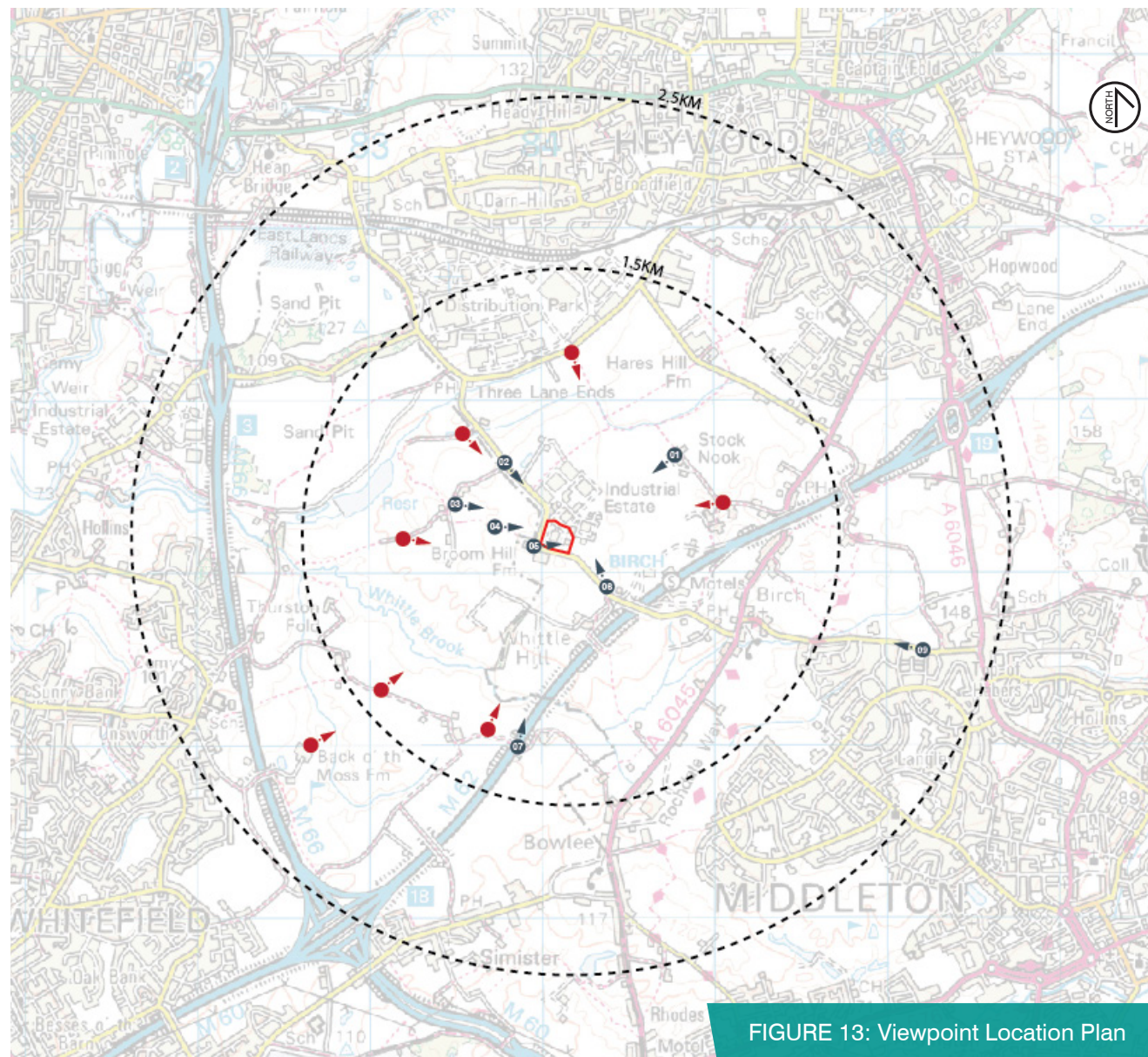


FIGURE 13: Viewpoint Location Plan

VIEWPOINT ONE (VIEW TO THE SITE)



Location: PRoW FP142 / Stock Nook

Elevation: 118m AOD

Distance: 0.85 Km

Direction of View: South West

Receptor Type: PRoW / Resident

Viewpoint Description: The viewpoint is taken to represent users of PRoW FP74 and residents living at Stock Nook.

PRoW FP74 forms part of a network of footpaths that run through the Green Belt to the east of the site. The network provides pedestrian access through fields, connecting Heywood Distribution Park in the north to urban areas of Heywood and onto Middleton in the south.

Paths in this location are, overall undefined. Public footpaths running adjacent to Stock Nook are overgrown with scrub and nettles rendering them inaccessible. As access to PRoW FP142 was inaccessible, the viewpoint photo is taken from within the curtilage of Stock Nook and represents an accurate reflection of changes that will occur to residents from their garden and an indicative reflection of changes to receptors using the PRoW directly north of the Stock Nook properties.

Extent of View to Site: Due to the relatively close proximity of Birch Business Park, upper parts of buildings within the site are visible and form part of the character of the immediate landscape. Views of large buildings and tower cranes are viewed across fields that have hedgerows, trees and shrubs that offer provide filtering and screening in views from Stock Nook. Further north along PRoW FP142, the boundary planting gives way which reduces the amount of close-range screening, although mid distance shrubs, hedges and trees at field margins within the Green Belt offer screening and filtering.



----- Indicates location of building located behind screening components

VIEWPOINT ONE (VIEW TO THE DEVELOPMENT AT YEAR 15)



Location: PRoW FP142 / Stock Nook

Elevation: 118m AOD

Distance: 0.85 Km

Direction of View: South West

Receptor Type: PRoW / Resident

Visibility of Proposed Development (Construction): Construction activities will be visible and are likely to be audible from PRoW FP74. Tall construction plant such as cranes will be clearly seen. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements are not expected to be viewed from Stock Nook but may come into view when walking north and west along PRoW FP74. However, these views are only expected to be of a small section of site which protrudes north of the intervening and recently completed Unit D. However, noise and activity in these locations will be viewed and heard within an existing industrial setting.

Visibility of Proposed Development (Year 0): The upper sections of a very small section of Unit B may be partially glimpsed from Stock Nook. This small section of building may be viewed protruding beyond the intervening Unit D. These views will be slightly more pertinent during winter months when vegetation is without foliage. Unit B is expected to appear as a very slight (almost negligible) addition to the existing industrial landscape.

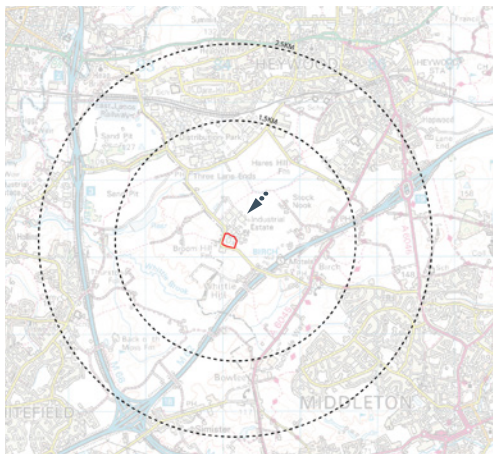
Visibility of Proposed Development (Year 15): Mitigation planting will not be effective when viewed from this location. However, existing trees and hedges within the landscape may have grown larger to provide additional filtering in winter months.

Type of View: Partial View

Sensitivity to Change: Medium for PRoW users and residents of Stock Nook due to the existing presence of industrial buildings

Magnitude of Change: Low Adverse

Significance of Change: Slight Adverse



VIEWPOINT TWO (VIEW TO THE SITE)



Location: Moss Hall Road

Elevation: 121m AOD

Distance: 0.5 Km

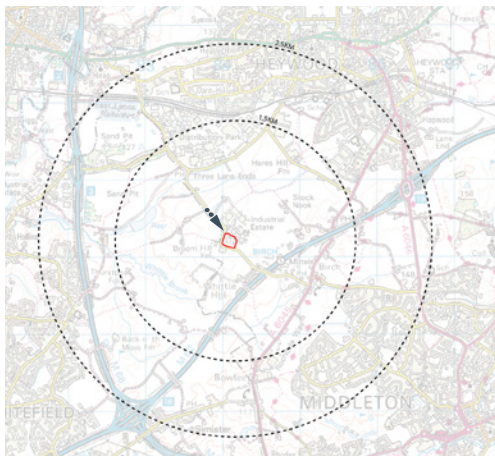
Direction of View: South East

Receptor Type: Road User

Viewpoint Description: The viewpoint has been selected to describe the approach to Birch Business Park as experienced by road users travelling southeast along Moss Hall Road.

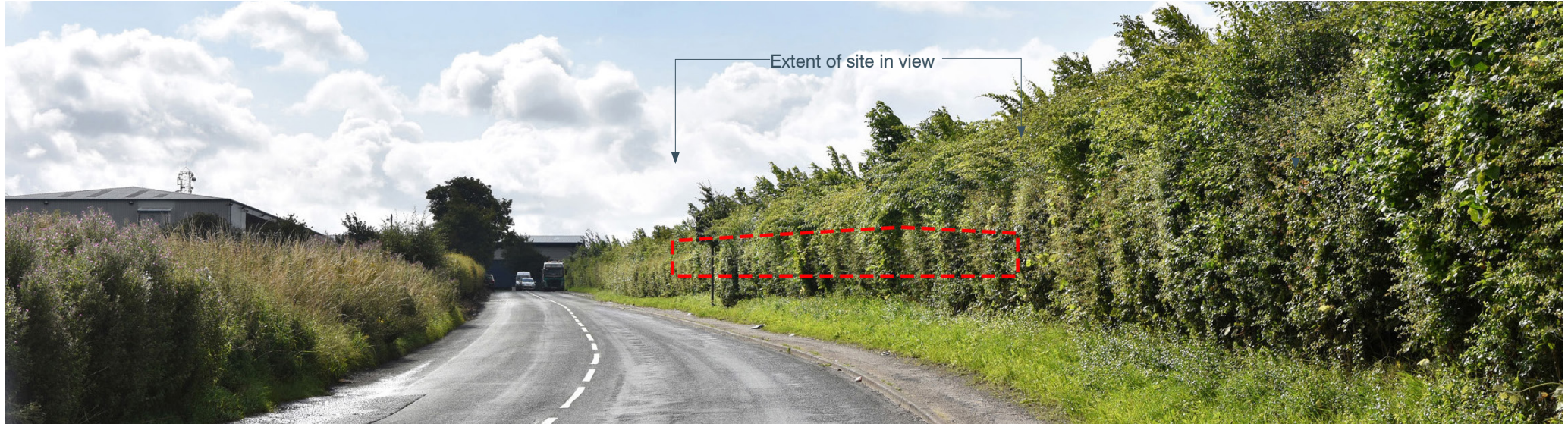
Extent of View to Site: Moss Hall Road runs from Pilsworth Road in the north to the entrance of Birch Business Park. As drivers travel south the topography rises from 109m OAD at the junction of Pilsworth Road to 131AOD at the entrance to Birch Business Park. The roadway is largely lined with hedgerows and occasional trees which only give way to provide access to adjacent fields, farms and tracks leading to adjacent businesses.

As the topography rises when travelling in southeast direction and drivers become orientated towards the site, the upper parts of buildings that are located within the northern extent of Birch Business Park come into view. Due to a combination of roadside hedgerows and the orientation of the road and view when approaching the business park, views of buildings within the business park are limited to those located in the northern most extent of the site.

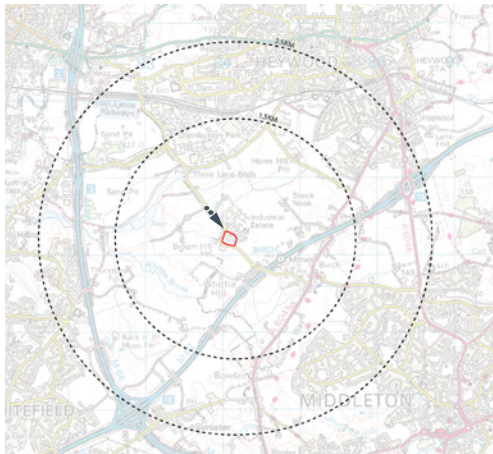


----- Indicates location of building located behind screening components

VIEWPOINT TWO (VIEW TO THE DEVELOPMENT AT YEAR 15)



Location: Moss Hall Road
Elevation: 121m AOD
Distance: 0.5 Km
Direction of View: South East
Receptor Type: Road User



Visibility of Proposed Development (Construction): Construction activities will be visible and are likely to be limited to plant such as cranes until drivers arrive at the site. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements are not expected to be viewed when approaching the site until drivers arrive at the main vehicular entrance.

Visibility of Proposed Development (Year 0): The upper sections of a very small section of Unit B may be partially glimpsed above roadside hedgerows. However, these views are only expected to be experienced during winter months when hedgerows are without foliage and after they have been flailed which will reduce the hedgerows height. Unit B will become more evident on views as drivers arrive at the entrance to Birch Business Park. However, these views will be experienced for a very short duration and will be softened by advanced mitigation planting along the boundary of Unit B. When compared to the existing view, the new Unit B may appear larger than the existing building. However, the new building will not introduce any new characteristics into the landscape.

Visibility of Proposed Development (Year 15): Mitigation planting will have had chance to mature along the boundary of Unit B which will serve to provide effective screening which is expected to heavily filter views towards Unit B which will further reduce its influence on the wider landscape.

Type of View:	Partial View
Sensitivity to Change:	Low
Magnitude of Change:	Low Adverse
Significance of Change:	Slight Adverse

VIEWPOINT THREE (VIEW TO THE SITE)



Location: PRoW 3WHI / Higher Barn Farm

Elevation: 119m AOD

Distance: 0.52 Km

Direction of View: South East

Receptor Type: PRoW User / Resident

Viewpoint Description: The viewpoint is taken to represent users of PRoW 3WHI and residents of Higher Barn Farm.

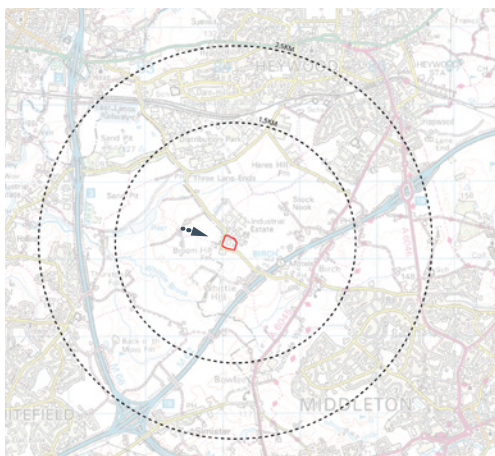
PRoW 3WHI is a track that runs southwest / northeast approximately 0.5km northwest of the site. The track leads from Moss Hall Road, through Higher Barn Farm and into the wider open landscape where it connects with a wider network of footpaths.

The path is bound on either side by hedgerows which are approximately 2-2.5m high. Upon arriving at Higher Barn Farm, these hedgerows give way for large agricultural buildings, farmyard, storage ground and the farmhouse. When leaving the curtilage of the farm, hedgerows align the route again giving way only to allow for access into adjacent fields.

Extent of View to Site: Views towards the site for users of PRoW 3WHI are very limited. Upon arriving at Higher Barn Farm, hedgerows give way and views open towards the site. However, these views are glimpsed for a very short duration at oblique angles.

The main barn at Higher Barn Farm operates as a business, providing straw, hay, bedding and animal feed. The farmyard here is busy with customers, deliveries and collections. As such, users of the PRoW are not focused on views at oblique angles beyond the farmyard.

Residents of Higher Barn Farm are situated behind the main barn. This residential property does have views towards the site through their windows. These views are across agricultural fields of slightly undulating and rising topography which includes hedgerows and trees both at the residential boundary and within the wider landscape. As such, views to the existing buildings within Birch Business Park are partly screened, filtered and currently restricted to those buildings located to the north of the business park adjacent to Moss Hall Road. The existing building on the site of the proposed Unit B is not within view.



VIEWPOINT THREE (VIEW TO THE DEVELOPMENT AT YEAR 15)



Location: PRow 3WHI / Higher Barn Farm

Elevation: 119m AOD

Distance: 0.52 Km

Direction of View: South East

Receptor Type: PRow User / Resident

Visibility of Proposed Development (Construction): Construction activities will be visible and audible from the rear of the large barn. It is expected that residents of the farm will experience tall construction plant such as tower cranes, which will be clearly seen protruding above landform and vegetation. The storage of materials and plant movements within the site will not be viewed from this location.

Users of PRow 3WHI are not predicted to experience views of construction due to the screening nature of hedgerows that align the route.

Visibility of Proposed Development (Year 0): Views to the upper parts of the proposed Unit B are predicted upon its completion. These views are likely to be of small sections of the Unit B roofline. When viewed in the wider context of the panoramic view, this addition to the view will slightly increase the perception of industry.

Visibility of Proposed Development (Year 15): Mitigation planting will not serve to screen views of Unit B from this location.



Type of View: Partial

Sensitivity to Change: Medium

Magnitude of Change: Low Adverse

Significance of Change: Slight Adverse

VIEWPOINT FOUR (VIEW TO THE SITE)



Location: PRoW 4WHI

Elevation: 130m AOD

Distance: 0.17 Km

Direction of View: East

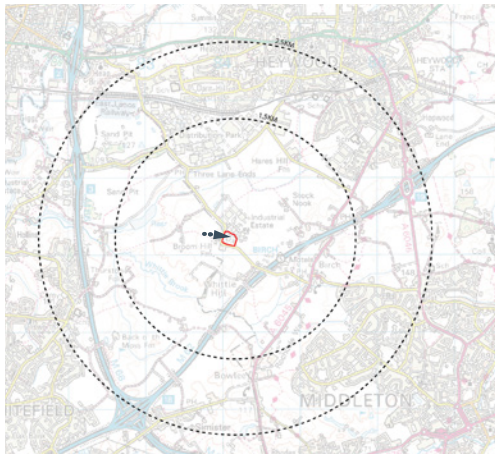
Receptor Type: PRoW

Viewpoint Description: The viewpoint is taken to represent users of PRoW Bury 4WHI.

PRoW Bury 4WHI starts at Whittle Lane and Moss Hall Road at the south west corner of the site. The footpath runs in a south east to north west direction crossing the Green Belt boundary from that of Rochdale to that of Bury. The footpath goes on to connect with Footpaths 2WHI and 3WHI at an intersection situated at Broom Hill Farm. The footpath follows a gentle fall in landform from 131m AOD at Whittle Lane to circa 112m AOD close to Broom Hill Farm.

Whilst walking the route, it was noted that the footpath is indistinguishable with some parts overgrown with vegetation.

Extent of View to Site: Due to the formation of landform in this section of the Green Belt, the site is viewed from a lower level. The outcome of this is that only upper parts of building elevations located along Moss Hall Road are visible, and these are only viewed from the footpath when approaching the site. Trees located along Moss Hall Road and the outer perimeter of the business park form the skyline and provide effective screening and filtering of views of buildings. Views of the buildings from further south diminish very quickly behind landform and hedgerows.



VIEWPOINT FOUR (VIEW TO THE DEVELOPMENT AT YEAR 15)



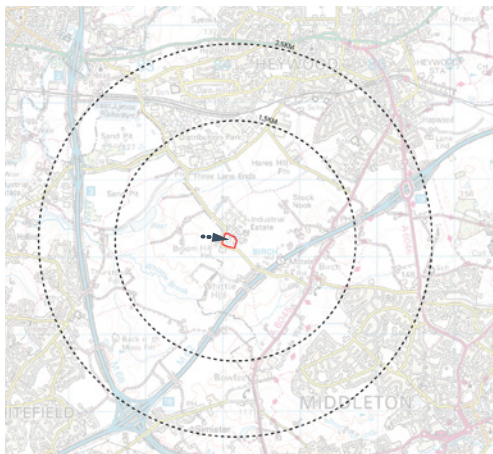
Location: PRoW 4WHI (Bury)

Elevation: 130m AOD

Distance: 0.17 Km

Direction of View: East

Receptor Type: PRoW



Visibility of Proposed Development (Construction): Some construction activities may be apparent but these are anticipated to be limited to tall construction plant such as tower cranes. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements within the site be viewed when nearing the site boundary, but these views will only be experienced for a very short duration of the footpaths route.

Visibility of Proposed Development (Year 0): Unit B will be appear larger in views when approaching the site when compared to the views of the existing, smaller building. The additional height of the building will not protrude above foreground trees, and will therefore not break the skyline. Moving south beyond the first field boundary, changes in the view will be not be discernible due to the changes in topography and intervening vegetation.

In winter months when vegetation is without foliage, Unit B may be more discernible in closer range views through the bare canopies of boundary trees. However, these views will only be experienced from close range views and will be within the context of other, existing industrial buildings.

Visibility of Proposed Development (Year 15): Mitigation planting proposed for the scheme will providing infill planting where gaps between existing trees occur. It is expected that the building may still be visible, particularly during winter months, but views will be limited to close range receptors and will remain filtered.

Type of View: Partial

Sensitivity to Change: Medium

Magnitude of Change: Medium Adverse

Significance of Change: Moderate Adverse

VIEWPOINT FIVE (VIEW TO THE SITE)



Location: Moss Hall Road / J S Roberts & Son

Elevation: 131m AOD

Distance: 15 meters

Direction of View: East

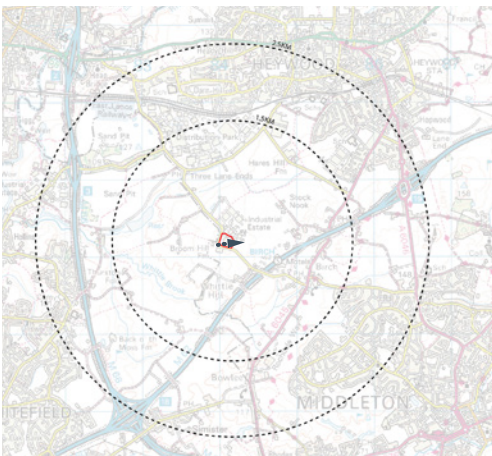
Receptor Type: Road User / Residential

Viewpoint Description: The viewpoint is taken to represent road users of Whittle Lane and Moss Hall Road and residential receptors living at J S Roberts & Son Farm. There is also an isolated dwelling accessed from a track at the junction of Whittle Lane and Moss Hall Road. This dwelling is not considered as part of the assessment due to being orientated away from the site and completely screened from view by vegetation.

Whittle Lane is busy road that turns into Moss Hall Road to provide the main north to south route through the Green Belt between the M62 and Middleton in the south and Heywood, Heywood Distribution Park, the M66 and Bury in the north and northwest. This viewpoint is situated on a 90-degree bend in the road at the southwest corner of the site. There are no footpaths to this section of the road and a significant increase in tree cover that provides separation between J S Roberts & Son and Birch Business Park. It is also worth noting that mitigation planting is due to be planted in the winter of 2021 along with the landscape strategy developed as part of the approval and construction of Unit D.

Extent of View to Site: : The site is viewed at close range through palisade fencing when travelling along Whittle Lane and Moss Hall Road. Well established shrubs and trees serve to filter views at the southwest corner of the site which increases in density to fully screen views towards the southern boundary. However, large buildings and the movement of vehicles are still visible from certain parts of this journey.

Views from the J S Roberts & Son Farmhouse are restricted by an agricultural outbuilding that aligns with Whittle Lane. This outbuilding, along with large trees serve to contain the farmyard and farmhouse, preventing views to the business park and shielding it from vehicle movement along at Whittle Lane. The existing building which is proposed to be demolished to make way for Unit B is partially visible below tree canopies from the gated entrance to the farmyard. It is predicted that these filtered views will become screened when mitigation planting establishes.





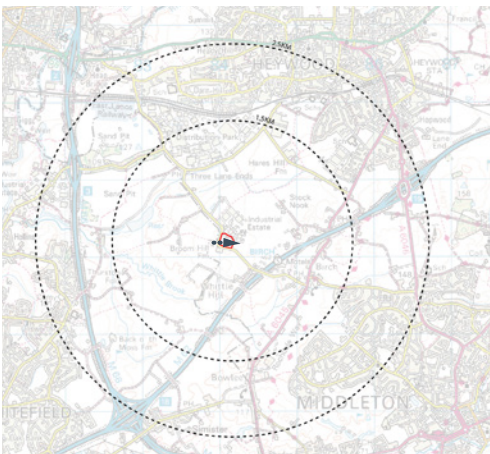
Location: Moss Hall Road / J S Roberts & Son

Elevation: 131m AOD

Distance: 15 meters

Direction of View: East

Receptor Type: Road User / Residential



Visibility of Proposed Development (Construction): Construction activities will be visibly and audible for a very short duration when travelling south eastwards along Whittle Lane. Tall construction plant such as cranes will be seen elevated above existing buildings. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements within the site may be glimpsed from this section of highway, but only for a very short duration and within the context of existing industrial activity. Receptors using Whittle Lane will be largely limited to the drivers and passengers of vehicles due to there being no footpath.

Residents at J S Roberts & Son will experience views of construction activity. Due to their close proximity to the site boundary, these residential receptors are also predicted to experience construction noise (albeit this will be reduced to a certain degree by new sound barriers) and will be exposed to greater amounts of moving machinery.

Visibility of Proposed Development (Year 0): Upon completion of the scheme, road receptors will have glimpses of Unit B, which will be viewed at an oblique angle through boundary vegetation. Within these views, the new Unit B may appear larger than that of the existing building, although trees, shrubs and new mitigation hedgerows will serve to prevent direct or open views. When comparing existing views to those that are likely to be experienced following the completion of Unit B, it is predicted that the changes will be slight.

Residents at J S Roberts & Son are not predicted to experience any changes in their views of the development upon its completion. Boundary trees obscure views to upper parts of the building and an increased amount of boundary hedgerows which are scheduled to be planted in the 2021 winter dormant period will serve to gap up views into the business park.

Visibility of Proposed Development (Year 15): By Year 15, native hedgerows will have established and are predicted to provide significant screening, which along with existing trees prevent any views of the proposed Unit B from this location.

Type of View: Partial

Sensitivity to Change: Low for Road Users High for Residential

Magnitude of Change: Low Adverse

Significance of Change: Slight Adverse / Low Beneficial to residents of J S Roberts farm upon the maturing of boundary vegetation.

VIEWPOINT SIX (VIEW TO THE SITE)



Location: Whittle Lane, Heywood

Elevation: 124m AOD

Distance: 0.27 Km

Direction of View: North

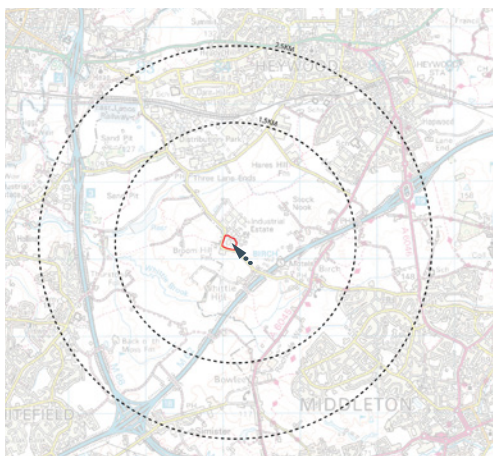
Receptor Type: Road User

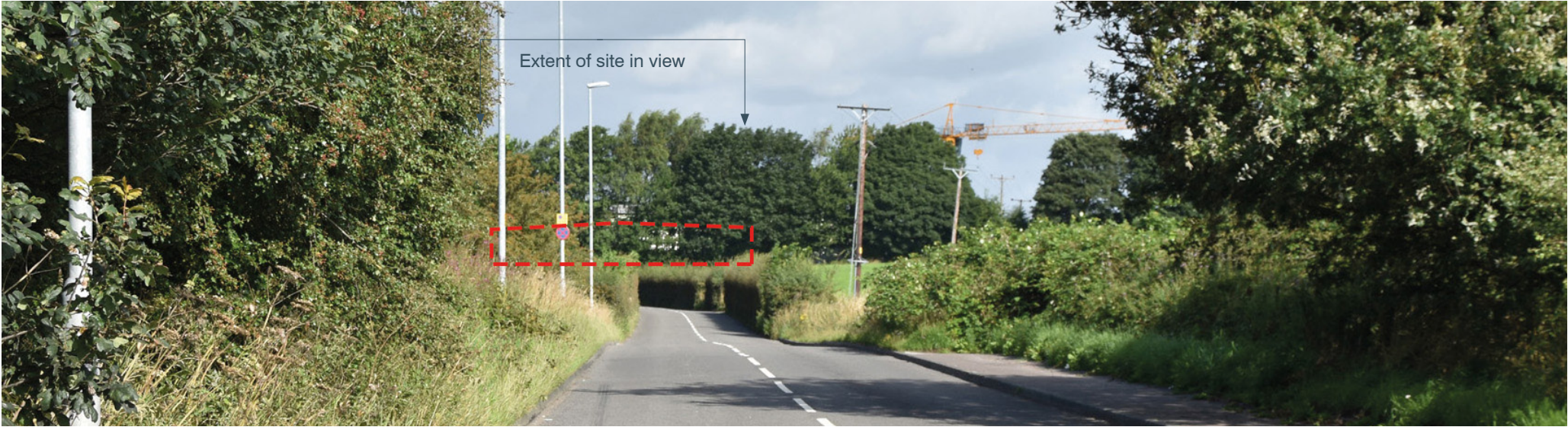
Viewpoint Description: The viewpoint is taken to represent the approach to Birch Business Park when travelling northwest along Whittle Lane. It is worth noting that Whittle Lane has a single sided footpath leading from service road north of the M62 eastbound Travel Lodge Hotel, which runs north along Whittle Lane for approximately 200m before terminating abruptly with no end destination. This seems to suggest that pedestrian movement is not a priority and that the road is predominantly there to facility vehicular movement such as HGV's and workers travelling by vehicle to and from their places of employment. As such, pedestrians are not considered as receptors when assessing the potential visual impacts.

Access to a single dwelling adjacent to Whittle Lane on the Middleton and Heywood boundary was not possible to access at the time of the site visit. Studies of maps suggest that the curtilage of the home is bound by vegetation which appears to limit views towards the site.

Extent of View to Site: As Whittle Lane runs northwest, road users travel past the west bound section of Birch Services, across an overbridge and through a wooded landscape buffer which provides separation from a cluster of homes and the M62. As the road bends, the wooded tree belt recedes, and receptors emerge into the Green Belt and the recently completed Unit D can be seen from some locations protruding above roadside hedgerows and on one occasion where hedgerows give way at a gated field entrance.

The site of unit B is located behind a group of trees which are directly within the forward view of drivers. The current building on the site of the proposed Unit B is completely screened from view. During in the dormant season when trees are not in leaf, the building is partially visible in the view.





Location: Whittle Lane, Heywood
Elevation: 124m AOD
Distance: 0.27 Km
Direction of View: North
Receptor Type: Road User

Visibility of Proposed Development (Construction): Construction activities may be partially visible during the winter months when approaching the site along Whittle Lane. This will largely be limited to tall construction plant such as tower cranes. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements may be visible when travelling immediately adjacent to the site boundary. However, the fast moving, transient nature of Whittle Road means that these activities will only be glimpsed for a very short duration and will be viewed through boundary vegetation which will then include the mitigation planting implemented as part of the works for the recently completed Unit D.

Visibility of Proposed Development (Year 0): During summer months, Unit B will be completely screened from view by intervening vegetation. During winter months Unit B will be barely discernible due to the layered nature of boundary planting will which will provide screening of the building when approaching from the south east.

Visibility of Proposed Development (Year 15): As with the effects identified at Year 0, during summer months, Unit B will be completely screened from view by intervening vegetation.



Type of View: Partial
Sensitivity to Change: Low
Magnitude of Change: No Change
Significance of Change: Negligible

VIEWPOINT SEVEN (VIEW TO THE SITE)



Location: M62 Overbridge, Simon Lane, Heywood
PRoW 8WHI

Elevation: 102m AOD

Distance: 1.2 Km

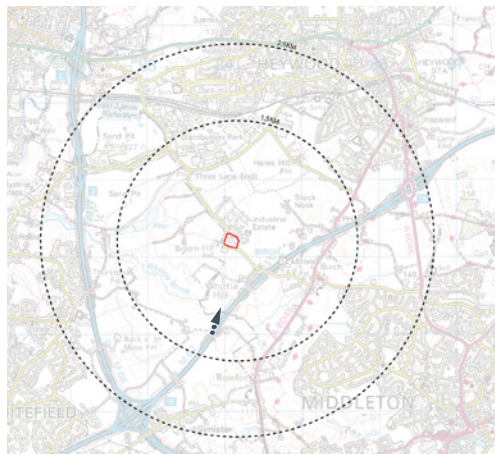
Direction of View: North North East

Receptor Type: Road User / PRoW

Viewpoint Description: The viewpoint is taken to represent road users of Simon Lane and users of PRoW 8WHI when crossing an elevated M62 overbridge.

Simon Lane is an access track that provides access to a small cluster of residential properties when travelling from the south of the study area. The lane is a track with no markings that appears to be mainly used by tractors accessing adjacent fields. In this location the lane is formed by an overbridge which provides access over the M62 motorway. The elevated position provides a vantage point with views over the motorway and surrounding landscape.

PRoW 8WHI and Simon Lane appears to be well used by ramblers and local dog walkers with many users appearing to stop to take in views whilst above the M62.



Extent of View to Site: Views from the elevated overbridge are nearly 360 panoramic. Highways infrastructure, agricultural fields, distant views to urban areas, pylons, telecommunications and surrounding hills all contribute to the character that is conveyed. Within all this, the elevated cranes within Birch Business Park, protrudes above intervening mature trees. Once orientated, receptors can focus their view to identify the upper parts of some buildings within the business park. However, considering the broad visual envelope, it is considered that these views are barely discernible. During winter the appearance of these buildings may increase but their contribution to the wider setting is considered to be very slight.

VIEWPOINT SEVEN (VIEW TO THE DEVELOPMENT AT YEAR 15)



Location: M62 Overbridge, Simon Lane, Heywood
PRoW 8WHI

Elevation: 102m AOD

Distance: 1.2 Km

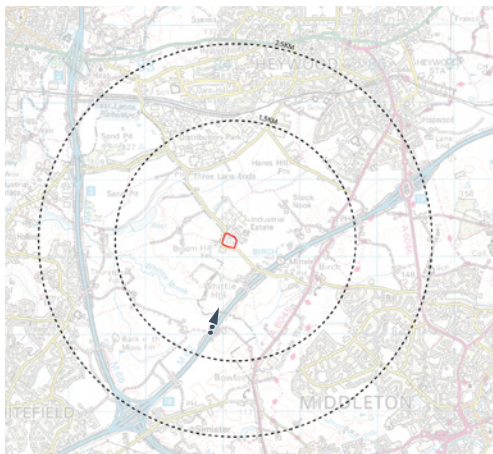
Direction of View: North North East

Receptor Type: Road User / PRoW

Visibility of Proposed Development (Construction): Some construction activities may be apparent, but these are anticipated to be limited to tall construction plant such as cranes. The impacts of this can be compared to an existing crane currently within the site. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements within the site will completely screened from view from this location.

Visibility of Proposed Development (Year 0): A worst case scenario from this viewpoint is predicted to be that the roofline of Unit B may be partially through leafless tree canopies during the winter period. In this event it is predicted that Unit B will be barely discernible. During periods when vegetation is in leaf, Unit B will remain completely screened from view due to a combination of slightly rising topography and intervening vegetation.

Visibility of Proposed Development (Year 15): Mitigation planting will not be effective in views from this location. As with the effects identified at Year 0, the worst-case scenario from this viewpoint is predicted to be that the roofline of Unit B may be partially visible during the winter period. Unit B will be completely screened from view from this location during summer months due to a combination of slightly rising topography and intervening vegetation.



Type of View: Partial

Sensitivity to Change: Low for Road Users / Medium for PRoW

Magnitude of Change: Low Adverse

Significance of Change: Slight Adverse

VIEWPOINT EIGHT (VIEW TO THE SITE)



Location: Langley Lane

Elevation: 139m AOD

Distance: 2.27 Km

Direction of View: North West

Receptor Type: Road User

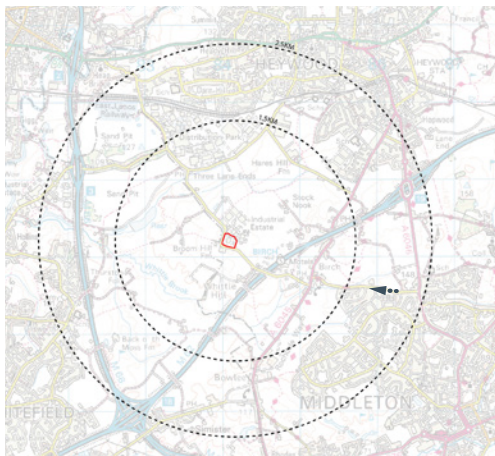
Viewpoint Description: The viewpoint is taken to represent road users of, and residential receptors focused around Langley Lane.

Langley Lane is located south of the M62 and links Middleton Road with Heywood Road and provides access to a large area of residential homes. This urban area to the northeast of Langley is located on elevated ground. This urban area is heavily developed with a variety of house types, schools and infrastructure.

Extent of View to Site: The southern section of the road is in an elevated position with long, framed views to the northwest, within which is Birch Business Park. Buildings within the business park are in view, partially screened by trees that are located at the boundary of the business park and those focused around J S Roberts / Broom Hill Farm. Parts of the site for the proposed Unit B is obscured by these trees. Views to the business park are within the context of urban development in the foreground and rising landform to the rear.

As road users travel north, topography drops and views to the site become screened by landform, trees and buildings.

Homes located on Langley Lane are orientated away from the site and do not experience direct views of the site.



VIEWPOINT EIGHT (VIEW TO THE DEVELOPMENT AT YEAR 15)



Location: Langley Lane

Elevation: 139m AOD

Distance: 2.27 Km

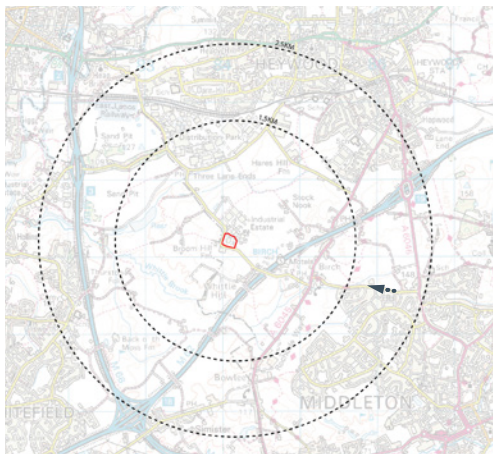
Direction of View: North West

Receptor Type: Road User

Visibility of Proposed Development (Construction): Some construction activities may be visible, but these are anticipated to be limited to tall construction plant such as tower cranes. The impacts of this can be compared to an existing crane currently within the site. Other construction activities such as earth moving, contractor welfare facilities and parking, materials storage and plant movements within the site will be screened from view from this location. Given the distance to site it is predicted that construction activities will not amount to any discernible effects.

Visibility of Proposed Development (Year 0): A small section of Unit B may be visible, protruding beyond the group of trees at the business parks boundary. This is unlikely to amount to any adverse effects upon views to receptors in this location, due in parts to distance between receptor and the site and the amount of development in the foreground, which serves to reduce the impacts of the business park within the view.

Visibility of Proposed Development (Year 15): Mitigation planting will not be effective when the development is viewed from this location. The effects are therefore the same as those identified at year 0, the significance of which are judged to be slight.



Type of View: Partial

Sensitivity to Change: Low for Road Users / No Change for Residents

Magnitude of Change: Low Adverse

Significance of Change: Slight

TABLE 9: VISUAL ASSESSMENT SUMMARY TABLE

Viewpoint	Receptor Type	Sensitivity to Change	Magnitude of Change	Significance of Change
1	PRoW Hey FP142 / Resident of Stock Nook	Medium for PRoW / Medium for Road User	Low Adverse	Slight Adverse
2	Road User Moss Hall Road	Low	Low Adverse	Slight Adverse
3	PRoW 3WHI / Resident of Higher Barn Farm	Medium	Low Adverse	Slight Adverse
4	PRoW 4WHI	Medium	Medium Adverse	Moderate Adverse
7	Road User Whittle Lane / Resident J S Roberts Farm	Low / High	Low	Slight Adverse / Low Beneficial to residents upon the maturing of boundary vegetation.
8	Road User Whittle Lane	Low	No Change	Negligible
10	PRoW 8WHI / Simon Lane M62 Overbridge	Low for road user / Medium for PRoW	Low Adverse	Slight Adverse
11	Road User Langley Lane	Low for Road Users / No Change for Residents	Low Adverse	Slight

EFFECTS ON VISUAL AMENITY - CONSTRUCTION

- 10.15 Construction activities would result in temporary, phased and adverse impacts on the viewing experience of all visual receptors that have views of the works. When the scheme is considered as a whole, the magnitude of change in the visual environment is generally considered to be Low Adverse.
- 10.16 Careful access control, restrictions on vehicle movements at particular times, lighting at night and hoarding will need to be carefully considered, when working in close proximity to residential receptors. It is of note that in some areas, existing vegetation surrounding the proposed site creates a vegetative screen around the proposed development.

EFFECTS ON VISUAL AMENITY - OPERATION

- 10.17 Impacts on the viewing experience of all visual receptors that have views of the development during its operational phase would be permanent and adverse. When the scheme is considered as a whole, the significance of change in the visual environment is considered to be Slight to Moderate Adverse in year 0 before mitigation planting becomes established.
- 10.18 It is anticipated that this will reduce incrementally by year 15 when mitigation planting within the development has established, screened and softened views. The significance of change would vary at each location, being greater where large areas of the built development are visible and lower where views are partial or filtered between intervening landform and vegetation.
- 10.19 Overall, it is noted that the proposed development will see an increase in the size of Unit B. However, given the fact that a larger building is replacing a smaller building and that visibility towards Unit B is very limited, the principle of industrial development of the type proposed, in visual terms is considered to be acceptable.
- 10.20 Also, the proposed development has adopted a muted colour palette and will be offset by boundary planting to help the proposal blend into its context. Industrial buildings are a common feature within this landscape and the proposals, which are inkeeping with the wider business park, will appear as a minor extension when considered as a whole.
- 10.21 The increase in scale of Unit B is therefore not considered to be introducing new visual characteristics into the landscape. It is not anticipated that changes arising from the proposed development will significantly increase the perception of industry within the wider landscape and Green Belt.

SECTION D - MITIGATION AND RESIDUAL IMPACTS

- PROPOSED MITIGATION
- ANTICIPATED RESIDUAL
IMPACTS

SECTION D - 11. PROPOSED MITIGATION

Short Term Mitigation

11.1 The following mitigation measures are suggested throughout the construction of the development:

- Site hoarding should be carefully considered to restrict views of the works from receptors in close proximity. This should include where the site aligns with Whittle Lane and Moss Hall Road to limit the visual impacts upon the adjacent Green Belt and PRow 4WHI.
- Lighting of the site will be restricted to agreed working hours and those necessary for security to keep light pollution to a minimum.
- All machinery and materials will be stored tidily during the works and kept away from the boundaries of existing residents.

11.2 Vehicle movements into and out of the site are presumed to be from Moss Hall Road. Therefore, it is presumed that HGVs delivering to site will follow the same route as those HGVs currently operating out of the Business Park and that no special road closures or temporary diversions are required to facilitate the construction of the development.

Long Term Mitigation

11.3 Mitigation measures are important to ensure that adverse effects predicted during construction and occupation of the proposed development are minimised and that the proposed development fits into the landscape as sympathetically as possible. Mitigation measures have been developed in tandem with, and to directly address the findings of the impact appraisal.

11.4 A landscape strategy has been developed to help reduce the overall visibility of Unit B and to ensure that the proposals are more successfully incorporated into the existing, wider landscape structure.

11.5 The design of the proposed scheme has sought to establish a relationship with existing boundary planting by infilling and establishing newly planted areas. Hedgerow planting is proposed along the boundaries from Moss Hall Road and parts of Whittle Lane. This is to help establish a consistent vegetated screen. The new native hedgerow is proposed to follow the line of the perimeter fence, consisting of 2+1 whips at (c.600mm high), planted in triple rows at 1m centres. This will, in time, create a full visual screening of the development to receptors within close proximity of the boundary. This hedge is proposed to take place in Winter 2021 along with the mitigation works associated with the recent construction of Unit D.

11.6 Extra Heavy Standard (c. 4.5m high) trees have also been specified to provide height, structure and a layering effect. These will be planted in between existing trees, behind the new hedgerows to establish a layered effect and to gain additional height.

11.7 Introducing screening planting within the planning boundary, that also reflects the character found within the wider landscape is predicted to reduce the perception of industrial activity within the landscape.

11.8 In addition to planting, a new sound barrier will separate the new car parking area with the main yard of Unit B. This will serve to reduce noise levels arising from the movement and loading of heavy goods vehicles upon the wider landscape in the west by containing the main area of working activities at Unit B.

11.9 Also, the scheme's architect have considered the use of a muted colour palette for building facias to help the building recede into the landscape.

KEY

- Application Site Boundary
- Existing Trees
- Proposed Trees
- Proposed Hedgerows
- Meadow Mix A: WFG20 Eco Species Rich Lawn
- Shrub Planting: Ornamental Shrub Mix
- Overhead Power Line
- For context: Planting shown within this boundary to be carried out in Winter 2021 as part of the agreed Unit D mitigation strategy.
- ... Proposed location for a sound barrier



FIGURE 14: Mitigation Plan

SECTION D - 12 ANTICIPATED RESIDUAL EFFECTS

- 12.1 Residual effects are those effects that remain following the implementation of the mitigation measures detailed above.
- 12.2 The design approaches adopted have included measures to avoid, reduce or remediate adverse effects by considering the location, extent, and siting of the built development, the routing of site infrastructure, the filtering of key views, and new planting for screening and softening.
- 12.3 In the context of landscape and visual effects, the majority of open space available outside of the commercial units, associated service yards and parking has been incorporated as part of the design for planting. In summary, the design approaches adopted have included measures to avoid, reduce or remediate adverse effects by considering the location, extent, and siting of the built development, the routing of site infrastructure, the filtering of key views, and new planting for screening and softening.
- 12.4 The development is not considered to be at a scale which would impact the National Character Area.
- 12.5 Over time and with the proposed mitigation, visual impacts arising from the development will reduce. As described in the visual section of this report, the receptors predicted to be affected the most are the road users of Moss Hall Road and Whittle Lane and the users of PRow 4WHI. This is mainly due to the proximity to site which affords some views of Unit B. Mitigation planting will provide substantial screening but in winter months this will reduce to heavy filtered views, within which Unit B will appear larger than that of the existing building. Users of PRow 4WHI will experience a greater degree of change due to a prolonged view to the develop. However, these will only be experienced for a very short duration of the footpath when nearing the site.
- 12.6 There are no other overriding landscape or visual effects that should preclude the development of the site as proposed.

Page intentionally left blank

A large teal geometric shape, resembling a triangle or a parallelogram, is positioned on the left side of the page, extending from the top-left corner towards the bottom-right.

SECTION E - ASSESSMENT SUMMARY

SECTION E -13. ASSESSMENT SUMMARY AND CONCLUSIONS

- 12.1 The proposed development is for a warehouse style development at Birch Business Park in Heywood. The business park is allocated for employment use as part of South Heywood Employment Area within the Rochdale Core Strategy (adopted October 2016).
- 12.2 A number of other agricultural businesses, distribution parks and commercial developments are located within the local vicinity including: Pilsworth Quarry, Heywood Distribution Park and Broadfield Industrial Park.
- 12.3 Beyond the site, the landscape value is judged to be of high due to its Green Belt status and the associated role of helping to preserve the countryside and merging of towns.
- 12.4 The landscape is judged to be of medium quality condition and is not considered to be rare or unusual. The site has no statutory or non-statutory designations. The development will not result in a loss of landscape or woodland which could be considered to have an effect on both the landscape character and visual amenity.
- 12.5 The site is of low tranquility due to industrial use. The wider study area is of medium tranquility. A proximity to the M62 and M66 and regular movement of HGV's along Whittle Lane and Moss Hall Road serve to diminish tranquility of the open Green Belt.
- 12.6 It is anticipated that the proposed development will be seen as an extension to the existing business park and is not introducing a wholly new element into the landscape. Large industrial buildings are a common characteristic within this landscape.
- 12.7 A landscape strategy of tree and hedgerow planting has been developed for the site that will provide substantial filtering and screening of the development once established. This is particularly relevant when viewed from the west.
- 12.8 Following the detailed assessment of both the landscape and visual receptors, it is considered that the close range receptors located west of the site are exposed to the most significant impacts within the overall analysis. This is due to their proximity to the site and proposed development which affords potential views of the new Unit B. Overall, visibility towards the development is very limited. The viewpoints demonstrate that the majority of views into the site are currently seen within the context of the existing commercial units. The addition of the type of development proposed is not considered to be out of context, nor of a significant change in scale to the point of creating changes in landscape character or anything more than Slight to Moderate Adverse visual impacts. Once mitigation planting becomes established, the identified impacts will be further recede, with vegetation echoing that found within the wider landscape.
- 12.9 Industry already influences the landscape in this area and it is not considered that the proposals for the site will introduce any new or unique characteristics beyond those that already exist.
- 12.10 Overall, it is noted that the proposed development will see an increase in the size of Unit B. However, in visual terms, the proposals for Unit B are considered to be acceptable given the fact that industrial development of the type proposed already exists within the landscape and the fact that very few receptors have views to the site.
- 12.11 The proposed development has adopted a more muted colour palette and screening planting has been considered to help the proposal blend into its context. The increase in scale of Unit B is not therefore expected to significantly increase the perception of industry within the wider landscape and Green Belt.
- 12.12 In short, it is judged that the site has the capacity to accommodate development of the type proposed and the overall impacts are judged to be slight.

SECTION E -14. REFERENCES

- Guidelines for Landscape and Visual Impact Assessment (3rd Ed.) – The Landscape Institute and the Institute of Environmental Management and Assessment (2013)
- Landscape Character Assessment, Guidance for England and Scotland, The Countryside Agency (2002)
- The National Planning Policy Framework (Feb 2019)
- National Planning Practice Guidance (2014)
- Rochdale Adopted Core Strategy, Rochdale Borough Council (October 2016)
- Rochdale Borough Unitary Development Plan, Rochdale Borough Coouncil (June 2006).
- NCA 54: Manchester Pennine Fringe, National Character Area Profile, Natural England (2014)
- Greater Manchester Landscape Character and Sensitivity Assessment (2018)
- Greater Manchester Green Belt Assessment (July 2016)

Revision History

Rev	Issue and Author	Reviewed	Approved	Date
-	1st Draft / CH	CH	TBR	03 Sept 2021
A	CH	CH	TBR	08 Sept 2021
B	CH	CH	TBR	06 Oct 2021

Prepared By:



7 Saw Mill Yard | Water Lane | Holbeck | Leeds | LS11 5WH

(t) +44 (0)113 472 0030

(e) design@urbanwilderness.co.uk

(w) www.urbanwilderness.co.uk