

Tri7
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**TOWNSCAPE AND
VISUAL BASELINE
CALTHORPE STREET,
BANBURY**

Quality Assurance

Site name: Calthorpe Street, Banbury

Client name: Tri7

Type of report: Townscape & Visual Appraisal

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1.0 Introduction

1.1.1 This Townscape and Visual Appraisal (TVA) has been prepared on behalf of Tri7 to assess the potential effects of the proposed development at Calthorpe Street, Banbury (hereafter referred to as the 'Site'), see Map 01b in Appendix 1.

1.1.2 The aim of the appraisal is to:

- Assess the townscape and visual baseline conditions, including relevant planning policy, designations, key characteristics, important views and potential visual/townscape receptors;
- Assess the townscape and visual sensitivity to inform the development of a masterplan strategy; and
- To make a qualitative assessment of the potential townscape and visual effects arising from the proposed development.

1.2 The Site

1.2.1 The Site is located within Banbury city centre, see Map 01b in Appendix 1. It is roughly 1.5ha and is contained within the block defined by Marlborough Road and Calthorpe Street.

1.2.2 The majority of the Site is dedicated to the car park serving the retail facilities to the south. Hard surface is therefore prevailing with few landscape elements, which is limited to rows of mature trees across the carpark and along the north-west boundary and mixed vegetation to the south of the existing building.

1.2.3 The built form to the south of the Site consist of large footprint units to approximately 2.5 storeys height, with a red brick finish and dark tiled, pitched roof disguising a central flat roof. To the north of the Site is 29 & 30 High Street, three storey buildings with stone façade's facing the street and red bricks on the other sides. Despite their residential look these are also used for commercial purposes.

1.2.4 There is no other direct frontage on the streets to the east and west, access to the Site is provided on Calthorpe Street.

1.3 The Proposal

1.3.1 The proposed redevelopment of the Site (Figure 1) consists of the demolition of the existing built form and construction of a residential complex.

1.3.2 The proposal includes blocks ranging from three storey terrace houses to four to five storey apartment blocks. Car parking is largely undercover at ground level, with some on the first floor. Green areas break the built fabric allowing for discrete open space which caters for some tree cover and a variety of planting.

1.3.3 The proposed built form includes both flat and pitched roof lines in response to the diverse townscape context. The external appearance of buildings is inspired by local materials with a prevailing red/rusted brick and copper/bronze detailing. The roof design is also responsive to the context, with pitched roofs on the townhouses to Calthorpe Street and Marlborough Road.

1.3.4 Materiality and design details are further explained in Section 4 of the Design and Access Statement (May 2023) by Corstorphine and Wright. This also illustrates the design evolution, which resulted in iteration to the mass, height and architectural detailing in order to achieve a more appropriate response to the townscape context of the Site and mitigate potential adverse effects.

2.0 Appraisal Approach

2.1 Methodology

- 2.1.1 The proposal does not fall within the Environmental Impact Assessment requirements, therefore a full townscape and visual impact assessment (TVIA) is not undertaken. Instead, a qualitative appraisal (TVA) of the key issues will be completed to inform the development proposals. Therefore, it should be noted that while relevant guidance is followed to define the applied parameters, the TVA does not include judgement on the significance of townscape and visual effects.
- 2.1.2 The appraisal takes into account current best practice guidance, namely:
- ‘Guidelines for Landscape and Visual Impact Appraisal’, (GLVIA3) produced by the Landscape Institute with the Institute of Environmental Management and Appraisal (Third Edition, 2013);
 - ‘Visual Representation of Development Proposals’. Technical Guidance Note 06/19, by the Landscape Institute;
 - ‘Assessing Landscape Value Outside National Designations’ Technical Guidance Note 02/21, by the Landscape Institute;
 - ‘Townscape Character Assessment’, Technical Information Note 05/2017, by the Landscape Institute (5 December 2017); and
 - ‘An Approach to Landscape Character Appraisal’ by Natural England (October 2014).
- 2.1.3 In response to the particular urban nature of the Site and its context, this appraisal refers principally to townscape effects.
- 2.1.4 GLVIA3 defines the term ‘townscape’ as:
- “the landscape within the built-up area, including the buildings and the relationship between them, the different type of urban spaces, including green spaces, and the relationship between buildings and open spaces”.*
- 2.1.5 It considers two separate but inter-linked topics: ‘Townscape effects’ and ‘Visual effects’.
- 2.1.6 Townscape Effects relate to changes in the fabric, character and quality of the urban landscape. These include direct impacts such as loss of vegetation and additional built-form or indirect impacts such as changes to tranquillity. Townscape effects do not need to be solely visible.
- 2.1.7 Visual effects relate to specific changes in views and the effects on visual receptors (e.g. residents, users of public rights of way or recreational facilities). Changes to the visual setting of protected cultural or heritage features are also considered (e.g. Scheduled Monuments, Listed Buildings and Conservation Areas). However, the assessment of the significance of the heritage assets is not within the scope of the TVA (see Heritage Statement by Bidwells).
- 2.1.8 This TVA will consider the Site and study area as shown in Map 01, Appendix 1.
- 2.1.9 The appraisal starts with the definition of the townscape and visual baselines which identifies key characteristics and constraints relating to the Site and its context. The baseline studies include landscape/townscape designations, published townscape/landscape character assessments, field observation (undertaken in June 2021 and November 2022) and representative viewpoints. The planning policy context is also taken into consideration to set the scene and inform the scope and approach of the appraisal.
- 2.1.10 The baseline findings provide the basis for understanding the value in townscape and visual terms of the receptors that will be affected by the proposed development. This is combined with the susceptibility to change to establish the relative sensitivities.
- 2.1.11 Townscape and visual sensitivity are described using a scale from low to high which reflects the following parameters:

Townscape sensitivity:

- Low Sensitivity – the receptor is not considered of high value, therefore lacking distinctive or unique qualities; it is also characterised by a low susceptibility to change whereby the baseline condition would not be altered by the proposed development.
- Medium Sensitivity – the receptor is of moderate value as including some elements of distinctive quality and importance, but lacking consistence or uniformity; albeit capable to accommodate the proposed development some changes to the baseline condition are expected therefore the receptor would be characterise by a medium susceptibility to change.
- High Sensitivity – the receptor is considered of high value due to its distinctive qualities and uniqueness; the proposed development is likely to unduly alter the baseline condition resulting in a high susceptibility to change of the receptor.

Visual sensitivity:

- Low Sensitivity – the view is of limited value, with low aesthetic qualities and detracting elements; the receptors are engaging in activities that would not involve or are not dependant on the appreciation of views of the surrounding landscape, therefore susceptibility to change is low.
- Medium Sensitivity – the view is valued at local level and reasonably attractive, but otherwise unremarkable with some detracting features; the receptors are engaging with activities where appreciation of the contextual landscape is not the primary focus (i.e. cyclists on roads or travellers on rail) but it contributes to the setting of the route. In residential visual amenity terms, it is a secondary/periphery view.
- High Sensitivity – the view is valued for its high scenic qualities and/or protected by planning designations, it is a distinctive view, visually intact and coherent with no detracting/deteriorating features; the receptors are engaging in activities where awareness of the contextual landscape is likely to be high (i.e. ramblers on public footpaths). In residential amenity terms, it is a primary/main view.

2.1.12 Townscape effects will then be considered for a set of receptors relevant to the Site and the study area's character. Similarly, an appraisal of the visual effects will be carried out for relevant visual receptors. The appraisal considers a Year 1 scenario, assuming the Site is developed in accordance with the submitted proposal plans, and a Year 15 scenario assuming a typical growth of any proposed landscape strategy.

2.2 Study Area

2.2.1 The Site is surrounded by dense urban fabric resulting in a considerable visual screening of the Site. The study area for the appraisal is defined by a 1.5km radius from the Site, which encompasses essential townscape designations (i.e. Banbury Conservation Area) and landscape/townscape elements (i.e. the River Cherwell corridor).

2.2.2 The Zone of Theoretical Visibility (Appendix 2) also confirmed the relatively small zone of interest for visual effects.

2.3 Desk-Based Study

2.3.1 A desk-based study is undertaken to identify planning policy and designations relevant to the assessment of landscape and visual effects, this includes:

- Ordnance Survey 1:10,000 scale Application Site-centred digital raster maps;
- National Planning Policy Framework (February 2019);
- Cherwell Local Plan Part 1 (July 2015);
- Cherwell Design Guide SPD (July 2016);

- Banbury Conservation Area Appraisal (September 2018);
- The Multi-Agency Geographical Information for the Countryside (MAGIC) database; and
- Aerial photography: Google Maps (<http://maps.google.co.uk/>).

2.4 Field Study

2.4.1 A field survey was undertaken in June 2021 and November 2022 to assess:

- The characteristics of the Site's context;
- Views of the Site from the surrounding areas;
- The location of visual receptors; and
- The potential visual effects arising from the proposed development.

2.4.2 The survey was generally undertaken from publicly accessible locations such as roads, bridleways, tracks, footpaths and public open spaces. Eleven representative viewpoints were identified for the potentially affected receptors.

2.5 Consultations

2.5.1 The Townscape and Visual Baseline (January 2022) was submitted to the Local Authority through the Pre-Application process to agree on the assessment methodology, proposed area of study and identification of critical receptors. The LPA did not express any concern or disagreement on the proposed approach.

2.5.2 Further discussion on the selected viewpoints was carried out with the Conservation Officer; as a result, additional views were tested as Type 2 technical visualisations (see Appendix 5). Notably, none of these viewpoints has highlighted potential townscape or visual effects.

3.0 Townscape Planning Context

3.1 National Planning Policy Framework (NPPF)

- 3.1.1 The National Planning Policy Framework (NPPF) sets out the overall economic, social and environmental objectives that the planning system should follow to achieve sustainable development. At the heart of the NPPF is a *'presumption in favour of sustainable development'* (Par. 10). More specifically, the NPPF policies relevant to the Site and proposed development are detailed below.
- 3.1.2 The NPPF requires care of the setting of public rights of way and strategic vision. Par. 98 states that *'planning policies and decisions should protect and enhance public rights of way and access, including taking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails'*.
- 3.1.3 The framework stresses the importance of high-quality design. It states that efficient use of land should take into account *'the importance of securing well-designed, attractive and healthy spaces'* (Par. 122). Par. 124 adds that *'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.'* Good architecture and master planning need to be supported by *'appropriate and effective landscaping'* (Par. 137) to enhance and promote a strong sense of place.
- 3.1.4 In defining the planning system obligations and scope, the framework highlights the importance of protecting and enhancing the natural environment. In particular, *'protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan)* (Par. 170).
- 3.1.5 It is noted that the new NPPF does not clearly define what constitutes a 'valued landscape', despite some useful information on *'areas or assets of particular importance'* provided by footnote 6. Similarly, there is no reference to 'valued townscape'. For the purpose of this baseline the 'Stroud DC v Gladman high court judgement (reference CO/4082/2014), TGN 02/21 and TIN 05/17, by the Landscape Institute, will be applied where appropriate, namely on landscape/townscape value-related matters. According to the court judgement, to be valued in terms of the NPPF would require the landscape to show *'some demonstrable physical attribute rather than just popularity'* i.e. it has to be 'out of the ordinary'.

3.2 Local Planning Framework

- 3.2.1 The Cherwell Local Plan Part 1, adopted in July 2015, is the main planning reference for development within Banbury. The following policies are considered relevant to the Site and its context.
- Policy ESD 15: The Character of the Built and Historic Environment
- 3.2.2 While promoting local distinctiveness and positive intervention to the local landscape or townscape character, the policy focuses on appropriate response to the built, natural and cultural context, ensuring that development proposal would *'complement and enhance the character of its context through sensitive siting, layout and high quality design.'* More specifically, the policy requires development adjacent to natural or historic assets to complement its qualities.
- 3.2.3 To aid the definition of "high quality" design, the policy sets out the following parameters for new development:
- Deliver safe, attractive, durable and healthy places. *'Development of all scales should be design to improve the quality and appearance of an area and the way it functions.'*
 - Deliver flexible spaces, adaptable to the evolving social, technological and environmental conditions.
 - Propose appropriate land use mix and density.
 - *'Contribute positively to an area's character and identity by creating or reinforcing local distinctiveness and respecting local topography and landscape features, including*

skylines, valley floors, significant trees, historic boundaries, landmarks, features or views, in particular within designated landscapes, within the Cherwell Valley and within conservation areas and their setting.'

- Be considerate of the setting of heritage assets.
 - *'Respect the traditional pattern of routes, spaces, blocks, plots, enclosures and the form, scale and massing of buildings. Development should be designed to integrate with existing streets and public spaces, and buildings configured to create clearly defined active public frontages.'*
 - *'Reflect or, in a contemporary design response, re-interpret local distinctiveness, including elements of construction, elevational detailing, windows and doors, building and surfacing materials, mass, scale and colour palette.'*
 - *'Consider the amenity of both existing and future development, including matters of privacy, outlook, natural lighting, ventilation, and indoor and outdoor space'*
 - Integrate a well design landscape scheme that provides benefits to ecosystem services both locally and to the wider green infrastructure network.
 - *'Use locally sourced sustainable materials where possible.'*
- Policy ESD 16: The Oxford Canal

- 3.2.4 The Policy protects the integrity of the character and appearance of the Oxford Canal, as well as its biodiversity value. While the policy concerns development that would have a direct impact on the canal and towpaths, the supporting text provide useful evidence on the recognise value of this landscape and townscape feature which affords *'historical, ecological and recreational significance.'*
- 3.2.5 The Conservation Area Appraisal provides details on the heritage value, while statutory and non-statutory designations along the canal highlight landscape conservation opportunities. The recreational value is supported by public footpaths along the canal, which are also popular for boater and anglers.
- 3.2.6 This policy is linked to Policy ESD 15 (The Character of the Built and Historic Environment), *'which will also be used to ensure that works to existing structures are sympathetic to the historic context and that any new development is sensitively sited and designed to ensure that the special character is preserved or enhanced.'* Therefore, the setting of the Oxford Canal should be preserved from inappropriate development.

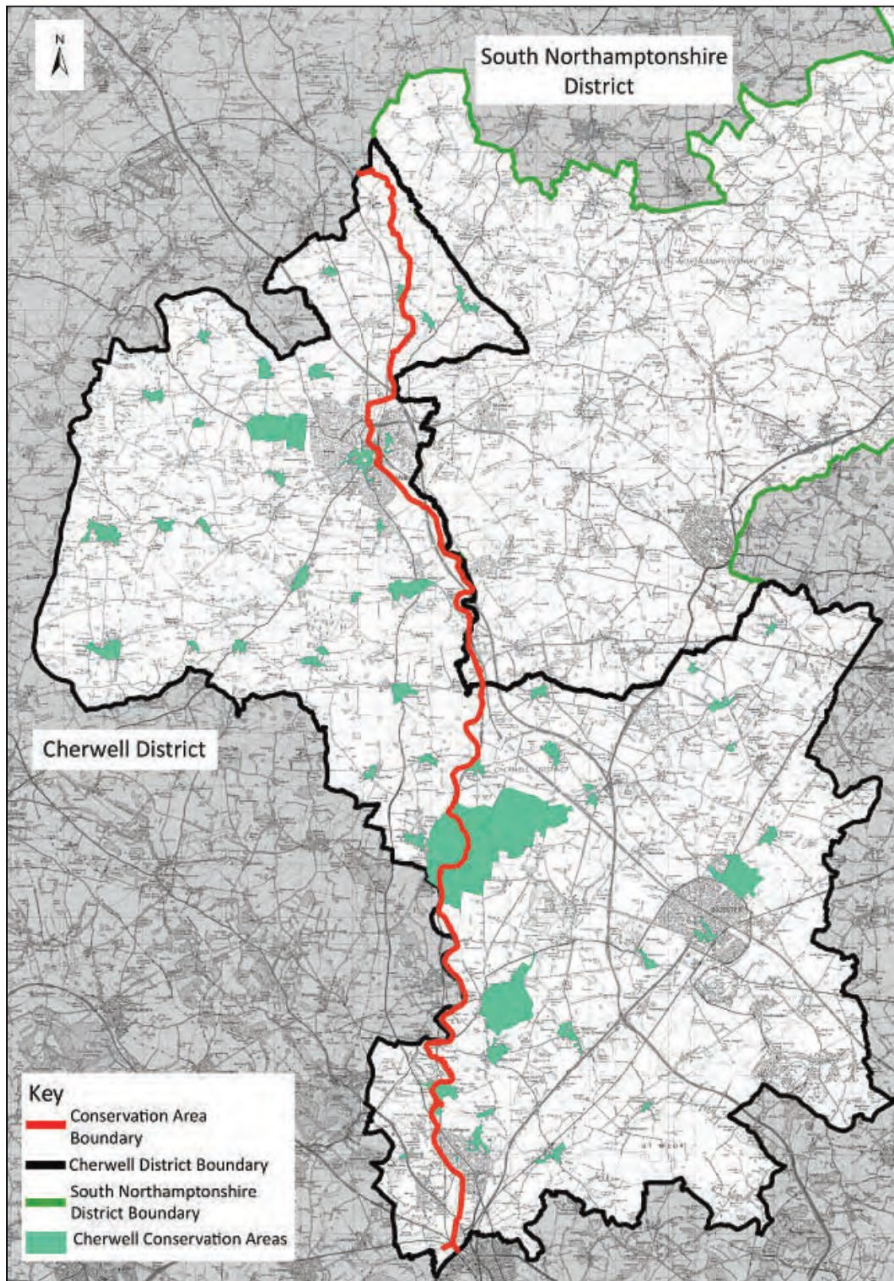


Figure 2 - The Oxford Canal Conservation Area

4.0 Townscape Baseline

4.1 Designations

4.1.1 Planning designations and constraints, within 1.5 km of the Site, relevant to the assessment of townscape and visual effects are set out in Table 1 and shown on Map 04 in Appendix 1

Table 1 - Designations

DESIGNATION/PROTECTION	STUDY AREA STATUS
National Park	None
Area of Outstanding Natural Beauty	None
Area of High Landscape Value (or similar local designation)	None
Green Belt	None
World Heritage Sites	None
Scheduled Monuments	Tooley's boatyard to the north-west of the Site.
Conservation Area	The Site is located within Banbury Conservation Area; to the west is the Oxford Canal Conservation Area (Figure 2) and the Banbury Grimsbury Conservation Area.
Listed Buildings	There are a number of listed buildings, largely within the Banbury Conservation Area. In close proximity to the Site is the Former Mechanics Institute and Municipal Technical School (Grade II), The Denver House, Dashwood House and Calthorpe House (Grade II*) the Old Wine House (Grade II) and the Globe Inn (Grade II).
Other important buildings/features	The CA appraisal also identified positive landmark buildings (see CA map in Appendix 3), including the Marlborough Road Methodist Church located on the eastern site boundary.
Registered Parks and Garden	None
Locally designated landscape	None
Recreational Routes and Public Rights of Way	There are a number of public footpaths identified in Map 4 within the urban area, including the towpath and recreational route along the Oxford Canal.

4.2 Urban Evolution

4.2.1 The Bidwells Initial Heritage Appraisal (August 2021) provides a detailed overview of the historical evolution of Banbury. In particular, for the purposes of this TVA it is noted that the Site shows a variety of historic uses that developed around the open space to the south. By 1922 this open space was developed intensifying the urban character of the Site. Also crucial is the indication that the Methodist Church used to sit in much denser urban fabric with a continuous built form located to the north of it. This appears to be removed only in the late 20th century fundamentally altering the visual context of the local heritage asset.

4.2.2 The historical maps in Appendix 1 portray the urban evolution of the study area during the late nineteenth through the middle twentieth centuries. Notably, the Site sat at the core of the existing urban centre which gradually expanded first to the north east, with the railway line, then all around the original settlement.

4.2.3 The urban composition surrounding the Site is persistent through the maps, with the retention of high-density urban grain and medieval street pattern. South Bar Street preserves its width and function through to the present day.

4.3 Townscape Character

4.3.1 While a statutory Townscape Character Assessment does not exist for Banbury, relevant information is included in some of the adopted SPD and Conservation Area Appraisals as summarised in the following headlines.

- Cherwell Design Guide SPD (Adopted 16 of July 2016)

4.3.2 The SPD describes Banbury as a market town that grew up at the junction of two historical roads, Salt Way and Banbury Lane. The completion of the Oxford Canal (1778) and railways (1850) exploded the town's industrial growth that influenced the evolving urban fabric.

4.3.3 The town centre is typically medieval with narrow streets and lanes around the market square. The prevailing building materials are local Hornton ironstone and locally produced red brick with a softer tone used from the mid-eighteenth century onwards. The Site is located in the townscape area Pre-20th Century where these qualities are most relevant (see Figure 3).

4.3.4 Conversely, recent urban patterns are characterised by a more grid based plan. Two to three storey terrace houses were followed by semi-detached houses and large villas of the nineteenth and early-twentieth century.

4.3.5 Notably, the SPD describes the urban expansion of Banbury as gradual and coherent. It also notes that *'the Council took a strong lead in the design of the later suburbs, which follow garden suburb principles. In contrast, large estates developed on the periphery of the town offer little in terms of local distinctiveness.'*

4.3.6 The town is walkable and cyclable, *'with a clear sense of order and relationship between residential areas and the town centre.'*

4.3.7 Key characteristics highlighted in the SPD include:

- *'A compact medieval core, defined by a clear network of streets and defined frontages. There is a wide range of building styles reflecting the development and redevelopment of the area over the centuries, but harmony is established through the consistent rhythm of the plots, scale and materials.'*
- *'Victorian and Edwardian suburbs with greater consistency; typically terraced properties, constructed in local brick with a harmony of plots, scale and details.'*
- *'Many of the mid 20th century suburbs also have a sense of order established along Garden Suburb principles, with tree-lined avenues and stretches of terrace or semi-detached properties set back from the street behind clearly defined thresholds.'*
- *'Some late 20th century development has a weak urban form and lacks local distinctiveness.'*

- Banbury Vision and Masterplan SPD (December 2016)

4.3.8 The SPD also reiterates the medieval origin of Banbury in its urban structure and market tradition. Pivotal in the historical evolution of the town is its strategic location on the node of historical roads and proximity to the Oxford Canal.

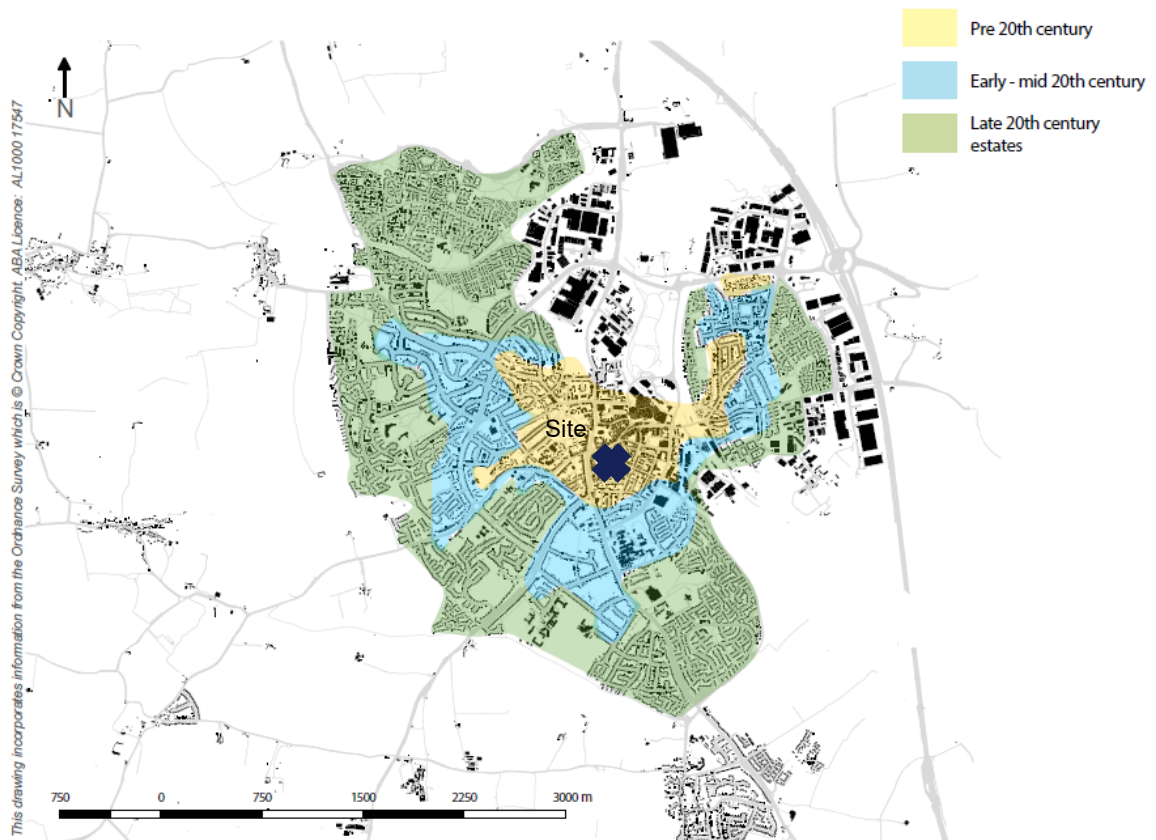


Figure 3 - Cherwell Design Guide extract

- Banbury Conservation Area Appraisal (September 2018)

- 4.3.9 The Conservation Area recognises the strong medieval influence on the Conservation Area including the typical urban fabric, despite the prevailing 18th and 19th century built form.
- 4.3.10 The Appraisal states: *'The medieval street pattern remains intact comprising Market Place, medieval streets with burgage plots and interconnecting lanes. This remains the traditional retail and commercial core of the town with some retail redevelopment and continues to host the market and street fair. The treeless environment is somewhat enlivened by street furniture and active frontages at ground floor level.'*
- 4.3.11 The town's medieval architecture is fragmented with few original buildings. Reconstruction after the Civil War introduces the widely used ironstone, however following the 18th century, brick also becomes a popular material. This coincides with the expansion of the industrial activities and the completion of the Oxford Canal, which also introduced large scale buildings within Banbury.
- 4.3.12 Notably the Church of St Mary, surrounded by mature trees, is highlighted as a place of tranquillity.
- 4.3.13 The Appraisal identifies discrete character areas within the Conservation Area (see Figure 4). The Site is located in the Calthorpe area, however relevant qualities and features of the adjacent areas are also considered to understand the local townscape baseline. Notably the Appraisal states that *'visual difference [between different areas] is very much tied in with the chronology of institutional and residential development within and expansion of the town and the historic dispersal of trades and different social groups.'*
- 4.3.14 The visual analysis maps for each character area are included in Appendix 3. These identified *'positive views to landmarks'* and *'positive vistas'* that informed the selection of viewpoints (refer to Section 5.0 for the Visual Baseline). They also identify key townscape features including

'positive landmark[s]', such as St Mary's Church, Marlborough Road Methodist Church and two buildings on Dashwood Road.

4.3.15

Key characteristics of the character areas relevant to the Site's context include:

- Calthorpe
 - The land use is largely residential although some of the larger houses have been converted to other uses.
 - *'The street pattern comprises a small scale grid lying between the historic routes of Oxford Road and Broad Street.'*
 - The architectural style benefits from proximity to other attractive areas and therefore developed as middle-class suburb. This reflected the metropolitan architectural qualities with Regency style (Stucco) housing on Calthorpe Road. In the following decades the Liassic brick enlivened with decorative features prevailed.
 - The architectural aesthetic is relatively uniform with the exception of ironstone buildings on Dashwood Terrace
 - *'Most buildings in the area are of three storey with a small number of two storeys along Dashwood Road and Old Parr Road. The housing density is relatively high particularly along Calthorpe Road.'*
 - *'Mature trees make a significant contribution to the streetscape, particularly a group of mature evergreen trees in Calthorpe Manor.'*
- Medieval Character Area
 - Predominant commercial and civic uses.
 - Medieval street pattern with *'intimate and car-free'* alleys that *'add to the townscape character'*.
 - Diverse materials and style of the 17th-19th century buildings, *'local ironstone, Banbury red brick, render and non-local stone can all be found within the historic core. The use of building materials is related to the date of construction.'* However, little remains of the original thatch or stone tiled roofs.
 - Following the 19th century, with the arrival of the canal and railway, the architectural style was influenced by the introduction of more goods and the arrival of national architectural trends, which caused the decline of vernacular style, which consisted of the use of local stone and plain elevations.
 - *'Built form within the medieval core is dense, comprising continuous enclosed street frontage and further backland development. The height of buildings is remarkably consistent, with very few examples of intrusive tall development that characterises the centre of many market towns.'*
 - Built form height is three or three and a half storeys, occasionally four, within the Market Place and principal routes. Buildings in the lane are largely two storeys with some one storey high.
 - *'Street enclosure is created by strong continuous building lines, which frame the streets and spaces in a very positive manner.'*
 - *'There is very little vegetation in this central area, with the exception of the trees in Bridge Street.'*

- Main Route Corridor
 - The main feature of this area is the street pattern which consists of a continuous linear route. The Cross is a significant focal point at the junction with High Street.
 - The Georgian, classical built form along South Bar Street is continuous and the *'burgage plots reflect the historical importance of the street.'* Front gardens are sizable, with street tree planting, these contribute to an overall green character despite the many 90 degree parking.
 - *'Buildings on the west side of South Bar Street were built as high status residence with a certain uniformity of style. Most of them are three storeys. In contrast, buildings on the east side are much smaller.'*
- Newlands
 - *'This area is intensively developed and there are no defined public spaces except the streets themselves. The character area is centred on Broad Street and Newland Road.'*
 - The area is dominated by terrace houses with a mix of mid to late 19th century style. The locally produced Liassic brick in red is prevailing: *'The area has a uniformity of architectural style; narrow fronted terraced housing constructed of locally produced Liassic brick; door and bay window on the ground floor with a variation of limited and understated decoration. The decoration is either polychromatic or moulded brick work.'*
 - 20th century apartment blocks have replaced the original industrial buildings.
 - The original worker houses are generally three storey, albeit a mix of two and three storeys is found on Marlborough Road and Broad Street.
 - *'There is very little vegetation within this character area, none of note within the public realm, and impact is reliant on trees within rear gardens which, due to their size, are restricted'*.

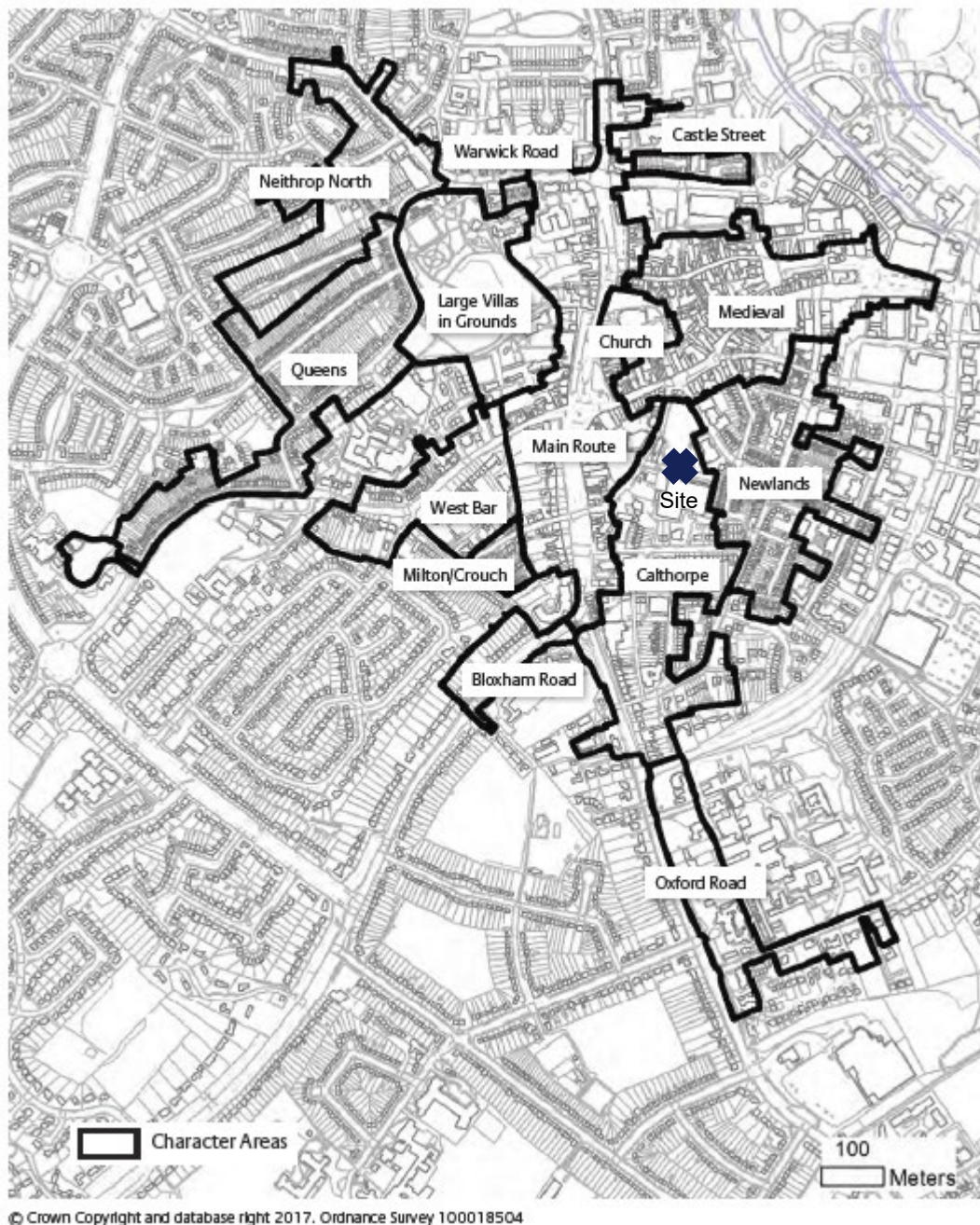


Figure 4 - Banbury CA Character Areas

4.4 Local Townscape Character

- 4.4.1 Reference mapping is provided in Appendix 1, presenting evidence of the main townscape and landscape aspects within the study area. Part of the site visit's scope is to review the findings of the desk-based study against the existing circumstances.
- 4.4.2 The topical aspects of the local settings, classified as per the Townscape Character Assessment TIN 05/2017, are listed below and their description is a result of the consolidation of the desk-based study with the field study recoding.

Physical Aspects

- 4.4.3 Banbury topography (see Map 03 Appendix 1) resembles a river valley with the Oxford Canal cutting through the valley bottom. The Site is located at the lower level of the western valley side and, although on flat ground, it is characterised by an articulated topography resulting in a reasonable height difference with the adjacent roads.
- 4.4.4 Tree cover is scarce within the study area (see Map 02 in Appendix 1), but with some distinctive features such as the tree belt on the valley bottom along the canal, and the vegetation at People's Park, Spiceball Country Park and St Luis Meadow Park. The vegetated curtilage of Saint Mary's Church is also a distinctive feature that benefits from its topographic advantage, slightly elevated over the historic core. Also notable is the green character of the streets within the Site's proximity. This is provided by the mature trees on South Bar Street and feature trees within private garden, including front yards.
- 4.4.5 The Site benefits from discrete vegetative cover. Vegetation creates a boundary feature, but trees within the car park also provide internal compartmentalisation and visual relief of the otherwise hard environment.
- 4.4.6 The street pattern of the study area is varied., While the historic core to the north of the Site preserves a medieval intricacy, in proximity to the Site the road system reflects a later urban approach with wider streets and on-street parking. Vegetation within the street is limited but prominent on South Bar Street.
- 4.4.7 The streetscape within the Site's context is dominated by residential use or residential buildings converted to office uses. The urban density is high and includes large, three storey, terrace houses on the main roads, such as Marlborough Road and Dashwood Road. Smaller two storey buildings are located along the more secondary streets.
- 4.4.8 Overall the townscape character appears fairly coherent, with a continuous built-form enclosure and consistent use of typical, local materials. However, along Calthorpe Street the streetscape is relatively diverse with the introduction of more recent architecture and detracting urban features, such as car parks and non-descript commercial uses.
- 4.4.9 The town centre skyline is very consistent and predominantly residential with dark, pitched roof and regular chimney articulation. Some distinctive features emerge from the uniform skyline including the spires and towers of the local churches.
- 4.4.10 The Methodist Church on Marlborough Road is a distinctive landmark within close proximity to the Site, albeit its prominence was probably less evident when the historical built form on the Site provided townscape and visual enclosure (see Map 10a, b and c in Appendix 1).

Cultural/Social Aspects

- 4.4.11 The elements influencing the cultural and social aspect of a general townscape are land use, cultural expression, land ownership and time depth.
- 4.4.12 Banbury's urban area grew and evolved steadily from the medieval period following the industrial drive supported by the Oxford Canal and railway. The associated architectural evolution resulted in a diverse townscape, however the loss of built form from the medieval period is legible in the Site's context with the prevalence of 18th-19th century architecture, besides the historic core.
- 4.4.13 Although the architectural time depth is relatively limited there are some elements of historical relevance within the Site's context, such as the medieval urban pattern of the town centre. These, considered symbols of the cultural evolution of this townscape, provide local interest and value.
- 4.4.14 Land use within the study area is fairly consistent, with commercial uses gravitating around the historic market square and residential uses prevailing elsewhere. The Site, purely in commercial use currently, is located in a transitional zone between the two resulting in diverse boundary characters.

Perceptual & Aesthetic Aspects

- 4.4.15 The materiality of the built form within the study area is moderately consistent with a prevailing use of local red brick, allowing historical buildings in ironstone to stand out. The Site's immediate

context diverges from the overall sense of uniformity as it includes more recent architectural styles, as evidenced by the buildings currently on site. The sense of place along Calthorpe Road is compromised by the introduction of modern materials and rigid geometry that contrast the traditional, articulated architecture of the 18th-19th century.

- 4.4.16 Furthermore, the large units and associated car parks currently within the Site boundary contrast the dense, finer grain of the medieval urban pattern. This results in a negative space that decontextualises the existing landmarks and historical character.

4.5 Townscape Value

- 4.5.1 Box 5.1 of GLVIA3 and the Technical Information Note 05/17 on Townscape Character Assessment by the Landscape Institute provide indicators to define townscape value.
- 4.5.2 The baseline study identifies two distinct townscape areas: the medieval historic core and the contextual residential area. Notably, both are part of the Banbury Conservation Area which is considered to have a good level of significance in the Heritage Statement (Bidwells, May 2023).
- 4.5.3 The historic core, which is a Conservation Area, preserves some distinctive medieval qualities: compact built form, intricate street pattern and a consistent architectural rhythm. However, there has been some deterioration of the quality of this townscape area with the introduction of diverse materials and architectural styles, and the loss of typical thatch or stone tiled roofs causing the decline of the vernacular style. The value of this townscape area is therefore considered medium-high.
- 4.5.4 The surrounding residential area, which is also covered by the Conservation Area, includes some distinctive landmarks (mostly churches). The evolution of the urban environment resulted in a diversity of architectural styles that, although not uniform, create a pleasant variety of architectural eras and, therefore, a strong time depth. However, the more modern developments seem to contrast in materiality and form, introducing elements of detraction. The value of this townscape area is therefore also considered medium-high.

4.6 Townscape Receptors

- 4.6.1 Based on the townscape baseline study findings, the following receptors, divided into areas and components, have been identified.

Townscape Character Areas:

- **The Calthorpe townscape character area:** the receptor encompasses the Site and represents part of Banbury's Conservation Area; it also contributes to the townscape setting of the distinctive medieval historic core.

Townscape components:

- **The town's tree cover:** Although not consistent throughout the study area, this is a distinctive townscape feature, where present, particularly as it contributes to a pleasant streetscape and healthy environment.
- **Calthorpe streetscape:** This receptor is particularly representative of the lack of integration of the more modern development within the historical layers of the local urban evolution, the proposal could, therefore, improve some of its qualities.
- **The townscape setting of the Methodist Church:** The church is a distinctive local townscape feature; therefore, the receptor must be considered to preserve its local value and presence.

6.0 Visual Baseline

6.1 Potential Visual Receptors

6.1.1 The Site is located in proximity to the town centre and enclosed by the dense urban fabric of mostly residential uses. There are some public open spaces within the study area and some urban public footpaths.

6.1.2 The following visual receptors will be considered for the assessment:

- Road users, including pedestrians and cyclists, on the roads in proximity of the Site and on elevated topography (Lucky Lane);
- Ramblers on urban public footpaths;
- Pedestrians within the Banbury Conservation Area and town centre;
- Visitors to the Saint Mary's Churchyard; and
- Residents of the neighbouring residential areas.

6.2 Representative Viewpoints

6.2.1 Eleven viewpoints were selected to represent 'typical views' for each identified receptor at varying distances and orientation from the Site. These are presented on the viewpoint location map in Appendix 2. Relevant key views and vistas identified in the Conservation Area Appraisal (see maps in Appendix 3) have been included in the viewpoint's selection.

6.2.2 For each of the selected viewpoints, a representative panorama or photograph (Type 1 technical visualisations as per TGN 06-19) is provided in Appendix 2.

Viewpoint 1 – South Bar Street

6.2.3 The viewpoint represents a key view identified in the Conservation Area Appraisal map and the view of pedestrians on a dedicated pavement. Road users on the main road, South Bar Street are focusing on the perpendicular direction, unless they were turning into Calthorpe Street. The Site is visible in the background.

6.2.4 The view consists of large, three storey buildings with commercial uses along the ground floor and residential above. This creates a continuous built form along the road which is softened by the street trees. The depth of view is short along South Bar Street, but deeper into Calthorpe Road, terminating with the trees on the Site's boundary.

6.2.5 The materiality of the architectural composition is diverse; however, red brick seems to prevail over the buff rendered and brick. Roofs are all pitched with black slate.

Viewpoint 2 – Lucky Lane

6.2.6 The viewpoint represents the view of road users on a secondary road. It is also a key view identified in the Conservation Area Appraisal map. The viewer is afforded a height advantage due to the rising topography, which provides an appreciation of Banbury's skyline. The roofline is softened by substantial tree cover. Amongst the canopies rises the tower of Saint Mary's Church at the centre of the view. Also visible to the left of this the taller buildings of the Jacobs Douwe Egbert factory.

6.2.7 The Site is not visible due to the intervening planting and built-form.

Viewpoint 3 – Upper Windsor Street

6.2.8 The viewpoint represents the view of road users accessing a secondary road from the A4260. The view is also a key view identified in the Conservation Area Appraisal map. The Site is screened by the intervening built-form.

6.2.9 The view terminates with the Marlborough Road Methodist Church landmark, framed by the continuous frontages of residential buildings along Upper Windsor Street. However, the foreground is dominated by the road and vehicular infrastructure, with a carpark to the right and undescriptive sidewall to the left. The commercial/advert boards add to the clutter of road furniture contributing to the low quality aesthetic of the foreground.

6.2.10 There is an architectural visual coherence provided by the prevailing red bricks and uniform built-form height. This further highlights the Church by way of contrast in the cladding material, colour and prominent spire.

Viewpoint 4 – Albert Street Corner with Marlborough Road

6.2.11 The viewpoint represents view of road users and local residents to the east of the Site. It also provides a full appreciation of the Marlborough Road Methodist Church within the residential context. The Church sits independently within the surrounding built form, with glimpses of the Site's vegetation to the right and left.

6.2.12 The view includes a representation of a variety of materials typical of Banbury heritage.

Viewpoint 5 – High Street / Marlborough Road

6.2.13 The viewpoint represents a key view identified in the Conservation Area Appraisal map and the view of road users and pedestrians within the town centre, the Site is visible along Marlborough Road. The Marlborough Road Methodist Church spire rises over the Site's tree canopies.

6.2.14 The visible architecture portrays a diverse townscape with different materiality and styles. However, the foreground is dominated by the road infrastructure and a clutter of road furniture and signage.

Viewpoint 6 – High Street / Calthorpe Street

6.2.15 The viewpoint represents a key view identified in the Conservation Area Appraisal map and the view of road users and pedestrians within the town centre, the Site is visible along Calthorpe Street. The tree cover within the Site softens the view which is otherwise dominated by continuous built-form.

6.2.16 Similarly to Viewpoint 5, the view portrays a diverse architecture. However, the cluttering of the road infrastructure and associated furniture appears less dominant.

Viewpoint 7 – The parish Church of Saint Mary the Virgin - West

6.2.17 The viewpoint represents a key view identified in the Conservation Area Appraisal map and the view of visitors to Saint Mary's Churchyard. The view is enclosed by the built-form in the background and the boundary wall of the churchyard, the Site is therefore not visible.

6.2.18 The spire of the Marlborough Road Methodist Church is visible at the centre of the view emerging from the skyline.

6.2.19 Viewpoint 8 - The parish Church of Saint Mary the Virgin – East

6.2.20 The viewpoint represents a key view identified in the Conservation Area Appraisal map and the view of visitors of the Saint Mary's Churchyard. The view is enclosed by the boundary wall, with the vegetation in the foreground providing additional visual screening of the wider context. The Site is therefore not visible. A glimpse of the spire of the Marlborough Road Methodist Church is visible to the left of the view.

Viewpoint 9 – Southam Road

6.2.21 The viewpoint represents a key view identified in the Conservation Area Appraisal map and views of the road users approaching the town centre from the north. The view is dominated by road infrastructure and associated furniture. It is enclosed by continuous built-form, which is taller on the right hand side. Despite the prevailing hard character, the street trees to the centre soften the quality of the view, screening some of the architectural context.

6.2.22 The Site is not visible.

Viewpoint 10 – Horse Fair – Public Footpath

- 6.2.23 The viewpoint represents views of visitors exiting the People's Park onto Horse Fair. The view is enclosed by substantial tree cover softening the built-form. The Site is not visible. To the right of the view the tower of Saint John the Evangelist Catholic Church emerges over the tree canopies.
- 6.2.24 In the foreground there is the on-street carpark facilities.

Viewpoint 11 – Banbury Cross

- 6.2.25 The viewpoint represents views of road users in a major junction to the north of the Site, which is screened by the intervening buildings. One of the Banbury Crosses is visible at the centre of the junction, surrounded by a continuous built-form. There is a variety of architectural style, materiality and scale providing a diverse background and local skyline to the view. However, the shop signage on the ground floor is detracting from the pleasant architectural qualities.
- 6.2.26 Although road infrastructure is a dominant feature, the associated furniture are somewhat agreeable. The use of coherent materials (black cast iron) and scattered green features (flower planters and hangers) contribute to a soft visual composition.

7.0 Assessment of Townscape Effects

7.1 Townscape Sensitivity

- 7.1.1 The baseline analysis concluded that the townscape within the study area, albeit composed of two distinct areas, has collectively a medium-high value.
- 7.1.2 It is considered the susceptibility to change associated with the proposed development of the study area to be low. The proposal is akin to the contextual residential use, therefore it will not readily introduce a new character type. It is also noted that the existing built form within the Site does not contribute positively to the local character, nor does it include distinctive townscape elements. Therefore, the loss of the existing built form will also not unduly alter the baseline qualities.
- 7.1.3 As a combination of the value and susceptibility, the townscape sensitivity is therefore considered medium.

7.2 Predicted Townscape Effects – Year 1

- 7.2.1 Table 2 below sets out the key landscape effects, which are likely to result from the proposed development (visual effects are assessed separately in Section 8.0).

Table 2 - Predicted Townscape Effects

TOWNSCAPE RECEPTORS	PREDICTED TOWNSCAPE EFFECTS
Townscape Character Areas	
The Calthorpe townscape character area	<p>The proposed development is akin to the prevailing residential land use. Albeit it introduces some large, modern blocks of flats, these are located towards the centre of the Site. The proposed edge of the development consists of finer grain, smaller townhouses that respond to the receptor’s architectural massing. Nonetheless, it is noted that the houses to the southern boundary are three storeys high, with a pitched roof, which contrasts the prevailing two storeys scale on Dashwood Road.</p> <p>Finally, it is noted that the proposed development will increase the sense of architectural coherence within the receptor as it uses local materials palette and a modern reinterpretation of the vernacular terrace houses with few elements of contemporary style.</p> <p>The Bidwells Heritage Statement (May 2023) explains that the Site makes a ‘<i>moderate adverse contribution to the character and appearance of the Conservation Area</i>’, which is strictly associated with this receptor. Hence, noting that the proposal will replace a currently negative space, where function prevails over quality, with a high-quality residential area, it is concluded that there would be beneficial effects on the receptor.</p>
Townscape Components	
The town’s tree cover	The proposed development will cause the loss of tree cover within the Site and around the boundary (see demolition plan 20176(CWA-00-GF-DR-A)-001C), therefore resulting in an adverse effect. However, it is noted that the landscape proposal

TOWNSCAPE RECEPTORS	PREDICTED TOWNSCAPE EFFECTS
	includes considerable tree planting which will reinstate a local verdant character providing climate and wellbeing benefits. The adverse effects are therefore limited in time until the tree cover has established (see appraisal of year 15 effects in 0)
Calthorpe streetscape	<p>The proposed development will reinstate a continuous sense of enclosure along the street (Figure 6) which is typical of the local vernacular. However, this will be achieved with the removal of existing trees, which will result in an adverse effect on the above receptor.</p> <p>Notwithstanding the contribution of tree cover to the quality of this receptor, it is noted that the proposed development enhances a sense of street coherence, which has been eroded by the introduction of modern, alien development. This is achieved with a well thought out architecture that uses local material, appropriate buildings' scale and fine elevation detailing. Therefore, it is considered that the proposal will have a beneficial effect on the receptor.</p>
The townscape setting of the methodist Church	<p>The Church sits within a dense urban area, typical of a medieval town centre. However, the urban evolution resulted in the creation of openings around it (i.e. the Site and associated car park) which made it a prominent feature through a sense of isolation. It is also agreed with Bidwells' Heritage Statement (May 2023) conclusion that the Site makes a <i>'moderate adverse contribution to the setting of the Methodist Church'</i>.</p> <p>It is nonetheless noted that the proposal will partially compromise the legibility of the local landmark through the re-densification of the receptor. However, the proposed buildings' scale in proximity to the Church is responsive to the Site's setting and, therefore, subservient (Figure 5).</p> <p>The proposed materiality also emphasises the Church through contrast of the red brick with the ironstone.</p> <p>In conclusion, although there is a slight adverse effect on the receptor due to the loss of isolation of the local heritage asset, this is mitigated by the appropriate scale and materiality of the proposal, and by the strategically located open space which sets the development back from the Church within the Site preserving local legibility.</p>



Figure 5 - Proposed section through Marlborough Road



Figure 6 - Illustrative visualisation of the proposal on Calthorpe Street

7.3 Predicted Townscape Effects – Year 15

- 7.3.1 The proposed development includes a complex and well-designed landscape strategy, which introduces a variety of green spaces and vegetation. While it is evident that this will benefit the new local community through the creation of a pleasant outdoor environment, as planting reaches maturity (Year 15 from installation), there would also be some positive effects on the identified receptors.
- 7.3.2 Notably, the proposed trees will reinstate a strong tree cover which will consequentially create a local verdant character in the Calthorpe townscape area and, particularly, along Calthorpe Street (Figure 6). Therefore, adverse effects identified at year one on the relevant receptors will be mitigated. Finally, trees within the development will soften the built form and effectively reduce the perceived urban environment to the benefit of the Methodist Church and its sense of isolation within the urban fabric.

8.0 Assessment of Visual Effects

8.1 Proposal's Visibility

- 8.1.1 A computer-generated zone of theoretical visibility (ZTV) was produced showing the areas from which it would be theoretically possible to view the proposed development, based on the topography and taking into account major visual barriers (see Appendix 2). The ZTV does not take into account the screening effects of low-level structures of landscape features. Consequently, the ZTV analysis presents a 'worst case' scenario in terms of visibility and the actual extent of the envelope from which the proposals would be visible is likely to be much smaller when taking into account the screening effects of the lower-level vegetation and buildings.
- 8.1.2 The ZTV shows a relatively small envelope. On-site observation confirmed that the existing urban fabric, which is characterised by continuous street enclosure, provides much screening to the Site and likely the proposals. Therefore, visibility is expected to be limited to the Site's immediate surroundings and areas, with the majority of the visual effects limited to the 0.5km radius.

8.2 Predicted Visual Effects - Year 1

- 8.2.1 The visual assessment considers the effects on visual receptors who currently afford views towards the Site and, therefore, may be affected by the proposed development. The assessment is based on:
- Site observations made during the Site visits undertaken in June 2021 and November 2022,
 - Zone of Theoretical Visibility (ZTV) analysis,
 - Type 4, AVR 0 and 1 technical visualisations¹ produced by PBImping (see Appendix 4).
- 8.2.2 The assessment of visual effects on each of the identified viewpoints is detailed in Appendix 2. For each viewpoint, the following information is provided:
- Representative panorama or photograph (Type 1 technical visualisation²);
 - A description of the existing view; and
 - A qualitative assessment of the predicted visual effect.
- 8.2.3 Viewpoints locations map is also found in Appendix 2.
- 8.2.4 Following the production of technical visualisations, it became apparent that the proposals had no visual effects on five of the identified viewpoints: 3, 8, 9, 10 and 11. As shown in Appendix 4, the existing built form screens the proposed development and therefore there would be no changes to the view. Consequentially, further assessment has not been carried out for these five viewpoints in Appendix 2.
- 8.2.5 Table 3 below sets out the key visual effects as a result of the proposed development on the identified groups of visual receptors based on the remaining views. These effects are considered at Year 1 scenario.

¹ Produced following the Landscape Institute Technical Guidance Note 06/19 Visual Representation of Development Proposals, 17 September 2019

Table 3 - Predicted Visual Effects

VISUAL RECEPTORS	PREDICTED VISUAL EFFECTS
Visitors of St Mary Church (Viewpoint 7)	The assessment of the representative viewpoint and technical visualisation concluded that there would be no adverse effects on the view due to substantial screening of the proposal.
Ramblers on urban public footpaths (Viewpoint 10)	None
Road users, including pedestrians and cyclists, on the roads in proximity to the Site and on elevated topography (Viewpoints 1, 4, 5 and 6)	<p>The assessment of representative viewpoints concluded that there would be no effects from elevated road topography (Viewpoint 3), nor from locations at some distance from the Site.</p> <p>There would be some adverse effects on this receptor where the proposal causes the removal of tree cover, however in some instances this is balanced by the opening of the view towards the local landmark (Viewpoint 5).</p> <p>There are also adverse effects where the proposal will interfere with the legibility of the local landmark (Viewpoint 4), however these are mitigated by careful scaling of the proposal, to be subservient to the Church, and contrast materiality.</p>
Pedestrians within the Banbury Conservation Area and town centre (Viewpoints 1,2 4, 5 and 6)	<p>The appraisal of the representative viewpoints concluded that there would be some adverse effects on this receptor where the proposal causes the removal of tree cover and/or the increased urban density interferes with the local landmark (the Methodist Church).</p> <p>On the other hand, there are instances where the view to the Methodist Church is opened (Viewpoint 5) or adverse effects are mitigated through the careful scaling of the proposal, to be subservient to the Church, and contrast materiality (Viewpoint 4).</p>
Residents of the neighbouring residential areas (Viewpoints 2 and 4)	The appraisal of the representative viewpoints resulted in some adverse effects where the proposal interferes with the local landmark (the Methodist Church). However, it is noted that the adverse effects are mitigated by the careful scaling of the proposal, to be subservient to the Church, and contrast materiality (Viewpoint 4).

8.3 Predicted Visual Effects - Year 15

- 8.3.1 The proposed development includes a complex and well-designed landscape strategy, which introduces a variety of green spaces and vegetation. While it is evident that this is critical to the achievement of high-quality design status and it will benefit the new local community through the softening of the proposed built form around the new open spaces, as planting reaches maturity (Year 15 form installation), there would also be some positive effects on the identified receptors.
- 8.3.2 Table 3 concluded that road users, local residents, pedestrians within the Conservation Area and town centre are adversely affected by the loss of tree cover which contributes positively to their visual amenity. The proposed boundary planting on Calthorpe Street will reinstate this visual character, softening the reinstated sense of enclosure along Marlborough Road and Calthorpe Street.

- 8.3.3 Furthermore, the proposed tree planting will help to preserve the visual prominence of the Methodist Church in Viewpoint 4 by partially screening the proposed development.
- 8.3.4 It is therefore noted that there will be no residual visual adverse effect at year 15 from the completion of the proposed development.

9.0 Summary and Conclusion

9.1 Summary of Townscape Effects

- 9.1.1 The appraisal of townscape effects on the identified receptors resulted in some initial adverse effects. At year 1, following completion of the building works (i.e. assuming that proposed planting has not yet reached maturity), the loss of trees and densification of the urban fabric results in adverse effects on the local tree cover and the townscape setting of the Methodist Church respectively.
- 9.1.2 Notably, both adverse effects are mitigated through design. Firstly, the proposed landscape scheme will reinstate the local tree cover and a verdant character to Calthorpe Street. Furthermore, it will soften the perception of the built form around the Methodist Church lessening the sense of urban enclosure, which is also lessened by the location of a strategic open space and careful scaling of the buildings in proximity of the local landmark. In fact, the proposed development appears subservient to the Church, preserving its local landmark function.
- 9.1.3 On the other hand, it is noted that the strive for high-quality architecture and master planning has successfully avoided adverse effects on the remaining receptors, where the appropriateness of scale, massing, height and materiality results in well-integrated buildings within the Calthorpe townscape area. Indeed, the proposal will benefit the local townscape and streetscape character by replacing a nondescript area with a positive feature both for its perceptual qualities and for greater recreational activation of what is currently a purely functional townscape site.

9.2 Summary of Visual Effects

- 9.2.1 The appraisal of visual effects considered a set of viewpoints representative of the visual amenity experienced by groups of receptors. Views were selected to illustrate the worst-case scenario and technical visualisations have been used to refine further the viewpoints list based on the visibility of the proposal. As a result of this exercise, five viewpoints were not analysed in detail, concluding that visual effects on the road users will be limited to the Site proximity and that there would be no effects on the ramblers on the urban public footpath existing People's Park.
- 9.2.2 The appraisal concluded that at the completion of the building works (i.e. with the landscape scheme not yet matured), there would be some adverse visual effects. These will be experienced by local residents, road users and visitors to Banbury Conservation Area and town centre due to the loss of tree cover and densification of the urban fabric. The former provided visual relief within a dense townscape, while the latter interferes with the legibility of the Methodist Church, a local landmark.
- 9.2.3 Firstly, it should be noted that design choices in relation to the material and scale of the proposals mitigate some of these adverse effects by contrasting the Church's ironstone with the vernacular red brick and creating a built form subservient to the landmark. Secondly, the proposed landscape scheme will reintroduce tree cover on Calthorpe Street and within the Site, re-instating positive visual features. This will also help soften the development influence around the Church, improving the legibility of the landmark.
- 9.2.4 In conclusion, there would be no residual adverse effects at 15 years from completion.

9.3 Conclusion

- 9.3.1 This TVA was conducted in accordance with the relevant guidance and applying an objective professional judgement. The appraisal of townscape and visual effects concluded that the proposal would result in some initial adverse effects, but these will be all mitigated through design or at the maturation of the proposed landscape scheme.
- 9.3.2 The appraisal identified that the proposal is, overall, well-integrated and designed responsively to the local townscape context. Indeed, high-quality design is considered fundamental to ensure an overall positive outcome is achieved in replacement of what is currently an undescriptive Site.
- 9.3.3 More importantly, the proposed development is considered to result in the following positive effects:

- Improvement to the local townscape character with the replacement of a negative space with positive, active architecture that engages with its context;
- Restoration of a vernacular sense of enclosure along Calthorpe Street and Marlborough Road, introducing a contemporary re-interpretation of the local character; and
- Improvement of the legibility of the Methodist Church from the High Street junction with Marlborough Road.