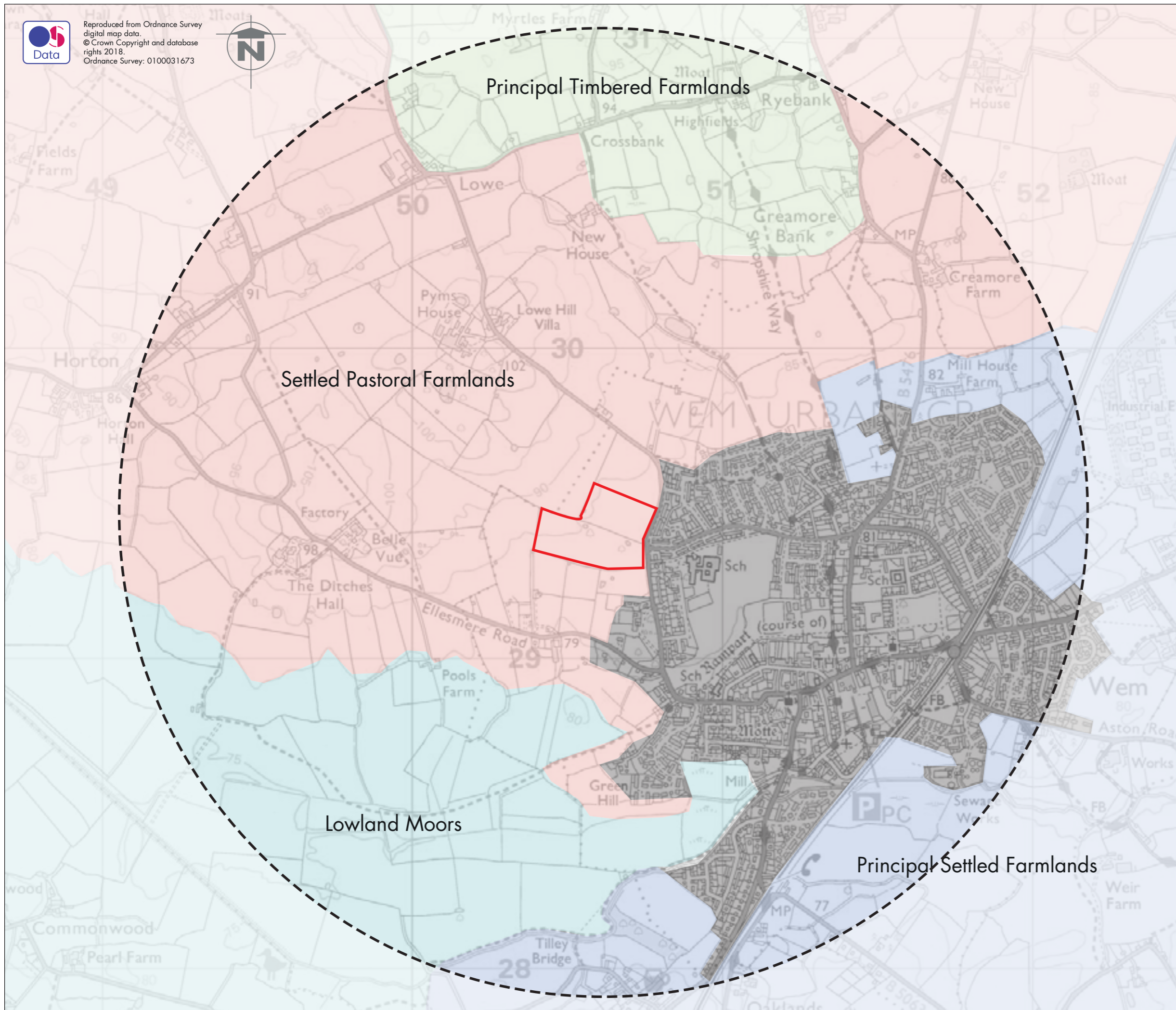




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Legend

Application Site

1.5km Study Area

National Character Area

Entire map located within the NCA 61: Shropshire, Cheshire and Staffordshire Plain

Local Landscape Character Type

Settled Pastoral Farmlands

Principal Timbered Farmlands

Lowland Moors

Principal Settled Farmlands

0m 100m 250m 500m



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PROJECT
Land off Lowe Hill Road, Wem

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TITLE
Landscape Character

STATUS FINAL
SCALE NTS DATE January 2020
DRAWN WB CHECKED JG

JOB NO: N0504	DWG NO: (08)004	REV NO: -	ORIGINAL SIZE A3
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Approximate Development Extents

Representative Viewpoint 01: View from junction with Lowe Hill Road & Pyms Road looking west on the site boundary



Approximate Development Extents
Approximate Site Extents

Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 10:41
 OS Grid Reference: 350758, 329363
 Distance to Site: 0m
 Elevation: 90m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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 Representative Viewpoint 01

STATUS FINAL

SCALE NTS DATE 31/01/20

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JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE:
N0504	(08)005	-	A3

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Representative Viewpoint 02: View from footpath 0231 47/1, looking north towards the application site

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 09:22
 OS Grid Reference: 350430, 328647
 Distance to Site: 700m
 Elevation: 80m AOD

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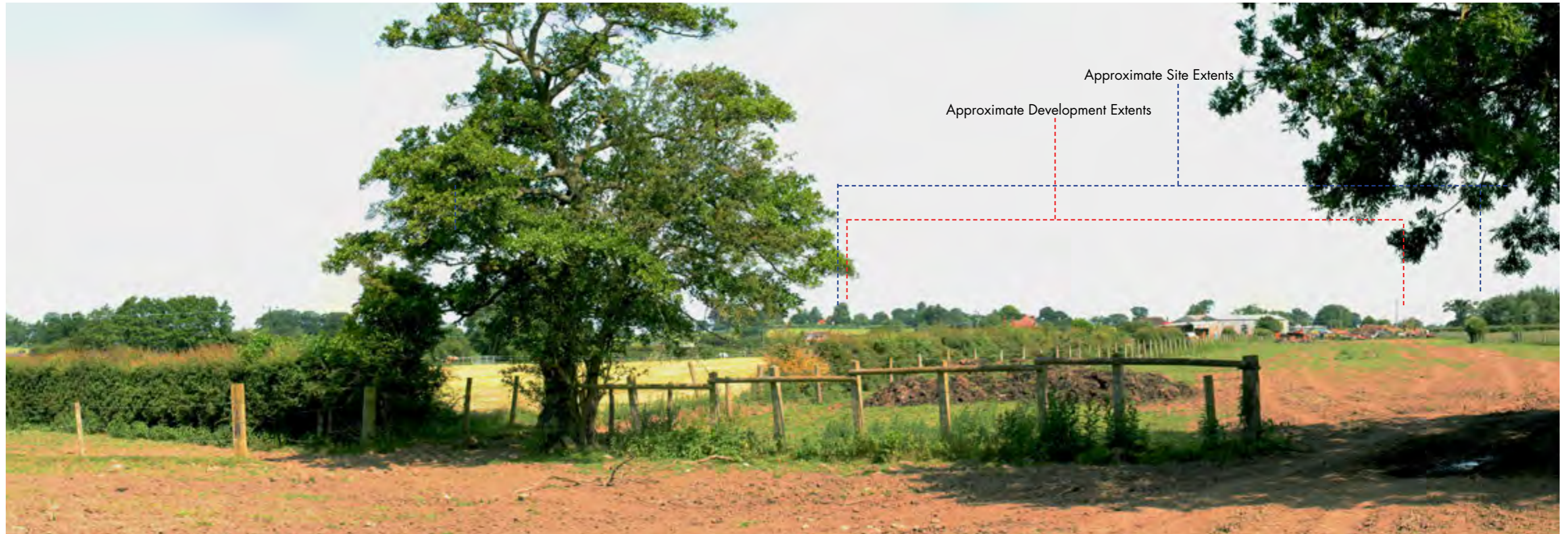
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TITLE
 Representative Viewpoint 02

STATUS FINAL
 SCALE NTS DATE 31/01/20
 DRAWN WB CHECKED MM/JG

JOB NO: DWG NO: REV NO: ORIGINAL SIZE:
 N0504 (08)006 - A3



Representative Viewpoint 03: View from footpath 0231 47/1, looking north east towards the application site

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 09:25
 OS Grid Reference: 350094, 328504
 Distance to Site: 900m
 Elevation: 80m AOD

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TITLE
 Representative Viewpoint 03

STATUS FINAL

SCALE NTS DATE 31/01/20

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JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE:
N0504	(08)007	-	A3



Representative Viewpoint 04: View from footpath 0230 47/1, looking north east towards the application site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 10:05
 OS Grid Reference: 349369,328961
 Distance to Site: 1.2km
 Elevation: 80m AOD

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 Representative Viewpoint 04

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N0504	(08)008	-	A3



Representative Viewpoint 05: View from footpath 0230 47/1, looking east towards the application site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 10:02
 OS Grid Reference: 349548, 329263
 Distance to Site: 800m
 Elevation: 95m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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 Representative Viewpoint 05

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JOB NO: DWG NO: REV NO: ORIGINAL SIZE:
 N0504 (08)009 - A3



Representative Viewpoint 06: View from Ellesmere Road, looking north east towards site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 09:56
 OS Grid Reference: 350043, 239207
 Distance to Site: 400m
 Elevation: 85m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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N0504	(08)010	-	A3



Representative Viewpoint 07: View from Ellesmere Road, looking north to site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 09:54
 OS Grid Reference: 350606, 329056
 Distance to Site: 200m
 Elevation: 80m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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TITLE
 Representative Viewpoint 07

STATUS FINAL

SCALE NTS DATE 31/01/20

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JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE:
N0504	(08)011	-	A3



Representative Viewpoint 08: View from Lowe Hill Road, looking south towards the application site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 09:54
 OS Grid Reference: 350668, 329700
 Distance to Site: 200m
 Elevation: 85m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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TITLE
 Representative Viewpoint 08

STATUS FINAL

SCALE NTS DATE 31/01/20

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JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE:
N0504	(08)012	-	A3



Representative Viewpoint 09: View from footpath 0230/1 The Shropshire Way, looking south west towards the application site



Wider Context View

Viewpoint and Camera Details:

Camera: Canon EOS 500D
 Lens: 35 mm
 Date: 12.06.2018
 Time: 10:16
 OS Grid Reference: 351141, 330232
 Distance to Site: 900m
 Elevation: 85-m AOD

These views are representative of visual receptors at this location. They are for information purposes only and are not to scale. Scaled images can be provided upon request.

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TITLE
 Representative Viewpoint 09

STATUS FINAL

SCALE NTS DATE 31/01/20

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JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE:
N0504	(08)013	-	A3

Appendices

Appendix A – LVIA Methodology

A Methodology

Introduction

- 1.1 This Methodology is overarching guidance and encompasses all the criteria required to assess a scheme robustly through the landscape and visual process. Unless stated it supports and is referenced as part of Landscape Statements (LVS), Landscape and Visual Appraisals (LVA) and Landscape and Visual Impact Assessments (LVIA) however the individual reports may depart or adapt these guidelines but will make reference and explanation through the detailed reports.

Guidance

- 1.2 The Landscape and Visual Impact Assessment (LVIA) and supporting studies and surveys were conducted in accordance with the principles set out by Landscape Character Assessment Guidance for England and Scotland¹ and Guidelines for Landscape and Visual Impact Assessment 3rd Edition².
- 1.3 Other guidance with regard to developments in the landscape that has informed the LVIA include Hedgerow Regulations³ and Lighting in the Countryside: Towards Good Practice⁴.

Viewpoint photographs have been presented in accordance with the Landscape Institute's Advice Note 01/11 Photography and photomontage in landscape and visual impact assessment.

It is acknowledged that this advice note has been updated and are now referred to as Technical Guidance Note 06/19 Visual Representation of Development Proposals. The baseline work for this work was carried out prior to this amended document and it is considered that the presentation of the views is acceptable and appropriate for this assessment.

Scope of the Landscape and Visual Assessment

- 1.4 The LVIA considers the predicted effects of development on landscape resources (both features and character) and on people's visual amenity.
- 1.5 Landscape and visual assessments are two separate but interlinked processes that are undertaken in parallel. The assessments are informed by a combination of desk and site based appraisal techniques and professional judgements.

¹ Countryside Agency and Scottish Natural Heritage, 2002

² Landscape Institute and Institute of Environmental Management 3rd Edition, 2013

³ UK Parliament, 1997

⁴ Department for Communities and Local Government, 1997

-
- 1.6 The landscape assessment considers the effects of the proposed development on the physical landscape, which may give rise to changes in its character, and how this is experienced; separately considering the effects of development on:
- Landscape character areas (area with recognisable, consistent pattern of landscape elements identified at different scales by Natural England, county and local councils);
 - Designated landscape resources (areas of landscape designated and protected under national and local policy);
- 1.7 The visual assessment considers the potential changes that would occur to available views in a landscape as a result of the development proposals, the resultant effect on visual amenity and people's responses to the changes.
- 1.8 The LVIA comprises, firstly the identification, understanding and description of the existing landscape and visual baseline conditions (landscape receptors and groups of views likely to be impacted by the proposed development within a defined study area) and secondly the identification and description of the impacts arising from the development on the landscape and the visual receptors.
- 1.9 The assessment examines both construction phase impacts and impacts on completion of the proposed scheme, to include assessing the impacts on Day 1 of completion and 15 years into operation. The impacts are assessed based on professional judgements and an understanding of the construction phases and phasing of completion, which are summarised in the LVIA and include any proposed landscape and visual mitigation works.

Stages in Landscape and Visual Impact Assessment

- 1.10 The LVIA process comprises the following stages:
- Baseline assessment: record and analyse the existing nature and value of the landscape character and features, and visual amenity of the study area through desk and field based appraisal;
 - Description of the nature, forms and features of the proposed development including and constraints and opportunities;
 - Assessment of sensitivity of the existing landscape and identified visual receptors to change and assessment;
 - Identification of potential landscape and visual impacts due to the proposed development;
 - Identification of proposed mitigation measures appropriate to the development and its landscape context;
 - Assessment of the magnitude of effect upon the identified receptors, likely to result from implementation of the proposed development;
 - Assessment of the significance of the residual effects on landscape and visual resource, taking into account appropriate mitigation.
- 1.11 The assessment process is iterative; the analysis of the baseline conditions and evaluation of the potential effects resulting from a development informs the evolution of the proposed development. It is, therefore, important to take into consideration the mitigation that is inherent or proposed as part of the development in order to assess the residual effects and their significance.

- 1.12 The assessment process is recorded in two principal stages: a baseline study of the existing landscape and surrounding visual receptor groups, followed by the impact assessment.

Study Area

- 1.13 Published guidance provides recommendations on the extent of the Zone of Theoretical Visibility (ZTV) that should be produced in order to assess the area that would potentially experience significant visual effects.
- 1.14 The purpose of the LVIA is to identify significant landscape and visual effects. It is, therefore, reasonable to limit the study area in various respects in order to meet the requirements of the specific project in its landscape context and to reflect the likelihood of significant effects arising over very long distances. It is also important that the more significant effects occurring over shorter distances are given appropriate emphasis. The report has adopted the following approach:

Computer based Visibility Analysis – Zone of Theoretical Visibility (ZTV)

- 1.15 In order to identify landscape resources and visual receptors within the landscape surrounding the application site that may be affected by a development, a ZTV plan is produced to illustrate the worst case extent of the potential visibility of the proposed development. The ZTV identifies the maximum area over which it is theoretically possible to see some part of the proposed development, but does not take account of screening that may result from vegetation, localised variations in topography and built form. The ZTV is created using a terrain model, which is based on Ordnance Survey (OS) data at 1:25000 scale with contours at 5m intervals.
- 1.16 It should be noted that ZTVs are used as a working tool to inform the assessment and do not convey the nature or magnitude of visual effects. The actual visual effects of the proposed development are assessed through a more detailed analysis of specific viewpoints, and based on field survey observations. In combination with a site visit, this information enables the identification of a provisional list of representative viewpoints, and allows the determining authority and consultees to judge how representative these are and whether they include particularly sensitive receptors and vantage points.
- 1.17 A bare ground ZTV has been prepared around the proposed development site, for a maximum building height of 9m, to take account of the worst case scenario based on proposed building heights. This comprehensive ZTV has been examined in order to identify particularly sensitive locations that would potentially experience significant visual effects e.g. particularly important visitor destinations, or those in protected landscapes (if appropriate) or promoted viewpoints and national trails.
- 1.18 An appropriate study area has been selected for the assessment as it is considered to represent the most concentrated and significant potential impacts. This is based on professional experience of residential and mixed use development assessment, that visibility over greater distance does not have as much potential to result in significant changes to landscape and visual receptors in the landscape context.

- 1.19 The LVIA focusses on potentially significant landscape and visual effects likely to occur within the localised study area.

Landscape Assessment

- 1.20 The former Countryside Agency Landscape Character Assessment: Guidance for England and Scotland⁵ makes a distinction between the characterisation process and the judgement-making process. The baseline section of the LVIA, therefore, deals predominantly with the characterisation process, in which the attributes of the landscape are described.
- 1.21 In order to be effective, this LVIA needs to consider the landscape resource within the study area at an appropriate level of detail. Initially, a desktop study is undertaken in order to identify any existing landscape character assessments that describe landscape designations and character areas within the LVIA study area. Following this desk based analysis, site visits are carried out to verify the existing landscape characterisation and identify and assess the physical components and structure of the landscape within the application site and its surroundings.
- 1.22 The baseline divides the application site and surroundings into a series of landscape character areas, which are then brought forward for the assessment if the potential for impact on the landscape resource is identified.
- 1.23 In addition to landscape character, the proposed development's effect on landscape elements and features is also considered. The relevant groups of landscape elements and features include:
- Landform;
 - Land cover and vegetation (trees, hedgerows, grassland etc.);
 - Land use (including Public Open Space);
 - Watercourses;
 - Accessibility (public footpaths/cycleways).

Landscape Sensitivity

- 1.24 Landscape is a combination of both cultural and physical components that give rise to patterns that are distinctive to particular localities and help to define a 'sense of place'. Landscape character is defined by the interaction of influences and components such as landform, hydrology, vegetation, landcover, land use pattern and cultural features and associations, and their relationship with the surroundings.
- 1.25 Although landscape has some intrinsic sensitivity, different landscape receptors have different elements and features that can accommodate a variety of development types. To reliably inform detailed assessment of impacts, landscape sensitivity needs to be determined with reference to the changes arising from a specific type of development. Therefore landscape sensitivity is assessed combining judgments on the value attached to a landscape and the susceptibility to the type of change or development proposed.

⁵ Countryside Agency and Scottish Natural Heritage, 2002

-
- 1.26 Landscape value is the relative value attached to a potentially affected landscape. Landscape value is relative in relation to the different stakeholders and different parts of society that use or experience a landscape. Factors that have been considered in making judgments on landscape value include designations (both national and local), local planning documents, status of features (eg. TPO's or Conservation Areas) and local community and interests (for example local green spaces, village greens or allotments). Landscape value will vary in response to the specific landscape that is being considered.
- 1.27 The value is assessed as high, medium or low and the assessment is made based on the following factors:
- The quality placed on the landscape, including the scenic quality;
 - The presence of rare elements or features, or rare landscape character types;
 - Whether the landscape contains a particular character and/or features or elements considered to be particularly important examples;
 - The presence of nature, historical or cultural features of interest;
 - Evidence that the landscape is important for recreational users;
 - Perceptual aspects, such as tranquillity or wildness;
 - Associations of the landscape with particular people in history (such as artists or writers), or historical events, that contribute to the perception of natural beauty.
- 1.28 The second component of landscape sensitivity relates to susceptibility. Landscape susceptibility to change is the ability to accommodate change without undue consequences for the maintenance of the baseline situation. In this context, the term landscape receptors can be expanded to cover overall character areas, condition or a particular landscape character type or an individual landscape element or feature. Landscape susceptibility will vary in response to the specific landscape that is being considered and to the nature of the type of change that may occur.
- 1.29 To assess landscape susceptibility it is important to appreciate the key characteristics and attributes of the landscape of the application site and surrounding study area, in order to understand local landscape variations and if the landscape of the application site fits with the description of the LCT/LCA that it is within.
- 1.30 The characteristics of the landscape that should be considered with regard to their susceptibility to change include a variety of attributes, such as scale and enclosure, landform, nature of land use, nature of existing elements or nature of existing features. Landscape susceptibility is described on the verbal scale as high, medium or low.
- 1.31 Sensitivity is a term applied to specific receptors, combining judgments of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor. Receptors can include specific elements of features or may be judged at a wider scale and include landscape character parcels, types or areas.
- 1.32 The consideration of value of the landscape receptor combined with susceptibility to the type of change arising from the proposal, allows for assessment of sensitivity of the landscape receptor. The sensitivity of landscape receptors is categorised as high, medium or low; the criteria for each category is outlined in Table A-1.

Table A-1 Sensitivity of Landscape Receptors

Receptor Sensitivity	Typical Criteria
High	<p>A landscape of particularly distinctive character and high or exceptional scenic quality. Strong representation of the typical landscape character type.</p> <p>Intact landscape with excellent condition of elements and features. Presence of rare features in the landscape.</p> <p>May be nationally and/or regionally designated landscape for its scenic quality and character, such as an Area of Outstanding Natural Beauty (AONB) or National Park.</p> <p>High recreational value with strong cultural and historical associations.</p> <p>High susceptibility to changes arising from the proposal.</p>
Medium	<p>A landscape of moderately distinctive character and scenic quality. Typical landscape character type is apparent.</p> <p>Relatively intact landscape with occasional features of interest. May be locally designated for its quality and character.</p> <p>Receptor of higher value but lower susceptibility to the type of change or development, or vice versa.</p>
Low	<p>A landscape of little distinctive character or scenic quality or is damaged, neglected or poor character and lacking scenic quality.</p> <p>Landscape has become eroded with no more than occasional elements and features of interest. Not subject to any form of landscape designation.</p> <p>Receptor of low value and low susceptibility to the type of change arising from the proposal.</p>

Magnitude of Landscape Effect

- 1.33 Once the sensitivity of the landscape receptors has been determined, the effect that the proposed development would have on the landscape resource can be assessed.
- 1.34 The magnitude of effect from the proposed development on landscape character, designations or features is appraised, taking into account each phase (construction and completion) of the proposed development and any inherent / proposed mitigation. The assessment of the magnitude of effect takes into account the following factors:
- The distance of the landscape receptor from the proposed development;
 - The degree to which aesthetic or perceptual aspects of the landscape are altered either by removal of existing components of the landscape or by addition of new ones, for example removal of hedges may change the small-scale, intimate landscape into a large-scale, open one, of the introduction of new buildings or tall structures may alter open skylines;

- The extent of existing landscape elements that would be lost, the proportion of the total extent that this represents and the contribution of that element to the character of the landscape;
- The scale of the overall predicted change to character;
- The timescale or phasing of the construction stages;
- Whether the landscape change would be reversible or not.

1.35 The magnitude of effect is categorised as high, medium, low or negligible. This is a professional judgement based on the criteria for each magnitude as outlined in Table A-2 below. Different combinations of the below variables can apply in reaching an overall judgement on magnitude.

Table A-2 Magnitude of Landscape Effects

Magnitude of Effect	Typical Factors
High	<p>The proposed development would cause a large, irreversible change to the existing landscape for a long period of time or permanently.</p> <p>Impact upon landscape features of international and national importance or on fundamental landscape elements such that this would change the key characteristics of that landscape.</p> <p>Long-term or permanent change to the existing landscape conditions.</p>
Medium	<p>The proposed development would cause a noticeable change to the existing landscape; however, few elements and features that contribute to the overall character would be affected.</p> <p>Medium or short-term change to landscape conditions.</p> <p>Moderate alteration to the individual components of the landscape, leading to small change in aesthetic and perceptual aspects of the landscape.</p>
Low	<p>The proposed development would cause a small impact / change and would affect relatively few receptors.</p> <p>Temporary or reversible change in landscape conditions.</p> <p>The key characteristics of the landscape contributing to its character would not be significantly affected.</p>
Negligible	<p>The proposed development is appropriate in its context or barely perceptible. It may be difficult to differentiate from its surroundings and has very little or no impact on receptors compared to the baseline situation.</p> <p>No key characteristics of the landscape, contributing to its character would be affected.</p>

Visual Assessment

- 1.36 Following desk studies and site visits a range of visual receptors (people) that have a potential to be affected by the proposed development are identified. They would include local residents, users of footpaths and other routes, road users, users of recreational facilities, visitors to popular tourist attractions and noted viewpoints, or people at their place of work.
- 1.37 Potential viewpoints and areas for investigation are then identified following an initial study of Ordnance Survey (OS) maps, analysis of Zone of Theoretical Visibility and, most importantly, site visits; based on the following criteria:
- Distance from the application site to the receptor;
 - The proportion of the application site / proposed development visible, as well as the absolute visibility of the proposed development;
 - The height of the proposed development relative to the receptor with reference also to the scale of other features in the view;
 - The number and character of elements that would be lost from or added to the view;
 - High concentrations of viewers, such as settlements, local recreational facilities, public footpaths and attractions etc;
 - Views illustrating the visual character of the surrounding area; and
 - Areas identified as having a high potential for visual impact.
- 1.38 A Site visit was carried out on 03/10/19 to assess both general landscape character and views experienced by different types of visual receptors during the day.
- 1.39 Following desktop research to understand the surrounding potentially sensitive receptors, a selection of viewpoints was made to represent key relevant visual receptor types likely to be affected by the proposed development, such as residents of nearby properties, users of Public Rights of Way (PRoW), pedestrians, cyclists or road users; to enable the assessment of the proposed change in views and the significance of effect on these receptors.
- 1.40 Photographs illustrating views from this series of representative viewpoints were taken either using a Canon EOS 500D Digital SLR with lens set to a 35mm focal length to provide the closest possible approximation of a 50mm lens focal length ('true eye' vision) on a traditional 35mm film SLR camera, or a fixed 50mm FL Lens. The photographs have been reproduced in a series of viewpoint sheets with annotation and details of the image recorded. Where contextual views consist of more than one frame, the relevant frames are merged together using Photoshop Creative Cloud (CC) software. This is consistent with Visualisation Type 1: annotated viewpoint photographs and Visualisation type 3: Photomontage / Photowire.

Visual Receptors

- 1.41 Visual receptors are groups of people, which include the public or community at large, residents, visitors and other groups of viewers. Study of OS data, production of a ZTV and consultation with the Local Planning Authority (LPA) assist with identifying viewpoints for assessment that best represent the visual receptors likely to be affected by the proposed development.

- 1.42 Representative viewpoints are validated through site visits; resulting in the repositioning or exclusion of some of the preliminary viewpoints, due to lack of visibility towards the application site.

Visual Sensitivity

- 1.43 Sensitivity of visual receptors, whose groups are represented by a selection of viewpoints, depends on their susceptibility to change in views and the value attached to the views that they experience.
- 1.44 The susceptibility of different visual receptors to changes in views and visual amenity is judged, based on:
- The occupation or activity of people experiencing the view at particular locations; and
 - The extent to which their attention or interest may, therefore, be focussed on the views and the visual amenity they experience at particular locations.
- 1.45 Judgements about the value of views take account of:
- Recognition of the value attached to particular views, for example in relation to heritage / cultural assets, or through planning designations;
 - Indicators of the value attached to views by visitors, for example through appearances in guidebooks or on tourist maps, provision of facilities for their enjoyment and references to them in literature and art (Landscape Institute and Institute for Environmental Management and Assessment, 2013).
- 1.46 The sensitivity of the visual receptors is categorised as **high, medium or low**, as defined in Table A-3 below.

Table A-3 Sensitivity of Visual Receptors

Receptor Sensitivity	Typical Criteria
High	<p>People with a particular interest in their surroundings or with prolonged viewing opportunities, examples include:</p> <ul style="list-style-type: none"> • Users of promoted viewpoints (often with interpretation boards); • Users of tourist and visitor destinations including recreational or heritage sites (such as ornamental parks and open spaces); • Visitors to recreational hilltops and peaks; • Residential locations and occupiers of residential properties; • People using important recreational routes, such as National Trails / long distance promoted routes, National Cycle Routes; • Users of paths and Public Rights of Way (PRoW) in nationally or locally designated landscapes.
Medium	<p>People with a general interest in their surroundings or with some viewing opportunities, examples include:</p> <ul style="list-style-type: none"> • Users of public open spaces and outdoor recreational spaces; • Users of other public routes and PRoW; • Visitors to local viewpoints and resting places.
Low	<p>People with a more limited or passing interest in their surroundings, examples include:</p> <ul style="list-style-type: none"> • Users of more transitory routes such as other public routes;

Receptor Sensitivity	Typical Criteria
	<ul style="list-style-type: none"> • Users of the local road network and major highways; • People at their place of work; • Users of indoor or sporting recreational facilities.

Magnitude of Visual Effect

1.47 For each of the identified groups of receptors, the potential magnitude of visual effect (in comparison to the existing 'baseline' situation) was assessed, taking into account each phase of the proposed development and any inherent / proposed mitigation. The magnitude of visual effect takes into consideration the following factors:

- The scale of change to the view with respect to loss or addition of features within the view and changes in its composition, including the proportion of the view occupied by the proposed development;
- The degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics;
- The nature of the view of the proposed development, considering the relative amount of time over which it will be experienced and whether views would be full, partial or glimpsed;
- The degree of visual intrusion or obstruction that would occur from the proposed development;
- The angle of the view in relation to the main activity of the receptor;
- The duration and reversibility of the assessed effect.

1.48 The magnitude of effect is categorised as **high, medium, low** or **negligible**. As with landscape, different combinations of the variables in the below table may apply.

Table A-4 Magnitude of Visual Effects

Magnitude of Effect	Typical Factors
High	<p>Severe change to views;</p> <p>Removal of valuable landscape features / elements that highly contribute to the overall quality and nature of the view;</p> <p>Total change to the visual character of the surrounding landscape;</p> <p>Large number of viewers affected over a prolonged period of time;</p> <p>Development is highly prominent in the view.</p>
Medium	<p>Moderate alteration to views;</p> <p>Development affects few visual features / elements on or adjacent to the application site.</p> <p>Reversible effect, affecting only a part of the wider view.</p>

Magnitude of Effect	Typical Factors
	Development 'stands out' in the view.
Low	<p>The proposed development would cause a small impact / change and would affect relatively few receptors.</p> <p>Change to views on transitory routes such as infrequently used paths and roads.</p> <p>Small change to more complex views for a small number of viewers with no particular focus on the proposed development.</p>
Negligible	<p>The proposed development is appropriate in its context or barely perceptible.</p> <p>It may be difficult to differentiate from its surroundings and has very little or no impact on receptors compared to the baseline situation.</p> <p>It would have no or minimal effect on visual features / elements on or adjacent to the Application Site.</p>

Nature of Effects

- 1.49 The LVIA considers whether the landscape and visual changes that would arise as a result of the proposed development would be beneficial or adverse. An adverse effect is one that introduces a new, discordant or intrusive element to the landscape or a view. A beneficial effect would be from an overall improvement to the landscape or a view, through the removal of existing discordant features and / or introduction of features of similar scale to those in the surrounding landscape or view that would contribute to its overall character.
- 1.50 With regard to the duration of landscape and visual effects, short to medium term effects are normally considered to be temporary and associated with the construction of the proposed development, and long-term effects are normally associated with a fully completed and operational scheme. Permanent effects are those which result in an irreversible change to the baseline conditions or will last for the foreseeable future.
- 1.51 The duration of landscape and visual effects is typically categorised as follows:
- Long-term – 15 years and beyond;
 - Medium-term – 5 to 15 years;
 - Short-term – 0 to 5 years.
- 1.52 Landscape and visual effects can be direct (effects that are caused by activities which are an integral part of the scheme) or indirect (effects that are due to activities that are not part of the scheme, e.g. regeneration benefits attributable to the scheme).

Significance of Landscape and Visual Effects

- 1.53 Assessment of landscape and visual effects refers to the change that is predicted to take place to the existing (baseline) condition of the landscape and views as a result of the proposed development.

- 1.54 The significance of an effect is broadly determined by assessing the sensitivity to change, of the landscape and visual receptors, against the magnitude of change predicted upon them. The assessment of the effects takes into account mitigation measures implemented as part of the proposed development. Table A-5 is used as a guide only and the assessment of the significance of effect takes into account other modifying factors, based on professional judgement. Ultimately the assessment of sensitivity and magnitude will lead to effects that are of **major, moderate, minor** or **negligible** significance.

Table A-5 Significance of the Effect to the Landscape and Visual Receptors

Magnitude of Effect	Description		
High	Moderate	Major	Major
Medium	Minor	Moderate	Major
Low	Minor	Minor	Moderate
Negligible	Negligible	Negligible	Negligible
	Low	Medium	High
	Receptor Sensitivity		

- 1.55 The following table A-6 provides a brief definition of the key landscape and visual significance criteria.

Table A-6 Definitions of Significance

Significance	Description
Major	Important or substantial change in landscapes of national, district or local importance, or substantial changes in views experienced by most sensitive visual receptors.
Medium	Noteworthy or medium change to sensitive landscape and visual conditions.
Low	Inconsiderable or small change in landscape and visual conditions.
Negligible	No discernible effect upon landscape or visual conditions. No effect or an effect that is beneath the level of perception, within normal bounds of variation or within the margin of forecasting error.

- 1.56 Major effects are usually deemed significant. Similarly, effect of medium magnitude on a highly sensitivity receptor or effect of high magnitude on receptors of medium sensitivity may also be judged 'significant'. The assessment also considers the nature of the landscape effects as described above.

Figures

INF_N0504(08)001	Zone of Theoretical Visibility & Representative Viewpoints
INF_N0504(08)002	Topography Plan
INF_N0504(08)003	Landscape Features and Designations Plan
INF_N0504(08)004	Landscape Character Plan
INF_N0504(08)005-013	Representative Viewpoints

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