# 6. Description of Proposals

### Overview

6.9 The proposed development comprises a single industrial building with associated infrastructure, including parking and circulation routes and green infrastructure.

6.10 The building is roughly square in plan form, with a ridge height of 26m.

6.11 Parking space for staff vehicles is provided to the north of the building and lorry bays are located on the southern elevation.

### Embedded Mitigation Measures

6.12 The landscape design for the proposed development has incorporated a range of positive measures to reduce the effects of the scheme upon the prevailing landscape character and visual environment. These include the following:

- Retention of as much of the boundary vegetation as possible to preserve the Site's vegetated context and contribution to the Strategic Ecological Network of the industrial estate.
- Planting a new hedgerow along the Site's western boundary to screen the palisade fence and provide additional wildlife connectivity.
- Supplementing the eastern boundary vegetation with additional planting.
- Planting of additional trees to the south of the building.
- Retention of the open water channels on the Site's eastern and southern boundaries.

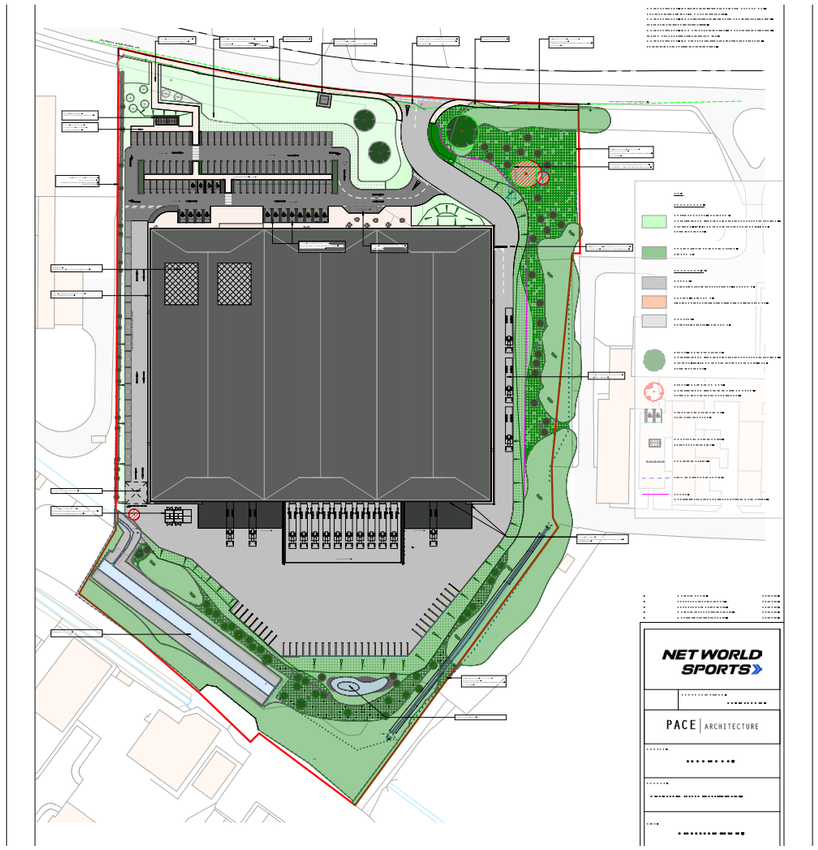
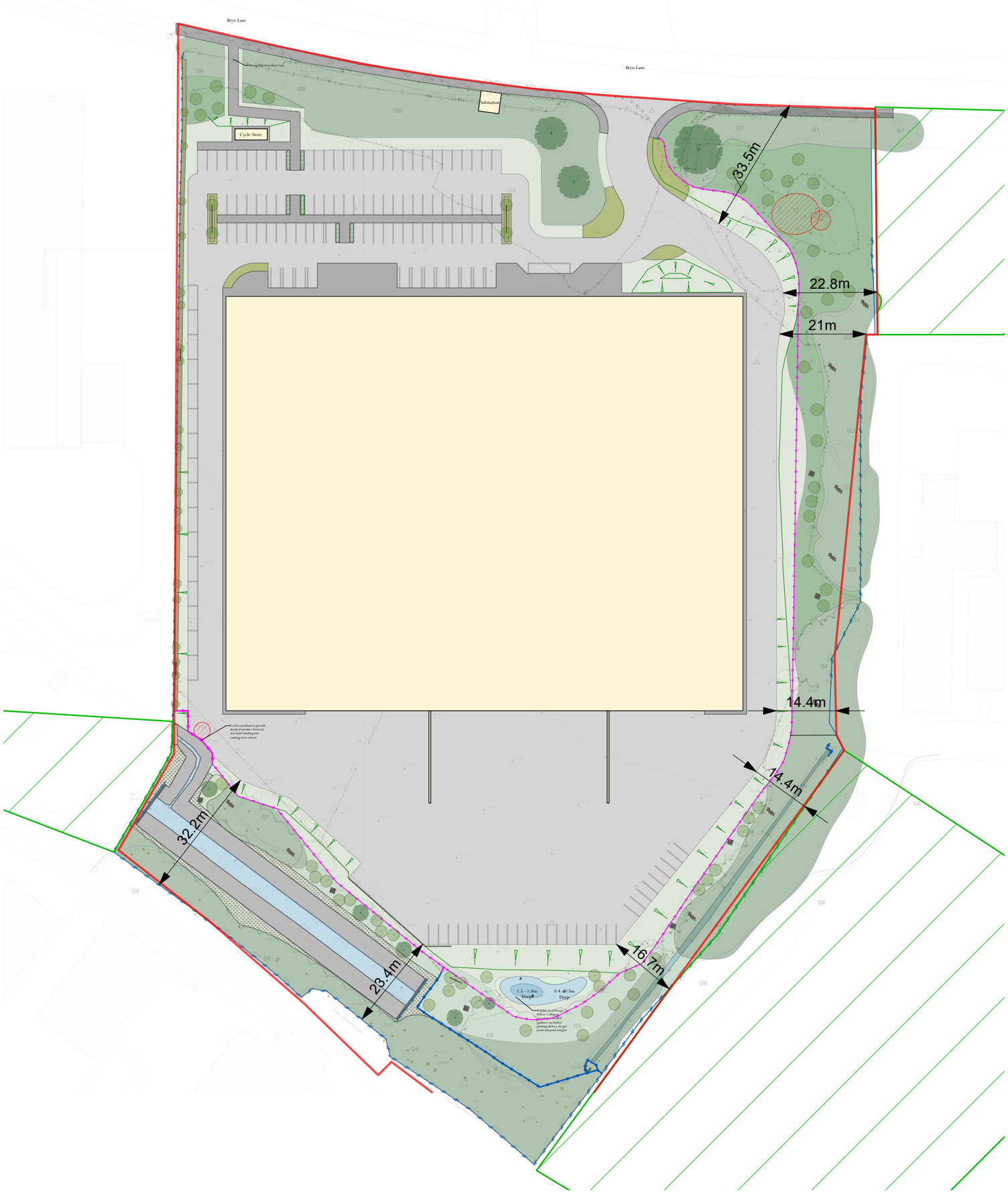



Figure 8: Proposed Site Plan




Key

- Proposed Buildings
- Existing Walls & other Structures
- Proposed Road
- Proposed Footpath/cycleway
- Proposed Retaining Wall
- Existing Palisade Fence
- Existing Chainlink Fence
- Existing Post & Rail Fence
- Existing fence inferred loaction
- Proposed Post & Rail Fence
- Existing Retained Tree
- Existing Tree Removed
- Proposed Tree
- Proposed Log Pile
- Proposed Hibernacula
- Retained Trees & Scrub
- Proposed Native Scrub / Thicket
- Proposed Native Hedgrow
- Proposed Ornamental Hedgrow
- Retained Wild/meadow Grass
- Proposed Wild/meadow Grass
- Proposed Ornamental Planting
- Aquatic Marginal Planting
- Proposed Wildlife Pool
- Existing Water Channel
- Proposed Slope / Bank / Gradient (1:3)
- Redline Boundary

| | | | |
|---|---|---|---|
| 26/11/2024 | 2 | CB | Post & Rail fence changes |
| 21/11/2024 | 1 | | Issue |

| Date | Original size | Scale | Drawn by | Checked by | Rev |
|---|---|---|---|---|---|
| 21/11/2024 | A3 | NTS | CB | JK | V3 |

Drawing no
1059-01-NLD.151 Bryn Lane South

Status
S4

Drawing Title
Soft Landscape Design

Sheet Name
Site Overview

Location
Bryn Lane South, Wrexham

Client name
Net Word Sport

Landscape & Visual Impact Assessment



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Figure 9: Detailed Landscape Design Drawing

6.13 Based upon the indicative layout, a set of comparative wireframe visualisations are presented below, based upon the receptor viewpoints.

Original Viewpoint 1

Grid Reference: SJ 38386 50882



Viewpoint 1 with Wireframe

Grid Reference: SJ 38386 50882



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|---|---|---|---|---|---|
| PROJECT/SITE: | Bryn Lane South | DATE: | Dec 2024 | VERSION: | V1 |
| CLIENT: | Net World Sports | APPROVED BY: | ID | PRODUCED BY: | JTO |
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Original Viewpoint 2

Grid Reference: SJ 38926 51079



Viewpoint 2 with Wireframe

Grid Reference: SJ 38926 51079



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| PROJECT/SITE: Bryn Lane South | | DATE: Dec 2024 | VERSION: V1 |
| CLIENT: Net World Sports | | APPROVED BY: ID | PRODUCED BY: JTO |
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Original Viewpoint 3

Grid Reference: SJ 39508 51638



Viewpoint 3 with Wireframe

Grid Reference: SJ 39508 51638



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| PROJECT/SITE: Bryn Lane South | | DATE: Dec 2024 | VERSION: V1 |
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Original Viewpoint 4

Grid Reference: SJ 39070 52213



Viewpoint 4 with Wireframe

Grid Reference: SJ 39070 52213



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| PROJECT/SITE: Bryn Lane South | DATE: Dec 2024 | VERSION: V1 | |
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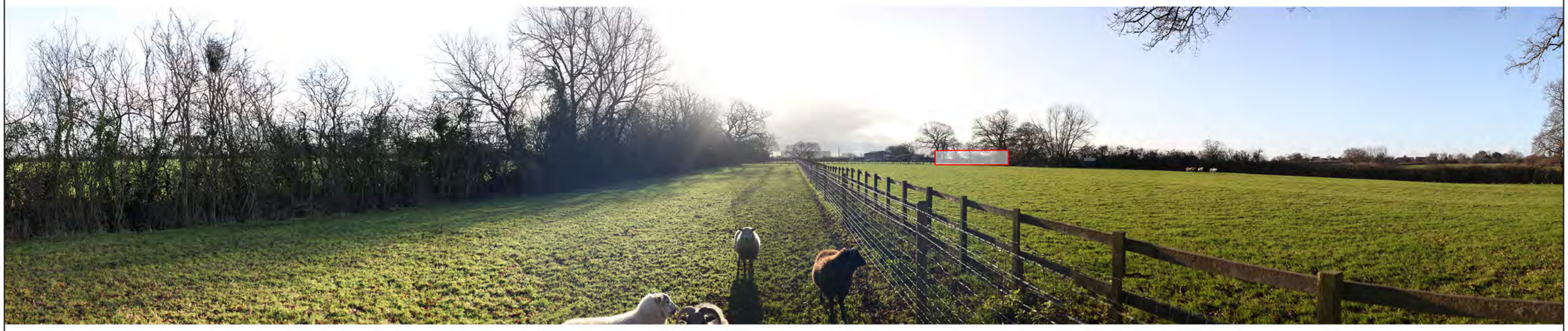
Original Viewpoint 5

Grid Reference: SJ 38546 51683



Viewpoint 5 with Wireframe

Grid Reference: SJ 38546 51683



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| PROJECT/SITE: | Bryn Lane South | DATE: | Dec 2024 | VERSION: | V1 |
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Original Viewpoint 6

Grid Reference: SJ 38192 51235



Viewpoint 6 with Wireframe

Grid Reference: SJ 38192 51235



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| PROJECT/SITE: | Bryn Lane South | DATE: | Dec 2024 | VERSION: | V1 |
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Original Viewpoint 7

Grid Reference: SJ 38295 52241



Viewpoint 7 with Wireframe

Grid Reference: SJ 38295 52241



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|---|---|---|---|---|---|
| PROJECT/SITE: | Bryn Lane South | DATE: | Dec 2024 | VERSION: | V1 |
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# 7. Assessment of Effects - Landscape Character

## Overview

7.1 This section will assess the anticipated effects upon the baseline landscape character as set out within Section 4 above.

7.2 For each of the identified landscape receptors, the effect of the proposed development will be described, and its magnitude determined in line with the methodology at **Appendix 2**. This will then be combined with the sensitivity of the receptor identified in Section 4 above to give an overall judgement of the significance of impact.

7.3 For reference, the landscape receptors of the proposed development and their respective sensitivity judgements are as follows:

**Table 3: Landscape Receptor Sensitivities**

| Receptor | Sensitivity |
|---|---|
| | |
| Site and its immediate setting | Low/Medium |
| National Landscape Character Area 13: Deeside and Wrexham | Low/Negligible |

## Assessment of Effects in Relation to Identified Receptors

### *Site and its immediate setting*

7.4 The proposed development will fundamentally alter the land use of the Site itself, through the replacement of an area of grassland with an industrial building, although this is reflective of the surrounding land uses.

7.5 The development design has responded positively to the environmental context within the Site, seeking to retain as much of the peripheral woodland as possible and conserving and expanding those areas that form part of the industrial estate's recognised Strategic Ecological Network.

7.6 The Site currently experiences a strong relationship with the industrial building to the west, and this will be softened through the creation of a new hedgerow on the Site's western boundary.

7.7 The magnitude of change upon this receptor is therefore judged to be **Medium**.

7.8 The proposed development is therefore judged to result in an adverse effect of **Moderate to Moderate/ Minor** significance upon this receptor.

### *National Landscape Character Area 13: Deeside and Wrexham*

7.9 The Site is located within Wrexham Industrial Estate, with land allocated for a further expansion of the industrial estate to the north.

7.10 The industrial estate already exerts a considerable influence upon the character of the surrounding landscape as demonstrated by the viewpoints in Section 6 above. There are a number of large buildings that are widely visible from the countryside to the north, and the activity within the area acts to reduce the tranquillity of what would otherwise be a rural area.

7.11 It is therefore the case that the existing industrial estate sets a strong precedent in this part of the character area, and that the encasement of the Site within this is likely to limit the effects of the proposed development upon the wider landscape.

7.12 The magnitude of change upon this receptor is therefore judged to be **Low**.

7.13 The proposed development is therefore anticipated to result in an adverse effect of **Minor to Negligible** significance.

| Table 4: Summary Table of Landscape Effects | | | | | |
|---|---|---|---|---|---|
| **Receptor** | **Value** | **Susceptibility to change** | **Sensitivity** | **Magnitude of change** | **Significance of Effect** |
| Site and its immediate setting | Medium | Low | Low/Medium | Medium | Moderate to Moderate/Minor Adverse |
| National Landscape Character Area 13: Deeside and Wrexham | Very Low | Low | Low/Negligible | Low | Minor to Negligible Adverse |

# 8. Assessment of Effects - Visual Assessment

## Overview

8.1 This section will assess the anticipated effects of the proposed development upon the visual receptors identified in Section 5 above.

8.2 For ease of assessment, the various viewpoints will be grouped into the following visual receptors which they represent:

**Table 5: Visual Receptor Sensitivities**

| Receptor | Sensitivity |
|---|---|
| Users of Bryn Lane | Low |
| Users of Public Footpath ISY/6 | Low/Medium |
| Users of Public Footpath HOLT/24 | Medium |
| Users of Public Footpath HOLT/25 | Medium |
| Users of Francis' Lane | Low |

## Assessment of Effects in Relation to Identified Receptors

### *Users of Bryn Lane - Viewpoint 1*

8.3 Users of this busy public highway experience views of the Site above its dense boundary vegetation, with pedestrian and cycle users experiencing longer views.

8.4 The proposed development is anticipated to introduce views of the upper parts of the new building into oblique views from the highway above the retained northern boundary vegetation, as well as glimpsed views of the building as users pass the Site entrance.

8.5 The building is proposed to be set back approximately 40m minimum from the highway, behind vegetation and parking areas, and therefore views from the footway on the southern side of the highway are likely to be heavily filtered.

8.6 Users of this highway experience frequent views of industrial elements as they pass along it, and therefore there is a strong existing precedent for these elements within the outlook from the highway.

8.7 Taking these factors into account, the magnitude of change upon this receptor is judged to be **Low**.

8.8 The proposed development is therefore judged to result in an adverse effect of **Minor** significance upon this receptor.

### *Users of Public Footpath ISY/6 - Viewpoint 2*

8.9 Users of this route currently experience filtered views towards the Site via field boundary vegetation. The Site is viewed in context with the existing industrial structures within the surrounding estate, in particular the Kelloggs factory that is visible to the left of the view.

8.10 The proposed development is anticipated to introduce filtered views of the uppermost parts of the proposed building within this view, seen in context with the existing industrial structures. It is therefore unlikely that the building will be prominent within the view.

8.11 The magnitude of change upon this receptor is therefore judged to be **Low**.

8.12 The proposed development is therefore judged to result in an adverse effect of **Moderate/Minor to Minor** significance upon this receptor.

### *Users of Public Footpath HOLT/24 - Viewpoints 3&4*

8.13 Users of this rural route experience distant views of the Site that are filtered by intervening treed hedgerows. The Site is seen in context with several large industrial structures located within the industrial estate.

8.14 The proposed development is anticipated to introduce heavily filtered views of the uppermost parts of the proposed building, with the majority obscured by vegetation.

8.15 The magnitude of change upon this receptor is therefore judged to be **Low**.

8.16 The proposed development is therefore judged to result in an adverse effect of **Moderate/Mino**r significance upon this receptor.

***Users of Public Footpath HOLT/25 - Viewpoints 5&7***

8.17 Users of this route currently experience filtered views towards the Site that are partially obscured by existing structures and vegetation within the landscape. As with other views from the north, the Site is seen in context with the existing large buildings that surround it.

8.18 The proposed development is anticipated to introduce heavily filtered views of the uppermost parts of the new building, with the lower parts screened by a combination of topography and vegetation. These are anticipated to comprise a minor element within the view that would be barely perceptible by the time the location of Viewpoint 7 is reached.

8.19 The magnitude of change upon this receptor is therefore judged to be **Low**.

8.20 The proposed development is therefore anticipated to result in an adverse effect of **Moderate/Minor** significance upon this receptor.

***Users of Francis' Lane - Viewpoint 6***

8.21 Users of this route currently experience glimpsed views towards the Site via the intervening agricultural land. The slight rise in topography in this view means that the lower parts of the Site are obscured by the landform, and trees and woodland within the fields also filter the view.

8.22 The proposed development would introduce filtered views of the uppermost parts of the proposed building, consistent with the other structures within the view. This view will be totally obscured through the delivery of the Utopia City scheme which is an allocated employment site within Wrexham County Borough Council's Local Development Plan and subject to a live planning application (P/2023/0497)

8.23 The magnitude of change upon this receptor is therefore judged to be **Low**.

8.24 The proposed development is therefore anticipated to result in an adverse effect of **Minor** significance upon this receptor.

| Table 6 - Summary Table of Visual Effects | | | | | | |
|---|---|---|---|---|---|---|
| **Receptor** | **Viewpoint** | **Value** | **Susceptibility to change** | **Sensitivity** | **Magnitude of change** | **Significance of Effect** |
| Users of Bryn Lane | 1 | Low | Low | Low | Low | Minor adverse |
| Users of Public Footpath ISY/6 | 2 | Medium | Low | Low/Medium | Low | Moderate/Minor to Minor adverse |
| Users of Public Footpath HOLT/24 | 3&4 | Medium | Medium | Medium | Low | Moderate/Minor adverse |
| Users of Public Footpath HOLT/25 | 5&7 | Medium | Medium | Medium | Low | Moderate/Minor adverse |
| Users of Francis' Lane | 6 | Low | Low | Low | Low | Minor adverse |

# 9. Summary and Conclusions

**Summary of Landscape Effects**

9.1 The proposed development will not result in any significant landscape effects because of the existing industrial context in which the Site is located. This serves to significantly reduce the sensitivity of the receiving landscape, and sets a strong precedent for the type of development proposed.

9.2 The anticipated landscape receptors, and the significance of effect upon them, are as follows:

- Site and its immediate setting: Moderate to Moderate/Minor adverse effect.
- National Landscape Character Area 13: Deeside and Wrexham: Minor to Negligible adverse effect

**Summary of Visual Impacts**

9.3 The visual environment of the Site is highly restricted by the adjacent industrial elements, and by tall woody vegetation within the landscape. The visual receptors of the scheme were identified as public highway users and public footpath users within countryside to the north of the Site. The proposed development is not anticipated to result in any significant effects upon these receptors because of the presence of existing industrial elements within views, and the screening effects of intervening structures and vegetation.

9.4 The anticipated visual receptors, and the significance of effect upon them, are as follows:

- Users of Bryn Lane (Viewpoint 1): Minor adverse.
- Users of Public Footpath ISY/6 (Viewpoint 2): Moderate/Minor to Minor adverse.
- Users of Public Footpath HOLT/24 (Viewpoints 3&4): Moderate/Minor adverse.
- Users of Public Footpath HOLT/25 (Viewpoints 5&7): Moderate/Minor adverse.
- Users of Francis' Lane (Viewpoint 6): Minor adverse.

**Conclusions**

9.5 It is the conclusion of this landscape and visual impact assessment that the proposed development will not result in any significant adverse landscape and visual effects, and no effects of greater than Moderate/ Minor significance, and therefore it is considered to be acceptable on landscape and visual grounds.

## Appendix 1: Local Planning Policy

### Wrexham Local Development Plan 2013-2028

***Policy SP2: Location of Development***

*New development is directed to the defined settlement limits and employment areas as identified on the Proposals Map.*

***Policy SP9: Wrexham Industrial Estate***

*Wrexham Industrial Estate as shown on the proposals map is the County Borough's Key Business Sector Area and will be the primary focus for new employment development over the plan period for class B1, B2 and B8 employment. Land is also protected on the estate for a strategic ecological network for a number of local, national and internationally protected species and habitat.*

***Policy EM1: Protection of Existing Employment Land***

*The County Borough's existing employment areas as shown on the Proposals Map will be protected for B Use Class employment generating uses (together with appropriate complementary uses and activities as referred to in Policy EM2 and waste management uses on sites/areas referred to in Policy MW6).*

### Wrexham Unitary Development Plan 1996-2011

***Policy PS2***

*Development must not materially detrimentally affect countryside, landscape/townscape character, open space, or the quality of the natural environment.*

***Policy EC4***

*Development proposals should provide for the conservation and management of hedgerows, trees, orchards, woodland, wildlife and other natural landscape and water features, and include new planting in order to enhance the character of the landscape and townscape. Development which results in the loss or significant damage to valuable trees, important hedgerows or ancient woodland sites will not be permitted.*

***Policy GDP1(a)***

*Ensure that built development in its scale, design and layout, and in its use of materials and landscaping, accords with the character of the site and makes a positive contribution to the appearance of the nearby locality.*

## Appendix 2: Nicholsons Methodology

### 1. Introduction

1.1 This methodology is derived from the Guidelines for Landscape and Visual Impact Assessment Third Edition (2013) (GLVIA 3), jointly published by the Landscape Institute and the Institute of Environmental Management and Assessment. This publication gives guidance on carrying out a Landscape and Visual Impact Assessment (LVIA), either as a standalone appraisal or part of an Environmental Impact Assessment (EIA).

1.2 In the context of this methodology, the term "landscape" should be taken to include townscape and seascape considerations where relevant.

### 2. Defining The Study Area

2.3 Prior to any assessment being undertaken, it is important to consider the scope and extent of the study area. Typically the study area will be defined through the preparation and assessment of a Zone of Theoretical Visibility (ZTV) and/ or desk based study and site assessment. This process will allow the identification of a delimited visual envelope, one which is defined by the prevailing topography, vegetation and built form.

2.4 A landscape study may extend beyond a relatively confined visual envelope, where there is clear evidence that the site is part of, or intrinsically linked to a wider character area. The detail of such studies will be appropriate to the scale of the development, for instance where tall structures such as wind turbines may have an influence over a larger distance, the assessment will take this into account.

### 3. Description Of Effects

3.1 The level of effect on both landscape and visual receptors should be identified in respect of the different components of the proposed development. In order to assess the significance of the effect upon a receiving environment, it is necessary to consider the effect magnitude, i.e. the degree of change, together with the sensitivity of the receptor.

3.2 This assessment will identify whether the effects are:

- Adverse, Beneficial or Neutral - Adverse effects would typically occur where there is loss of landscape elements, or the proposal detracts from the recognised landscape quality and character of an area or view. Neutral effects would include changes that neither add to nor detract from the quality and character of an area or view, but which nonetheless result in an identifiable change. Beneficial effects would typically occur where a development could positively contribute to the landscape character or view, for example through the replacement of incongruous elements with more appropriate uses.
- Direct or Indirect – A direct effect will be one where a development will affect a view or the character of an area, either beneficially or adversely. An indirect effect will occur as a result of associated development i.e. a development may result in an increase of traffic on a particular route.
- Short, Medium or Long Term – this relates to the expected duration and magnitude of a development. Within this assessment the potential effects are assessed during the Construction Phase, then at Years 1 and 15, of the Operational Phase.
- Reversible or Irreversible – this is the assessment of whether the resulting effect of a development can be mitigated or not, and the effectiveness of the proposed mitigation at reducing the effect.

***Significance of Effects (EIA only)***

3.3 A final judgment is then made as to whether the identified effect is likely to be significant, as required by the Environmental Impact Assessment Regulations 2011. In summarising the effects consideration should be given to the key issues, and an identification of the scope for reducing any negative/adverse effects will be undertaken. Mitigation measures should be identified in order to reduce, where possible, the final judgement on the significance of any residual adverse effects in the long term.

### 4. Methodology For Assessing Landscape Effects

***Identifying and Assessing the Landscape Baseline***

4.1 In order to accurately define the quality and character of the receiving landscaping it is important to identify and assess those landscape receptors and/or features that form part of the landscape and help to characterise it.

4.2 The identification of these features will be informed through:

- Review of Ordnance Survey mapping, historical map data and aerial and other remote sensing imagery where appropriate;
- Review of relevant published landscape character assessment at national, regional and local levels as appropriate;
- Identification of landscape-based designations;
- Identification and description of individual elements, features, aesthetic and perceptual aspects of the landscape which contribute to its character;
- Assessment of the general condition of the receiving landscape;
- Assessment of the relative value of the receiving

landscape (see below);

- Judgement of the susceptibility of the receiving landscape to a change of the type proposed (see below).

4.3 Where appropriate, and where the published character assessments do not reflect the specific characteristics of the receiving environment at a relevant scale, the LVIA will identify local landscape character areas for assessment. These character areas are determined through the site assessment, and will make reference to published landscape character assessments and the application of sound professional judgement based upon the evidence at hand.

4.4 Criteria for the selection of local landscape character areas within the likely study area include:

- Proximity and influence on the site;
- Physical connections with the site (for example public rights of way, roads, vegetation and vegetation belts); and
- Visual connection with the site (particularly where the view is a key characteristic of the local area).

***Assessing Landscape Sensitivity***

4.5 The sensitivity of the landscape is determined by combining the value of the landscape with its susceptibility to the type of change proposed.

**4.6 Susceptibility** is defined as the inherent sensitivity of the landscape and its ability to accommodate a particular change, and can apply to specific landscape features, the character of the site as a whole, or the character of the surrounding landscape, and other Landscape Character Areas defined within the published assessments or similar.

**Table 1: Landscape Susceptibility to Change**

| Susceptibility | Assessment Criteria |
|---|---|
| **Very High** | • No or very few detracting features;<br>• Townscapes are likely to include a high proportion of historic assets;<br>• Typical examples may be nationally designated e.g. World Heritage Sites, National Parks, Heritage Coasts, AONB's etc. |
| **High** | • Landscapes would be considered to have a high degree of intimacy, generally strong landscape structure, a high level of intactness and contain features worthy of protection;<br>• Few detracting features;<br>• Has some potential to accommodate change which is in keeping with the positive aspects of local character.<br>• Townscapes may include a high proportion of historic assets;<br>• Typical examples may be of Regional or County importance e.g. within the setting of National Parks, AONB's, Conservation Areas etc. |
| **Medium** | • Landscapes would be considered of good landscape structure, with some detracting features or evidence of recent change.<br>• Townscapes may include a proportion of historic assets or of cultural value locally.<br>• Demonstrates some potential to accommodate change through appropriate mitigation. |
| **Low** | • Landscapes that contain strong evidence of previous landscape change and little representation of their former character;<br>• Degraded landscape structure, characteristic patterns and combinations of landform and land cover are compromised by land use. |
| **Negligible** | • Typical landscapes are likely to be heavily degraded, of weak landscape structure, support intensive land uses, and require landscape restoration. |

### *Landscape Value*

4.7 The value of a landscape is derived from the value or importance given to the area by society, statutory bodies, local and national government, local communities and society at large. National designations include National Parks and Areas of Outstanding Natural Beauty.

4.8 At a local level, Local Planning Authorities may have local landscape designations in their Local Plans. However, GLVIA 3 notes that the fact that an area is not covered by such a designation does not mean that it is not valued and in this case reference should be made to published character assessments, local planning policies and guidance. GLVIA 3 also notes that there should not be an over-reliance on designations, favouring a process of assessment and the application of sound, evidence-based professional judgement.

4.9 The National Planning Policy Framework (NPPF) however, places greater weight on the importance of National level designations such as AONB's and National Parks. At a local level, any assessment of local value should be supported by a prescriptive, criteria based, NPPF compliant assessment. In the absence of such an assessment it is the role of the professional as part of the LVIA process to objectively assess the value of the receiving landscape in relation to a set of appropriate criteria, such as those suggested in Table 1 of the Landscape Institute TGN 02/21, an evolution of the criteria laid out in Box 5.1 of GLVIA3.

| Table 2: Landscape Value | | | |
|---|---|---|---|
| **Susceptibility** | **Typical Criteria** | **Typical Scale** | **Examples** |
| **Very High** | Landscape is recognised as an area of great importance, quality and rarity.<br>Almost always recognised by national or international designation. | International<br>National | World Heritage Sites<br>National Parks<br>Areas of Outstanding Natural Beauty |
| **High** | Landscape is recognised as being of high quality, importance and rarity, representing a number of recognised value criteria.<br>Often identified through local landscape designations. | Regional<br>Local | Wild or picturesque landscapes.<br>Settings of designated landscapes.<br>Areas whose value is expressed through published assessments or cultural celebration, e.g. art, history or literature. |
| **Medium** | Landscape is recognised as being of medium quality, importance and rarity.<br>Typically undesignated but value may be expressed through published assessment.<br>Represents some recognised value criteria. | Regional<br>Local | Generally intact rural landscapes.<br>Landscapes that are representative of published character. |
| **Low** | Landscape is of low quality, importance and rarity.<br>Typically degraded with detracting features and in poor condition, but with some potential for restoration or improvement. | Local | Intensive arable landscapes.<br>Landscapes with strong human influence or intensive management, e.g. golf courses. |
| **Very Low** | Landscape is of very low quality, importance and rarity.<br>Typically degraded with many detracting features, and poorly managed.<br>Change is likely to improve these landscapes. | Site | Unrestored mineral workings.<br>Industrial landscapes. |

| Table 3: Overall Landscape Sensitivity | | | | | | | |
|---|---|---|---|---|---|---|---|
| Vs | | Identified Landscape Value | | | | | |
| Identified Susceptibility | | Very High Value | High Value | Medium Value | Low Value | Very Low Value | Sensitivity |
| | **Very High Susceptibility** | Very High | High | High/Medium | X | X | |
| | **High Susceptibility** | High | High | Medium/High | Medium/Low | X | |
| | **Medium Susceptibility** | High/Medium | Medium/High | Medium | Low/Medium | Low | |
| | **Low Susceptibility** | X | Medium/Low | Low/Medium | Low | Low/Negligible | |
| | **Negligible Susceptibility** | X | X | Low | Low/Negligible | Negligible | |

***Landscape Magnitude of Change***

4.10 The magnitude of change relates to the degree in which proposed development alters the fabric of the receiving landscape. This change is characterised as high, medium, low, negligible or none.

| Table 4: Magnitude to Change to Landscape Receptors | |
|---|---|
| **Magnitude** | **Definition** |
| **High** | Change resulting in a high degree of deterioration or improvement, or introduction of prominent new elements that are considered to fundamentally change the character of a landscape. |
| **Medium** | Change resulting in a moderate degree of deterioration or improvement, or constitutes a perceptible change within a landscape. |
| **Low** | Change resulting in a low degree of deterioration or improvement to a landscape or view, or constitutes only a minor component within a landscape. |
| **Negligible** | Change resulting in a barely perceptible degree of deterioration or improvement to a landscape. |

4.11 When assessing the magnitude of change consideration will be given to:

- **The size or scale of the development:** the extent of the change to existing landscape receptors is considered, with weight given to the proportion of the total extent of the site that this represents and the contribution that the receptor makes to the overall character of the landscape;
- **The extent of the development:** consideration is given to the geographical area within which the landscape effects may be perceived. This is assessed at:
  - Site level;
  - Immediate setting;
  - At the scale of the local landscape character area; and
  - On a larger scale affecting a number of local landscape areas or National Character Areas (if required).
- **The permanency of the development:** consideration is given to whether the proposals will result in a long term or short term effect; whether the development is reversible or changes the status of the site (for example to previously developed land); and whether for example restoration to baseline conditions is envisaged at the end of this term;
- **The change to the key characteristics of the receiving landscape:** taking into account:
  - Changes to the appearance of the site;
  - Changes to identified landscape features;
  - Changes to key or special qualities or characteristics of the landscape; and
  - Changes in the landscape setting of heritage assets and landscape-related designations.
- **The proposed mitigation:** consideration should be given to the extent to which the development effects can be mitigated, through positive design, the provision of replacement or enhanced landscape features, or limiting effects on the wider landscape.

***Significance of Landscape Effect***

4.12 The level of effect upon the receptor should be identified in respect of the different components of the proposed development. In order to assess the significance of the effect on the receiving environment, it is necessary to consider the magnitude, i.e. the degree of change, together with the sensitivity of each identified receptor.

4.13 This will identify whether the effects are:

- **Adverse or Beneficial** - beneficial effects would typically occur where a development could positively contribute to the landscape character. Neutral effects would include changes that neither add nor detract from the quality and character of an area or view. Adverse effects would typically occur where there is loss of characteristic landscape elements, or the proposal detracts from the landscape quality and character of an area or view;
- **Direct or Indirect** – A direct effect is where a development will affect the character of an area either beneficially or adversely. An indirect effect would be associated with a development, i.e. an increase of traffic on a particular route.
- **Short, Medium or Long Term** – this relates to the expected duration and magnitude of a development. Within this assessment the potential effects are assessed during the construction phase, then at years 1 and 10 following completion of the development.
- **Reversible or Irreversible** – This is the judgement of whether the resulting effect of a development can be mitigated or not, and whether the result of the mitigation is beneficial.

4.14 The significance of landscape effect is determined by cross-referencing the sensitivity of the receptor with the magnitude of change expected as a result of the development. Table 5 below outlines how the assessment of significance is undertaken.

| Table 5: Landscape Significance of Effect | | | | | | |
|---|---|---|---|---|---|---|
| **Vs** | | **Sensitivity of Landscape receptor** | | | | |
| **Magnitude of Change** | | **Very High** | **High** | **Medium** | **Low** | **Negligible** |
| | **High** | Substantial | Major | Major/Moderate | Moderate | Moderate/Minor |
| | **Medium** | Major | Major/Moderate | Moderate | Moderate/ Minor | Minor |
| | **Low** | Major/Moderate | Moderate | Moderate/Minor | Minor | Negligible |
| | **Negligible** | Moderate | Moderate/Minor | Minor | Negligible | Negligible/None |
| **Significance of Landscape Effect** | | | | | | |

* To be read in conjunction with Table 9 below

## 5. Methodology For The Assessment Of Visual Effects

5.1 As set out within section 2 above, the visual baseline is identified through a process of desk study, Zone of Theoretical Visibility (ZTV), the extent of the visual envelope is then defined and tested through field assessment.

5.2 On the basis of the baseline assessment and field survey analysis, visual receptors are identified and classified as to their sensitivity to change. This will involve the identification of the visual receptors through:

- Identification of the area in which the development may be visible (the visual envelope;
- Identification of publicly accessible, representative, viewpoints where views will be affected and the nature of those views;
- Identification of any recognised viewpoints (i.e. known viewpoints from a key landmark or local feature);
- Identification of the different groups of people who may experience views of the development.

### Sensitivity of Visual Receptors

5.3 The sensitivity of a visual receptor should be established. This sensitivity will be dependent on the value attached to the view and the susceptibility of the visual receptor(s) to a change of the type proposed. This may be linked to the type of activity that the person is engaged in – for example someone walking in the countryside would be more sensitive to a change to the view than a person working in an office.

**5.4** **Susceptibility** is defined as the ability of a defined visual receptor to accommodate the specific proposed development without undue consequences. Regard should be given to the activity of the people experiencing the view, and the extent to which their attention or interest may be focused on the views, as well as the visual amenity that they experience at particular locations.

**Table 6: Visual Susceptibility to Change**

| Susceptibility | Assessment Criteria |
|---|---|
| **Very High** | • No or very few detracting features within the view.<br>• Type of development is out of keeping with its setting.<br>• The view has little or no potential to accommodate the type of change proposed.<br>• Users' sole focus is on appreciation of the view. |
| **High** | • Views would be considered to have a high level of intactness and few detracting features, e.g. a public footpath within the countryside.<br>• The view has limited potential to accommodate the type of change proposed.<br>• Users' main focus is on appreciation of the view. |
| **Medium** | • Views would be comprised of good landscape structure, with some detracting features or evidence of recent change, e.g. a public footpath near to a settlement or rural public highway.<br>• Views would demonstrates some potential to accommodate change through appropriate mitigation.<br>• Users would have some appreciation of the view whilst passing through. |
| **Low** | • Views of landscapes that contain strong evidence of previous change and some degraded features.<br>• Views encompassing a high degree of human activity.<br>• Users would be mainly focused on their activity. |
| **Negligible** | • Views of degraded landscapes or highly intensive human uses, e.g. industrial areas.<br>• Users would typically have their sole focus on their activity, with no appreciation of the view. |

### *Visual Value*

5.5 The value of a view is derived from the value or importance given to that view by society at large.

5.6 Value can be derived from the value given to the view by visitors to an area, for example through guidebooks, tourist maps, interpretation signs, as well as reference in literature or art.

| Table 7: Visual Value | | | |
|---|---|---|---|
| **Susceptibility** | **Typical Criteria** | **Typical Scale** | **Examples** |
| **Very High** | Views within nationally designated landscapes such as National Parks or AONB's and users of National Trails where the focus is upon the landscape itself. | International<br>National | World Heritage Sites<br>National Parks.<br>Areas of Outstanding Natural Beauty.<br>Published routes. |
| **High** | Views are recognised as being of high quality, importance and rarity, representing a number of recognised value criteria.<br>Views within regional/local landscape designations, users of Long Distance Routes or Sustrans cycle routes. | Regional<br>Local | Wild or picturesque landscapes.<br>Settings of designated landscapes.<br>Areas whose value is expressed through published assessments or cultural celebration, e.g. art, history or literature. |
| **Medium** | Views within moderate quality landscapes.<br>Typically undesignated but value may be expressed through published assessment. | Regional<br>Local | Generally intact rural views.<br>Views that are representative of published landscape character. |
| **Low** | Views within landscapes considered to be of low quality, importance and rarity. | Local | Strong human influence or intensive management within the view, e.g. major transport routes, golf courses. |
| **Very Low** | Views within landscape considered to be of very low quality, importance and rarity.<br>Typically degraded with many detracting features. | Site | Industrial/degraded landscapes. |

| Table 8: Visual Sensitivity Thresholds | |
|---|---|
| **Visual Sensitivity** | **Threshold Definition** |
| **Very High** | Viewers on Public Rights of Way or accessible land whose prime focus is on the high quality of the surrounding landscape, and who are often very aware of its value. Examples include viewers within nationally designated landscapes such as National Parks or AONB's and users of National Trails. |
| **High** | Viewers on Public Rights of Way whose prime focus is on the landscape around, or occupiers of residential properties with primary views affected by the development. Examples include viewers within regional/local landscape designations, users of Long Distance Recreational Routes or Sustrans cycle routes. |
| **Medium** | Viewers engaged in outdoor recreation with some appreciation of the landscape, occupiers of residential properties with oblique views affected by the development, and users of rural lanes and roads. Examples include viewers within moderate quality landscapes and outdoor pursuits. |
| **Low** | Viewers engaged in outdoor sport or recreation whose prime focus is on their activity, or people passing through the area on main transport routes whose attention is focused away from an appreciation of the landscape. |
| **Negligible** | Viewers whose attention is focused on their work or activity and not susceptible to changes in the surrounding landscape, or people passing through heavily degraded or human influenced landscapes. |

***Magnitude of Change of Visual Receptors***

5.7 The following definitions are used to assess the magnitude of change to visual receptors. As with the assessment of the magnitude of change for landscape receptors, consideration is given to:

- **The size or scale of the development:** taking into account:
  - The mass and scale of the development visible and the change experienced from an identified location; and
  - The loss or addition of features within the view and the changes to the view's composition (including the proportion of the view occupied by the proposed development and the degree of contrast or integration of the proposed development within the context of the existing landscape elements) and the nature of the view in terms of duration and degree of visibility.
- **The extent of the development:** the extent of the development will vary between each identified viewpoint and will likely reflect the extent of the development visible in the view alongside the distance of the viewpoint from the proposed development.
- **The permanency of the development:** considering whether:
  - The proposals will result in a long term or short term effect;
  - The development is reversible or changes the status of the site (for example to previously developed land); and
  - Restoration to baseline conditions is envisaged at the end of this term.
- **The proposed mitigation:** Judging the extent to which the landscape proposals will be able to mitigate the visual effects of the development by screening, or through design of the development (e.g. siting, use of visually recessive colours and materials and location of open space).

| Table 9: Magnitude of Change to Visual Receptors | |
|---|---|
| **Magnitude** | **Definition** |
| **High** | Change resulting in a high degree of deterioration or improvement, or introduction of prominent new elements that are considered to make a major alteration to a view. |
| **Medium** | Change resulting in a moderate degree of deterioration or improvement, or constitutes a perceptible change within a view. |
| **Low** | Change resulting in a low degree of deterioration or improvement to a landscape or view, or constitutes only a minor component within a landscape. |
| **Negligible** | Change resulting in a barely perceptible degree of deterioration or improvement to a view. |
| **No Change** | It is also possible for a view to experience no change due to it being totally compatible with the character of the visual environment or not visible due to intervening structures or vegetation. |

***Significance of Visual Effect***

5.8 The significance of visual effect is determined by cross referencing the sensitivity of the receptor with the magnitude of change expected as a result of the development. Table 8 below outlines how the assessment of significance is undertaken.

| Table 10: Visual Significance of Effect | | | | | | |
|---|---|---|---|---|---|---|
| **Vs** | | **Sensitivity of Visual receptor** | | | | |
| **Magnitude of Change** | | **Very High** | **High** | **Medium** | **Low** | **Negligible** |
| | **High** | Substantial | Major | Major/Moderate | Moderate | Moderate/Minor |
| | **Medium** | Major | Major/Moderate | Moderate | Moderate/ Minor | Minor |
| | **Low** | Major/Moderate | Moderate | Moderate/Minor | Minor | Negligible |
| | **Negligible** | Moderate | Moderate/Minor | Minor | Negligible | Negligible/None |
| | **No Change** | None | None | None | None | None |
| **Significance of Visual Effect** | | | | | | |
| * To be read in conjunction with Table 9 below | | | | | | |

## 6. Understanding Significant Effects

6.9 For the purposes of the impact assessment beneficial or adverse effects of substantial, major and major/ moderate effects are considered to be significant and to be of key importance in decision making. Moderate adverse effects should also be taken into account when considering the overall effects of the development in decision making.

6.10 It is important to consider that change does not necessarily result in an adverse effect or harm to a particular landscape or visual environment.

6.11 The landscape assessor, in determining the significance of effect, will apply a defined assessment methodology, in combination with sound professional judgement upon which the identification of significant effects should be based.

**Table 11: Significance Thresholds**

| Significance | Threshold Definition |
|---|---|
| **Substantial** | A very high magnitude of change that materially affects a landscape or view of national / international importance that has little or no ability to accommodate change. |
| **Major** | A high magnitude of change that materially affects a landscape or view that has limited ability to accommodate change. |
| **Moderate** | A medium magnitude of change that materially affects a landscape or view that may have the ability to accommodate change. Positive effects will typically occur in a lower quality landscape. |
| **Minor** | A low magnitude of change that materially affects a landscape that has the ability to accommodate change. Positive effects will typically occur in a lower quality landscape or view. |
| **Negligble** | A negligible magnitude of change that has little effect on a landscape that has the ability to accommodate change. |
| **None** | It is also possible for a magnitude of change to occur that results in an effect of neutral significance due to the change being compatible with local character or not visible. |

# NICHOLSONS

Please Note: All images in this document are indicative

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