NICHOLSONS

Landscape and Visual Impact Assessment

Client: Net World Sports Ltd

Site: Land South of Bryn Lane, Wrexham

Date: 03/02/2025

Revision: **8**



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V4	Version 4- Addition of Comparative Wireframe Visualisations	19/12/2024	JT
V5	Version 5- Updated layout plan, Wireframe Visualisations numbering, addition to report text for viewpoint.	20/12/2024	JT
V6	Version 6- Inclusion of Wrexham Unitary Development Plan	20/01/2025	ID
V7	Version 7- Updated layout plan	14/02/2025	JT
V8	Version 8- Updated layout plan	03/02/2026	CB

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Executive Summary

The Site is located within Wrexham Industrial Estate, surrounded on three sides by industrial uses, and with additional allocated employment development to the north. It currently comprises an area of rough grassland with belts of woodland on its northern, eastern and southern boundaries, the latter two forming part of the Strategic Ecological Network of the industrial estate. The western boundary comprises security fencing and permits clear intervisibility with an adjacent industrial building. Other industrial buildings are visible above the boundary vegetation.

The proposed development comprises a single industrial building of 26m ridge height with associated parking, vehicle circulation and green infrastructure areas. The woodland belts on the eastern and southern boundaries are proposed to be conserved and enhanced, and a new hedgerow is proposed along the western boundary to soften the appearance of the boundary and to provide wildlife connectivity around the entire Site boundary.

The landscape impact assessment considered the effects upon the character of the Site and its immediate setting, and that of the surrounding published character. It concluded that the proposed development would not result in any significant landscape effects, the most significant being an adverse effect of Moderate to Moderate/Minor significance upon the character of the Site and its immediate setting.

The visual impact assessment found that the visual environment of the Site is highly restricted to the west, south and east by existing tall vegetation and structures. Wider views are available from receptors to the north, comprising the users of public highways and Public Rights of Way.

The assessment concluded that none of the visual receptors would experience significant effects, the most significant being adverse effects of Moderate/Minor significance upon the users of public footpaths crossing agricultural land to the north.

The land to the north of the Site is allocated within the Local Plan for an extension to Wrexham Industrial Estate and subject to a live planning application, which is pending determination. Should this be delivered then the only public view of the proposed building is anticipated to be from Bryn Lane directly to the north.

The proposed development is therefore considered to be acceptable on landscape and visual grounds.

Table 1: Visual Assessment Results

Receptor	Viewpoint	Significance of Effect
Users of Bryn Lane	1	Minor adverse
Users of Public Footpath ISY/6	2	Moderate/Minor to Minor adverse
Users of Public Footpath HOLT/24	3&4	Moderate/Minor adverse
Users of Public Footpath HOLT/25	5&7	Moderate/Minor adverse
Users of Francis' Lane	6	Minor adverse

1. Introduction

Instruction

1.1 In October 2024, Nicholsons was instructed by Mauna Kea Limited, a fully owned subsidiary of Net World Sports, to undertake a Landscape and Visual Impact Assessment for a new industrial building on land to the south of Bryn Lane, Wrexham (the 'Site').

Scope

1.2 This assessment was undertaken using an established methodology, derived from the Landscape Institute and the Institute of Environmental Management and Assessment jointly published Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA3), which is the nationally accepted guidance for the consideration of landscape and visual effects.

1.3 The terms of reference for this assessment are as follows:

- To assess the baseline landscape and visual characteristics of the proposed Site, including desk survey information and first-hand field evidence;
- To assess the proposals, and where appropriate, provide recommendations in relation to key landscape and visual mitigation requirements; and
- To propose, where possible, suitable mitigation measures to reduce adverse impacts to an acceptable level.

1.4 A number of plans and photographs have been prepared to illustrate the character and visual environment of the Site and its context, and these have been appended to this report.

1.5 This report should be read in conjunction with all other information submitted in support of this Application.

Site Description

1.6 The Site comprises a single land parcel extending to approximately 3.72ha in area, accessed from Bryn Lane to the north.

1.7 The Site mostly comprises open grassland, with trees on its northern, southern and eastern boundaries. It is surrounded to the west, south and north by Wrexham Industrial Estate.

1.8 The central grid reference of the Site is SJ 384 507.



2. Planning Policy Background

2. National Planning Policy Background

Planning Policy Wales

1.1 Edition 12 of Planning Policy Wales was published in February 2024, and it sets out the land use planning policies of the Welsh Government.

1.2 Chapter 3 of PPW covers strategic and spatial choices. Under the heading of 'Placemaking in Action' at paragraph 3.3, it encourages good design to make better places. It states that good design is fundamental to creating sustainable places where people want to live, work and socialise. It further states that design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places.

1.3 Policies relating to the natural environment are set out in Chapter 6: Distinctive and Natural Places.

1.4 Section 6.2 relates to Green Infrastructure,and within this paragraphs 6.2.11 sets out a framework for the integration of green infrastructure into new developments and the demonstration of its value, as follows:

"The quality of the built environment should be enhanced by integrating green infrastructure into development through appropriate site selection and use of creative design. With careful planning and design, informed by an appropriate level of assessment, green infrastructure can embed the benefits of biodiversity and ecosystem services into new development and places, help to overcome the potential for conflicting objectives, and contribute to health and well-being outcomes."

1.5 Paragraph 6.12 in particular requires all new development to demonstrate effective integration of green infrastructure, as follows:

"A green infrastructure statement should be submitted with all planning applications. This will be proportionate to the scale and nature of the development proposed and will describe how green infrastructure has been incorporated into the proposal. In the case of minor development this will be a short description and should not be an onerous requirement for applicants. The green infrastructure statement will be an effective way of demonstrating positive multi-functional outcomes which are appropriate to the site in question and must be used for demonstrating how the step-wise approach (Paragraph 6.4.15) has been applied."

1.6 Under the heading of 'Landscape', Planning Policy Wales defines landscape in paragraph 6.3.1 as "*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.*"

1.7 Paragraph 6.3.3 further states that "*All the landscapes of Wales are valued for their intrinsic contribution to a sense of place, and local authorities should protect and enhance their special characteristics, whilst paying due regard to the social, economic, environmental and cultural benefits they provide, and to their role in creating valued places.*"

1.8 With regard to the effect of development upon landscape character, paragraph 6.3.4 states that where adverse effects on landscape character cannot be avoided, it will be necessary to refuse planning permission.

Local Planning Policy Background

Wrexham Local Development Plan 2013-2028

2.9 Wrexham Local Development Plan was adopted by Wrexham Council in December 2023. The Proposals Maps for the Plan show the Site to be located within the Employment Area of Wrexham Industrial Estate, with land on the eastern and southern boundaries of the Site falling within the Wrexham Industrial Estate Strategic Environmental Network.

2.10 The following Local Plan policies are therefore considered to be relevant to this assessment, which are set out in full at **Appendix 1**:

- Policy SP2: Location of Development
- Policy SP9: Wrexham Industrial Estate
- Policy EM1: Protection of Existing Employment Land

Wrexham Unitary Development Plan 1996-2011

2.11 The Wrexham Unitary Development Plan formed the previous Local Plan, adopted in 2005, and it was superseded by the Wrexham Local Development Plan upon adoption.

2.12 The following Unitary Development Plan policies are therefore considered to be relevant to this assessment, which are set out in full at **Appendix 1**:

- Policy PS2
- Policy EC4
- Policy GDP1(a)

3. Baseline Assessment

Study Area

3.1 For this assessment, a Study Area of 3km has been used. It is judged that beyond this distance, the proposed building will blend into the adjacent industrial estate to the extent that significant effects are unlikely.

Site Overview

3.2 The Site mostly comprises an open grassland field, which is divided into two parts with timber post and rail fencing.

3.3 Tall native woody vegetation is present on the northern, eastern and southern Site boundaries, with the eastern and southern boundaries forming part of a strategic ecological corridor within the Local Plan.

3.4 The Site is accessed from Bryn Lane via an existing agricultural entrance on its northern boundary. Woody vegetation extends from the boundary into the Site, flanking the existing access.

3.5 Watercourses are present along parts of the southern and eastern Site boundaries. The southern watercourse is a substantial engineered channel, whereas the eastern watercourse bears the character of an informal ditch. Both watercourses flow through engineered headwalls into culverts near to the southernmost point of the Site.

3.6 The western Site boundary comprises galvanised steel palisade security fencing topped with barbed wire, permitting clear intervisibility with the adjacent industrial land to the west.

3.7 Two disused World War II concrete bunkers are located within an area of scrub in the north-eastern corner of the Site.

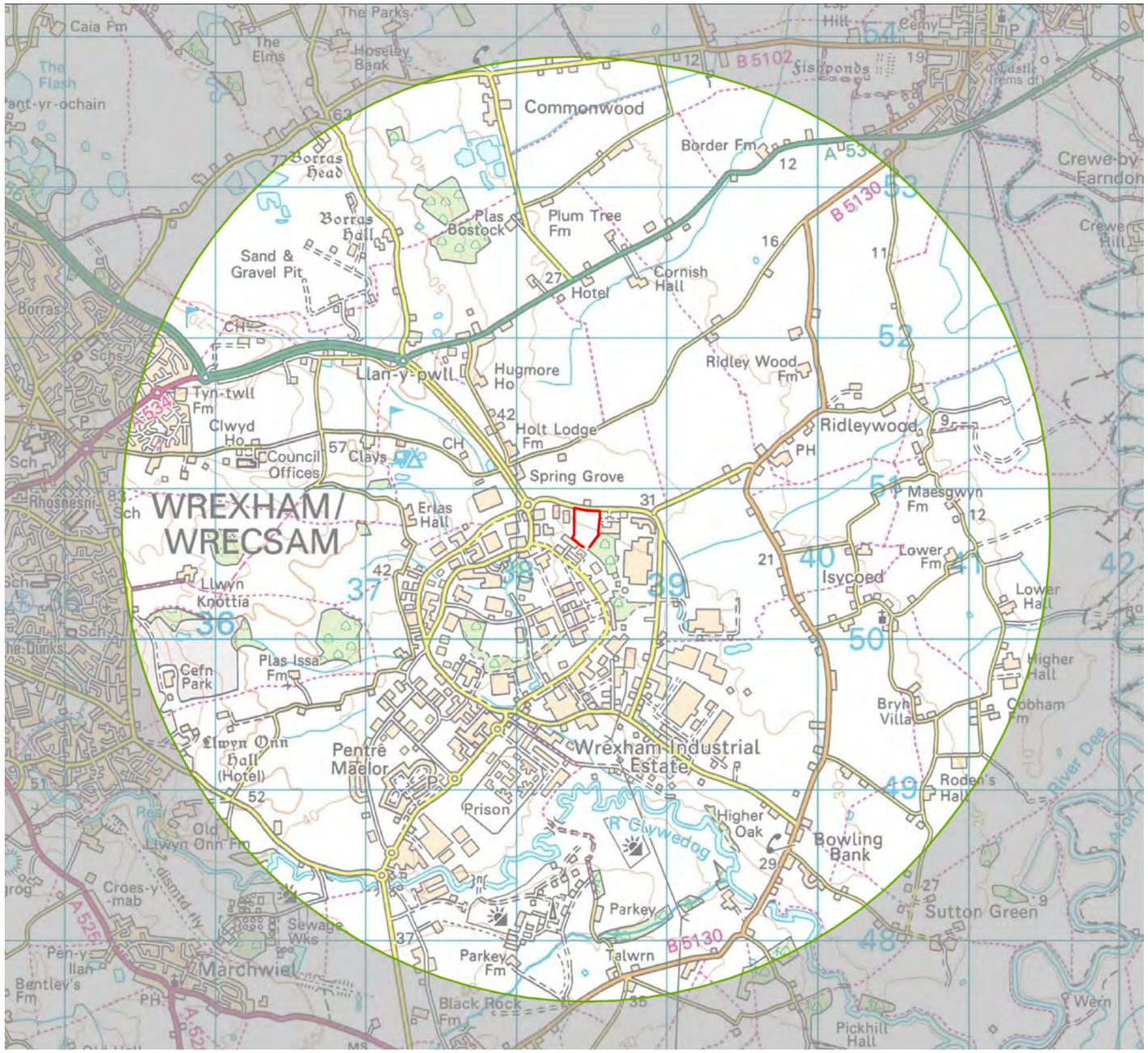


Figure 1: Site Location and Study Area

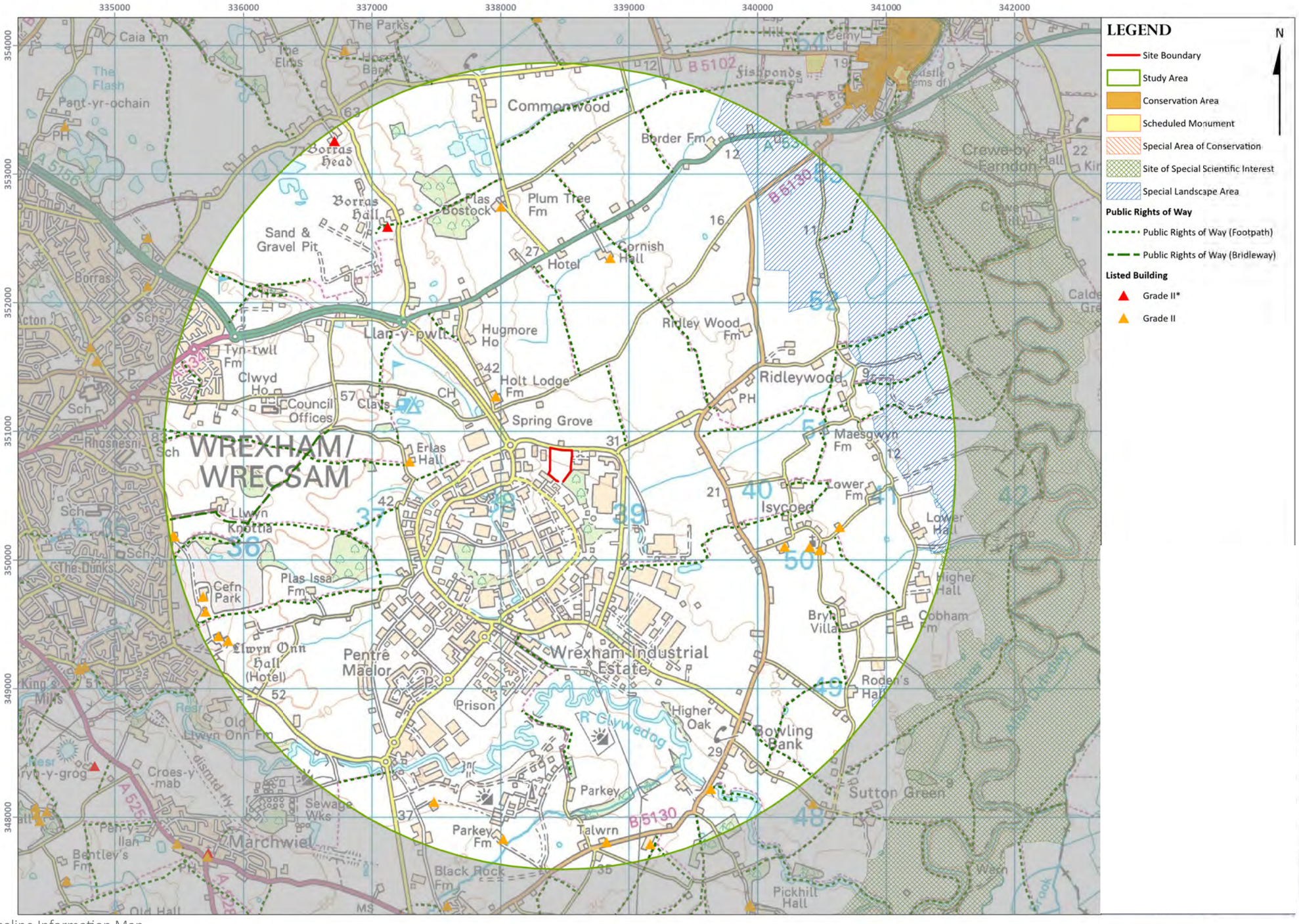


Figure 2: Baseline Information Map

Site Context

3.8 The Site is located on the northern edge of Wrexham Industrial Estate, with commercial and industrial uses to the west, south and east exerting a strong influence upon its character. In particular, the tall structures associated with the Kelloggs factory to the east are a visually dominant feature.

3.9 An area of native woodland is located to the south-east, connecting with the Site's southern and eastern boundary vegetation and forming part of the strategic green infrastructure network of the industrial estate.

3.10 Bryn Lane forms the northern boundary of the Site and beyond this lies a small farmstead, surrounded by pastoral and arable fields bounded with treed hedgerows that extend northwards to the edge of the study area.

3.11 The land to the north of the Site comprises an employment Key Strategic Site in the recently adopted Local Plan, under Policy KSS3 and subject to a live planning application for employment use. It is therefore highly likely that this land will be developed for employment uses within the Plan period, resulting in the Site being entirely set within the industrial estate.

Topography & Landform

3.12 The Site expresses a relatively level topography, sitting around 30m AOD with no discernible change in levels across its area.

3.13 The wider landform generally slopes down eastwards towards the River Dee, which sits at around 5m AOD. This is consistent with the industrial estate being located on the lower western slopes of the concave valley, and the land sloping upwards more steeply towards the settlement edge of Wrexham



Figure 3: Aerial Photo

at the western edge of the study area, which sits at approximately 80m AOD.

Public Rights of Way

3.14 There are no Public Rights of Way running through the Site, and no part of the Site is publicly accessible.

3.15 A number of Public Rights of Way passing through the land to the north of the Site that have the potential to be affected as a result of the Site's development are shown on the Baseline Information Map.

3.16 When the employment allocation within the Local Plan to the north of the Site is delivered, all views towards the Site from Public Rights of Way will be neutralised.

Designations

Landscape Designations

3.17 The Site is not located within a nationally or locally designated landscape.

3.18 A Special Landscape Area associated with the River Dee corridor is located approximately 2.5km to the east of the study area, although intervening structures and vegetation within the landscape prevent any character relationship between the Site and this area.

Heritage Assets

3.19 There are a number of Listed Buildings within the study area, the closest being the Grade II Listed New Hold Lodge Farm, located approximately 500m to the north-west of the Site.

3.20 Field investigation has shown that there is no perceptual relationship between the Site and these historic assets, and therefore no impacts are anticipated upon the character of the setting of these assets.

Illustrative Viewpoints

3.21 To assist in understanding the character and composition of the Sites and the landscape in which they are located, a series of illustrative views are presented over the following pages.

3.22 The locations of these illustrative viewpoints are shown on the Illustrative Viewpoint Location Map.



Figure 4: Illustrative Masterplan for land north of the Site

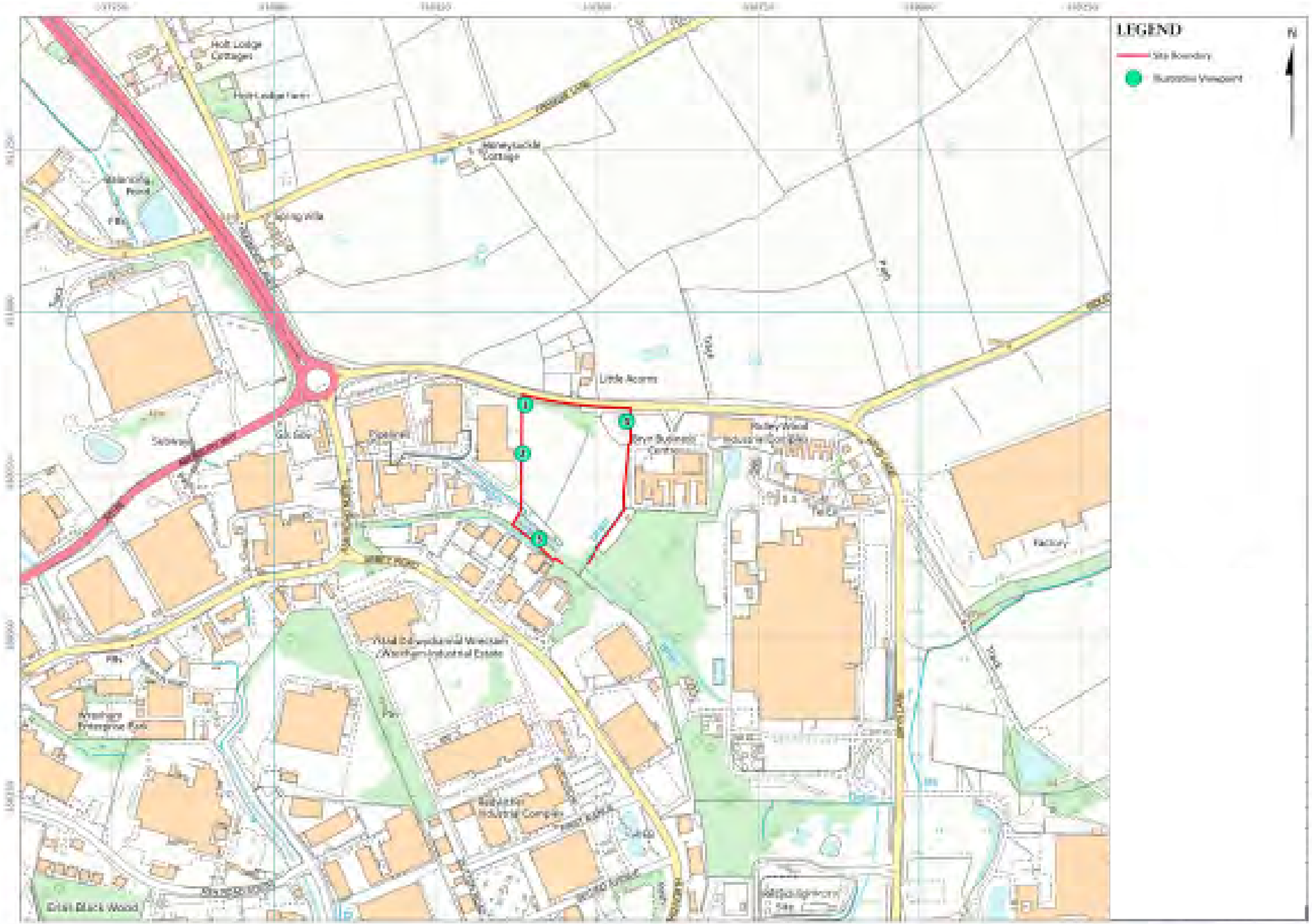


Figure 4: Illustrative Viewpoint Map



Illustrative Viewpoint 1	
Location	North-western corner of the Site, looking south
Grid Ref	SJ 38388 50855
Description	This view illustrates the general character and setting of the Site. The main body of the view is occupied by the rough grassland that forms the majority of the Site area. Beyond this lies the woody corridors on the southern and eastern Site boundaries, beyond which the upper parts of nearby large buildings in the industrial estate can be seen. At the right hand edge of the view, the steel palisade fencing forming the Site's western boundary can be seen, and through this, elements within the adjacent industrial land parcel.



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.



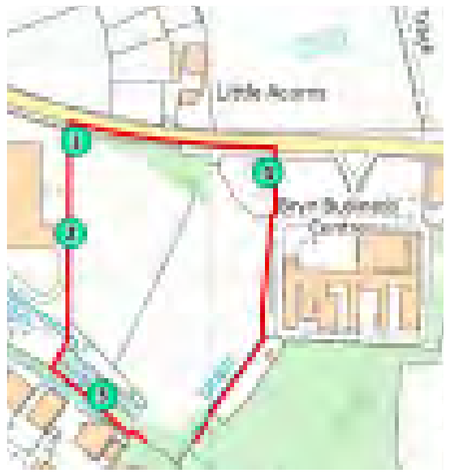
Illustrative Viewpoint 2	
Location	Western Site boundary, looking east
Grid Ref	SJ 38383 50786
Description	This view further illustrates the character and industrial setting of the Site, this time looking east. The dominant element in the view is the tall Kelloggs factory to the east of the Site, with further industrial structures in the foreground of it, and to each side. The wooded eastern boundary of the Site partially filters views towards these elements and to the left of the view, the area of trees and scrub surrounding the disused wartime bunker can be seen.



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Illustrative Viewpoint 3	
Location	Southern part of the Site, looking north-east
Grid Ref	SJ 38400 50653
Description	This view illustrates the character of the engineered watercourse in the southern part of the Site. The lined channel and concrete headwall conveys an industrial character to this element. Beyond it lies the Site's eastern boundary vegetation, which filters views towards nearby industrial structures to the east of the Site.



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Illustrative Viewpoint 4	
Location	Eastern Site boundary, looking west
Grid Ref	SJ 38537 50797
Description	This view was taken from the north-eastern part of the Site and it illustrates the dominant presence of the adjacent industrial building to the west. The lack of any vegetation on the western Site boundary means that clear views are available. Beyond this building, further industrial structures can be seen, set within a treed context. To the right of the view lies the vegetation associated with the disused wartime bunker.



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4. Landscape Baseline

Overview

4.1 In order to accurately define the baseline sensitivity of the receiving landscape to any type of proposal, it is important to identify and assess the specific physical elements and perceptual qualities, and assemblages of these, that are likely to be affected. These are commonly referred to as landscape receptors.

4.2 Landscape receptors are defined in paragraph 3.21 of the Guidelines for Landscape and Visual Impact Assessment Third Edition as *"including the constituent elements of the landscape, its specific aesthetic or perceptual qualities and the character of the landscape in different areas"*.

4.3 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, sub-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.

4.4 Once a list of landscape receptors has been established, the sensitivity of each will be assessed through:

- Assessment of the relative value of each receptor.
- Assessment of the relative susceptibility of the receptor to a change of the type proposed.
- Combination of relative value and susceptibility scores to derive an overall relative sensitivity score.

4.5 A full methodology for this assessment is presented at **Appendix 2**.



Figure 6: The Site entrance

Review of Published Landscape Character Assessments

National Level Assessment

4.6 Natural Resources Wales produced a countrywide landscape character assessment in 2014 resulting in the published National Character Areas map of Wales. The map identifies 48 individual character areas, which are large tracts of countryside with regionally distinct natural, cultural and perceptual characteristics.

4.7 This National Landscape Character Area assessment places the Site within National Landscape Character Area (NLCA) 13 Deeside and Wrexham, which covers the existing industrial estate

4.8 The key characteristics of NLCA 13 Deeside and Wrexham are identified as follows, with those elements considered to be representative of the Site and its setting highlighted in bold text:

- Predominantly mature, lowland countryside.
- Some areas offer a sense of seclusion due to agricultural enclosure interplaying with trees, woodlands and small river valleys.
- A singular large river, the River Dee, traverses the landscape.
- **Mixed pasture with some arable and farm woodland cover.**
- **Strongly settled character within urban settlements in the central and southern regions of the area.**
- **Industrial character in particular areas.**
- Small settlements outside of urban areas, in particular compact villages associated with landed estates and isolated farmsteads.
- Broad floodplain adjacent to the Dee Estuary.

4.9 Based upon the above analyses, the Site and its setting are considered to be slightly representative of National Landscape Character Area 13, representing its more human influenced characteristics.

Appraisal of Site Character and Local Representation

4.10 The Site represents an area of predominantly grassland that is surrounded to the west, south and east by Wrexham Industrial Estate. Woodland is present on its eastern and southern boundaries, part of a wider ecological network that provides a natural setting to the Site in these directions, although part of the southern boundary includes an engineered channel. By contrast, the western boundary comprises steel palisade fencing that exerts an industrial character and permits clear views into the adjacent industrial land use.

4.11 Bryn Lane forms the northern boundary of the Site, beyond which lies a small farmstead and mixed farmland, although this land is allocated within the current Local Plan for employment uses.

4.12 In terms of the published character, the Site and its setting are partially representative, and they represent those characteristics that reflect a high level of human intervention within the landscape.

4.13 For the purposes of this assessment, the following physical and perceptual elements are considered to be relevant receptors in terms of landscape character:

- Site and its immediate setting.
- National Landscape Character Area 13: Deeside and Wrexham.



Figure 5: Character Map Extract

Assessment of Receptor Sensitivity

Assessment of Landscape Value

4.14 In absence of external measures of landscape value, for example designations, the value of the Site has been assessed in relation to a number of suggested indicators of value within Box 5.1 of the Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA3), considering each of the following factors:

- Natural heritage;
- Cultural heritage;
- Landscape condition;
- Associations;
- Distinctiveness;
- Recreational value;
- Perceptual (scenic); and
- Perceptual (wildness and tranquillity).

4.15 With regard to the individual landscape receptors listed above, the relative value of each characteristic is judged to be as follows:

- *Site and its immediate setting:* The Site currently represents an area of grassland and linear woodland, and as such it possesses a degree of conservation value, which is recognised by the inclusion of the boundary woodland strips within the Strategic Ecological Network of the industrial estate within the Local Plan. The land within the Site is in moderate condition, although human elements such as engineered drainage channels and the clear views of the adjacent industrial building to the east detract from this. The Site is located within the existing industrial estate, and therefore it is perceived as part of this land use, and the surrounding uses including the busy Bryn Lane have a negative effect upon its tranquillity. Taking these factors into account, the value of this receptor is judged to be **Medium**.
- *National Landscape Character Area 13: Deeside and Wrexham:* The Site is located within the existing industrial estate with further allocated employment development to the north. This is a detracting feature within the wider Landscape Character Area representing a very high intensity of human activity and disturbance of what is otherwise a relatively rural and tranquil landscape. The value of this receptor in the Site's wider setting is therefore judged to be **Very Low**.

Assessment of Landscape Susceptibility

4.16 The susceptibility of each receptor to the type of change proposed is judged to be as follows:

- *Site and its immediate setting:* The Site comprises an area of predominantly rough grassland, although it is encased within Wrexham Industrial Estate and therefore it is strongly influenced by this setting. Any previous landscape structure has been lost to this intensive land use. The wooded corridors on the Site's eastern and southern boundaries have been recognised as part of the strategic ecological network of the industrial estate, but these are not proposed to be directly affected by the proposed development. Taking these factors into account, the susceptibility of this receptor to the type of change proposed is judged to be **Low**.
- *National Landscape Character Area 13: Deeside and Wrexham:* Whilst this area is predominantly rural, Wrexham Industrial Estate represents a recognised area of intensive human activity and disturbance within it. The susceptibility of this receptor to the type of change proposed is therefore judged to be **Low**.

Defining Landscape Sensitivity

4.17 Based upon the judgements of susceptibility and value set out above and at Table 3 at **Appendix 2**, the overall sensitivity of the identified landscape receptors to the type of change proposed is judged to be as follows:

- Site and its immediate setting: **Low/Medium sensitivity.**
- National Landscape Character Area 13: Deeside and Wrexham: **Low/Negligible sensitivity**.

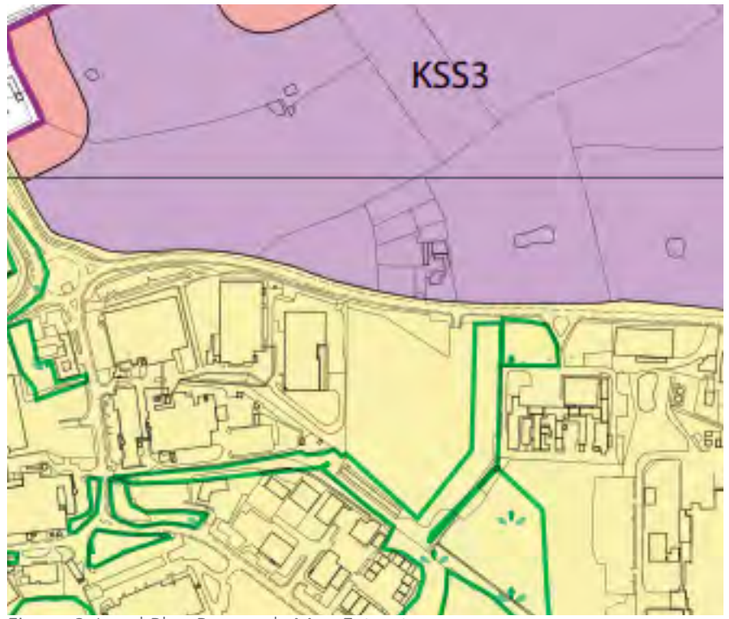


Figure 6: Local Plan Proposals Map Extract

6. Visual Baseline

Overview

5.1 The visual baseline study commences with a process of desk study to generate a Zone of Theoretical Visibility (ZTV) using 3D terrain modelling software, which shows the 'bare earth' visibility of the proposed development based upon local topography, i.e. devoid of structures and vegetation. The extent of the visual envelope is then refined through field investigation. The ZTV is shown on the adjacent plan.

5.2 The baseline assessment is used to identify the likely visual receptors of the proposals. These are defined as individuals and/or defined groups of people who have the potential to be affected by a proposal.

5.3 The draft list of visual receptors and corresponding viewpoints was agreed with the Local Planning Authority. Whilst the Local Planning Authority suggested that the users of Ridleywood Road should be considered as a potential receptor, fieldwork revealed that views towards the Site are filtered by existing industrial structures and vegetation to the extent that this can be scoped out as a receptor because signfiicant effects are highly unlikely.

5.4 For each confirmed visual receptor, a viewpoint photograph or series of photographs was taken from the point or points of greatest visibility. A description is provided below each viewpoint, along with a plan showing their location.

5.5 This description will then be used to assess the sensitivity of each receptor, in line with the criteria presented within Table 6 at **Appendix 2**.

Description of Representative Views follow:

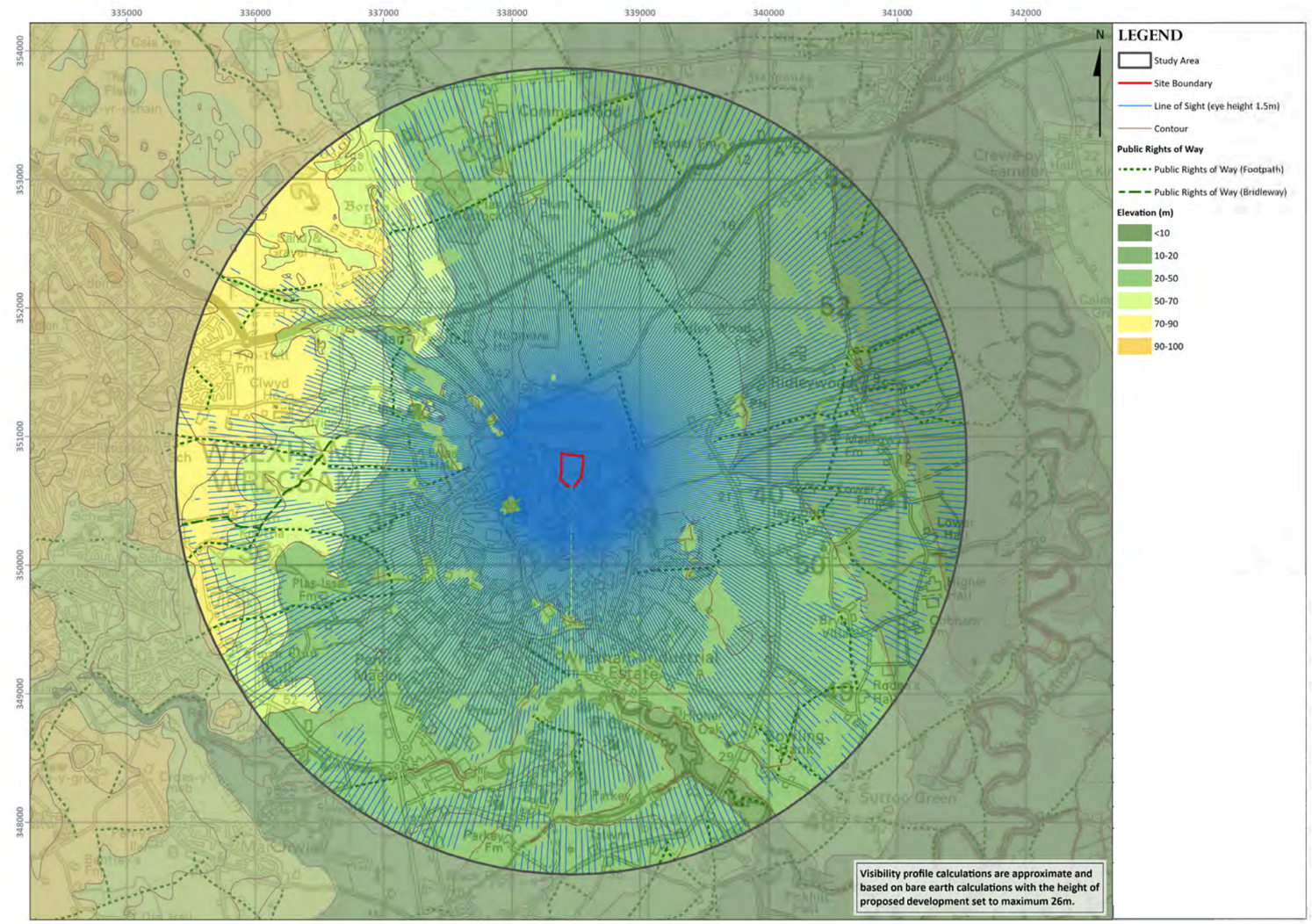


Figure 7: Zone of Theoretical Visibility

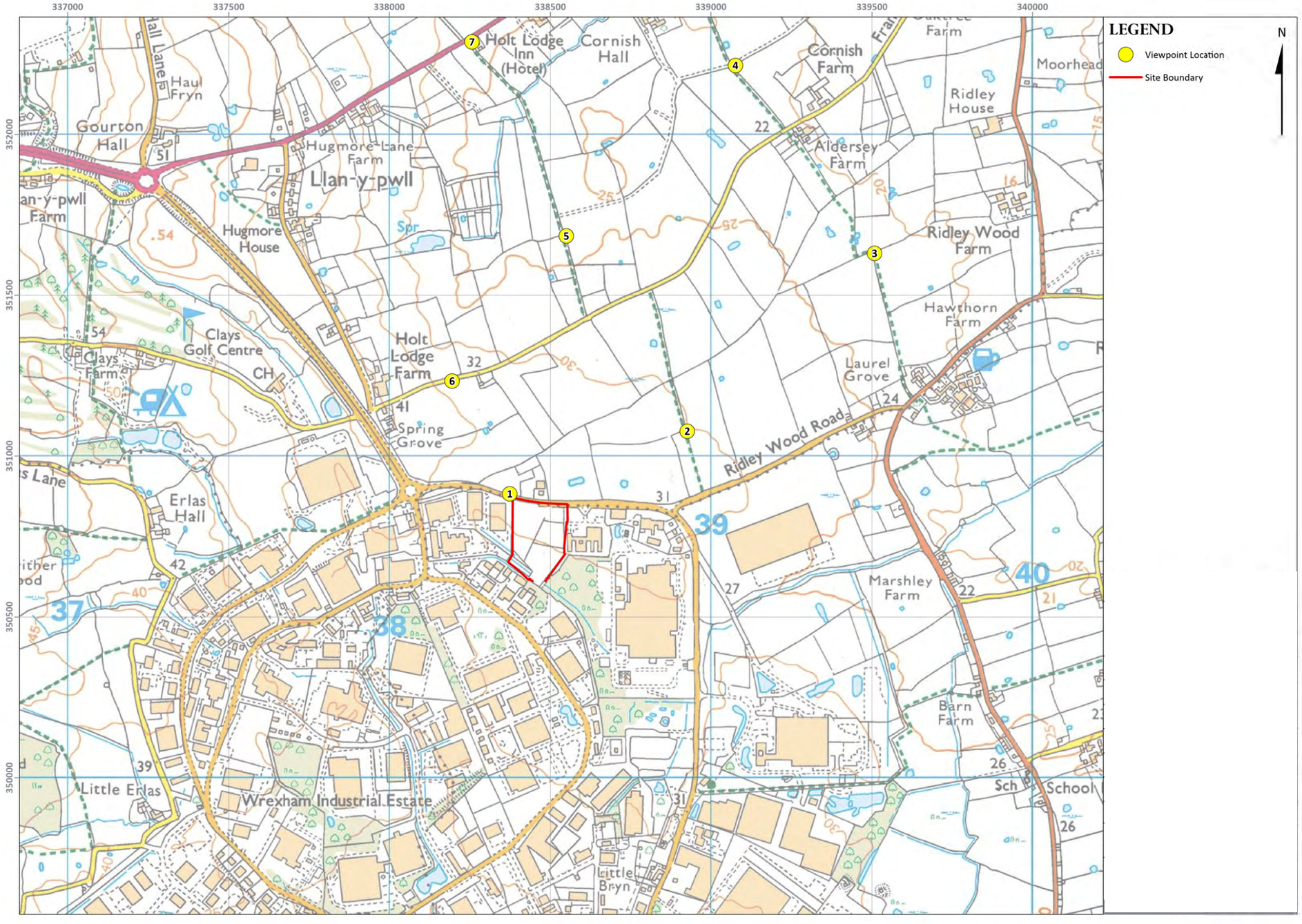
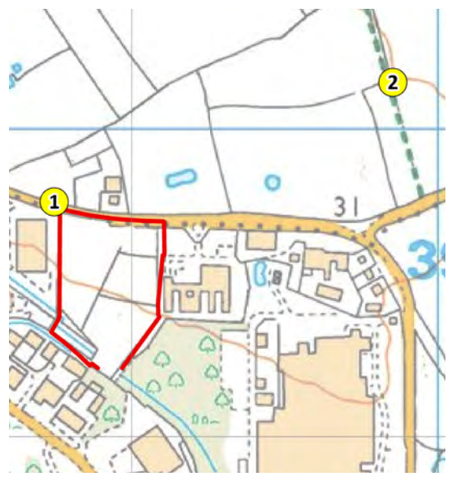


Figure 7: Receptor Viewpoint Location Plan



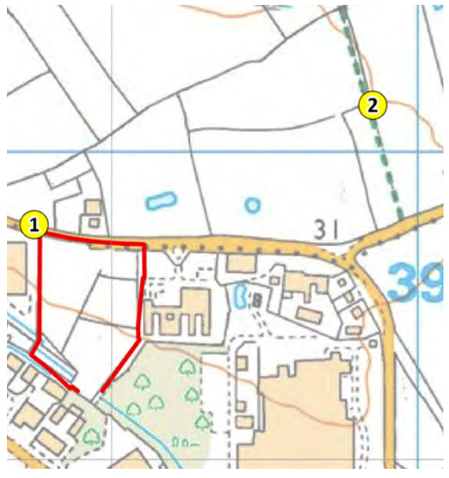
Receptor Viewpoint 1	
Location	Bryn Lane, looking south-east towards the Site
Grid Ref	SJ 38370 50885 **Distance from Site:** 23m **Nature of Receptor:** Users of Bryn Lane
Description	This view was taken from the northern side of Bryn Lane, looking towards the Site. To the right of the view, a security camera associated with the adjacent industrial building can be seen. Bryn Lane is one of the principal access routes for Wrexham Industrial Estate and as such it is a busy public highway with frequent views of industrial structures along its length. The Site is fronted by vegetation that prevents direct views into it, especially as the footway lies on the southern side of the highway, adjacent to the Site boundary.
	Receptor Value: Low **Receptor Susceptibility to Change:** Low **Receptor Sensitivity:** Low



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.



Receptor Viewpoint 2	
Location	Public Footpath ISY/6, looking south-west towards the Site
Grid Ref	SJ 38918 51078 **Distance from Site:** 443m **Nature of Receptor:** Users of Public Footpath ISY/6
Description	View from Public Footpath ISY/6 as users travel southwards towards Wrexham Industrial Estate. Whilst the foreground of the view is rural comprising open pasture and hedges with mature oak trees, the large industrial structures associated with the industrial estate are dominant elements within the back-ground of the view. In particular, the tall Kelloggs factory is present to the left of the view. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.



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Receptor Viewpoint 3	
Location	Public Footpath HOLT/24, looking south-west towards the Site
Grid Ref	SJ 39511 51630 **Distance from Site:** 1,240m **Nature of Receptor:** Users of Public Footpath HOLT/24
Description	Distant view from Public Footpath HOLT/24 towards the Site. The foreground of the view is rural in character, comprising a glimpsed view through a hedge-row across pastoral land. Wrexham Industrial Estate forms the backdrop to the view, with the existing industrial elements filtered by mature hedgerow oak trees. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.
	Receptor Value: Medium **Receptor Susceptibility to Change:** Medium **Receptor Sensitivity:** Medium



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Receptor Viewpoint 4	
Location	Public Footpath HOLT/24, looking south-west towards the Site
Grid Ref	SJ 39064 52204 **Distance from Site:** 1,462m **Nature of Receptor:** Users of Public Footpath HOLT/24
Description	Distant view from Public Footpath HOLT/24 towards the Site. At this distance, views of Wrexham Industrial Estate are limited by intervening vegetation to the upper parts of the tall chimneys associated with the Kelloggs factory. The foreground of the view comprises an arable field, with long views across this field largely terminating in treed hedgerows. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.
	Receptor Value: Medium **Receptor Susceptibility to Change:** High **Receptor Sensitivity:** Medium/High



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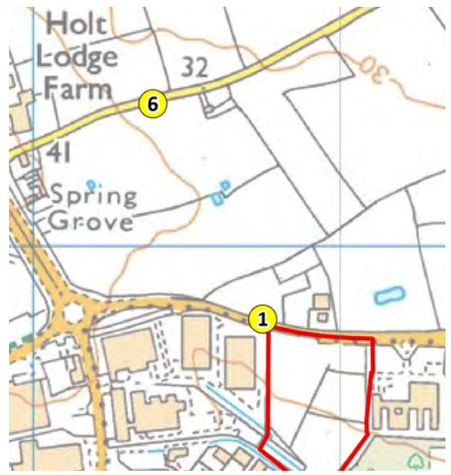
Receptor Viewpoint 5	
Location	Public Footpath HOLT/25, looking south towards the Site
Grid Ref	SJ 38539 51683 **Distance from Site:** 840m **Nature of Receptor:** Users of Public Footpath HOLT/25
Description	View from Public Footpath HOLT/25 towards the Site. In this location, the footpath passes along a fenced corridor with a strong hedgerow restricting visibility to the left of the view. Trees and agricultural structures in the middle ground of the view filter views towards the existing structures within Wrexham Industrial Estate, which are partially visible in the background. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.
	Receptor Value: Medium **Receptor Susceptibility to Change:** Medium **Receptor Sensitivity:** Medium



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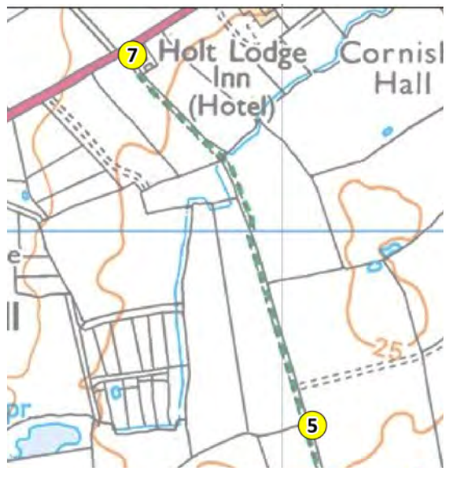
Receptor Viewpoint 6	
Location	Francis' Lane, looking south towards the Site
Grid Ref	SJ 38206 51233 **Distance from Site:** 400m **Nature of Receptor:** Users of Francis' Lane
Description	Glimpsed view from Francis' Lane towards the Site through a gap in the roadside hedgerow. The land rises slightly in this location, obscuring views towards the lower parts of the structures within Wrexham Industrial Estate, although the upper parts are visible. Mature vegetation within the pastoral field that occupies the foreground of the view also filters views towards the existing buildings. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.
	Receptor Value: Medium **Receptor Susceptibility to Change:** Low **Receptor Sensitivity:** Low/Medium



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Receptor Viewpoint 7	
Location	Public Footpath HOLT/25, looking south towards the Site
Grid Ref	SJ 38250 52281 **Distance from Site:** 1,421m **Nature of Receptor:** Users of Public Footpath HOLT/25
Description	Distant view from Public Footpath HOLT/25, looking towards the Site. The foreground of the view is rural, comprising pastoral fields and treed hedgerows that are typical of the prevailing character. In the far distance, the existing large structures within Wrexham Industrial Estate are visible, particularly the tall Kelloggs factory near the centre of the view. When the allocated extension to Wrexham Industrial Estate for which a live planning application has been submitted is delivered, the Site is unlikely to be visible.
	Receptor Value: Medium **Receptor Susceptibility to Change:** Medium **Receptor Sensitivity:** Medium



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Summary of Visual Environment

5.6 The Site's visual environment to the west, south and east is restricted to its immediate boundaries by the presence of the surrounding industrial estate.

5.7 Views towards the Site are available from the adjacent Bryn Lane and from public footpaths and a public highway in the wider countryside to the north, although in all of these views the Site is seen in context with existing buildings within the industrial estate, reducing the inherent sensitivity of these views.

5.8 The land to the north of the Site is allocated within the Local Plan for employment development, and when this allocation is developed, it is anticipated that the only public views of the Site will be from Bryn Lane.

Table 2: Visual Sensitivity	
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



Figure 10: View north-west across the Site

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.

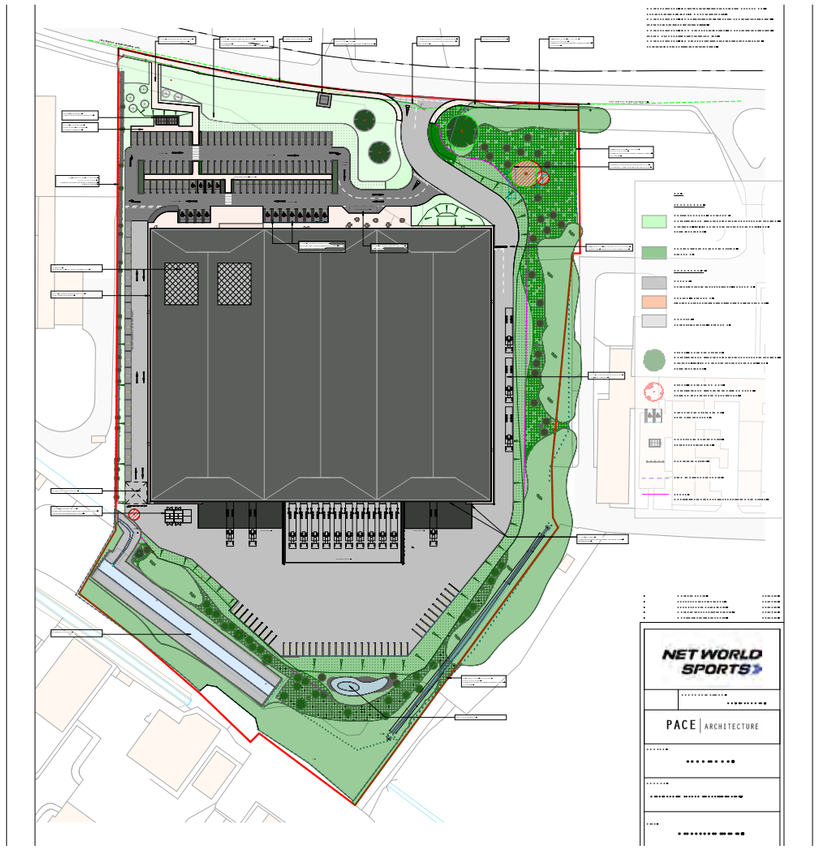
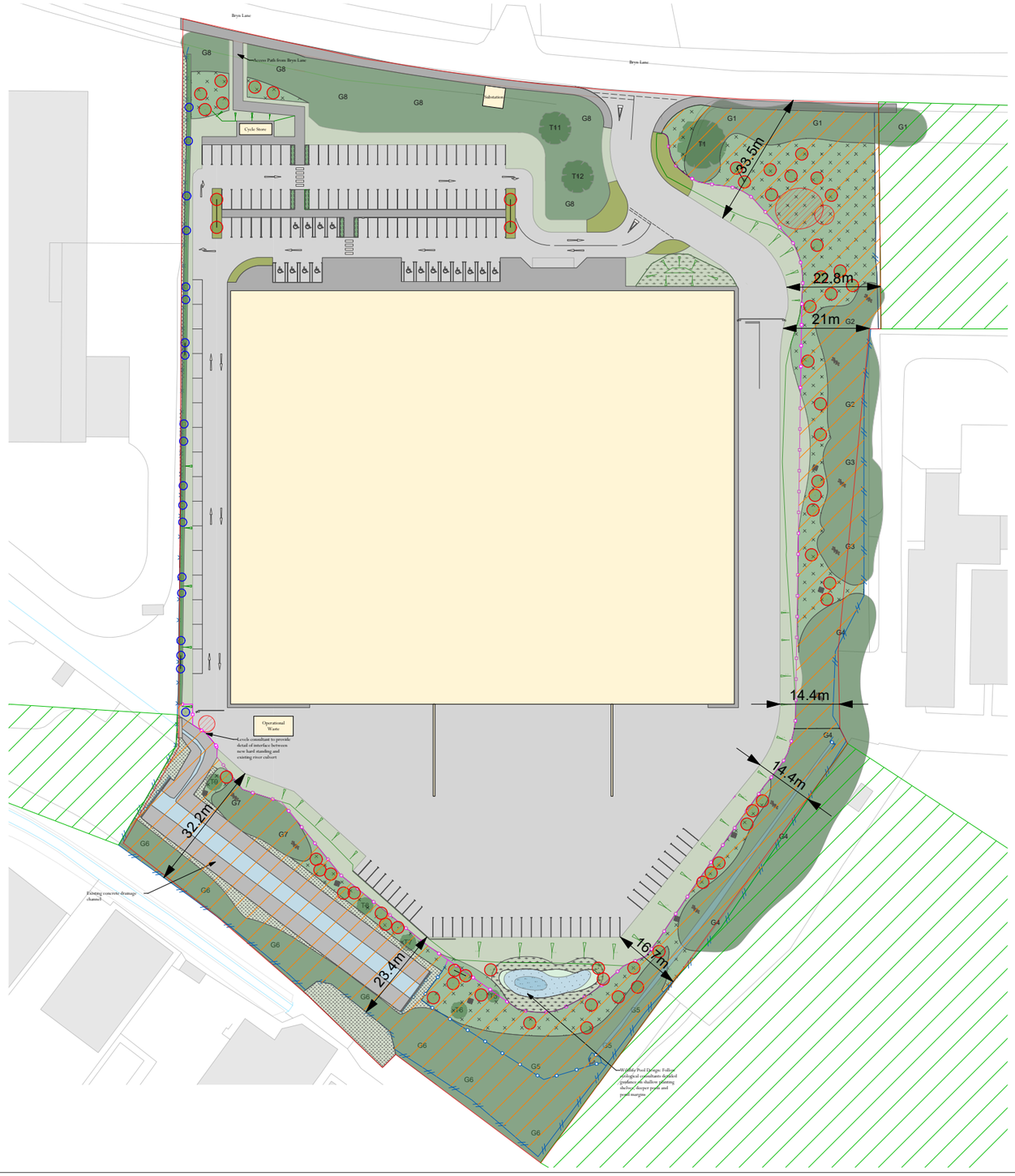


Figure 8: Proposed Site Plan



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 - Light Standard
- Proposed Tree - Standard
- 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
- Proposed Aquatic Marginal Grass Mix
- Proposed Aquatic Marginal Planting
- Proposed Wildlife Pool
- Existing Water Channel
- Proposed Slope / Bank / Gradient (1:3)
- Redline Boundary
- Offsite Strategic Ecological Network (Approximate loacation)
- Onsite Ecological Area

0m 10m 20m 30m 40m 50m 60m 1:1000

28/01/2026	4	Revised Layout and minor planting specification changes
20/01/2026	3 CB	Building Layout Update
26/11/2024	2 CB	Post & Rail fence changes

Date	Original size	Scale	Drawn by	Checked by	Rev
03/02/2026	A3	1:1000	CB	JK	V6

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 World Sports

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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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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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Original Viewpoint 3

Grid Reference: SJ 39508 51638



Viewpoint 3 with Wireframe

Grid Reference: SJ 39508 51638



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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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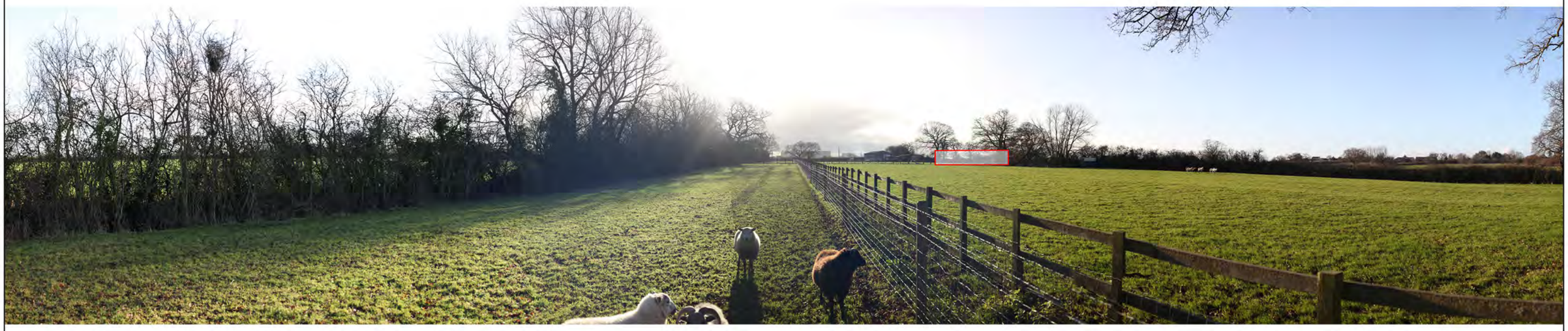
Original Viewpoint 5

Grid Reference: SJ 38546 51683



Viewpoint 5 with Wireframe

Grid Reference: SJ 38546 51683



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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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Original Viewpoint 7

Grid Reference: SJ 38295 52241



Viewpoint 7 with Wireframe

Grid Reference: SJ 38295 52241



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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/Minor** 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; • Townscapes are likely to include a high proportion of historic assets; • 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; • Few detracting features; • Has some potential to accommodate change which is in keeping with the positive aspects of local character. • Townscapes may include a high proportion of historic assets; • 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. • Townscapes may include a proportion of historic assets or of cultural value locally. • 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; • 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. Almost always recognised by national or international designation.	International National	World Heritage Sites National Parks Areas of Outstanding Natural Beauty
High	Landscape is recognised as being of high quality, importance and rarity, representing a number of recognised value criteria. Often identified through local landscape designations.	Regional Local	Wild or picturesque landscapes. Settings of designated landscapes. 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. Typically undesignated but value may be expressed through published assessment. Represents some recognised value criteria.	Regional Local	Generally intact rural landscapes. Landscapes that are representative of published character.
Low	Landscape is of low quality, importance and rarity. Typically degraded with detracting features and in poor condition, but with some potential for restoration or improvement.	Local	Intensive arable landscapes. Landscapes with strong human influence or intensive management, e.g. golf courses.
Very Low	Landscape is of very low quality, importance and rarity. Typically degraded with many detracting features, and poorly managed. Change is likely to improve these landscapes.	Site	Unrestored mineral workings. 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. • Type of development is out of keeping with its setting. • The view has little or no potential to accommodate the type of change proposed. • 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. • The view has limited potential to accommodate the type of change proposed. • 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. • Views would demonstrates some potential to accommodate change through appropriate mitigation. • 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. • Views encompassing a high degree of human activity. • Users would be mainly focused on their activity.
Negligible	• Views of degraded landscapes or highly intensive human uses, e.g. industrial areas. • 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 National	World Heritage Sites National Parks. Areas of Outstanding Natural Beauty. Published routes.
High	Views are recognised as being of high quality, importance and rarity, representing a number of recognised value criteria. Views within regional/local landscape designations, users of Long Distance Routes or Sustrans cycle routes.	Regional Local	Wild or picturesque landscapes. Settings of designated landscapes. Areas whose value is expressed through published assessments or cultural celebration, e.g. art, history or literature.
Medium	Views within moderate quality landscapes. Typically undesignated but value may be expressed through published assessment.	Regional Local	Generally intact rural views. 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. 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

Nicholson Nurseries Limited
Oxfordshire & Northamptonshire
Head Office: The Park, North Aston, Oxfordshire. OX25 6HL.
Tel 01869 340 342 Fax 01869 340 350 e-mail office@nicholsonsgb.com
www.nicholsonsgb.com
Registered office as above. Reg no 04820053