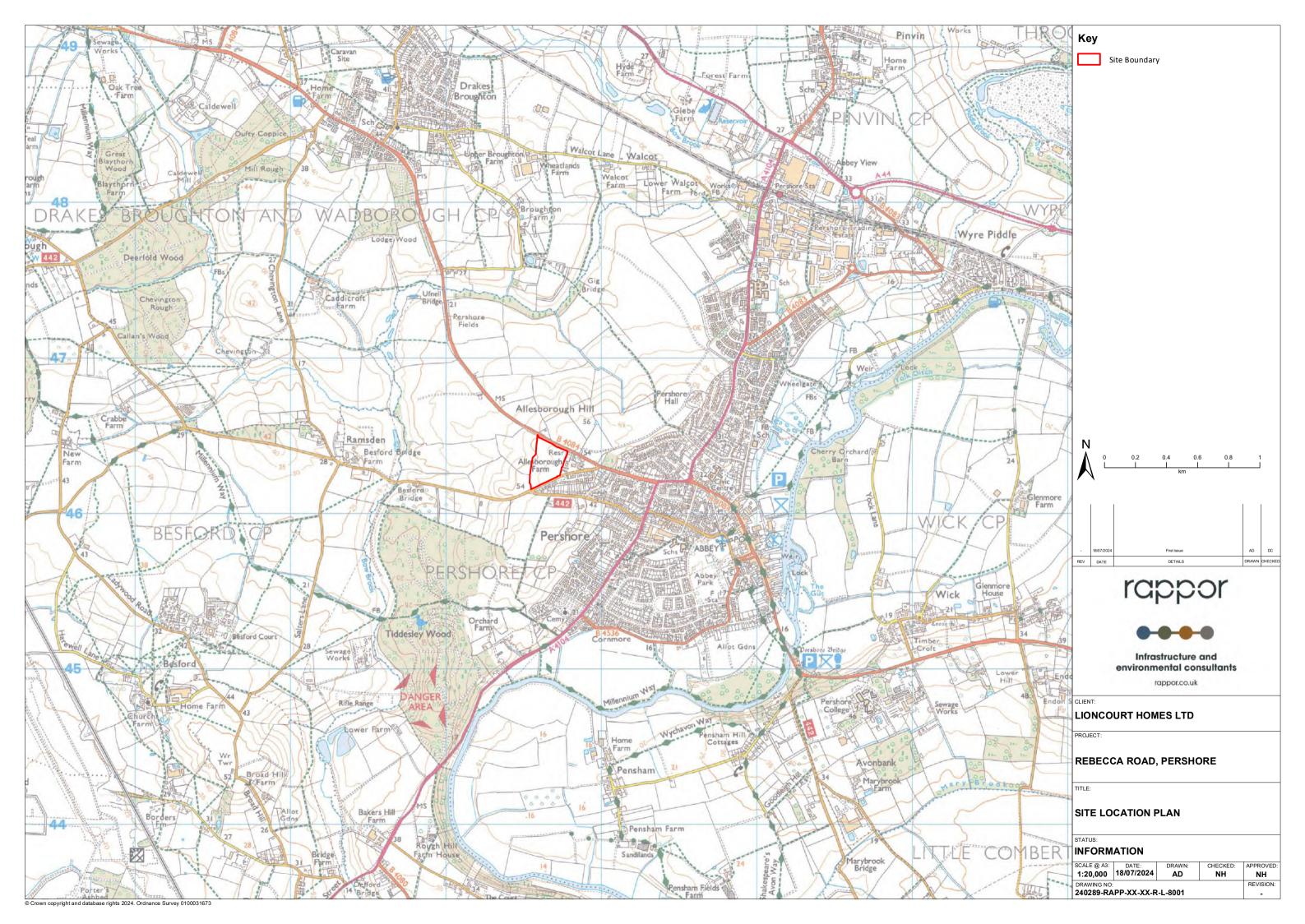


Appendix 1 – Site Location Plan





Appendix 2 – Detailed Methodology



1 Landscape and Visual Impact Assessment Methodology

Introduction

- 1.1 This Landscape and Visual Impact Assessment (LVIA) has been undertaken with regards to best practice, as outlined within the following publications:
 - a) Guidelines for Landscape and Visual Impact Assessment (3rd Edition, 2013) -Landscape Institute / Institute of Environmental Management and Assessment;
 - b) Visual Representation of Development Proposals (2019) Landscape Institute Technical Guidance Note 06/19;
 - c) An Approach to Landscape Character Assessment (2014) Natural England;
 - d) An Approach to Landscape Sensitivity Assessment To Inform Spatial Planning and Land Management (2019) Natural England; and
 - e) Assessing landscape value outside national designations Technical Guidance Note 02/21.
- 1.2 GLVIA3 states within paragraph 1.1 that "Landscape and Visual Impact Assessment (LVIA) is a tool used to identify and assess the significance of and the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people's views and visual amenity."¹
- 1.3 GLVIA3 also states within paragraph 1.17 that when identifying landscape and visual effects there is a "need for an approach that is in proportion to the scale of the project that is being assessed and the nature of the likely effects. Judgement needs to be exercised at all stages in terms of the scale of investigation that is appropriate and proportional."²
- 1.4 GLVIA3 recognises within paragraph 2.23 that "professional judgement is a very important part of LVIA. While there is some scope for quantitative measurement of some relatively objective matters much of the assessment must rely on qualitative judgements"³ undertaken by a landscape consultant or a Chartered Member of the Landscape Institute (CMLI).
- 1.5 GLVIA3 notes in paragraph 1.3 that "LVIA may be carried out either formally, as part of an Environmental Impact Assessment (EIA), or informally, as a contribution to the 'appraisal' of development proposals and planning applications."⁴ Although the proposed development is not subject to an EIA requiring an assessment of the likely significance of effects, this assessment is also titled as an LVIA rather than an 'appraisal' in the interests of common understanding.
- 1.6 The effects on cultural heritage and ecology are not considered within this LVIA.

Study Area

1.7 The study area for this LVIA covers a 3km radius from the site. However, the main focus of the assessment was taken as a radius of 1km from the site as it is considered that even with clear visibility the proposals would not be perceptible in the landscape beyond this distance.

¹ Para 1.1, Page 4, GLVIA, 3rd Edition

² Para 1.17, Page 9, GLVIA, 3rd Edition

³ Para 2.23, Page 21, GLVIA, 3rd Edition

⁴ Para 1.3, Page 4, GLVIA, 3rd Edition



Effects Assessed

- 1.8 Landscape and visual effects are assessed through professional judgements on the sensitivity of landscape elements, landscape character, visual receptors and representative viewpoints combined with the predicted magnitude of change arising from the proposals. The landscape and visual effects have been assessed in the following sections:
 - Effects on landscape elements;
 - Effects on landscape character; and
 - Effects on visual amenity.
- 1.9 Sensitivity is defined in GLVIA3 as "a term applied to specific receptors, combining judgments of susceptibility of the receptor to a specific type of change or development proposed and the value related to that receptor."⁵ Various factors in relation to the value and susceptibility of landscape elements, landscape character, visual receptors or representative viewpoints are considered below and cross referenced to determine the overall sensitivity as shown in Table 1.1:

		Value		
		High	Medium	Low
ility	High	High	High	Medium
Susceptibility	Medium	High	Medium	Low
Susc	Low	Medium	Low	Low

 Table 1.1
 Overall sensitivity of landscape and visual receptors

- 1.10 Magnitude of change is defined in GLVIA3 as "a term that combines judgements about the size and scale of the effect, the extent over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration."⁶ Various factors contribute to the magnitude of change on landscape elements, landscape character, visual receptors and representative viewpoints.
- 1.11 The sensitivity of the landscape and visual receptor and the magnitude of change arising from the proposals are cross referenced in Table 9 to determine the overall degree of landscape and visual effects.

⁵ Glossary, Page 158, GLVIA, 3rd Edition

⁶ Glossary, Page 158, GLVIA, 3rd Edition



2 Effects on Landscape Elements

2.1 The effects on landscape elements are limited to within the site and includes the direct physical change to the fabric of the land, such as the removal of woodland, hedgerows or grassland to allow for the proposals.

Sensitivity of Landscape Elements

- 2.2 Sensitivity is determined by a combination of the value that is attached to a landscape element and the susceptibility of the landscape element to changes that would arise as a result of the proposals see pages 88-90 of GLVIA3. Both value and susceptibility are assessed on a scale of high, medium or low.
- 2.3 The criteria for assessing the value of landscape elements and landscape character is shown in Table 2.1:

	Designated landscape including but not limited to World Heritage Sites, National Parks, Areas of Outstanding Natural Beauty considered to be an important component of the country's character experienced by a high number of people.	
High	Landscape condition is good and components are generally maintained to a high standard.	
	In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence/absence of major infrastructure, the landscape has an elevated level of tranquillity.	
	Rare or distinctive landscape elements and features are key components that contribute to the landscape character of the area.	
	Undesignated landscape including urban fringe and rural countryside considered to be a distinctive component of the national or local landscape character.	
N A e alterator	Landscape condition is fair and components are generally well maintained.	
Medium	In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence/absence of major infrastructure, the landscape has a moderate level of tranquillity.	
	Rare or distinctive landscape elements and features are notable components that contribute to the character of the area.	



	Undesignated landscape including urban fringe and rural countryside considered to be of unremarkable character. Landscape condition may be poor and components poorly maintained or damaged.
Low	In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence/absence of major infrastructure, the landscape has limited levels of tranquillity.
	Rare or distinctive elements and features are not notable components that contribute to the landscape character of the area.

 Table 2.1
 Criteria for assessing the value of landscape elements and landscape character

2.4 The criteria for assessing the susceptibility of landscape elements and landscape character is shown in Table 2.2:

	Scale of enclosure – landscapes with a low capacity to accommodate the type of development being proposed owing to the interactions of topography, vegetation cover, built form, etc.
	Nature of land use – landscapes with no or little existing reference or context to the type of development being proposed.
High	Nature of existing elements – landscapes with components that are not easily replaced or substituted (e.g. ancient woodland, mature trees, historic parkland, etc).
	Nature of existing features – landscapes where detracting features, major infrastructure or industry is not present or where present has a limited influence on landscape character.
	Scale of enclosure – landscapes with a medium capacity to accommodate the type of development being proposed owing to the interactions of topography, vegetation cover, built form, etc.
Medium	Nature of land use – landscapes with some existing reference or context to the type of development being proposed. Nature of existing elements – landscapes with components that are easily replaced or substituted.
	Nature of existing features – landscapes where detracting features, major infrastructure or industry is present and has a noticeable influence on landscape character.



		Scale of enclosure – landscapes with a high capacity to accommodate the type of development being proposed owing to the interactions of topography, vegetation cover, built form, etc.
Lov	v	Nature of land use – landscapes with extensive existing reference or context to the type of development being proposed.
		Nature of existing features – landscapes where detracting features or major infrastructure is present and has a dominating influence on the landscape.

Table 2.2	Criteria for assessing	landscape susceptibility
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2.5 Various factors in relation to the value and susceptibility of landscape elements are assessed and cross referenced to determine the overall sensitivity as shown in Table 1.1.

Magnitude of Change on Landscape Elements

2.6 Professional judgement has been used to determine the magnitude of change on individual landscape elements within the site as shown in Table 2.3:

High	Total loss/gain of a landscape element.
Medium	Partial loss/gain or alteration to part of a landscape element.
Low	Minor loss/gain or alteration to part of a landscape element.
Negligible	No loss/gain or very limited alteration to part of a landscape element.

Table 2.3 Criteria for assessing magnitude of change for landscape elements



3 Effects on Landscape Character

- 3.1 Landscape character is defined as the "*distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.*"⁷
- 3.2 The assessment of effects on landscape character considers how the introduction of new landscape elements physically alters the landform, landscover, landscape pattern and perceptual attributes of the site or how visibility of the proposals changes the way in which the landscape character is perceived.

Sensitivity of Landscape Character

- 3.3 Sensitivity is determined by a combination of the value that is attached to a landscape and the susceptibility of the landscape to changes that would arise as a result of the proposals – see pages 88-90 of GLVIA3. Both value and susceptibility are assessed on a scale of high, medium or low.
- 3.4 The criteria for assessing the value of landscape character is shown in Table 2.1.
- 3.5 The criteria for assessing the susceptibility of landscape character is shown in Table 2.2.
- 3.6 The overall sensitivity is determined through cross referencing the value and susceptibility of landscape character as shown in Table 1.1.

Magnitude of Change on Landscape Character

3.7 Professional judgement has been used to determine the magnitude of change on landscape character as shown in Table 3.1:

High	Introduction of major new elements into the landscape or some major change to the scale, landform, landcover or pattern of the landscape.
Medium	Introduction of some notable new elements into the landscape or some notable change to the scale, landform, landcover or pattern of the landscape.
Low	Introduction of minor new elements into the landscape or some minor change to the scale, landform, landcover or pattern of the landscape.
Negligible	No notable or appreciable introduction of new elements into the landscape or change to the scale, landform, landcover or pattern of the landscape.

Table 3.1	Criteria for	assessing	magnitude o	f change for	landscape character

⁷ Glossary, Page 157, GLVIA, 3rd Edition



4 Effects on Visual Amenity

- 4.1 Visual amenity is defined within GLVIA3 as the "overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area."⁸
- 4.2 The effects on visual amenity considers the changes in views arising from the proposals in relation to visual receptors including settlements, residential properties, transport routes, recreational facilities and attractions; and representative viewpoints or specific locations within the study area as agreed with the Local Planning Authority.

Sensitivity of Visual Receptors

- 4.3 Sensitivity is determined by a combination of the value that is attached to a view and the susceptibility of the visual receptor to changes in that view that would arise as a result of the proposals see pages 113-114 of GLVIA3. Both value and susceptibility are assessed on a scale of high, medium or low.
- 4.4 The criteria for assessing the value of views is shown in Table 4.1:

High	Views with high scenic value within designated landscapes including but not limited to World Heritage Sites, National Parks, Areas of Outstanding Natural Beauty, etc. Likely to include key viewpoints on OS maps or reference within guidebooks, provision of facilities, presence of interpretation boards, etc.	
Medium	Views with moderate scenic value within undesignated landscape including urban fringe and rural countryside.	
Low	Views with unremarkable scenic value within undesignated landscape with partly degraded visual quality and detractors.	

 Table 4.1
 Criteria for assessing the value of views

4.5 The criteria for assessing the susceptibility of views is shown in Table 4.2:

High	Includes occupiers of residential properties and people engaged in recreational activities in the countryside using public rights of way (PROW).
Medium	Includes people engaged in outdoor sporting activities and people travelling through the landscape on minor roads and trains.
Low	Includes people at places of work e.g. industrial and commercial premises and people travelling through the landscape on major roads and motorways.

Table 4.2 Criteria for assessing the visual susceptibility

⁸ Page 158, Glossary, GLVIA3



Magnitude of Change on Visual Receptors

4.6 Professional judgement has been used to determine the magnitude change on visual receptors as shown in Table 4.3:

High	Major change in the view that has a defining influence on the overall view with many visual receptors affected.
Medium	Some change in the view that is clearly visible and forms an important but not defining element in the view.
Low	Some change in the view that is appreciable and are in keeping with the existing elements within the view.
Negligible	Change resulting in a barely perceptible degree of deterioration or improvement to a landscape or view.
No Change	It is also possible for a landscape or view to experience no change due to being totally compatible with the local character or not visible due to intervening structures or vegetation

 Table 4.3
 Criteria for assessing magnitude of change for visual receptors



5 Degree Of Landscape And Visual Effects

5.1 The degree of effects are professional judgements based upon all the factors in terms of landscape and visual sensitivity and the magnitude of change arising from the proposals. The cross referencing of landscape and visual sensitivity and the magnitude of change determines the overall degree of effects as shown in Table 5.1:

		Sensitivity of Receptors				
		High	Medium	Low	Negligible	
Magnitude of Change	High	Major	Major/Moderate	Moderate	Negligible	
	Medium	Major/Moderate	Moderate	Moderate/Minor	Negligible	
	Low	Moderate	Moderate/Minor	Minor	Negligible	
	Negligible	Negligible	Negligible	Negligible	Negligible	

 Table 5.1
 Degree of landscape and visual effects



6 Typical Descriptors Of Landscape Effects

6.1 The typical descriptors of the landscape effects are detailed within Table 6.1:

Major Beneficial	 The landscape resource has a high sensitivity with the proposals representing a high beneficial magnitude of change and/or the proposed changes would: enhance the character (including value) of the landscape; enhance the restoration of characteristic features and elements lost as a result of changes from inappropriate management or development; enable a sense of place to be enhanced. 		
Major/Moderate Beneficial	 The landscape resource has a medium/high sensitivity with the proposals representing a medium/high beneficial magnitude of change and/or the proposed changes would: enhance the character (including value) of the landscape; enable the restoration of characteristic features and elements partially lost or diminished as a result of changes from inappropriate management or development; enable a sense of place to be restored. 		
Moderate Beneficial	 The landscape resource has a medium sensitivity with the proposals representing a medium beneficial magnitude of change and/or the proposed changes would: enhance the character (including value) of the landscape; enable the restoration of characteristic features and elements partially lost or diminished as a result of changes from inappropriate management or development; enable a sense of place to be restored. 		
Moderate/Minor Beneficial	 The landscape resource has a medium/low sensitivity with the proposals representing a low/medium beneficial magnitude of change and/or the proposed changes would: complement the character (including value) of the landscape; maintain or enhance characteristic features or elements; enable some sense of place to be restored. 		
Minor Beneficial	 The landscape resource has a low sensitivity with the proposals representing a low beneficial magnitude of change and/or the proposed changes would: complement the character (including value) of the landscape; maintain or enhance characteristic features or elements; enable some sense of place to be restored. 		
Negligible	 The proposed changes would (on balance) maintain the character (including value) of the landscape and would: be in keeping with landscape character and blend in with characteristic features and elements; Enable a sense of place to be maintained. 		



No Change / Neutral	The proposed changes would not be visible and there would be no discernible change to landscape character.	
Minor Adverse	 The landscape resource has a low sensitivity with the proposal representing a low adverse magnitude of change and/or the proposed changes would: not quite fit the character (including value) of the landscape; be a variance with characteristic features and elements; detract from sense of place. 	
Minor/Moderate Adverse	 The landscape resource has a medium/low sensitivity with the proposal representing a medium/low adverse magnitude of change and/or the proposed changes would: not quite fit the character (including value) of the landscape; be a variance with characteristic features and elements; detract from sense of place. 	
Moderate Adverse	 The landscape resource has a medium sensitivity with the proposals representing a medium adverse magnitude of change and/or the proposed changes would: conflict with the character (including value) of the landscape; have an adverse effect on characteristic features or elements; diminish a sense of place. 	
Moderate/Major Adverse	 The landscape resource has a medium/high sensitivity with the proposals representing a medium/high adverse magnitude of change and/or the proposed changes would: conflict with the character (including value) of the landscape; have an adverse effect on characteristic features or elements; diminish a sense of place. 	
Major Adverse	 The landscape resource has a high sensitivity with the proposals representing a high adverse magnitude of change and/or the proposed changes would: be at variance with the character (including value) of the landscape; degrade or diminish the integrity of a range of characteristic features and elements or cause them to be lost; change a sense of place. 	

 Table 6.1
 Typical descriptors of landscape significance of effects



Typical descriptors of visual effects 7

The typical descriptors of the visual effects are detailed within Table 7.1: 7.1

Major Beneficial	The visual receptor is of high sensitivity with the proposals representing a high magnitude of change and/or the proposals would result in a major improvement in the view.			
Moderate/Major Beneficial	The visual receptor is of medium/high sensitivity with the proposals representing a medium/high magnitude of change and/or the proposals would result in a clear improvement in the view.			
Moderate Beneficial	The visual receptor is of medium sensitivity with the proposals representing a medium magnitude of change and/or the proposals would result in a clear improvement in the view.			
Minor/Moderate Beneficial	The visual receptor is of low/medium sensitivity with the proposals representing a low/medium magnitude of change and/or the proposals would result in a slight improvement in the view.			
Minor Beneficial	The visual receptor is of low sensitivity with the proposals representing a low magnitude of change and/or the proposals would result in a slight improvement in the view.			
Negligible	The proposed changes would be in keeping with, and would maintain, the existing view or where (on balance) the proposed changes would maintain the quality of the view (which may include adverse effects which are offset by beneficial effects for the same receptor) or due to distance from the receptor, the proposed change would be barely perceptible to the naked eye.			
No Change / Neutral	The proposed changes would not be visible and there would be no change to the view.			
Minor Adverse	The visual receptor is of low sensitivity with the proposals representing a low magnitude of change and/or the proposals would result in a slight deterioration in the view.			
Minor/Moderate Adverse	The visual receptor is of low/medium sensitivity with the proposals representing a low/medium magnitude of change and/or the proposals would result in a slight deterioration in the view.			
Moderate Adverse	The visual receptor is of medium sensitivity with the proposals representing a medium magnitude of change and/or the proposals would result in a clear deterioration in the view.			
Moderate/Major Adverse	The visual receptor is of medium/high sensitivity with the proposals representing a medium/high magnitude of change and/or the proposals would result in a clear deterioration in the view.			
Major Adverse Table 7.1 Typical	The visual receptor is of high sensitivity with the proposals representing a high magnitude of change and/or the proposals would result in a major deterioration in the view. Descriptors of Visual Significance of Effects			



8 Nature of Effects

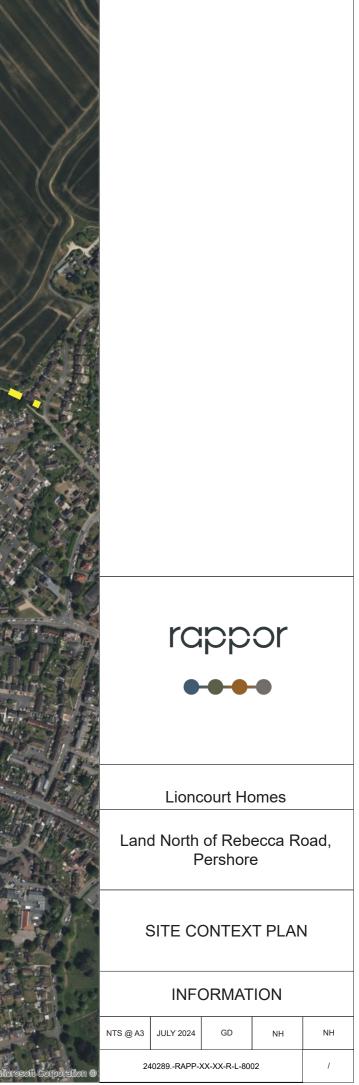
8.1 GLVIA3 includes an entry that states "*effects can be described as positive or negative (or in some cases neutral) in their consequences for views and visual amenity*."⁹ GLVIA3 does not, however, state how negative or positive effects should be assessed, and this therefore becomes a matter of professional judgement supported by site specific justification within the LVIA.

⁹ Para 6.29, Page 113, GLVIA 3rd Edition



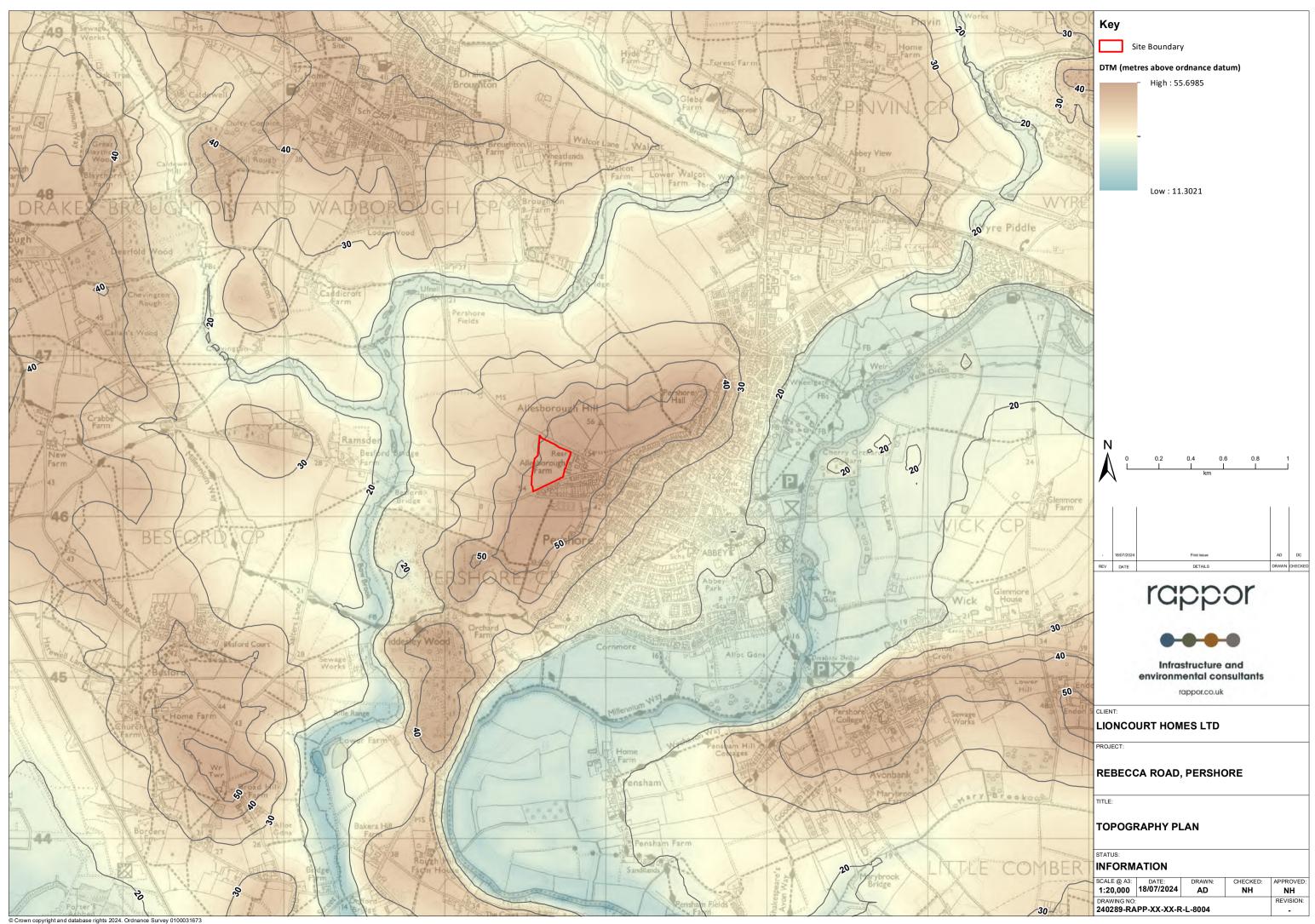
Appendix 3 – Site Context Plan





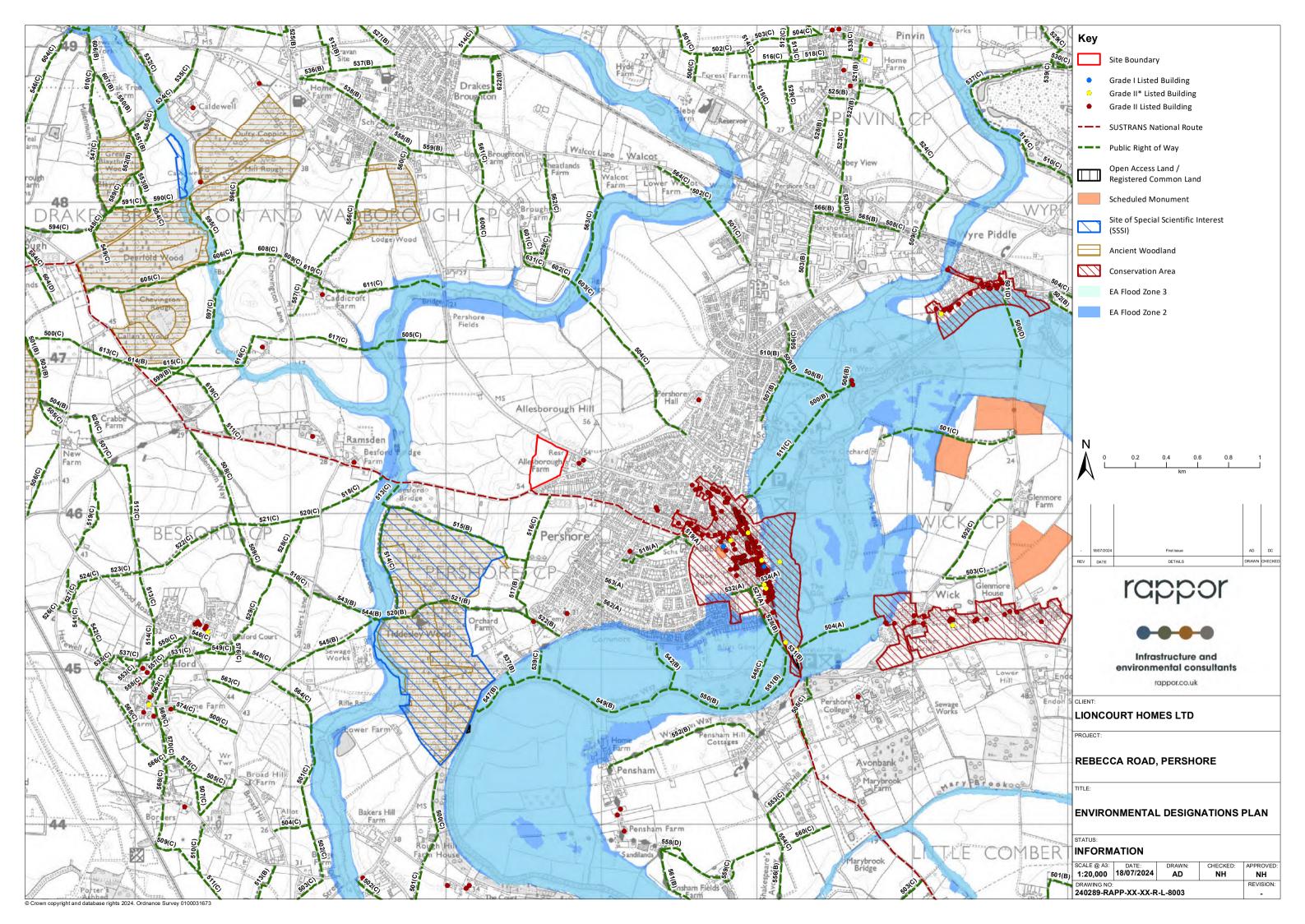


Appendix 4 – Topography Plan





Appendix 5 – Environmental Designations Plan





Appendix 6 – Illustrative Masterplan





Appendix 7 – Landscape Strategy Plan





Infrastructure / civil engineering · Landscape planning and design Transport planning · Water and environmental management

Reinforce existing boundary to soften views of proposed built

Proposed new woodland block. This will supplement the existing and proposed hedgerow.

B4084

Allesborough Farm Grade II Listed Building: 1386896

Back proposed development on to existing hard built edge to create position frontage into site.

Rebecca Road

Small section of existing hedgerow is being removed to accomdate the proposed developement. This loss will be mitigated through creation of new hedgerow and enhanced maintaince of existing.

Landscape Strategy

Land North of Rebecca Road Pershore

Drawing no. 240274-RAPP-XX-XX-DR-L-8010