Landscape and Visual Impact Assessment



Keysley Farm, Monkton Deverill – Lagoon

October 2023

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STEELE LANDSCAPE DESIGN

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STEELE LANDSCAPE DESIGN

1. EXECUTIVE SUMMARY

This Landscape and Visual Impact Appraisal (LVIA) has been prepared by Steele Landscape Design on behalf of **Nick Bragg, Frogmary Green Farm** and this report will examine the existing landscape and visual baseline conditions and the potential impacts of the proposed agricultural lagoon during construction, completion and operational phases.

This report and accompanying appendices must be read together with the Design and Access Statement and Planning Statement, which details how the agricultural lagoon has been designed to be as 'visually obtrusive in the local landscape.

This baseline analysis that forms the foundation of this report has been established from both desk based research and site visit, that the Landscape Character of the development site and study area forms the rural area to the north of the busy regional A303 single carriageway.

The agricultural lagoon is located within the LCA **2E: West Wiltshire Downs Chalk Downland**. The study, including the development site, cannot be described as pristine landscape as there are the A303 and A350 roadways as well as several large agricultural farms with their associated sheds etc.

This assessment identified that there would be **Minimal impacts to the 'land use and landform'** of the development site and 'but a **Slight adverse impact on the landscape features'** within the development site.

The Visual Amenity impacts from the effects of the proposed development were confirmed as being from short sections of adjacent footpath that have a **Medium sensitivity** to change. There would be mainly **Neutral significance** of effect to these footpaths due to the proposed mitigation measures including new woodland along the western and southern boundaries that would in time (5-10 years) adequately screen those few areas where the agricultural lagoon would be most noticeable.

It is therefore considered that the potential impacts of the landscape character of the development site and within the study area would not be significant. Also, that the potential impacts on the limited number of adjacent viewpoint locations would also **not be significant**.

Therefore, there are no compelling arguments to negatively determine the agricultural lagoon development on the minor negative impacts to the landscape character and on the visual amenity of the study area.

INTRODUCTION

1.1 Steele Landscape Design Consultants were commissioned by **Nick Bragg, Frogmary Green Farm** to prepare a Landscape and Visual Impact Assessment (LVIA) for a proposed lagoon this will be referred to as the development site throughout the document. The lagoon is located to the south of Keysley Farm, BA12 7EY and south of Monkton Deverill (approx. 3kms) and to the north of the A303 roadway (approx. 0.5km).

The development site forms part of the land holding of the client and is at present used as for arable crop production and is currently growing maize. The proposed lagoon development (1625 m^2) would contain approx. 5060 m^3 of bio-fertiliser (digestate) and would utilise the existing access tracks from Keysley Farm, approx. 1km to the north.

This assessment will identify the specific impacts raised by the proposal; consider the effects of these impacts on the landscape character and the visual amenity of the area. The report outlines appropriate landscape enhancement/mitigation measures and where appropriate has provided meaningful input into the layout design for the lagoon to reduce the impact to the physical landscape, features within the development site as well as the landscape character and visual amenity of the study area.

This report has been prepared as part of a full planning application for a proposed lagoon to be submitted to West Wiltshire District Council.

LOCATION

1.2 The context maps in the Figure Document (112 110 Keysley Farm Figure Sheets) show the location and context of the development site as well as the extent of the study area. The development site is located at central grid reference - 387174,134161 and situated to the east of the private access track that leads from the A303 located approx. 0.5 Km to the south.

STUDY AREA

1.3 The proposed development site forms part of the local landscape and part of the Cranborne Chase and West Wiltshire Downs AONB. Its landscape varies from rolling chalk downland and dry valleys, to heavily wooded areas and attractive river valleys.

The study area covers not only the development site but has been extended to cover a 1.5 km radius, radiating out from the outermost edge of the development site boundary, as shown in the Figure Document (112 110 Keysley Farm Figure Sheets). This distance has been defined from a desk top survey and local maps and was confirmed through the site evaluation visit.

The development site is located within a single field which has an approx. elevation of 213 metres Above Ordnance Datum (AOD). This agricultural field is open along the western boundary but surrounded with a woodland block to the north and mature and tall hedgerow along the eastern and southern boundary.

There are no villages located within the study but there is Keysley Farm and a service station (petrol pumps and coffee shop) located within the 1.5km radius.

PROPOSED DEVELOPMENT

1.4 The proposals seek to develop a small area of the existing agricultural field into a lagoon to hold bio-fertiliser (digestate) and would also utilise the existing farm access track. The lagoon would be approx. 1625 sqm in area and would hold approx. 5060 m^3 of bio-fertiliser (digestate).

To reduce visual impact to the local landscape and visual amenity, the proposed lagoon would be excavated into the local topography and contained by a very low earth bind (approx. 1m high). This would ensure that the proposed lagoon would have a very low profile that would not be readily perceived from the local landscape.

To further reduce the visual impact on the local landscape there will be planted a native species trees / informal woodland that would in time 5-10 years screen the proposed development from all publicly accessible roads and footpaths within the study area.

To provide segregation and safety, a timber 3 rail perimeter fence around the development site and would be approximately 1.3m high with access gates located along the northern boundary.

The remaining field would continue to be used for agriculture and the growing of arable crops.

KEY ISSUES

In terms of landscape and visual impacts the key issues relate to the following:

- Potential impacts on the character of the surrounding landscape
- Potential impacts on the purpose and function of locally designated landscape areas or identified sensitive receptors.
- Potential impacts on the visual amenity and character of the adjacent landscape receptors
- Potential impacts on the visual amenity of the adjacent publicly accessible roadways and footpaths

SCOPE

This assessment has been set out as follows:

Guidance and Policy

- A description of the latest Landscape Institute guidance LVIA (edition 3) with methodologies and techniques applied throughout the assessment
- Understanding of the relevant landscape related policies and guidance (NPPF and Selby Local Plan) and their bearing on the proposals
- Identification of other resources used within the assessment

Baseline

- An assessment of the existing baseline through desk top analysis and site visits to identify whether or not there are significant landscape elements within the wider area including context, character and views into and out of the site are visible from key publicly accessible vantage points
- An assessment of key features within the site, including their quality and influence upon the sites character
- Identification of the extent and range of potential receptors and views.
- Desktop and site evaluation of landscape designated areas and other sensitive receptors.

Predicted Effects

- Description of the likely effects of the proposals on landscape elements/features; character; and views into and out of the site from the public viewpoints
- Mitigation measures that should be employed to: avoid, reduce or remove significant adverse impacts; the residual effects that will remain; and measures that are being provided in compensation for effects that cannot be effectively removed or that will enhance the development site beyond its existing condition.

METHODOLOGY

While intrinsically linked, landscape and visual impact assessments (LVIA's) are essentially separate procedures. It is often the case that an impact on one will give rise to or be related to an impact on the other. The assessment process relies on a combination of objective and subjective judgment through evaluating quantitative and qualitative data and it is fundamental to the creditability of the work, therefore a structured, consistent and recognised approach is used.

The assessment has been undertaken by fully qualified, trained and experienced landscape professional using techniques and best practice guidance in accordance with the following guidelines:

- 'Guidelines for Landscape and Visual Impact Assessment' - Landscape Institute & the Institute of Environmental Management and Assessment, 2013 (Third Edition),
- Landscape Character Assessment Guidance, (2002), Countryside Agency in conjunction with Scottish Natural Heritage.

A full methodology including assessment techniques and criteria are given in Appendix A.

A desk top analysis was carried out to identify potential sensitive view locations in the study area.

Potential views of the site have been identified on the 112 120 Figure Sheet - Viewpoint Locations Map and are publicly accessible roadways or footpaths within the study area and from all points of the compass.

As well as the desk based research a field study was undertaken 05 September 2023 that entailed visiting each viewpoint location and where possible a photograph has been taken that represents a typical view from public locations where access is freely available.

The initial photographs were taken with a Nikon D7500 Digital SLR camera (35mm) with Nikon 50mm f/1.8 lens and the images incorporated within the set of photo sheets of the LVIA (112 120 Figure Sheets).

2 LANDSCAPE PLANNING CONTEXT

POLICY CONTEXT

1.5 This section has been structured to provide an overview of national, regional and local landscape policy considered relevant to the location and nature of the proposed development. These have been considered as part of the landscape parameters.

Relevant Landscape Policy - sets out all landscape policies which are specifically relevant to the redevelopment of the site.

NATIONAL POLICY

National Planning Policy Framework (NPPF), July 2021

The NPPF *sets out the Government's planning policies for England and how these should be applied*, it was updated in July 2021. The NPPF states that the *'purpose of the planning system is to contribute to the achievement of sustainable development'*. There are three objectives in achieving sustainable development; economic, social and environmental. Those relevant in this case are [Section 2 -Para 8]:

A) *'**a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*

B) ***an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.'*

It goes on to explain that '*planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area*' [Para 9].

In discussing "Strategic Policies" the NPPF states that policies should '*make sufficient provision for… conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation*' [Para 20].

In "Achieving Well-Designed Places" the NPPF states that '*planning policies and decisions should ensure that developments:*

a) *will function well and add to the overall quality of the area, not just in the short term but over the lifetime of the development;*
b) *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
c) *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
d) *establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promotes health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion and resilience.' [Para. 130]

…and goes on to explain that *'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'* [Para. 130]. Also, that '*in determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in the area so long as they fit in with the overall form and layout of their surroundings*' [Para 131].

Section 14 of the NPPF sets out key considerations in respect of "Meeting the Challenge of Climate Change, Flooding and Coastal Change", stating that:
'The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to: shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources' [Para 148].

With regards to new development paragraph 149 states that '*plans should take a proactive approach to mitigating and adapting to climate change, taking into account the long-term implication for flood risk, coastal change, water supply, biodiversity and landscapes, and the risk of overheating from rising temperatures. Policies should support appropriate measures to ensure the future resilience of communities and infrastructure to climate change impacts, such as providing space for physical protection measures, or making provision for the possible future relocation of vulnerable development and infrastructure*'. Paragraph 150 goes on to explain that '*new development should be planned for in ways that:*

- avoid increased vulnerability to the range of impacts arising from climate change. When new development is brought forward in areas which are vulnerable, care should be taken to ensure that risks can be managed through suitable adaptation measures, including through the planning of green infrastructure; and
- With regards to flood risk paragraph 155 states that '*inappropriate development in areas as risk of flooding should be avoided by directing development away from area at highest risk (whether existing or future). Where development is necessary in such area, the development should be made safe for its lifetime without increasing flood risk elsewhere*'.

On "Conserving and Enhancing the Natural Environment" paragraph 170 of the NPPF states that 'planning policies and decisions should contribute to and enhance the natural and local environment by:

a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of tree and woodland;

c) *minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures*.

On the importance of designations paragraph 171 states that '*plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries*'.

The weight of landscape designations is discussed in paragraph 172 which states that *'great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are important considerations in all these areas, and should be given great weight in National Parks and the Broads'. The scale and extent of development within these designated areas should be limited.*

LOCAL PLANNING POLICY

1.7 The site is within the administrative area of West Wiltshire District Council and a review of planning policies, supplementary planning guidance and other supporting documents relevant to landscape and visual issues has been undertaken to inform this LVIA. This has involved a review of the following development plan documents:

- West Wiltshire District Plan (1st alteration 2004); and
- National Planning Policy Framework [NPPF] updated July 2021. 2.3.

National planning policy is contained within the National Planning Policy Framework (NPPF) (20 July 2021), and is to be read alongside the associated national Planning Practice Guidance (PPG).

LOCAL POLICY

WEST WILTSHIRE DISTRICT PLAN (1st alteration 2004)

POLICY C2: Areas of Outstanding Natural Beauty

The national landscape importance of the Cranborne Chase And West Wiltshire Downs Area Of Outstanding Natural Beauty, **will be conserved and enhanced**. Priority will be given to the landscape over other considerations and development proposals likely to be detrimental to the special landscape character will not be permitted.

Proposals for **new development essential to the economic and social wellbeing of the rural community will be permitted**, having regard to highways, access, scale, design, materials, location, siting, landscaping and other appropriate environmental considerations. Major industrial or commercial development will only be permitted where it can be demonstrated to be in the public interest, having taken 13 accounts of the need for the development, in terms of national considerations, the cost and scope of developing elsewhere and any detrimental effect on the environment and landscape.

POLICY C6a: Landscape Features

Development which would have an adverse effect on the integrity and continuity of the District's characteristic landscape features, listed below, and their associated wildlife (wild flora and fauna), will only be permitted if the planning benefits of the proposal outweigh the harm to the local nature conservation interests.

- Ponds
- Hedges
- Stone walls
- Water courses
- Chalk grasslands
- Historic parklands
- Semi-natural and ancient woodlands

Appropriate management of these features will be encouraged:

- genrally, in accordance with the Wiltshire Biodiversity Action Plan
- specifically, by the use of conditions on planning permissions and by the use of planning agreements and management agreements with landowners and developers.

POLICT C8: Woodlands

Where possible, mixed and broadleaved woodlands will be **conserved and small woods will be retained**. Special attention will be paid to retaining ancient semi-natural woodland as a nature conservation resource. Development proposals will not be permitted that would result in the loss or harm of woodland habitat.

POLICY C32: Landscaping

Proposals for development should **make provision for landscaping**, including the **protection of existing trees, hedges and other natural features of the site**, for new planting and for appropriate earth mounding and hard features including surface treatment and boundary enclosures. Where appropriate, consideration of wildlife interest should form part of the proposals for landscaping.

POLICY C35: Light Pollution

Proposals for development which include a lighting scheme will be permitted only where:

A, the minimum amount of lighting necessary to achieve its purpose is proposed;

B, glare and light spillage from the site is minimised;

C, there is no adverse impact on the amenity and safety of neighbouring uses and on transport users, including pedestrians;

D, there is no adverse impact on the wider environment, in particular on conservation areas, Areas of Outstanding Natural Beauty and other rural landscapes.

POLICY C38: Nuisance

Proposals will not be permitted which would **detract from the amenities enjoyed by, or cause nuisance to, neighbouring properties and uses**. Consideration will be given to such issues as any loss of privacy or overshadowing, levels or types of traffic generation, the storage of hazardous materials, the generation of **unpleasant emissions such as odour**, fumes, smoke, soot, ash, dust or grit, the extension of existing unneighbourly uses and the creation of an untidy site.

Development will not be permitted if the amenities of its occupiers would be affected adversely by the operation of existing or proposed neighbouring uses.

3 Baseline and Evaluation

STUDY AREA

3.1. The study area covers not only the development site but has been extended to cover a 1.5 km radius, radiating out from the development site, as shown in the Figure Document (112 110 Keysley Farm Figure Sheets). This distance has been defined from a desk top survey and local maps and was confirmed through the site evaluation visit.

The development site is located to the south of the village of Monkton Deverill and occupies a small part of a single field which is on a rotational growing cycle of arable crops. The location of the development site has been chosen as it is a relatively flat area that is close to Keysley Farm as well as having good access to the A303. Also, located along the northern perimeter of the development site there is an existing access track leading from the private road from the A303 to Keysley Farm.

The majority of the study area and wider countryside is agricultural in character with large open fields, drainage ditches and rural lanes that link farms and local villages.

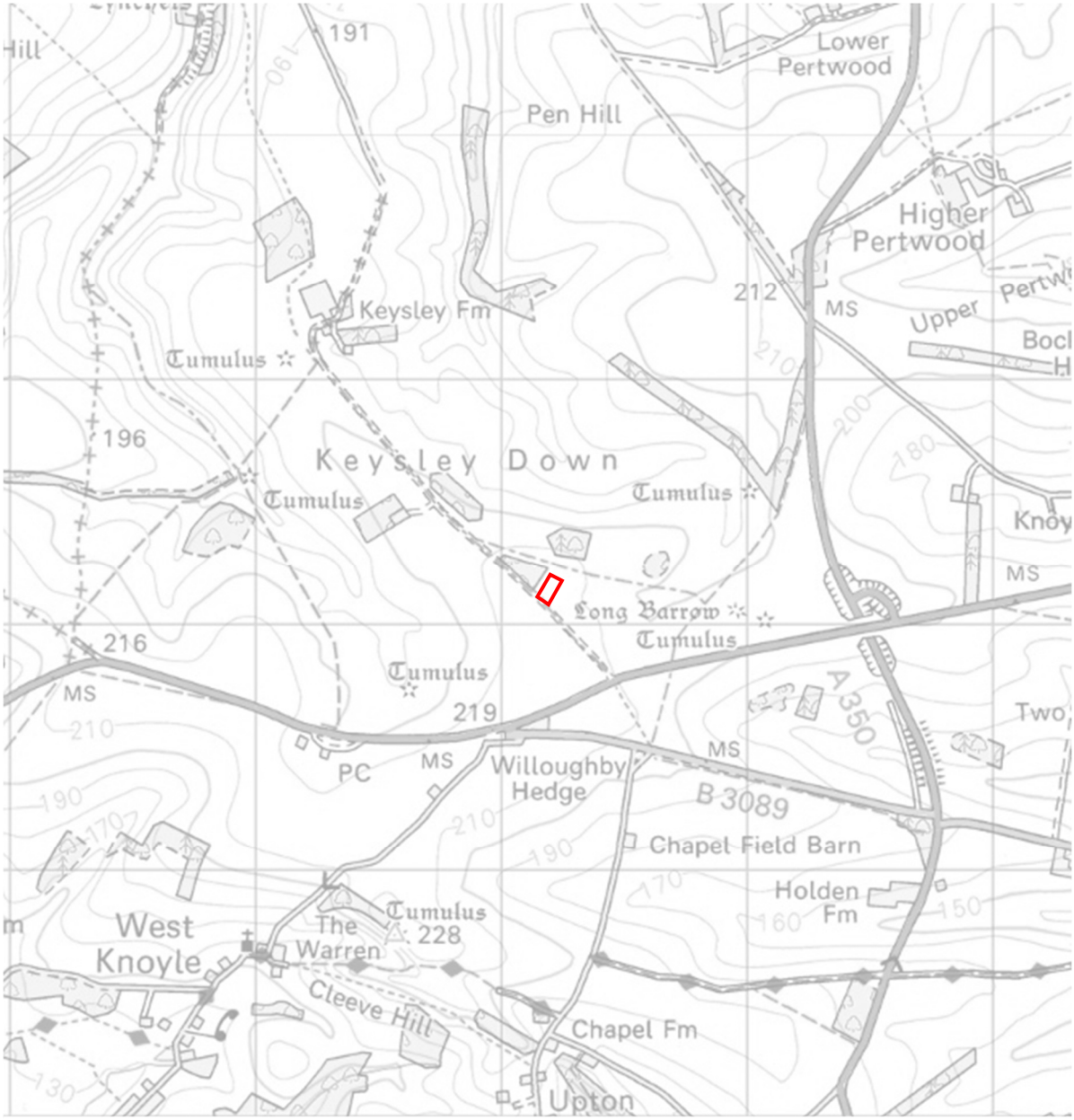


Figure 1: Study Area and Development Site Location

Therefore, the study area is considered to be mainly agricultural in character with some notable roadways (A303 and A350) and small residential villages (West Knoyle and Monkton Deverill). The intrinsic road network throughout the study area tends to be lined with tall trees and mature hedgerows.

Beyond the development field, the study area is generally flat at approx. 230 metres AOD and forms part of the wider 'open high downs'. The small towns West Knoyle and Monkton Deverill are located within the lowland areas and occupy land that is approx. 133 m AOD.

The development site is located within the Cranborne Chase and West Wiltshire Downs AONB, landscape designated area; but there are no Scheduled Monument sites containing below ground archaeological remains within the development site. Any heritage impacts of the development proposals will be critically detailed within the supporting Heritage and Impact Statement report.

The extent of the visual envelope of the study area is largely curtailed by the 'High Downs' being obscured/screened by local topography, field boundary trees/hedges as well as woodland blocks and local farm buildings etc.

In order to establish the degree of change arising from the proposed development and the extent to which that change will affect the area, it is important to understand the existing situation in terms of the local landscape character and its value.

A desktop review of the study area was undertaken including analysis of Multi-Agency Geographic Information for the Countryside (MAGIC) data sets and West Wiltshire District Plan. The review identified that the following receptors and statutory landscape designations that fall within the 1.5km radius study area and illustrated in 112 120 Keysley Farm Viewpoint Figure Sheet.

LANDSCAPE CHARACTER

National Landscape Character

3.2. The 'Character of England Landscape, Wildlife and Cultural Features Map' was produced in 2005 by The Countryside Agency. This map subdivides England into Joint Character Areas (JCA's) providing a picture of the differences in landscape character at the national/regional scale. These have since been reviewed and updated by Natural England (2012-2015) and categorised into National Character Area (NCA) Profiles. These profiles do contain Key Characteristics but at this broad scale, the development site proposals would have little effect on **NCA '132. Salisbury Plain and West Wiltshire Downs'**, so will not be taken forward into the assessment. They have only been included for reference.

The site and the study area are located within **NCA 132. Salisbury Plain and West Wiltshire Downs'** and the key characteristics are:

- Salisbury Plain, an extensive and open rolling chalk plateau and one of the largest remaining areas of calcareous grassland in north-west Europe.
- Many small, sheltered river valleys, such as the Wylye, with narrow flood plains and meandering river courses.
- Woodland generally confined to valley slopes, with scattered copses and shelterbelts (usually of beech or conifer) found on the high downs, and occasional ancient oak woods on the ridgetops.
- Large arable fields predominate, with generally very few hedgerows or obvious boundary features; there are often wide grass buffer strips.
- Outstanding prehistoric ritual landscape, with many Scheduled Ancient Monuments and earthworks prominent in the open landscape, notably Stonehenge.
- A sparsely settled landscape, with few settlements of any size, and notable for nucleated villages at the foot of the scarp along the springline. Large-scale farmsteads are a prominent feature.



Figure 2: NCA 132 Salisbury Plain and west Wiltshire Downs

County Landscape Character

Wiltshire Landscape Char andscape Character Assessment (2005)

District Character Area: 2E: West Wiltshire Downs Chalk Downland

Key Characteristics

• A large-scale landscape of broad rolling hills and undulating land separated by dry river valleys;

• A series of wide, open spaces contrast with substantial areas of woodland which is often extensive remnants of hunting forests;

• Woodland also includes small rectilinear game copses or woods;

• Straight-sided fields representing late 18th/early 19th century Parliamentary enclosure, with largescale fields resulting from 20th century boundary loss;

• Broad leaved copses and clumps (round stands) are eye catching features on the hilltops;

• Settlement pattern comprising small villages, dispersed hamlets and isolated farmsteads;

• Fast moving transport corridors, A303 running across and through the landform in cuttings and on embankments

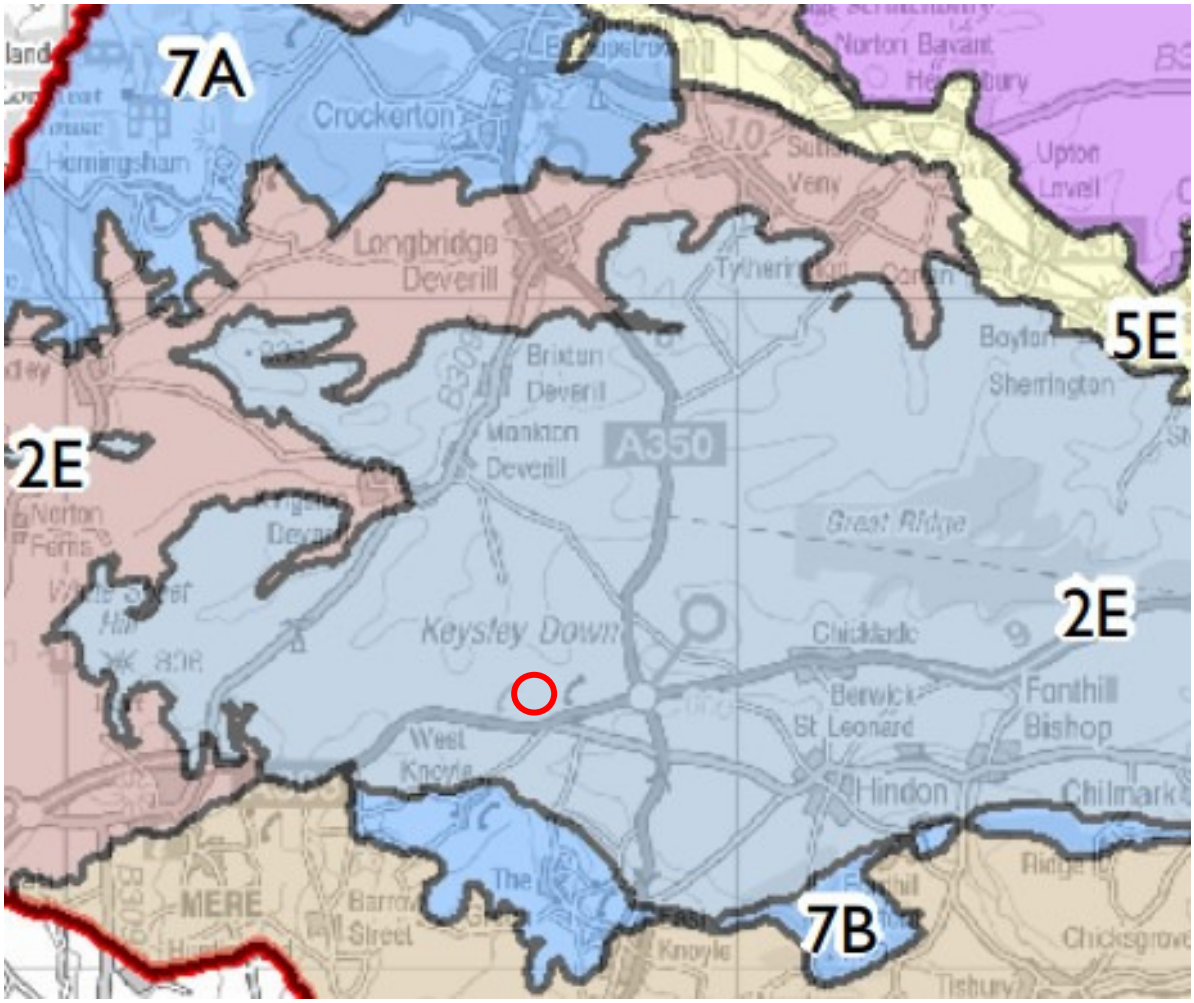


Figure 3: LCA 2E Wooded Downland

Landscape Character Summary - SITE

3.3. The development site is located within a highly managed agricultural countryside and the existing landscape of the development site is generally flat with tree and hedge boundary features as well woodland blocks as dry valleys.

The development site contains several of the key characteristics as described in the **Landscape Character Area D1: West Wiltshire Downs Chalk Downland** and is considered to be a good example of this local landscape LCTs.

The development site is located with the **Cranborne Chase and West Wiltshire Downs AONB** and is only directly experienced by the landowner and the occasional local walkers on the adjacent public footpaths. There are several nearby local roads where people travelling within vehicles, would experience the development site as a distant and small change within the existing rural countryside.

Therefore, as there a **Low** susceptibility with unlikely undue consequences arising from the proposed development which is located within a nationally recognised landscape (AONB) with a **High** landscape value and therefore the Landscape Sensitivity of the study area is considered to have a **Medium** sensitivity to change.

INDIVIDUAL LANDSCAPE RECEPTORS

Cranborne Chase and West Wiltshire Downs AONB

The development site is not within any national or local landscape designation including, National Park, Special Landscape Area or Scheduled Monument. However, the development site is within the **Cranborne Chase and West Wiltshire Downs AONB.**

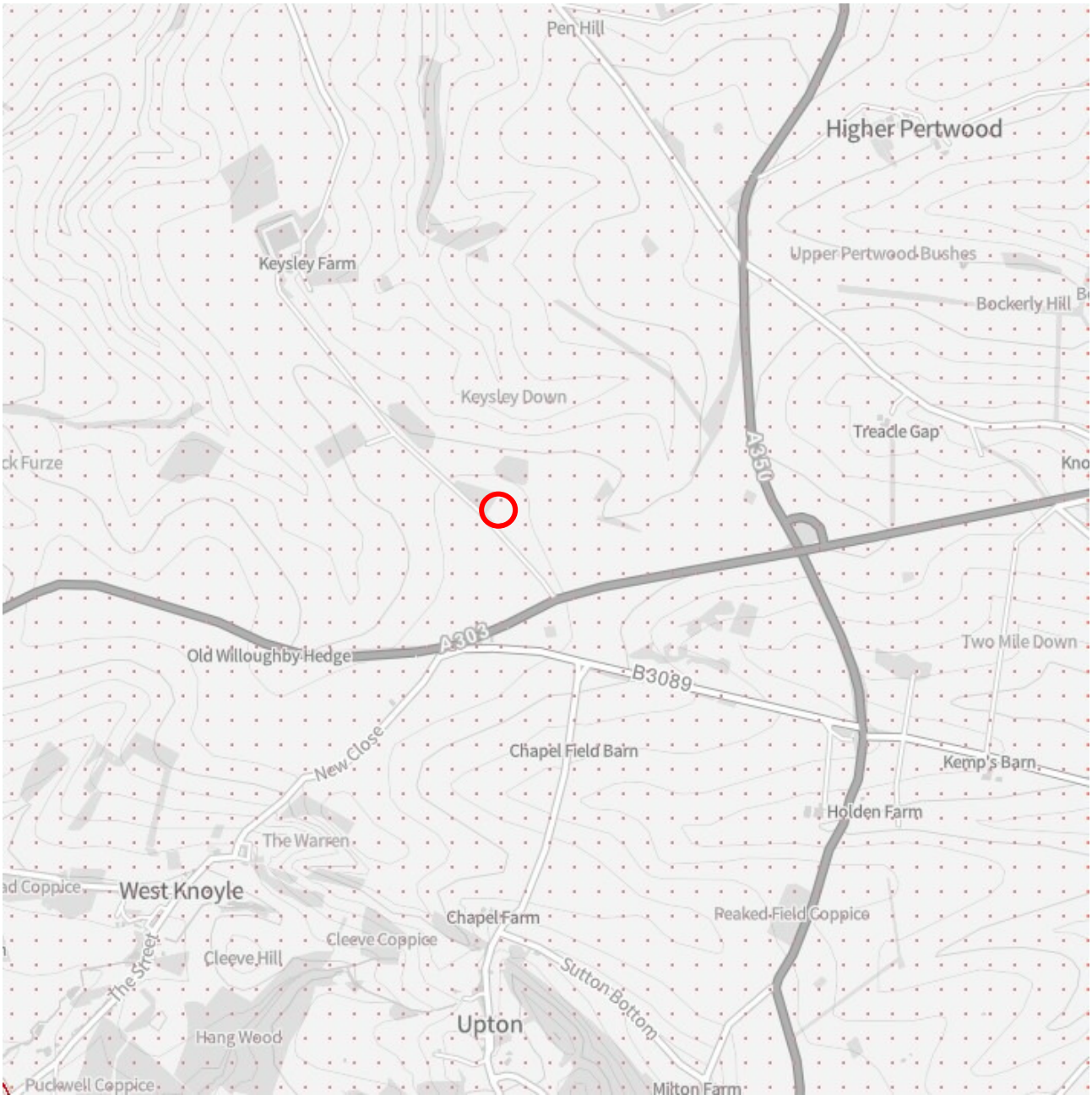


Figure 4: ***Cranborne Chase and West Wiltshire Downs AONB***

CRANBORNE CHASE AND WEST WILTSHIRE DOWNS AONB INTEGRATED LANDSCAPE CHARACTER ASSESSMENT (2003)

Cranborne Chase and West Wiltshire Downs AONB is an area of 983 sq km forming part of the extensive belt of chalkland which stretches across southern England. Its designation as an AONB was confirmed in October 1983.

Key Characteristics

- A large-scale landscape of broad rolling hills and undulating land separated by dry river valleys.
- Straight-sided fields representing late 18th/early 19th century Parliamentary enclosure, with large-scale fields resulting from 20th century boundary loss.
- Settlement pattern comprising small villages, dispersed hamlets and isolated farmsteads. Villages tend to be located on the south facing slopes where the landform offers increased shelter.
- Broad leaved copses and clumps (round stands) are eye catching features on the hilltops. • Fast moving transport corridors, A303 and A350, running across and through the landform in cuttings and on embankments.

Receptor Type: Landscape (site)
Susceptibility: LOW

The proposed development is located in a landscape of predominantly agricultural character which currently accommodates existing manmade elements including A303, commercial buildings and large farm storage building units.

Value: National (High) -The proposed development is located within a nationally recognised landscape (AONB)

Overall Sensitivity to Change: MEDIUM

Heritage Assets

There are several Scheduled Monuments and Listed Buildings within the Study area but none of these within the development site. As concluded from the desk top and fields studies observations these 'assets' would not be affected by the proposed development as they are screened by neighbouring properties as well as intervening woodlands, trees and hedgerows.

Therefore, this receptor will not require further impacts assessment.

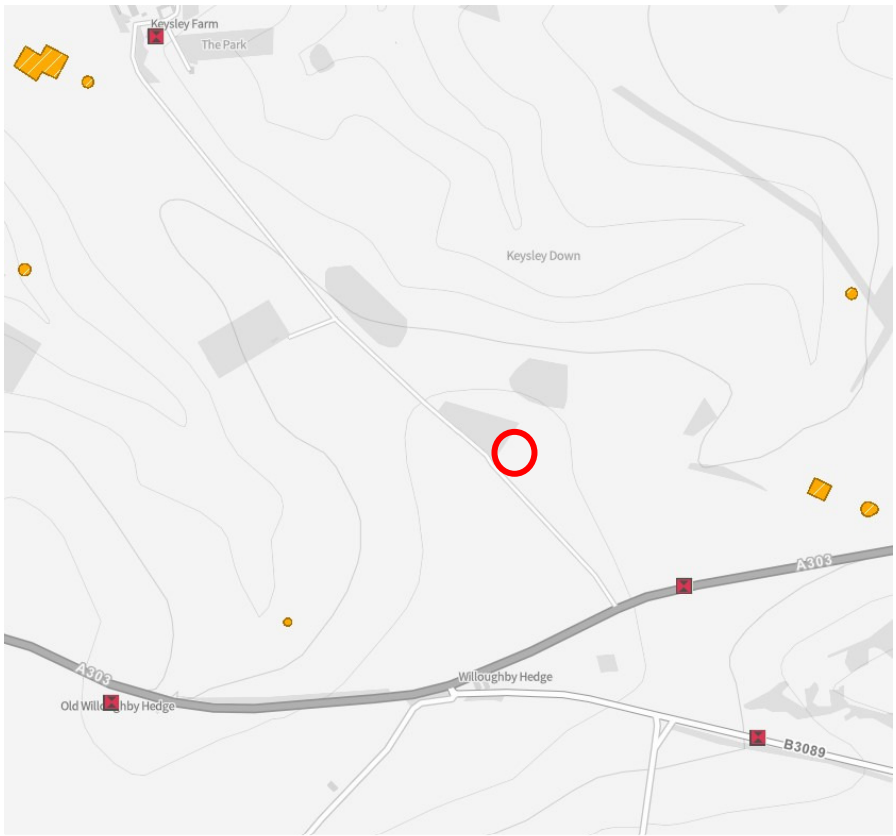


Figure 5: Scheduled Monuments and Listed Buildings

SITE LANDSCAPE CHARACTER

Use/Land Cover

3.4. At the time of writing the LVIA, the field within the development site was being used to grow maize.

Receptor Type: Landscape (site)
Susceptibility: LOW
The proposed development would only utilise a small section of the northern end of the existing agricultural field.

Value: **HIGH** (National)
The development site forms part of the wider rural landscape which contribute to what is currently a typical example of the character described in both the **'Landscape Character Area D1: West Wiltshire Downs Chalk Downland'.**

Sensitivity to Change: MEDIUM

Topography/Landform

3.5. The topography of the development site is relatively flat that is typical of this upland 'plateau' area with the elevation being consistent at approx. 231 metres AOD. The surrounding landform is also consistent with that of the development site with the exception of areas to the south-east of the study area where the land slopes down into one of the typical 'dry 'valleys with elevations reducing to approx. 150 metres AOD.

Receptor Type: Landscape (site)
Susceptibility: MEDIUM

The proposed development seeks to construct the lagoon within the flat field and would require groundworks to construct the basin. There would be no associated buildings, no lighting or extensive access track, just a perimeter 1.3 metre tall timber 3 rail fence.

Value: LOW (Community)
The development site forms part of the wider rural landscape which contribute to what is currently a typical example of the character described in both the **'Landscape Character Area D1: West Wiltshire Downs Chalk Downland'.**

Sensitivity to Change: LOW

Landscape Features

3.6. The development site is a used for arable crops and winter feed production with some existing mature woodland, hedgerows and trees along the western and southern boundaries.

Receptor Type: Landscape (site)
Susceptibility: **LOW**

All existing boundary hedgerow trees and hedges will be protected, maintained and managed throughout the lifetime of the development.

Value: **LOW** (COMMUNITY)

Sensitivity to Change: LOW

SITE LANDSCAPE SUMMARY: CONDITION, VALUE & SENSITIVITY

SITE CONDITION

3.7. The development site is located to the north of the busy A303 and is set within an agricultural landscape with typical agricultural features. The soil type has been categorised with the web portal - Soilscapes (http://www.landis.org.uk/SoilScapes/index.cfm) which describes the soil type of the development site and immediate local area is identified as having two soil area types;

Soilscape 03:

Key Characteristics

- Shallow lime-rich soils over chalk or limestone that is freely draining
- Loamy Texture
- Moderate Fertility and mostly suited to grass and arable production.

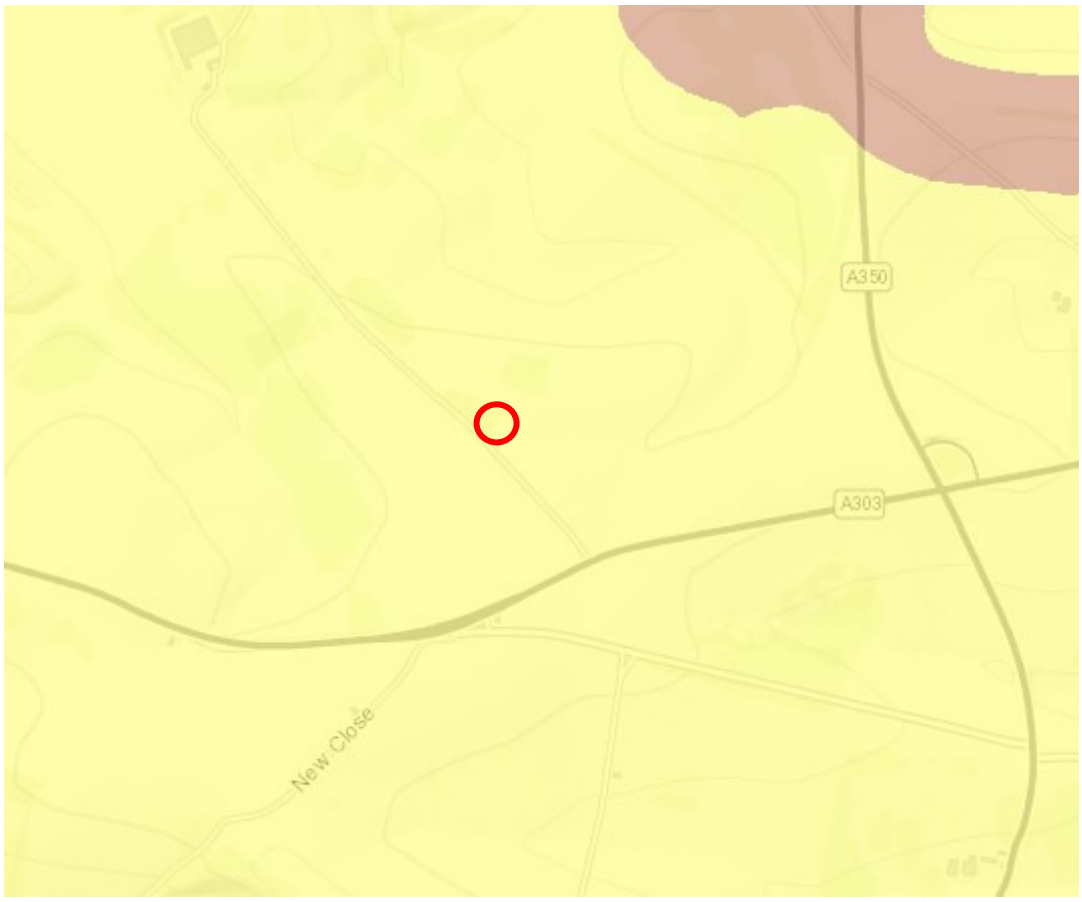


Figure 6: Soilscape 3 - Shallow lime-rich soils over chalk or limestone

SITE VALUE

The character of the study area is in general representative of the agricultural **'Landscape Character Area D1: West Wiltshire Downs Chalk Downland'** as described in the **SALISBURY DISTRICT LANDSCAPE CHARACTER ASSESSMENT (2008)**

It is considered that the development is typical of the wider landscape with a **MEDIUM** Value.

Sensitivity

3.8. Sensitivity is categorised as high, medium, or low, according to the degree to which a particular landscape or area can accommodate change arising from a particular development without detrimental effects on its character and visual amenity. This is judged by considering the susceptibility of receptors against the value placed on it. Refer to methodology Table 'B' in the Appendix of the document for sensitivity levels and definitions. The general judgement on sensitivity given below is a result of the combined individual judgements established during the Baseline and Evaluation.

Character is based on the following factors: landform, sense of openness, field pattern and scale, land cover, perceptual qualities, historic landscape character, distinctive landscape features and scenic quality.

Landscape Study Area - Sensitivity

3.9. The study area is predominantly agricultural with some small nucleated farmsteads, residential and commercial properties and a busy A303 roadway that cuts across the study area. The study area is located within the high land plateau of the West Wiltshire Downs.

The majority of the landscape is made up of large open agricultural fields with boundaries of native hedges and drainage ditches. There are various footpaths that criss-cross the study area but these are local short distance footpaths with some footpaths that are 'un-used'/ 'dis-used' (no style or finger posts) or do not join to other long distance footpaths.

The condition of the countryside within the wider study is comparable to the landscape descriptions of the **'Landscape Character Area D1: West Wiltshire Downs Chalk Downland'**

The study area includes the nationally designated AONB landscape assets but the development site is not discernible from the vast majority of the AONB due to intervening topography woodland, trees and hedges etc., therefore the development site has a **Medium Sensitivity** to change.

Site (Characteristics/Features) – Sensitivity

3.10. The landscape receptors that make up the character of the development site have a general Low Sensitivity. The flat topography of the development site is consistent with the agricultural working landscape of the surrounding study area.

The large scale agricultural fields and their local woodland blocks, boundary trees and hedgerows contribute to the agrarian nature of the development site and local countryside. However, the various roads, footpaths, farmsteads and service stations demonstrate diversification within the working agricultural landscape. The development site has a constrained experience of the wider landscape due to the low-lying fields and mature and dense hedges. The landscape of the development site and the immediate study area and therefore this landscape has a **Medium Sensitivity**.

Any proposed development should seek to provide mitigation measures to ensure that the proposed development has an active landscape strategy plan that continues to manage the existing trees/hedgerows as well as new landscape features to enhance the local area within the study area.

It has been proposed that mitigation measures should be put into place to reduce the experience of the lagoon on the potential 'walkers' using the local footpaths. These include the following measures;

New native woodland along the western and southern boundary would connect with the existing woodland and adjacent field boundary hedge.

VISUAL RECEPTORS WITHIN THE STUDY AREA

3.11. It is also important to understand and identify the existing users (or visual receptors) of the landscape within the study area to establish the potential changes to the visual amenity of those users as a result of the proposed 'solar' development.

The radial distance for the study area has been defined from a desk top survey using local Ordnance Survey explorer maps and was confirmed through the site evaluation visit and identification of sensitive visual receptors.

From a detailed desktop analysis of the study area a 'Viewpoint Location Plan'(VLP) was prepared with an initial list of marked locations within the study area that may have a potential view of the development site. To ensure a complete and accurate representation of the possible effects of the development a field survey was undertaken on 05 September 2023. The fieldwork analysis of the visibility of the site from the surrounding landscape took into account all the existing landscape features such as hedges, woodlands, buildings, topography that could screen or considerably reduce visibility of the site.

A comprehensive list of potential viewpoint locations was proposed and tested on site and a photographic record was taken from each relevant location. The object of the field study was to determine which publicly accessible locations would offer the clearest views of the site.

The Zone of Visual Influence (ZVI- refer to 112 120 Figure Sheets) has been defined after the field survey was undertaken and the photographs carefully reviewed to ascertain the extent of where the majority or only elements of the proposed development are visible and not screened by local topography and existing landscape features. The area that has been coloured orange on the ZVI illustrates the extent of visibility.

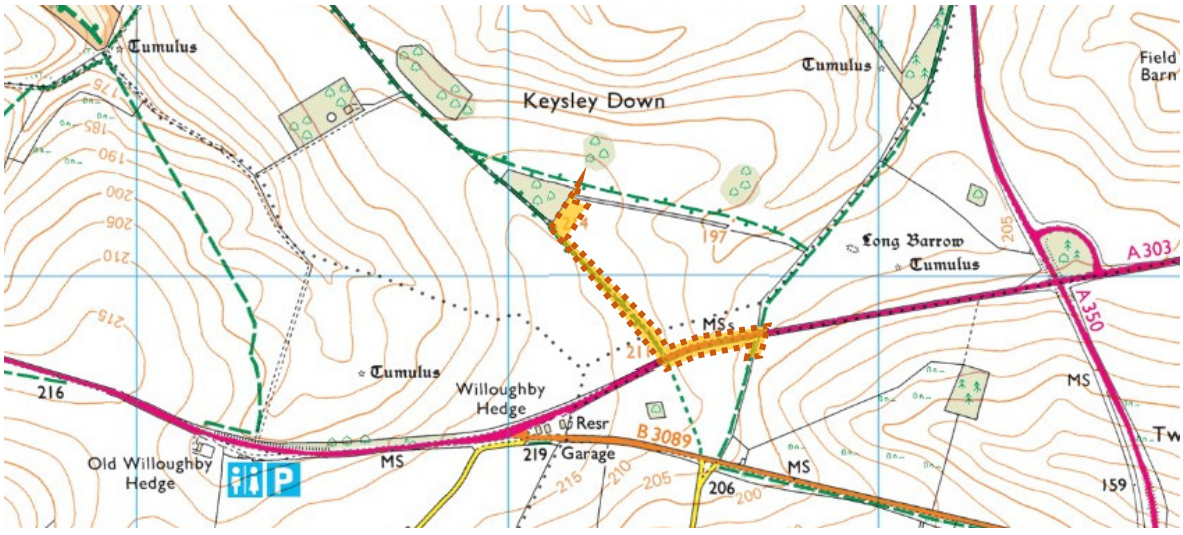


Figure 7: Zone of Visual Influence (ZVI)

Key

- Zone of Visual influence

The ZVI shows that there are only a limited number of publicly accessible vantage points that will have either, a partial view of the lagoon within the development site. Vantage points with views of the site are from publicly accessible locations either from the PRoW or from local roads.

Visual Environment and Nature of Views

3.12. Field work has then been used to confirm (by photograph) the visibility of the development site and also to prove the negative i.e. where the is a lack of visibility due to landscape visual barriers. The photographic survey is shown within 112 120 Figure Sheet and confirms that there are no views of the development site from the vast majority of the study area. The overall visibility of the development site can be summarised as follows:

From within the study area, the development site is located at a distance from local roads, most footpaths and residential areas due to the adjacent/local hedges and trees tend to screen most views from public views to the north, west and east. Where there are views toward the development site, then these are from the adjacent footpaths, along the eastern and western boundaries or from the A303 at the junction with the private access track to Keysley Farm

Further descriptions of the views are given on 112 120 Figure Sheet, Photo-Panels 01-05 with extra viewpoint location included to provide photographic evidence to demonstrate that the proposed development field is not visible from other key locally notable locations.

This report does not provide an assessment of private views as there are no residential properties within the study area that may have a view of the proposed site, this is due to topography and local woodland, tall trees and hedges.

Settlement Pattern

3.13. **Name: West Knoyle / Hindon**
Distance from Site: 2.5km – 4.2km

Description: These two residential areas are located (south and south-east) on south facing slopes with elevations significantly lower than the development site.

Effected: No

The existing topography, local tree belts at the periphery of these small villages all contribute to screen views of the proposed development.

Therefore, this receptor will not require further impacts assessment.

Local Roads

The development site is located within the rural countryside and local roads are few and many of which lead to farms at the end of trackways. Therefore, views of the development site tend to be distant, oblique with partial views of some of the development fields.

3.14. **Name: A303 Road**
Refer to Viewpoint 4
Distance from Site: approx. 500 metres to southern boundary.

Description: Regional 'A' road that connects Ilminster (west) and Andover (east) and at times is dual carriage way but mostly single-carriageway road. As this road passes the development site it is typically a busy and narrow single-carriageway road with many large lorries and car traffic.

Effected: Yes

From the vast majority of this roadway (within the study area) there are no views from the roadside into the development site due to local tall trees and hedges etc.
Receptor Type: Visual

Value: Regional

Users: Low - From a short section of the roadway there are distant, transient, partial and oblique views into the southern extent of the development site. Vehicles tend to be travelling at approx. 60mph and are private and commercial vehicles (cars, lorries and buses etc.) heading east-west.

Sensitivity of Receptor: Low

3.15. **Name: A350 Road**
Distance from Site: 750 metres to southern boundary.

Description: Rural single-carriageway that connects Warminster (north) to Shaftesbury (east).

Effected: No

There are no views of the development site from this roadway (within the study area) due to local topography and local tall trees and hedges etc.

Therefore, this receptor will not require further impacts assessment.

3.16. **Name: B3089 Road**
Distance from Site: 1.25km metres to southern boundary.

Description: Regional single-carriageway that leads form A303 (near to the development site) and terminates at Barford St Martin (east).

Effected: No

There are no views of the development site from this roadway (within the study area) due to local topography and local tall trees and hedges etc.

Therefore, this receptor will not require further impacts assessment.

Public Rights of Way (PRoW)

The study area is mainly rural and there are several Public Rights of Way (PRoW) many of which do not have views of the development site due to topography and mature trees and hedges that screen distant views.

3.17. **Name: Wiltshire KDEV15**
Refer to Viewpoint 1 and 5
Distance from Site: 50 and 150 metres (west)

Description: The footpath follows the private tarmac access track leading from the A303 (south) to Keysley Farm and terminates at the outskirts of Monkton Deverill (north) – a total footpath distance of approx. 1.7km.

Effected: Yes (Viewpoint 5 only)

From the majority of this footpath (within the study area) there are no views of the development site due to local topography and local trees and hedge lines etc.

From a short section, there are distant (near A303), transient, partial and oblique views into the development site.

Receptor Type: Visual
Value: Local

Users: Medium – However, this must be caveated with the fact that there may be no walkers on this route, as the PRoW terminates at the A303 and walkers (if any) must negotiate a very dangerous section of the A303 where there are no pavements.

Sensitivity of Receptor: Medium

3.18. **Name: Wiltshire EKNO8 (south)**

Description: This short footpath (0.6km – 1.2km) connects the A303 to the B3089, however, there is no stile at either end of the footpath, presumably to deter walkers from crossing the dangerous A303.

Effected: No

Due to the lack of access provision, it was possible to determine a view from this footpath

Therefore, this receptor will not require further impacts assessment.

3.19. **Name: Wiltshire KDEV16**
Refer to Viewpoint 2
Distance from Site: 50 metres (east).

Description: This field footpath is approx. 1km and connects footpath KDEV15 (west) to Bridleway CHIC12 (east) and travels along the far side of the north-eastern boundary of the development site.

Effected: Yes

From the majority of this footpath (within the study area) there are no views of the development site due to local topography and local trees and hedge lines etc.

From a short section (gateway), there is a partial and oblique views into the development site.

Receptor Type: Visual
Value: Local
Users: Medium.

Sensitivity of Receptor: Medium

3.20. **Name: Wiltshire EKN07**
Refer to Viewpoint 3
Distance from Site: 560 metres (south-east).

Description: This field footpath is approx. 0.3km and connects footpath A303 (North) to B3089 (south).

Effected: Yes

From the majority of this footpath (within the study area) there are no views of the development site due to local topography and local trees and hedge lines etc.
Receptor Type: Visual
Value: Local

Users: Medium – From a short section (crossing with A303), Walkers / Horse riders would have a distant, partial and oblique view into the development site.

Sensitivity of Receptor: Medium

3.21. **Name: CHIC12 (Bridleway)**

Distance from Site: 560 metres (east).

Description: The field bridleway is located along the far-side of the south-eastern boundary hedge line to the field in which the development site is situated. This local bridleway (approx. 0.7km long) connects the A350 (north) to A303 (south).

Effected: No

Due to the mature and tall boundary hedge there are no views into the development field or development site.

Therefore, this receptor will not require further impacts assessment.

3.22. **Name: WKNO21 (Bridleway)**

Distance from Site: 650 metres (west).

This short bridleway (1.2km) terminates at the A303, however, however, there is visible access, presumably to deter riders/walkers from crossing the dangerous A303.

Effected: No

Due to the lack of access provision, it was possible to determine a view from this footpath.

Therefore, this receptor will not require further impacts assessment.

SENSITIVITY OF VISUAL AMENITY WITHIN THE STUDY AREA

Visual Amenity SUMMARY

3.23. The ZVI (Zone of Visual Influence) in the accompanying 112 120 Figure Sheet document has been 'ground-truthed' with a comprehensive field survey.

The ZVI illustrates the extent that the site maybe visible and views are locations are few due to the lack of public vantage points and local woodland and trees/hedges that screen views toward the development.

The summary table below summaries the sensitivity of landscape and visual receptors:

Table 1: Summary of Receptor Sensitivity (Landscape and Visual)

Receptor			Sensitivity
	Study Area – Landscape		
LCA 2E Wooded Downland			MEDIUM
Cranborne Chase & West Wiltshire Downs AONB			MEDIUM
	Development Site		
Use/Land Cover			MEDIUM
Topography/Landform			LOW
Landscape Features			LOW
	Study Area - Visual		
VP 01: PRoW Wiltshire KDEV15	(North)		MEDIUM
VP 02: PRoW Wiltshire KDEV16	(North-East)		MEDIUM
VP 03: Bridleway EKN07	(South-East)		MEDIUM
VP 04: A303	(South)		LOW
VP 05: PRoW Wiltshire KDEV15	(South)		MEDIUM

The lack of public view points from within the study area and the numerous woodland blocks and boundary trees/hedges contribute to screening the proposed development.

However, the visual receptors that have been identified would have a sensitivity of mainly **MEDIUM** and a single **LOW.**

4 ASSESSMENT OF PROPOSED DEVELOPMENT

DESIGN APPROACH

4.1. In order to develop a strategy to remove or limit the potential landscape and visual effects of the proposals, it is necessary to gain an understanding of the potential effects without mitigation measures in place.

Proposals

At present, bio-fertiliser (digestate) is produced from an Anaerobic digester located some 56km west of the development site, between South Petherton and Ilminster. The plant provides green energy in the form of biogas. Part of the process involves the production of an odourless digestate bi-product which can be used as a nutrient rich soil conditioner in place of raw manure or artificially manufactured fertilisers. The lagoon is necessary to ensure a stock of bio fertilizer is available within Keysley Farm so that bio fertilizer applications can be made when ground conditions are suitable and to meet crop nutritional requirements.

It is intended that once the lagoon is provided on site, vehicles will simply transfer the bio-fertiliser between Keysley Farm and Frogmary Green Farm, along the A303, to enable the land/farm owner to suitably attend to his crops with the nutrients required. Therefore, the proposals would result in significantly shorter travel times.

The proposed development comprises of a lagoon that is sunken below the level of the existing topography and would be approx. 1625 m² and hold approx. 5060 m³ of bio-fertiliser (digestate). The access into the lagoon would be via two gateways leading from the existing trackway situated along the north-eastern boundary of the development site.

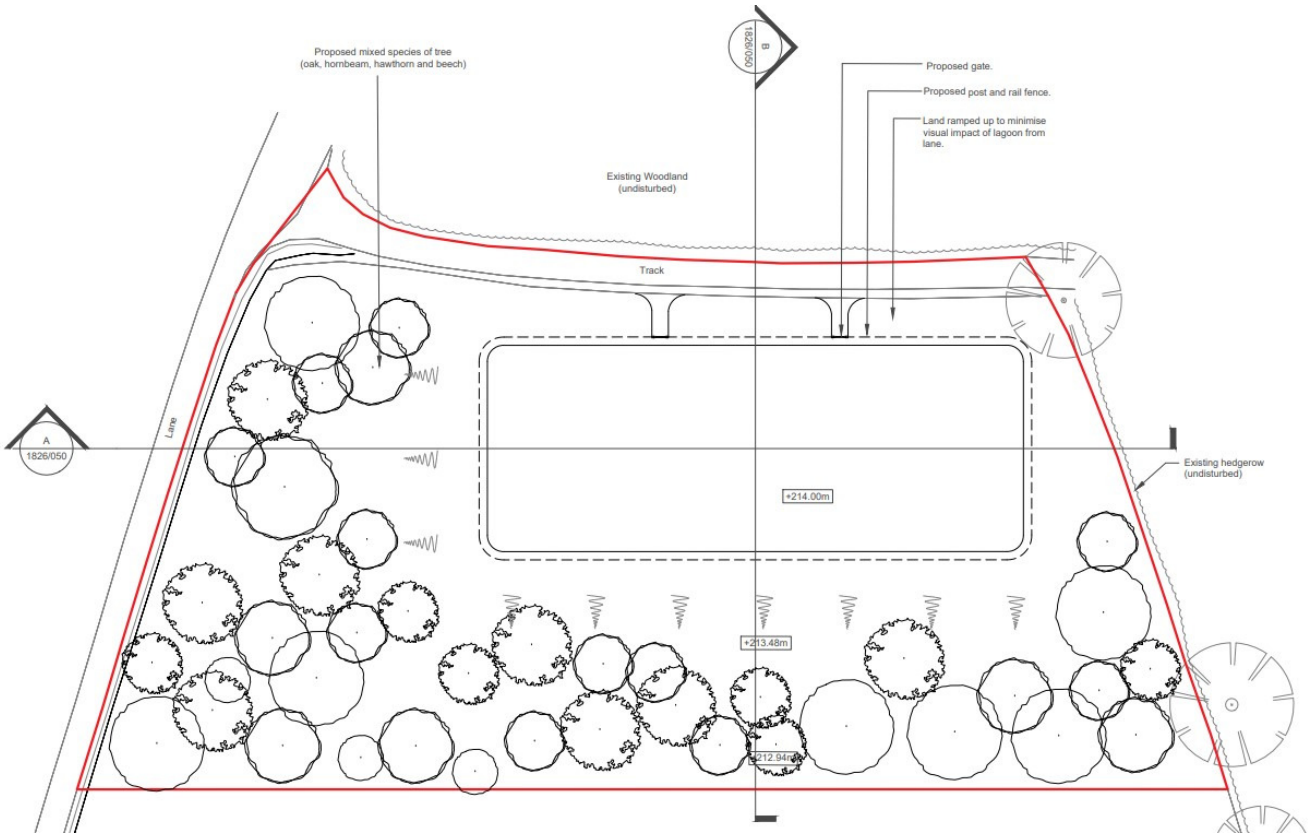


Figure 8: 1826_A01_003_Proposed Site Plan

There would be no requirement to remove any trees or hedge line and all landscape features would be protected and maintained during the construction and operational phases. There would be no requirement for lighting and an agricultural 1.3-metre-high timber 3 rail fence would be used along the outer perimeter of the developments site.

The lagoon would require only a small earth bund (approx. 0.5 metres high) and this would be planted with a native planting to help to integrate the lagoon into the local countryside.

Landscape Strategy

The landscape strategy has been developed to remove, reduce or mitigate the potential effects described in the previous paragraphs. The landscape strategy comprises the following aims:

- Coordinated approach by the design team to find the optimum location for the lagoon to minimise landscape and visual effects whilst maintaining efficient function;
- Management of existing hedges to reduce the visual effect of the proposals and ecological benefits;
- New planting to reduce the visual effect of the proposals
- New planting to be appropriate and enhance local landscape character

MITIGATION MEASURES

4.2. The landscape strategy has guided the development of a set of measures that will have a very significant effect in removing, reducing or mitigating the landscape and visual effects.

The proposals also seek to maximise the ecological and landscape value of the site's landscape resources. The planting proposals are designed to fit into and compliment the local landscape and seek to enhance the habitat structure and biodiversity of the local area. These measures are described in the 1826/003 Proposed Site Plan.

Primary Mitigation

4.3. Primary mitigation measures have been incorporated into the scheme to limit the potential effects of the proposed developments; these include:

- The proposed lagoon would be excavated and would not require significantly alteration to the surrounding topography apart from minor earth bund (approx. 1 metres high).
- Retain existing agricultural field that would continue to produce arable crops etc.
- Retain existing woodland block, trees and hedges

Secondary Mitigation

4.4. The following secondary mitigation measures have been incorporated into the scheme in order to further reduce any effects of the proposed development.

- Management of existing hedges along eastern and south-eastern boundary of the development field that currently reduce visual impacts of the development site.
- The new woodland should be planted as a mix of native trees matching with the landscape (eg oak, hornbeam, field maple, yew) and lower story shrub/small trees (eg Holly, hazel, hawthorn and blackthorn).

POTENTIAL EFFECTS

4.5. The proposals are to integrate an essential agricultural lagoon into the local rural field system. The mitigation measures are detailed in 1826/003 Proposed Site Plan and incorporates new woodland planting and improved green infrastructure.

Construction Effects

4.6. The following activities and operations are likely to arise as a result of the construction phase of the project:

- On site construction machinery and workers moving around the site
- Vehicle traffic for staff or material deliveries along some public roadways
- Protection measure (Heras fencing) to ensure segregation of pedestrian and vehicle movements

It is concluded that the scale of effects during construction are likely to be higher than those at completion and the ongoing residual effects due to the construction activities being more prominent and visually intrusive. These would however be for a short-term duration so overall would result in a lesser impact to the wider landscape character and visual amenity of the area.

Therefore, the effects during construction will not be assessed further.

Effects at Completion and during Operation

4.7. The following will result in longer term effects once construction is complete:

- Timber fencing/gates and access track
- Presence of lagoon within the development site
- New plantings proposed should be a mix of native large trees matching with the landscape (eg oak, hornbeam and field maple) and lower story shrub/smaller trees (eg hazel, hawthorn and blackthorn).

5 LANDSCAPE IMPACT ASSESSMENT

5.1. This section identifies impacts caused by the proposed development on the landscape. The significance of effects is considered at the operational phase. The impact assessment is conducted in accordance with the definitions/criteria described in this document, and follows the report structure by assessing impacts on:

- Receptors including landscape designations, if required;
- Landscape Character;
- Landscape elements, feature and characteristics;

Table 1: Summary of Predicted Effects on Landscape

Receptor	Sensitivity to Change	Magnitude of Change	Mitigation	Significance of Effect (Residual)
Site Character				
Use / Landcover	**MED**	Medium This would result in a low-scale, long-term effect across a small and localised area of the existing field = Medium The proposed development would be observable as a low earth bund (1m high).	**Negligible** Mitigation principles have been indicated in the 1826_A01_003_Proposed Site Plan and provides mitigation measures to minimise the possible impact of the proposed development on existing agricultural field. Primary mitigation would be the retention, protection and management of the existing woodland, hedgerows and trees during the construction phase. Secondary mitigation would be that the landowner proposes to plant a new native woodland.	**Minimal Adverse** The overall land use / landcover after mitigation would still be recognisable and in context with character of the wider countryside. This significance of effect is due to the presence of the proposed lagoon and fence which would see the retention of bio-digestate that would be recycled and used on the arable fields and thereby reducing the need for artificial fertilizers.

Receptor	Sensitivity to Change	Magnitude of Change	Mitigation	Significance of Effect (Residual)
Landform	**LOW**	LOW Due to the small scale, long-term effect within the development site = Low At the early stages of the design process the visibility of the lagoon has been a guiding factor and consequently the lagoon will be excavated. The existing landform within the wider development field would remain as existing with only minimal re-grading to form a 1 metre high retaining earth bund.	**LOW** Primary mitigation would be the retention, protection and management of the existing woodland, hedgerows and trees during the construction phase. Secondary mitigation would be that the landowner proposes to plant a new native woodland.	**SLIGHT, Adverse** The overall landform after mitigation would still be recognisable and in context with the character of the wider countryside.
Landscape Features	**LOW**	LOW Due to the small scale, long-term effect across the majority of the site = Low There development site is agricultural field in crop rotation with a boundary of trees and hedges.	**NEGLIGIBLE-LOW** During the construction and operational phase, the trees within the site would be retained, protected and managed. New woodland would be maintained and managed through to maturity.	**Minimal, Beneficial** The overall landscape features after mitigation would still be recognisable and in context with the character of the wider countryside.

Receptor	Sensitivity to Change	Magnitude of Change	Mitigation	Significance of Effect (Residual)
Study Area				
LCA 2E **Wooded Downland**	**MEDIUM**	Low Due to the low scale, long-term effect on local area. The design has taken into account the existing field boundaries, which will be retained, maintained and managed ensuring that the field patterns are not altered.	**NEGLIGIBLE** The proposed agricultural development may only be experienced from adjacent locations. The mitigation measures as described in the 1826_A01_003_Proposed Site Plan would reduce the magnitude of change with the 'excavation' of the lagoon and the provision of additional new landscape features including the following; New woodland / tree and hedge planting would be planted, maintained and managed through to maturity. Existing trees and hedges will be protected, maintained and managed throughout the term of the development.	**Minimal, Adverse** The lagoon would add to the agricultural activities within the LCA and when viewed from the adjacent vantage points would be a barely noticeable element in this landscape.

Receptor	Sensitivity to Change	Magnitude of Change	Mitigation	Significance of Effect (Residual)
Cranborne Chase and West Wiltshire Downs **AONB**	**Medium**	Low Due to the low scale, long-term effect on local area. The design has taken into account the existing field boundaries, which will be retained, maintained and managed ensuring that the field patterns are not altered.	**NEGLIGIBLE** The proposed agricultural development may only be experienced from adjacent locations within the AONB. The mitigation measures as described in the 1826_A01_003_Proposed Site Plan would reduce the magnitude of change with the 'excavation' of the lagoon and the provision of additional new landscape features including the following; New woodland would be planted, maintained and managed through to maturity. Existing trees and hedges will be protected, maintained and managed throughout the term of the development.	**Minimal, Adverse** The lagoon would add to the agricultural activities within the LCA and when viewed from the adjacent vantage points would be a barely noticeable element in this landscape.

6 VISUAL IMPACT ASSESSMENT

6.1. This section assesses visual impacts on visual receptors grouped using the receptor sensitivity established in the Baseline against the Magnitude of Change in views from these receptors.

This starts by summarising the scale of effects of specific viewpoints throughout the study area which are then used as visual aids to judge the effect on visual receptors. These viewpoints provide a 'sample' of potential effects, representing a wide range of receptors – including not only those actually at the viewpoint, but also those nearby, at a similar distance and/or direction.

Visual Impacts

6.2. As can be seen by the ZVI (see document 112 120 ZVI Figure Sheet), the development site is visually 'remote' due to the separation between the development site and surrounding road and footpath network which are few and far between.

Views toward the site are mainly from the local footpaths and the busy A303 roadway to the south.

There are no viewpoint locations from the local settlements of West Knoyle and Hindon.

Table 2: Scale of Effects on Viewpoints

VP no.	Viewpoint Location	Distance	Scale of Effect		Rationale
			At Completion	Residual	
VP 01	**PRoW** **Wiltshire KDEV15** **Looking South** **NO VIEW**	50 metres	None	**NONE**	From the majority of the northern extent of this PRoW footpath there are no significant views of the agricultural lagoon due to the screening by the existing woodland block. This photograph has been taken from the footpath as seen by walkers travelling south from Keysley Farm or Monkton Deverill. However, this must be caveated with the fact that there may be no walkers on this route, as the PRoW terminates at the A303 and walkers (if any) must negotiate a very dangerous section of the A303 where there are no pavements. To minimise, the visual impacts, the lagoon has been located to the south of the existing woodland block and away from the footpath and as such there would be no view of the lagoon form the majority of this footpath.
VP 02	**PRoW** **Wiltshire KDEV16** **Looking West**	50 metres	Small	**Negligible**	From the majority of this footpath there are no significant views of the development site due to the screening by existing roadside trees and hedges. This photograph has been taken from a single viewpoint that looks along a gap created by the existing field access track and illustrates that that the agricultural lagoon is located nearby but mostly screened by the existing mature hedge line. After mitigation measures have matured (5-10 years) the lagoon would not be visible from this location.

VP no.	Viewpoint Location	Distance	Scale of Effect		Rationale
			At Completion	Residual	
VP 03	**Bridleway** **EKN07** **Looking North-West**	600 metres	Negligible	**NONE**	From the majority of this bridleway there are no significant views of the development site due to the screening by existing roadside trees and hedges. This photograph has been taken from the A303 roadside and the existing maize crop has screened the area of field where the agricultural lagoon would be located. It is anticipated (when there are no crops) that the lagoon 'may be' visible but seen in the distance at the periphery of the development field. The view is oblique and due to the gently undulating local topography only a partial view of the lagoon would be visible. As walkers (if any) continue north the existing local mature trees and hedge screen all views toward the development site.
VP 4	**A303 Roadway** **Looking North**	450 metres	Small	**Negligible**	This photograph has been taken from the junction of the private access road to Keysley Farm and the A303 roadside and illustrates that the lagoon would be located at a distance from this location. It is anticipated (when there are no crops) that the agricultural lagoon 'may be' visible but seen in the distance at the periphery of the development field. The view is oblique and due to the gently undulating local topography only a partial view of the lagoon would be visible. As walkers (if any) continue north the existing local mature trees and hedge screen all views toward the development site. After mitigation measures have matured (5-10 years) the lagoon would not be visible from this location.

VP no.	Viewpoint Location	Distance	Scale of Effect		Rationale
			At Completion	Residual	
VP 5	**PRoW** **Wiltshire KDEV15** **Looking North**	300 metres	Small	**Negligible**	This photograph has been taken from the private access road and public footpath that leads to Keysley Farm and illustrates that the lagoon would be located in the near distance from this location. It is anticipated (when there are no crops) that the agricultural lagoon would be visible but seen in context with the nearby woodland and boundary hedge. As walkers (if any) continue north the existing local mature woodland would screen all views of the development site. After mitigation measures have matured (5-10 years) the lagoon would not be visible from this location.

Table 3: Summary of Predicted Effects on Visual Receptors

Receptor	Sensitivity to Change	Magnitude of Change	After Mitigation	Significance of Effect (Residual)
VP 01: **Public Right of Way** Wiltshire KDEV15 Looking South Viewer: Pedestrians	MEDIUM (Footpath - local) The attention of the walker is mainly focused on the footpath and landscape to the south and not toward the development site.	**= None** There would be a no change to the visual perception as the agricultural lagoon has been located away from the footpath and cannot be seen.	**= None** Mitigation measure would be to plant a native species woodland along the western and southern boundary of the lagoon. In time (5-10 years) these would grow and screen the lagoon.	**Neutral** There would be no significant views of the lagoon due to the proposed boundary woodland.
VP 02: **Public Right of Way** Wiltshire KDEV15 Looking west Viewer: Pedestrians	MEDIUM (Footpath - local) The attention of the walker is mainly focused on the footpath and landscape to the south and not toward the development site.	= Negligible There would be a largely imperceptible change to the visual perception as the 'viewers' passing along this small track. The walker would have a glimpsed, oblique and partial view of the proposed edge to the agricultural lagoon.	**= None** Mitigation measure would be to retain and manage the existing field boundary trees and hedges that also to plant a native woodland around the lagoon. The magnitude of change would reduce.	**NONE** There would be no significant views of the lagoon due to the proposed boundary woodland.
VP 03: Bridleway EKN07 Looking North West Viewer: Pedestrians	MEDIUM (Bridleway - local) The development site and the surrounding countryside are set in a gently undulating landscape and the attention of walkers is focused on safely crossing the traffic on the busy A303 roadway.	= Negligible There would be a largely imperceptible change to the visual perception as the walkers passing this stretch of bridleway. The walker would have a distant, glimpsed, oblique and partial view of the proposed agricultural lagoon.	**= NONE** Mitigation measure would be to retain and manage the existing field boundary trees and hedges that also to plant a woodland around the lagoon. The magnitude of change would reduce.	**NEUTRAL** There would be no significant views of the lagoon due to the proposed boundary woodland.

Receptor	Sensitivity to Change	Magnitude of Change	After Mitigation	Significance of Effect (Residual)
VP 04: **A303 Road** Looking North Viewer: Vehicles	LOW (Roadway - local) The development site and roadway are set within the same landscape. The attention of road users is focused on the busy traffic speeding along this single carriage.	= Negligible There would be a largely imperceptible change to the visual perception as the 'viewers' passing this stretch of the A303 Road. The walker would have a distant, glimpsed, oblique and partial view of the proposed agricultural lagoon.	**= NONE** Mitigation measure would be to retain and manage the existing field boundary trees and hedges that also to plant a woodland around the lagoon. The magnitude of change would reduce.	**NEUTRAL** There would be no significant views of the lagoon due to the proposed boundary woodland.
VP 05: **Public Right of Way** Wiltshire KDEV15 Looking South Viewer: Pedestrians	MEDIUM (Footpath - local) The development site and footpath are set within the same landscape.	**=** Small There would be a perceptible change to the existing scene as the 'viewers' passing this stretch of the footpath. The walker would have a glimpsed, oblique and partial view of the proposed agricultural lagoon.	**= NEGLIGIBLE** Mitigation measure would be to retain and manage the existing field boundary trees and hedges that also to plant a woodland around the lagoon. The magnitude of change would reduce.	**NEUTRAL** There would be no significant views of the lagoon due to the proposed boundary woodland.

7 CONCLUSION

LANDSCAPE EFFECTS

Site Character

7.1. The baseline concluded that the development site has a mainly **Low Sensitivity** to the proposed development with 'Land Use / Land Cover' having a Medium Sensitivity. The proposed 1826/003 Proposed Site Plan (prepared by Orme-Architects) will improve the landscape character and visual amenity as well as enhancing the ecological biodiversity, with an additional ecological habitat planting within the development site.

The significance of effect of the proposed development on the 'Land Use / Land Cover' would have a **Minimal Adverse** impact due to the change the character of the development site from a arable crop producing field into an agricultural lagoon.

The protection, retention and management of the existing woodland, trees and hedgerows and the additional ecological measures (native species woodland) would provide a considerable 'net gain' and provide a significance of **Minimal, Beneficial** to the landscape features. Also, the landform within the development site would have a **Slight Adverse impact** due to the lagoon being created by excavation that would ensure that there would be little or no 'aboveground' features and would require little or no land re-shaping.

Landscape Character – Study Area

The study area is mainly attributes to Landscape Character Area '**LCA 2E Wooded Downland** 'and the baseline concluded that the Landscape Character Types both have a **Medium Sensitivity** to the effects of the proposed development. The development site is also contained within the **Cranborne Chase and West Wiltshire Downs AONB** which has a **Medium Sensitivity** to the effects of the proposed development.

The mitigation measures as described in the 1826_A01_003_Proposed Site Plan would reduce the magnitude of change with the provision of the following additional landscape features;

- Existing boundary hedges to be protected, retained & maintained at approx. 3 metres and allow strategic hedgerow trees to grow taller along the perimeter of the development site.
- New woodland planted along western and southern boundary.

The proposed development would not remove any trees and there is a great emphasis with a 'net gain' of enhanced wildlife habitats of within the perimeter of the development site.

Over time, the maturing native hedgerows (existing and new) would grow and be maintained thereby contributing and helping the lagoon settle within the local countryside.

The impact to the landscape character of the study area and AONB, as a result of the proposed development and after the mitigation measures have matured would be seen to be **Minimal Adverse** significance of effect.

VISUAL EFFECTS

Visual Amenity

The defined study area covers a small area of surrounding countryside which is criss-crossed by a low number of roads, footpaths and local settlements. The assessment has concluded that due to the existing 'relatively flat and gently undulating' topography, the local tall tree and hedgerows, that the proposed development would not be visible from the vast majority of the study area.

The assessment has shown that the visual envelope of the development site within the study area is only from a small number of vantage points (Viewpoints 2, 3, 4 and 5) with a varying scale of view toward the development site.

The sensitivity of each of the viewpoint locations is typically characterised as being from mainly footpaths and bridleways that have a **Medium Sensitivity** to change and the magnitude of change (due to the presence of the proposed development site) has been generally assessed as having a mainly negligible-small magnitude on each of the viewpoint locations.

Also, additional mitigation measures (1826_A01_003_Proposed Site Plan (prepared by Orme-Architects) would be implemented with extra trees planted along the western and southern boundaries that would in time (5-10+ years) grow to maturity ensuring that the agricultural lagoon would become fully screened.

It can be determined that there is a general and overall **Neutral** to significance of effect on the viewpoint locations**.**

It is therefore considered that the potential impacts of the landscape character of the development site and within the study area would not be significant. Also, that the potential impacts on the limited number of adjacent viewpoint locations would also not be significant.

Therefore, there are no compelling arguments to negatively determine the agricultural lagoon on the minor negative /neutral impacts to the landscape character and on the visual amenity of the study area.

REPORT END

APPENDIX A - Landscape and Visual Methodology

METHODOLOGY

The landscape and visual impact assessment deals with the separate but related issues of:

- **Landscape Character**: the effects of the development upon discrete character areas and/or character comprising features possessing a particular quality or merit: and

- **Visual Context**: the effects of the development on views from visual receptors, and upon the amenity value of the views.

This landscape and visual impact assessment has been carried out by the means of desktop and field studies. Initial analysis of maps studying existing landforms was undertaken to identify potential viewpoints. Panorama Digital Topographical Data was used to establish approximate heights within the application sites. Viewpoints and any other views identified during the fieldwork were then visited and assessed for their sensitivity to the proposed development.

The application site and surrounding area were visited during August 2020 where a series of photographs were taken from representative viewpoints. The viewpoint locations are shown on in 035 120 Viewpoint Figure Sheet.

All viewpoints were photographed using a Nikon D40 Digital SLR camera and the nature of the views are of relatively wide panoramas but it was considered beneficial to present of the photographs as single shot with 40 degrees of horizontal view. All photographic technical information can be found alongside each individual viewpoint.

The choice of which viewpoint location to be used as a photomontage that would portray the proposed development and the photographs were captures with a Nikon D7500 digital SLR camera (35mm) with Nikon 50mm f/1.8 and Nikon 28mm f/1.8.

Landscape Assessment

The sensitivity of a landscape is the degree to which change is able to be accommodated without unacceptable adverse effects upon character or change of character. The GLVIA guidelines indicate, however, that landscape sensitivity is not an absolute criterion and depends upon the nature of the development. Thus the assessment of sensitivity is not strictly part of the initial baseline study of landscape character. Landscapes of high sensitivity are at risk of having their key characteristics fundamentally altered by a particular development.

The magnitude of landscape effects depends upon the extent to which the landscape changes are perceptible in the wider context, whilst assessing the degree to which the fundamental elements of the landscape that give it its unique characteristics are affected.

Direct effects are those that actually change the physical characteristics of the identified elements that make up the landscape, such as the landform and land cover, whereas indirect effects are those which alter the perceptual characteristics of the landscape character, such as the tranquility and sense of remoteness.

Landscape Sensitivity

Sensitivity is categorised as high, medium, or low, according to the degree to which a particular landscape receptor can accommodate change arising from a particular development without detrimental effects on its character. This is judged by combining the **susceptibility** of individual landscape receptors to the type of change or development proposed with the **value** attached to that receptor through protection by designations or contribution at a local to national level.

Susceptibility indicates the ability of a receptor (landscape or visual) to accommodate the proposed development '*without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies or strategies*'. The susceptibility of a receptor is influenced by key characteristics, special qualities, purpose for designation and/or activity likely to be taking place. It is judged as:

- **High** – undue consequences are likely to arise from the proposed development.
- **Medium** – undue consequences may arise from the proposed development.
- **Low** – undue consequences are unlikely to arise from the proposed development.

Landscape/Receptor Value is '*the relative value that is attached to different landscapes by society*'. It is judged as:

- **National/International** – Designated landscapes which are nationally or internationally designated for their landscape value – including National Parks, Areas of Outstanding Natural Beauty (AONB), World Heritage Sites, Heritage Coasts and National Scenic Areas.
- **Local** – Locally or regionally designated landscapes such as Areas of Great Landscape Value (AGLV). Also, areas which local evidence indicates as being more valued than the surrounding area.
- **Community** – 'everyday' landscape which is appreciated by the local community but has little or no wider recognition of its value.
- **Limited** – despoiled or degraded landscape with little or no evidence of being valued by the community.

Table B: Sensitivity Levels and Definitions.

Sensitivity Level	Landscape Resources
High	The key characteristics and qualities of the landscape are highly susceptible to change from the type of development being assessed.
Medium-High	The key characteristics and qualities of the landscape are susceptible to change from the type of development being assessed.
Medium	Some of the key characteristics and qualities of the landscape are susceptible to change from the type of development being assessed.
Low-Medium	Few of the key characteristics and qualities of the landscape are susceptible to change from the type of development being assessed.
Low	Key characteristics and qualities of the landscape are robust and are less likely to be adversely affected by the type of development being assessed.

It is also important to consider the value of the general wider landscape outside of landscape designations particularly where they are not present within the study area or to test their relevance to the specific site and/or study area in question. Judgments on landscape value consider the following factors:

- **Landscape Quality** (including physical state, visual intactness, functional intactness, ecological intactness and state of repair)
- **Scenic Quality** (primarily but not wholly visual sense)
- **Rarity**
- **Representativeness** (key characteristics as identified in the relevant landscape character assessment that are contained within the site and the surrounding area)
- **Conservation Interests** (features of wildlife, earth science, archaeological, historical and cultural interest)
- **Recreational Opportunity**
- **Perceptual Aspects** (such as wildness and tranquility)
- **Associations** (with particular people/events in history)

Table C: General Landscape Value.

Value	Typical Criteria	Typical Example
High	A clear composition of valued landscape components in a robust form and health, free of disruptive detractors and with a strong sense of place. Areas containing a strong, balanced structure with distinct features worthy of conservation. All landscape elements remain intact and in good repair. No or limited potential for substitution.	World Heritage Site, National Park, AONB, Heritage Coast
Medium-High	Primarily containing valued landscape components combined in an aesthetically pleasing composition and lacking prominent disruptive visual detractors. Areas containing a strong structure with noteworthy features or elements, exhibiting a sense of place. Most landscape elements remain intact and in good repair. Limited potential for substitution.	National Park, AONB, Heritage Coast, AGLV
Medium	Consisting primarily of valued landscape components combined in an aesthetically pleasing composition with low levels of disruptive visual detractors, exhibiting a recognisable landscape structure. Some landscape elements remain intact and in good repair. Limited potential for substitution.	Undesignated, but value perhaps expressed through non-official publications or demonstrable use
Low-Medium	Containing some features of landscape value but lacking a coherent and aesthetically pleasing composition with frequent detracting visual elements, exhibiting a distinguishable structure often concealed by mixed land uses or development. Few landscape elements remain intact and in good repair.	Areas identified as having some redeeming features and possibly identified for improvement
Low	Lacking valued landscape components or comprising degraded, disturbed or derelict features, lacking any aesthetically pleasing composition with dominance of visually detracting elements, exhibiting mixed land uses which conceal the baseline structure. No landscape elements remain intact and in good repair.	Areas identified for recovery

Landscape Impact Assessment:

Magnitude of change

Magnitude of change to the landscape character is measured on a scale of **High, Medium or Low** by considering the **scale** of effect to the baseline situation with the **duration** it is likely to occur and the **extent** of the receptor that will experience the change.

The following degrees of **scale** of effect have been adapted from GLVIA methodology:

- **Large:** total loss or major alteration to key elements of the pre development landscape, or the introduction of elements considered to be uncharacteristic when assessed within the attributes of the receiving landscape, or the proposal becomes a dominant feature within the scene with the surrounding elements becoming subordinate and the resultant effect is a change in the overall character.
- **Medium:** partial loss of, or alteration to one or more key elements of the landscape pre-development, or the introduction of elements that maybe prominent, or from a visibly recognisable new feature, but may not necessarily be considered substantially uncharacteristic when set within the attributes of the receiving landscape.
- **Small:** minor loss or alteration to one or more key elements of the pre-development landscape, or the introduction of elements which constitute a minor component of the wider landscape, and are not uncharacteristic when set within the attributes of the receiving landscape.
- **Negligible**: where the development would cause a virtually imperceptible change in the existing use or character.

Duration is the time period over which the change to the receptor would arise as a result of the development. It is judged as:

- **Permanent:** The change is expected to be permanent with no intention for it to be reversed.
- **Long-term:** the change is expected to be in place for 10-25 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.
- **Medium-term:** the change is expected to be in place for 2-10 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.
- **Short-term**: the change is expected to be in place for 0-2 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.

Extent indicates the geographic area over which the effects will be felt as a result of the proposed development. It is judged as Wide, Intermediate, Localised or Limited.

- **Wide:** beyond 4km (or more than 50% of the receptor)
- **Intermediate:** up to approx. 2-4km (or around 50% of the receptor)
- **Localised:** site and surroundings up to 2km (or up to approx. 25% of the receptor)
- **Limited**: site, or part of the site (or up to approx. 10% of the receptor)

Significance of Landscape Impacts

The landscape impacts of the proposed development have been assessed by considering the degree to which each landscape feature is likely to be affected, taking into account the ease with which features could be replaced, and the contribution each feature makes to local landscape character, is assessed as large, medium or small. The condition of each feature is assessed as good, moderate or poor. These aspects are difficult to quantify and their assessment depends largely on professional judgement. Measures to mitigate the landscape impacts are also considered.

The overall significance of the landscape impacts are established by comparing the sensitivity of the landscape receptor against the magnitude of change with after consideration of the elements described in the paragraphs above. This is expressed as **Slight**, **Moderate** or **Major** and is summarised using the criteria stated in methodology Table D below. A judgement is made as to whether the type of effect resulting from the proposed development is considered to be **Beneficial** or **Adverse** based on the nature of the change in question.

Table D: Significance criteria of landscape impacts

SIGNIFICANCE	CRITERIA
Major Beneficial	Landscape feature is significantly enhance and improved in a manner consistent with the local landscape character
Moderate Beneficial	Landscape feature is enhanced and extended in a manner consistent with the local landscape character
Slight Beneficial	Landscape feature is enhanced in a manner consistent with local landscape character
Neutral	Virtually imperceptible or no indirect change in landscape characteristics over a very localised area, or virtually imperceptible, or no, direct change to landscape components/ character
Slight Adverse	Perceptible indirect change in landscape characteristics over a localised area, or direct change to landscape components/ character over a very localised area. Partial loss or deterioration of landscape component which is not mitigated
Moderate Adverse	Noticeable indirect change in landscape characteristics over less extensive area, or direct change to landscape feature/ character over a localised area.
Major Adverse	Very noticeable indirect change in landscape characteristics over an extensive area, or direct change to landscape features/ character over a less extensive area.

Visual Assessment

Views have been assessed from an average height of approximately 1.6m above ground level. The significance of a predicted impact is determined by combining the sensitivity of visual receptors with the magnitude of change, duration of the proposed development and the extent of the receptor that is likely to experience the change. The visual assessment focuses on the visual impacts upon public viewpoints so does not consider the effects upon views from private properties, which would be subject to separate Residential Amenity Assessment; this does not however affect the sensitivity of the receptors experiencing views.

The viewpoints were chosen to represent views in which the proposed development would be visible, none are included in which the proposed development would not be visible.

Sensitivity of Visual Receptors

Sensitivity is categorised as high, medium, or low, according to the degree to which a particular viewpoint or receptor can accommodate change arising from a particular development without detrimental effects on its visual amenity. This is judged by considering the susceptibility of the visual receptor to the type of change or development proposed with the value attached to that receptor with particular regard to the type and number of users of the receptor, this is sumarised in Table E below. Sensitivity also considered the following factors:

- Location and context of the receptor: For example, receptors/viewpoints which are closer to the site are generally more susceptible;
- Number of viewers who commonly use the receptor: Some receptors/viewpoints are commonly used by the public, such as formal viewing platforms, picnic areas or recreational rights of way. Other viewpoints may be difficult to gain access to;
- Nature of the receptor: Public footpaths, for example, can be susceptible, since the users' attention is often focused on the landscape. By contrast, views from outdoor sport facilities, transport routes or places of work are less susceptible;
- Movement of viewers at /on the receptor: More transitory views, for example from a motorway, are generally less sensitive than views experienced from footpaths;
- Value attached to views take account of the relation to heritage assets or planning designations and the cultural significance of the viewpoint, including its appearance in guidebooks and tourist maps, or cultural and historical associations.

Table E: Criteria for determining visual receptor sensitivity

Sensitivity	Landscape Resources
High	High value activity (those engaged or who's focus is on the landscape) with extended period of exposure and/or proximity to the proposal. Such as promoted viewpoints, specific/key viewpoints and panoramic viewpoint marked on maps.
High-Medium	Medium-high value activity (activities that do not specifically involve focus on the view but have plenty of opportunity to experience and appreciate the landscape) with high/medium value of the existing view, and/or proximity to the proposal. Such as along public rights of way and key views to/from local landmarks as well as visitors to attractions or heritage assets where view contribute to the experience.

Medium	Medium value activity (activities that do not involve appreciation of the landscape) and/or medium value of the existing view, and/or proximity to the proposal. Such as travellers using cycle routes or scenic roads as well as visitors staying within an area such as at caravan or camping sites.
Medium-Low	Low-Medium value activity (where engaged with another activity that does not allow opportunity to appreciate the landscape) and/or medium/low value of the existing view, and/or proximity to the proposal. Such as most road and rail users and outdoor workers.
Low	Low value activity and/or low existing value on view and/or proximity to proposal. Such as travelling at speed on motorways and trunk roads or those engaged in work or sporting activities.

Visual Impact Assessment:

Magnitude of Change

In the visual assessment the magnitude is measured on a scale of **High, Medium or Low**. It is determined by considering the **scale** of effect including the distance from the receptor and the degree of change in the field of vision against the **duration** of activity/change apparent from each receptor and the **extent** of the receptor affected which may be a single viewpoint or a sequence of points that may have transient views, for instance along a road. This has involved a combination of site, and desk based analysis.

The following degrees of **scale** of effect have been adapted from GLVIA methodology:

- **Large:** where the development would cause a very noticeable change in the existing visual experience of the receptor.
- **Medium**: where the development would cause a noticeable change in the existing visual experience of the receptor.
- **Small:** where the development would cause a perceptible change in the existing visual experience of the receptor.
- **Negligible**: where the development would cause a largely imperceptible change in the existing visual experience of the receptor.
- **No Change**: Where the development will not be discernible in the visual experience of the receptor.

The visual assessment focuses on the visual impacts upon public viewpoints that are representative of views in which the proposed development is visible. The effect to visual receptors is established by summarising the scale of effects to the specific representative viewpoints throughout the study area which are then used as visual aids to judge the effect across the extent of each visual receptor based on field observations.

Duration is the time period over which the change to the receptor would arise as a result of the development. It is judged as:

- **Permanent:** The change is expected to be permanent with no intention for it to be reversed.
- **Long-term:** the change is expected to be in place for 10-25 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.

- **Medium-term:** the change is expected to be in place for 2-10 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.
- **Short-term**: the change is expected to be in place for 0-2 years and will be reversed, fully mitigated or removed so no longer occurring beyond that time frame.

Extent indicates the geographic area over which the effects will be felt as a result of the proposed development. It is judged as Wide, Intermediate, Localised or Limited.

- **Wide:** more than 50% of the receptor (or beyond 4km)
- **Intermediate:** around 50% of the receptor (or up to approx. 2-4km)
- **Localised:** up to approx. 25% of the receptor (or the site and surroundings up to 2km)
- **Limited**: up to approx. 10% of the receptor (or restricted to the site, or part of the site)

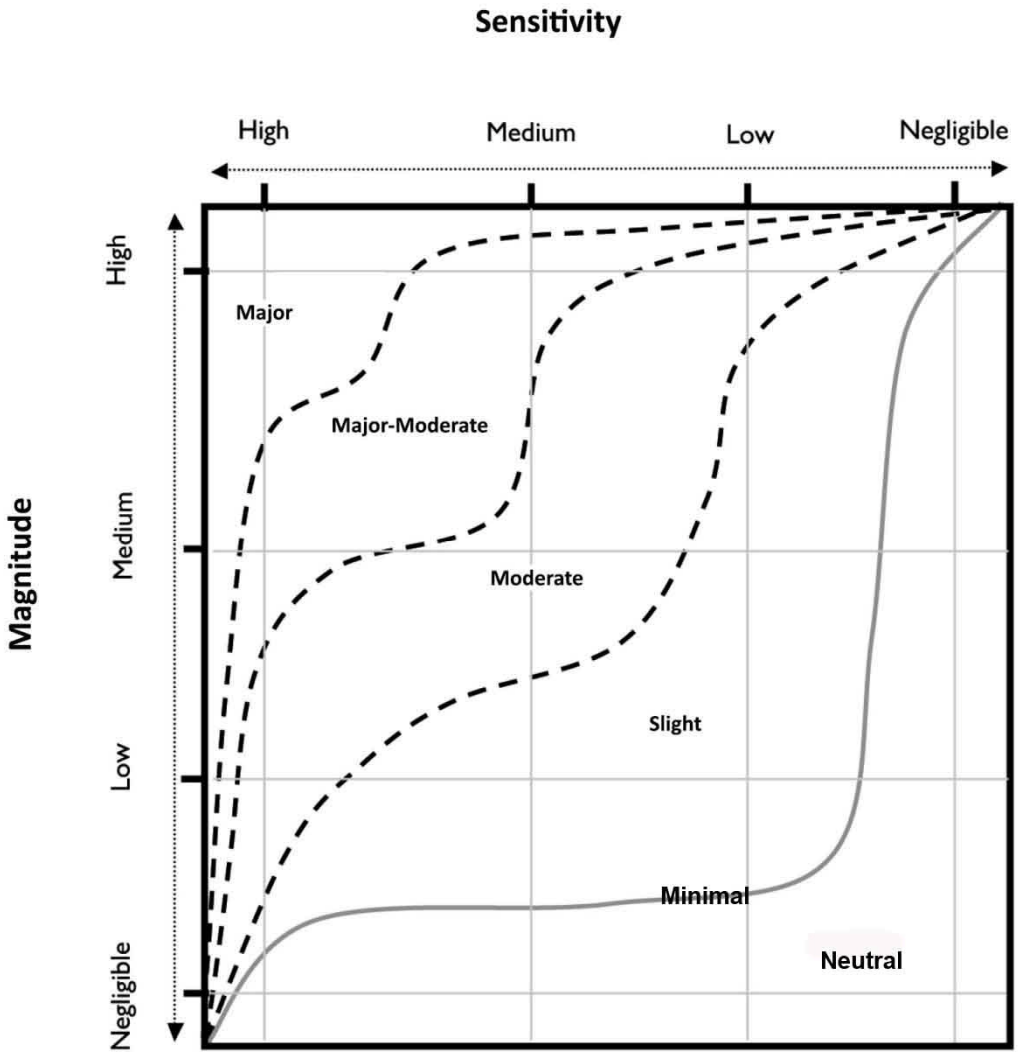
Significance of Visual Impacts

The overall significance of the visual effects is established by comparing the sensitivity of the visual receptor against the magnitude of change which is then expressed as **Slight**, **Moderate** or **Major**, summarised in Table F below and whether it is considered to be a **Beneficial** or **Adverse** effect based on the nature of the change.

Table F: Significance criteria of visual impacts

SIGNIFICANCE	CRITERIA
Major Adverse	The proposals would be visually intrusive and would cause a significant deterioration in existing views, resulting in disruption to valued views of the area.
Moderate Adverse	The proposals would be visually intrusive and would cause a noticeable deterioration in existing views, resulting in some disruption to valued views of the area.
Slight Adverse	Although not very visually intrusive, the proposals would cause a barely perceptible deterioration in certain views into and across the area.
Neutral effect	No discernible deterioration or improvement in existing views; the proposals would avoid being visually intrusive.
Slight Beneficial	The proposals would cause a barely perceptible improvement in existing views
Moderate Beneficial	The proposals would cause a noticeable improvement in existing views.
Major Beneficial	The proposals would cause a significant improvement in existing views.

Diagram 1: Significance of Landscape and Visual Effects



This diagram is based on the EIA significance matrix found in the IEMA Special Report 2011. It is used in both landscape and visual assessments to provide an initial indication of the likely significance of impact arising but may not reflect the conclusion made during the final assessment. Its application also relies on professional judgment and the knowledge of the assessor following field observations when considering the balance between sensitivity and magnitude.

Effects of both landscape and visual impacts can be Adverse or Beneficial. Effects of Moderate or less are of lesser concern with Slight-Moderate and Moderate considered not to be significant. Where an effect is considered to be Moderate-Major or above a judgement should be made as to if that effect is significant or not. It should be noted that whilst an effect may be significant, that does not necessarily mean that such an impact would be unacceptable, or should necessarily be regarded as an undue consequence.

ABBREVIATIONS AND GLOSSARY OF TERMS

TERM	DEFINITION
AGHV	Areas of Great Historic Value
AGLV	Area of Great Landscape Value
AOD	Above Ordnance Datum (sea level)
AONB	Area of Outstanding Natural Beauty
Characteristic	A distinctive element of the landscape that contributes to landscape character for instance a particular hedgerow pattern or sense of tranquillity.
Cumulative effects	The situation of effects that result from changes caused by a development in conjunction with other past, present or reasonably foreseeable actions. As defined by the Landscape Institute and Institute of Environmental Management and Assessment (2002)
Duration of effect	The time period over which the change to the receptor would arise as a result of the development. It is judges as Permanent, Long-term, Medium-term and Short-term.
Extent of effect	Indicates the geographic area over which the effects will be felt as a result of the proposed development. It is judged as Wide, Intermediate, Localised or Limited.
Landscape Character	The distinct, recognisable and consistent pattern of elements that occur in a particular landscape and how these are perceived. It reflects particular combinations of geology, landform, soils, vegetation, land use and human settlement.
Landscape Character Areas	Single unique areas that are the discrete geological area of a particular landscape type.
Landscape Value	'*The relative value that is attached to different landscapes by society*'. It is judged as National/International, Local, Community or Limited
LVIA	Landscape and Visual Impact Assessment
Magnitude of effect	Judged as detailed in the methodology but tends to consider the scale, duration and extent of the effect.
SM	Schedule Monuments
Scale of effect	The degree of change which would arise as a result of the proposed development. It is judged as Large, Medium, Small or Negligible
Sensitivity	The relative extent to which the character and quality of the receptor can accommodate change as a result of a particular type of development. The sensitivity of a receptor is a combination of its susceptibility and value. Judgements of sensibility are detailed in the methodology.
Significance of effect	Judgements are detailed in the methodology but tend to be the sensitivity of receptor considered against the magnitude of change
SSSI	Sites of Special Scientific Interest

Susceptibility	Indicates the ability of a receptor (landscape or visual) to accommodate the proposed development '*without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies or strategies*'. The susceptibility of a receptor is influenced by key characteristics, special qualities, purpose for designation and/or activity likely to be taking place. It is judged as High, Medium or Low.
ZVI	Zone of Visual Influence, the extent of where elements of the proposal are predicted to be visible based on topography and landscape features.
ZVT	Zone of Theoretical Visibility, this represents the area over which a development can theoretically be seen, based on digital terrain data. Limitations occur with intervening objects within the landscape not captured by the digital terrain data.

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