APPENDIX A - HISTORIC MAPPING AND AERIAL PHOTOGRAPHY

APPENDIX A - HISTORIC MAPPING AND AERIAL PHOTOGRAPHY



Legend

X Pole Site Location

Landmark INFORMATION GROUP

Landmark Historical Map
County: WILTSHIRE
Published Date(s): 1889
Originally plotted at: 1:10,560

APPENDIX A - HISTORIC MAPPING AND AERIAL PHOTOGRAPHY



Legend

X Pole Site Location

Landmark INFORMATION GROUP

Landmark Historical Map
County:
Published Date(s): 1983
Originally plotted at: 1:10,000

APPENDIX B - VIEWPOINT PHOTOGRAPHS

Site Location



Viewpoint No. 01

Location: Quidham Street at a corner where this turns to extend south towards Church Street.

Direction of View: West.

Date: 22 September 2023, Time: 14:16
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 124 metres aOD
Ordnance Survey Grid Coordinates: SU 01546 23349

***Description** - For primarily vehicular, including recreational users of the minor road, the mature hedgebanks to either side of Quidham Street are punctuated with elements such as the telegraph pole to right of view and the upper canopies of trees viewed over the hedgerows, including the ash tree offset to the north of the Site. Landform can be glimpsed towards the end of the Street, rising to the tree'd ridge beyond where the built form of Cleeves Farm can just be discerned.*

Site Location



Viewpoint No. 02

Location: Quidham Street as this approaches the corner with Stowford Lane.

Direction of View: West.

Date: 22 September 2023, Time: 14:14
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 125 metres aOD
Ordnance Survey Grid Coordinates: SU 01475 23336

***Description** - For primarily vehicular, including recreational users of the minor road, the mature hedgebanks to either side of Quidham Street are punctuated with the upper canopies of trees viewed over the hedgerows, including the ash trees offset to the north and south of the Site. Landform can be glimpsed towards the end of the Street, rising to the tree'd ridge beyond where the built form of Cleeves Farm can just be discerned over the hedgerow, with the farm access track continuing to the apparent end of Quidham Street.*

APPENDIX B - VIEWPOINT PHOTOGRAPHS

Site Location



Viewpoint No. 03

Location: Quidham Street adjacent to the corner with Stowford Lane.

Direction of View: West.

Date: 22 September 2023, Time: 14:13
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 124 metres aOD
Ordnance Survey Grid Coordinates: SU 01420 23326

***Description** - For primarily vehicular, including recreational users of the minor road walking towards the Rights of Way beyond, the mature hedgebanks to either side of Quidham Street draw towards the boundary hedgerow beyond along Stowford Lane. Ash trees rise to either side of the view, whilst the farm access track, draws the eye and view beyond continuing along the Public Bridleway BOWE10, west of the corner of Quidham Street / Stowford Lane.*

APPENDIX B - VIEWPOINT PHOTOGRAPHS

Site Location ↓



Viewpoint No. 04

Location: Stowford Lane as this aligns towards the Site from the ridge to the north.

Direction of View: South.

Date: 22 September 2023, Time: 14:56
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 126 metres aOD
Ordnance Survey Grid Coordinates: SU 01235 23864

***Description** - For users of the minor road, the focus of the view is on the road, where the change in direction and elevation of the road demands attention on the road ahead. Hedgebanks to either side otherwise direct the view to the skyline, defined by the landform falling from the western end of west of Marleycombe Hill, viewed above a treeline from further along Stowford Lane, extending towards and along Public Bridleway BOWE 20. The south eastern part of the field within which the Site is located can be seen, including the corner of the field within which the Site is located.*

Site Location ↓



Viewpoint No. 05

Location: Stowford Lane, where the road straightens towards the corner with Quidham Street from off the ridge to the north.
Direction of View: South.

Date: 22 September 2023, Time: 14:57
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 106 metres aOD
Ordnance Survey Grid Coordinates: SU 01364 23685

***Description** - For west bound users of the minor road for a stretch off the ridge to the north, (where the road straightens towards the corner with Quidham Street, before visibility is obscured by the roadside hedge and treeline) the focus of the view is on the road, where the hedgebank to the left of view and young hedge to right draw attention towards the skyline, defined by the treeline from further along Stowford Lane, extending towards and along Public Bridleway BOWE 20. The part of the field within which the Site is located can be seen, but with intervening vegetation filtering the Site location beyond.*

Site Location



Viewpoint No. 06

Location: Public Bridleway BOWE10 offset west of the corner of Quidham Street / Stowford Lane.

Direction of View: East.

Date: 22 September 2023, Time: 14:08
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 119 metres aOD
Ordnance Survey Grid Coordinates: SU 01291 23332

***Description** - For users of Public Bridleway BOWE10 offset west of the corner of Quidham Street / Stowford Lane, the adjacent hedgerow forms part of a skyline most dominated by the varied tree forms of canopies along Stowford Lane to left of view, extending towards and along Public Bridleway BOWE 20 to the centre and right. The overall composition is defined by the enclosed character of the view from the hedgerow and complexity of the skyline defined by the trees. The Site is concealed by the hedgerow, despite a small gap in the hedgerow, as shown here.*

Site Location



Viewpoint No. 07

Location: Public Bridleway BOWE 11 offset to the west within the same field as the Site.

Direction of View: East.

Date: 22 September 2023, Time: 12:35
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 109 metres aOD
Ordnance Survey Grid Coordinates: SU 01037 23373

***Description** - For east bound recreational users of Public Bridleway BOWE 11, the view across the field is defined by the undulating landform of the immediate field and ridge to the left beyond, whilst hedgerow field boundaries delineate the spaces, including the skyline to right along Public Bridleway BOWE10, which leads to the treeline about the southern end of Stowford Lane and along Public Bridleway BOWE 20 to right of this. The corner of the field within which the Site is located can be seen enclosed within the surrounding vegetation.*

Site Location



Viewpoint No. 08

Location: Public Bridleway BOWE11 upon the gently sloping ridge side.

Direction of View: South east.

Date: 22 September 2023, Time: 12:44
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 120 metres aOD
Ordnance Survey Grid Coordinates: SU 00698 23574

***Description** - For east bound recreational users of Public Bridleway BOWE 11, from the offset ridge to the south, the view across the field is defined by the undulating landform of the immediate field and ridge beyond, with the landform of Marleycombe Hill as a landmark feature upon the skyline beyond. Marleycombe Hill is viewed above a treeline along Stowford Lane, extending towards and along Public Bridleway BOWE 20. Hedgerow field boundaries otherwise delineate the spaces. The corner of the field within which the Site is located can be seen enclosed within the surrounding vegetation.*

Site Location



Viewpoint No. 09

Location: Public Bridleway BOWE 11 upon the gently sloping ridge top side south east of a copse.

Direction of View: South east.

Date: 22 September 2023, Time: 12:49
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 133 metres aOD
Ordnance Survey Grid Coordinates: SU 00561 23652

***Description** - For east bound recreational users of Public Bridleway BOWE 11, from atop the ridge to the south, the view across the field is defined by the undulating landform of the immediate field and ridge beyond, with the landform of Marleycombe Hill as a landmark feature upon the skyline beyond. Marleycombe Hill is viewed above a treeline along Stowford Lane, extending towards and along Public Bridleway BOWE 20. Hedgerow field boundaries otherwise delineate the spaces. The corner of the field within which the Site is located can be seen enclosed within the surrounding vegetation.*

Site Location ↓



Viewpoint No. 10

Location: Public Bridleway BOWE11 upon the ridge north of Hill Farm.

Direction of View: South east.

Date: 22 September 2023, Time: 13:03
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 153 metres aOD
Ordnance Survey Grid Coordinates: ST 99761 23675

***Description** - For east bound recreational users of Public Bridleway BOWE 11, from the upper part of the field on higher ground rising towards Hill Farm, the view across the field is defined by the undulating landform of Marleycombe Hill extending about to Knowle Hill to left. Landform otherwise continues to climb towards the boundary with Hill Farm to right of view. The corner of the field within which the Site is located can be glimpsed enclosed within the surrounding vegetation.*

Site Location ↓



Viewpoint No. 11

Location: Public Byway EWAK9 within a gap in the hedgerow south of Hill Farm.

Date: 22 September 2023, Time: 13:09
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 157 metres aOD
Ordnance Survey Grid Coordinates: ST 99714 23449

***Description** - For west bound users of the lane and Public Byway EWAK9, the illustrative glimpse within a gap in the hedgerow south of Hill Farm is representative of a more sustained glimpse offset to west from along the lane. The view across the field is defined by the expansive Ebble Chalk River Valley, with the undulating landform beyond including the eastern end of Marleycombe Hill extending about to Knowle Hill and Knighton Hill beyond. The corner of the field within which the Site is located can be glimpsed enclosed within the surrounding vegetation.*

APPENDIX B - VIEWPOINT PHOTOGRAPHS

Site Location ↓



Viewpoint No. 12

Location: Public Footpath BOWE 6 offset east of Quidham Street, west of BOWE 7.

Direction of View: North west.

Date: 22 September 2023, Time: 12:03
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 123 metres aOD
Ordnance Survey Grid Coordinates: SU 01725 23165

***Description** - For recreational users of Public Footpath BOWE 6 offset east of Quidham Street, illustrated from the south eastern corner of the field, the view is foreshortened by the rising landform to the ridge. Various built form and mature trees define the skyline along Quidham Street, where telegraph poles extend. Whilst a telegraph pole to right of view and treeline to the left of view form vertical elements at shorter distance.*

Site Location ↓



Viewpoint No. 13

Location: Public Footpath BOWE 9 just west of Quidham Street.

Direction of View: North west.

Date: 22 September 2023, Time: 12:09
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 125 metres aOD
Ordnance Survey Grid Coordinates: SU 01553 23241

***Description** - For recreational users of Public Footpath BOWE 9 just west of Quidham Street, represented here from the south east of the field, the view is partly foreshortened by the landform here, over which the distant landform beyond can be glimpsed. Various hedgelines and mature trees define the skyline and about to right of view, where telegraph poles and lines extend along Quidham Street. A tree copse to the far skyline can be glimpsed within a gap in the vegetation under which the Site area is located.*

Site Location



Viewpoint No. 14

Location: Public Footpath BOWE 9 adjacent to a copse offset east of Public Bridleway BOWE 20.

Direction of View: North.

Date: 22 September 2023, Time: 12:16
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 128 metres aOD
Ordnance Survey Grid Coordinates: SU 01433 23062

***Description** - For recreational users of Public Footpath BOWE 9 west of Quidham Street, represented here from the further to the south adjacent to a copse, (before visibility is obscured by intervening vegetation along Public Bridleway BOWE 20) the view is partly foreshortened by the hedgelines and mature trees along the adjacent Bridleway, whilst the distant skyline about Fifield Down can be glimpsed within a gap in the vegetation to right of view.*

Site Location



Viewpoint No. 15

Location: Public Footpath BOWE 9, just north of Church Street, north east of Woodminton.

Date: 22 September 2023, Time: 11:48
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 126 metres aOD
Ordnance Survey Grid Coordinates: SU 01173 22471

***Description** - For recreational users further to the south west along Public Footpath BOWE 9, just north of Church Street the view across the field is foreshortened by the treeline along Public Bridleway BOWE 20 to right of view, with a wooden electricity pylon providing an approximate separation between the enclosed field to right of view and the more open visibility across the ridge towards the distant Fifield Down / Prescombe Down beyond.*

APPENDIX B - VIEWPOINT PHOTOGRAPHS



Viewpoint No. 16

Location: Public Footpath BOWE 8 upon Marleycombe Hill.

Direction of View: North west.

Date: 22 September 2023, Time: 15:20
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 161 metres aOD
Ordnance Survey Grid Coordinates: SU 01630 22792

***Description -** For local users and visitors to the Open Access Land and Public Footpaths about the steep escarpment of Marleycombe Hill, some 1km to the south of the Site, panoramic views extend across the agricultural landscape of the expansive Ebble Chalk River Valley, within which the settlement of Bowerchalke is nestled. The Site is hidden behind mature trees, including those within the fields to the south east of the Site and those to the south / south west along Public Bridleway BOWE 20.*



Viewpoint No. 17

Location: Open Access Land off the west of Marleycombe Hill, east of Misselfore.

Date: 22 September 2023, Time: 15:27
Weather: Clear weather conditions
Lighting Conditions: Good visibility
Approximate Ground Level: 181 metres aOD
Ordnance Survey Grid Coordinates: SU 01681 22396

***Description -** For local users and visitors to the Open Access Land and Public Footpaths about the steep escarpment of Marleycombe Hill, some 1km to the south of the Site, panoramic views extend across the agricultural landscape of the expansive Ebble Chalk River Valley, within which the settlement of Bowerchalke is nestled. The Site is hidden behind mature trees, including those within the fields to the south east of the Site and those to the south / south west along Public Bridleway BOWE 20.*

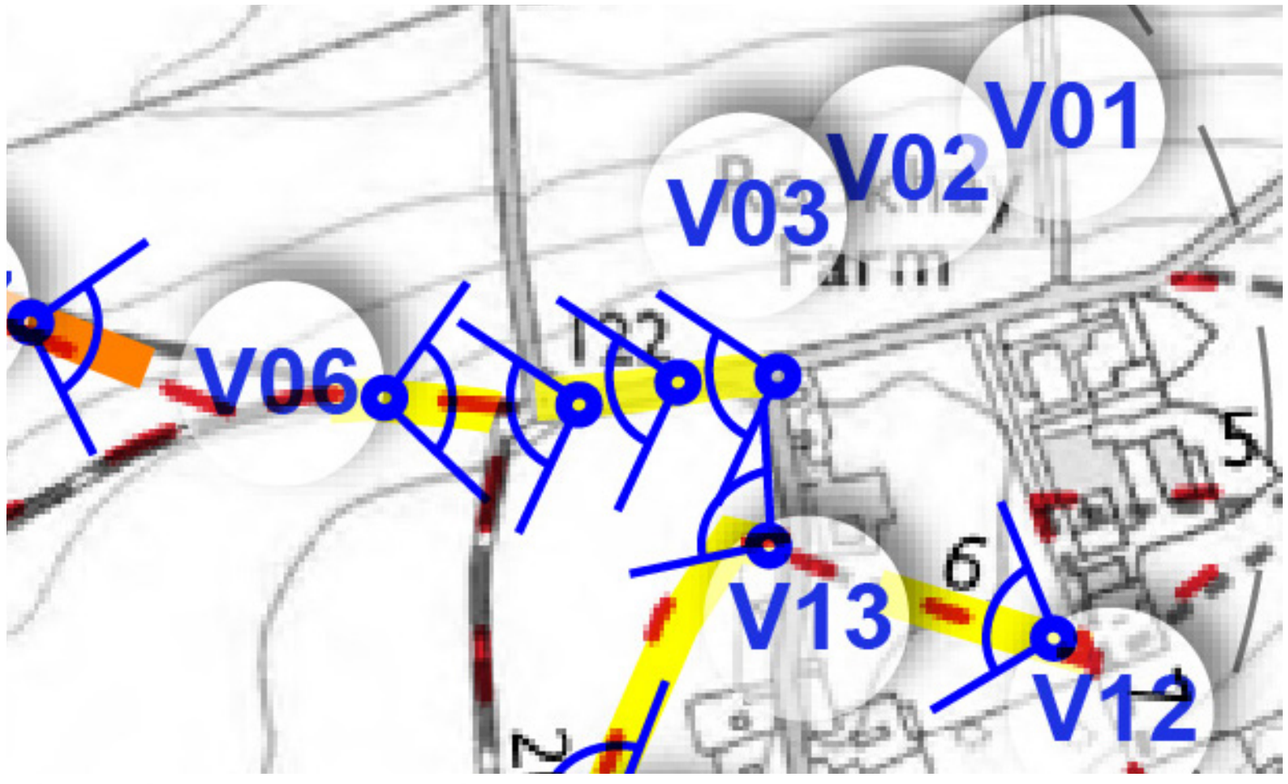
APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 01 - As Existing



Viewpoint No. 01 - Location
Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 01 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 01 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 03 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



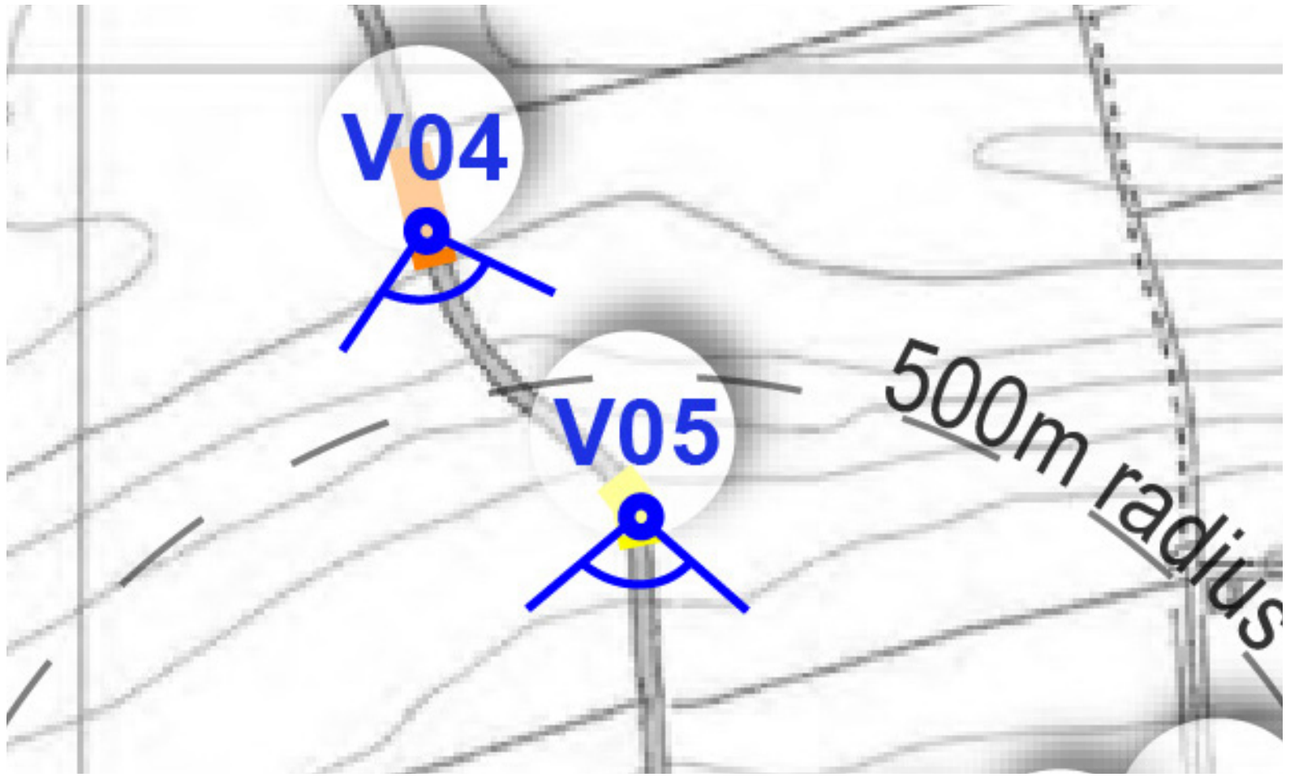
Viewpoint No. 03 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 04 - As Existing



Viewpoint No. 04 - Location
Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 04 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



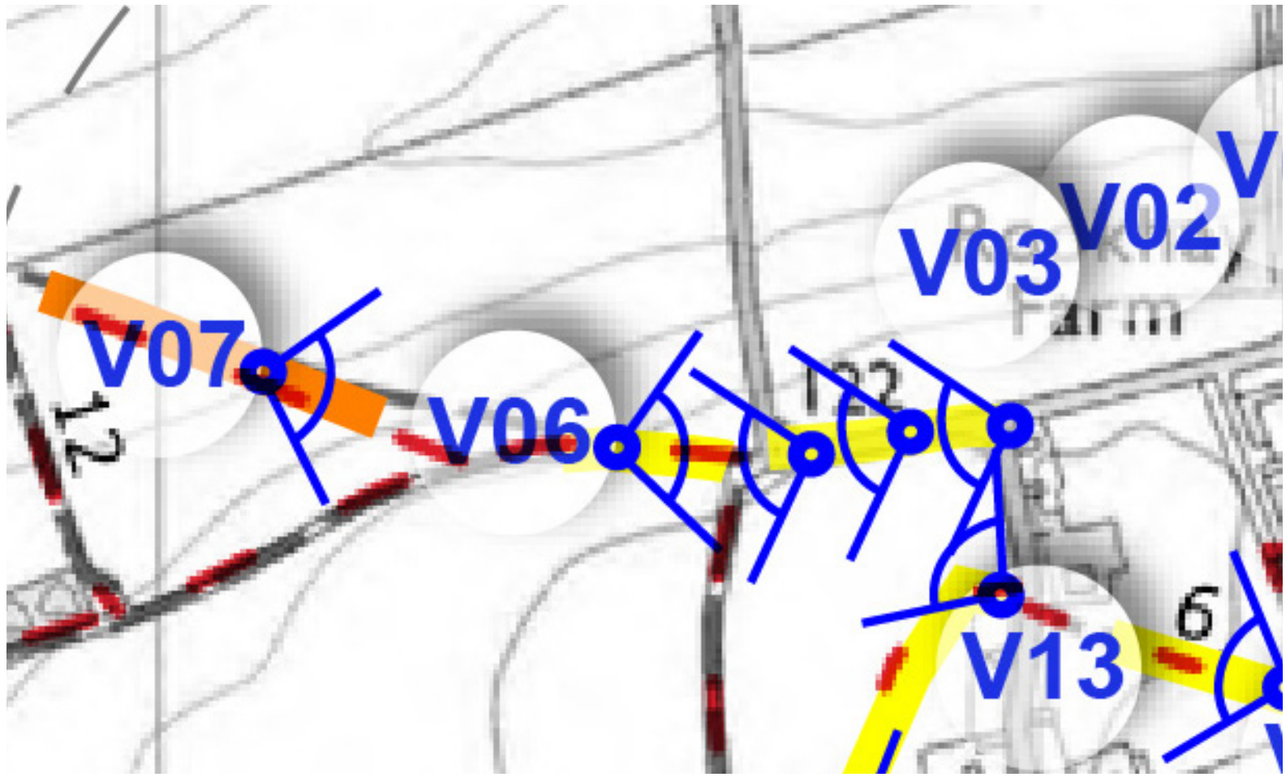
Viewpoint No. 04 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 06 - As Existing



Viewpoint No. 06 - Location

Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 06 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



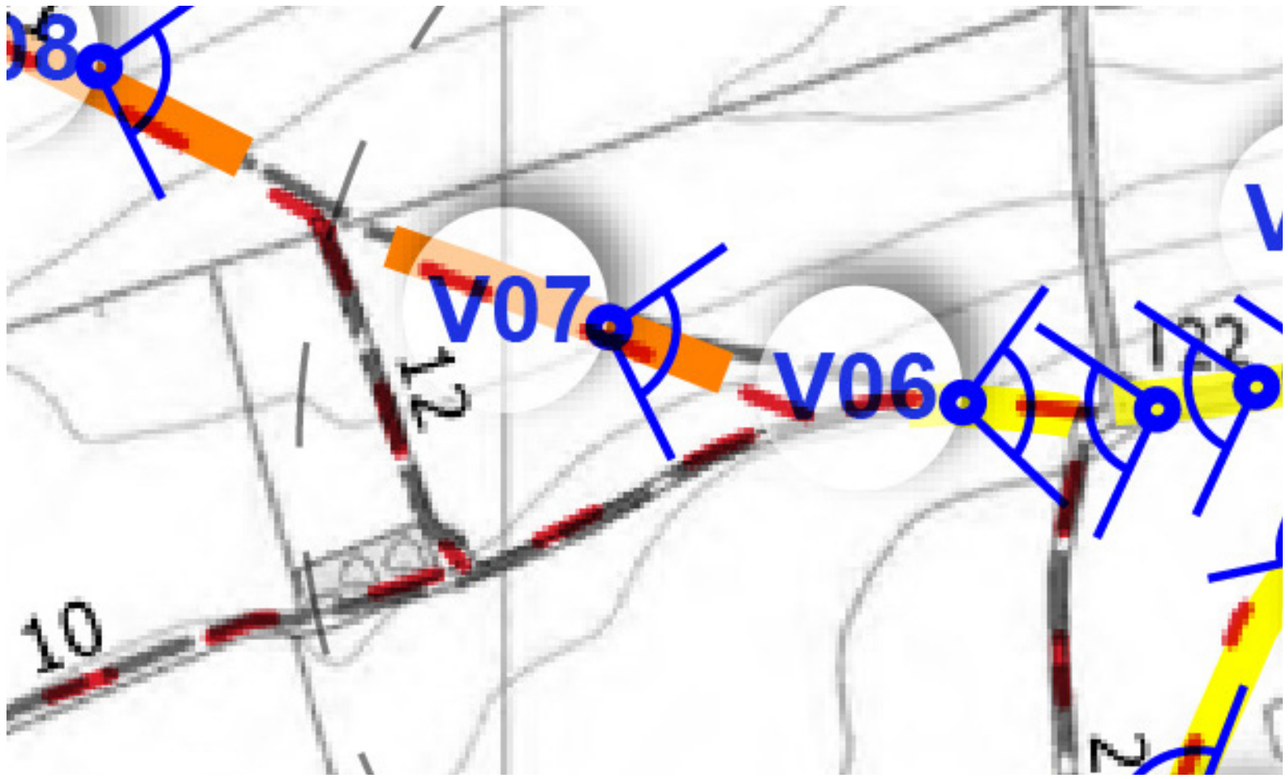
Viewpoint No. 06 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 07 - As Existing



Viewpoint No. 07 - Location

Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 07 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



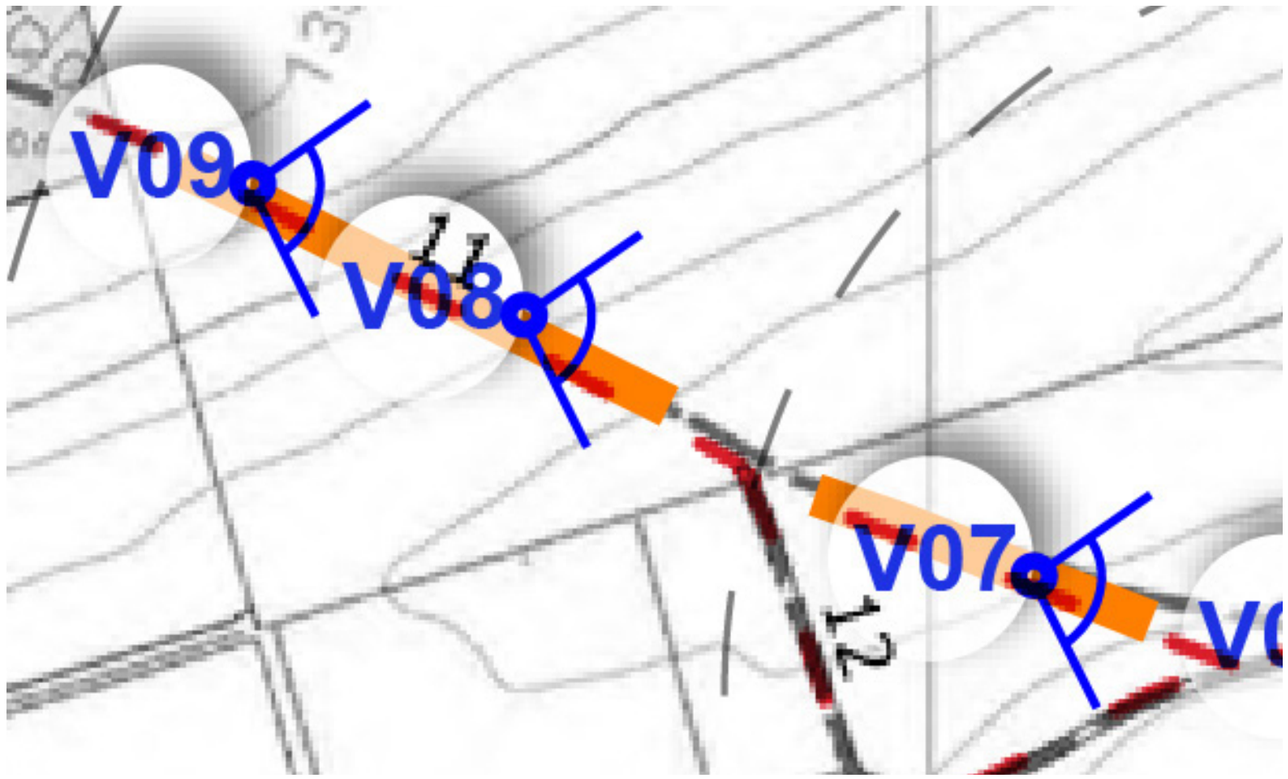
Viewpoint No. 07 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 08 - As Existing



Viewpoint No. 08 - Location
Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 08 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



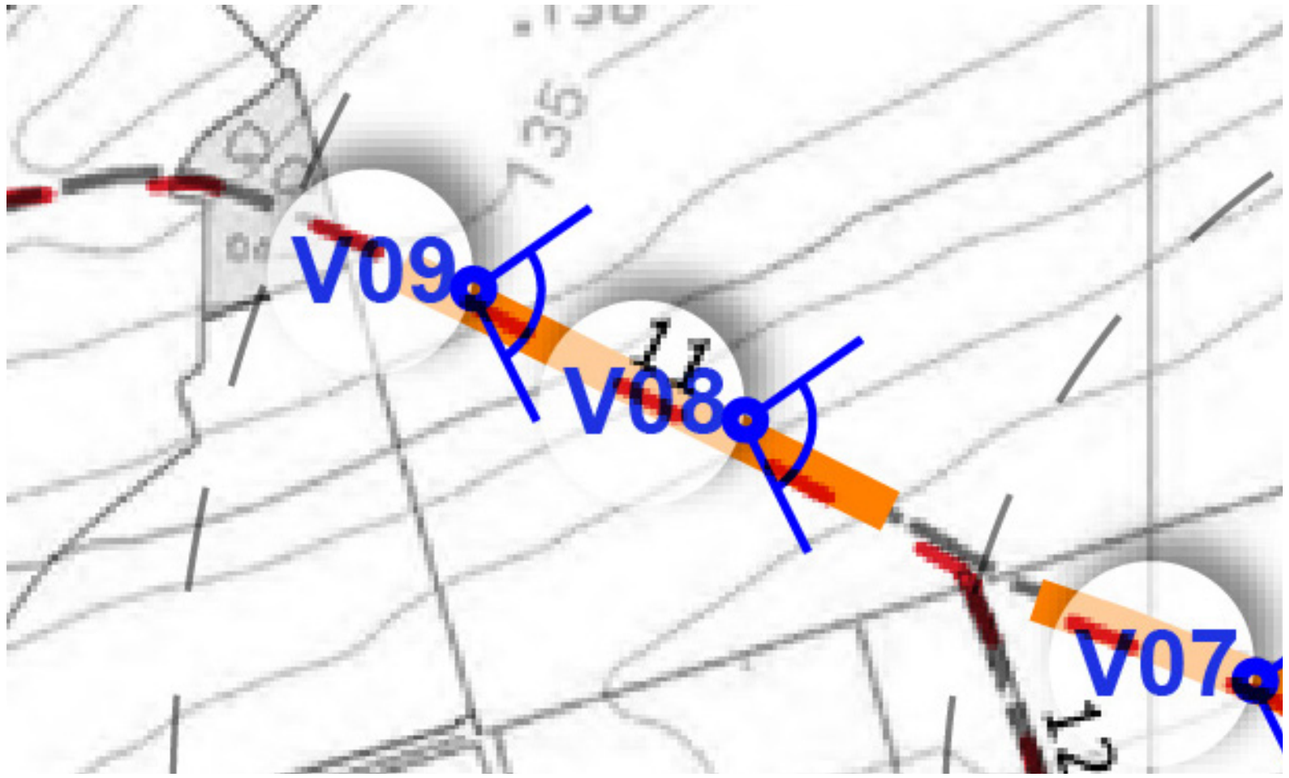
Viewpoint No. 08 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 09 - As Existing



Viewpoint No. 09 - Location

Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 09 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



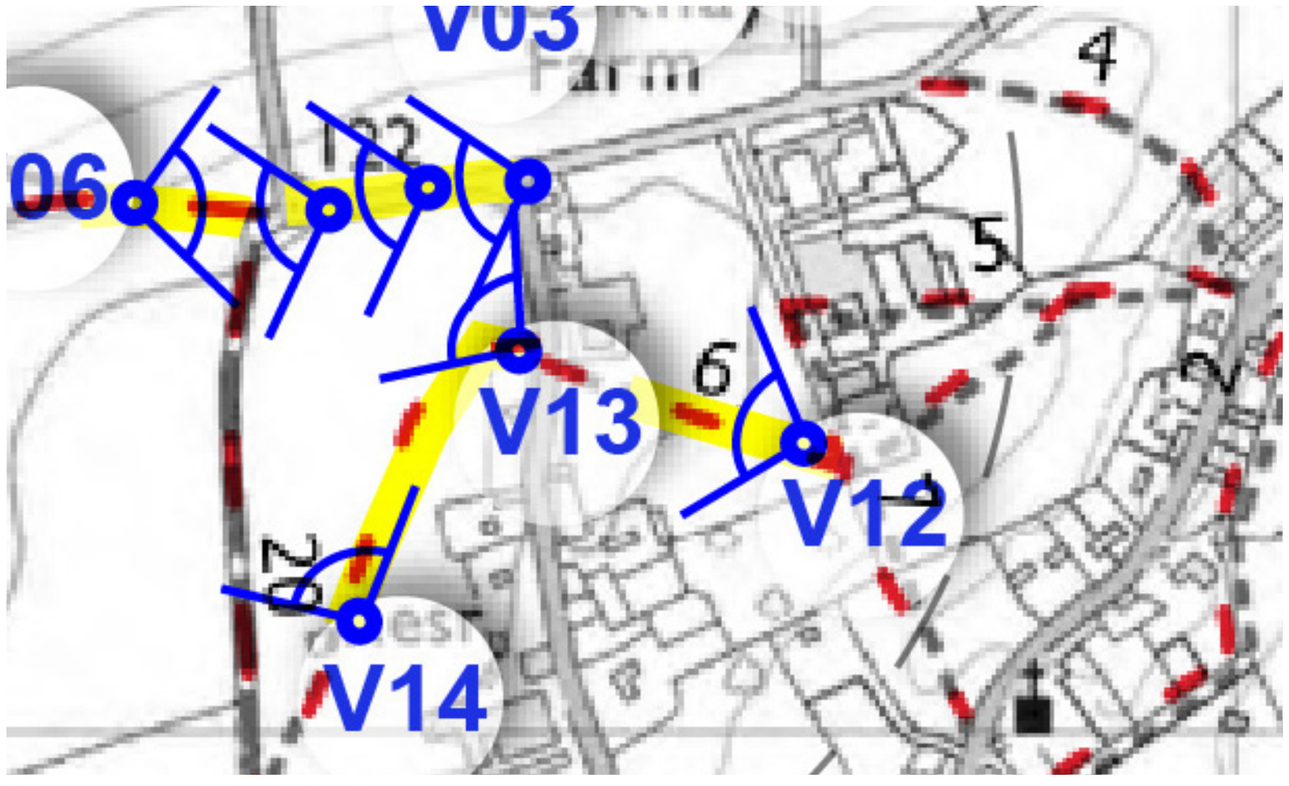
Viewpoint No. 09 - Annotative Photomontage - AVR3 Type.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION

Site Location



Viewpoint No. 13 - As Existing



Viewpoint No. 13 - Location

Scale: 1:5,000 at A3

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 13 - Single Frame.

APPENDIX C - KEY VIEWPOINT - ‘PHOTOREALISTIC’ REPRESENTATION



Viewpoint No. 13 - Annotative Photomontage - AVR3 Type.

APPENDIX D - LANDSCAPE AND VISUAL APPRAISAL - METHODOLOGY

APPENDIX D - LANDSCAPE AND VISUAL APPRAISAL - METHODOLOGY

METHODOLOGY

General

This assessment has been prepared with reference to the following guidance:

- *Landscape Character Assessment - Guidance for England and Scotland (Scottish Natural Heritage and The Countryside Agency, 2002); An Approach to Landscape Character Assessment, (Natural England, 2014);*
- *Guidelines for Landscape and Visual Impact Assessment, Third Edition, published by the Institute of Environmental Management and Assessment and the Landscape Institute, 2013 (GLVIA3);*
- *Visual representation of development proposals, Technical Guidance Note 06/19, published by the Landscape Institute, 17 September 2019;*
- *The Code of Best Practice on Mobile Network Development in England, (Mobile Operators Association, 2013: Edition Published: 24/07/13).*

In accordance with the principles of best practice identified within GLVIA3, the following distinct but inter-related assessments are undertaken:

- *Assessment of landscape character effects – assessing effects of the proposal on landscape as a resource through: 'changes to physical areas/features of the landscape and/or the aesthetic, perceptual and experiential characteristics that make different landscapes distinctive...;*
- *Assessment of visual amenity effects – assessing effects of the proposal on views available to people and their general visual amenity through: 'changes in the context and character of views as a result of the change or loss of existing elements of the landscape and/or the introduction of new elements'.*

The Study Area

The extent of the Wider Study Area is defined by the Scheme's Zone of Theoretical Visibility, (ZTV). The ZTV defines the potential visibility of the Scheme based on landform, determined during the desktop survey and analysis from reference to Ordnance Survey mapping and Google Earth Viewshed output. The ZTV is primarily used to identify viewpoints or areas to be visited during the field survey.

Through reference to the field survey and review of resulting photographs a Zone of Visual Influence, (ZVI) is identified, which identifies the extent of land that is visually connected with the Site, viewed from the public realm, taking into account landform, vegetation, built structure and distance. The Study Area is subsequently defined to enable a proportionate evaluation of likely effects on landscape and views.

Field Survey

The field survey work was carried out in clear weather on the 22 September 2023.

Landscape Character

Existing landscape character assessments are reviewed to inform the baseline in advance of the field survey work. This informs the description of landscape character across the study area, which through reference to landscape planning designations provides the baseline of qualitative and quantitative information against which the potential landscape effects of the Scheme can be predicted.

Within this Study the term 'landscape' is synonymous with its definition within the European Landscape Convention as: *'An area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'.* The Convention is very wide in scope and covers: *'natural, rural, urban and peri-urban areas, which include land, inland water and marine areas.'*

Visual Amenity

Viewpoints are selected to represent a range of potential visual effects which may occur from the proposed development and demonstrate long, medium and short distance views. Short distance views are categorised based on the viewpoint being within 500m of the Site, mid-distance, (500m-1km) or long-distance views, (beyond 1km).

Viewpoints are identified as either representative, illustrative or specific. Representative viewpoints are selected to best represent the nature of a view and where the effects are unlikely to differ across an area. Illustrative viewpoints are otherwise used to demonstrate an effect restricted to that particular location. Where a viewpoint is particularly noteworthy and sometimes promoted, associated with a designated landscape or feature, then this may be identified as a specific viewpoint.

The photographs have been taken using a Canon EOS 6D Digital SLR Camera with a full frame sensor and a 50mm prime lens.

The viewpoint images, (see **Appendix B**) have been taken at approximately 1.7m above ground for consistency and in order to replicate the view an average sized person would experience in that location. The date, time, weather, lighting conditions and direction of view has been recorded including the approximate ground level and Ordnance Survey grid coordinates.

A series of single shot photographs have been composed to form panoramic photographs using the cylindrical projection function in Adobe Photoshop. The images are marginally cropped to remove white space from the surrounding edges, to enable the composition of the visual components to be clearly presented.

The viewpoint photographs are presented to be viewed upon an A3 size of paper, (420 x 297mm) held at arms length. Based upon variables introduced from differing arm length of between 300mm - 500mm, the resulting relative scale of visual components are presented to approximate with the extent of that visible to a viewer within the landscape.

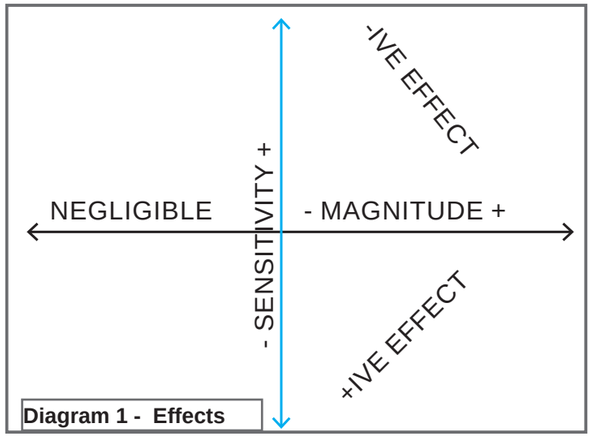


Diagram 1 - Effects

Assessment Criteria

General

The framework shown in **Table 1**, through reference to **Diagram 1** is used as a guide to inform the identification of adverse or beneficial effects anticipated from identified landscape and visual receptor sensitivity resulting from susceptibility to the magnitude of change:

Table 1 – Effect Thresholds Framework			
Magnitude	**Sensitivity *(Nature of receptor)***		
	High	**Medium**	**Low**
High	Major	Major	Moderate
Medium	Major	Moderate	Minor
Low	Moderate	Minor	Negligible

Note: **Table 1** is only a framework to aid consistency of reporting and provide an initial indication of the likely effect from a consideration of the nature of the receptor and the magnitude of change, undertaken as part of the assessment of effects. The respective effects represent levels on a continuum or continuous graduation, requiring application of professional opinion to lead on the assessment of effect. Major effects are likely to result in a significant effect.

The following **Tables 2** and **3** are used to respectively inform consideration of value, and susceptibility, the combination of which results in an identification of Sensitivity to the Scheme, (see **Diagram 2**):

Table 2 – Value Criteria	
Value	**Criteria**
High	Area and/or features/or views with distinctive characteristics, in good condition with no potential for substitution. Strong sense of cohesion with no or few detracting features. These are likely to be, but not necessarily, within a National Park or Area of Outstanding Natural Beauty.
Medium	Area and/or features/or views with distinctive characteristics or association, in good condition, with limited potential for substitution. Sense of cohesion with few detracting features. These may be locally designated or recognised within district level landscape characterisation.
Low	Area and/or features/or views with typical characteristics, in generally moderate condition, with potential for substitution.
Very Low	Area and/or features/or views in fair to poor condition which have undergone change to the extent that they no longer have a distinctive local character or have become degraded.

Table 3 – Susceptibility Criteria	
Susceptibility	**Criteria**
High	Area and/or features/or views considered resilient to relatively small changes.
Medium	Area and/or features/or views considered reasonably tolerant of change.
Low	Area and/or features/or views considered potentially tolerant of substantial change.

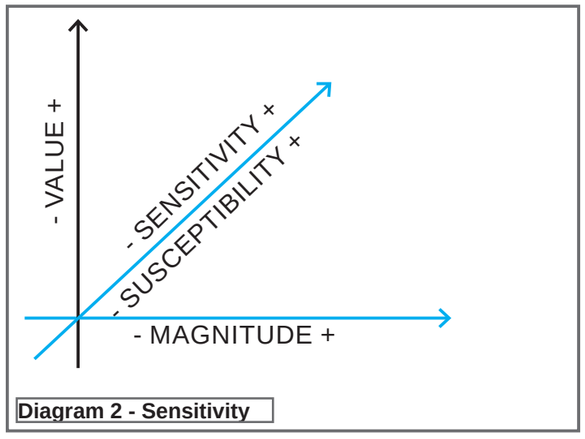


Diagram 2 - Sensitivity

Landscape Impact Assessment

Nature of Landscape Receptors (Sensitivity)

Within The Guidelines for Landscape and Visual Impact Assessment *(GLVIA3)* Sensitivity is defined as: *'A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor', (p158).* It is recommended within GLVIA3, that the *'nature of receptor' should be used as shorthand in place of the term 'sensitivity', (p37).*

Landscape components against which the susceptibility of the landscape to the proposed development might be appraised are identified by Lizard through reference to planning policy, designations, and landscape characterisation, including aspects such as scenic quality and tranquillity amongst other considerations, as relevant to the Study Area Character.

Regarding susceptibility of landscape receptors, GLVIA3 identifies that: 'Since landscape effects in LVIA are particular to both the specific landscape in question and the specific nature of the proposed development, the assessment of susceptibility must be tailored to the project. It should not be recorded as part of the landscape baseline but should be considered as part of the assessment of effects.' (p89). Susceptibility is defined as: 'The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences', (GLVIA, p158).

Put simply, sensitivity to change is different when considering the impact of windfarms to the impact of quarrying, or the removal of field boundaries. This takes into account the reversibility of the change, or whether the receptor could be easily recreated or substituted elsewhere.

The allocation of sensitivity is subsequently defined through reference to **Table 4** in a progressive way through a process of firming up the value of the identified landscape receptor identified, through a consideration of their susceptibility to the specific proposal taking into account primary mitigation and enhancement.

Table 4 - Landscape Sensitivity Criteria	
Sensitivity	**Criteria**
Very High	Landscape area or feature of very high value, with no potential to accommodate the proposal without Major-Moderate adverse effects. The Scheme would be out of scale / cause a noticeable deterioration to a landscape area / associated feature of nationally recognised quality / scenic qualities.
High	Landscape area or feature of high - medium value, with limited potential to accommodate the proposal without Major-Moderate adverse effects. The Scheme would be out of scale / cause a noticeable deterioration to a landscape area / associated feature of recognised quality / scenic qualities.
Medium	Landscape area or feature with some potential to accommodate the proposal with limited Moderate or Minor adverse effects resulting. The Scheme would not quite fit / cause a perceptible deterioration to a landscape area / associated feature which contributes to local landscape character.
Low	Landscape area or feature with potential to accommodate the proposal with limited adverse or Negligible effects resulting. The Scheme would complement the scale, landform and pattern of a landscape area or associated feature; maintain existing landscape quality.
Very Low	Landscape area or feature of low value, with potential to accommodate the proposal. The Scheme would complement the scale, landform and pattern of a landscape area or associated feature; maintain or enhance existing landscape quality.

Magnitude of Landscape Impact

Impacts are defined through considering the magnitude of change anticipated, taking into account size and scale, geographic extent, duration and reversibility. The criteria in **Table 5** are used to identify magnitude of landscape change:

Table 5 – Magnitude of Landscape Change Criteria	
Magnitude	**Criteria**
High	Notable change in key landscape characteristics and features over an extensive area ranging to a very intensive change over a more limited area.
Medium	Partial changes in key landscape characteristics and features over a wide area ranging to notable changes in a more limited area.
Low	Minor or virtually imperceptible change in any area of landscape characteristics and features.

The magnitude of change to landscape character depends upon the nature, scale and duration of change. Duration is judged on a scale as follows: short, *(0-5 Years)* medium, *(5-10 years)* and long, *(10-25 years).*

Landscape Effect

Effects are defined as the consequences of impacts taking into account the nature of the landscape receptor and magnitude of change. The criteria in **Table 6** are used to define the nature of the landscape effect:

Table 6 - Landscape Effect Criteria Definitions	
Effect	**Definition**
Significant Major adverse	The proposed Scheme would result in effects that are at a complete variance with the landform, scale and pattern of the landscape; would permanently degrade, diminish or destroy the integrity of valued characteristic features, elements and/or their setting; would cause a very high quality landscape to be permanently changed and its quality diminished.
Major adverse	The proposed Scheme would result in effects that are at a considerable variance to the landscape scale, landform and pattern degrading the integrity of the landscape; would be substantially damaging to a high quality landscape.
Moderate adverse	The proposed Scheme would be out of scale with the landscape or at odds with the local pattern and landform; would be damaging to a landscape of recognised quality.
Minor adverse	The proposed Scheme would not quite fit into the landform and scale of the landscape; would affect an area of recognised landscape character.
Negligible / Neutral	The proposed Scheme would complement the scale, landform and pattern of the landscape; maintain existing landscape quality / Effects are described as ‘neutral’ where beneficial effects are deemed to balance the adverse effects. Where this occurs, the adverse and beneficial effects are clarified so that the judgement is clear.
Minor beneficial	The proposed Scheme has the potential to improve the landscape quality and character; fit in with the scale, landform and pattern of the landscape; enable the restoration of valued characteristic features partially lost through other land uses.
Moderate beneficial	The proposed Scheme would have the potential to fit very well with the landscape character; improve the quality of the landscape through removal of damage caused by existing land uses.

Visual Impact Assessment

The visual effect of any proposal depends on both the nature of the visual receptor and susceptibility to the magnitude of change anticipated.

Nature of Visual Amenity Receptor

The people whose visual amenity is defined are referred to as visual amenity receptors. Visual receptors are commonly grouped based on either the nature of the visibility which they are afforded towards the Site, which may be further subdivided based upon distance and orientation.

To enable a description of the nature of the visual amenity afforded to people, the nature of use and any values associated with the visual amenity are identified. This includes the identification of any landscape features within the view, which may emphasise the value associated with the features contribution to the views compositional balance.

The compositional balance of the view is initially described, taking into account considerations of form, scale, mass, line, height, colour and texture as appropriate, which is often defined by the association between horizontal elements such as the skyline and vertical elements such as tree groups and built form. The contribution or presence of elements associated with the Site are then described, to enable their present contribution to the view to be identified. Landscape quality, *(condition)* may also be identified as part of the description of the view, with susceptibility to change subsequently informed by this.

The following criteria in **Table 7** are used to identify the likely Sensitivity of visual receptors, albeit limited by the generic language within. As with Landscape Sensitivity, the allocation of Sensitivity is defined in a progressive way through a process of firming up the nature of the landscape receptors associated with or relevant to the Site, and balancing a consideration of the susceptibility of these components to the specific proposals through retrospective consideration from a point where the magnitude of impact can be anticipated on the character of the view:

Table 7 – Visual Sensitivity Criteria

Sensitivity	Criteria
High	Users experiencing views of high value importance and/or who will notice any change to visual amenity from the Scheme by reason of the nature of use and their expectations associated with that view. Such as those who are engaged in outdoor recreation, including users of public rights of way and visitors to heritage assets.
Medium	Users experiencing incidental views not critical to amenity and / or the nature of the view towards the Scheme is not a primary consideration of the users. Such as users of pavements and those engaged in sport or at work.
Low	Users where the changed view is unimportant / irrelevant and / or are not sensitive to change. Such as vehicular users on road, rail or other transport routes.

Magnitude of Visual Impact

The magnitude of change to visual amenity depends upon the size and scale, geographic extent, duration and reversibility of the proposed change.

Duration is judged on a scale as follows: short, *(0-5 Years)* medium, *(5-10 years)* and long, *(10-25 years).* This is based on the timeframe within which it is considered likely that any specific proposed tree and shrub planting would reach a satisfactory height and density to filter or reduce intervening views. The criteria in **Table 8** are used to identify magnitude of visual change:

Table 8 – Magnitude of Visual Change Criteria

Magnitude	Criteria
High	Where the proposed Scheme or elements of the Scheme will dominate the view and fundamentally change its composition in terms of form, scale and mass, line, height, colour and texture.
Medium	Where the proposed Scheme or elements of the Scheme will be noticeable in the view, affecting its composition in terms of form, scale and mass, line, height, colour and texture.
Low	Where the proposed Scheme or elements of the Scheme will be perceptible as a minor element within the composition, likely to be missed by the casual observer and/or scarcely appreciated.

Visual Amenity Effect

Whilst landscape value associated with the components of a view is taken into account within the visual amenity assessment, the focus is upon the overall pleasantness of the view in terms of the visual character and compositional balance.

The criteria in **Table 9** are used to define the nature of the visual effect:

Table 9 – Visual Effect Criteria Definitions

Effect	Definition
Significant adverse	Where the Scheme would cause a significant deterioration to the character of an existing promoted view.
Major adverse	Where the Scheme would cause a significant deterioration to the character of the existing view.
Moderate adverse	Where the Scheme would cause a noticeable deterioration to the character of the existing view.
Minor adverse	Where the Scheme would cause a barely perceptible or perceptible deterioration to the character of the existing view.
Negligible	No discernible deterioration or improvement in the existing view.
Minor beneficial	Where the Scheme would cause a barely perceptible improvement to the character of the existing view.
Moderate beneficial	Where the Scheme would cause a noticeable improvement to the character of the existing view.

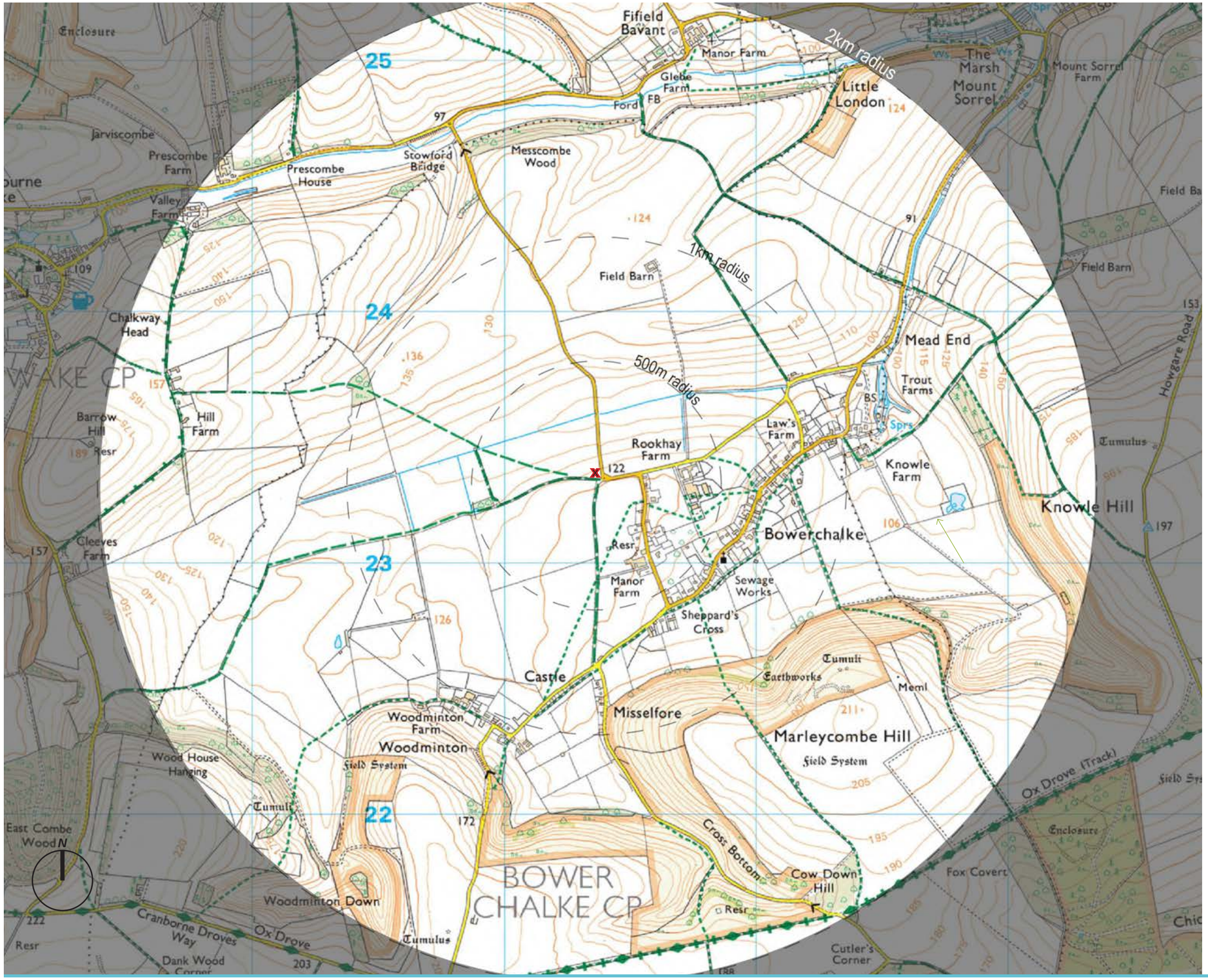
Cumulative Effects

Cumulative effects are considered where relevant, further to the assessment of landscape and visual effects.

Where relevant to the decision, approved and allocated development within the Study Area or where identified by the Regulatory Authority would be considered for potential inter-scheme cumulative landscape and visual effects.

Where appropriate the potential for intra-scheme cumulative effects would be considered, relative to the separate assessment by others of for example, ecological or heritage impacts.

FIGURES



Legend

X Mast Site Location

Figure 1. Development Site Location

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1:20,000 AT A3



Legend

- Mast Site Location
- Scheduled Monument
- Listed Buildings
- Conservation Area
- Site of Special Scientific Interest (SSSI)
- Ancient Woodland

Note: The Study Area falls within the Cranborne Chase Area of Outstanding Natural Beauty.

Figure 2. Designations

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Legend

X Mast Site Location

Wiltshire Historic Environment Record

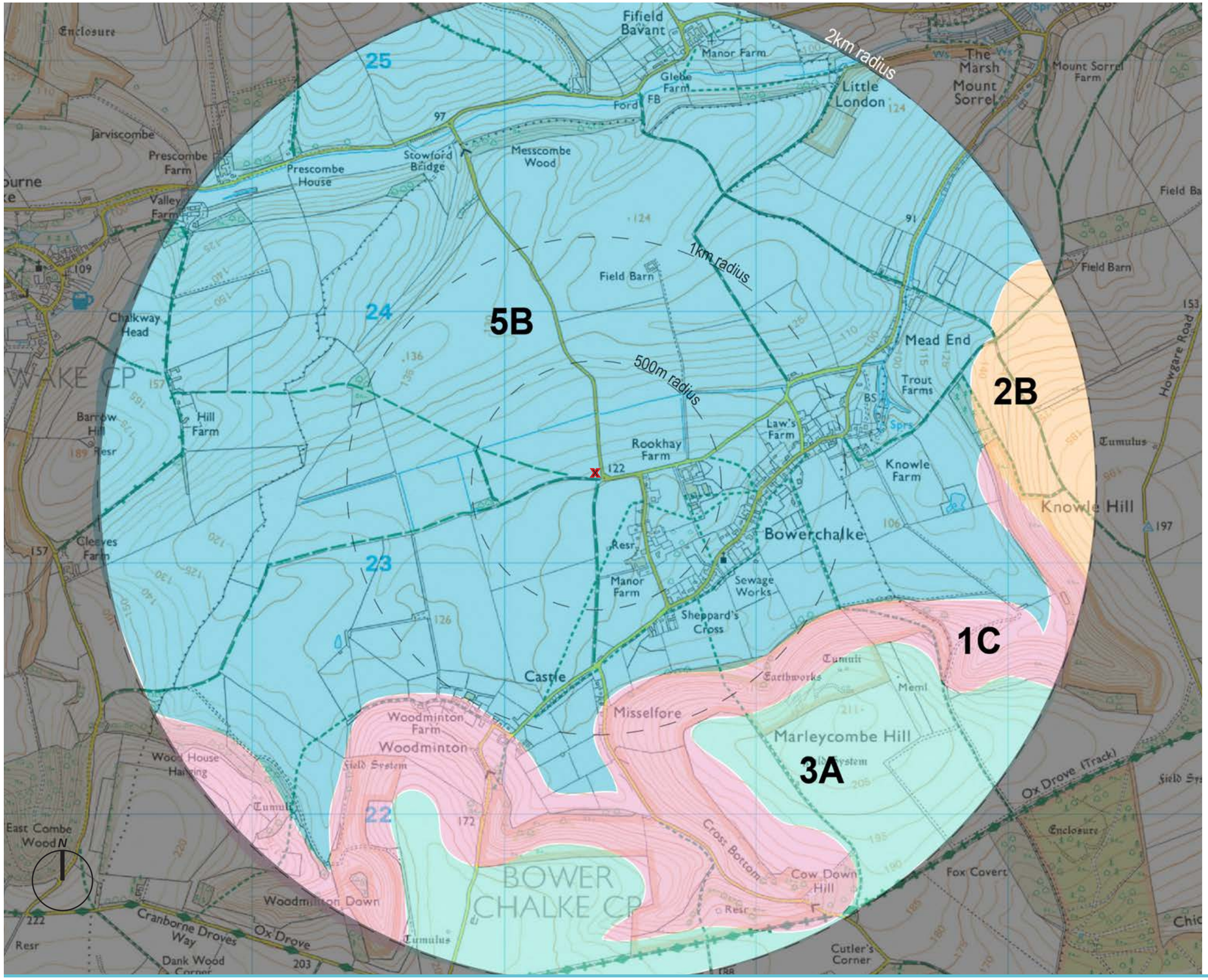
Monuments (Area)

Monuments (Point)

Monuments (Line)

Figure 3. Wiltshire Historic Environment Record, (HER)

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GIS DATASET: DATA COPYRIGHT © WILTSHIRE COUNTY COUNCIL HISTORIC ENVIRONMENT RECORD
1:20,000 AT A3



Legend

X Mast Site Location

Landscape Character Areas (LCA):

AONB Integrated Landscape Character Assessment (LUC, June 2003)

[Cranborne Chase and Chalke Valley Landscape Partnership Project Area LCA (CBA, Jan 2018)]

5B Ebble Chalk River Valley LCA, *(LCA5B).* *[Upper Ebble/Chalke River Valley Slopes LCA, (LCAE1)].*

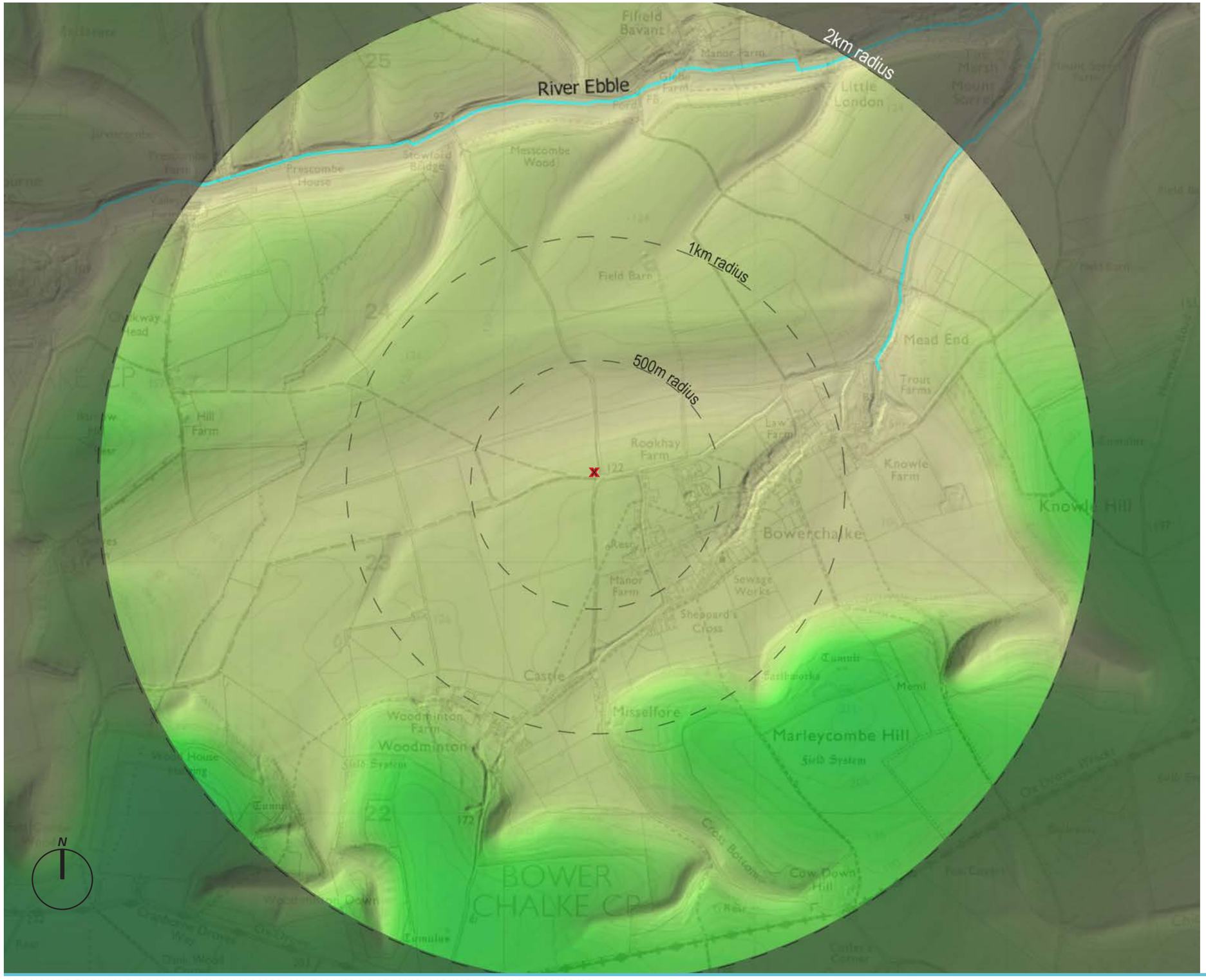
1C Fovant and Chalke LCA, *(LCA 1C).* *[Win Green to Bowerchalke Chalk Escarpment LCA, (LCAB2)].*

3A Cranborne Chase LCA, *(LCA 3A).* *[Stonedown Wood to Vernditch Chase Wooded Chalk Downland LCA, (LCAA3)].*

2B Southern Downland Belt LCA, *(LCA 2B).* *[Martin Down to Coombe Bissett Down Open Chalk Downland LCA, (LCAC2)].*

Figure 4. Landscape Character Areas (LUC, June 2003) / (CBA, Jan 2018)

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Legend

X Mast Site Location

Level above Ordnance Datum, (aOD)

210m aOD

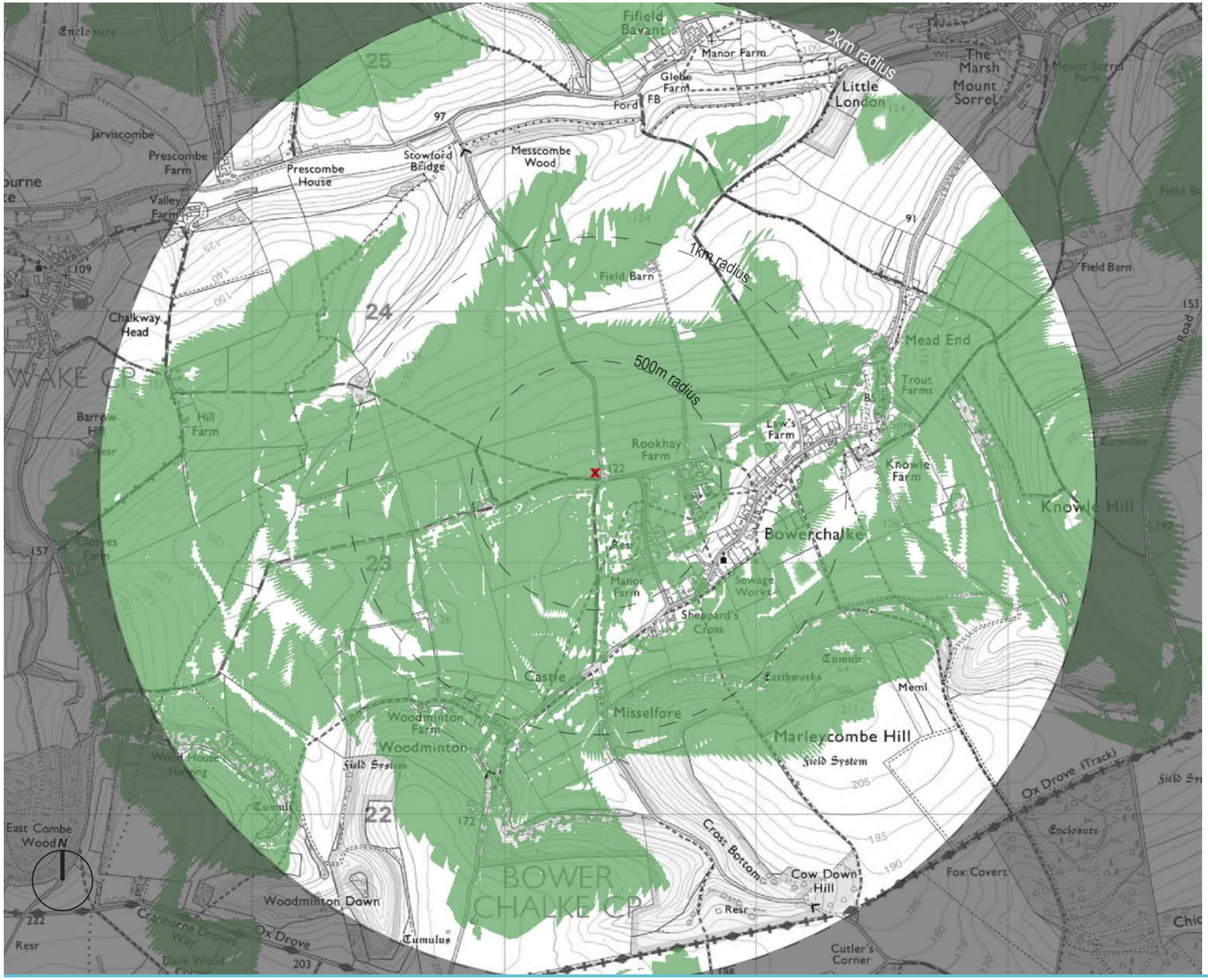
100m aOD

Light Detection and Ranging (LiDAR) is an airborne mapping technique, which uses a laser to measure the distance between the aircraft and the ground. Up to 100,000 measurements per second are made of the ground, allowing highly detailed terrain models to be generated.

The content of this LiDAR plan is sourced from the Environment Agency as digital elevation data supplied as a Digital Terrain Model to 1m, (2022) through QGIS.

Figure 5. Landform

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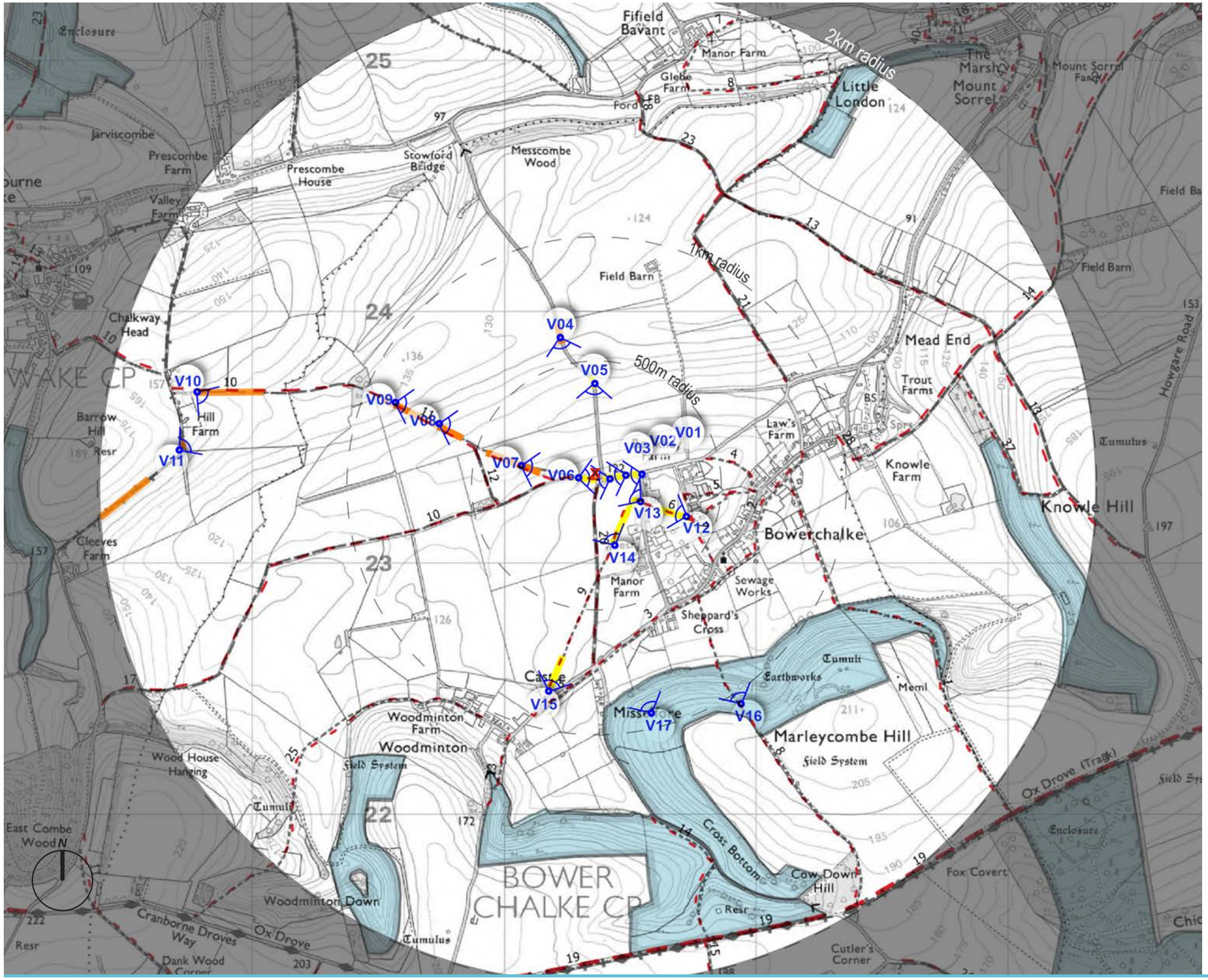
Legend

X Mast Site Location (From which viewshed derived at a height of 17.5m above Site level of 122m aOD).

Zone of Theoretical Visibility from Site location. (Produced through Google Earth Viewshed Tool).

Figure 6. Zone of Theoretical Visibility.

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Legend

- Mast Site Location
- Public Footpath
- Public Bridleway
- Byway
- Open Access Land
- V01 Viewpoint Location and Direction
- Areas of Public Footpath or marked path within Open Access Land from which visibility of the mast against the sky would result.
- Areas of Public Footpath or marked path within Open Access Land from which the mast, with underlying compound would result.

Figure 7. Zone of Visual Influence and Viewpoint Photograph Locations.

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