

# SEAGRY ROAD, GREAT SOMERFORD

## LANDSCAPE AND VISUAL APPRAISAL

Prepared on behalf of

**Nick Davies and Emma Turtle**

VIS1627Iva



Placing development well

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| Landscape and Visual Appraisal |                              |
|--------------------------------|------------------------------|
| Project:                       | Seagry Road, Great Somerford |
| Status:                        | Final                        |
| Date:                          | January 2026                 |
| Author:                        | JPF                          |
| File Reference                 | VIS1627lva                   |
| Revision                       | -                            |

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## 1.0 Executive Summary

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- i. LVIA Ltd were instructed to undertake a landscape and visual appraisal for 8 self-build residential dwellings located at Seagry Road by Nick Davies and Emma Turtle. The site and its surrounding landscape were assessed and a total of six viewpoints were selected to represent a variety of receptors in the surrounding area.
- ii. The aim of this report is to provide an assessment of the potential landscape and visual effects of a proposed development upon the receiving landscape, in line with current legislation and guidance. It comprises two main assessments, the first for landscape and the second for visual effects.
- iii. The assessment has been conducted in line with published best practice guidelines and includes a desk study; (review of local plan policies, published landscape character assessment and production of a computer generated Zone of Theoretical Visibility (ZTV)) and onsite observations.
- iv. The site is currently formed by part of a larger field in marginal agricultural use that is laid to grassland and bound by a combination of fencing, hedgerows with trees and copses. Existing residential development sits to the north at West Street and to the east at Seagry Road along with a public house The Volunteer Inn. Within the site the field area is quite scrubby, with the best quality vegetation situated around the site boundary. The site is gently undulating. The site falls within no areas of national designation related to landscape.
- v. Due to the existing local area, the proposed scheme would not be out of character with its surroundings when considered as part of the wider landscape with development of a similar nature in close proximity to the site.
- vi. Mitigation measures have been suggested to aid the schemes visual blending with the existing environs.
- vii. Six viewpoints were considered and of these two were considered to be subject to material visual impacts, viewpoints 5 and 6 from a section of footpath GSOM6.
- viii. With the implementation of a successful mitigation strategy, the overall impact on the landscape is considered to have a minor overall effect on the surrounding landscape character and a moderate effect on the visual baseline. It should be considered that this type of development is not out of character within the receiving landscape.

## 2.0 Introduction

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- 2.1.1 LVIA Ltd were commissioned by Nick Davies and Emma Turtle, to carry out a landscape and visual appraisal of the proposed development site located at Seagry Road, Great Somerford.
- 2.1.2 The brief was to assess the likely landscape and visual impact of the development and identify the degree of change over the existing use and site conditions.
- 2.1.3 The field survey was carried out during January 2026, and all viewpoints were chosen from publicly accessible vantage points.
- 2.1.4 Particular attention was paid to the potential views of receptors of high sensitivity, e.g. users of Public Rights of Way (PRoW).
- 2.1.5 Landscape and visual impact assessments can be defined as a mechanism by which the landscape can be assessed against its capacity to accommodate change. The aim of this report is to provide an assessment of the potential landscape and visual effects of the proposed development upon the receiving landscape, in line with current legislation and guidance.

### **The Site**

- 2.1.6 The site is accessed from Seagry Lane and the proposals are for 8 self build residential dwellings with associated landscaping.
- 2.1.7 The site is currently formed by part of a larger field in marginal agricultural use that is laid to grassland and bound by a combination of fencing, hedgerows with trees and copses. Existing residential development sits to the north at West Street and to the east at Seagry Road along with a public house The Volunteer Inn. Within the site the field area is quite scrubby, with the best quality vegetation situated around the site boundary. The site is gently undulating. The site falls within no areas of national designation related to landscape.

## 3.0 Methodology

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- 3.1.1 In conjunction with the landscape survey and assessment of the study area, a detailed visual survey has been undertaken in order to assess any potential visual impact of the development. In order to evaluate what the visual impact of the development will be and what can be done to ameliorate the impact, it is necessary to describe the existing situation to describe a basis against which any change can be assessed.
- 3.1.2 As a matter of best practice the assessment has been undertaken in accordance with the advisory guidelines set out in the document - "Guidelines for Landscape & Visual Impact Assessment – Third Edition", published by The Landscape Institute and Institute of Environmental Assessment (2013).
- 3.1.3 The landscape assessment includes a baseline study that describes, and evaluates the existing landscape and visual resources, focusing on their sensitivity and ability to accommodate change.
- 3.1.4 The prime objective is to minimise the potential impact of the development by minimising the potential for visual impact wherever possible.
- 3.1.5 Information regarding the site and surroundings was gathered from Ordnance Survey maps, aerial photographs and on-site observations.
- 3.1.6 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings on views.
- 3.1.7 Landscape has two separate but closely related aspects; firstly is the impact on the character of the landscape which includes responses that are felt toward the combined effect of the development. The significance of this will depend partly on the number of people affected and also on the judgements about how much the changes will matter in relation to the human senses of those concerned. Secondly, visual impact, in contrast to landscape character, is perhaps less prone to being subjective. Visual impact may occur by means of intrusion and/or obstruction, where visual intrusion is impact on the view without blocking it and visual obstruction is impact on a view that would be hidden by the development.

**Table 1: Landscape Quality (or Condition)**

| Landscape Quality (or Condition) | Typical Indicators                                                                                                                                                   |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Very High</b>                 | All landscape elements remain intact and in good repair. Buildings are in local vernacular and materials. No detracting elements are evident                         |
| <b>High</b>                      | Most landscape elements remain intact and in good repair. Most buildings are in local vernacular and materials. Few detracting elements are evident                  |
| <b>Medium</b>                    | Some landscape elements remain intact and in good repair. Some buildings are in local vernacular and materials and some detracting elements are evident              |
| <b>Low</b>                       | Few landscape elements remain intact and in good repair. Few buildings are in local vernacular and materials. Many detracting or incongruous elements are evident    |
| <b>Very Low</b>                  | No landscape elements remain intact and in good repair. Buildings are not in local vernacular and materials. Detracting or incongruous elements are much in evidence |

**Table 2: Landscape Value**

| Landscape Value  | Typical Indicators                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Very High</b> | Areas comprising a clear composition of valued landscape components in robust form and health, free of disruptive visual detractors and with a strong sense of place. Areas containing a strong, balanced structure with distinct features worthy of conservation. Such areas would generally be internationally or nationally recognised designations, such as Areas of Outstanding Natural Beauty (AONB).                                                   |
| <b>High</b>      | Areas 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. Such areas would generally be national statutorily designated areas. Such areas may also relate to the setting of internationally or nationally statutory designated areas, such as AONB. |
| <b>Medium</b>    | Areas primarily of valued landscape components combined in an aesthetically pleasing composition with low levels of disruptive visual detractors, exhibiting a recognisable landscape structure. Such areas would generally be non-statutory locally designated areas such as Areas of Great Landscape Value.                                                                                                                                                 |
| <b>Low</b>       | Areas 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. Such areas would be commonplace at the local level and would generally be undesignated, offering scope for improvement.                                                                                   |
| <b>Very Low</b>  | Areas lacking valued landscape components or comprising degraded, disturbed or derelict features, lacking any aesthetically pleasing composition with a dominance of visually detracting elements, exhibiting mixed land uses which conceal the baseline structure. Such areas would generally be restricted to the local level and identified as requiring recovery.                                                                                         |

**Table 3: Character Sensitivity**

| Character Sensitivity | Typical Indicators                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very High             | <p><b>Landscape elements:</b> Important elements of the landscape susceptible to change and of high quality and condition.</p> <p><b>Scale and Enclosure:</b> Small-scale landform/land cover/ development, human scale indicators, fine grained, enclosed with narrow views, sheltered.</p> <p><b>Manmade influence:</b> Absence of manmade elements, traditional or historic settlements, natural features and 'natural' forms of amenity parkland, perceived as natural 'wild land' lacking in man-made features, land use elements and detractors</p> <p><b>Remoteness and Tranquillity:</b> Sense of peace, isolation or wildness, remote and empty, no evident movement.</p> |
| High                  | Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Medium                | <p><b>Landscape elements:</b> Important elements of the landscape of moderate susceptibility to change and of medium quality and condition.</p> <p><b>Scale and Enclosure:</b> Medium-scale landform/land cover/ development, textured, semi-enclosed with middle distance views.</p> <p><b>Manmade influence:</b> Some presence of man-made elements, which may be partially out of scale with the landscape and be of only partially consistent with vernacular styles.</p> <p><b>Remoteness and Tranquillity:</b> some noise, evident, but not dominant human activity and development, noticeable movement.</p>                                                                |
| Low                   | Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Very Low              | <p><b>Landscape elements:</b> Important elements of the landscape insusceptible to change and of low quality and condition.</p> <p><b>Scale and Enclosure:</b> Large-scale landform/land cover/ development, Featureless, coarse grained, open with broad views.</p> <p><b>Manmade influence:</b> Frequent presence of utility, infrastructure or industrial elements, contemporary structures e.g. masts, pylons, cranes, silos, industrial sheds with vertical emphasis, functional man-made land-use patterns and engineered aspects.</p> <p><b>Remoteness and Tranquillity:</b> Busy and noisy, human activity and development, prominent movement.</p>                        |

**Table 4: Landscape Visual Sensitivity**

| Landscape Visual Sensitivity | Typical Indicators                                                                                                                                                                                                                                                                                                                               |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very High                    | <b>Visual interruption:</b> Flat or gently undulating topography, few if any vegetative or built features.<br>Nature of views: <b>Densely populated, dispersed pattern of small settlements, outward looking settlement, landscape focused recreation routes and/or visitor facilities, distinctive settings, gateways or public viewpoints.</b> |
| High                         | Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium.                                                                                                                                                                                                                                                  |
| Medium                       | <b>Visual interruption:</b> Undulating or gently rolling topography, some vegetative and built features.<br>Nature of views: <b>Moderate density of population, settlements of moderate size with some views outwards, routes with some degree of focus on the landscape.</b>                                                                    |
| Low                          | Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.                                                                                                                                                                                                                                                   |
| Very Low                     | <b>Visual interruption:</b> Rolling topography, frequent vegetative or built features.<br>Nature of views: <b>Unpopulated or sparsely populated, concentrated pattern of large settlements, introspective settlement, inaccessible, indistinctive or industrial settings.</b>                                                                    |

**Table 5: Definition of Magnitude of Landscape Impacts**

| Magnitude  | Description                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Large      | Total loss of or major alteration to key valued elements, features, and characteristics of the baseline or introduction of elements considered being prominent and totally uncharacteristic when set within the attributes of the receiving landscape. Would be at a considerable variance with the landform, scale and pattern of the landscape. Would cause a high quality landscape to be permanently changed and its quality diminished.   |
| Medium     | Partial loss of or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be considered to be substantially uncharacteristic when set within the attributes of the receiving landscape. Would be out of scale with the landscape, and at odds with the local pattern and landform. Will leave an adverse impact on a landscape of recognised quality. |
| Small      | Minor loss or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be uncharacteristic when set within the attributes of the receiving landscape. May not quite fit into the landform and scale of the landscape. Affect an area of recognised landscape character                                                                                  |
| Negligible | Very minor loss or alteration to one or more key elements, features, and characteristics of the baseline or introduction of elements that are not uncharacteristic when set within the attributes of the receiving landscape. Maintain existing landscape quality, and maybe slightly at odds to the scale, landform and pattern of the landscape.                                                                                             |

3.1.8 'Material' landscape effects would be those effects assessed to be major or major/moderate and are indicated by shading in the following table.

**Table 6: Significance of Landscape Effects**

| Magnitude         | Sensitivity        |                    |                      |                    |                      |
|-------------------|--------------------|--------------------|----------------------|--------------------|----------------------|
|                   | Very High          | High               | Medium               | Low                | Very Low             |
| <b>Large</b>      | Major              | Major              | Major/<br>moderate   | Moderate           | Moderate/<br>minor   |
| <b>Medium</b>     | Major              | Major/<br>moderate | Moderate             | Moderate/<br>minor | Minor/<br>negligible |
| <b>Small</b>      | Moderate           | Moderate/<br>minor | Minor                | Negligible         | Negligible           |
| <b>Negligible</b> | Minor/<br>moderate | Minor              | Minor/<br>negligible | Negligible         | Negligible           |

3.1.9 The prediction and extent of effect cannot always be absolute. It is for each assessment to determine the assessment criteria and the significance thresholds, using informed and well-reasoned professional judgement supported by thorough justification for their selection, and explanation as to how the conclusions about significance for each effect assessed have been derived, as noted in GLVIA 3rd edition para 2.23-2.26 and 3.32-36.

3.1.10 In order to determine the magnitude of impact for any critical viewpoints of the subject site, whether in the immediate locality or further afield, the assessment of visual impact takes into account the;

- Sensitivity of the views and viewers (visual receptor) affected;
- Extent of the proposed development that will be visible;
- Degree of visual intrusion or obstruction that will occur;
- Distance of the view;
- Change in character or quality of the view compared to the existing.

3.1.11 The locations from which the proposed development will be visible are known as 'visual receptors'. For the purposes of a visual assessment the visual receptors would be graded according to their sensitivity to change.

**Table 7: Visual Receptor Sensitivity**

| Receptor Sensitivity | Description                                                                                                                                                                                                                                                                                                     |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High                 | Occupiers of residential properties.<br>Users of outdoor recreational facilities, including public rights of way, whose attention or interest may be focused on the landscape<br><b>Communities where the development results in changes in the landscape setting or valued views enjoyed by the community.</b> |
| Medium               | People travelling through or past the affected landscape in cars, on trains or other transport routes where higher speeds are involved and views sporadic and short-lived.<br><b>People engaged in outdoor recreation where enjoyment of the landscape is incidental rather than the main interest.</b>         |
| Low                  | People at their place of work, Industrial facilities.                                                                                                                                                                                                                                                           |

**Table 8: Definition of Magnitude of Visual Impact**

| Magnitude  | Description                                                                                                                                                                                                                                                                                                                                                                                        |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very Large | <p>The development would result in a dramatic change in the existing view and/or would cause a dramatic change in the quality and/or character of the view. The development would appear large scale and/or form the dominant elements within the overall view and/or may be in full view the observer or receptor.</p> <p>Commanding, controlling the view.</p>                                   |
| Large      | <p>The development would result in a prominent change in the existing view and/or would cause a prominent change in the quality and/or character of the view. The development would form prominent elements within the overall view and/or may be easily noticed by the observer or receptor.</p> <p>Standing out, striking, sharp, unmistakeable, easily seen.</p>                                |
| Medium     | <p>The development would result in a noticeable change in the existing view and/or would cause a noticeable change in the quality and/or character of the view. The development would form a conspicuous element within the overall view and/or may be readily noticed by the observer or receptor.</p> <p>Noticeable, distinct, catching the eye or attention, clearly visible, well defined.</p> |
| Small      | <p>The development would result in a perceptible change in the existing view, and/or without affecting the overall quality and/or character of the view. The development would form an apparent small element in the wider landscape that may be missed by the observer or receptor.</p> <p>Visible, evident, obvious.</p>                                                                         |
| Very Small | <p>The development would result in a barely perceptible change in the existing view, and/or without affecting the overall quality and/or would form an inconspicuous minor element in the wider landscape that may be missed by the observer or receptor.</p> <p>Lacking sharpness of definition, not obvious, indistinct, not clear, obscure, blurred, indefinite.</p>                            |
| Negligible | <p>Only a small part of the development would be discernible and/or it is at such a distance that no change to the existing view can be appreciated.</p> <p>Weak, not legible, near limit of acuity of human eye.</p>                                                                                                                                                                              |

**Table 9: Significance of Visual Effects**

| Magnitude  | Sensitivity    |                |                |
|------------|----------------|----------------|----------------|
|            | High           | Medium         | Low            |
| Very large | Major          | Major          | Major/moderate |
| Large      | Major          | Major/moderate | Moderate       |
| Medium     | Major/moderate | Moderate       | Moderate/minor |
| Small      | Moderate       | Moderate/minor | Minor          |
| Very Small | Minor          | Minor          | Negligible     |
| Negligible | Negligible     | Negligible     | Negligible     |

(Shaded areas show material effects)

## 4.0 Landscape Baseline

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### Landscape Baseline

- 4.1.1 The overall landscape character of the site and its surroundings can be determined as the result of the relationship between landform, land cover, landscape elements and climate.
- 4.1.2 An Approach to Landscape Character Assessment which was published by Natural England in 2014 offers five key principles of Landscape Assessment at paragraph 1.4. These are given as:
- Landscape is everywhere and all landscape and seascape has character;
  - Landscape occurs at all scales and the process of Landscape Character Assessment can be undertaken at any scale;
  - The process of Landscape Character Assessment should involve an understanding of how the landscape is perceived and experienced by people;
  - A Landscape Character Assessment can provide a landscape evidence base to inform a range of decisions and applications;
  - A Landscape Character Assessment can provide an integrating spatial framework – a multitude of variables come together to give us our distinctive landscapes.
- 4.1.3 The site falls within national character area (NCA) 117 – Avon Vales; as defined by Natural England in their nationwide assessment.
- 4.1.4 The key characteristics of NCA 117 are defined as (points of relevance to the site and its context are highlighted for clarity):
- An undulating clay vale with a mix of arable and pasture.
  - **Small- and medium-sized fields with mostly hedgerow boundaries with few hedgerow trees**, varying in shape from irregular piecemeal enclosure to rectilinear planned enclosure.
  - Numerous low ridges with local views over towns and villages.
  - Wide River Avon corridor, with an ancient pattern of flood meadows and closely associated settlements and more recent development.
  - Transport corridors along roads and watercourses, heavily influential on all development in the NCA.
  - Large historic parks and mansions, often established from former monastic establishments.
  - Attractive stone-built centres to market towns that reflect the former agricultural productivity and wealth of the area.
  - Wide views across whole area from higher areas of surrounding chalk downs.
- 4.1.5 The NCA 117 covers a relatively wide and diverse area. The site and its context exhibit very few of the key characteristics of the NCA, predominantly only where they relate to the surrounding

hedgerow field boundaries. This lack of close relation to the key characteristics is to be expected due to the relatively large scale of the national character area.

### Sub-Regional Character

4.1.6 The North Wiltshire Landscape Character Assessment was published to assess the baseline study of the landscape character, at a sub-regional level that gives a further understanding of the landscape resource.

4.1.7 The site falls within the Lowland River Farmland landscape character Type (LCT).

4.1.8 A description of the LCT is provided and the points below are of relevance to the site and context:

*Low lying mixed farmland centred on river and associated watercourses and riparian vegetation. Damp meadow and pasture on valley floor with species such as poplar and willow. Hedges are main enclosure. Scattered settlement in slightly higher areas.*

4.1.9 This description does not accurately represent the site.

4.1.10 The LCT is further subdivided into landscape character areas (LCA). The site falls within LCA 11: Avon Valley Lowland. Similarly to the LCT, the site falls close the southern boundary of the LCT which follows the canal, beyond which sits LCA 14: Hilmarton Rolling Lowland.

4.1.11 The main characteristics of relevance to the study area are reproduced below (points of relevance to the site and setting are shown highlighted in bold text):

- Low-lying river landscape, between 70m and 30m AOD on river terrace and alluvial geology with heavy soils, interspersed with light sands.
- Dominant presence of water in the form of ditches, streams and river with related riparian vegetation and structures.
- Damp meadow and pasture along watercourses/valley floor.
- **Intact and predominantly well managed hedgerows frequently with hedgerow trees.**
- Areas of high quality arable agricultural land located through out the area, on areas of Kellways Sand.
- Shelterbelts of poplar act as significant vertical elements in the horizontal landscape.
- Rural and somewhat isolated feel to remoter parts of character area.
- Scattered settlements and dwellings.
- Strong rural sense of place, which begins to break down around Chippenham and communication corridor.
- Green valley floor through Chippenham.
- Broad expansive skyline, frequently unbroken by development.
- **Significance of electricity transmission lines.**

4.1.12 The site and its context exhibits limited key positive characteristics of the LCA, whilst exhibiting a number of detracting features. These points are predominantly related to the electricity lines and the well managed hedgerows with trees.

4.1.13 The effects of the proposals upon the LCA will only be felt within the site and immediate areas within which the site sits due to the enclosure that is formed around the site and the similar context in which it sits.

### **Landscape Sensitivity**

4.1.14 The site is currently formed by part of a larger field in marginal agricultural use that is laid to grassland and bound by a combination of fencing, hedgerows with trees and copses. Existing residential development sits to the north at West Street and to the east at Seagry Road along with a public house The Volunteer Inn. Within the site the field area is quite scrubby, with the best quality vegetation situated around the site boundary. The site is gently undulating. The site falls within no areas of national designation related to landscape.

4.1.15 Road noise can be heard within the site from the nearby road network, and existing adjacent residential development that sits around the site has some visual interconnectivity with the site.

4.1.16 The area contains some features of landscape value but lacks a coherent composition. The landscape elements within the area are commonplace at the local level and are of varying quality. There is a presence of manmade elements and road noise and human activity is noticeable. Frequent vegetative and built features create enclosure.

4.1.17 Due to the context formed by the receiving landscape, the susceptibility to change is considered to be medium and the value is considered to be medium. The overall sensitivity of the landscape is considered to be medium.

4.1.18 The proposal would be consistent with the current landscape character of the site and its surrounding context. With a successful mitigation strategy, the proposal would further integrate with its setting.

## 5.0 Visual Baseline

### Limits to study Area

- 5.1.1 The limits to the study area have been determined by the visual envelope of the development site. This area has been adopted as the main study area, as it surrounds the site and may be considered likely to be most impacted by physical change.
- 5.1.2 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings acting as a visual barrier. The ZTV is shown in Figure 3: Zone of Theoretical Visibility.
- 5.1.3 The initial study area was set to a radius of approximately 2.5km from the centre of the site (approximately N51°32'30, W02°03'19) on the basis that at this distance, this form of development, when seen by the human eye, would be hardly discernible or not legible.
- 5.1.4 Viewpoints have been detailed in table 10: Viewpoint Details which outlines location and rationale for selection.

**Table 10: Viewpoint Details**

| No | Location       | Distance (km) and direction of view | Northing | Westing  | Sensitivity of Visual Receptor |
|----|----------------|-------------------------------------|----------|----------|--------------------------------|
| 1  | Seagry Road    | 0.03, NW                            | 51°32'30 | 02°03'16 | Medium – Road users            |
| 2  | Seagry Road    | 0.01, N                             | 51°32'26 | 02°03'22 | Medium – Road users            |
| 3  | Seagry Road    | 0.12, NE                            | 51°32'25 | 02°03'26 | Medium – Road users            |
| 4  | Footpath GSOM4 | 0.07, NW                            | 51°32'27 | 02°03'15 | High - users of PRow           |
| 5  | Footpath GSOM6 | 0.22, NE                            | 51°32'25 | 02°03'32 | High - users of PRow           |
| 6  | Footpath GSOM6 | 0.21, E                             | 51°32'28 | 02°03'33 | High - users of PRow           |

## **Views to the site**

- 5.1.5 It is clear that, despite the study area being potentially visible from a wide variety of locations, at varying distances and from a limited number of private and public areas, the visual envelope is actually quite limited.
- 5.1.6 The visibility of the site is dependent on a range of factors, including location of viewpoint, distance of view, the angle of the sun, time of year and climatic conditions. Of equal importance will be whether the site is seen completely or in part of the skyline, where land provides a backcloth and where there is a complex foreground or an expansive landscape surrounding the view. The aspect of dwellings and whether it is a main view or one from a secondary window less frequently used is also a consideration.
- 5.1.7 A photographic study of the site has been undertaken. The viewpoints are at varying distances from the site and have been selected to represent potential views seen by the most sensitive receptors from around the site.
- 5.1.8 The site visit has been undertaken during months when vegetation has lost its foliage and is acting as less dense visual barriers. In months when vegetation retains its foliage, it will act as denser visual barriers.
- 5.1.9 The sensitivity of most of the local receptors is assessed as either high or medium as shown in table 7: Visual Receptor Sensitivity.
- 5.1.10 For the field assessment, a Canon EOS 500D camera with an 18-55mm lens was used, set at 35mm focal length. This is in line with best practice as shown in the Visual Representation of Development Proposals technical guidance note issued by the Landscape Institute (Technical Guidance Note 06/19).
- 5.1.11 The site was visited on the 19<sup>th</sup> of January 2026; the weather was overcast and clear.

*Viewpoint 1: View from Seagry Road – 0.03km looking north west*



*Viewpoint 2: View from Seagry Road – 0.01km looking north*



Viewpoint 3: View from Seagry Road – 0.12km looking north east



|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                  |  |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--|
| Vps 1, 2 & 3           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Panoramic Views                  |  |
| Baseline Description   | These are views from Seagry Road looking towards the site. The road is bound to the north and south by mature hedgerows with trees that create a sense of enclosure. Some filtered views of the existing dwellings that sit to the north and east of the site are available, but the amount of visibility varies along the road due to the relatively dense planting. The field in which the site sits is visible as grassland that is enclosed by vegetation and laid to grassland. The tree lined access to The Manor can be seen from viewpoint 3 extending to the north. Telegraph poles and pylons cross the landscape forming manmade elements with a vertical emphasis on views. |                                  |  |
| Predicted change       | From these viewpoints, the proposals will sit to the north of the road within the field that is bound by the hedgerow with trees and by the settlement edge and vegetation beyond. The proposals would have the effect of extending the existing settlement fringe closer to the viewer. The change will be noticeable in the view and will be clearly visible through the vegetation that is to be retained along the road. This well-defined change is to be expected given the viewpoints relatively close proximity to the site and the baseline formed by the receiving settlement fringe elements.                                                                                |                                  |  |
| Type of effect         | The introduction of the proposals would form a reduction in the quality of the current environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |  |
| Magnitude of Change    | The development would result in a noticeable change in the view that would be clearly visible to an observer.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                  |  |
| Assessment             | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Medium – Road users              |  |
|                        | Magnitude                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Medium                           |  |
| Significance of Effect |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Moderate – Not a material change |  |

Viewpoint 4: View from footpath GSOM4



|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                               |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Vp4                    | Panoramic View (Distance 0.07km looking north west)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Baseline Description   | This is a view from footpath GSOM4 looking north west towards the proposed site. A hedgerow with intermittent trees follows the route of the footpath and this view is taken through a gap which allows short range views of a hedgerow with trees that follows the southern edge of Seagry Road and planting set alongside grassland. A closeboard fence can be partly seen through this vegetation along with some heavily filtered views of the existing residential dwellings that sit to the east of the site. Dwellings and their curtilage that are situated to the south of Seagry Road can be seen to the right of the view along with lighting columns. Telegraph poles and lighting columns form manmade elements with a vertical emphasis on the view. |                               |
| Predicted change       | From this viewpoint, the proposals will be barely perceptible in the view due to the vegetation that follows the road forming a dense visual filter to views of the landscape beyond. Any change that will be experienced will be indefinite and read as part of the existing settlement fringe.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |
| Type of effect         | The introduction of the proposals would form a limited reduction in the quality of the current environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                               |
| Magnitude of Change    | The development would result in a barely perceptible change in the view that would not be obvious to an observer.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |
| Assessment             | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | High – Users of PRow          |
|                        | Magnitude                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Very small                    |
| Significance of Effect |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Minor – Not a material change |

*Viewpoint 5: View from footpath GSOM6 – 0.22km looking north east*



Viewpoint 6: View from footpath GSOM6 – 0.21km looking east



|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                    |  |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--|
| Vps 5 & 6              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Panoramic Views                    |  |
| Baseline Description   | These are views from footpath GSOM6 looking towards the site. The footpath crosses a large field that is enclosed by hedgerows with trees and has been subdivided with post and rail fencing for equestrian use. Partial views of the built form that is situated along West Street and Seagry Road, filtered by vegetation that sits in the intervening landscape. The gatehouse of The Manor can be seen enclosed by a vegetative curtilage and a tennis court related to a dwelling to the north along West Street form other built elements within the landscape fabric. These elements all contribute to the settlement fringe landscape setting. Telegraph poles and pylons cross the landscape and form manmade elements with a vertical emphasis on views. |                                    |  |
| Predicted change       | From these viewpoints, the proposals will be viewed set against the built form and vegetation that sit adjacent to the site. The proposals would have the effect of extending the existing settlement fringe closer to the viewer for a relatively short section of this footpath. The change will be noticeable in views and will be clearly visible, although somewhat filtered by the trees that sit in the intervening landscape. This well-defined change is to be expected given the viewpoints relatively close proximity to the site and the baseline formed by the receiving settlement fringe elements.                                                                                                                                                  |                                    |  |
| Type of effect         | The introduction of the proposals would form a reduction in the quality of the current environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                    |  |
| Magnitude of Change    | The development would result in a noticeable change in the view that would be clearly visible to an observer.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                    |  |
| Assessment             | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | High – Users of PRoW               |  |
|                        | Magnitude                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Medium                             |  |
| Significance of Effect |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Major/moderate – A material change |  |

## 6.0 Characteristics of Proposal

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- 6.1.1 The proposed development is for 8 self build residential dwellings with associated landscaping with access route from Seagry Road.
- 6.1.2 The construction of building elements, together with associated traffic, parking, lighting and security fencing can temporarily but substantially change the landscape character of an area and impact upon its existing visual and/or recreational amenity.
- 6.1.3 In order to minimise potential impacts, together with the optimum benefit for landscape character and visual amenity the proposals should provide environmental enhancement and make a positive contribution to the landscape, not only of the development itself, but to its wider setting. This should include visual barriers as close to the viewer as possible. Its principal objectives are to:
- Minimise views from residential areas
  - Assist visual integration of the development
  - Provide an internal site landscape structure and enhance internal road corridors
  - Reinforce the opportunity to maintain wildlife corridors at the site boundaries.
- 6.1.4 The initial construction phase will give rise to temporary, short term impacts. Any modifications or extensions that occur from time to time in the future will also give rise to this short term construction impact.
- 6.1.5 The site and its context has an overall weighted medium landscape sensitivity. This conclusion was reached in line with the definitions of landscape impact shown in tables 1 to 4 within this document.
- 6.1.6 The scale and nature of the proposal and its juxtaposition to other built form will have an overall weighted landscape impact that could be considered medium as they are not substantially uncharacteristic when set within the attributes of the existing landscape and would form a partial alteration to the baseline characteristics. This conclusion was reached in line with the definitions of landscape impact shown in table 5 within this document.
- 6.1.7 The overall weighted level of landscape effect can be considered moderate (i.e. not a material change).
- 6.1.8 The visual impact and the significance of the impacts of the development on the open countryside have been assessed as potentially major/moderate (i.e. a material change) without mitigation from viewpoints 5 and 6 that follow a section of footpath GSOM6.
- 6.1.9 The visual change from the local landscape is generally localised and limited due to the mature vegetation that sits in the surrounding landscape and the similar setting of the receiving landscape.
- 6.1.10 There will likely be some level of intervisibility with dwellings that sit close to the site boundary.
- 6.1.11 Measures have been recommended to further reduce these impacts and these are located in section 7.0: Mitigation.

## 7.0 Mitigation

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### 7.1.1 Mitigation measures would include:

- Management and retention of the native tree and hedgerow planting that sits around the site boundary;
- Additional native tree and shrub planting alongside the existing tree line to the western edge of the wider site to strengthen and connect green infrastructure elements;
- Additional ornamental planting within residential frontages to encourage year round interest and pollinators;
- The heights of dwellings to reflect that of the nearby dwellings;
- Built form set back from boundaries to allow growth of boundary vegetation;
- The use of materials for the external envelope of the buildings which minimise potential visual intrusion and follow the local vernacular to aid visual blending.

### 7.1.2 With suitable mitigation measures, the development will have a moderate visual impact and a minor landscape impact (i.e. not a material change).

## 8.0 Conclusion

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- 8.1.1 The scale and nature of the development and its juxtaposition to other existing residential development and the receiving settlement fringe will have a medium landscape character sensitivity and the magnitude of change is medium; therefore resulting in a level of landscape effect of moderate (i.e. not a material change).
- 8.1.2 The visual effects are generally localised and limited due in most part to dense intervening mature vegetation between the viewer and site, the topography in the area and the similar setting of the proposed scheme formed by local residential dwellings and the settlement fringe.
- 8.1.3 For the proposed site and the surroundings during construction, an increase of delivery vehicles and people travelling to the works can be expected. These effects will be short lived however and will not require mitigation during the construction process.
- 8.1.4 The viewpoints assessed showed that although the site is at least partly visible from all of the six assessed, only two of the assessed views can be considered subject to a material change, these are viewpoints 5 and 6 that follow a short section of footpath GSOM6.
- 8.1.5 The majority of receptors in the local area can be considered of a high or medium sensitivity (users of PRow and road users). The visual impact of the development on the open countryside has been assessed, at worst case scenario, as major/moderate (i.e. a material change) from viewpoints 5 and 6. Other viewpoints offer more limited views of the site due in most part to mature vegetation acting as visual barriers.
- 8.1.6 With suitable mitigation measures, the development will have a moderate visual impact and a minor landscape impact (i.e. not a material change).

## 9.0 Appendices

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Figure 1: Ordnance Survey Map

Figure 2: Aerial Photograph

Figure 3: Zone of Theoretical Visibility

Figure 4: Viewpoint Location Plan



# LEGEND



Site boundary



For ordnance survey map legend, refer to:  
<https://www.ordnancesurvey.co.uk/docs/legends/25k-raster-legend.pdf>

Drawing: Ordnance Survey Plan

Figure No: 1

Scale: NTS@A3

Drawn: SC

Checked: JPF





# LEGEND



Site boundary



Image supplied by Google Maps  
<https://maps.google.co.uk/>  
 Accessed 16/01/25

Drawing: Aerial Photograph

Figure No: 2

Scale: NTS@A3

Drawn: SC

Checked: JPF





## LEGEND



Site boundary

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 8m height with mapinfo and represents surface topography, without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.



Drawing: Zone of Theoretical Visibility

Figure No: 3

Scale: NTS@A3

Drawn: SC

Checked: JPF





## LEGEND



Site boundary



Viewpoint location

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 8m height with mapinfo and represents surface topography, without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.



Drawing: Viewpoint Location Plan

Figure No: 4

Scale: NTS@A3

Drawn: SC

Checked: JPF





## Placing development well

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PROJECT MANAGEMENT | EXPERT WITNESS | LANDSCAPE DESIGN & PLANNING  
LANDSCAPE MANAGEMENT