Scenic Beauty / Scenic Quality	Subjective value attributed to the emotional response of an individual to a landscape scene, which, although heavily influenced by intrinsic condition, is also conditioned by an individual's perception (memories, associations, cultural influences and preference).
Visual Amenity	The subjective value attributed to the degree of pleasure gained from what is seen in a given view (quality of view).
Visual Sensitivity	The estimated level of susceptibility or likely viewer's response to a change in view from a given viewpoint in relation to its context, the existing visual amenity, the activity and expectations of the viewer and the number of viewers affected.
Tranquillity	Subjective experience from being at a location that provides individuals with the space and conditions to relax, achieve mental balance and a sense of distance from stress. **Tranquil areas** are often associated with quiet, remote (or appearing remote), natural, non-developed (non-built) and non-busy areas.
Significant Impact	A landscape or visual impact that is likely to be a pertinent 'material consideration' (i.e. an important matter that should be taken into account in deciding a planning application) due to the context and intensity of the effect. This is directly related to set criteria and terminology as set out within the assessment process.
Site visibility	The areas within which the subject site can be seen, the amount of site visible and the numbers able to see the subject site.
Zone of Theoretical Visibility (ZTVI)	Also known as a Zone of Visual Influence (ZVI), Visual Envelope Map (VEM) and Viewshed. This represents the area over which a development can theoretically be seen, based on a DTM. The ZTV usually presents a 'bare ground' scenario - that is, a landscape without screening structures or vegetation. This information is usually presented upon a map base.
Digital Terrain Model (DTM)	Also known as a digital elevation model (DEM). This is a digital representation of the ground surface (landform or terrain) created by linking co-ordinate points of surveyed elevation values to create a 3D 'model' which computers can use to undertake calculations relating to slope angles, point visibility, flood risk etc.
Field of View (FOV)	Term used to describe the height and width of a view as represented by an image. These constitute the horizontal field of view and vertical field of view and are expressed as angles in degrees. Humans have an extreme horizontal field of view of about 200°, but only 6-10° will be in focus at any one time. Thus a viewer moves their eyes and head around to see a view over a wide area.

APPENDIX 3. METHODOLOGY

AP 3.1 GENERAL

Ap 3.1.1 This assessment has been undertaken in accordance with:

- **The Guidelines for Landscape and Visual Impact Assessment** (third edition), published April 2013 by the Landscape Institute and Institute of Environmental Management and Assessment; and
- **Landscape Character Assessment, Guidance for England and Scotland**, published April 2002 by the Countryside Agency and Scottish Natural Heritage.
- **Photography and Photomontage in Landscape and Visual Impact Assessment (Advice Note 01/11),** published February 2011 by the Landscape Institute.

Ap 3.1.2 The assessment considers two separate (but inter-related) components:

- Effects on **the Landscape**; and
- Effects on **Views**.

Ap 3.1.3 As the two components are inter-related, the assessment of one has been undertaken alongside the other and this resultant document referred to as the **Landscape and Visual Appraisal (LVIA)**.

Ap 3.1.4 The assessment process aims to:

1. Establish the baseline situation;
2. Identify potential sources of direct and indirect impact;
3. Identify impact receptors and estimate their sensitivity;
4. Estimate the magnitude and nature of effects;
5. Appraise alternatives and indicate additional/alternative measures of impact avoidance, mitigation or offset, where possible;
6. Re-estimate the magnitude and nature of effects; and
7. Provide an assessment of the significance of the mitigated effects and relate this back to the relevant Landscape Planning Policies.

Ap 3.1.5 In the presentation of this assessment, item 5 in the list above has been summarised only, in the interests of conciseness, i.e. the assessment of alternativeness is not presented in detail within this report.

Ap 3.1.6 The assessment includes a combination of objective and subjective judgements. Subjective judgements are avoided where possible, focussing on what would be *experienced* rather than making assumptions regarding people's expected *responses*.

Ap 3.1.7 The assessment allows for worst-case scenarios, although indications are given as to the effects

under 'normal conditions' also, e.g. seasonal effects of vegetation.

Ap 3.1.8 No specific assessment has been made, in this report, of impacts on the historic landscape character of the area or any cultural heritage receptors such as Scheduled Monuments and Listed Buildings.

Ap 3.1.9 The detailed assessment process and terminology used is **specific to this assessment**. This is further described below with the intended meaning of some specific terms explained in the glossary provided.

AP 3.2 BASELINE SITUATION – GENERAL

Ap 3.2.1 Both the landscape and visual assessment components have been undertaken against a set of Baseline Conditions (the **Baseline Situation**), which has been established during the first stage of the assessment process, using a combination of desk study and field survey work. This provides a transparent basis from which assessment results have been determined and against which professional judgements have been made.

Ap 3.2.2 The baseline used may be different for the landscape and visual impact assessment of specific development proposals assessed:

- In isolation (i.e. where development is assessed on its own merits); and
- In combination with other developments creating a similar effect (i.e. the cumulative landscape and visual effects of a number of similar developments).

Ap 3.2.3 The baseline used has been detailed in the assessment assumptions, in the relevant section.

Ap 3.2.4 The study of the Baseline Situation includes a review of available document sources (e.g. published Landscape Character Assessments, landscape policy guidance), Ordnance Survey map data, historical maps, aerial photographs and the undertaking of a field survey.

Ap 3.2.5 During the field survey, the principal landscape elements and features were recorded which, depending on their prominence and importance, contribute to the overall character of the area. Typical elements may include landform, land use, watercourses, vegetation, built development/infrastructure and areas of public access.

Ap 3.2.6 A check of the likely visibility of the development proposals is also made during the field survey, with a photographic record made and visual receptor information noted.

AP 3.3 BASELINE SITUATION – LANDSCAPE ASPECTS

Ap 3.3.1 A description of the landscape characteristics is provided in relation to the Site itself and the surrounding landscape. Further analysis of the existing landscape is also made to determine aspects such as Landscape Condition, Landscape Value (non-monetary) and site visibility (see glossary) to assist in the determination of landscape sensitivity.

Historic Landscape Aspects

Ap 3.3.2 Research of historic aspects of the landscape in this document is limited to sites designated for

historic-related reasons and changes observed between older maps and aerial photographs where relevant. Baseline Situation – Visual Aspects

Zones of Theoretical Visibility (ZTVs)

Ap 3.3.3 The visual baseline includes examination of the visibility of the existing Site and the proposals using ZTV computer analyses, cross-section analyses and the use of photographic records from field studies, limited to an area within which there lies the potential for significant visual effects to occur. The main study area for this assessment covers an area up to a distance of circa 5 kilometres from the Site boundary.

Ap 3.3.4 The ZTV examinations have been determined using a combination of computer-aided ground modelling software and 3D Ordnance Survey Panorama data (allowing for boundary screening, curvature of the earth and atmospheric refraction) and field observations. The ZTV indicating the main areas from where the Proposed Development is theoretically visible assuming a bare ground scenario and does not take into account other topographical features such as built development or vegetation cover, e.g. trees and hedgerows. The ZTV has not been illustrated as the calculation indicates that due to the flat landform theoretical visibility would occur across the whole Study Area. A second plan (**Figure 2**) has been prepared illustrating a zone of primary visibility that has been informed by field analysis to indicate where the Proposed Development is predicted to form a noticeable and potentially significant element in the view, to the casual observer.

Viewpoints

Ap 3.3.5 During the field study, which was undertaken at the end of August 2013, a photographic record was made to represent the range of potential views towards the Site, from available viewpoints within the study area. These locations are mapped, the visual receptor types recorded and viewpoint landscape context described. No access to private properties has been obtained during the field study. Estimates of visibility have been made using computer software modelling where required.

Ap 3.3.6 The photographs have been taken using a Canon EOS 5D camera using a 50mm lens.

Ap 3.3.7 Viewpoints may be categorised as follows:

- **Representative Viewpoints** – selected to represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included individually and where the effects are unlikely to differ;
- **Specific Viewpoints** – selected because they are key and sometimes promoted viewpoints within the landscape; and
- **Illustrative Viewpoints** – Selected specifically to demonstrate a particular effect or specific aspect (e.g. screening).

Ap 3.3.8 From the record of identified visual receptors and general visibility, **principal representative viewpoints** have been determined and used in the assessment process. These have been included to reflect the locations which represent a range of available views and which are typically representative of views of visual receptors most likely to incur significant visual effects.

AP 3.3.9 The photographs used to illustrate the assessment have been 'stitched' together using digital imaging software to provide a 'panorama image', thus providing a visual context to the focus of the centre photograph. The photographs have been corrected for lens distortion and to correct changes of scale across the photograph and a cylindrical projection used to ensure consistency of scale across the panorama, vertically and horizontally when viewed on printed paper. The photography presented in this report complies with the Landscape Institute Technical Advice Note 01/11 on Photography and photomontage in landscape and visual impact assessment.

AP 3.4 ASSESSMENT OF LANDSCAPE EFFECTS

General

Ap 3.4.1 Landscape receptors can be described in a number of ways. Landscape effects derive from changes to landscape receptors which include the physical landscape (**landscape elements**), which may give rise to change in how the landscape is experienced. These individual contributors to landscape character are termed '**landscape characteristics'**. Areas with similar landscape characteristics can be described as having a certain **landscape character** or of being a particular **Landscape Character Type (LCT)**. Where these are specific to a geographical area they are referred to as **Landscape Character Areas (LCAs)**. These can be described and categorised at different scales depending on criteria used.

Ap 3.4.2 The context of a location, in its wider setting, can influence the experience of the landscape and therefore its landscape character. Therefore, changes in the landscape character at one location can potentially affect the context of another landscape character type. In certain situations this can have an effect on the setting of valued or important landscape elements (e.g. registered parks and gardens).

Ap 3.4.3 The landscape impact assessment describes the likely nature and scale of changes to individual landscape elements and characteristics and the consequential effect on the landscape character in relation to the development site itself and on the wider landscape. Due to the inherently dynamic nature of the landscape, it can be accepted that change arising from a development may not necessarily be significant.

Landscape Sensitivity

Ap 3.4.4 **Landscape sensitivity** can vary for landscape characteristics and landscape character. The specific sensitivity of landscape character to change is referred to as **landscape character sensitivity**.

Ap 3.4.5 Landscape (character) sensitivity relates to the combination of:

- The **susceptibility** of the landscape receptors to change in relation to the Proposed Development; and
- The (non-monetary) **value** of the landscape receptors, which is established at the baseline stage (see above).

Landscape Susceptibility

Ap 3.4.6 Susceptibility refers to the ability of landscape receptors to accommodate changes brought about by the Proposed Development Relevant criteria are provided in Table 1.

Table 1 Susceptibility to Change of Landscape Receptors

Susceptibility	**Landscape Characteristics**	**Landscape Character**
Very High	A key landscape characteristic, very susceptible to change and very difficult to replace without affecting the existing character.	Strong landscape structure and many distinct characteristics worthy of conservation.
High	A prevalent landscape characteristic susceptible to change and fairly difficult to replace without affecting the existing character.	Typically of recognisable landscape structure and some features worthy of conservation.
Medium	A landscape characteristic with a degree of susceptibility to change, although scope to replace these elements without adversely affecting the character.	Distinguishable landscape structure, few or no features worthy of conservation; may contain occasional detracting features.
Low	A landscape characteristic of low susceptibility to change or easily replaced and potentially enhanced.	Weak landscape structure or transitional in nature; some evidence of degradation and a number of detracting features.
Very Low	Remaining subsidiary landscape characteristics are not susceptible to change. High probability to mitigate or replace the lost elements and to enhance the existing landscape.	Damaged landscape structure, evidence of severe disturbance or dereliction; detracting features dominate.

Landscape Value

Ap 3.4.7 Value of landscape receptors is affected by a number of factors:

- **Landscape Protection -** through designation or strength of landscape policies/strategy aims associated with a landscape or its constituent parts;
- **Landscape Condition** - Subjective value attributed to the emotional response of an individual to a landscape scene, which, although heavily influenced by intrinsic condition, is also conditioned by an individual's perception (memories, associations, cultural influences and preference);
- **Scenic Quality** - Subjective value attributed to the emotional response of an individual to a landscape scene, which, although heavily influenced by intrinsic condition, is also conditioned by an individual's perception (memories, associations, cultural influences and preference);

- **Rarity** - The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Type;
- **Representativeness** - Whether the landscape contains a particular character and/or features or elements which are considered particularly important values;
- **Conservation Interests** - The presence of features of wildlife, earth science or archaeological or historical and cultural interest where this adds value to the landscape;
- **Wildness/tranquillity** - The presence of wild (or relatively wild) character in the landscape (e.g. rivers, sea) which makes a particular contribution to sense of place; closely associated with tranquillity (i.e. the subjective experience from being at a location that provides individuals with the space and conditions to relax, achieve mental balance and a sense of distance from stress);
- **Associations** - With particular people, (e.g. artists, writers) or events in history that contribute to perceptions of the natural beauty of the area; and
- **Recreation Value** - Evidence that the landscape is valued for recreational activity where experience of the landscape is important.

Landscape Value: Geographical level of landscape protection

Ap 3.4.8 International designations (e.g. World Heritage Sites) would be classed as the highest level under this category, whereas the lowest would be where there are no designations, where there never have been any designations and where the landscape policy or strategy advocates the need for substantial change to improve the landscape. Relative ratings for this aspect are indicated in Table 2:

Table 2 Value in relation to Landscape Protection

Value Level	Relevant Criteria
Very High	Statutory, international or national landscape designation and/or policies/strategies which reflect this level of protection to change.
High	Current, non-statutory, local landscape designation based on up-to-date assessment methods and criteria and/or policies/strategies which reflect this level of protection to change.
Medium	Previous local landscape designations which are no longer in place but which reflect some previous value to society and/or reflected in some restrictions to change in local policies/strategies.
Low	Landscape never been designated although some relevant general local policies in place to prevent harmful development from detracting from the landscape.
Very Low	Landscape never been designated and active policies/strategies in place to promote improvements to a poorly-valued landscape.

Landscape Value: Landscape Condition

Ap 3.4.9 Relative ratings for this aspect are indicated in Table 3:

Table 3 Value in relation to Landscape Condition

Value Level	Relevant Criteria
Very High	Consistently, characteristics are in very good condition and present in a unified manner. Landscape and cultural elements are all intact and in a strong functional and visual condition. In rural landscapes, diverse range of large and continuous habitats of very high importance.
High	Characteristics in good condition but not in unified manner: interrupted character. Landscape and cultural elements are mostly in a strong functional and visual condition. In rural landscapes, the semi-natural habitats are fairly large, closely clustered and frequent allowing relatively easy cross-interaction.
Medium	Generally, characteristics in good condition but sometimes masked or disrupted by incongruous elements: small level of deterioration evident. Visual and functional condition of characteristic landscape and cultural elements generally (but not necessarily entirely) reasonable; some evidence of decline. In rural landscapes, the semi-natural habitats are in relatively discrete but medium-sized units with some opportunity for cross-interaction.
Low	Weak or degraded landscape character with a small number of characteristics present and at least as many incongruous elements present. Visual and functional condition of landscape and cultural elements generally poor. In rural landscapes, the semi-natural habitats are of limited area and patchy, providing limited opportunity for cross-interaction.
Very Low	Heavily degraded landscape character dominated by incongruous elements in poor condition. Land has been subject to extensive alteration of distinctive landscape components removing its historical and cultural significance. In rural areas, there are only fragments of semi-natural vegetation present, too isolated to allow natural repopulation.

Landscape Value: Scenic Quality

Ap 3.4.10 Relative ratings for this aspect are indicated in Table 4:

Table 4 Value in relation to Scenic Quality

Value Level	Relevant Criteria
Very High	No detracting characteristics. Presence of diversity and balance of form, colour, texture and contrast with interesting or captivating scenery in an aesthetically pleasing and uncommon way.
High	Occasional detracting characteristics. Presence of some diversity and balance of form, colour, texture and contrast with interesting scenery, in an aesthetically pleasing way.
Medium	Some detracting characteristics balancing a number of aesthetically pleasing aspects, but fairly common over the locality.
Low	A number of detracting characteristics, with little variation or colour, texture, form or contrast generally outweighing aesthetically pleasing positive contributing characteristics to the scene.
Very Low	Few, if any, positive characteristics present within the scene with no balance or diversity, little interest and very low aesthetic appeal.

Landscape Value: Rarity

Ap 3.4.11 Relative ratings for this aspect are indicated in Table 5:

Table 5 Value in relation to Rarity

Value Level	Relevant Criteria
Very High	Internationally or nationally distinctive, rare landscape characteristics contributing to individual character
High	Regionally distinctive, rare landscape characteristics contributing to individual character
Medium	Locally distinctive landscape characteristics contributing to local character
Low	Occasional individual locally distinctive landscape characteristics
Very Low	Very commonly found, indistinctive landscape characteristics present.

Landscape Value: Representativeness

Ap 3.4.12 Relative ratings for this aspect are indicated in Table 6:

Table 6 Value in relation to Representativeness

Value Level	Relevant Criteria
Very High	Landscape characteristics / character of an **exceptional** example of its kind
High	Landscape characteristics / character of an **good** example of its kind
Medium	Occasionally found examples of similar landscape characteristics / character
Low	Fairly frequently found examples of similar landscape characteristics / character
Very Low	Commonly encountered examples of similar unremarkable landscape characteristics / character

Landscape Value: Conservation Interests

Ap 3.4.13 Relative ratings for this aspect are indicated in Table 7:

Table 7 Value in relation to Conservation Interest

Value Level	Relevant Criteria
Very High	Numerous and/or extensive international or nationally important features or elements of wildlife, earth science, archaeological, historical or cultural interest.
High	Frequent (some of international or national importance) features or elements of wildlife, earth science, archaeological, historical or cultural interest.
Medium	Some regionally or locally important features or elements of wildlife, earth science, archaeological, historical or cultural interest.
Low	Occasional locally important features or elements of wildlife, earth science, archaeological, historical or cultural interest.
Very Low	Few, if any, elements of wildlife, earth science, archaeological, historical or cultural interest.

Landscape Value: Tranquillity/Wildness

Ap 3.4.14 Relative ratings for this aspect are indicated in Table 8:

Table 8 Value in relation to Tranquillity/Wildness

Value Level	Relevant Criteria
Very High	Strong sense of remoteness or isolation with virtually no obvious human influences present – Relative abundance of landscape characteristics contributing to an experience of tranquillity. A Tranquil Area.
High	Secluded parts of the landscape are wild in character, where there is a sense of remoteness or isolation. Human influences are not dominant, with settlement being sparsely distributed. Occasional minor detractors to an experience of tranquillity.
Medium	Wildness is not a strong contributing characteristic and human influences are evident, with scattered villages and other development present, detracting from an experience of tranquillity, which would be confined to localised places.
Low	Human presence is more dominant with a corresponding lack of wildness evident, despite some rural influences. Experience of tranquillity would be rare in this landscape.
Very Low	Human presence in terms of people, noise, movement and development dominant such that there is an absence of tranquillity or wildness

Landscape Value: Associations

Ap 3.4.15 Relative ratings for this aspect are indicated in Table 9:

Table 9 Value in relation to Associations

Value Level	Relevant Criteria
Very High	Landscape strongly associated with internationally prominent people, artists or writers or internationally important well-known events in history.
High	Landscape associated with nationally prominent people, artists or writers or nationally important well-known events in history.
Medium	Landscape widely associated with locally prominent people, artists or writers or locally important events in history.
Low	Landscape associated, to some, with locally prominent people, artists or writers or locally recorded but minor events in history.
Very Low	Landscape associations limited to local knowledge of locally well-known people or local minor events only

Landscape Value: Recreation Value

Ap 3.4.16 Relative ratings for this aspect are indicated in Table 10:

Table 10 Value in relation to Recreation Value

Value Level	Relevant Criteria
Very High	Internationally recognised or promoted area or routes for tourism and recreational use (e.g. National Park, European Long Distance Footpath) and very well used generally recreationally by more distant visitors and local population.
High	Nationally or regionally promoted areas of open recreation or routes for such use (e.g. country park, National Trail, Scenic Routes). Other commercial uses (e.g. golf course, fishing, boating). Generally well-used for recreation from visitors and local population.
Medium	Open general access available or general public rights of way where appreciation of the landscape is linked to its use. Fairly well-used for recreation locally.
Low	Permissive, informal or general access routes or land where appreciation of the landscape not a strong link to its use. Used by some of local population.
Very Low	Access and recreational value limited or absent due to incompatible land-uses.

Landscape Value: Summary

Ap 3.4.17 The assessment of Landscape Value is undertaken as appropriate for the receiving landscape receptors (e.g. the Site, or a location within an adjacent character area) and summarised in the table below and subsequently given **an overall assessment of landscape value provided** for the landscape receptor, with further explanation provided where required. The Overall Landscape Value in the example below would be Medium.

Table 11 Overall Landscape Value

Value Level	Protection	Landscape Condition	Scenic Quality	Rarity	Representativ e-ness	Conservation Interests	Tranquillity / Wildness	Associations	Recreational Value
Very High						✓			
High	✓	✓							
Medium			✓		✓				✓
Low				✓			✓		
Very Low								✓	

Assessment of Landscape Sensitivity

Ap 3.4.18 Landscape Susceptibility and Landscape Value are then assessed in combination to provide an overall rating in terms of Landscape Sensitivity, using the matrix below as a guide, with professional judgement applied and justified where departures from this occur:

Table 12 Assessment of Landscape Sensitivity

		Landscape Susceptibility				
		Very Low	**Low**	**Medium**	**High**	**Very High**
Landscape Value	**Very Low**	Very Low	Very Low	Low	Medium or Low	Medium
	Low	Very Low	Low	Medium or Low	Medium	Medium or High
	Medium	Low	Medium or Low	Medium	Medium or High	High
	High	Medium or Low	Medium	Medium or High	High	Very High
	Very High	Medium	Medium or High	High	Very High	Very High

Magnitude of Landscape Effects

Ap 3.4.19 The Magnitude of change is concerned with the scale of change to the landscape characteristics, the geographical extent of this change and the duration/reversibility of the changes. The magnitude of landscape effects have been categorised as follows in Table 13.

Table 13 Magnitude of Landscape Effects

Magnitude of Landscape Effect	Landscape Criteria
Very Large	Typically, large scale changes and/or numerous changes to important landscape characteristics
Large	Typically, large scale changes to some landscape characteristics, or a high number of medium scale changes to the landscape characteristics
Medium	Typically, some medium scale changes to some landscape characteristics
Small	Typically, a low number of medium scale changes to landscape characteristics, or a number of small scale changes to landscape characteristics
Very Small	Typically, occasional, small scale changes to unimportant landscape characteristics

Magnitude

Ap 3.4.20 In general, the duration weighting applied to magnitude is as follows:

- Very Long term effect: 15+ years
- Long term effect: 8 to 15 years
- Medium term effect: 3 to 8 years
- Short term effects: 1.5 to 3 years
- Temporary effect: Less than 18 months

Ap 3.4.21 Where variations between relevant criteria, duration etc. occur, reasoned professional judgement is applied and described in the assessment to determine the magnitude of effect.

Nature of Landscape Effect

Ap 3.4.22 Changes to landscape characteristics can be of a **positive**, **negative** or **neutral** nature. The determination of the nature of effect on landscape receptors is related to the Baseline Situation and what is recognised to be either a desirable or an undesirable change (e.g. from assessments of landscape quality, landscape policy guidance). A neutral effect may occur, for example, if a characteristic element is replaced with a different but equally characteristic element. Therefore, it is possible for there to be a large magnitude of change but with a neutral effect overall.

Significance of Landscape Effects

Ap 3.4.23 The significance of a landscape effect (from an impact) is a function of the sensitivity of the affected landscape receptor, the magnitude of change and the nature of effect. While the methodology is designed to be robust and transparent, professional judgement is ultimately

applied to determine the significance of each effect.

Ap 3.4.24 The degree of landscape significance is defined in Table 14. These are different for beneficial and adverse effects. Generally, an effect, which is greater than a 'Moderate' significance, is likely to be a pertinent 'material consideration' in the decision-making process.

Table 14 Significance of Landscape Effects

Significance	Adverse Landscape Effects	Beneficial Landscape Effects
Negligible	Overall, typically, there may be some Small scale, Short-term impacts but virtually no lasting adverse effect on existing landscape character.	Overall, typically, there may be some Small scale Short-term positive impacts but virtually no lasting beneficial effect on existing landscape character
Minor	Typically: Some Small-Medium scale effects on existing landscape character in poor condition. Very Small or Temporary changes to Medium sensitivity landscape. Minimal effect on landscape character.	Overall, typically, landscape character and condition is slightly improved via strengthening of some valued characteristic landscape elements for a Long-term duration, in high and Very High sensitivity landscapes where limited scope to provide improvement exists, or Some shorter duration improvements to landscapes of lower sensitivity
Moderate	Typically: Large scale and Long term changes to landscapes and/or landscape receptor of low sensitivity. Some Medium scale changes to Medium sensitivity landscape and/or landscape receptor. Very Small or Temporary changes to highly sensitive landscape and/or landscape receptor. Noticeable effect on the landscape and/or landscape receptor without exceeding the landscape capacity threshold.	Overall, typically, landscape character and condition is improved via the introduction of characteristic landscape elements and the removal of incongruous landscape elements: Permanently and greatly in highly sensitive areas; For a number of characteristics for a Medium-Long-term duration in areas of Medium landscape sensitivity; For a small number of characteristics for a Short-Medium-term duration in lower sensitivity landscapes
Major	Typically: Numerous Long-term effects on Medium sensitivity landscape and/or landscape receptor. Small permanent effects on highly sensitivity landscape and/or landscape receptor. Landscape receptor and/or character is affected to a significant degree.	Overall, typically, landscape character and condition is significantly improved via removal of some existing incongruous landscape elements and introduction/restoration of some valued characteristic landscape elements in lower and Medium sensitivity landscapes where much scope to provide improvement exists
Substantial	Proposals are at complete variance with many key characteristics of a very highly valued landscape.	Proposals would remove substantial numbers of existing incongruous landscape elements and introduce a number of highly desirable landscape elements to substantially restore an area of landscape character of high potential landscape value for a Very Long-term period

AP 3.5 ASSESSMENT OF VISUAL EFFECTS

General

Ap 3.5.1 Visual effects relate to the experienced changes that arise in the composition of available views due to changes in a landscape scene, and to the overall effects with respect to visual amenity. Effects are defined as the relationship between the **visual sensitivity**, the **magnitude of change** and the **nature** of the effect.

Visual Sensitivity

Ap 3.5.2 The sensitivity of the visual receptor will be influenced by the **value** attached to views (which is established at the baseline stage) and the **susceptibility to change**, in relation to the development proposed.

Ap 3.5.3 Judgements on **value** take into account any recognised importance of the view (e.g. in relation to valued landscapes or features, or through planning designations) and any indicators of value attached to views by visitors e.g. guidebooks and tourist maps.

Ap 3.5.4 **Susceptibility to change**, in relation to the development proposed, is influenced by the following factors:

- Location and context of the viewpoint;
- Characteristics of the view, e.g. whether it is continuous or intermittent and static or transient; and
- The activity or expectations of the receptor at the viewpoint.

Ap 3.5.5 In terms of private residential receptors, whilst it is an accepted planning principle that there is 'no right to a view' residents are recognised as having the potential to be particularly susceptible to changes in their visual amenity. Locations (rooms) normally used in waking or daylight hours are usually considered more sensitive than other locations.

Ap 3.5.6 The indicative terminology in Table 15 below was used as a guide to describe sensitivity with regard to **visual** receptors.

Table 15 Sensitivity of Visual Receptors

Visual Sensitivity	Value and Susceptibility to Change Criteria	Typical Receptor Types/Locations
Very High	Nationally well recognised and advertised location for high visual amenity **value** Prominent location or vista with high visual amenity **value** that is recognised in published sources. Very high **susceptibility to change** as a very high level of attention focussed on the landscape and particular views.	Nationally promoted Long Distance Footpath users. Protected View recognised in planning policy designation. Visitors to nationally advertised attractions where visual amenity is very important to their enjoyment. Private views from primary living space regularly used in daylight hours where the focus is on a landscape of recognised very high value.
High	Well-known area recognised regionally for high landscape **value**. Open areas of recognised public access where primary enjoyment is of the views of the landscape. High **susceptibility to change** as a high level of attention focused on the landscape and particular views.	Users of local advertised circular, recreational or well-used footpath routes and open access land where primary enjoyment is from the landscape and visual amenity. Road and rail users on routes through landscapes recognised for their high scenic value. Private views from areas of a property curtilage occasionally used in daylight hours, e.g. access drives, where the focus is on the landscape beyond private curtilage.
Medium	Locations afford views of some **value**, but visual amenity not well recognised beyond locality. Moderate **susceptibility to change** as a moderate level of attention focussed on the landscape and particular views.	General recognised public access routes (road and rail routes) with some landscape interest. Public houses, restaurants etc. where views would include some focus on the wider landscape. Views from recreational sport areas which may involve some incidental appreciation of views of the wider landscape, e.g. golf or fishing. Private views from residential properties from rooms not normally occupied in waking or daylight hours, e.g. bedrooms.
Low	Viewpoint context and location is of lesser **value** than similar views from nearby visual receptors that may be more accessible. Low **susceptibility to change** as low level of attention focussed on the landscape and particular views..	Views from recreational sport areas which does not involve or depend upon appreciation of views of the landscape, e.g. football, rugby, speedway. Minor road routes where passengers would have limited focus on a landscape of no recognised value. People at their places of work where the main focus is not on the surrounding landscape context.
Very Low	Viewpoint context is such that views have a very low **value**. Expectations of visual amenity are very low. Activity at viewpoint is incidental to the view.	People at their place of work where there the type of activity has no relationship to the surrounding landscape context.

Magnitude of Visual Effects

Ap 3.5.7 The magnitude or scale of visual change is described by reference to:

- Scale of Change;
- Geographical Extent; and
- The Duration and Reversibility of the effect.

Ap 3.5.8 The Scale of Change takes into account the loss or addition of features in the view and changes in the composition of the view including the proportion of the view occupied by the Proposed Development. The extent of contrast or integration of any new features or changes in the landscape scene with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture is also considered.

Ap 3.5.9 The Geographical Extent will vary with different viewpoints and is likely to reflect:

- The angle of view in relation to the main activity of the receptor;
- The proximity of the viewpoint to the Proposed Development; and
- The extent of the area over which the changes would be visible.

Ap 3.5.10 Viewpoint proximity to the Site was classed as follows:

- Close-range: Within 0.5km
- Medium-range: Between 0.5km and 1.5km
- Long-range: Over 1.5km

Ap 3.5.11 In general, the Duration and reversibility considerations applied to magnitude are as follows:

- Very Long term effect: 15+ years
- Long term effect: 8 to 15 years
- Medium term effect: 3 to 8 years
- Short term effects: 1.5 to 3 years
- Temporary effect: Less than 18 months

Ap 3.5.12 The terminology in Table 16 was adopted for the definition of magnitude of visual effects: