

APPENDIX 7.1 METHODOLOGY

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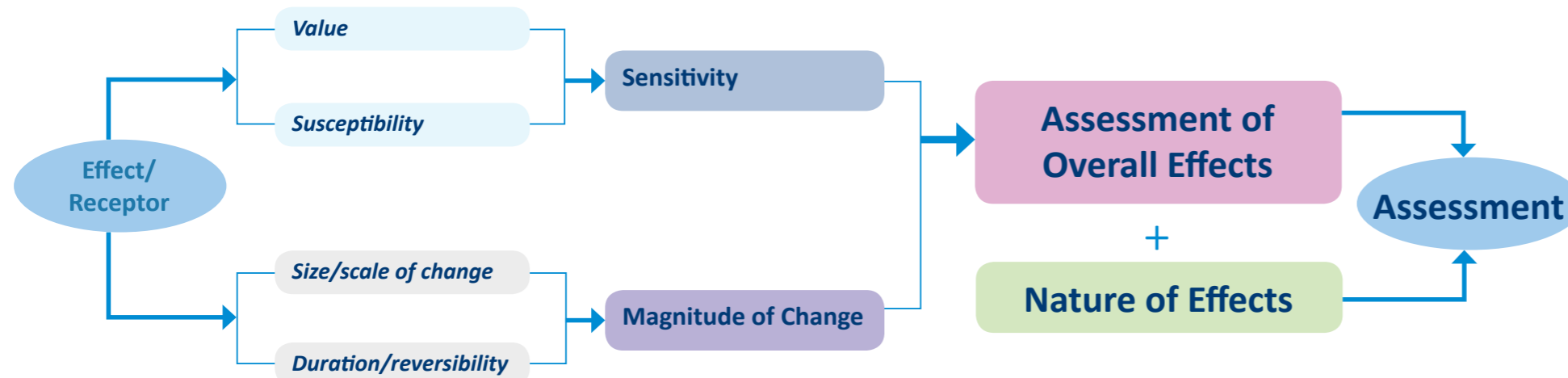


DIAGRAM A: METHODOLOGY FLOWCHART

Landscape and Visual Impact Assessment (LVIA) is a process used to identify the effects resulting from development on landscape, as an environmental resource in its own right, and on people's views and visual amenity, paragraph 1.1, Guidelines for Landscape and Visual Impact Assessment 3rd Edition published by The Landscape Institute and the Institute of Environmental Management & Assessment in April 2013 (GLVIA3). Paragraph 2.22 identifies that although inter-related they should be assessed separately.

The components of LVIA are:

- **Project description** – a description of the proposed development for the purpose of the assessment, identifying the main features of the proposals and the extent and size of elements.
- **Baseline studies** – Establishes the existing nature of the landscape and visual environment of the study area, including any relevant changes likely to occur independently of the proposed development. It draws upon information gathered during desk study and field survey work as well as planning designations intended to protect landscape and visual amenity and existing published landscape character assessments at national, county and district scales. Where relevant other sources of information such as historic landscape character assessments are identified to further refine the understanding of the landscape.
- **Identification and description of effects** – the systematic identification and description of the effects likely to occur, including whether the effects are adverse or beneficial.
- **Assessing the significance of effects** – the transparent identification of the likely significance of the identified effects. The Landscape Institute's Statement of Clarification 1/13 advises that assessing "significance of effect" is not appropriate to informal appraisals (for example 'Landscape and Visual Appraisals' (LVAs)).
- **Mitigation** – Makes proposals for measures designed to avoid/prevent, reduce or offset (or compensate for) significant adverse effects. (GLVIA3 Table 3.1).

ASSESSING LANDSCAPE CHARACTER EFFECTS

Landscape baseline information is combined with an understanding of the development and how it would change the landscape to identify and describe the landscape effects. This requires an understanding of the components of the landscape (landscape receptors) likely to be affected. Landscape receptors include individual elements such as hedges or fields, aesthetic characteristics such as tranquillity or openness and the defined character of the landscape character area or landscape type.

Identifying landscape effects requires an assessment of the sensitivity of the landscape receptors to the proposed development and the magnitude of effect which would be experienced by each receptor.

LANDSCAPE SENSITIVITY

The sensitivity of landscape receptors is assessed by combining judgements about the susceptibility of the receptor to the change proposed and the perceived value attached to the landscape (GLVIA 5.39).

Landscape value

Landscapes may be valued at an international, national, local or community level and landscape designations provide an initial indication of value as follows:

Table A Indicators of Landscape Value

Landscape Value	Designation
International	World Heritage Site
National	National Parks and Areas of Outstanding Natural Beauty (AONBs)
National	Registered Parks and Gardens, Registered Battlefields
Local	Local landscape designations often identified in Local Plans at the local authority level e.g. Special Landscape Areas
Community	No formal designation but valued locally by people
Negligible	Not used or viewed by residents or visitors

Landscape outside of a formally designated area should also be considered to have such value where it contributes to the special qualities of the designated site. Such areas are referred to as the setting of a designation.

Landscape designations provide a starting point for judging landscape value. However, areas that are not formally designated may be valued at a local authority or community level. The following criteria can help in the identification of value.

Table B Factors considered in Assessing Landscape Value (Box 5.1 GLVIA3)

Factor	Criteria
Landscape Quality	The physical state of the landscape. The presence of characteristic features and their condition and the general absence of detracting features that are atypical
Scenic Quality	The appeal of the landscape to the senses through factors such as clear and recognisable landscape pattern, land cover, scale, colour, texture, simplicity, diversity
Rarity	The presence of rare features or elements in the landscape or the presence of a rare Landscape Character Type
Representativeness	The presence of landscape character, features or elements considered to be important examples
Conservation Interests	The presence of ecological, geological, cultural heritage features and landscapes features where they contribute to the experience of landscape. Features may include SSSIs, TPOs, listed buildings, conservation areas, registered parks and gardens
Recreation Value	Evidence that the landscape is valued for recreational activity where experience of the landscape is important
Perceptual aspects	A site's perceptual qualities such as openness, wildness and/or tranquillity
Associations	Evidence that the landscape is culturally important. This is evidenced through an association with people such as writers or artists or historical events or cultural traditions

Susceptibility to change

This refers to the ability of the landscape receptor, whether that be a particular landscape character area or type, an individual element or an aesthetic or perceptual aspect, to “accommodate the proposed development without undue adverse consequences for the baseline situation and/or the achievement of landscape planning policies and strategies” (GLVIA para 5.40)

Table C Factors considered in Judging Landscape Receptor Susceptibility

Susceptibility	Criteria
High	The landscape receptor is highly susceptible to the proposed change and has no ability or very limited ability to accommodate the change. The proposal would change the overall character, or alter or remove individual elements or features or change the aesthetic and perceptual quality of the landscape or introduce incongruous elements.
Medium	The landscape receptor is moderately susceptible to the proposed change and has some ability to accommodate the proposed change without changing the overall character, or individual elements, features or aesthetic or perceptual characteristics are moderately capable of tolerating the change
Low	The landscape receptor is able to accommodate the proposed change with minimal change to the overall character, individual elements, features or aesthetic or perceptual characteristics.

Landscape Sensitivity

The sensitivity of the landscape receptor is judged by combining the value of the landscape receptor with its susceptibility to the change proposed. The below table acts a guide:

Table D Overall Landscape Sensitivity

		Value of Receptor		
		International/ National	Local Authority	Community
Susceptibility	High	High	Medium/High	Medium
	Medium	Medium/High	Medium	Low/medium
	Low	Medium	Low/Medium	Low

MAGNITUDE OF CHANGE

As identified in GLVIA paragraph 5.48 each effect on a landscape receptor needs to be assessed in terms of its size or scale, its geographical extent, its duration and reversibility as follows:

Table E Factors considered in Judging Magnitude of Landscape Change

Factor	Consideration
Size or scale of change	Categorised on a scale of Major, Moderate, Minor or Negligible The extent of existing landscape elements that will be lost, the proportion of the total extent that this represents and the contribution of that element to the character of the landscape The degree to which aesthetic or perceptual aspects of the landscape are altered either by removal of existing components of the landscape or additions of new ones Whether the effect changes the key characteristics of the landscape, which are critical to its distinctive character
Geographical extent	Categorised on a scale of: Small: at site level, within the development site itself or at the level of the immediate setting of the site; Medium: at the scale of the landscape type or character area within which the proposal lies; Large: where the development influences several landscape types or character areas.
Duration	The durations of changes due to the development are categorised as: Short term: zero to five years Medium term: five to ten years Long term: ten to twenty-five years Permanent: more than twenty-five
Reversibility	The prospect and the practicality of the effect being reversed

The overall magnitude of change is judged on a scale of **Major, Moderate, Minor** or **Negligible**.

ASSESSMENT OF OVERALL LANDSCAPE EFFECTS

The overall identification of landscape effects is arrived at by combining the separate judgements about the sensitivity of the landscape receptors (value and susceptibility) with the magnitude of the change (size/scale, geographical extent, duration and reversibility). The table below summarises how these judgements are combined to identify and overall level of landscape effect.

Table F Overall Landscape Effects

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

It is important to note that the values in the above table do not represent fixed levels of effect and the range of values should be regarded as a continuous scale ranging from Major through to Negligible. The rationale for arriving at judgements is clearly described in the report.

NATURE OF LANDSCAPE EFFECTS

The nature of landscape effects can be **adverse, beneficial** or **neutral**. Adverse effects are changes that reduce the quality of the landscape resource. Beneficial effects are changes that improve the quality of the landscape resource. Neutral effects are changes that neither enhance nor undermine the landscape resource.

ASSESSING VISUAL EFFECTS

Visual effects are experienced by people (visual receptors) whose views may be affected by development proposals. They include users of public rights of way, recreational facilities where appreciation of the landscape is a key component of the activity, and people travelling through an area either while visiting or working/living there, residents or people at their place of work. The assessment of visual effects is a methodical assessment of the sensitivity of the visual receptor to the type of change proposed combined with the scale or magnitude of change resulting in the level of visual effect experienced by each visual receptor.

VIEWPOINT SELECTION

Viewpoints are taken from publicly accessible locations and are selected to represent views of groups of people likely to experience a change in their view.

VISUAL SENSITIVITY

The sensitivity of visual receptors is defined by combining the value of the view with the susceptibility of the visual receptor to the change proposed.

Value

The value of a view is identified with reference to landscape-related designations, planning policy, cultural heritage designations, appearance in guidebooks, tourist maps or by evidence of elements such as seating, interpretative panels. The assessment of the value of views is categorised on a scale of **High, Medium, or Low** and is summarised in the table below:

Table G Indicators of the Value of View

Value	Criteria
High	Views from nationally recognised viewpoints or nationally designated landscapes or important heritage assets, Views of importance to visitors e.g. in guidebooks/on maps/provision of interpretation/parking/referred to in literature or art. Views associated with popular visitor attractions where views form an important part of the visitor experience Views associated with nationally recognised walking routes where views form an important part of the user experience
Medium	Views from locally or regionally recognised viewpoints or locally or regionally designated landscapes or heritage assets, Views of local importance to visitors e.g. in guidebooks/on maps/provision sometimes with the provision of interpretation/parking Views associated with local attractions where views form an important part of the visitor experience Views associated with recognised walking routes where views form an important part of the user experience
Low	Views from locations with no formal planning designation or cultural heritage association Views from locations that are not popular visitor designations Locations where views are not part of the visitor/residential experience

These criteria are provided for guidance only and are not intended to be absolute.

Susceptibility of visual receptors to change

The susceptibility of a visual receptor differs depending on the activity of the receptor at a location and the degree to which their attention is focussed on the view. The assessment of the value of views is categorised on a scale of **High, Medium, or Low** and is summarised in the table below:

Table H Factors considered in Judging Visual Receptor Susceptibility

Value	Criteria
High	<ul style="list-style-type: none"> Residents; People engaged in outdoor recreation where the purpose of that recreation is the enjoyment of the countryside Visitors to recognised viewpoints or beauty spots, or to designated buildings or landscapes where the wider landscape setting contributes to or adds value to the experience. Users of Public Rights of Way with predominantly open views Visitors to cultural heritage assets or other visitor attractions where views of the countryside are an important part of the visitor experience; Settlements where views contribute to the landscape setting enjoyed by the residents; and Travellers on scenic routes where views of the countryside are an important component of the visitor experience Non-motorised users of minor or unclassified roads in the countryside Occupiers at places of work where views contribute to quality of working life.
Medium	<ul style="list-style-type: none"> Views experienced intermittently or by a moderate number of people or for a moderate length of time. Travellers on transport routes, where attention is generally less likely to be focused on views of the countryside.
Low	<ul style="list-style-type: none"> People engaged in outdoor sport or recreation where appreciation of views of the countryside is not an component Occupiers at places of work where views do not contribute to quality of working life. Travellers along routes where views of the countryside are not relevant to the experience

The sensitivity of a visual receptor is identified by combining the value of the view with the susceptibility of the visual receptor to the change proposed and is summarised in the following table:

Table I Factors considered in Judging Visual Receptor Sensitivity

		Value		
		High	Medium	Low
Susceptibility	High	High	Medium/High	Medium
	Medium	Medium/High	Medium	Low/medium
	Low	Medium	Low/Medium	Low

MAGNITUDE OF VISUAL CHANGE

As identified in GLVIA3 paragraph 6.38, the magnitude of the visual effect is judged by considering its size or scale, the geographical extent of the area influenced and the duration and reversibility of the change as follows:

Table J Factors considered in Judging Magnitude of Visual Change

Factor	Consideration
Size or scale of change	<p>Categorised on a scale of Major, Moderate, Minor or Negligible considering:</p> <ul style="list-style-type: none"> the scale of the change in the view with respect to the loss or addition of features in the view, changes in its composition, including the proportion of the view occupied by the proposed development; the degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture; the nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses. <p>(GLVIA paragraph 6.39)</p>
Geographical extent	<p>The geographical extent is likely to vary at each viewpoint and judgements consider:</p> <ul style="list-style-type: none"> the angle of view in relation to the main activity of the receptor the distance from the viewpoint to the proposed development the extent of the area over which changes are visible <p>Geographical extent is categorised on a scale of:</p> <p>Not visible: where the development is screened from view or cannot be perceived due to the distance from the viewpoint</p> <p>Negligible: where the development is barely perceptible within the view</p> <p>Small: where the development is visible across a small proportion of the overall view</p> <p>Moderate: where the development is visible across a moderate proportion of the overall view</p> <p>Large: where the development is visible across a large proportion of the overall view</p>
Duration	<p>The durations of changes arising from the development are categorised as:</p> <p>Short term: zero to five years;</p> <p>Medium term: five to ten years;</p> <p>Long term: ten to twenty-five years</p> <p>Permanent: more than twenty-five.</p>
Reversibility	<p>The prospect and the practicality of the effect being reversed</p>

ASSESSMENT OF OVERALL VISUAL EFFECTS

The overall identification of visual effects is arrived at by combining the separate judgements about the sensitivity of the visual receptors (value and susceptibility) with the magnitude of the change (size/scale, geographical extent, duration and reversibility). The table below summarises how these judgements are combined to identify and overall level of landscape effect.

Table K Overall Visual Effects

		Magnitude of Change				
		Major	Moderate	Minor	Negligible	No Change
Sensitivity	High	Major	Major/ Moderate	Moderate	Minor/ Moderate	No change
	Medium	Moderate/ Major	Moderate	Minor/ Moderate	Minor/ Negligible	No change
	Low	Moderate	Minor/ Moderate	Minor	Negligible	No change

It is important to note that the effect values in the above table do not represent fixed levels of effect. The values should be regarded as a continuous scale ranging from major through to negligible.

NATURE OF VISUAL EFFECTS

The nature of visual effects can be **adverse, beneficial** or **neutral**. Adverse effects are changes that reduce the quality of the visual resource. Beneficial effects are changes that improve the quality of the visual resource. Neutral effects are changes that neither enhance nor undermine the visual resource.