

LANDSCAPE & VISUAL IMPACT APPRAISAL

MANCHESTER ROAD, HEYWOOD

PREPARED BY TPM LANDSCAPE LTD

FOR

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0.0 EXECUTIVE SUMMARY

The LVIA has been updated in March 2023 to provide two additional viewpoints located in the adjacent land taking into consideration future housing as part of the South Heywood Masterplan (views 11 and 12). It was also requested that two of the assessed view locations should be repositioned and retaken where the development may be more visible (views 9 and 10).

The additional text as part of the updated report are highlighted in green and a separate Addendum added in section 10.0 to assess the future housing scheme in more detail.

The new viewpoints have been added to the views section in Appendix 1 and the reviewed viewpoints have also been updated.

As part of the updated LVIA, the above views have been modelled utilising a SketchUp model to create wireframe views. The wireframes are not verified views and are to create an impression of the scale of development and the potential change to the existing view.



1.0 CONTEXT

1.1 INTRODUCTION - PROJECT DESCRIPTION

TPM Landscape Ltd were commissioned by Gerald Eve to prepare a Landscape and Visual Impact Appraisal (LVIA) for land located off Manchester Road in Heywood; this will be referred to as the proposal site throughout the document. This document is in support of a development and design promoting new industrial buildings through a detailed planning application. The LVIA will consider the baseline for both landscape and visual amenity, and will seek to identify the sensitivity of each before considering the change that proposed development may introduce. Both the landscape and visual impact of the proposed development will be assessed and a strategy of mitigation planting or other methods will be explored where relevant to reduce identified impacts.

The landscape and visual appraisal was undertaken in July 2022 when trees were in full leaf. It is understood that the assessed effects to the visual resource are likely to be greater during the winter months when the trees are without leaf. Where these are particularly relevant this has been considered and appraised in the assessment.

The reassessment of views 9 and 10, and the newly taken views (11 and 12) were taken in February 2023 when trees were without leaf.

1.2 SITE DESCRIPTION

The proposal site is located off Manchester Road in Heywood, a town in the Metropolitan Borough of Rochdale. The site is an existing industrial estate comprising a series of large warehouse units, car parking and associated building facilities. There are large areas of grassland, individual mature trees and perimeter vegetation throughout the site. The site is located approximately 450m to the north west of the M62 motorway.

The site sits on the edge of existing settlement and adjoins a large scale development area which has outline planning approval for new industrial, retail/ mixed use, residential development and areas of green space (Figure 5).

The site is located to the southern edge of Heywood where other industrial buildings are prevalent in the surrounding area, notably Heywood Distribution Park located approximately 250m from the north western boundary.

The existing access into the site is via Manchester Road. The majority of site boundaries, including the access from Manchester Road, contain dense bands of mature tree cover. The south western boundary has a series of individual trees which are gappy in places giving views through to the existing buildings.

Boundary treatments throughout the site, comprise of close boarded fencing (varying quality and condition), chain link and mesh fencing, and palisade fencing.

1.3 STUDY AREA

The local roads were driven and public footpath networks explored to determine the receptors to be appraised and the extents of the visual envelope. The visual envelope is contained by the M62 motorway to the south east, urban areas of settlement and industrial buildings to the north and north west and landform change in the open fields to the west/ south-west. Existing settlement surrounds the site to the north and east. This, along with existing mature vegetation, offers screening and encloses the site. To the west and north west, the landscape is open and gently undulating with some public rights of way crossing these areas. The surrounding area, to the north, north west and south west, is approved for future development, therefore, the study area does not extend beyond 1km.

The extent of the study area is illustrated in Figure 2 Study Area and Location Plan. The topography and vegetation of the study area are illustrated in Section 4 Figures 7 and 8.

1.4 DEVELOPMENT PROPOSALS

The development proposal seeks to demolish the existing buildings on site and replace them with new warehouse buildings, restructured road layout and associated car park facilities.

To assist in understanding the impact on the surrounding landscape a model of the proposals has been created and used in the assessment to determine the extent of visual impact likely to occur and the nature of change given the increase in scale and height of the proposed buildings over those currently on the site.

The design of the proposed development has been tested through the findings of this study which helped to determine the extent and arrangement of landscape mitigation proposals which are summarised in Chapter 9.

1.5 DESIGNATIONS

The proposal site is not subject to any national landscape designations such as National Park or AONB.



Figure 1. Development Proposals

— Proposal Site

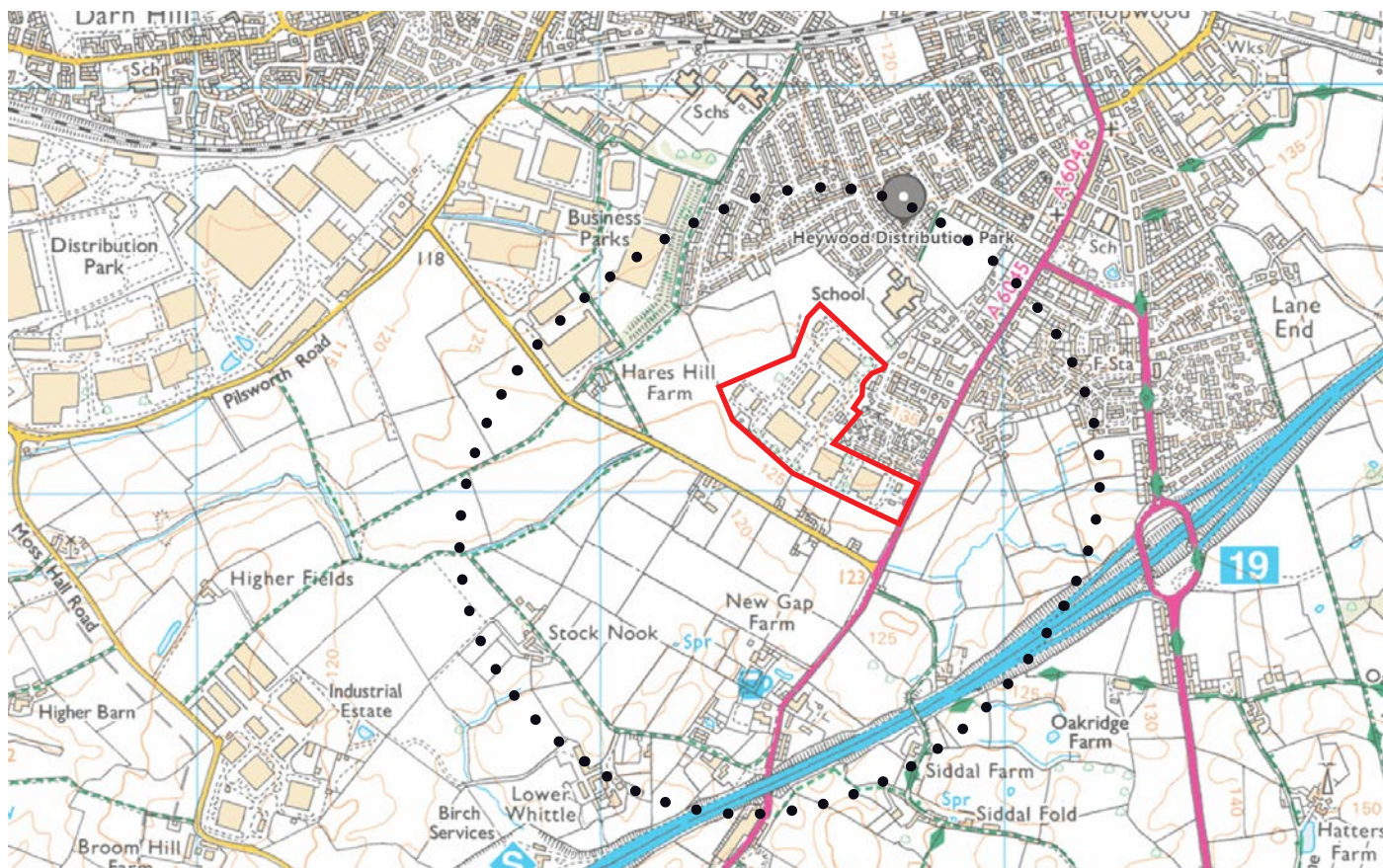


Figure 2. Study Area and Location Plan

● ● ● Study Area — Proposal Site



Figure 3. Aerial View

— Proposal Site

2.0 METHODOLOGY

2.1 METHODOLOGY

The site was visited and the surrounding road network driven. Positive and detracting elements in the landscape were recorded, as was the general land use and quality of the site. Viewpoints were identified based on public viewpoints (public footpaths), private viewpoints (residential properties) and key distant viewpoints to determine the wider impact on the landscape and where development would have the potential to affect the quality and character of existing views and in consideration of the nature of the proposed development. A study area of approximately 1km was assessed in consideration of the likely visual envelope. Potential longer distance views were also considered. A photographic record of the study area, surrounding context and important views/character were recorded.

The methodology seeks to use recognised, published industry standards and techniques to identify and describe a landscape and visual baseline and ascribe a sensitivity to these landscape and visual receptors which may be altered through the introduction of the proposed development. Landscape and Visual Impacts are considered separately although the conclusion on sensitivity and impact will have regard to both these related areas of study and proposals made for the mitigation of that impact.

The magnitude of change brought about through the proposed development is considered alongside the level of sensitivity for each landscape area or receptor and the level of landscape or visual effects is expressed as a combination of these two elements.

The methodology for landscape character appraisal and visual appraisal is summarised in sections 2.2 and 2.3, refer to APPENDIX 2 for tables 2.4 to 2.12.

The appraisal has been based on guidelines and information provided in the following publications:

- Landscape Character Assessment: Guidance for England and Scotland (The Countryside Agency and Scottish Natural Heritage 2002)
- Landscape Character Assessment: Guidance for England and Scotland (The Countryside Agency and Scottish Natural Heritage). Topic Paper 6: Techniques and Criteria for Judging Capacity and Sensitivity.
- Natural England's Published Landscape Character Assessments. (www.gov.uk)
- Greater Manchester Landscape Character and Sensitivity Assessment, 2018.
- Guidelines for Landscape and Visual Impact Assessment (GLVIA) 3rd edition 2013.

2.2 LANDSCAPE CHARACTER APPRAISAL

A desktop study and site survey of existing landscape policies, planning designations and character appraisals was undertaken and an appraisal made of the landscape character of the surrounding area and the proposal sites value in landscape terms within this character area.

To determine the effects of development on the landscape three different key aspects or receptors are considered:

Elements: Individual elements within the landscape, which are quantifiable and include features such as hills, valleys, woods, trees, hedges and ponds;

Characteristics: Elements or combinations of elements that make a particular contribution to the character of the area i.e. scenic quality, tranquillity or wildness;

Character: A combination of geology, landform, soils, vegetation, land use and human settlement.

These key aspects or landscape receptors indicate the landscape condition, quality, value and susceptibility to change which are considered when judging landscape sensitivity.

To assist in the appraisal of the sensitivity of the landscape resource each landscape encountered is considered against the criteria set out in the tables in Appendix 2. The tables identify the principal factors considered when assessing the sensitivity of the landscape, combining judgements of susceptibility to change from the proposed development (Table 2.1), landscape quality (Table 2.2) and landscape value (Table 2.3).

The criteria used to assess the landscape effects on key aspects or landscape receptors included:

- The susceptibility of the landscape (Table 2.1)
- The quality of the landscape (Table 2.2)
- The value of the landscape (Table 2.3)
- The sensitivity and type of the landscape receptor (Table 2.4)
- The magnitude of change (Table 2.5)
- The effects of development on the landscape (pre-mitigation) (Table 2.6)
- The effects of development on the landscape (post-mitigation) (Table 2.6)
- The nature of landscape effects (Table 2.7)
- The importance level of effects (Table 2.14)

2.3 VISUAL APPRAISAL

Visual appraisal relates to the change to views as a result of development, and the overall effects on visual amenity.

Considerations when judging sensitivity included:

- Location of the viewpoint
- Context of the view
- Activity of the receptor
- Frequency and duration of the view

To assist in the appraisal of the sensitivity of visual amenity each viewpoint is considered against the criteria set out in the tables in Appendix 2. The sensitivity of visual receptors is based on consideration of both susceptibility to change in views (Table 2.8), quality and value attached to each identified view (Table 2.9).

The criteria used to assess the visual effects on selected viewpoints included:

- The susceptibility of the visual receptor (Table 2.8)
- The quality and value of the visual receptor (Table 2.9)
- The sensitivity and type of visual receptor (Table 2.11)
- The magnitude of change (Table 2.10)
- The effects of development on the view (pre-mitigation) (Table 2.12)
- The effects of development on the view (post-mitigation) (Table 2.12)
- The nature of visual effects (Table 2.13)
- The importance level of effects (Table 2.14)

The appraisal of visual effects describes:

- The changes in the character of the available views resulting from the development and the changes in the visual amenity of the visual receptor.
- The appraisal process mirrors that of landscape effects in that it requires the collation of baseline information relating to the nature and type of views and the receptors which will receive them. As with landscape effects, visual effects are determined by considering the magnitude and nature of change evaluated in consideration of the sensitivity of the receptor (Table 2.11).
- The magnitude of change to the view will depend on numerous factors including the extent and nature of the current view, the distance to the proposed development, the time of year and whether other elements intervene in the view such as vegetation or moving traffic.

3.0 PLANNING POLICY

The overall planning context in relation to the Proposed Development is explored in greater detail within the separate Planning Statement that accompanies the planning application. The following provides a summary in relation to landscape and visual matters.

3.1 NATIONAL CONTEXT

National Planning Policy Framework (NPPF updated July 2021)

The National Planning Policy Framework (NPPF) published March 2012, revised in July 2018, February 2019 and July 2021 It sets out the government's (national) planning policies. The NPPF is a key part of the reforms to make the planning system less complex and more accessible, to protect the environment and to promote sustainable growth .

In the updated NPPF the emphasis remains on achieving well designed places (Section 12), conserving and enhancing the natural environment (Section 15) and conserving and enhancing the historic environment (Section 16).

The framework emphasises that developments be sympathetic to local character and history including surrounding built environment and landscape setting (Paragraph 130.c).

The framework places emphasis on: protecting and enhancing valued landscapes (Paragraph 174.a); recognising the intrinsic character and beauty of the countryside (Paragraph 174.b).

There is also direction that protection should be identified in relation to a distinguishable hierarchy of international, national and locally designated sites with allocated land being found from those with the least environmental or amenity value.

The framework continues to identify National Parks, the Broads and Areas of Outstanding Natural Beauty at the top of this hierarchy where the greatest weight for conservation and enhancement of the landscape and scenic beauty falls (Paragraph 175).

National Planning Policy Guidance (NPPG)

The National Planning Policy Guidance (NPPG) comprises of web based guidance categories first published from March 2014. The NPPG supports and informs the NPPF and sets out further specific planning guidance. NPPG categories relevant to the proposed development include: Design: process and tools (2019) and Natural Environment (2019). Design and Natural Environment categories emphasise a character based approach to design and proposed development.

3.2 LOCAL CONTEXT - ROCHDALE CORE STRATEGY

Rochdale Borough Council's Local Plan comprises a Core Strategy, Greater Manchester Joint Waste Development Plan, Greater Manchester Joint Minerals Development Plan and Saved Policies from the Unitary Development Plan 1996-2016. The UDP will remain in place until the Allocations Development Plan is adopted.

The following policies are extracted from the Core Strategy due to the relevance to the development site and proposals:

SP3 - The Spatial Strategy for the townships - The Spatial Strategy is based on the Strategic Objectives and the Visions for each of the Townships.

Heywood (in the Manchester fringe)

Our vision for Heywood is:

Heywood will have more and better jobs with new high quality employment opportunities within the employment areas to the south and east of the town. There will be a wider choice of good quality housing to attract and retain residents. South Heywood will be a desirable location for businesses enjoying improved access and better traffic management, reducing congestion in the

town centre and residential areas. New residential development in central Heywood and to the south and east of the town will support a more vibrant town centre. The East Lancashire Railway will be a successful visitor attraction. Key gateways and routes into Heywood will be more attractive and the Roch valley will play a stronger role in the town's identity and leisure offer.

SP3/H - The Strategy for Heywood

The priorities for Heywood are to:

- Delivering new economic development on sites within the successful employment areas in the south of the town to maintain their national reputation as a high quality business location (Policy E3). Developing higher value housing to support and complement this economic growth area and promote wider prosperity (Policies C1, C3); and
- Promoting infrastructure improvements and traffic management to service new and existing development and reduce heavy goods traffic in Heywood town centre and residential areas (Policies E3,T1).

E3 - Focusing on economic growth corridors and areas

In the South Heywood employment area we will:

- Promote the development of the following key sites:
 - o Heywood Distribution Park - designated as a Simplified Planning Zone (SPZ) it has potential for further major employment development; and
 - o North of Hareshill Road - land with permission for B1,B2 & B8 development.

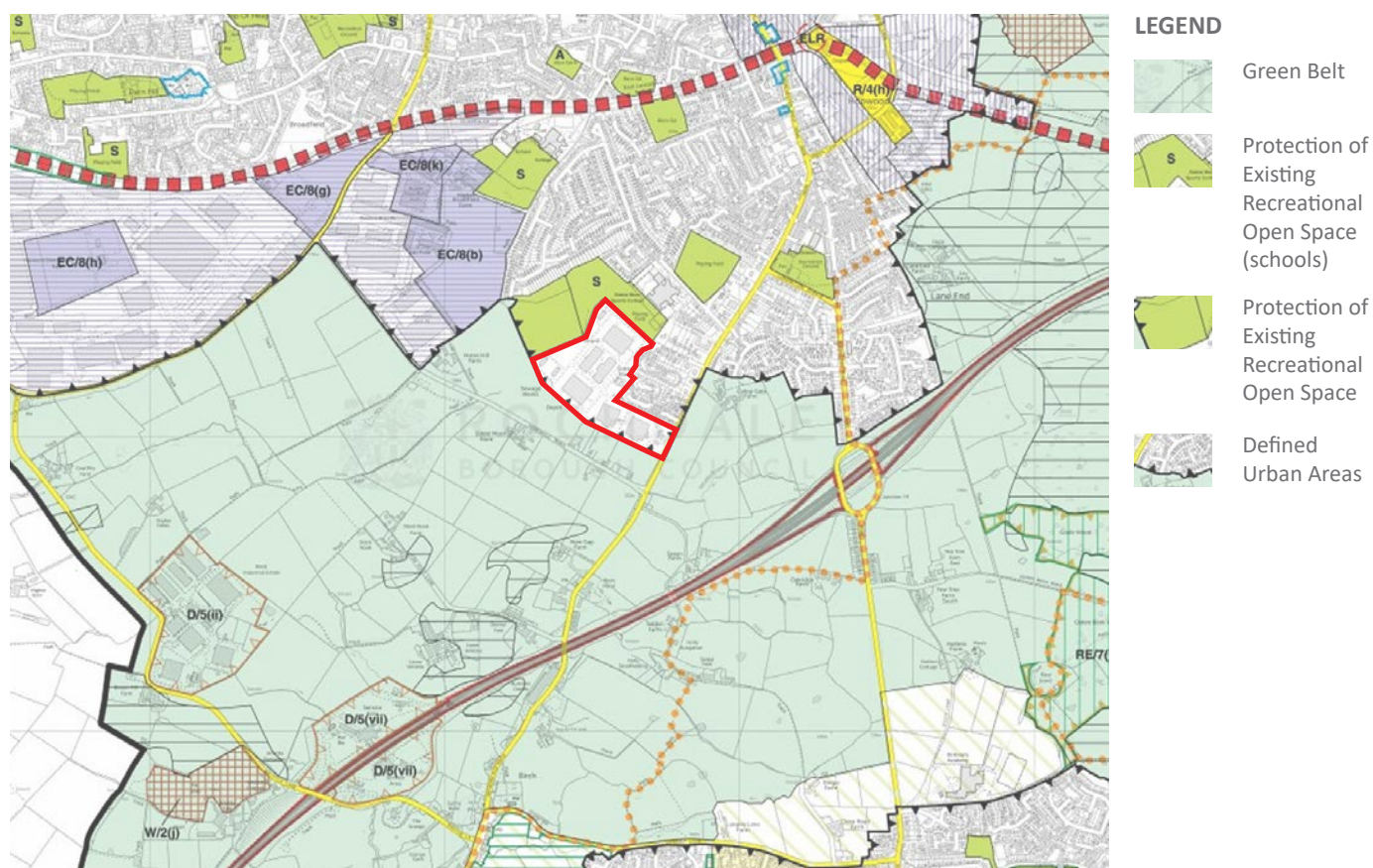


Figure 4. Planning Policy (Rochdale Interactive Planning Policies Map)

— Proposal Site

G4 - Protecting Green Belt land

We will continue to protect from development the following areas of Green Belt:

- o *South of the borough: the urban fringe countryside in the south where its primary role will be to prevent neighbouring towns from merging (i.e. land between the towns of Rochdale, Middleton and Heywood and between those and towns outside the borough);*

The proposal site is located in a 'Defined Urban Area' as indicated in the Rochdale Planning Policy map. It is located outside of Green Belt land, however, Green Belt borders the north west and south western boundaries. It is noted that these areas have approval for development as part of the South Heywood Masterplan.

3.3 OUTLINE LANDSCAPE MASTERPLAN - SOUTH HEYWOOD MASTERPLAN

The land to the west/ south-west of the proposal site has outline approval for commercial, residential, public open space and road infrastructure (see figure 5. South Heywood Masterplan). The road infrastructure works associated with the masterplan is currently in construction. This assessment takes into consideration the outline approval and is assessed based on the current site condition and anticipated cumulative impacts as the wider masterplan area comes forward.

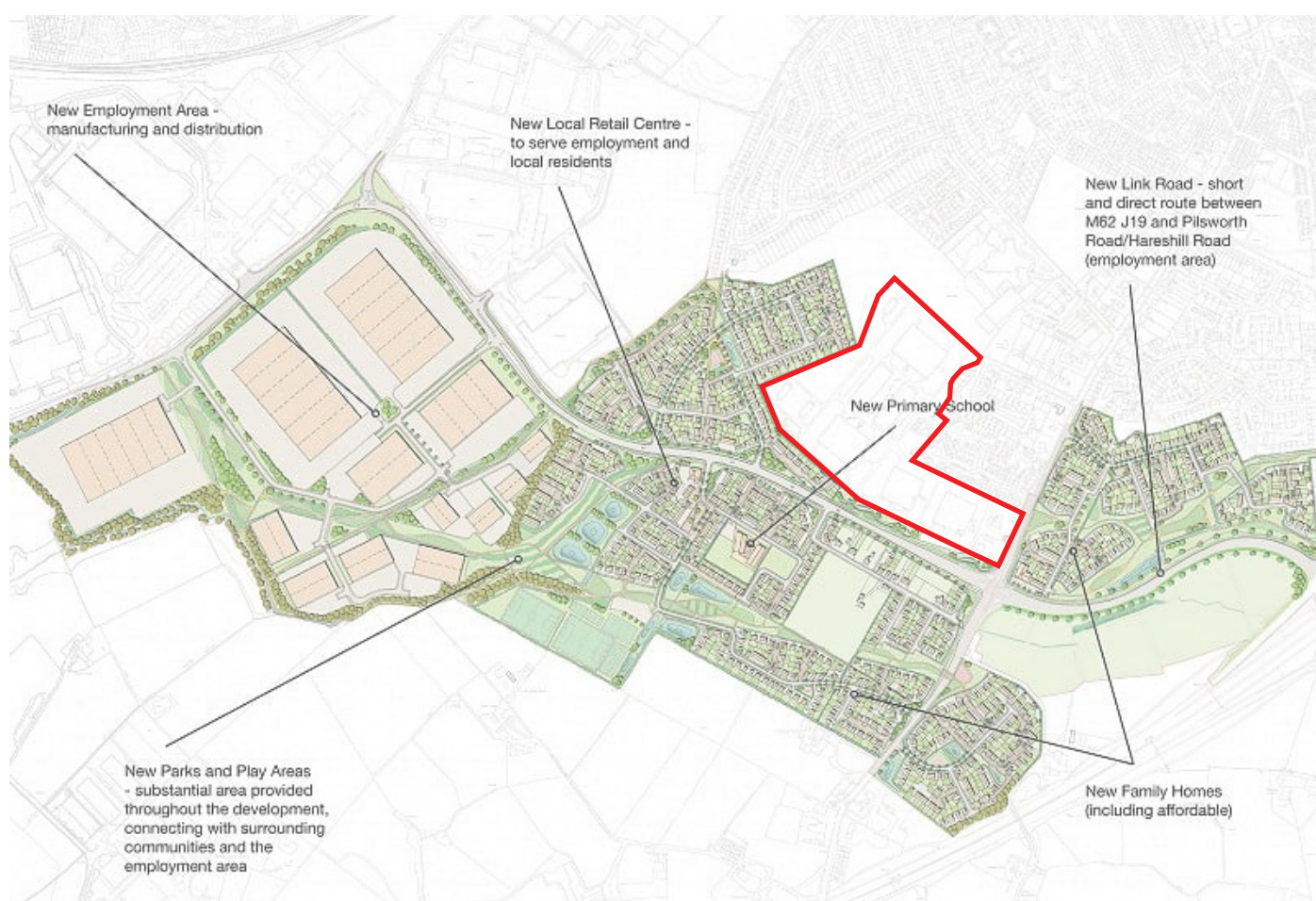


Figure 5. South Heywood Masterplan (*produced by others*)

— Proposal Site

4.0 SITE CONTEXT

4.1 SITE SURROUNDINGS

The proposal site is located on the southern edge of Heywood, Rochdale and is an existing industrial estate comprising several warehouse buildings, ancillary buildings associated with the industrial park, service yards, car parking, internal road infrastructure and landscaping.

Existing trees are located around the perimeter of the site as mature bands of vegetation and individual specimens. A number of large individual trees are located internally.

Manchester Road is located to the south east of the proposal site, existing settlement is located to the north east and north, with areas of agricultural land to the north west/ west. To the south west, a new link road associated with the adjacent outline approved masterplan is currently in construction. The immediate wider landscape to the north west and south west is approved for residential development and areas of green public open space.

The site appears relatively flat, however, there is a gentle fall of approximately 5-6m from the north east towards the south west.

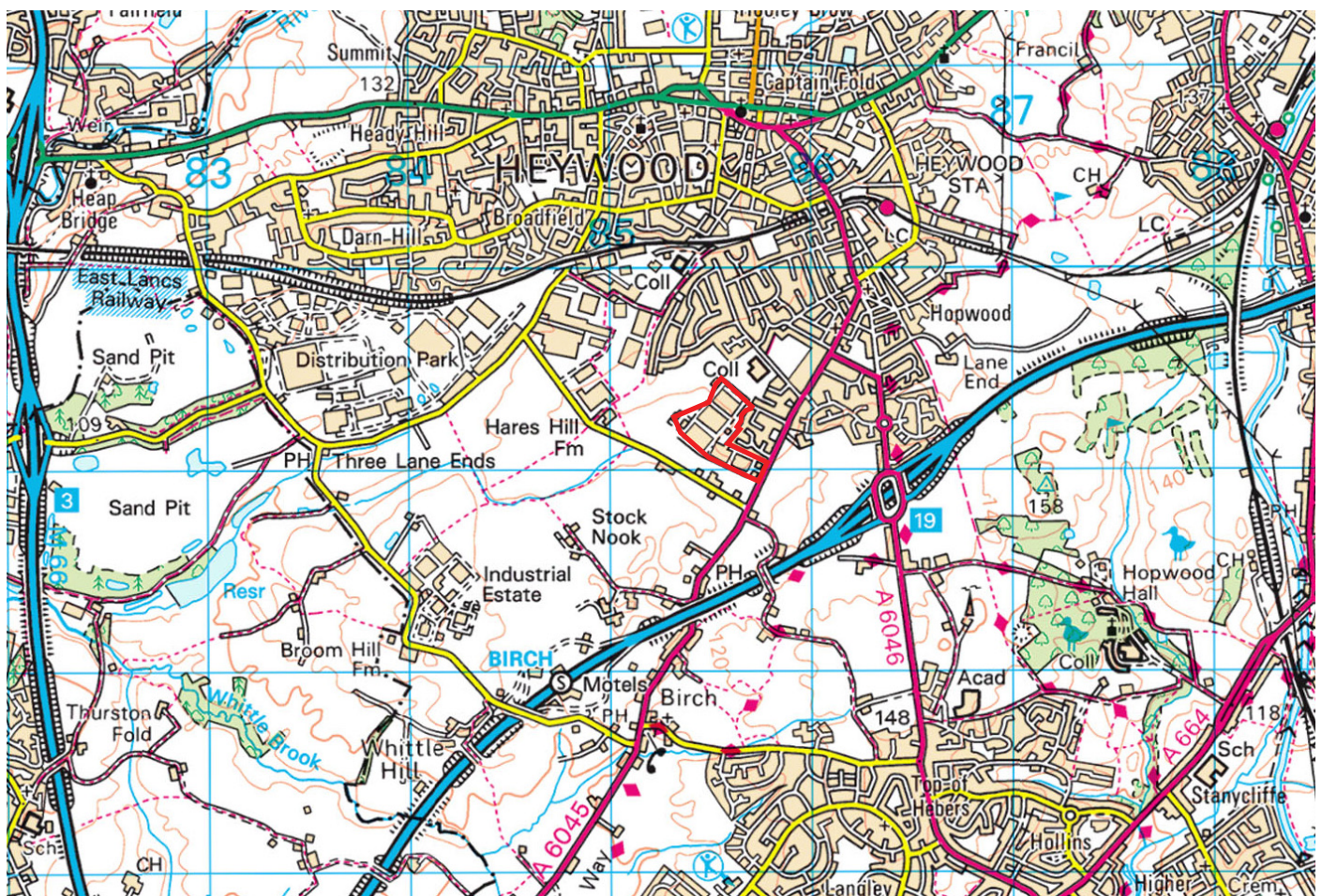


Figure 6. Site Context

— Proposal Site

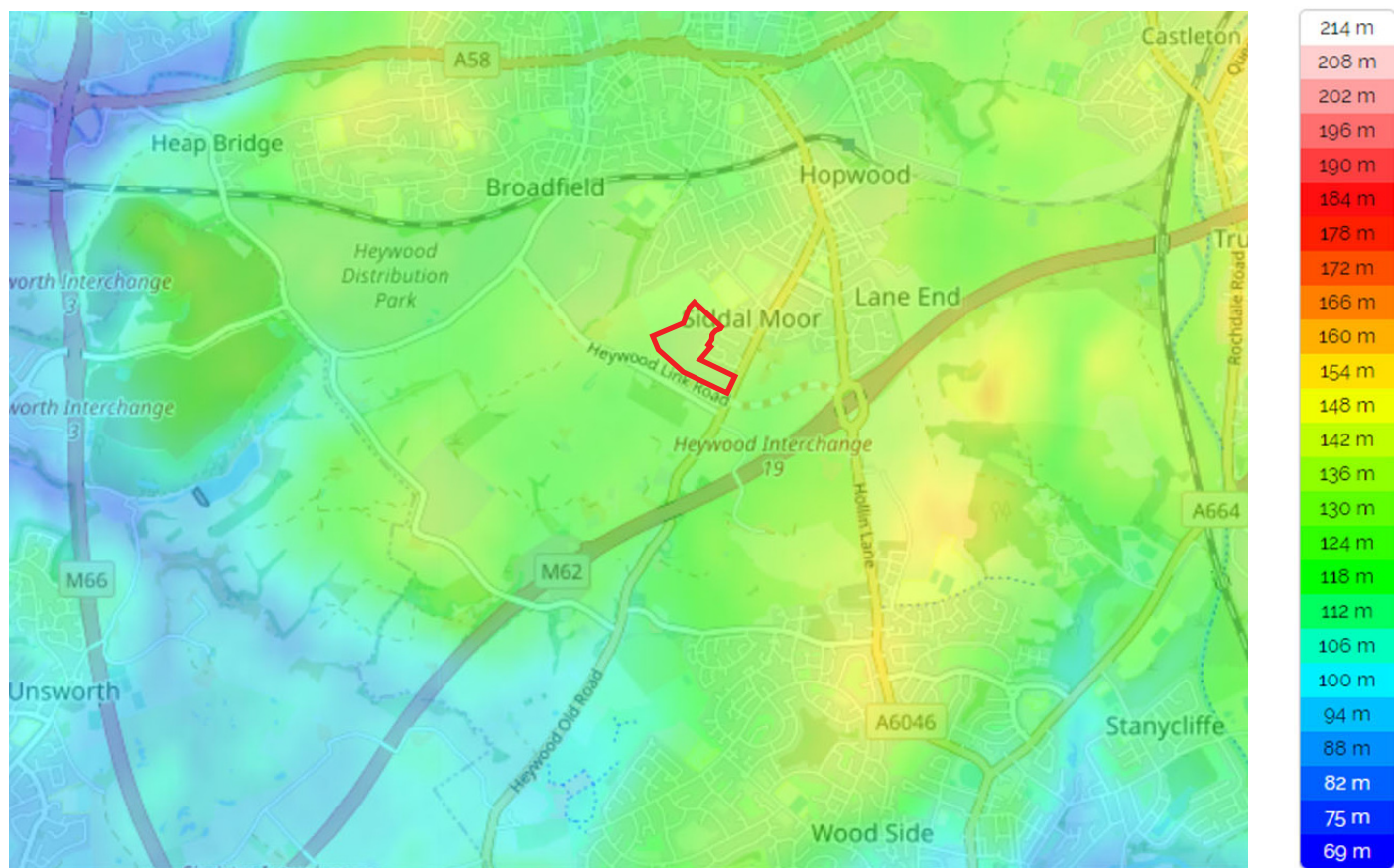


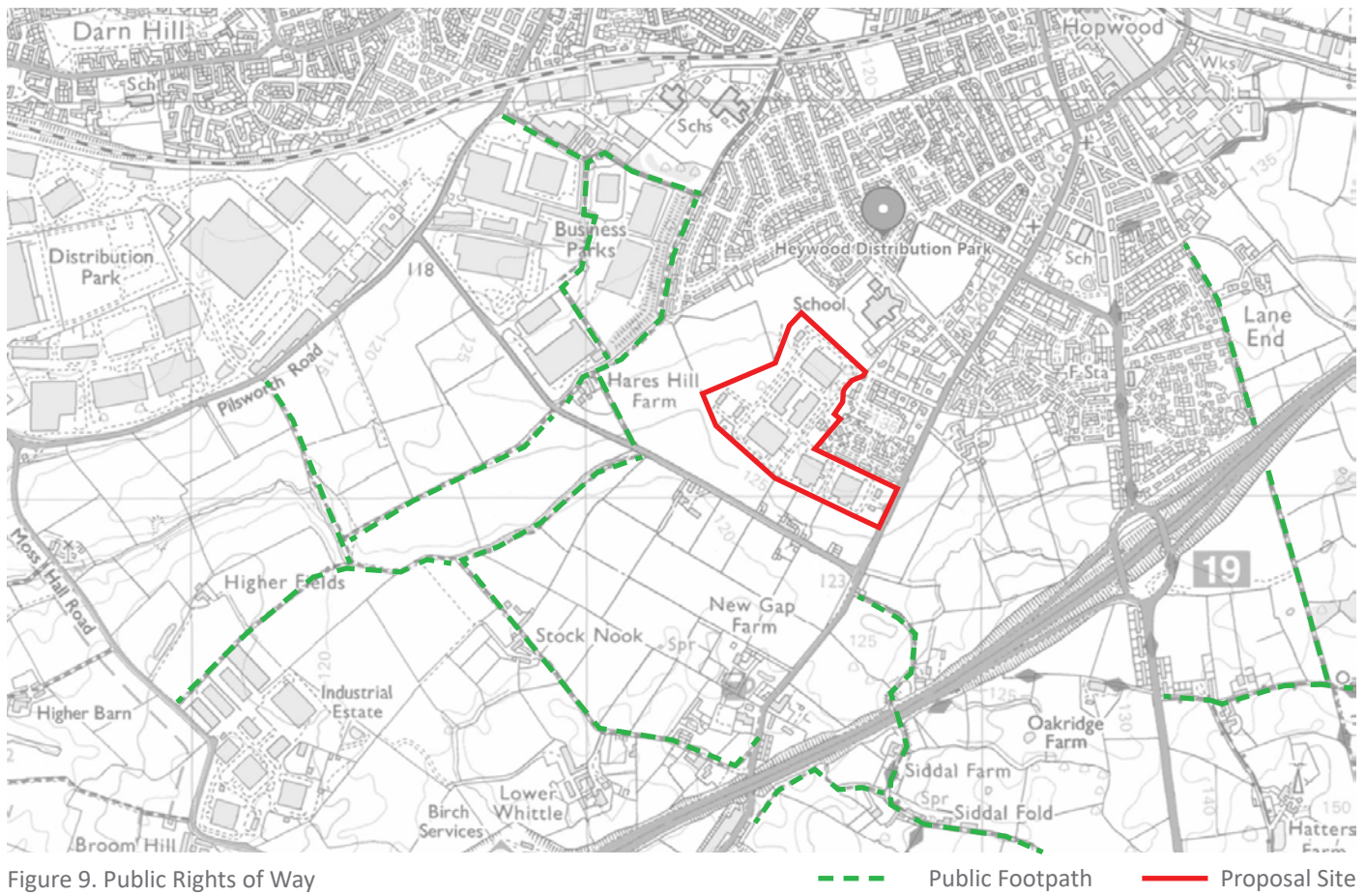
Figure 7. Topography

— Proposal Site



Figure 8. Vegetation Cover

--- Existing hedgerows ■ Existing vegetation — Proposal Site



4.2 THE PROPOSAL SITE



Figure 10. Viewpoints - Proposal Site

1 View locations — Proposal Site







8



9



10



4.3 SURROUNDING CONTEXT - SITE PHOTOGRAPHS

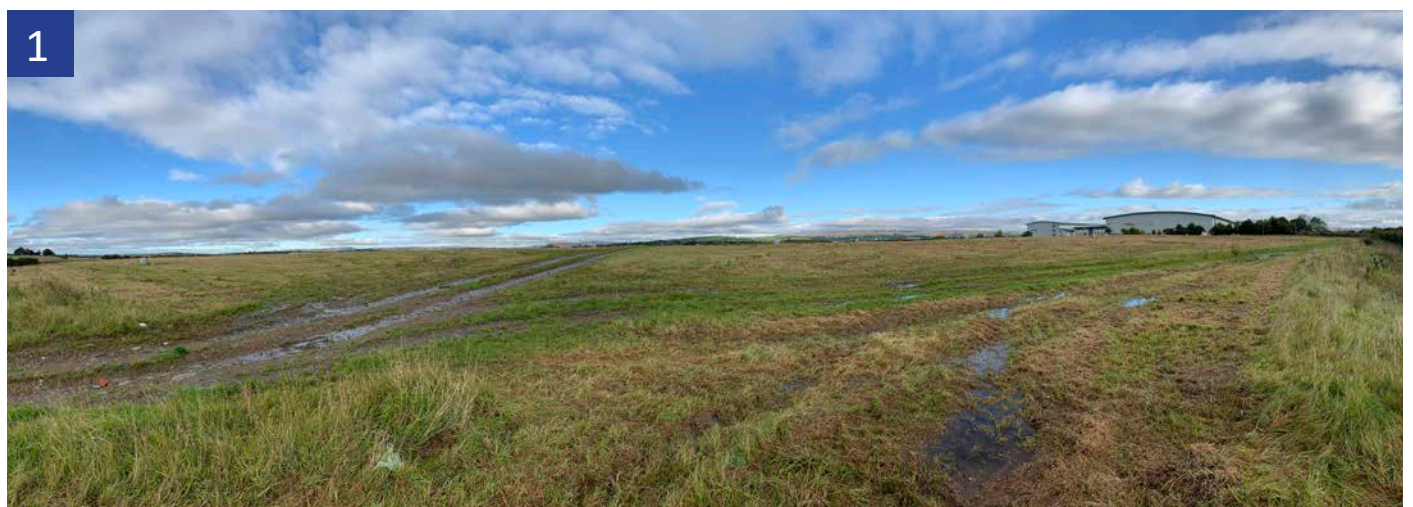
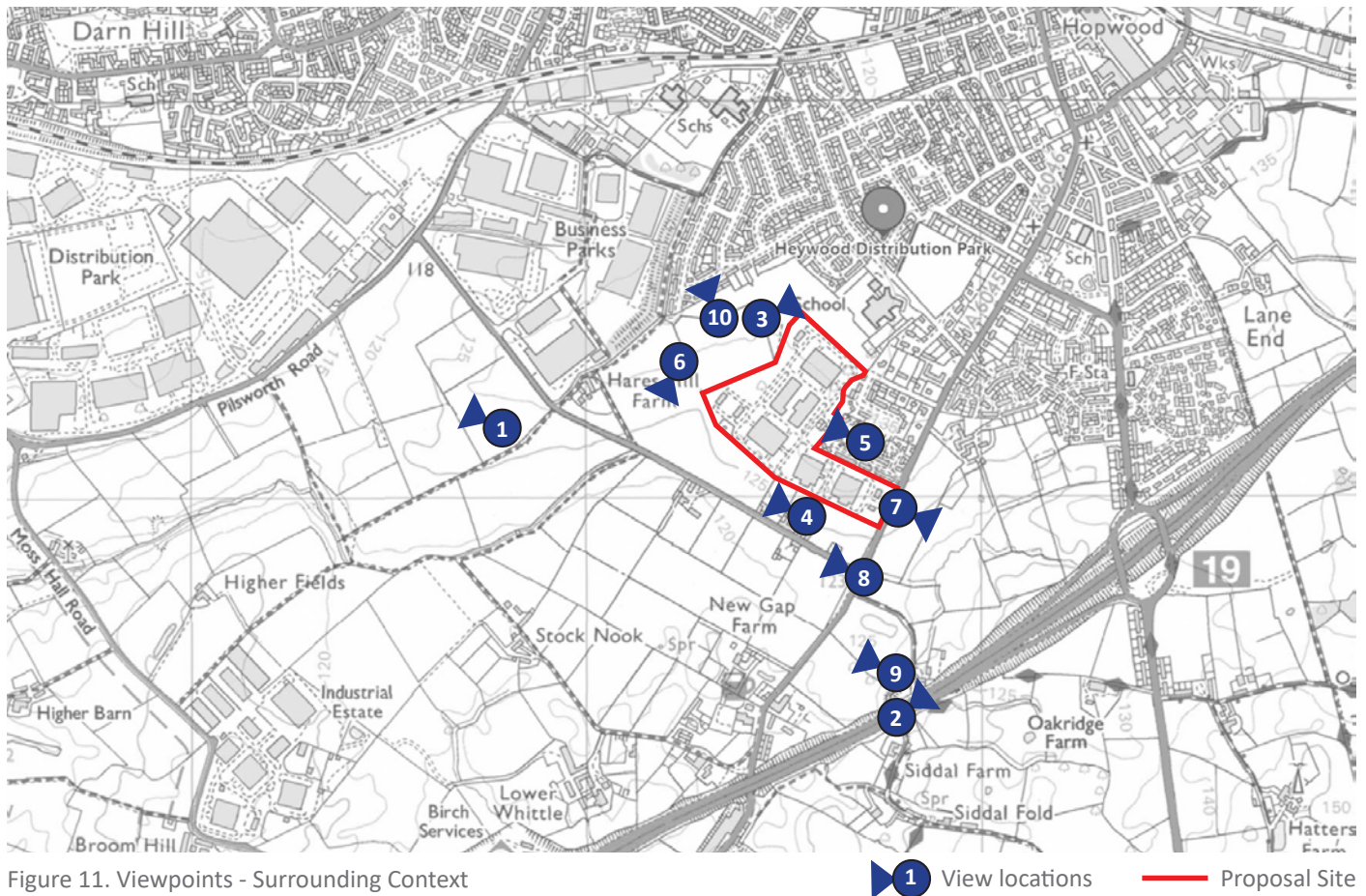


Photo overlooking the open grassland to the north west. This area is approved for a new distribution centre.

2



Photo from the footbridge over the M62 to the south of the proposal site.

3



View from an adjacent field to the north of the site, looking towards Newhouse Academy and existing properties.

4



View looking north west along the new link road adjacent to the proposal site.

5



Existing properties located on White House Close directly adjacent to the proposal site.

6



View looking to the west from the agricultural land. This area is located within the adjacent approved masterplan.

7



View looking east at the access to the development from Manchester Road.

8



Road access to Hareshill Road from Manchester Road.

9



View over agricultural land to the south west near the M62 motorway.

10



Existing properties located to the north west across overgrown area of land.

5.0 LANDSCAPE CHARACTER BASE LINE

5.1 EXTRACT OF NATIONAL CHARACTER AREA

Natural England's National Character Area (NCA) divide England into 159 distinct natural areas. Each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. The proposal site area falls within National Character Area 54 Manchester Pennine Fringe. The text is extracted from the national character area assessment to understand the characteristics of the NCA and whether the character area descriptions are relevant in the context of the proposal site.

5.2 EXTRACT OF NATIONAL CHARACTER AREA : NCA 54

The Manchester Pennine Fringe occupies the transitional zone between the open moorlands of the Dark Peak and Southern Pennines, and the densely populated urban conurbation of Manchester. The area wraps around Manchester from Bolton in the north-west to the edge of Hazel Grove in the east, and includes the industrial towns of Bury, Bolton, Rochdale, Oldham, Dukinfield and Glossop.

This transitional area runs along the edge of the Millstone Grit of the Pennine uplands, and is underlain by Carboniferous Millstone Grit and the Pennine Coal Measures, which broadly dip to the south-west. The area owes much of its character to its proximity to the adjacent Pennine moors, and the deeply incised, steep valleys that characterise the transition from moorland to urban area. The elevation of the area is generally between 100 m and 300 m, between the lower plains and higher Pennine moors.

Much of the countryside is influenced by recreational use from adjacent urban areas and also by the diversification of farmland. The river valleys, upland hinterland and proximity of urban development all contribute to the area's distinct Pennine fringe character. The natural distribution of habitats throughout the area has been heavily modified by human activity over centuries, especially since the Industrial Revolution. Woodland is concentrated in narrow, steep-sided valleys that cut into smooth shoulders of pastoral land, but it also extends along whole river valleys.

In recent years, community woodland has been created in the urban areas. Rivers and canals are also an important feature of this area, providing transport routes and links to industrial heritage, as well as important sites for biodiversity. The Rochdale Canal is internationally important as it supports floating water-plantain. Large tracts of the South Pennine Moors and Peak District Moors internationally important sites and supporting habitat are adjacent to this fringe area. Part of the Peak District National Park lies within the Manchester Pennine Fringe NCA, as does the Pennine Bridleway National Trail, offering increased opportunities to encourage visitors to engage with and enjoy the local environment.

Challenges from development, transport links and recreation are significant in this fringe area. However, there are opportunities to improve habitat quality, distribution and connectivity, provide better water quality and storage, minimise erosion, and increase carbon storage and recreational provisions. This can strengthen landscape resilience and adaptation to climate change, and manage increased tourism and recreational demand, while promoting the positive benefits that contact with nature affords.

Sense of place/inspiration:

The backdrops of the Pennine uplands on one side of this NCA, with the Manchester Conurbation NCA on the other, create a strong sense of place, as does the area's industrial past. The sense of inspiration and escapism is constrained by urban development and industrialisation, however in some places there are extensive long-distance views from elevated vantage points across urban development in the valleys to the Pennine Moors and Manchester conurbation. This, combined with the area's industrial background (largely based on the textiles industry), gives a distinct mill-town feel. A sense of inspiration may also be derived from the strong industrial archaeology of the area. Millstone Grit building stone and red bricks give a strong sense of identity to the villages and urban areas, and are intimately associated with the landscape. Similarly, communities value their local green spaces as places of local distinctiveness that provide opportunities to engage with nature close to where they live and work, and that help to encourage a sense of community.

Key Characteristics include:

- Transitional zone between elevated, open moorlands and densely populated urban areas on lower ground.
- Landform is a transition from upland to lowland, with smooth shoulders of land divided by steep-sided valleys with fast-flowing rivers.
- Elevated vantage points provide extensive views across the adjacent Manchester Conurbation NCA.
- Fringe area underlain by the Carboniferous Coal Measures rising to the north and east, into the Carboniferous Millstone Grit uplands.
- Several rivers flow through the area from the Pennine uplands, linking with adjacent lowland areas.
- Woodland cover is characterised by a range of woodland types concentrated along river valleys, as well as some newer community woodlands in the urban areas.
- Field boundaries include dry 'gritstone' walls at higher elevations and hedgerows at lower elevations.
- Limited semi-natural habitats include broadleaved mixed and yew woodland, lowland dry acid grassland, lowland meadows, lowland heathland, and purple moor-grass and rush pasture, which are often fragmented.
- Much of the countryside is influenced by recreational use from adjacent urban areas and the diversification of farmland, giving the area a distinct urban fringe character.
- High population densities across a belt of industrial towns, with busy transport networks and motorways. Almost half of this NCA is classed as urban.



Figure 12. Extract of NCA 54: Manchester Pennine Fringe

Statements of Environmental Opportunity

SEO 4: Promote and manage recreational and access opportunities, at the same time as conserving the natural and cultural heritage. Conserve and enhance the historic environment, geodiversity, areas of tranquillity, nature conservation sites, long, open views and landscape character. In recognition of the importance of tourism to the local economy, provide interpretation and educational facilities, which will bring health and wellbeing benefits for both residents and visitors.

5.3 GREATER MANCHESTER LANDSCAPE CHARACTER AND SENSITIVITY ASSESSMENT

A Landscape Character and Sensitivity Assessment for Greater Manchester was carried out by LUC in August 2018 to produce up-to-date landscape evidence to support preparation of the Greater Manchester Spatial Framework.

The Landscape Character Assessment provides a methodology for defining Landscape Character Types (LCT) which became part of the Greater Manchester Spatial Framework. The proposal site is located within 'Urban Fringe Farmland' LCT. The Landscape Character Types are sub-divided into Landscape Character Areas, fourteen of which are located within Urban Fringe Farmland. The proposal site is located within Landscape Character Area 'Simister, Slattocks and Heald Green'.

The landscape assessment provides a judgement score of sensitivity against each Landscape Character Type and Area in different development scenarios including residential and commercial/ distribution developments.

It is noted in the assessment that areas of Urban Fringe Farmland are considered to be '*relatively lower than other areas in the study area*'.

The overall landscape sensitivity assessment scores for LCT 'Urban Fringe Farmland' and LCA 'Simister, Slattocks and Heald Green' are Moderate for both residential and commercial/ industrial developments.

URBAN FRINGE FARMLAND

Key Characteristics

Topography, geology and drainage

- *Rolling landscape with elevation ranging between 30 and 250m AOD. The landform becomes gentler as it falls towards the floodplains of the rivers Mersey and Bollin (from 10 to 60m AOD).*
- *Elevated farmland to the north and east, close to the Pennine and Dark Peak foothills, mainly comprising undulating hills and valleys.*
- *Landform dissected by narrow, often steep sided wooded cloughs, and drained by a network of streams and ponds (of local ecological value) throughout.*

Land use and field patterns

- *Variable land use, with the more elevated land in the north and east typified by lower grade agricultural land used for dairy farming, horse grazing and sheep rearing. Pockets of dry heath, acid grassland and moorland fringe are also present.*
- *Pastoral land characterised by small and medium sized fields, forming various patterns from rectilinear to distinctive web shaped originating from Parliamentary enclosure.*
- *Flatter, more fertile floodplain areas give rise to a mix of pasture and arable cultivation. Fields tend to be larger with subtle boundary features.*
- *Field boundaries comprise often gappy, species-poor hedgerows with occasional established clumps of hedgerow trees. Post and wire fencing replaces hedges in many locations, whilst occasional stone walls provide definition at higher elevations, but many are in a degraded condition.*
- *Frequent recreational land uses with sports fields and golf courses located close to the urban edge. The manicured lush greens of the courses contrast sharply with areas of semi-improved grazing land.*
- *The open farmland contrasts strongly with adjoining residential and industrial urban areas, often forming a rural buffer to the Pennine and Dark Peak foothills.*

Semi-natural habitats and woodland cover

- *Open landscape with sparse woodland cover generally limited to isolated plantation woodland, hedgerows and the steep cloughs that bisect the rolling farmland.*
- *Established clumps of hawthorn and dog rose line some of the field boundaries and highways, with some incorporating mature broadleaved trees.*

Settlement, road pattern and rights of way

- *Generally a dispersed pattern of scattered farmsteads and individual dwellings constructed of locally sourced gritstone. Occasional small settlements are linked by local roads and winding country lanes.*
- *In some areas settlement takes the form of 20th century ribbon development strung along roads. Some industrial development and distribution parks are also located close to major roads.*
- *A network of major road and rail routes, including the M62, M61 and A627(M) motorways, form dominant features with extensive cuttings, embankments, bridges and junctions.*
- *Numerous rights of way and cycle routes permeate the landscape, linking to the surrounding urban areas. The Rotary Way and Rochdale Way are long distance footpaths connecting to the local network.*

Views and perceptual qualities

- *In general the more elevated, rolling farmland has an exposed and open character with little sense of enclosure and strong visual connections with surrounding landscapes.*
- *Views within the floodplains are typically restricted by hedgerows, hedgerow trees and development, creating a more enclosed landscape with pockets of seclusion and relative tranquillity.*
- *Wide panoramic views from high points over the Greater Manchester conurbation contained within a bowl dramatically flanked by the South/West Pennines and the Peak District National Park.*
- *Historic mills with tall chimneys and warehouses also form landmarks on the skyline.*
- *Transport corridors and pylon lines are very apparent, with the lack of tree cover within the rolling open farmland leaving the large roads and motorway visually exposed and audible*

Intactness and Condition

This is a predominantly rural landscape of typically low grade pasture land and semi-improved grassland associated with stock rearing and rough grazing. The elevated farmland in the north and east is a generally open and exposed containing few settlements, however some areas are strongly influenced by the visual presence of the adjoining urban edge and by numerous tall pylon lines and major road and rail routes which bisect the landscape. Other areas are quieter and host a smaller network of winding country lanes connecting dispersed and isolated dwellings. Woodland is generally sparse, though the lower-lying and flatter south contains tree belts and tall hedgerows which provide pockets of seclusion. The influence of adjoining urban areas has eroded and fragmented some of traditional land uses, with industrial buildings, distribution centres and golf courses detracting from rural qualities. The noise of traffic and activity along the motorways and fast moving traffic along A and B roads weaken the sense of rural tranquillity, as does the fairly regular noise of planes overhead, particularly closer to Manchester Airport in the south. Field boundaries comprise predominately species poor hedgerows that are often gappy and in some have been replaced by post and wire fencing. Other signs of physical deterioration include derelict sections of dry stone wall gapped up or completely replaced by fencing; a prevalence of horse keeping on urban fringe (with associated over-grazed paddocks); and evidence of anti-social behaviour such as fly tipping and littering.

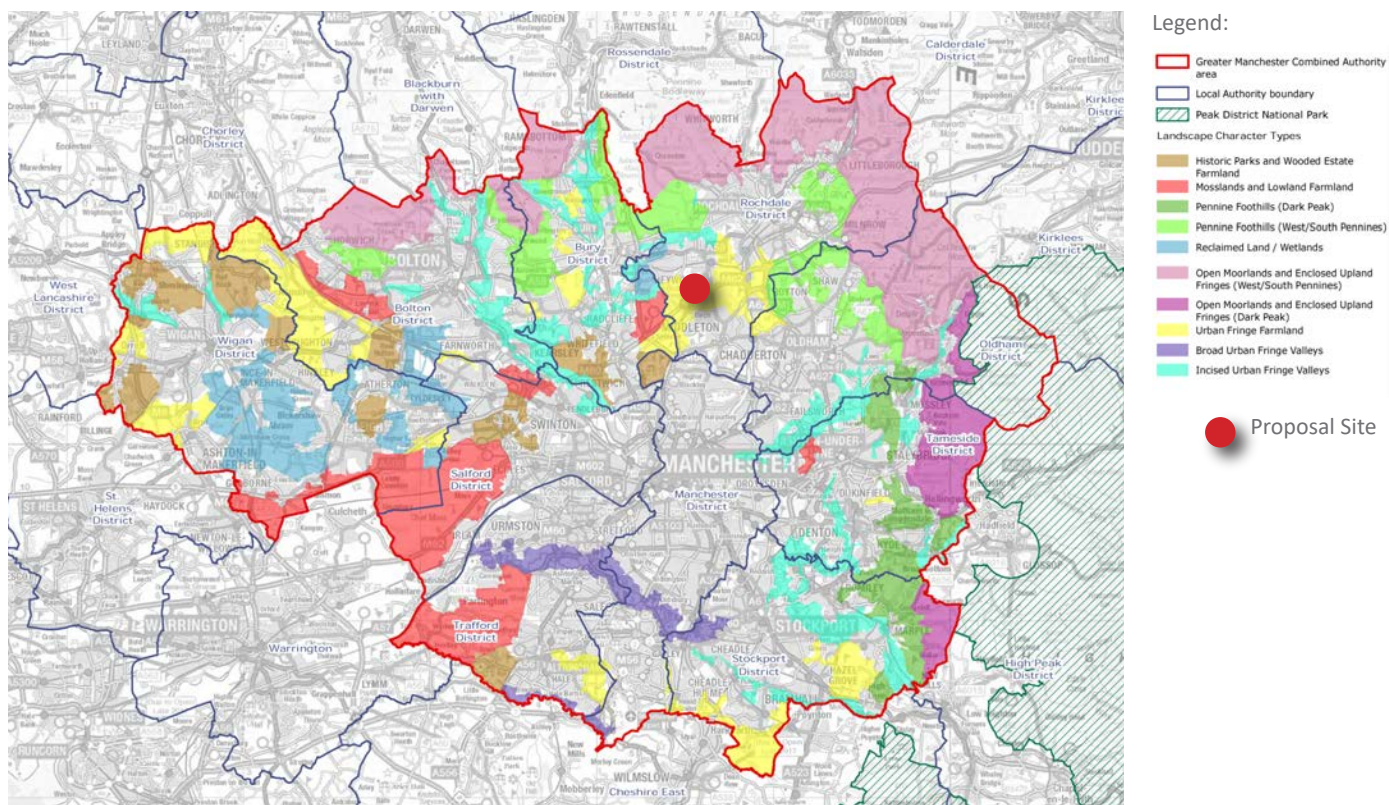


Figure 13. Extract of Landscape Character Types, Greater Manchester Sensitivity Study

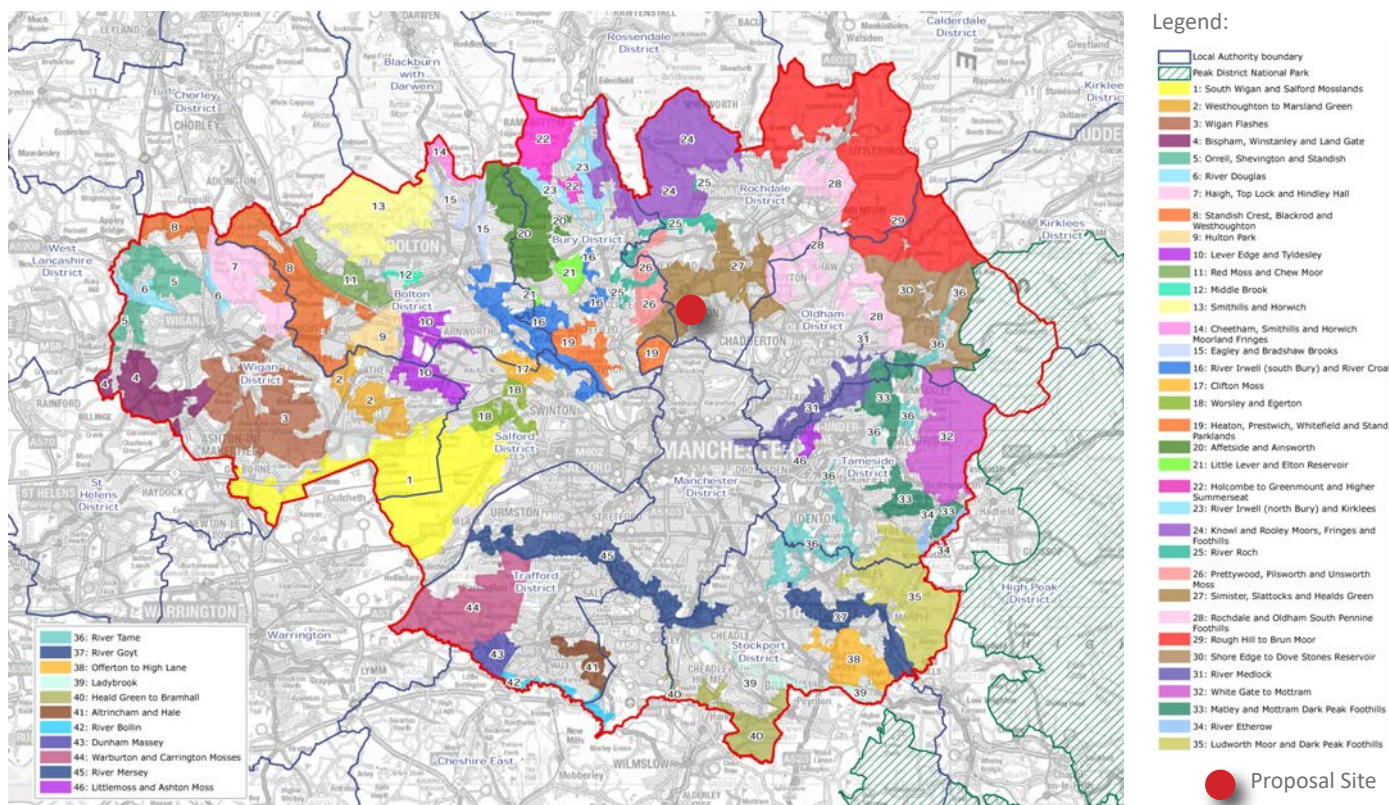


Figure 14. Extract of Landscape Character Areas, Greater Manchester Sensitivity Study

Landscape Sensitivity Assessment - Urban Fringe Farmland

The Greater Manchester Sensitivity Study provides an assessment of each Landscape Character Types as to its sensitivity to development based on a set of criteria. A summary of the criteria and associated sensitivity is listed below for Urban Fringe Farmland.

Physical character (including topography and scale) - MEDIUM

Natural Character - MEDIUM

Historic Landscape Character - LOW-MEDIUM

Form, density and setting of existing settlement/ development - MEDIUM-HIGH

Views and visual character including skylines - MEDIUM

Access and Recreation - MEDIUM-HIGH

Perceptual and Experiential Qualities - MEDIUM

Landscape Sensitivity Assessment - Simister, Slattocks and Heald Green

Explanation for variance in sensitivity from overall LCT scores: The urban farmland between Heywood and Middleton is judged to have a moderate sensitivity to commercial/ industrial development (in addition to the housing scenario) as it lies adjacent to and contains existing large industrial development (Birch Business Park and Stakehill Industrial & Distribution Park) and is crossed by large road infrastructure such as the M62 and A627(M) which have a strong influence, detracting from the rural qualities of the landscape. However, the more elevated land in the east of this LCA (around Thornfields Farm) would be more sensitive to development due to its visual prominence from areas to the west.

Sensitivity to development: Medium

Special landscape qualities and key sensitivities

The following provides a summary of the special landscape qualities and key features/attributes that would be sensitive to change (e.g. as a result of development):

- *Locations of elevated, open character with some prominent rural skylines forming a backdrop to views from adjacent urban areas.*
- *Areas of complex, undulating landform cut by distinctive steep wooded cloughs.*
- *Locally important semi-natural habitats and networks, including pockets of ancient and riparian woodland (e.g. Hopwood Woodlands LNR), patches of dry heath and acid grassland, remnant seminatural grasslands, ponds and flashes.*
- *Intact lengths of gritstone walls, hedgerows and tree clumps along field boundaries forming ecological networks and bringing definition to the 18th and 19th century and post-medieval field patterns.*
- *Large areas defined by a sparse pattern of scattered stone-built farmsteads, individual properties and small settlements, linked by winding country lanes.*
- *Opportunities to access and enjoy the rural landscape, including the long distance footpaths (Rochdale Way, Rotary Way, Middlewich Way), cycle routes and a strong public rights of way network crossing the farmland and emanating from adjacent urban areas.*

Guidance for Future Development

- *Avoid siting any development on the highly prominent, elevated and very sparsely settled land in the elevated north and east. Conserve open, undeveloped skylines.*
- *Utilise dips in the landform, including valley slopes, and existing tree/woodland cover to integrate new development into the landscape.*
- *Protect and where possible enhance semi-natural habitats and networks, including pockets of ancient and riparian woodland (e.g. Hopwood Woodlands LNR), patches of dry heath and acid grassland, remnant semi-natural grasslands, ponds and flashes.*

- *Strengthen and restore the dry stone wall and hedgerow network in association with any new development, reflecting local characteristics (choice of stone and building style; hedgerow species and management regimes). Encourage the restoration of traditional boundaries where fencing is present.*
- *Ensure any new development does not dilute the strong field patterns associated with the landscape.*
- *Design-in the introduction of SuDS to any new development, addressing any changes in hydrology (and subsequent knock-on effects such as increased diffuse pollution from agricultural run-off). This landscape is part of the wider catchment of a number of Greater Manchester's main river valleys.*
- *Encourage woodland creation schemes on areas of low grade agricultural land, including through the Northern Forest initiative. Woodland planting along motorways and staggered blocks of planting should be used to help screen views of traffic and reduce noise.*
- *Conserve the rural road network, ensuring any new highway design minimises unnecessary signage and lighting and reflects local characteristics (e.g. road verges/boundaries).*
- *Protect the pockets of tranquillity and relative remoteness associated with the landscape, and the role the LCT plays as a rural backdrop and buffer between discrete urban areas.*
- *Conserve key views and intervisibility with the South/West Pennines and Dark Peak foothills, upland fringes and open moorlands.*

5.4 REGIONAL STUDIES IN THE CONTEXT OF THE STUDY AREA

NCA 54

The National Character Area (54) describes a landscape that combines both rural and urban characteristics. It is a landscape containing countryside elements with a heavy influence of urban features associated with the industrial towns and busy road infrastructure. There are elevated vantage points that offer views across the wider landscape and field boundary conditions vary from hedgerows to grit stone walls.

It is considered that the proposal site and wider study area are consistent with the urban edge characteristics. Although the landscape contains fields, blocks of vegetation and some elevated views, the urban edge is a constant with the industrial buildings and settlement edge being prominent in the landscape.

Urban Fringe Farmland (LCT)

The Urban Fringe Farmland character type describes a landscape of rolling landform, elevated farmland, variable land use, an open landscape with sparse woodland cover with numerous public rights of way. In terms of settlement pattern and urban features, the LCT states that settlement is generally dispersed, industrial buildings are close to major roads, the prominence of major roads including the M62 and visibility of overheard pylon lines.

The landscape of the proposal site and study area contain some of these features with industrial buildings, pylon lines and prominence of the M62 motorway apparent in the area. The agricultural fields immediately to the west of the proposal site do not have defined field boundaries and have become broken due to the works associated with the outline approved masterplan.

Simister, Slattock and Healds Green (LCA)

The Simister, Slattock and Healds Green LCA is described to have similar characteristics to the LCT, however, the study assesses the LCA to be a higher sensitivity due to the elevated views in the east of the LCA around Thornfields Farm. The proposal site and study area are not located in close proximity to Thornfields Farm and therefore, is considered to be more representative of the Urban Fringe Farmland LCT where the sensitivity is Medium.

In the context of the proposal site and immediate wider environment, it is considered that the positive landscape character attributes of the landscape character area are not present with the existing site being in commercial use and surrounded by a new development that is under construction. It is considered that the site and surrounds are more consistent with a Low-Medium Sensitivity.

6.0 LANDSCAPE APPRAISAL

6.1 LOCAL LANDSCAPE CHARACTER AREA APPRAISAL

The existing landscape character assessments available are detailed assessments of the wider area. A site specific character appraisal has been carried out by TPM Landscape as part of this assessment for the site and surrounding landscape in order to understand the landscape character and the interface between these varying character areas around the proposal site.

The Character Areas have been defined through a variety of characteristics and elements;

- Structure / Density / Scale
- Land use and Landscape
- Geology / Topography
- Visual Amenity

Site visits and desk top research have informed this appraisal, with both built form and the natural environment considered. The assessment has identified three local character areas, (See Figure 15):

- 1** Character Area 1 - Urban Fringe Farmland
- 2** Character Area 2 - Urban Settlement
- 3** Character Area 3 - Commercial and Industrial

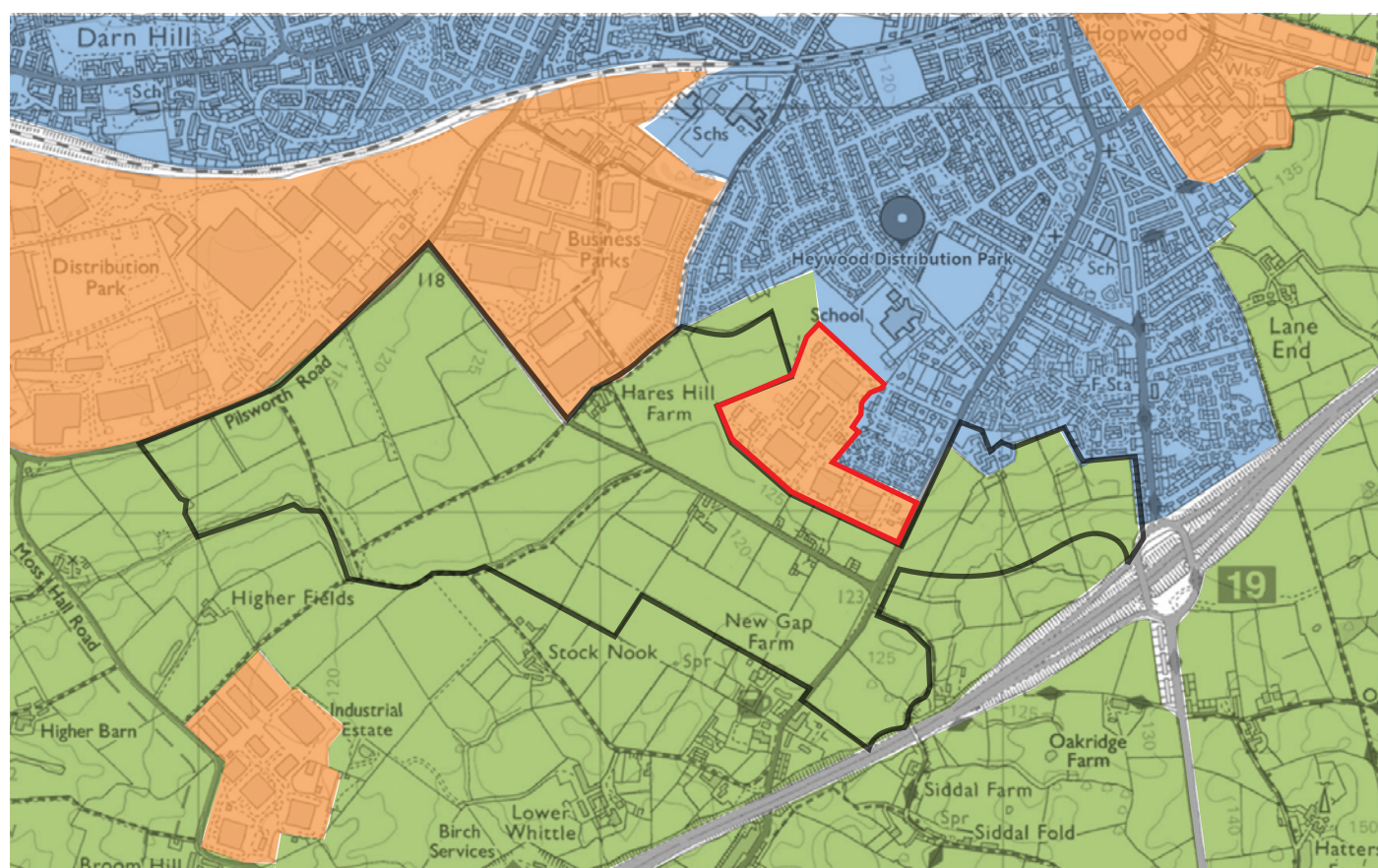


Figure 15. Local Character Appraisal

— South Heywood Masterplan

— Proposal Site

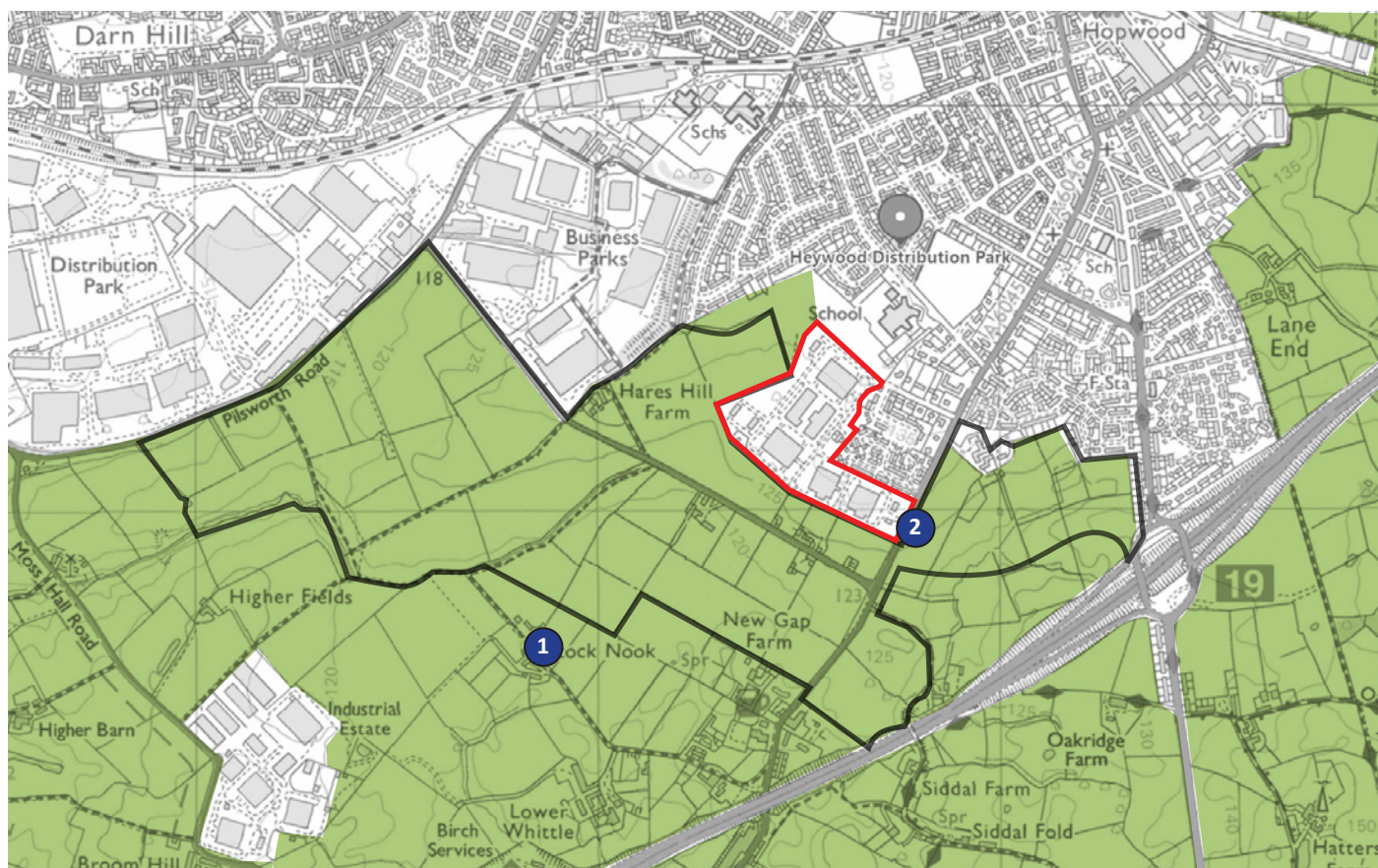


Figure 16. Character Area 1

— South Heywood Masterplan

6.2 CHARACTER AREA 1 - Urban Fringe Farmland

Settlement/Layout and Scale: Small cluster of dwellings in a general open landscape. A portion of the landscape immediately adjacent to the proposal site has outline approved for mixed use development (as indicated on the above plan).

Designation: No landscape designation but the majority is within Green Belt land.

Resource: Public Footpath routes cut through the landscape

Landform and topography: Gently undulating landscape.

Remoteness and Tranquility: Elements of tranquillity, however, the M62, industrial estate and visible edge of settlement reduces to the sense of remoteness.

Quality and Value: Ordinary quality and Moderate Value

Susceptibility: Medium

Sensitivity:

Wider landscape: Medium Landscape Sensitivity.

South Heywood Masterplan: Low-Medium Sensitivity



Photo 1. Agricultural land to the south west.



Photo 2. Agricultural land between Manchester Road and M62

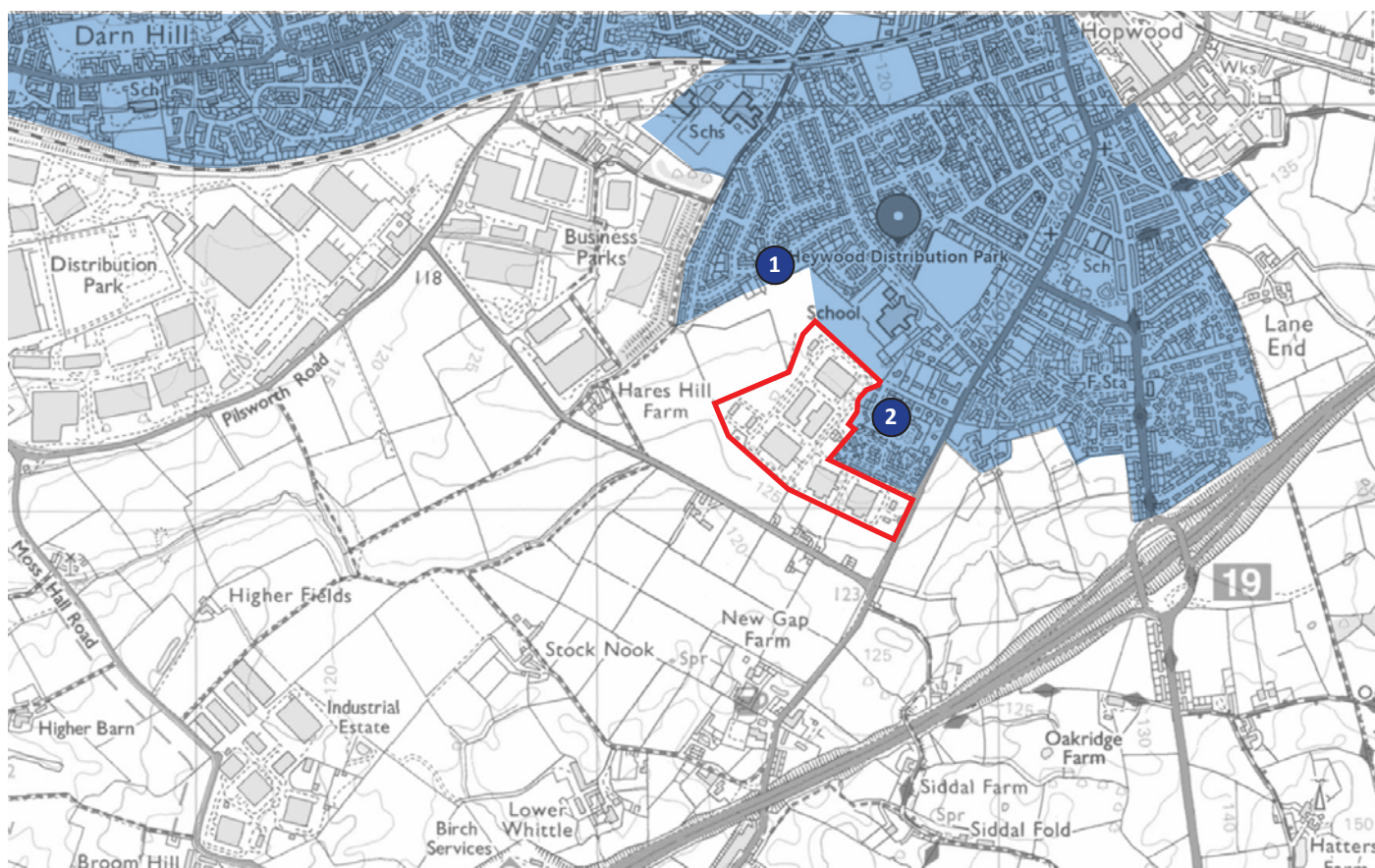


Figure 17. Character Area 2

6.2 CHARACTER AREA 2 - Urban Settlement

Settlement/Layout and Scale: Dense settlement pattern with road infrastructure, schools and other local facilities.

Designation: No landscape designation.

Resource: Some public access via highways pavements and small recreational grounds

Landform and topography: Almost entirely flat

Remoteness and Tranquility: Highly active urban area with no real sense of remoteness or tranquillity.

Quality and Value: Ordinary quality and Low Value

Susceptibility: Low

Sensitivity: Low Landscape Sensitivity.



Photo 1. Properties located on Oldbury Close



Photo 2. Properties on Salisbury Avenue

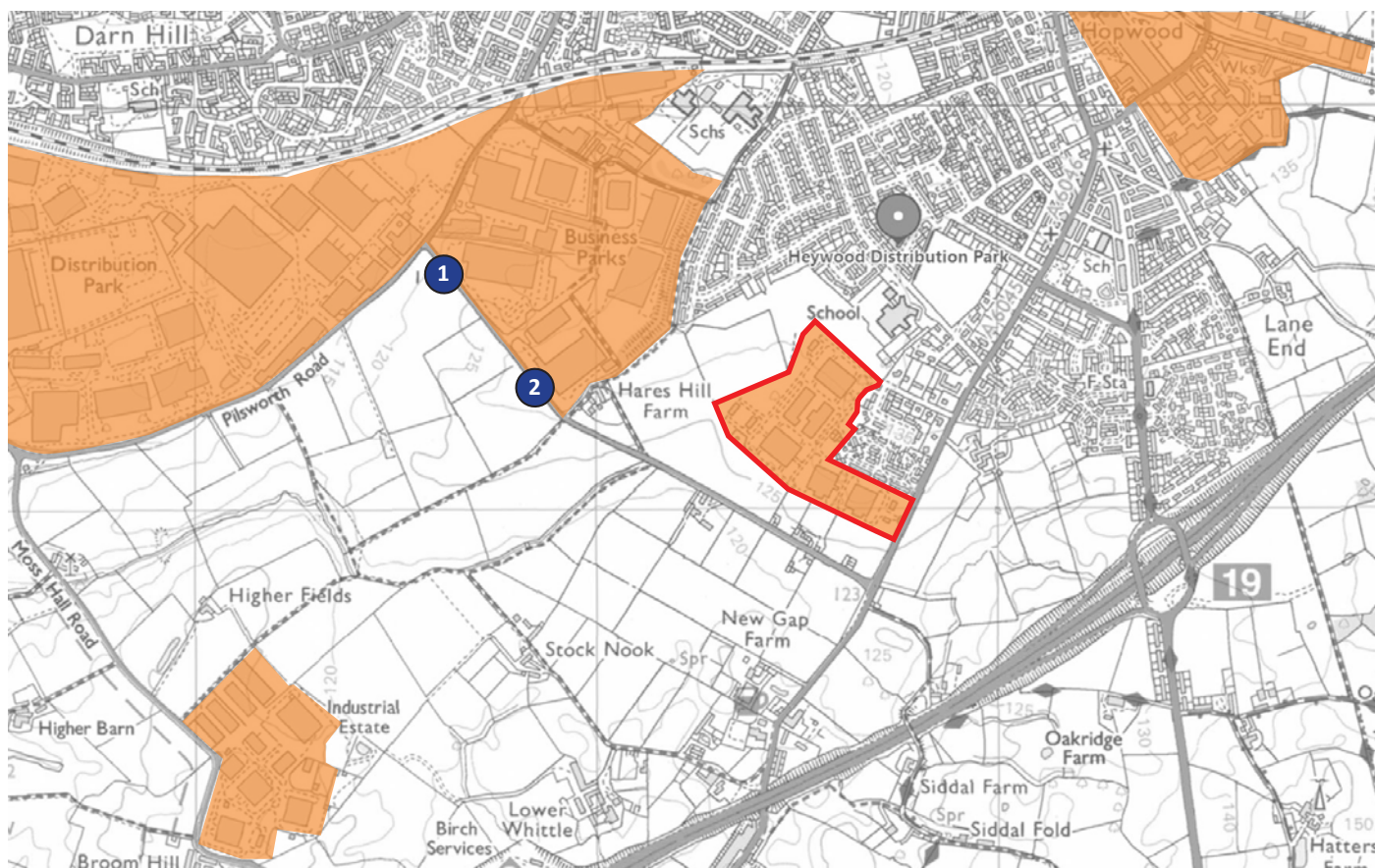


Figure 18. Character Area 3

6.2 CHARACTER AREA 3 - Commercial and Industrial

Settlement/Layout and Scale: Large scale warehouse buildings that are visible on the southern fringe of Heywood.

Designation: No landscape designation

Resource:

Landform and topography: Almost entirely flat

Remoteness and Tranquility: Highly active industrial zone with regular HGV presence

Quality and Value: Low quality and Low Value

Susceptibility: Low

Sensitivity: Low Landscape Sensitivity.



Photo 1. Industrial estate located off Hares Hill Road

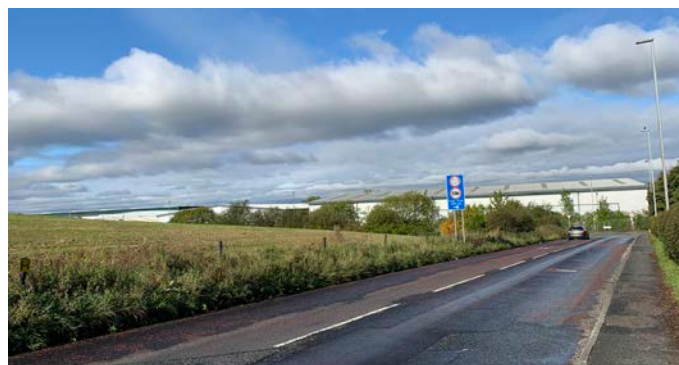


Photo 2. Industrial estate on Pilsworth Lane

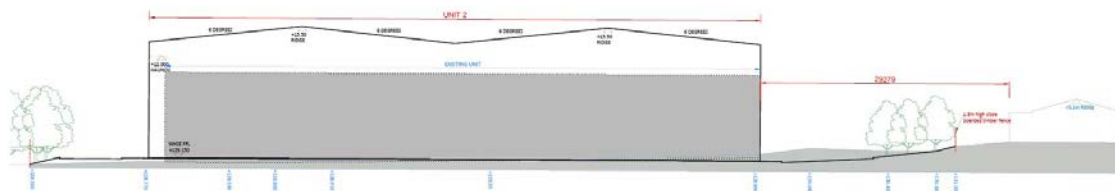
6.5 BUILDING HEIGHTS

The existing industrial estate includes several large industrial warehouse type buildings throughout its area. The proposal site looks to reconfigure the number of buildings on site, condensing to three units, one large independent unit and two joined towards the front of the site. The sections below show a comparison between the proposed and existing building heights and location of the buildings. Although the proposed building is taller than the existing building it is consistent in scale with other warehouse facilities in the locality.

Although the proposed building is taller than the existing building it is consistent in scale with other warehouse facilities in the locality.



Location Plan



Section A-A1



Section B-B1



Section C-C1

6.5 LANDSCAPE SUSCEPTIBILITY

The extent to which a landscape can accept change of a particular type and scale without unacceptable adverse effects on its character

Having assessed the local landscape character and the broader landscape some conclusions can be drawn as to the relative sensitivity of the identified character areas to change within the study area, and their potential capacity to accommodate development such as that proposed at the site.

The wider National landscape character area is a large and varied landscape which includes areas of urban development and countryside both of which can be found near to and adjacent to the site. The character area includes many urban and industrial activities, and as such has a number of typical and key characteristics that are present within the study area. The susceptibility to change is assessed as **Low** reflecting the potential for a taller building to be accommodated in the surrounding landscape without impacting on the wider character.

For the Regional area, the description contains many characteristics that are reflected in the study area and proposal site. These include the prominence of the urban edge and its influences on the landscape both physically and visually. The susceptibility is judged as **Medium-Low** due to the frequent urban characteristics that influence the Urban Fringe Farmland character and evidence of large scale built form in the landscape.

Locally the landscape has been assessed with a range of susceptibilities ranging from low for residential and industrial areas through to medium for open countryside areas.

LANDSCAPE VALUE

The landscape value varies across the study area but can be summarised as Low for residential and commercial areas and Moderate for areas of countryside.

LANDSCAPE SENSITIVITY

The landscape sensitivity for the National is assessed as Low and Regional character areas is assessed as Medium. The landscape of the proposal site and immediate surrounds is assessed as Low-Medium as a large area adjacent to the site forms part of the approved masterplan.

The landscape sensitivity for the local landscape is as follows:

Urban Fringe Farmland - Medium (Low-Medium in the vicinity of the proposal site)

Urban Settlement - Low

Commercial and Industrial - Low

6.6 LANDSCAPE EFFECTS - NATIONAL AND REGIONAL LANDSCAPES

The existing landscape character assessments described in Section 5 consider the nature and relative value of the landscape in the vicinity of the proposal site at a National and Regional level.

The magnitude of change of the proposed development on the wider landscape is assessed as being Low. The development of the proposal site will not remove or alter any of the key characteristics that define this large area of landscape and the proposals are broadly consistent within the existing area of employment with the scale, height and massing of the proposals aligned with buildings and structures already present.

The landscape impact is assessed as Low and the overriding nature of change is not expected to impact upon the key characteristics described for the National Character Area assessment.

6.7 CHANGE AND LANDSCAPE EFFECTS TO LOCAL LANDSCAPE CHARACTER AREAS

Change in elements, characteristics, character and qualities of the landscape as a result of development.

At a local level the change is more notable with a larger and taller building form being introduced onto the proposal site with partial visibility of this structure from the immediate surroundings and from the open countryside to the south and west. Modelling of the proposals indicates that views from the open land to the south and west will experience only very low levels of visual change and that the nature of change and character of view will remain the same. Similarly views from residential areas to the north will be limited to glimpsed views over the existing vegetation. From areas closer to the site, the proposals will be visible, however, a combination of the setting of the building and retained vegetation leads to a relatively low level of visual change. It is also noted that the construction of the approved masterplan will all but remove any association of the proposal site with the wider landscape character area.

Character Area 1: Urban Fringe Farmland

The proposed development will be visible from this landscape but will physically have no effect on its characteristics. The development will appear taller than the existing buildings, however, the skyline will primarily remain one where industrial buildings are a dominant feature in the mid distance and the proposed building will not be a prominent element in the view but rather a constituent part of an established view. The change will be **Low**. Following construction of the approved masterplan, the change will be Negligible as the site will be entirely surrounded by urban settlement land.

Character Area 2: Urban Settlement

The proposed development will impact the properties located to the settlement edge, due to the proximity and increase in massing and height. This is predominantly a visual impact assessed in the views part of the document. There will be minimal impact on the wider urban settlement as industrial buildings are a common feature in the area. The change to the character area is assessed as **Low**.

Character Area 3: Commercial and Industrial

The proposed development will have a direct effect on this character area but the nature of change will be congruous within this existing industrial estate. The size and height of the new industrial buildings will increase, however, the number of buildings will be rationalised. It is assessed that the proposals will not appear out of scale or character. Visually the site will remain well screened by surrounding vegetation to the north, north east and south west for views from existing properties and footpaths. The change is assessed as **Low**.

6.8 LANDSCAPE CHARACTER MITIGATION

Certain direct interventions and/or management techniques can be employed to assist in reducing the proposed impact on the landscape and integrating the development into an urban context. The following mitigation measures would be expected to reduce the impacts on the proposal site and the wider landscape and meet the objectives in the National and Regional landscape character assessments:

- Retain the existing woodland and linear wooded belts that surround the proposal site in line with the Guidance for Future Development as set out in the Greater Manchester Sensitivity Study. Replace any lost tree cover with new tree and woodland planting to retain the green infrastructure around the site. Use the landscaping of the site to enhance the bio-diversity where possible.
- Incorporate new SUDs basins throughout the development to support surface water run off. This will provide the opportunity to create and strengthen ecological habitats on site;
- Ensure that good provision is made within the layout to incorporate new tree, shrub, grass and meadow planting;

6.9 SUMMARY ASSESSMENT OF LANDSCAPE EFFECTS

The following assessment has been made with the assumption that the proposed layout is similar to the illustrative layout in Figure 1 and adopts the mitigation measures described in Section 8. Table 1 illustrates the assessment criteria to determine landscape effects and whether the receptor is at a local, regional or national importance. There are no landscape receptors assessed as experiencing notable or significant effects.

The Wider Landscape

The wider landscape has been considered through National and Regional studies and through published work on the local landscape of Greater Manchester. The landscape descriptions share many common threads and the overall picture is a mixture of urban and rural characteristics.

There will be little if any change to this broader landscape description and the key characteristics will not change or be affected.

The Local Landscape

The local landscape has been explored through the regional landscape character assessment and a more local exploration of the landscape of the site and its surroundings.

The Urban Fringe Farmland is currently fields on gently undulating ground which provides mid distance views across the wider landscape to the south and west. A large portion of this area, however, is approved for new development as part of the South Heywood Masterplan with the road the infrastructure already under construction.

The physical and visual change is considered to be relatively low as industrial buildings are a recurring presence on the landscape and as industrial buildings are already located on the proposal site. The landscape of Urban Fringe Farmland, is relatively open in its current form, however, this will change in future as phases of the South Heywood Masterplan come forward. Therefore, the landscape effect for Urban Fringe Farmland is assessed as Slight-Moderate Adverse reducing to Slight Neutral once mitigation measures establishes. This will likely be less as the South Heywood Masterplan development comes forward.

The largest landscape effect over residential areas is for properties immediately bordering the proposal site where the largest visual change is expected and this is considered further under the visual assessment section. Existing industrial buildings adjoin the edge of settlement areas, so it is considered that the nature of the change is in keeping with the existing land use in this area, however, it is acknowledged that there is a height and scale increase as a result of development. The landscape effect for Urban Settlement is Slight adverse.

For the Commercial and Industrial character area, physically the building will be a larger and taller structure than that currently occupying the site and some tree loss will be required. The development is considered to be in keeping with the character of the wider area, as large scale warehouses are prevalent to the southern edge of Heywood. The landscape effect on this LCA is assessed as Negligible.

The change is considered as congruous in its setting and the scale and height is judged to be within the parameters already set by the existing built form of the wider industrial estates. Visually, the new development, although taller, will not intrude further over areas of green space and will retain the existing mature vegetation located to the perimeter of the site. Generally the proposed development is not considered to significantly alter or harm the characteristics of this landscape area.

Table 1 - SUMMARY OF LANDSCAPE EFFECTS

Landscape Receptor	Hierarchy of Importance	Sensitivity	Change to Landscape (Impact)	Landscape Effect	Landscape Effect
				Year 1 pre-mitigation	Year 15 with mitigation
National Landscape Character					
NCA 54 Manchester Pennine Fringe	National	Low	Negligible	Negligible	Negligible
Regional Landscape Character					
Urban Fringe Farmland & Simister, Slattocks and Healds Green	Regional	Medium	Low	Slight-Moderate	Slight
Urban Fringe Farmland & Simister, Slattocks and Healds Green South Heywood Masterplan Area		Low-Medium	Low	Slight	Negligible
Local Landscape Character					
Character Area 1 Urban Fringe Farmland	Local	Medium	Low	Slight-Moderate	Slight
Character Area 1 Urban Fringe Farmland with South Heywood Masterplan Area		Low-Medium	Low	Slight	Negligible
Character Area 2 Urban Settlement	Local	Low	Low	Slight	Slight
Character Area 3 Commercial and Industrial	Local	Low	Negligible	Negligible	Negligible

7.0 VISUAL APPRAISAL

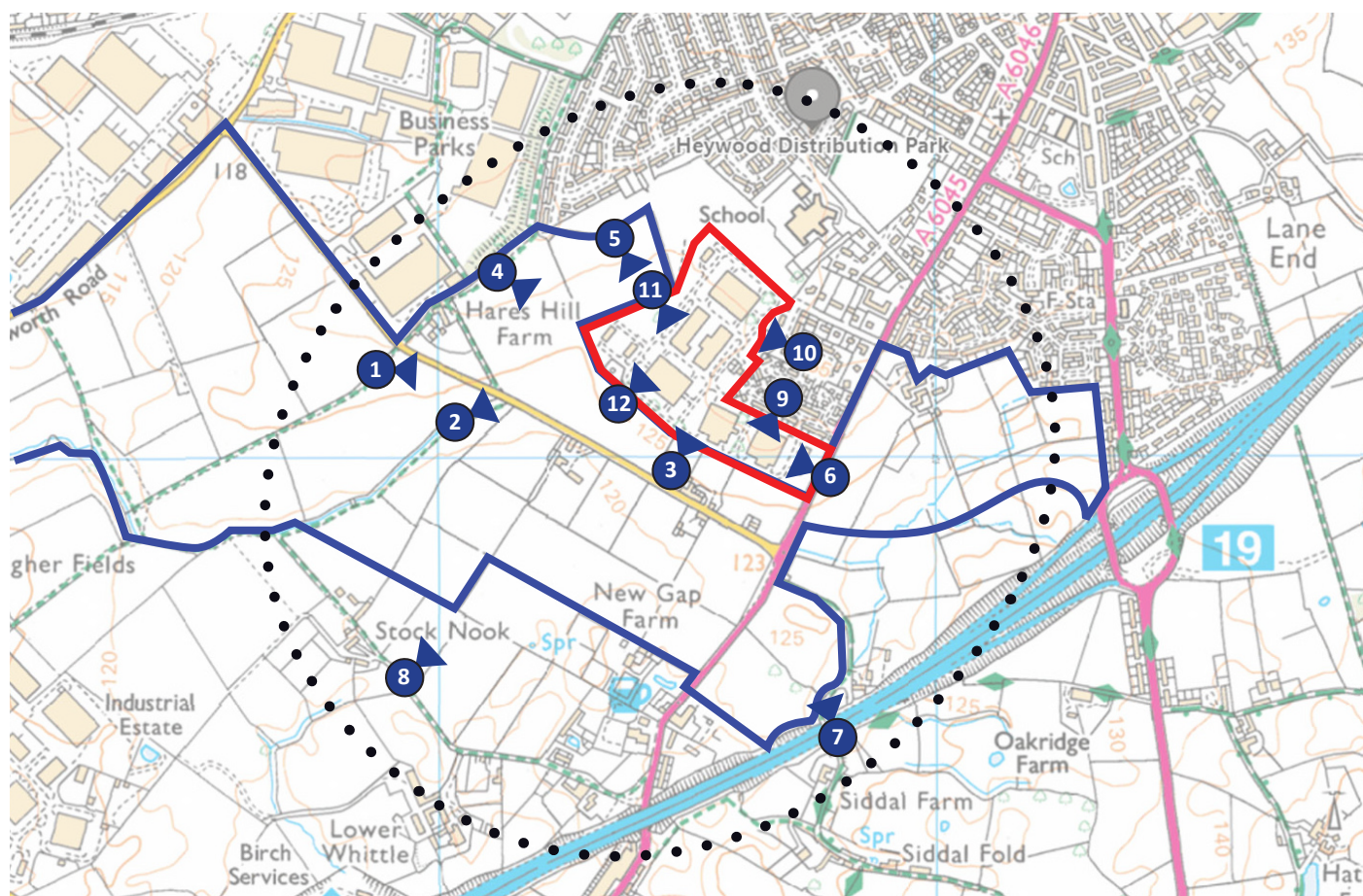


Figure 19. Viewpoint / Receptor Location Plan

 South Heywood Masterplan  Proposal Site

Please refer to Appendix 1.0 for Visual Receptor Figures

7.0 VISUAL APPRAISAL

7.1 VISUAL APPRAISAL - RECEPTORS

Viewpoints have been selected from various locations and possible vantage points identified through site visits and analysis. Views for the appraisal have been chosen to be both representative of the range of differing receptors (public, community, residents and visitors) within the study areas and of the visual amenity available at points north, south, east and west of the proposal site.

7.2 SENSITIVITY (refer to table 2.9)

The sensitivity of each receptor is considered as part of the appraisal, with views from the principle rooms of residential properties and those from rural footpaths when the site forms a prominent part of the experience being described as having High Sensitivity. Residential with secondary rooms, together with people engaged in outdoor recreation where the focus is not on the landscape or view and public right of way footpaths in a predominantly urban context are described as having Medium Sensitivity. Low Sensitivity receptors are typically those where the experience of the view is not of great importance such as people at their place of work and journeys through a landscape within cars, trains or other forms of transport (transient) when the view is not considered part of the experience. The viewpoints have then been categorised into the type of receptors and views selected which are representative of a typical view of that type of receptor. A selected view may be representative of more than one receptor type (e.g. residential property and public footpath). The viewpoints have then been categorised into the type of receptors and views selected which are representative of a typical view of that type of receptor.

Residential Receptors

Three representative residential receptors have been identified and assessed:

VIEW 5 - Representative view from residential properties on Shaftesbury Drive with rear elevations towards the proposal site. This view is also representative from within the approved residential site located on the adjacent field. - Medium-High Sensitivity

VIEW 9 - Representative view from residential properties on White House Close - High Sensitivity

VIEW 10 - Representative view from residential properties on Bader Drive - High Sensitivity

VIEW 11 - Representative view from residential properties as part of the future housing development to the north west of the proposal site. Properties will have rear elevations backing onto the proposal site - Medium-High Sensitivity

VIEW 12 - Representative view from residential properties as part of the future housing development to the south west of the proposal site. Properties will have rear elevations backing onto the proposal site - Medium-High Sensitivity

Pedestrian Receptors - Public Footpaths

Five pedestrian receptors have been identified and assessed:

VIEW 1 - Representative view from the public footpath route to the west - Medium Sensitivity

VIEW 2 - Representative view from the public footpath route west - Medium Sensitivity

VIEW 4 - Representative view from the public footpath route adjacent to the business park - Medium Sensitivity

VIEW 7 - Representative view from the public footbridge that crosses the M62 to the south of the site - Medium Sensitivity

VIEW 8 - Representative view from the public footpath route to the south west - High Sensitivity

The proposal site has no public footpaths running through it, with the nearest path route approximately 200m to the north west of the site. Views 1, 2, 4 and 7 are footpath routes where the focus of the route is not on the proposal site and the visual amenity is considered low to the prominence of the urban edge and existing large industrial buildings, and these views are considered to be of Medium sensitivity.

Travel Receptors

Two representative travel receptors have been identified and assessed:

VIEW 3 - Representative view from the new link located immediately to the south of the site - Low Sensitivity

VIEW 6 - Representative view for vehicle users of Manchester Road - Low Sensitivity

The proposal site has road networks to the south east (Manchester Road), the new link road as part of adjacent masterplan development, internal road infrastructure within the industrial estate and estate roads within the adjacent residential area. Views from the motorway are not considered due to the distance from the site and direction of travel.

7.3 VISUAL QUALITY AND VALUE

The value of a particular area or view in terms of what is seen.

The quality of the views are generally ordinary to the west of the proposal site where the landscape is mainly open countryside with detracting urban elements, moving to poor within the industrial areas. Views assessed are never without some influence of either industry or residential development and the presence of the M62 motorway.

7.4 VISUAL SENSITIVITY SUMMARY

There are some high sensitivity residential receptors directly to the north east of the proposal site, housing located on White House Close, Bader Drive and Oldbury Close.

Path routes through the adjacent fields are recognised PRow, however, they are considered as Medium sensitivity as the areas in which they dissect are low in visual amenity, have visibility towards the built up urban edge, and lead to the development area associated with South Heywood Masterplan.

Highway and transport routes are given low sensitivity reflecting the already heavily urbanised and industrial area these routes pass through.

Two additional viewpoints have been assessed for future housing associated with the South Heywood Masterplan. The assessment is made on the basis that properties will have rear elevations backing onto the proposal site. The collection of potential houses located on these boundaries are considered to be medium-high sensitivity. Views 9 and 10 are existing residential receptors so are assigned a high sensitivity as a direct reference to the TPM methodology. The reduction in visual sensitivity of view 11 and 12 in comparison to views 9 and 10 is due to them being hypothetical receptors at this stage without a fixed orientation and position of the dwellings.

7.5 CHANGE AND VISUAL EFFECTS

Twelve representative viewpoints were assessed with further description of the assessed change in Appendix 1. A summary of the considered change for all seven receptors is below:

Stage 1: Pre delivery of South Heywood Masterplan

View 1 (Pedestrian) - Low Change
 View 2 (Pedestrian) - Low Change
 View 3 (Vehicle) - Medium Change
 View 4 (Pedestrian) - Low-Medium Change
 View 5 (Residential) - Low Change
 View 6 (Vehicle) - Medium Change
 View 7 (Pedestrian) - Negligible Change
 View 8 (Pedestrian) - Negligible Change
 View 9 (Residential) - Medium Change
 View 10 (Residential) - Medium Change

Stage 1: Post delivery of South Heywood Masterplan

View 1 (Pedestrian) - Negligible Change
 View 2 (Pedestrian) - Negligible Change
 View 3 (Vehicle) - Low Change
 View 4 (Pedestrian) - Negligible Change
 View 5 (Residential) - Negligible Change
 View 6 (Vehicle) - Medium Change
 View 7 (Pedestrian) - Negligible Change
 View 8 (Pedestrian) - Negligible Change
 View 9 (Residential) - Medium Change
 View 10 (Residential) - Medium Change
 View 11 (Future Residential) - Low Change
 View 12 (Future Residential) - Medium Change

Viewpoints 1, 2 and 4 have been modelled using a wireframe outline of the proposed development to demonstrate how the development will sit in the existing view. The methodology to incorporate the proposal into the view uses a SketchUp model of the built form, superimposed in place over a 3D terrain model using topographical survey information. The model then identifies key features on the horizon such as overhead pylons and existing buildings to locate where the proposed buildings will sit in the view. These views are considered to be a visual representation of the proposal and are not a verified view. Views 9, 10 and 12 have been modelled in February 2023 following comments from the Local Authority. It was not possible to produce a wireframe for view 11 due to a lack of available reference points in the view. It is assessed the view 9 and 10 will have a medium change. Views 11 and 12 have been added to consider the potential change to future occupiers of the residential properties in the masterplan development. View 11 is assessed to have a low change due to the existing retained vegetation that borders the north western boundary, and view 12 to have a medium change as the new building will be noticeable above the existing tree line and behind the new batter along this boundary.

7.6 ASSESSMENT OF VISUAL EFFECTS

The following assessment has been made with the assumption that the proposed layout is similar to the illustrative layout in Figure 1 and adopts the mitigation measures described in Section 8. Table 2 illustrates the assessment criteria to determine visual effects and whether the receptor is at a local, regional or national importance.

Residential Receptors

Three representative residential receptors have been identified and assessed. Of these the largest visual effect is for those properties on Bader Drive (to the north east of the site and properties accessed via Manchester Road) where the effect is judged Moderate-Substantial. The nature of the effect is assessed as adverse due to the increase in height of the buildings, however, their direct view is already over an existing industrial site. For properties located on Shaftesbury Drive (view 5), there will be a Negligible effect once the South Heywood Masterplan is delivered. This is as a result of the built form that will be located within the adjacent field between the properties and proposal site.

Two further residential receptors have been assessed as part of the future housing development associated with the South Heywood Masterplan. The residential layout is not fixed, therefore, the assessment is made on the assumption that rear properties will back onto the proposal site on the north west and south western boundaries, as illustrated in a diagrammatic way on the approved masterplan. It is assessed that the visual effects will be similar in nature to those experienced by properties located on Bader Drive that border the north eastern boundary. The LVIA methodology for visual assessment does not include for potential future receptors and can only be applied to existing receptors that exist at the time of writing the report. Therefore, a professional judgement has been made to the likely visual effects the future receptors will experience as a result of the development. It is anticipated that views from viewpoint 11 will be limited to glimpsed views through the existing trees understory layer, and although the development may be perceptible, the visual effect is considered to be Slight-Moderate adverse pre-mitigation reducing to

slight neutral as mitigation establishes.

It is expected that there will be a noticeable change to views for the future housing to the south western boundary (viewpoint 12), however, due to the level of mitigation being implemented it is assessed that the change will reduce to low at year 15 as the mitigation planting establishes. Therefore, the visual effect will be Slight-Moderate and considered to be neutral as the development becomes assimilated into the surrounding landscape.

Pedestrian Receptors

Five representative pedestrian receptors have been identified ranging from highway footpath to Public Rights of Way and other path routes. The largest changes are for the footpaths in close proximity with no physical or visual obstructions between the receptor and proposal site. These are assessed to result in a Moderate adverse effect reducing to Slight-Moderate neutral following mitigation planting. It is assessed that following the delivery of the South Heywood Masterplan, the pedestrian receptors will experience a Negligible visual effect. This is as the footpaths will be located within a developed area where there is a substantial increase in built form changing the character of the existing view.

Vehicle Receptors

Two representative travel receptors have been identified and assessed. No vehicle users will experience significant effects and the change is generally low level and in keeping with the existing character of views travelling through this landscape. The views of the development will be temporary and not in the direction of travel. It is anticipated that the visual effect for vehicles along the new link road will be slightly lower following the implementation of the South Heywood Masterplan due to the increase in built form, however, there will be no change for the view from Manchester Road at the development entrance.

Table 2 - SUMMARY OF VISUAL EFFECTS

View	Receptor	Hierarchy of Importance	Sensitivity	Change to view (Change post SHM*)	Visual Effect	Visual Effect
					Year 1 pre-mitigation (Effect post SHM*)	Year 15 with mitigation (Effect post SHM*)
1	Pedestrian	Local	Medium	Low (Negligible)	Slight-Moderate adverse (Negligible)	Slight neutral (Negligible)
2	Pedestrian	Local	Medium	Low (Negligible)	Slight-Moderate adverse (Negligible)	Slight neutral (Negligible)
3	Vehicle	Local	Low	Medium (Low)	Slight-Moderate neutral (Slight-Moderate neutral)	Slight neutral (Slight Neutral)
4	Pedestrian	Local	Medium	Low-Medium (Negligible)	Slight-Moderate adverse (Negligible)	Slight neutral (Negligible)
5	Residential	Local	Medium-High	Low (Negligible)	Slight-Moderate adverse (Negligible)	Slight neutral (Negligible)
6	Vehicle	Local	Low	Medium (Medium)	Slight-Moderate neutral (Slight-Moderate neutral)	Slight neutral (Slight neutral)
7	Pedestrian	Local	Medium	Negligible	Negligible	Negligible
8	Pedestrian	Local	High	Negligible	Negligible	Negligible
9	Residential	Local	High	Medium (Low (post mitigation))	Moderate-Substantial adverse	Slight-Moderate neutral
10	Residential	Local	High	Medium (Low (post mitigation))	Moderate-Substantial adverse	Slight-Moderate neutral
11	Future Residential	Local	Medium-High	Low	Slight-Moderate adverse	Slight neutral
12	Future Residential	Local	Medium-High	Medium (Low (post mitigation))	Moderate-Substantial adverse	Slight-Moderate neutral

*SHM = South Heywood Masterplan

7.7 MITIGATION OF VISUAL EFFECTS

The following measures are recommended for inclusion within the design and layout of the proposal site to minimise and reduce the identified visual effects:

- 1 Retain the existing woodland and trees around boundaries where possible, with particular reference to the north, north west and south western boundaries.
- 2 Incorporate sensitively designed landscape buffers to the north east and eastern boundaries to provide screening and softening of the development from the existing properties.
- 3 Incorporate soft acoustic barriers to mitigate against noise from the development site. Green screens to soften the visual impact of the acoustic barriers.
- 4 New tree and buffer planting throughout the internal layout of the development to add to the visual aesthetic and softening of the built form.
- 5 Incorporate a landscaped bund/ batter to the south western boundary to reduce the visual impact of the development. The batter will enable new tree planting to be set at an elevated level to soften the built form.

8.0 MITIGATION

8.1 MITIGATION PROPOSALS

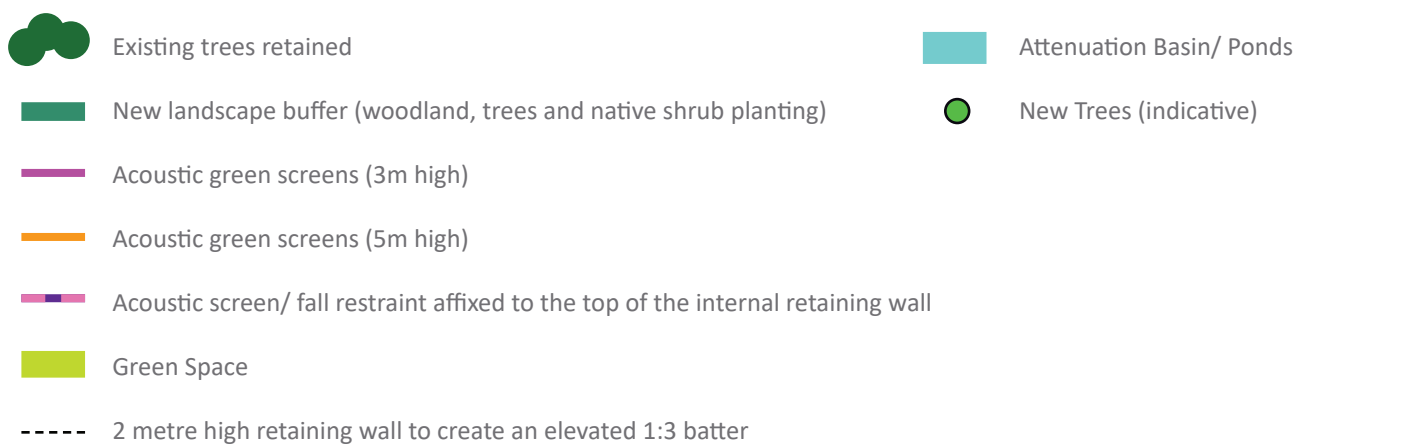
The visual and landscape assessment draws conclusions as to what mitigation is required within and to the site boundaries to assimilate the development into its setting. Mitigation measures are proposed immediately within and around the site to maintain the current level of enclosure and retain and enhance the ecological opportunities the site offers.

The Landscape Framework Plan seeks to mitigate the impacts and ensure the development addresses both landscape and visual impacts by the following methods:

- Retain the existing woodland and linear wooded belts that surround the proposal site currently. Replace and strengthen any lost trees with new woodland planting to retain the green infrastructure around the site. Use the landscaping of the site to enhance the biodiversity where possible;
- Incorporate new SUD's basins to support site drainage and a new ecological pond to provide new habitats and enhance the sites biodiversity value;
- Ensure that good provision is made within the layout for green space, buffer planting and wildflower meadow areas;
- Incorporate new tree and shrub planting to strengthen landscape buffers and soften the built form;
- Incorporate architectural form trees within the visitors car park to add further layers of softening of the buildings whilst making an attractive setting;
- Acoustic barriers to be sensitively designed using green screens to soften the visual impact of the screens whilst functioning effectively for the nearby residential properties.
- Incorporate bunding/ batter to the south western boundary with new landscaping comprising trees and native shrub to provide screening in addition to the existing retained vegetation. The landscape buffer will be wide enough to provide a dense buffer and give sufficient space for the tree species to establish successfully.



Figure 20. Landscape Framework Plan



9.0 SUMMARY & CONCLUSION

9.1 LANDSCAPE RESOURCE SUMMARY

The landscape and visual appraisal has been assessed and concluded from desk top based research, site visits and in consideration of the most recent national and local character assessment guidelines. The following summary has been made with the assumption that the proposed layout is similar to the illustrative layout in Figure 1 and adopts the mitigation measures described in Section 8.

The proposal site is within an area of employment and adjacent to Green Belt. The land directly adjacent to southern and western boundary is part of approved regeneration masterplan for an extension to the existing settlement on lands which will be removed from the Green Belt.

The Wider Landscape

The wider landscape has been considered through National and Regional studies and through published work on the local landscape of Greater Manchester. The landscape descriptions share many common threads and the overall picture is of a landscape influenced by the urban edge of both settlement and industry. The landscape is recognised to have some long distance views across fields, however, many of the views contain many detracting urban elements.

There will be little if any change to this broader landscape description and the key characteristics will not change or be affected.

The Local Landscape

The local landscape has been explored through the regional landscape character assessment and a more local exploration of the landscape of the site and its surroundings.

The Urban Fringe Farmland lies to the north west, west and south west of the proposal site with settlement adjoining the north eastern boundary. The existing tree cover around the perimeter of the site creates a strong visual presence preventing long range and open views. All of this land in the vicinity of the proposal site is part of the South Heywood Masterplan currently under construction (infrastructure).

The change will result in the increase in scale and capacity of development on the site. The change to the landscape resource will fundamentally remain the same as the land is already a commercial site and the proposals do not extend out of the existing site, although there is a larger volume of building. The approved South Heywood Masterplan area is already under construction for the road infrastructure, which has already changed the character of this LCA and will continue to change further as phases come forward. Once the masterplan is completed, the proposal site will not actually be located adjacent to the urban fringe but will form part of the extended settlement.

For the industrial areas, the change brought about through the introduction of the proposed development will be limited as the proposal site is already an active industrial zone. The primary change will be a larger and taller structure than that currently occupying the site. Trees to the site perimeter, which provide good screening, are to be retained where possible.

The change is considered as congruous in its setting and the scale and height is judged to be within the parameters already set by the existing built form of the wider industrial estates associated with Heywood Distribution Park. Settlement also adjoins those areas.

9.2 VISUAL RESOURCE SUMMARY

The proposed development has been considered from **twelve** representative viewpoint locations. The study area is contained to approximately 1km where views of or towards the proposals site are assessed as possible. The industrial estate location, the vegetation cover, built form, motorway and gently undulating landform restricts the visual envelope. Views from the west and from close to the proposal site are possible but generally the level of change is low, which will become even less once the adjacent regeneration area is developed.

Residential Receptors

Three representative residential receptor groups have been identified and assessed. Of these the largest visual effect is for those properties on Bader Drive and White House Close (adjoining the north eastern boundary). It is assessed that although there will be a large change to the view for some of the properties, the nature of the view will remain as existing industrial buildings already occupy the site. Once mitigation proposals establish it is assessed that the effect will reduce and the proposed maturing tree groups will screen the proposed buildings.

Future residential receptors have also been assessed as part of the adjacent South Heywood Masterplan. The adjacent residential development is indicative in its layout and therefore, it is assumed that rear properties will back onto the north west and south western boundaries as illustrated in a diagrammatic block format in the masterplan. Views from the rear gardens of properties to the north western boundary will experience filtered views of the new commercial warehouse through the existing tree cover and potentially above the tree canopy further back into the development. This is due to the increase in scale and massing of the new building, however, the views through the trees will be restricted further by the integration of mitigation planting and green screen treatment to the acoustic fence. Views from the south western boundary will have larger visual effect and be similar in nature to those experienced from properties on Bader Drive in the north. The development will be set at a more elevated position and be larger in scale and height. The change will remain as a commercial warehouse and the impact softened by a substantial landscape buffer (circa 23 metres wide) which is to be integrated on to an elevated 1:3 gradient batter.

Pedestrian Receptors

Five representative pedestrian receptors have been identified including public rights of way within the vicinity of the proposal site. The largest change is for the public footpath in the field adjacent to the north western boundary which is assessed as experiencing a Slight-Moderate adverse effect reducing to Slight neutral following mitigation planting. This effect will be less as the future phases of the wider outline masterplan come forward and development take the place of the agricultural fields that surround the west and north west of the site.

Vehicle Receptors

Two representative travel receptors have been identified and assessed. No vehicle users will experience significant effects and the change is generally low level and in keeping with the existing character of views travelling through this landscape. The largest change will be for view 3 that runs along the new link road, however, due to the direction of travel, retention of existing tree cover along the boundary and presence of existing warehouse buildings, the visibility will be limited.

Mitigation Measures

Following mitigation measures the expected visual effects will reduce, particularly where boundary vegetation plays a role in screening the building or adding to the existing layering of vegetation within the estate.

Summary following the implementation of South Heywood Masterplan

It is anticipated that as the future phases of the South Heywood Masterplan come forward the impact of the proposed development will be considerably less on the surrounding landscape and associated receptors, as the industrial site will be an integrated part of the wider new settlement area.

9.3 CONCLUSION

The proposals look to replace a series of existing industrial buildings with three new buildings, which are an increase in scale and capacity. The existing site is surrounded by trees and woodland belts, which are to be retained where possible. Some tree loss is required to enable the construction of the new building, internal roads and car parking.

The landscape character of the immediate site and surroundings are urban and industrial in the north and countryside in the south and west. The countryside area to the south and west forms part of an approved masterplan and will become part of the wider settlement area. The proposed buildings, although larger than existing, remains in keeping with the buildings in the locality.

The landscape effects over this existing urban landscape are assessed as low as the nature of the change will not alter the character of this area. The proposed units are to be located in a similar location to the existing buildings, albeit they are combined units of a larger scale. It is assessed that the development will have no impact on the landscape resource as the land use remains the same. Any potential indirect effects to the adjacent rural landscape to the south, west and north west will no longer be applicable with the delivery of the South Heywood Masterplan urban extension.

Visually the site is enclosed by existing vegetation to the south east, south west, north west and northern boundaries, and contained by existing settlement to the north east. All footpath receptors to the south and west will experience a low change as a result of development and will become practically negligible following the implementation of the wider masterplan. The retention of key features such as the existing trees and proposed mitigation measures will further reduce potential visual effects.

Generally, visual effects are largest immediately adjacent to the site for the existing residential properties on White House Close, Bader Drive and Oldbury Close. The existing views from these properties are already over industrial buildings and its associated facilities, therefore, the nature of the change brought by the proposal will remain the same. **The proposed mitigation of layers of native trees and native shrub planting to the periphery of the proposal site, including landscape on the new batter to the south western boundary,** will be effective in screening the proposed commercial buildings as the trees mature, and will reduce the potential visual effects for the adjacent residential properties.

10.0 ADDENDUM

10.1 IMPACT OF THE DEVELOPMENT ON THE ADJACENT MASTERPLAN

TPM revisited the site in February 2023 to take additional viewpoints (views 11 and 12) and to revise the location of views 9 and 10, as requested by the Local Authority. The additional viewpoints assessed are located in the adjacent land earmarked for future housing as part of the South Heywood Masterplan, and to consider the impact the development would have on these future receptors.

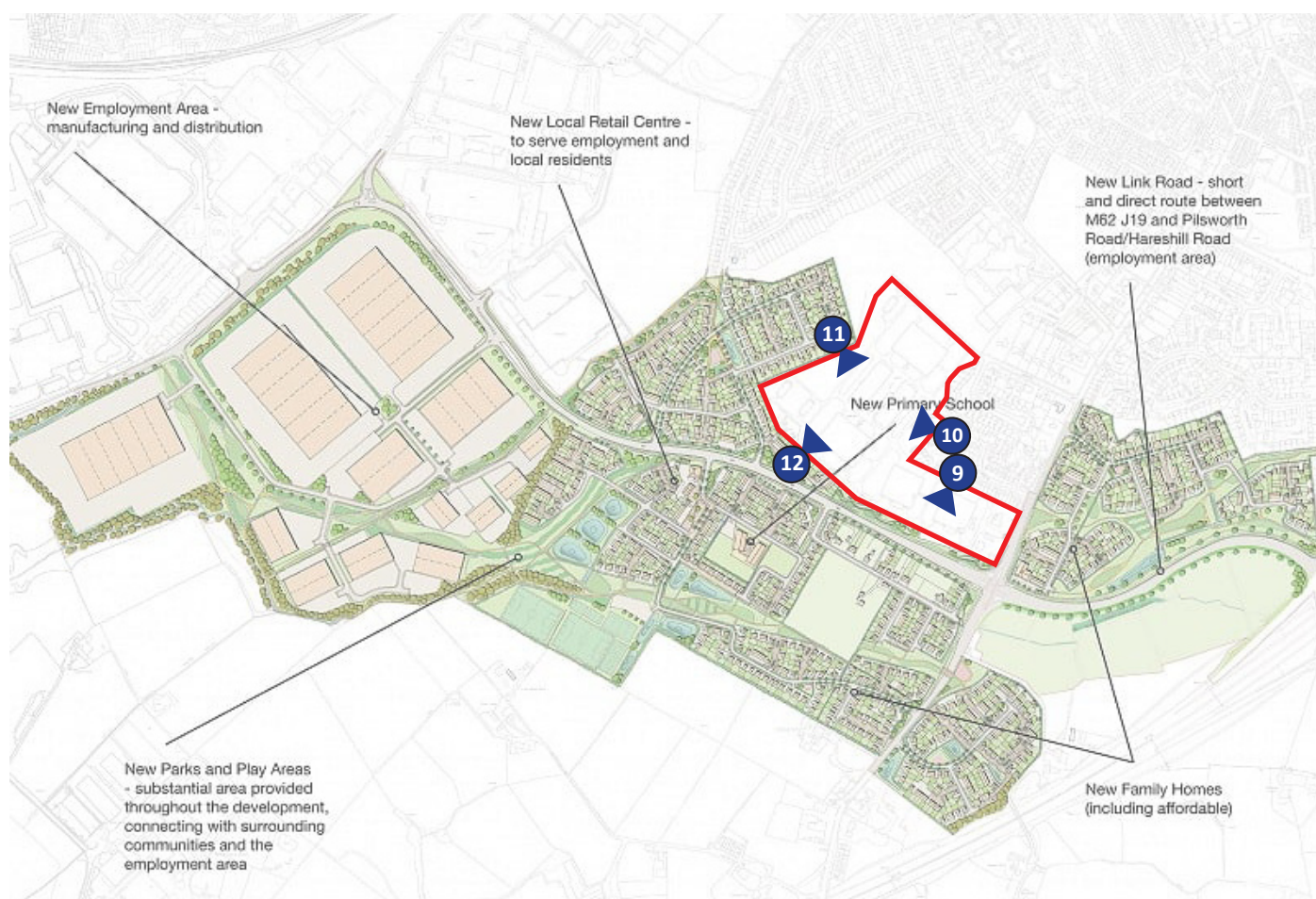


Figure 21. South Heywood Masterplan (*produced by others*)

— Proposal Site

The views are assessed in more detail in Appendix 1, however, the following points summarise each view and the anticipated visual effect as a result of the development.

View 9 - This view was retaken further along White House Close looking over the existing bungalow properties that back onto the proposal site. There will be a perceptible change to the rear views due to the increase in scale and height of the development, however, the nature of the change will remain as the site is already used for commercial use.

View 10 - View from the cul-de-sac of Bader Drive. The development will be a medium change for these properties due to the increase in height and scale of the development on site, however, the nature of the change will remain as existing industrial buildings occupy the site.

View 11 - A representative view for new occupiers of the future residential development in the adjacent field to the north west of the proposal site. The proposed development will retain existing trees along this boundary where possible and reinforce with new buffer planting to strengthen the boundary as part of the mitigation strategy. There are glimpsed views to the existing buildings beneath the canopy of the retained trees which is expected to reduce when the trees are in leaf. It is anticipated that as mitigation planting establishes, views of the new development will be even less.

View 12 - A representative view for new occupiers with rear gardens backing onto the proposal site as part of the future housing to the south western boundary. The development will be a noticeable change in the view. It is noted that the proposed new warehouse will be set at a higher plateau level to the existing buildings. The vegetation located along this boundary will be retained and reinforced with new tree and woodland planting set on a new batter. The available area for landscaping on the new batter will enable a strong landscape buffer with sufficient space for large tree species to grow and establish to reach full maturity. The elevated position of the new tree planting will soften the impact of the new development and in time will screen the built form once the planting matures.

Site Context of the Adjacent Masterplan

As part of the assessment for the future housing associated with South Heywood Masterplan, the surrounding context has been considered. The following views highlight that existing industrial buildings are a prominent feature in the surrounding area including those located on South Heywood Distribution Estate to the north west of the proposal site. It is assessed that although the development will result in the increase in scale and massing on site, it is not incongruous, being located in the context of many large warehousing and commercial buildings. New distribution warehouses also form part of the South Heywood Masterplan and therefore, the extent of industrial buildings will increase as those phases come forward.



Figure 22. Additional context photos

— Proposal Site



Existing views from the adjacent field into the proposal site where existing industrial buildings are visible through the trees. This building is to be demolished as part of the proposals with new built form set further back from the boundary edge. The boundary is to be reinforced with new scrub, whip tree and semi-mature tree planting to strengthen the landscape buffer.



Distribution buildings are visible to the north west of the future residential development on the horizon line.



A closed boarded fence borders the southern side of the new link road with distribution warehouses visible in the distance.

Summary of Impacts on the Adjacent Future Housing

The proposed layout for the residential masterplan is in a diagrammatic stage, and the nature of proposed changes cannot therefore be fully assessed, however, there will most likely be a potential effect to views for future properties of the proposed masterplan, particularly those which directly abut the southern and western boundaries of the proposal site, where the proposed replacement industrial buildings will be at a more elevated setting than the existing.

The rear views from properties located to the north west of the proposal site towards the proposed development is limited to filtered views through existing vegetation. These views will reduce during the summer seasons when trees are in leaf and will be furthered reduced following the establishment of mitigation planting which is proposed along this boundary.

It is acknowledged that the development will be visible for properties to the south western boundary due to the elevated location of the building, however, a new 2 metre retaining wall with landscape batter (reaching a combined 7 to 8 metres high from the site boundary), the retention of existing trees and new tree and native shrub planting will soften the impact of the development and screen the development once the planting establishes. Therefore, it is assessed that the development will result in a neutral change as the mitigation planting establishes.

It is also assessed that the nature of the change for the future housing is not out of context with the surrounding areas and the industrial character of the site will remain. Industrial buildings are a prominent feature of the local area in its current context and will increase as future phases of the South Heywood Masterplan come forward.

The following wireframes illustrate the existing views, wireframe overlay and illustrative view of how the development will sit in the view following the establishment of mitigation planting.

Existing view



Wireframe overlay



Wireframe with mitigation



View 10

Existing view



Wireframe overlay



Wireframe with mitigation



Existing view



Wireframe overlay

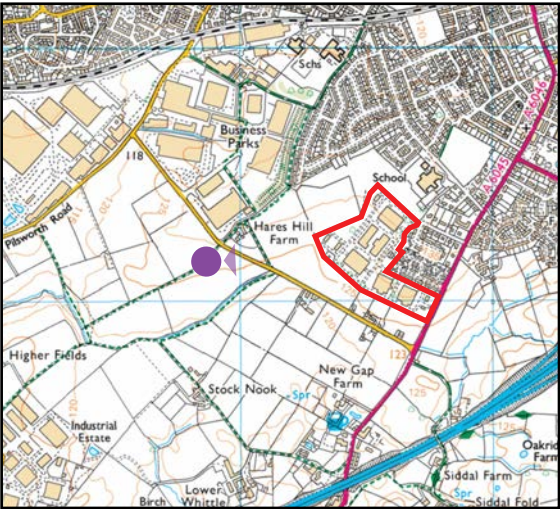


Wireframe with mitigation



APPENDIX 1.0

VISUAL RECEPTORS - SEPARATE A3 DOCUMENT



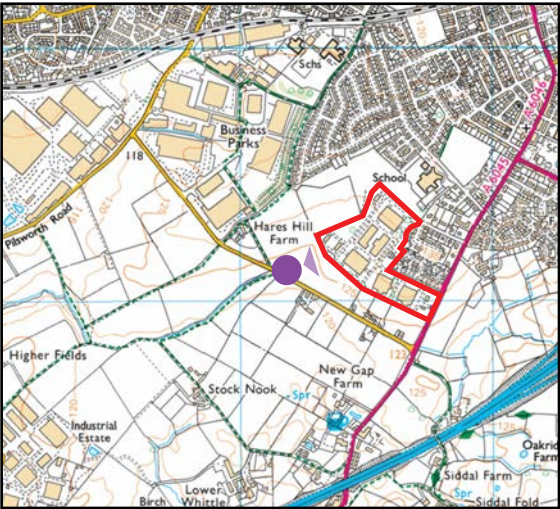
Representative Viewpoint	VP1
Visual Receptor	Public footpath
Location	Looking east. Latitude: 53.5786713 Longitude: -2.2293044
Receptor description	Pedestrian footpath close to Hareshill Road.
View and orientation	View looking east
View elevation	125m
Proximity to proposals	450m
Extent of Visibility	25% of the view
Receptor Susceptibility	Medium

Description of View	This view is taken from the public footpath route that links Pilsworth Road and Hareshill Road. The view is elevated and provides some long distance views to a landscape set at a lower level. The view consists of herras fencing, containers, street lighting and built form associated with the existing industrial site.
Change to View	The development will result in a perceptible change to view due to the increase in height of the new development, however, large scale built form associated with the existing industrial site is already visible in gaps between the vegetation. The development roof pitch will be visible above the existing vegetation that borders the site. The development will not be noticeable following the implementation of future phases of the South Heywood Masterplan.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium
Magnitude of Change	Low (negligible - post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate Adverse (Negligible post delivery of South Heywood Master-plan)	
Mitigation	
Retain boundary vegetation and incorporate new tree and woodland planting to strengthen the vegetation layers.	



Figure: 7.1 Viewpoint 1
Project: Manchester Road, Heywood
Client: Gerald Eve



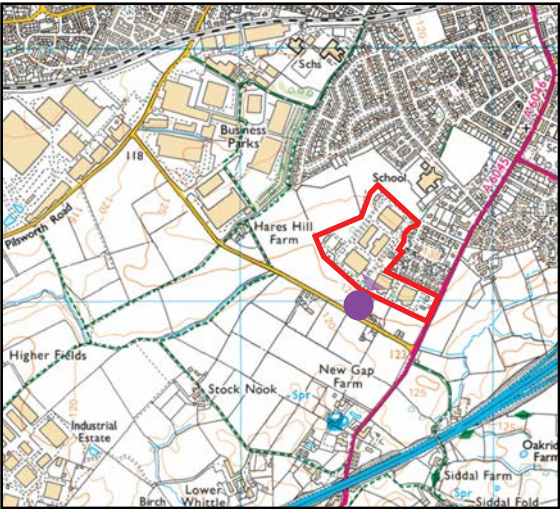
Representative Viewpoint	VP2
Visual Receptor	Public Footpath
Location	Looking east Latitude: 53.5786777 Longitude: -2.2249059
Receptor description	Closest public footpath connection near the proposal site
View and orientation	View looking north east
View elevation	122.5m
Proximity to proposals	200m
Extent of Visibility	40% of the view
Receptor Susceptibility	Medium

Description of View	This view is representative for users of the closest public footpath connection to the proposal site. The wider landscape is under construction at the time of the assessment, with herras fencing, highways street lighting and the new road infrastructure being prominent features in the view. There are glimpsed views of the existing warehouse buildings located on the site between the existing tree cover.
Change to View	There will be a perceptible change to the view as a result of the increase in height of the development on site. However, vegetation will soften the built form and limit to glimpsed views. The view of the development will not be as noticeable as the South Heywood Masterplan development comes forward. Road infrastructure works are in construction in the foreground and new residential development is planned between the receptor and proposal site.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium
Magnitude of Change	Low (negligible - post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate adverse (Negligible post delivery of South Heywood Masterplan)	
Mitigation	
Retain boundary vegetation and incorporate new tree and woodland planting to strengthen the vegetation layers.	



Figure: 7.2 Viewpoint 2
Project: Manchester Road, Heywood
Client: Gerald Eve



Representative Viewpoint	VP3
Visual Receptor	Highway
Location	Looking north Latitude: 53.5777498 Longitude: -2.2204243
Receptor description	View taken from the new link road associated with the adjacent masterplan.
View and orientation	view looking north
View elevation	same level as the proposal site.
Proximity to proposals	50m
Extent of Visibility	75% of the view
Receptor Susceptibility	Low

Description of View	This view is taken from the new link road in construction as part of the wider outline planning approved masterplan. The link road runs alongside the proposal site boundary line to the south west. The road comprises the carriageway, grassed verges and close boarded timber fencing. The existing tree cover, primarily located internal to the site characterises the south western boundary and gives glimpsed views of the existing industrial buildings.
Change to View	The proposal site will result in a noticeable change to the existing view due to the increase in scale and capacity of the new buildings, however, the nature of the change will remain. The existing trees are to be retained, limiting views to gaps in vegetation. The change will be less as the wider masterplan comes forward due to the increase in built form in the view.

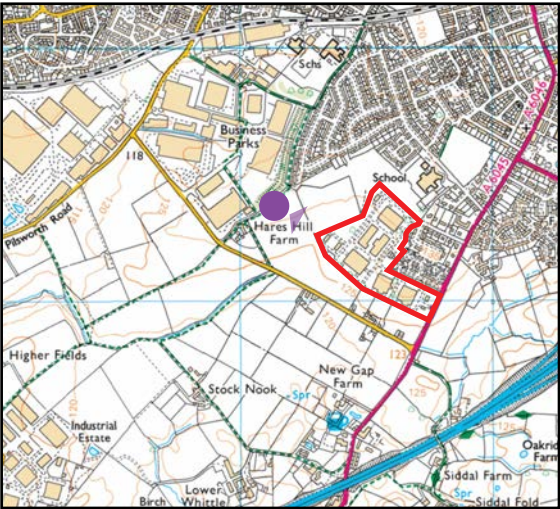
Value and Quality of view	Poor
Susceptibility of receptor	Low
Sensitivity of receptor	Low
Magnitude of Change	Medium (Low - post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate Neutral reducing to slight neutral as mitigation measures establish. (Slight neutral post delivery of South Heywood Masterplan)	
Mitigation	
Retain existing vegetation and strengthen with new tree planting to fill the gaps and soften the edge of development.	

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Figure: 7.3 Viewpoint 3
Project: Manchester Road, Heywood
Client: Gerald Eve



Visual montage
(indicative only)



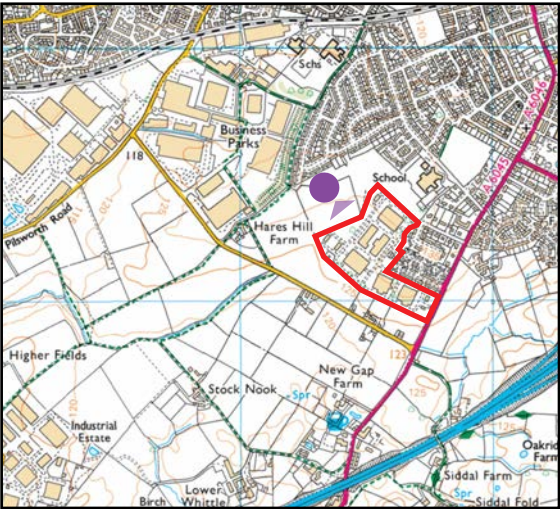
Representative Viewpoint	VP4
Visual Receptor	Public Footpath
Location	Looking south east Latitude: 53.580278 Longitude: -2.2264527
Receptor description	View from the public footpath to the north west of the proposal site.
View and orientation	View looking south east
View elevation	Similar level to the proposal site
Proximity to proposals	240m
Extent of Visibility	50% of the view
Receptor Susceptibility	Medium

Description of View	This view is taken from the public footpath to the north west of the proposal site and the south of the existing industrial park located off Hareshill Road. The view is across an agricultural field with existing vegetation dominating the view on the horizon line. There are glimpsed views of built form through gaps in the vegetation.
Change to View	There will be a noticeable change to the view as the new development will be visible above the canopy line of the existing trees. There will be no tree loss here as vegetation is to be retained as part of the proposals. The foreground of the view will be primarily built form as the wider masterplan comes forward, therefore, the change post regeneration will be Negligible.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium
Magnitude of Change	Low-Medium (Negligible post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate Adverse reducing to Slight Adverse following establishment of mitigation measures. (Negligible post South Heywood Masterplan)	
Mitigation	
Retain boundary vegetation and incorporate new tree and woodland planting to strengthen the vegetation layers.	



Figure: 7.4 Viewpoint 4
Project: Manchester Road, Heywood
Client: Gerald Eve



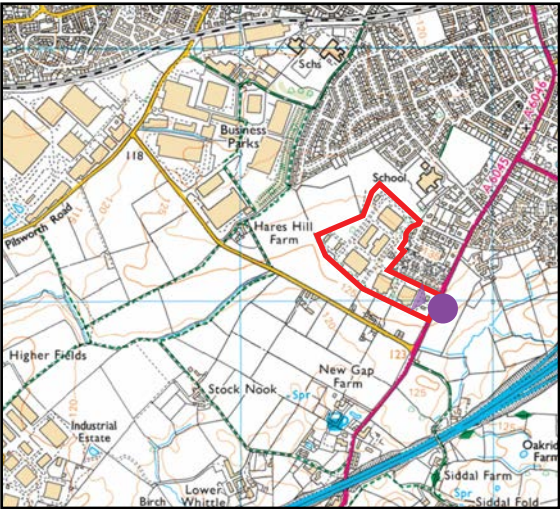
Representative Viewpoint	VP5
Visual Receptor	Residential
Location	Looking south Latitude: 53.5809606 Longitude: -2.2240181
Receptor description	Representative of rear elevations from properties located on Salisbury Avenue and Shaftesbury Drive.
View and orientation	View looking south
View elevation	Similar to the proposal site
Proximity to proposals	150m
Extent of Visibility	50% of the view
Receptor Susceptibility	Medium

Description of View	This view is representative of upper floor windows from properties with rear elevations on Salisbury Avenue and Shaftesbury Drive located to the north west of the proposal site. The focus of the view is primarily on the band of existing vegetation that borders the proposal site with glimpsed views of residential buildings and Newhouse Academy. The view is primarily from upper floor rear windows for the properties. There are bands of other vegetation in the foreground which are likely to filter views further of the site.
Change to View	There will be a perceptible change to the view, as the new development may be visible above the tree canopy line due to the increase in height. The development, albeit potentially still visible above the tree line, will not be the focus of the view as built form will replace this field.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium-High
Magnitude of Change	Low (Negligible post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate adverse reducing to Slight neutral as mitigation measures establish. (Negligible post South Heywood Masterplan)	
Mitigation	
None.	

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Figure: 7.5 Viewpoint 5
Project: Manchester Road, Heywood
Client: Gerald Eve



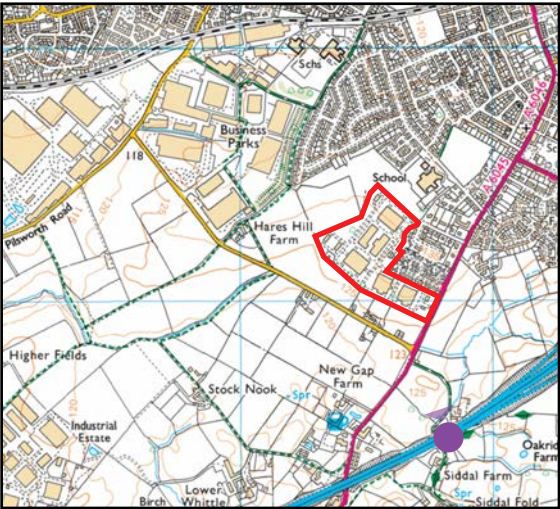
Representative Viewpoint	VP6
Visual Receptor	Highway
Location	Looking west Latitude: 53.57773 Longitude: -2.2166747
Receptor description	View at the development entrance from Manchester Road.
View and orientation	View looking north west
View elevation	Same level as the proposal site.
Proximity to proposals	10m
Extent of Visibility	proposals will be visible in 20% of view
Receptor Susceptibility	Low

Description of View	This view is taken from Manchester Road to the east of the proposal site at the entrance to the existing industrial estate. The existing development is bordered by existing trees along the road frontage with glimpsed views of the built form.
Change to View	The proposal site will be noticeable due to the access road widening, subsequent loss of individual trees and new built form at the end of the entrance road. The wider regeneration area associated with South Heywood Masterplan will not alter the view in the long term.

Value and Quality of view	Ordinary/poor
Susceptibility of receptor	Low
Sensitivity of receptor	Low
Magnitude of Change	Medium (Medium post regen)
Hierarchy of receptor	Local
Summary - Visual Effects	
Slight-Moderate neutral. A noticeable change but with little material effect on the view or character of view (remains the same post South Heywood Masterplan)	
Mitigation	
New trees and hedgerow planting to mitigate for the loss of trees at the development entrance.	

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Figure: 7.6 Viewpoint 6
Project: Manchester Road, Heywood
Client: Gerald Eve



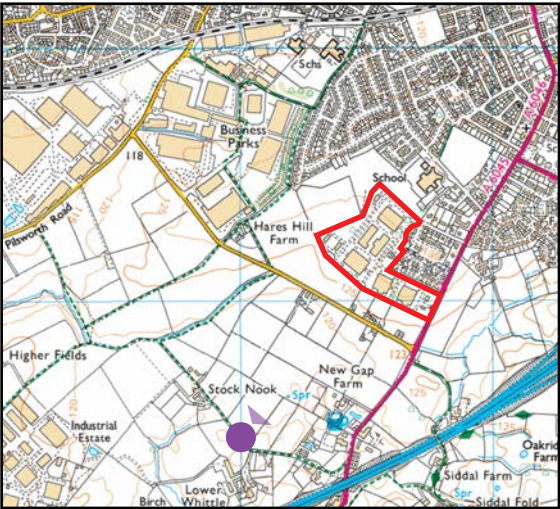
Representative Viewpoint	VP7
Visual Receptor	Public Footpath on the footbridge crossing the M62
Location	Looking north Latitude: 53.5721126 Longitude: -2.2166549
Receptor description	View taken from the footbridge that crosses the M62 motorway.
View and orientation	Looking north
View elevation	Elevated location from immediate surrounding but similar to the proposal site.
Proximity to proposals	550m
Extent of Visibility	10% of the view
Receptor Susceptibility	Low

Description of View	This view is taken from the footbridge over the M62 to the south east of the proposal site. The motorway dominates the view with glimpsed views of existing built form in the distance. Features associated with the motorway infrastructure are prominent in the view.
Change to View	The proposed development will not be visible from this location due to the existing vegetation that borders the motorway.

Value and Quality of view	Ordinary
Susceptibility of receptor	Low
Sensitivity of receptor	Medium
Magnitude of Change	Negligible
Hierarchy of receptor	Local
Summary - Visual Effects	
Negligible	
Mitigation	
None	



Figure: 7.7 Viewpoint 7
Project: Manchester Road, Heywood
Client: Gerald Eve



Representative Viewpoint	VP8
Visual Receptor	Public Footpath
Location	Looking north east Latitude: 53.5719846 Longitude: -2.2227321
Receptor description	Glimpsed view in hedgerow from the public footpath to the south west.
View and orientation	View looking north east
View elevation	
Proximity to proposals	800m
Extent of Visibility	<5% of the view
Receptor Susceptibility	Medium

Description of View	View taken from the public footpath located off Manchester Road to the south west of the proposal site. There are long distanced views towards higher ground with layers of existing vegetation with the field pattern and glimpsed views of buildings nested in the landscape. The existing industrial estate is visible in the existing view. The view of the wider landscape is localised in a gap in vegetation. The wider footpath contains high hedgerows preventing views over the wider landscape.
Change to View	The development will not be readily perceived by the casual observer. Potential views of the development are limited to localised gaps in the hedgerows. Any potential views will be even less following the delivery of the South Heywood Masterplan.

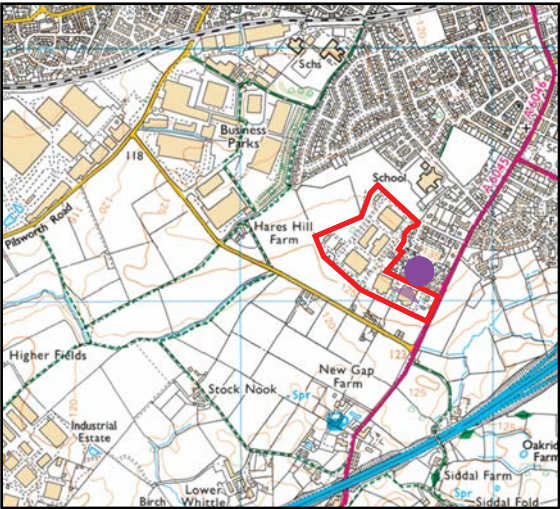
Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	High
Magnitude of Change	Negligible
Hierarchy of receptor	Local
Summary - Visual Effects	
Negligible	
Mitigation	
None	



Figure: 7.8 Viewpoint 8
Project: Manchester Road, Heywood
Client: Gerald Eve



Context view of rear views for properties on White House Close



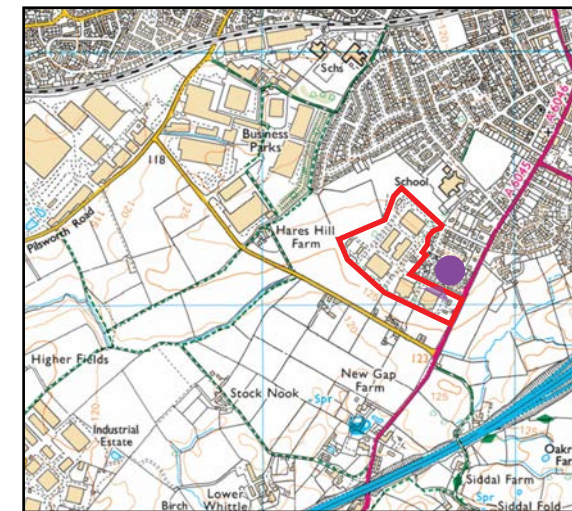
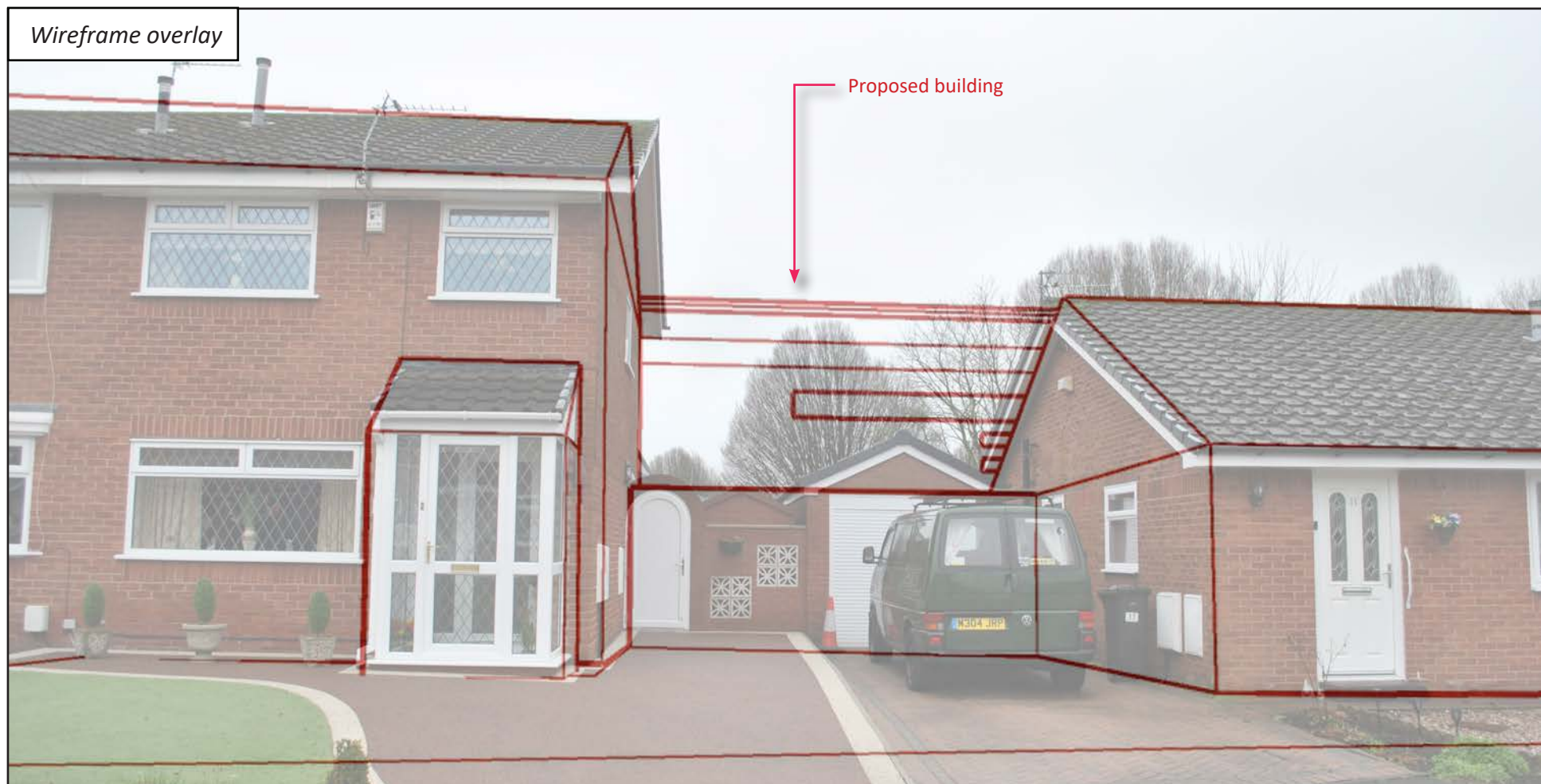
Representative Viewpoint	VP9
Visual Receptor	Residential
Location	Looking south Latitude: 53.5783095 Longitude: -2.218693
Receptor description	View from White House Close to the north east of the proposal site.
View and orientation	View looking south
View elevation	Similar to the proposal site.
Proximity to proposals	50m
Extent of Visibility	Limited to glimpsed views between properties
Receptor Susceptibility	Medium

Description of View	View taken from White House Close, one of the estate roads located within the residential area immediately to the north east of the site. The view contains a series of semi-detached properties that back onto the proposal site. The view also represents properties located on the opposite side of White House Close where glimpsed views between the properties will be possible.
Change to View	The change to the view will be noticeable for the properties located on the site boundary due to the increase in height and scale of development. However, the nature of change will remain as the existing site is already for commercial use. This change will be for the rear elevations of these properties. There will also be glimpsed views between the properties on the opposite side of the estate road.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	High
Magnitude of Change	Medium (low post mitigation)
Hierarchy of receptor	Low
Summary - Visual Effects	
Moderate-Substantial adverse reducing to Slight-Moderate neutral following establishment of mitigation planting.	
Mitigation	
Existing trees retained on boundary and incorporate new tree, hedge and shrub planting between the proposal site and existing properties to soften the built form.	

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Figure: 7.9 Viewpoint 9
Project: Manchester Road, Heywood
Client: Gerald Eve



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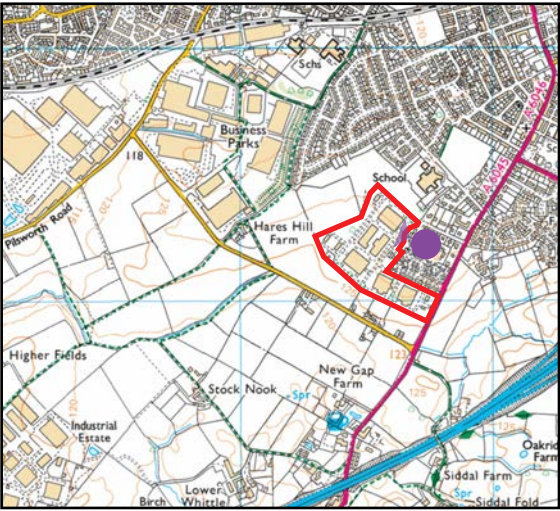
Figure: 7.9.1 Viewpoint 9 Wireframe

Project: Manchester Road, Heywood

Client: Gerald Eve



Context view of rear views for properties on Bader Drive



Representative Viewpoint	VP10
Visual Receptor	Residential
Location	Looking north west Latitude: 53.579049 Longitude: -2.2178784
Receptor description	Residential properties located on Bader Drive
View and orientation	View looking north west
View elevation	Similar to the proposal site
Proximity to proposals	50m
Extent of Visibility	Limited to glimpsed views between properties
Receptor Susceptibility	Medium

Description of View	View taken from Bader Drive where residential properties back onto the proposal site. The view contains urban elements associated with a residential area. The view of the proposal site from these properties will be direct with only boundary vegetation between.
Change to View	The change to the view will be noticeable due to the increase in scale and capacity on site. The nature of the change will remain with the existing view containing existing industrial buildings. The existing trees will be retained where possible in the view screening the new building.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	High
Magnitude of Change	Medium (low post mitigation)
Hierarchy of receptor	Local
Summary - Visual Effects	
Moderate-Substantial adverse reducing to Slight-Moderate neutral following the establishment of mitigation measures.	
Mitigation	
Existing trees are retained between the properties and development and will be reinforced with new tree, hedge and shrub planting to create a dense landscape buffer.	

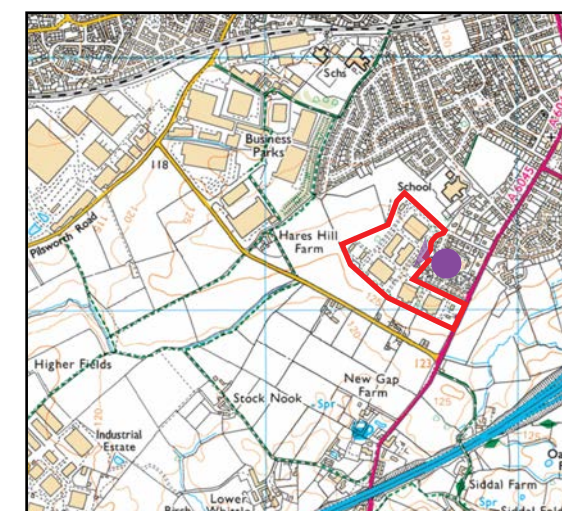
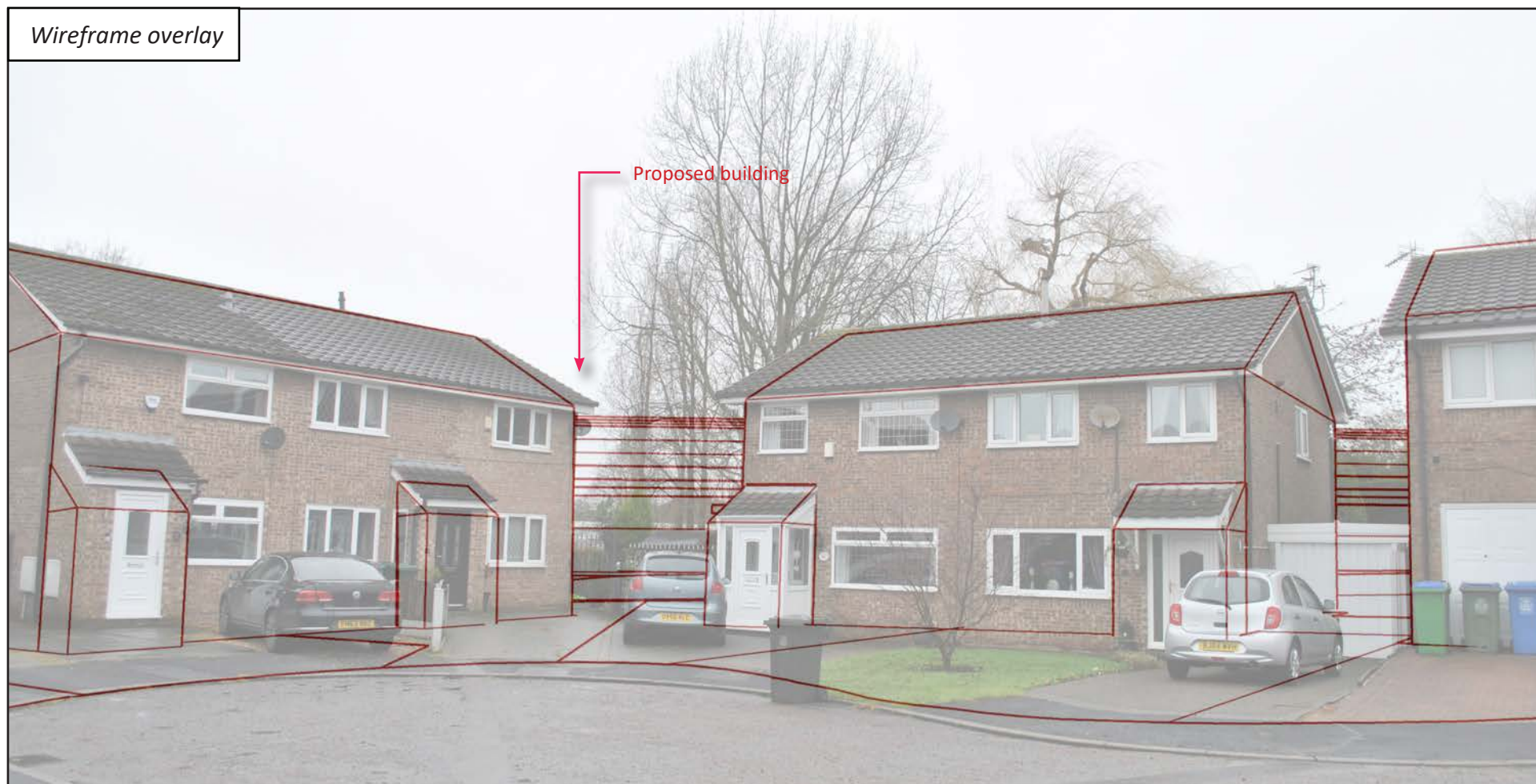
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Figure: 7.10 Viewpoint 10
Project: Manchester Road, Heywood
Client: Gerald Eve

Existing View



Wireframe overlay

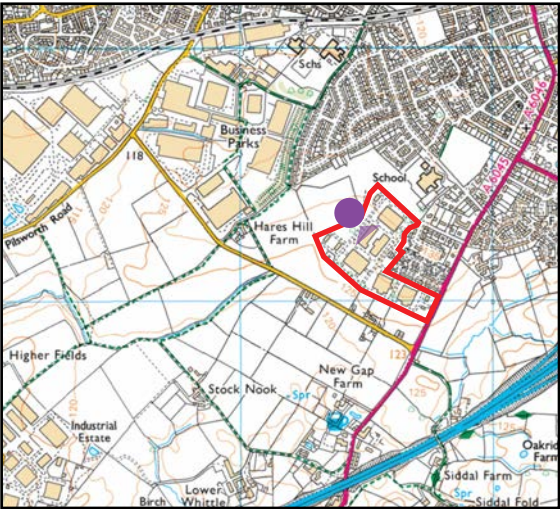


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Figure: 7.10.1 Viewpoint 10 Wireframe

Project: Manchester Road, Heywood

Client: Gerald Eve



Representative Viewpoint	VP11
Visual Receptor	Future Residential
Location	Looking south east Latitude: 53.580602 Longitude: -2.221554
Receptor description	View from the adjacent field with outline permission for housing.
View and orientation	View looking south east
View elevation	Similar to the proposal site.
Proximity to proposals	100m to built form
Extent of Visibility	Restricted view by existing vegetation located along the north western boundary.
Receptor Susceptibility	Medium

Description of View	View taken from the field immediately adjacent to the north western boundary. The view faces the proposal site which is characterised by a dense band of large mature trees. There are glimpsed views of the existing industrial buildings through the gaps in vegetation. The view is taken approximately 10m back from the site boundary which is the suggested extent of rear garden size.
Change to View	The change to the view will be low and be limited to glimpsed views through the existing vegetation. There will be an increase in scale and height of the new building, however, the nature of the change of industrial buildings will remain. The view through the trees will reduce once the existing trees are in leaf during the summer seasons.

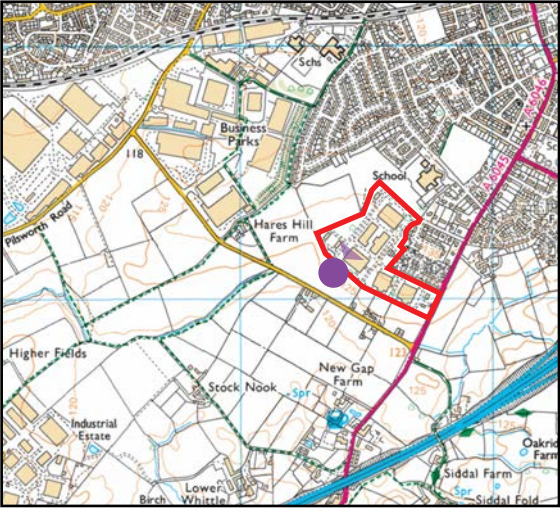
Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium-High
Magnitude of Change	Low
Hierarchy of receptor	Low
Summary - Visual Effects	
Slight-Moderate adverse reducing to Slight neutral following the establishment of mitigation measures.	
Mitigation	
Vegetation to be retained where possible along the boundary and reinforced with new buffer planting comprising native scrub and trees. An acoustic barrier softened with greenery will further reduce visibility of the buildings.	

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Figure: 7.11 Viewpoint 11
Project: Manchester Road, Heywood
Client: Gerald Eve



Context view along the new link road (Queen Elizabeth II Way)



Representative Viewpoint	VP12
Visual Receptor	Future Residential
Location	Looking north west Latitude: 53.578351 Longitude: -2.222665
Receptor description	Representative for future residential properties associated with the adjacent outline permission
View and orientation	View looking north east
View elevation	Set lower than the proposal site
Proximity to proposals	Circa 75m to the built form
Extent of Visibility	Views are restricted by vegetation, timber fencing and rising land form to the north
Receptor Susceptibility	Medium

Description of View	View from the future residential development located to the south west of the proposal site. The existing industrial buildings are evident and a notable element in the view in addition to the South Heywood industrial estate further to the north west. The south western boundary is defined by a post and mesh fence and is bordered by existing mature trees. There are glimpsed views from this location into the industrial estate beyond the existing buildings.
Change to View	The change to the view will be noticeable due to the increase in scale and height of the buildings and elevated land form. However, the development will be set behind the retained existing trees that border the site boundary and a new raised batter up to 4m high with 1m acoustic fence. The nature of the change will remain as the industrial character will remain.

Value and Quality of view	Ordinary
Susceptibility of receptor	Medium
Sensitivity of receptor	Medium-High
Magnitude of Change	Medium (low post mitigation)
Hierarchy of receptor	Local
Summary - Visual Effects	
Moderate-Substantial adverse reducing to Slight-Moderate neutral following the establishment of mitigation measures.	
Mitigation	
Existing trees retained along the site boundaries and reinforced with new scrub and tree planting set on a raised batter (raising to 4m high) to strengthen the landscape buffer.	

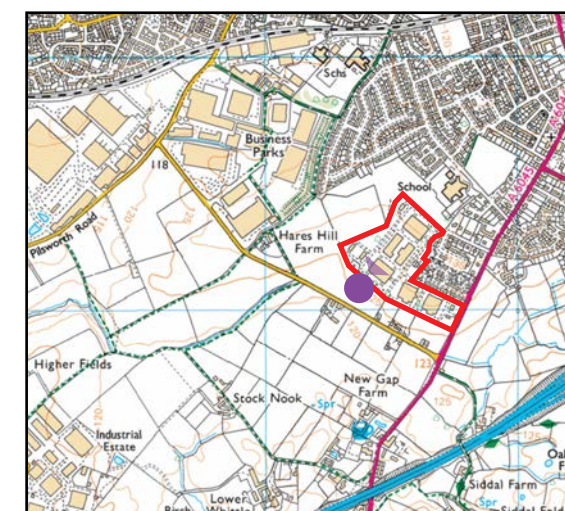
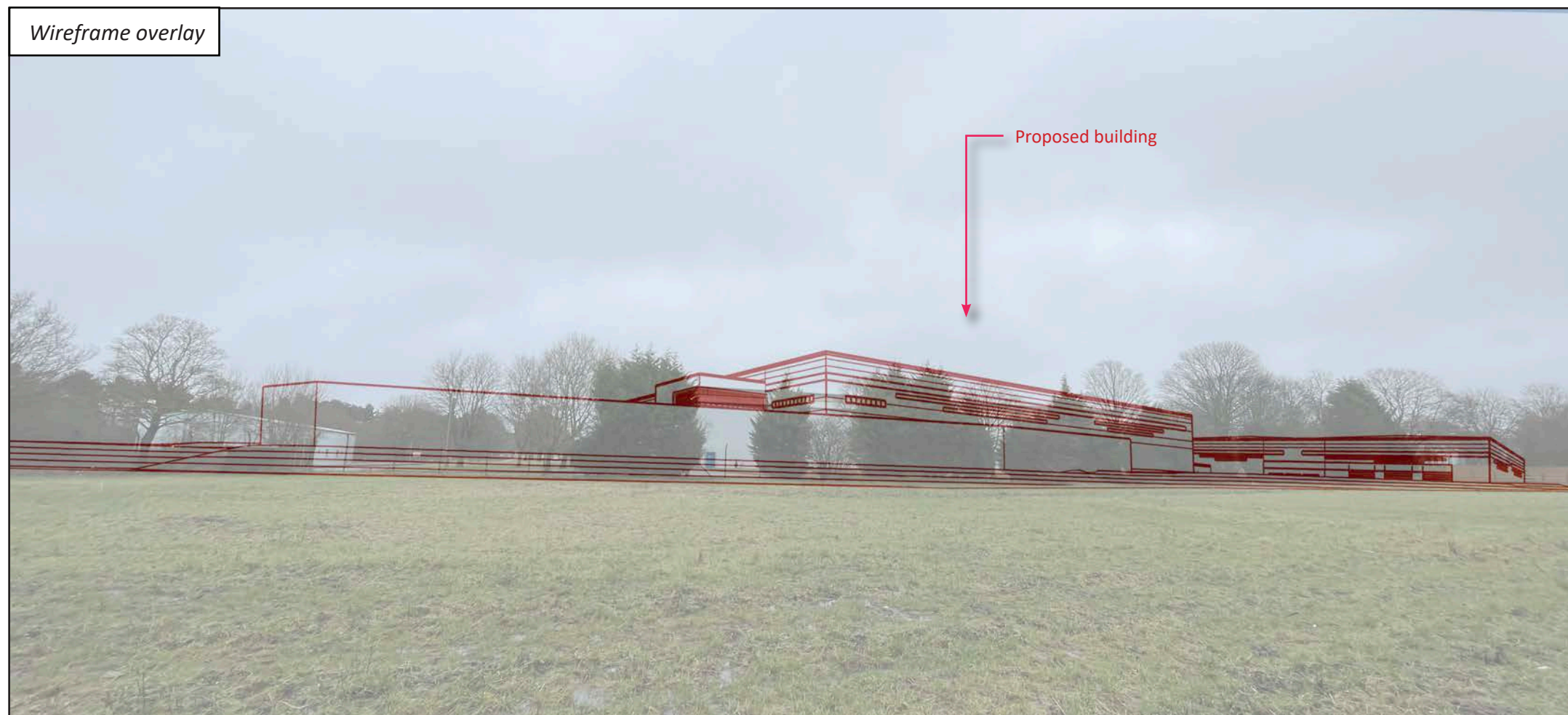


Figure: 7.12 Viewpoint 12
Project: Manchester Road, Heywood
Client: Gerald Eve

Existing View



Wireframe overlay



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Figure: 7.12.1 Viewpoint 12 Wireframe

Project: Manchester Road, Heywood

Client: Gerald Eve

APPENDIX 2.0

LVIA METHODOLOGY

LANDSCAPE BASELINE AND SENSITIVITY

i CRITERIA FOR DESCRIBING LANDSCAPE SUSCEPTIBILITY

Landscape Sensitivity is a combination of judgements of susceptibility to the type of change proposed and the value attached to the landscape.

Susceptibility to change *the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.*

Baseline studies for assessing landscape effects require a mix of desk study and field work to identify and record the character of the landscape and the elements, features and aesthetic and perceptual factors which contribute to it.

Following this each aspect of the assessment should be judged for its susceptibility to change from the proposed development and the value attached to this aspect of the landscape. Value can apply to areas of landscape as a whole, or to individual elements and feature.

Table 1 illustrates the aspects of landscape character used to inform the susceptibility of a landscape, or elements of the landscape to change.

Table 1 CRITERIA FOR DESCRIBING LANDSCAPE SUSCEPTIBILITY

Landscape	High	Medium	Low
Landscape designation	A landscape of distinctive character susceptible to relatively small changes. Includes national or regionally designated landscapes, e.g. National Scenic Area; Historic Gardens and Designed Landscapes on the National Register; AONB; National Parks	A landscape of moderately valued characteristics. Including local landscape designations.	A landscape of relative unimportance, the nature of which is tolerant to substantial change. No landscape designation.
Landscape resource and/or habitats	Important landscape resources or landscapes of particularly distinctive character and therefore likely to be subject to national designation or otherwise with high values to the public. Is susceptible to minor changes that would alter access or the character and experience of the resource.	Moderately valued characteristics reasonably tolerant of change. Susceptible to changes that would remove access and fundamentally change the nature of the existing resource.	Relatively unimportant/immature or damaged landscapes tolerant of substantial change.
Scale and enclosure	Small intimate landscape susceptible to changes that alter scale, form and enclosure. Large scale landscapes susceptible to the introduction of uncharacteristic elements which impose enclosure or development at a scale inappropriate to the setting.	Medium scale landscape susceptible to changes that introduce elements which alter the scale or understanding of landscape context.	Large scale open landscapes susceptible to changes that introduce elements that are of an appropriate scale and/or landscape context. Small scale landscapes susceptible to changes that introduce intimate and contained development appropriate to the context.
Landform and topography	Mountainous or large dominating hills and valleys. Intimate small scale landscapes defined through easily identifiable elements in the immediate landscape.	Rolling landform with small hills and valleys. Some intimacy and human scale through landscape elements such as hedgerows and woodland copses.	Large scale open landscape. Little intimacy or human scale, few character elements or features.

Settlement and Urban landscapes	Organic land cover pattern, urban forms that follow a <u>recognisable</u> historical growth over time which is retained with the layout, building fabric or through other elements. Urban grain and layout that define character and give a sense of place. Conservation Areas or areas with a high collection of listed buildings or notable features.	Urban form with some <u>recognised</u> form and structure that defines a character for the settlement or urban area. An area with noted buildings or form may include listed buildings.	Urban form that is degraded or creates a limited sense of place or character through either its grain, layout, building fabric or other elements. 20th and 21st century suburban layouts and industrial and commercial areas may fall into this category.
Historical and Cultural Landscapes	Landscapes with important historical or cultural associations notable either through physical structures, landmarks or features or else through association with literature, historical events or cultural significance. Registered park or gardens, landscape with a national cultural significance susceptible to small change.	Landscapes with notable historical and cultural associations at Regional or Local level. Landscape susceptible to change that would alter or remove the elements or features important to the association.	Landscape with no <u>recognised</u> individual features or elements
Remoteness and tranquillity	Remote location, little evidence of human activity. Landscape susceptible to small changes.	Landscapes with aspects of tranquillity and remoteness but where human activity and presence is notable. Susceptible to changes that would further <u>urbanise</u> or bring activity to areas where this is only partially present.	Highly developed countryside areas with continuous evidence of human activity. Susceptible only to very high levels
Visual and Sensory	A landscape with wide ranging and open views to distance which are part of the character. Susceptible to change that leads to enclosure or loss of notable views or view points. High quality views.	A landscape with open aspects or views but moderate or low visual connections to distance. Susceptible to change that remove views or fundamentally alters the visual amenity.	An enclosed landscape with little or no visual connection to distant locations. A landscape where view quality is low and/or degraded in character.

ii Table 2 CRITERIA FOR DESCRIBING LANDSCAPE QUALITY

Landscape Quality	Definition	Typical Example
Exceptional	Strong landscape structure, characteristics, patterns, and/or clear urban grain identifiable with a historic period or event; Appropriate management for land use and land cover and/or a well maintained urban environment of distinction, intact and good landscape condition; Distinct features worthy of conservation, historic architectural grain; Sense of place exceptional local distinctiveness; No detracting features.	Internationally or nationally recognised, World Heritage Sites, National Parks, National Scenic Area, AONB
High	Strong landscape structure, characteristic patterns and/or clear urban grain; Appropriate management for land use and land cover, but potentially scope to improve; Distinct features worthy conservation; Sense of place; Occasional detracting features.	Nationally, regionally recognised e.g. parts of National Scenic Area, notable Conservation Area or Listed status; Registered Historic Gardens and Designed Landscapes; Special Landscape Area;
Good	Recognisable landscape structure and/or urban grain Scope to improve management for land use and land cover; Some features worthy of conservation; Sense of place; Some detracting features.	Regionally or locally recognised e.g. localised areas within National Park, Regional Parks, Village Greens, Special Landscape Areas, Conservation Areas.
Ordinary	Distinguishable landscape structure, characteristics, patterns of landform and land cover often masked by land use; Fractured urban grain with patterns of use difficult to distinguish; Scope to improve management of vegetation; Some features worthy of conservation; Some detracting features	Locally recognised landscape without specific designation.
Poor	Weak landscape structure, characteristic patterns of landform and land cover are missing, little or no recognisable urban grain; Mixed land use evident; Lack of management and intervention has resulted in degradation; Frequent detracting features.	A landscape without note or one singled out as being degraded or requiring improvement.
Very Poor	Degraded landscape structure, characteristic patterns and/or urban grain missing; Mixed land use or dereliction dominates; Lack of management/ intervention has resulted in degradation; Extensive detracting features.	A Landscape likely to be singled out as needing intervention or regeneration.

iii Table 3 CRITERIA FOR DESCRIBING LANDSCAPE VALUE

Value can apply to areas of landscape as a whole, or to individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape.

The range of factors that can help in the identification of valued landscapes may include:

- **Landscape Quality** (see table 2) - a measure of the physical state of the landscape;
- **Scenic Quality** - landscapes that appeal primarily to the senses
- **Rarity** - the presence of rare elements or features in the landscape;
- **Representativeness** - whether the landscape contains particular characters and or features or elements which are considered particularly important examples;
- **Conservation Interests** - the presence of features of wildlife, earth science, archaeological, historical and cultural interest;
- **Recreation Value** - evidence that the landscape is valued for recreational activity;
- **Perceptual Aspects** - e.g. wilderness and/or tranquility;
- **Associations** - Some landscape are associated with particular people, such as artists or writers, or events in history.

Landscape Value	Definition	Typical Example
High	An iconic landscape or <u>element(s)</u> held in high regard both nationally, regionally and by the local community; A landscape or <u>element(s)</u> widely used by both the local community and a broader visiting community; Features of particular historical protected significance ; Landscape or space which defines or is closely associated with a community and its life and livelihood; A landscape that defines a particular character area being both representative but also definitive in terms of its elements, features or characteristics.	Nationally, regionally <u>recognised</u> e.g. parts of National Park; National Scenic Area; AONB; Registered Historic Garden and Designed Landscape; World Heritage Sites. Village Green/Park or Community Recreational Space with strong and varied use by the whole community over a period of 20 years or more. Regional Parks and Country Parks. An area with good and varied access and high visual amenity.
Good	A landscape or <u>element(s)</u> <u>recognised</u> regionally and locally as important ; A landscape widely used by the local community; Features or elements widely used or visited and held in <u>association</u> with the area or community; A landscape that is particularly representative of the character descriptions and assessments available for the study area including some key aspects or features that if lost would effect the overall landscape description.	Conservation or Listed status; Village Greens/Parks; , Culturally important sites. Access via PROW and permissive paths other <u>routeways</u> . An area of good access and good visual amenity.
Moderate	A landscape of local importance ; A landscape used by the local community through PROW; A sense of place <u>recognisable</u> and associated with the local area.	Area of local landscape importance with limited access and some visual amenity
Low	A landscape without particular noted significance; A landscape or elements infrequently used by the local <u>community</u> ; A landscape which is not distinct and does not add to the overall context of the area.	A landscape with little or no access and no visual amenity

Landscape Sensitivity	Definition	Typical Examples
High	A landscape that demonstrates a high level of susceptibility to the nature and level of change proposed across the majority of criteria assessed. A landscape of high or moderate value that includes key aspects, elements or features of the <u>recognised</u> landscape character. The proposal is likely to change the nature and description of the receiving landscape character.	Internationally or Nationally <u>recognised</u> . World Heritage Sites, National Parks, National Scenic Area, AONB. Nationally, Regionally <u>recognised</u> e.g. parts of National Scenic Area, notable Conservation Area or Listed status; Registered Historic Gardens and Designed Landscapes; Special Landscape Areas; Valued landscapes of good quality or above which define or have definite characteristics of a landscape character type or area.
Medium - High	A landscape that demonstrates a medium to high level of susceptibility to the change proposed. A landscape of medium to high level value where care is required to consider the aspects of landscape value and how these might be retained or mitigated if affected by the proposals.	Regionally <u>recognised</u> e.g. areas within National Park, Regional Parks, Special Landscape Areas, Conservation Areas. Valued and/or good landscapes that are representative of a broader landscape character type or area.
Medium	A landscape that demonstrates a medium level of susceptibility to the change proposed but that can accommodate some of this change without altering or affecting the principle characteristics of the receiving landscape. A landscape of medium level value where some care is required to consider the aspects of landscape value and how these might be retained or mitigated if affected by the proposals.	Regionally or locally <u>recognised</u> e.g. Regional Parks, Village Greens, Locally <u>recognised</u> landscape without specific designation. Locally valued and/or good or ordinary landscapes that are representative of a broader landscape character type or area.
Low - Medium	A landscape of low susceptibility to change where the proposals will only affect or alter the key characteristics, features or elements of the receiving landscape in a very limited way, whilst predominantly maintaining the same landscape character description and definition as before. A landscape of moderate to low value.	A landscape without note or one singled out as being predominantly degraded or requiring some improvement. A Landscape likely to be singled out as needing <u>intervention</u> or regeneration. A landscape of ordinary quality with few recorded value characteristics. A landscape that includes limited key characteristics, elements or features and is partially representative of a landscape character type or area.
Low	A landscape of low susceptibility to change where the proposals will not affect or alter the key characteristics, features or elements of the receiving landscape and where the landscape would be left essentially within the same landscape character description and definition as before. A landscape of moderate to low value.	A landscape without note or one singled out as being degraded or requiring improvement. A Landscape likely to be singled out as needing <u>intervention</u> or regeneration. A landscape of ordinary or poor quality with few or no recorded value characteristics. A landscape that does not include key characteristics, elements or features and is only partially representative of a landscape character type or area.

LANDSCAPE EFFECTS

v Table 5 MAGNITUDE OF CHANGE (LANDSCAPE)

Magnitude of Change	Examples
High	The development would result in a prominent change to the landscape character type or area (enhance or degrade). Major alteration to significant elements or features or the removal/introduction of substantial elements. The alteration of a landscape to substantially increase/decrease both the landscape value and quality.
Medium	The development would result in a noticeable change to the landscape character or part of a landscape character type or area (enhance or degrade). Alteration to elements or features or partial removal/introduction. The alteration of a landscape to increase/decrease both the landscape value and quality.
Low	The development would result in a slight change to the landscape character (enhance or degrade). Alteration to minor elements or features or the removal/introduction. The alteration of a landscape to increase/decrease both the landscape value and quality.
Negligible	A very minor change which is not uncharacteristic and maintains the quality and value of the landscape.

vi Table 6 SUMMARY TABLE TO DETERMINE LANDSCAPE EFFECTS

		Magnitude of Change			
		High	Medium	Low	Negligible
Sensitivity	High	Substantial	Moderate - Substantial	Moderate	Negligible
	Med - High	Moderate - Substantial	Moderate - Substantial	Slight- Moderate	Negligible
	Medium	Moderate - Substantial	Moderate	Slight - Moderate	Negligible
	Low - Med	Moderate	Slight - Moderate	Slight	Negligible
	Low	Moderate	Slight - Moderate	Slight	Negligible
	Negligible	Negligible	Negligible	Negligible	None

The summary of effects on landscape can be expressed as an adverse or beneficial effect depending on the assessor’s view regarding the nature and quality of the existing resource and how this has been changed. In some circumstances the change may be described as a neutral change if the expectation of the viewer or the fundamental nature and characteristics of a landscape appear unaffected.

Landscape Effect	Nature of the Effect
Substantial Moderate - Substantial	Adverse effects may include the loss or removal of elements or features that are characteristic or otherwise determine value or importance, the degradation of landscape quality, the loss or reduction of value and/or a perception of change that is negative. Change that is against recommended management and maintenance proposals or other landscape objectives. Beneficial effects may include the introduction of elements or features that are characteristic or otherwise will create value. The improvement of landscape quality and change that is recommended as part of management and maintenance proposals or other landscape objectives. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape character type or is assimilated into an associated landscape character type through the introduction of beneficial mitigation measures, the shift of a landscape character type/ area into another existing character type/ area.
Moderate	Adverse effects may include the loss or removal of some of the elements or features that are characteristic or otherwise determine value or importance, the degradation of landscape quality, the loss or reduction of aspects of value and/or a perception of change that is negative. Change that is against recommended management and maintenance proposals or other landscape objectives. Beneficial effects may include the introduction of elements or features that are characteristic or otherwise may create value. The improvement of landscape quality and change that is recommended as part of management and maintenance proposals or other landscape objectives. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape character type or is assimilated into an associated landscape character type through the introduction of beneficial mitigation measures, the shift of a landscape character type/ area into another existing character type/ area.
Slight - Moderate Slight	Adverse effects may include the loss or removal of some of the elements or features that are characteristic or otherwise determine value or importance, the further degradation of landscape quality, the loss or reduction of aspects of value and/or a perception of change that is negative or re-asserts the existing negative aspects of the site. Change that is against recommended management and maintenance proposals or other landscape objectives or that fails to halt identified failings of land management. Beneficial effects may include the introduction of elements or features that are or were historically characteristic for the site or otherwise may create value. The improvement of landscape quality and change that is recommended as part of management and maintenance proposals or other landscape objectives. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape character type or is assimilated into an associated landscape character type through the introduction of beneficial mitigation measures, the shift of a landscape character type/ area into another existing character type/ area.
Negligible - None	A very minor change which is not uncharacteristic and maintains the quality and value of the landscape.

VISUAL BASELINE AND SENSITIVITY

viii CRITERIA FOR DESCRIBING VISUAL SUSCEPTIBILITY

The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- the occupation or activity of people experiencing the view at particular locations; and
- the extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.

Table 8

Receptor Susceptibility	Description
High	Occupiers of residential properties with views from principle rooms or outdoor spaces Users of outdoor recreational facilities, including public rights of way, whose attention may be focused on the landscape Elevated panoramic viewpoints Communities where the development results in changes in the landscape setting or valued views enjoyed by the community
Medium	Residential properties with restricted views or views from non principle rooms where the focus is not on the landscape or view People engaged in outdoor recreation where enjoyment of the landscape is incidental rather than the main interest People travelling through the landscape where the views involved are transient and sporadic but have a special significance in either the journey or the expression of the landscape or community being visited. Users of highway footpath routes, cyclists or horse riders where the speed of travel may allow for consideration and enjoyment of the view
Low	People at their place of work, industrial facilities. People travelling through the landscape in cars, trains or other transport such that the speed and nature of the views involved are short lived and have no special significance

ix Table 9 CRITERIA FOR DESCRIBING VISUAL QUALITY AND VALUE

View Quality and Value	Description
High	Iconic views or skylines which are individual character elements in their own right. Protected views through Supplementary Planning Guidance or development framework. View mentioned in the listing for a conservation area, listed building or scheduled monument as being important with regard to its setting. Wide panoramic distant views of a valued landscape(s). Views that are acknowledged or recorded in guide books or other publications and/or with references in culture such as literature or art.
Moderate	Views with strong and distinctive features. Uninterrupted views. Views over a landscape of recognised character and quality
Ordinary	A view typical of the locality. Generally attractive, some detracting features
Poor	Restricted views or views over a landscape of low value and quality.

x Table 10 MAGNITUDE OF CHANGE (VISUAL)

Magnitude of Change	Examples
High	The development would result in a prominent change to the existing view and would change the quality of the view. The development would be easily noticed by the observer. The development may break the skyline or form some other substantial change to the view.
Medium	The development would result in a noticeable change in the existing view that may change the character and quality of the view. The change would be readily noticed by the observer but would not dominate the view.
Low	The development would result in a perceptible change in the existing view but this would not affect its character or quality. The development will appear as a small element in the wider landscape which may be missed by the casual observer. The view may be at such a distance as to reduce the appearance of the development.
Negligible	Only a small part of the development will be discernible and this may be for only part of the year or be a filtered view. The view may be at such a distance as to render the change virtually indiscernible without aid or reference. The quality and character of the view will remain unchanged.

xi Table 11 SENSITIVITY (VISUAL)

Visual Sensitivity	Description	Typical Examples
High	A view or visual receptor that demonstrates a high level of susceptibility to the nature and level of change proposed. A view of high or moderate value that includes views or vistas of recorded value or quality or with some specific cultural significance. The proposal is likely to change the nature and quality of view.	Protected views or vistas through planning policy or published guidance. Notable viewpoints or vistas recorded in maps, publications or other public record. Culturally significant views within noted areas of landscape value or through art, painting or literature. Views from residential properties where change to views from principle rooms could be anticipated. Views from public footpaths where change would affect the visual amenity of the route.
Medium - High	A view or visual receptor that demonstrates a medium to high level of susceptibility to the change proposed. A view of medium to high level value where care is required to consider aspects of view and how these might be protected if affected by the proposals.	Regionally recognised view locations e.g. areas within National Park, Regional Park, Special Landscape Areas, Conservation Areas where views or visual amenity is recorded as being one of the characteristics of value. Views from residential properties where change to principle rooms may not be typical or where views of the proposal are oblique. Views from public footpath routes where the direction of the route and focus of the view is not towards the proposal site.
Medium	A view or visual receptor that demonstrates a medium level of susceptibility to the change proposed but that can accommodate some of this change without altering or affecting the quality and value of the view. A view of medium level value where some care is required to consider aspects of view and how these might be protected if affected by the proposals.	View locations within Parks, Village Greens, or locally recognised landscapes. Views from residential properties where principle rooms or outdoor amenity areas will not be affected. Views from public footpaths where the quality and value is such (low) that the proposals may not alter the visual amenity.
Low - Medium	A view or visual receptor of low susceptibility to change where the proposals are able only to affect the view in a very limited way, whilst predominantly maintaining the same visual amenity as before. A view of moderate to low value.	Views from vehicular routes or roadways for traffic that may have some appreciation of the view due to the speed of travel such as cyclists, horse riders and pedestrians. Views from transport routes where the view is a noted part of the journey experience such as rail routes through National Parks or AONB.
Low	A view of low susceptibility to change where the proposals will not affect or alter the key characteristics, features or elements of the view and where the proposals are only able to affect the view in a very limited way. A view of moderate to low value.	A view without note or one singled out as being degraded or requiring improvement. Views from vehicular routes where the nature and speed of travel dictates a low level of engagement with the view.

xii **Table 12 SUMMARY TABLE TO DETERMINE VISUAL EFFECTS**

		Magnitude of Change			
		High	Medium	Low	Negligible
Sensitivity	High	Substantial	Moderate - Substantial	Moderate	Negligible
	Med - High	Moderate - Substantial	Moderate - Substantial	Slight- Moderate	Negligible
	Medium	Moderate - Substantial	Moderate	Slight - Moderate	Negligible
	Low - Med	Moderate	Slight - Moderate	Slight	Negligible
	Low	Moderate	Slight - Moderate	Slight	Negligible
	Negligible	Negligible	Negligible	Negligible	None

The summary of effects can be expressed as an adverse or beneficial effect depending on the assessor's view regarding the nature and quality of the existing resource and how this has been changed. In some circumstances the change may be described as a neutral change if the expectation of the viewer or the fundamental nature and characteristics of a view appear unaffected.

xiii **Table 13 SUMMARY TABLE TO DETERMINE NATURE OF VISUAL EFFECTS**

Visual Effect	Nature of the Effect
Substantial Moderate - Substantial	Adverse effects may include the loss of key views, the removal of long distance views, the degradation of quality and/or value of the view. The introduction of elements or features that are perceived as negative. Beneficial effects may include the introduction of key views, vistas or views to long distance where this is seen as advantageous. The introduction of elements that are perceived as positive and/or the screening off of negative aspects of a view. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape or is assimilated into the existing view.
Moderate	Adverse effects may include the loss of notable views, the removal of views to distance , the degradation of quality and/or value of the view. The introduction of some elements or features that are perceived as negative. Beneficial effects may include the introduction of new views or vistas or views. The introduction of elements that are perceived as positive and/or the screening off of negative aspects of a view. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape or is assimilated into the existing view.
Slight Moderate Slight	Adverse effects may include the loss of views, the removal or change of existing views, the degradation of quality and/or value of the view. The introduction of elements or features that are perceived as negative. Beneficial effects may include the introduction of new views or vistas. The introduction of elements that are perceived as positive and/or the screening off of negative aspects of a view. Neutral effects would represent change that is neither adverse or beneficial or is a combination of both leading to a balance in terms of how the change is perceived. A change that is accepted into the existing landscape or is assimilated into the existing view.
Negligible - None	A very minor change which is not uncharacteristic and maintains the quality and value of the view.

Magnitude of Change	Examples
International	World Heritage Sites, Scheduled Monuments of exceptional quality, or assets of acknowledged international importance or can contribute to International research objectives. Grade I Listed Buildings and built heritage of exceptional quality Grade I Registered Parks and Gardens and historic landscapes and townscapes of international sensitivity.
National	Scheduled Monuments, or assets of national quality and importance or than can contribute to national research objectives. Grade II* and Grade II Listed Buildings, Grade II* and II Registered Parks and Gardens, Registered Battlefields, historic landscapes and townscapes of outstanding interest, quality and importance, with exceptional coherence, integrity, time-depth, or other critical factor(s)
Regional	Designated or undesignated assets of regional quality and importance that contribute to regional research objectives. Conservation Areas with very strong character and integrity, other built heritage that can be shown to have exceptional qualities in their fabric or historical association. Designated or undesignated special historic landscapes and townscapes which are well preserved and exhibiting considerable coherence, integrity time-depth or other critical factor(s)
County	Undesignated archaeological remains of county importance with the potential to contribute to research objectives and understanding at a County level. Conservation Areas with very strong character and integrity, other built heritage that can be shown to have exceptional qualities in their fabric or historical association. Designated or undesignated historic landscapes and townscapes with reasonable coherence, integrity, time-depth or other critical factor(s)
Borough	Undesignated assets of borough importance with the potential to contribute to borough and local research objectives. Locally Listed Buildings, other Conservation Areas, historic buildings that can be shown to have good qualities in their fabric or historical association. Assets that form an important resource within the community, for educational or recreational purposes.
Local	Assets compromised by poor preservation and/or poor survival of contextual associations and with limited potential to contribute to research objectives. Historic (unlisted) buildings of modest quality in their fabric or historical association. Historic landscapes and townscapes with limited sensitivity or whose sensitivity is limited by poor preservation, historic integrity and/or poor survival of contextual associations. Assets that form a resource within the community with occasional utilisation for educational or recreational purposes.
Negligible	Assets with very little or no surviving cultural heritage interest. Buildings of no architectural or historical note. Landscapes and townscapes that are badly fragmented and the contextual associations are severely compromised or have little or no historical interest.