

Appendix H.1: LVIA Methodology

East Reading Mass Rapid Transit Scheme

Appendix H.1: Landscape and Visual Impact Assessment (LVIA) Methodology

On behalf of **Reading Borough Council Highways and Transport Department**



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	Name	Position	Signature	Date
Prepared by:	Rosie James / Natasha Jones	Assistant Landscape Architect / Associate	RJ/NJ	May/June 2017
Approved by:	Natasha Jones	Senior Associate	NJ	October 2018
For and on behalf of Peter Brett Associates LLP				

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1 Introduction

1.1.1 The Landscape and Visual Impact Assessment (LVIA) identifies and assesses the negative and positive effects and significance of change arising from the proposed development on the landscape as an environmental resource in its own right and on people's views and visual amenity.

1.1.2 The Landscape Institute / Institute of Environmental Management and Assessment 'Guidelines for Landscape and Visual Impact Assessment', 3rd Edition, 2013 (GLVIA3) notes in paragraph 1.17, page 9, in reference to the European Union Directive 2011/92/EU:

*'The Directive is clear that the emphasis is on the identification of **likely significant** environmental effects. This should embrace all types of effect and includes, for example, those that are positive/beneficial and negative/adverse, direct and indirect, and long and short term, as well as cumulative effects. Identifying significant effects stresses the need for an approach that is in proportion to the scale of the project that is being assessed and the nature of its likely effects. Judgement needs to be exercised at all stages in terms of the scale of investigation that is appropriate and proportional. This does not mean that effects should be ignored or their importance minimised but that the assessment should be tailored to the particular circumstances in each case.'*

1.1.3 The LVIA was carried out by chartered landscape architects at Peter Brett Associates LLP, a registered practice with the Landscape Institute and a corporate member of the Institute of Environmental Management and Assessment (IEMA).

2 Scope of Assessment

2.1 Potential Effects

2.1.1 Potential landscape and visual effects arising from the proposed development are those upon:

- a. Landscape and townscape elements (the 'fabric' or features of the site, which contribute to character);
- b. Landscape and townscape character; and
- c. People's views and visual amenity, from publicly accessible viewpoints.

2.2 Scoping Report

2.2.1 A Scoping Report was submitted to Reading Borough Council and Wokingham Borough Council in 2018, including an outline of the proposed scope and methodology for the LVIA. The response of the LVIA to the comments within the Scoping Opinions received from both councils is included within Appendix A.9 of the ES.

2.3 Viewpoint Selection

2.3.1 The selection of viewpoints is made on the basis of the following types of publicly accessible viewpoints:

- **Representative** viewpoints (for example, representing views of users of a particular public right of way);
- **Specific** viewpoints (for example, a key view from a specific visitor attraction or heritage asset);
- **Illustrative** viewpoints (chosen to demonstrate a particular effect/specific issue); and
- **Important sequential** views (for example, along key transport routes).

2.3.2 Potential visual receptors include:

- public rights of way and cycle route users, in particular the Thames Path National Trail and the Thames Valley National Cycle Route;
- people using open spaces and parks;
- people living in, working in, or visiting the east of Reading, in particular Lower Caversham, New Town and Thames Valley Business Park;
- pedestrians and people using local roads;

2.3.3 The Townscape and Visual Assessment which forms part of the Reading Tall Building Strategy (Reading Borough Council, 2008, Appendix 1) was reviewed as part of the viewpoint selection process. The Reading Townscape and Visual Assessment identifies a number of locations from which there are key views within the city. Therefore, locations from where these views may potentially be affected by the proposed development were also selected to form part of the visual impact assessment.

2.3.4 LVIA assessment viewpoints were selected based on a review of the background information, potential visual receptors, and site appraisal, to include those that are considered likely to experience significant visual effects.

2.3.5 **Representative** and **sequential viewpoints** (illustrating the sequential journey along the Thames Path / National Cycle Route) selected for the visual assessment are set out in **Table 1.2**, along with the reasons for their inclusion.

Table 1.2: Selection of Representative Viewpoints for Visual Impact Assessment

Viewpoint Reference	Location	Reason for Inclusion
Representative View Locations		
1 (previously VP: A in 2017 LVIA)	Footpath at north-east of Tesco car park	Area identified by Reading Borough Council as a 'Major Landscape Feature' (Policy CS37, SA17) and an 'Important Area of Open Space' (Policy RC14)
Sequential View Locations – Thames Path National Trail (assessed travelling east and west)		
A (previously VP4 in 2017 LVIA)	Thames Path National Trail	- Thames Path National Trail - National Cycle Route 4 – Thames Valley - Area identified by Reading Borough Council as a 'Major Landscape Feature' (Policy CS37, SA17)
B (previously VP2 in 2017 LVIA)	Thames Path National Trail, to the north of The Coal woodland	- Thames Path National Trail - National Cycle Route 5 - Area identified by Reading Borough Council as a 'Major Landscape Feature' (Policy CS37, SA17) and an 'Important Area of Open Space' (Policy RC14)
C (previously VP3 in 2017 LVIA)	Thames Path National Trail, east of the Kennet Mouth	- Thames Path National Trail - National Cycle Route 4 – Thames Valley - Area identified by Reading Borough Council as a 'Major Landscape Feature' (Policy CS37, SA17)
D (previously VP:B in 2017 LVIA)	Thames Path National Trail	- Thames Path National Trail - National Cycle Route 4 – Thames Valley
E (previously VP:C in 2017 LVIA)	Thames Path National Trail, north of the Dreadnought building	- Thames Path National Trail - National Cycle Route 4 – Thames Valley
F (previously VP:D in 2017 LVIA)	Thames Path National Trail, near Wokingham Waterside Centre	- Thames Path National Trail - National Cycle Route 4 – Thames Valley

G (previously VP5 in 2017 LVIA)	Open Space between Thames Path National Trail and Thames Valley Park Drive	- Thames Path National Trail - National Cycle Route 4 – Thames Valley
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- 2.3.6 Viewpoints which are identified as likely to experience visual effects that will not be significant, were scoped out for the visual impact assessment, and are set out in **Table 1.3**.

Table: 1.3 Scoped Out Viewpoints

Viewpoint Location	Reasoning
Reading Cemetery RHPG	Intervening built form prevents views.
Sonning Conservation Area	Intervening vegetation and buildings prevent views.
Eldon Square Conservation Area	Intervening built form prevents views.
Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork – Scheduled Monument	Intervening built form prevents views.
Viewpoint N – view north westwards across Kings Meadow Identified as a Key View within Central Reading (Reading Borough Council Townscape and Visual Assessment, 2008)	Intervening vegetation and buildings prevent views.
Towpath south of Kennet and Avon Canal, at end of Cholmeley Road, looking north-east (previous LVIA VP1)	Small elements of proposed development visible beyond existing railway bridges. Previous LVIA identified these effects to be not significant.
Thames and Kennet Marina, view looking south (previous LVIA VP6)	No view of East MRT site- intervening vegetation prevents views.
Entrance to Tesco Supermarket, from Napier Road (previous LVIA VP7)	Previous LVIA identified the visual effects at this location as not significant.
Roundabout on A3290 looking west (previous LVIA VP:E)	No view of East MRT site from this location, view only of the consented Park & Ride scheme.

3 Methodology

- 3.1.1 Peter Brett Associates LLP's methodology for LVIA is based on GLVIA3, combined with Chartered landscape architects' professional experience and judgement.
- 3.1.2 The assessment of landscape and visual effects aims to be as objective as possible, however professional judgements are required to be made, as the GLVIA3 explains in paragraph 2.23, page 21:

"Professional judgement is a very important part of LVIA. Whilst there is some scope for quantitative measurement of some relatively objective matters, for example the number of trees lost to construction... much of the assessment must rely on qualitative judgements, for example about what effect the introduction of a new development of land use change may have on visual amenity, or about the significance of change in the character in the landscape and whether it is positive or negative."

- 3.1.3 The LVIA considers the effects on landscape (including landscape character) and people's views / visual amenity as separate assessment components.
- 3.1.4 The assessment of landscape and visual effects makes comparison with the baseline year of 2018, and includes assessment during the construction period, on completion of the development (i.e. operation) and 15 years after completion of the development when new planting is assumed to have successfully established and grown to provide effective mitigation.

3.2 Baseline Data for the Landscape and Visual Assessment

- 3.2.1 A data trawl was undertaken to establish the baseline landscape and landscape character information, including topography, landscape planning designations and published sources of landscape character or, where relevant, townscape character.
- 3.2.2 Sources of information for the data trawl include:
- a. Ordnance Survey OpenData for mapping;
 - b. Google Earth Pro for aerial photography;
 - c. Natural England, 2015. 'National Character Area profile: 115. Thames Valley', NE379. Sheffield: Natural England;
 - d. Land Use Consultants, 2003. 'Berkshire Landscape Character Assessment' [online] Available at: <http://info.westberks.gov.uk/lca>;
 - e. Land Use Consultants, 2004. 'Wokingham District Landscape Character Assessment' [online] Available at: <https://www.wokingham.gov.uk/>;
 - f. Entec UK Ltd., 2008. 'Townscape and Visual Assessment, Appendix 1 of Reading Tall Building Strategy' [online] Available at: <http://www.reading.gov.uk/>; and
 - g. Natural England, 2017. 'Magic' [online] Available at: <http://www.magic.gov.uk/>, for statutory and non-statutory designations.

3.3 Site Appraisal and Photographic Record

- 3.3.1 The site and surrounding area were visited and a photographic record to represent views of the selected assessment viewpoints was undertaken, in order to:
- a. Determine the extent of visibility of existing built structures;
 - b. Determine the visibility of the proposed development;
 - c. Gain further understanding of the urban components which create the landscape character; and
 - d. Carry out the assessment of landscape and visual effects.

3.4 Assessment Stages

- 3.4.1 A three-stage assessment process was adopted for the Landscape and Visual Impact Assessment, in accordance with the Landscape Institute/Institute of Environmental Management and Assessment guidelines. Firstly, the nature of receptors (sensitivity) was assessed. Secondly the nature of effects (magnitude) likely to result from the proposed development was assessed. Lastly, the significance of the identified landscape and visual effects on receptors was assessed, as required by the European Union Directive 2011/92/EU and UK Country Regulations.

3.5 Duration of Effects

- 3.5.1 Effects may be temporary, permanent or reversible over time. The following terminology is used to describe the duration of landscape and visual effects arising as a result of the development proposals:
- a. Short term: less than 1 year;
 - b. Medium term: 1-15 years; and
 - c. Long term: longer than 15years.

3.6 Nature of Effects

- 3.6.1 The nature of effects may be positive (beneficial) or negative (adverse) and direct or indirect. Direct effects are those which result directly from the development; whereas indirect, or secondary, effects may arise as a consequential change resulting from the development, for example: changes to offsite and downstream vegetation as a result of alterations to a drainage regime.

3.7 Assessment of Landscape Effects

- 3.7.1 This assesses how the proposed development will affect the landscape components of the site (the 'landscape fabric', for example: landform, land use, hedgerows and trees, public rights of way, ponds or other features), and the key characteristics which contribute to its distinctive character (the 'landscape character').
- 3.7.2 A methodical consideration of each effect upon each identified landscape receptor was undertaken, in order to determine the significance of effects, in terms of:
- a. Value and susceptibility to change (sensitivity of the landscape receptor); and

- b. Size / scale, extent, duration and reversibility (magnitude of the landscape effect).

Sensitivity of Landscape Receptors

- 3.7.3 The assessment of landscape receptor sensitivity combines judgements on the value attributed to the landscape receptor and the 'susceptibility to change' of the receptor to the specific type of development proposed.
- 3.7.4 The value of potentially affected landscape receptors was assessed, including landscape character and the individual elements or features which contribute to that landscape character. Landscapes may be valued at community, local, national or international levels. Existing landscape designations were taken as the starting point for the assessment, and the value of undesignated landscapes were also assessed.
- 3.7.5 **Table 1.4** sets out the relative importance of generic landscape designations and descriptions, identifying those designations applicable to the site and study area in the fourth column.

Table 1.4: Landscape Designations

Typical Designation	Description	Importance (Value)	Actual Designation Applicable to the Site and Surrounding Area
World Heritage Site	Unique sites, features or areas of international importance with settings of very high quality.	International (High)	None
National Park, AONB, Conservation Area, curtilage of Grade I, II and II* Listed Buildings, Registered Parks and Gardens of Special Historic Interest, Scheduled Monuments, Ancient Woodland	Sites, features or areas of national importance with settings of high quality.	National (High)	None on the combined site. Conservation Areas: Sonning Conservation Area, 2km to the north-east of the site; Eldon Square Conservation Area, 0.4km to the south of the site. Various Listed Buildings in the surrounding area. Including 'Railway bridge and attached accommodation bridge over River Kennet at SU 7306 7381', 40m to the south of the site. RHPG: Reading Cemetery (Grade II) 0.6km to the south-east of the site. Scheduled Monuments: 'Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork', 0.5km to the south-west of the site. Ancient Woodland: a small area on island within lake, 1km to the north-east of the site
Special Landscape Areas, Areas of Great Landscape Value, Long distance footpaths	Sites, features or areas of regional importance with intact character.	Regional (High/Medium)	Thames Path National Trail National Cycle Route 4 / Route 5 – Thames Valley
Areas of Local Landscape Importance, Designated Public Open Space, Tree Preservation Orders (TPO)	Sites, features or areas of district importance.	District (Medium or Low)	Important areas of open space (Reading Borough Local Development Framework: Policy RC14) Major landscape feature (Reading Borough Local Development Framework: Policy CS37, SA17) TPOs on western portion of the MRT East site

Typical Designation	Description	Importance (Value)	Actual Designation Applicable to the Site and Surrounding Area
Probably no designation, local public right of way	General countryside area valued at the local level.	Local (Medium/ or Low)	Local public rights of way

3.7.6 Other factors which may influence landscape value are set out in **Table 1.5**.

Table 1.5: Factors Which Influence Landscape Value

Attribute	Criteria
Landscape Quality	Intactness or physical condition of the landscape or of the individual elements which contribute to landscape character.
Sense of Place	Aesthetic and perceptual qualities which create distinctiveness.
Scenic Quality	General appeal of the landscape to the senses.
Rarity	Rarity of landscape character areas, types or features.
Representativeness	Particular characteristic/feature/element considered an important example.
Cultural Interest	The presence of wildlife or cultural heritage interest which contributes positively to the landscape.
Recreation Value	Evidence that the landscape experience forms an important part of recreational activity, e.g. as established in guidebooks.
Associations	Relevant associations with notable figures, such as writers or artists, or events in history that contribute to landscape value.

3.7.7 Where appropriate, key individual components of the landscape, including particular features, notable aesthetic and perceptual qualities, were considered in terms of importance in their own right, including whether or not they can realistically be replaced. They were also judged on their contribution to the overall character and value of the wider landscape. For example, an intact landscape in good condition, where scenic quality, tranquillity, and/or cultural heritage features make a particular contribution to the landscape, or where there are important historical associations, is likely to be highly valued. Conversely, a degraded landscape in poor condition, with no particular scenic qualities or cultural interest is likely to be considered as low landscape value.

3.7.8 Susceptibility of landscape receptors to change arising from the proposed development were based upon the criteria set out in **Table 1.6**.

Table 1.6: Landscape Receptor Susceptibility to Change

Susceptibility	Criteria
High	Little ability to accommodate the proposed development without undue consequences for the maintenance of the baseline landscape and/or the achievement of landscape planning policies and strategies.
Medium	Some ability to accommodate the proposed development without undue consequences for the maintenance of the baseline landscape and/or the achievement of landscape planning policies and strategies.

Susceptibility	Criteria
Low	Substantial ability to accommodate the proposed development without undue consequences for the maintenance of the baseline landscape and/or the achievement of landscape planning policies and strategies.

3.7.9 An overall assessment of sensitivity was made for each landscape receptor, based on a combined judgement of the above criteria, using the typical scales set out in **Table 1.7**.

Table 1.7: Landscape Sensitivity

Landscape Sensitivity	Description
High	An area possessing a particularly distinctive sense of place and character, and / or attributes which make a particular contribution to the landscape or landscape character, for example: • in good condition; • highly valued for its scenic quality; • highly valued for its landscape character; • an area with a low tolerance to change of the type proposed; • cultural heritage features or walks with cultural associations; • valued for contribution to recreational activity; • important cultural or historic associations; • irreplaceable landscape features or character; • part of a long distance footpath.
Medium	An area with a clearly defined sense of place and character, and / or attributes which contribute to the landscape or landscape character, such as: • in moderate condition; • some scenic quality valued at a local or regional level; • landscape character intact and valued at a local or regional level; • an area with partial tolerance to change of the type proposed; • may be undesignated landscape.
Low	An area with a weak sense of place or poorly defined character, and / or attributes which make a contribution to the landscape or landscape character, such as: • in poor condition; • no particular scenic qualities; • disjointed or weak landscape character; • contains a high level of discordant or detracting features; • no cultural interest; • an area that is tolerant of substantial change of the type proposed; • undesignated landscape; • a degraded landscape; • strongly influenced by detracting land uses and buildings.

Magnitude of Landscape Effects

- 3.7.10 Development proposals can create either beneficial or adverse effects upon the landscape. However, the evaluation of the architectural design and appearance of buildings is a subjective issue, and one which does not form part of the LVIA. The assessment of landscape and visual effects will be based on the scale and massing of proposed development and the consequential effects upon landscape, landscape character and people's views and visual amenity.
- 3.7.11 The magnitude of a landscape effect was assessed in terms of its size or scale, the geographical extent of the area influenced and its duration and degree of reversibility.
- 3.7.12 The size or scale of change in the landscape relates to the loss or addition of features in the landscape which are likely to result from the proposed development, and takes into account:
- The extent/proportion of landscape elements that are lost or added;
 - The contribution of those elements to landscape character and the degree to which aesthetic/perceptual aspects are altered; and
 - Whether the effect is likely to change the key characteristics of the landscape, which are critical to its distinctive character.
- 3.7.13 The criteria set out in **Table 1.8** were used to assess the size and scale of landscape effects, based on the degree of change that will occur as a result of the proposed development.

Table 1.8: Landscape Effects: Size/Scale of Change

Category	Criteria
Major adverse landscape effect	The proposals will result in a total change in the key characteristics of landscape character; will introduce elements totally uncharacteristic to the attributes of the receiving landscape such as its massing, scale, pattern and features; and/or will destroy or permanently degrade the integrity of landscape character; or is in total conflict with established planning objectives for landscape and visual elements of enhancement of the landscape; and/or result in a substantial or total loss, or alteration of key elements/features/characteristics.
Moderate adverse landscape effect	The proposals will result in a partial change in the key characteristics of landscape character; will introduce elements uncharacteristic to, out of scale or at odds with the attributes of the receiving landscape, such as its massing, scale, pattern and features; and/or will result in partial loss, or alteration of key elements/features/characteristics; or is in conflict with established planning objectives for landscape and visual elements of enhancement of the landscape.
Slight adverse landscape effect	The proposals will result in little change in the key characteristics of landscape character and will introduce elements that do not quite fit with the attributes of the receiving landscape such as its massing, scale, pattern and features; and/or will result in a minor loss or alteration of elements/features/characteristics; and/or contribute to degrading the landscape character; or does not fit with established planning objectives for landscape and visual elements of maintaining the landscape.
Negligible adverse landscape effect	The proposals will result in a just discernible change to landscape character/elements/features/characteristics, which is not quite in keeping with the existing landscape and landscape character.
No change	The proposals will not cause any change to the landscape character/elements/features/characteristics.
Neutral effect	As a result of the proposals, there will be a change to the landscape elements/features/characteristics, but the change will be in keeping with, and complement, the existing landscape character such that the existing character is maintained and does not cause degradation or enhancement of the character.

Category	Criteria
Negligible landscape benefit	The proposals will result in a just discernible improvement to the landscape character/elements/characteristics, such as massing, scale, pattern or features.
Slight landscape benefit	The proposals will achieve a degree of fit with the landscape character/elements/features/characteristics and provides some enhancement to the condition or character of the landscape.
Moderate landscape benefit	The proposals will achieve a good fit with the landscape character/elements/features/characteristics, such as massing, scale, and pattern; or would noticeably improve the condition or character of the landscape and enhance characteristic features through the use of local materials; and/or support established planning objectives for landscape and visual elements of enhancement of the landscape.
Major landscape benefit	The proposals will totally accord with the landscape character/elements/features/characteristics, including scale, pattern, massing; or would restore, recreate or permanently enhance the condition or character of the landscape and enhance characteristic features through the use of local materials or planting; and/or delivers established planning objectives for landscape and visual elements of enhancement of the landscape.

3.8 Assessment of Effects on Views and Visual Amenity

3.8.1 This assesses how the proposed development will affect the views available to people and their visual amenity. A methodical consideration of each visual effect upon each identified visual receptor was undertaken, in order to determine the significance of effects, in terms of:

- a. Value and susceptibility to change (sensitivity of the visual receptor, or viewer); and
- b. Size / scale, extent, composition, duration and reversibility (magnitude of the visual effect).

3.8.2 Visual receptors generally comprise users of public rights of way, public open spaces, public realm or other outdoor recreational facilities, and also travellers in vehicles who may be visiting, living or working within the study area, and their views at particular places.

3.8.3 The following terminology is used to describe the approximate distance between the representative viewpoint and the proposed development:

- a. Local: under 0.5km;
- b. Medium distance: 0.5km – 2km;
- c. Long distance: beyond 2km.

3.8.4 The type of view, and the number of viewers likely to experience the view, is described in the following terms:

- a. Glimpsed (i.e. in passing) / Filtered / Oblique / Framed / Open Views; and
- b. Few / Moderate / Many Viewers.

3.8.5 No private viewpoints were assessed. However, where appropriate, representative viewpoints were selected from publicly accessible locations within or on the edge of main settlements, property groupings or other buildings likely to be significantly affected by the proposed development.

Sensitivity of Visual Receptors

- 3.8.6 The assessment of visual receptor sensitivity combines judgements on the value attributed to the visual receptor and the 'susceptibility to change' of the receptor to the specific type of development proposed.
- 3.8.7 The value assigned to views has regard to a number of factors, including:
- Recognition through planning or heritage assets; and
 - The popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourist maps, and the facilities provided to enable enjoyment of the view.
- 3.8.8 The criteria for the assessment of the value of views is summarised **Table 1.9**; note that these are provided for guidance and are not intended to be absolute.

Table 1.9: Value of Views

Value	Criteria
High	Views from landscapes/viewpoints of national importance, or highly popular visitor attractions where the view forms an important part of the experience, or with important cultural associations.
Medium	Views from landscapes/viewpoints of regional/district importance or moderately popular visitor attractions where the view forms part of the experience, or with local cultural associations.
Low	Views from landscapes/viewpoints with no designations, not particularly popular as a viewpoint and with minimal or no cultural associations.

- 3.8.9 The susceptibility of people to changes in views is a function of:
- The occupation or activity of the viewer at a given location; and
 - The extent, therefore, to which a person's attention or interest may be focussed on a particular view and the visual amenity experienced.
- 3.8.10 For the purposes of the visual impact assessment, visual receptors' susceptibility to change was based upon the criteria in **Table 1.10**.

Table 1.10: Visual Receptor Susceptibility to Change

Susceptibility	Type of Receptor
High	- Residents; - People engaged in outdoor recreation, including users of public rights of way, whose attention is likely to be focussed on the visual environment of the landscape and on particular views; - Visitors to heritage assets, landmarks or other attractions where views of the surroundings are an important part of the experience; - Communities where views contribute to the landscape setting enjoyed by residents; and - Travellers on scenic routes.
Medium	- Travellers on road, rail or other transport routes, where the view is moderately important to the quality of the journey (e.g. on a scenic route); - People using local parks, open spaces, public realm, or walking on streets or local public rights of way, with moderate interest in their visual environment.
Low	- People engaged in outdoor sport or recreation, which does not involve appreciation of, or focus upon, views; - People at their place of work, where the landscape setting is not important to the quality of working life; and - Travellers, where the view is fleeting and incidental to the journey.

Magnitude of Visual Effects

- 3.8.11 The magnitude of a visual effect is assessed in terms of its size or scale, the geographical extent of the area influenced and its duration and degree of reversibility.
- 3.8.12 The size or scale of change in the view relates to the degree of contrast to, or integration with, the visual composition, which is likely to result from the proposed development; and is influenced by the relative time over which a view is experienced and whether it is a full, partial or glimpsed view.
- 3.8.13 The criteria set out in **Table 1.11** was used to assess the size and scale of visual effects, based on the degree of change to the view or composition.

Table 1.11: Visual Effects: Size/Scale of Change

Category	Criteria
Major adverse or beneficial visual effect	The proposals will cause a dominant or complete change or contrast to the view, resulting from the loss or addition of features in the view and will substantially alter (degrade or enhance) the appreciation or composition of the view.
Moderate adverse or beneficial visual effect	The proposals will cause a clearly noticeable change or contrast to the view, which would have some effect on the composition, resulting from the loss or addition of features in the view and will noticeably alter (degrade or enhance) the appreciation of the view.
Slight adverse or beneficial visual effect	The proposals will cause a perceptible change or contrast to the view, but which would not materially affect the composition or the appreciation of the view.
Negligible adverse or beneficial visual effect	The proposals will cause a barely perceptible change or contrast to the view, which would not affect the composition or the appreciation of the view.
No change	The proposals will maintain the existing view and cause no change to the view.
Neutral	There will be a change to the composition of the view, but the change will be entirely in keeping with the existing elements of the view and maintain the composition of the existing view.

3.9 Landscape and Visual Mitigation Measures

- 3.9.1 Measures proposed for preventing/avoiding, reducing or, where possible, offsetting or compensating for significant adverse landscape or visual effects are described. Mitigation measures comprise:
- Primary measures – developed through the iterative design process, and which have become integrated or embedded into the project/scheme design, such as site layout, retention of existing trees, use of vernacular materials or appropriate form, detailed design, colours and finishes, new street tree planting, or incorporation of key views and vistas;
 - Standard construction and operational management practices – for avoiding and reducing environmental effects, such as hoardings around buildings or tree protection fencing; and
 - Secondary measures – proposals to address residual adverse effects which remain after primary measures and standard construction practices have been incorporated into the scheme.

3.9.2 Primary mitigation measures and standard construction and operational management practices are described within **Chapter 3: The Proposed Development** of the Environmental Statement.

3.9.3 Secondary mitigation measures, if required, are described in the LVIA.

3.10 Assessment of Significance of Landscape and Visual Effects

3.10.1 Significance of landscape and visual effects vary with the location, landscape context and type of proposed development.

3.10.2 The significance of landscape and visual effects is determined from a combination of the receptor sensitivity and the magnitude of effects, as set out in **Table 1.12** below. Minor and negligible levels of significance are identified as 'not significant'.

Table 1.12: Significance of Landscape and Visual Effects

Sensitivity of Receptor	Major Effect	Moderate Effect	Slight Effect	Negligible Effect	Neutral Effect
High	Substantial or Major to Substantial	Major	Moderate	Minor	Negligible
Medium	Major	Moderate	Minor	Negligible	Negligible
Low	Moderate	Minor	Minor	Negligible	Negligible

3.10.3 A substantial level of significance is assigned where a landscape or visual effect represents a key factor in the decision-making process. These effects are generally, but not exclusively, associated with altering the integrity of sites and features of national or regional importance. A change at a district scale site or feature may also enter this category, though this is subject to professional judgement and will be proportional to the type and extent of development that is being assessed. Where there is a combination of receptor high sensitivity and a major effect, professional judgement may be applied to determine a 'major to substantial level of significance where it is considered that the effect would not represent a key factor in the decision-making process or where the development would have limited effects such that it would not alter the integrity of sites and features of national or regional importance.

3.10.4 The above table has regard to guidance in the Guidelines for Landscape and Visual Impact Assessment, (3rd Edition, 2013), at paragraph 5.56, page 92 (significance of landscape effects) and paragraph 6.44, page 116 (significance of visual effects).