



LAND AT HILDERSLEY, ROSS-ON-WYE

LANDSCAPE AND VISUAL APPRAISAL

Date: 19th November 2014

Our Ref: OXF8531
Appeal Ref (optional):

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Date:	19th November 2014
Project Number/Document Reference:	OXF8531/Hildersley Farm Landscape Appraisal final draft

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1 INTRODUCTION

- 1.1 This Landscape and Visual Appraisal has been prepared by RPS to support an application to Herefordshire Council for a residential development at Hildersley Farm, Ross-on-Wye, Herefordshire.
- 1.2 This report provides a landscape and visual appraisal of the proposed development within the context of the urban fringe of Ross-on-Wye and the surrounding area. It describes the existing landscape character and visual resources of the site and the wider area as well as the visual resources. The appraisal then considers the effects of the proposals on these existing landscape and visual resources.

Site Location

- 1.3 The proposed site is located on the south-eastern edge of Ross-on-Wye, immediately adjacent to the existing settlement edge of Hildersley. The A40 forms part of the northern boundary of the site. The site lies to the west of the existing Hildersley Farm complex (Figure 1).
- 1.4 A study area of 10km radius was agreed with the landscape officer at Herefordshire Council.
- 1.5 The Wye Valley Area of Outstanding Natural Beauty (AONB) lies 128m to the west of the site and Hill Court Registered Park and Garden lies 3.5km to the south-west of the site. Penyard Park, an unregistered historic park lies 332m to the south of the proposed site. The park and chase are part of a former mediaeval hunting ground, part royal forest and part paled park. The central area of open land within the woodland contained a hunting lodge called Penyard Castle, now a ruin.

Planning Policy Context

The National Planning Policy Framework, March 2012

- 1.6 The Department for Communities and Local Government published the National Planning Policy Framework (NPPF) (Ref. 1) in March 2012. The document sets out broad aims to achieve sustainable development. Chapter 11: Conserving and Enhancing the Natural Environment, highlights the importance of protecting valued landscapes.

Herefordshire Unitary Development Plan 2007

- 1.7 The application site falls within the county of Herefordshire and is covered by the Herefordshire Unitary Development Plan (2007) (Ref. 2). The plan covered the period between 1996 and 2011. The document sets out a number of planning policies that aim to secure a better quality of life for the people in Herefordshire. It seeks to protect and enhance the natural environment, some policies were saved beyond 2010 until they are replaced by the emerging local plan, the Herefordshire Core Strategy. Saved landscape policies relevant to the proposals are set out in the table on the next page.

Saved Policies from the Herefordshire Unitary Development Plan

Plan Policy	Details
Policy S1 Sustainable Development	This policy seeks to promote the development and land use change which in terms of its level, location, form and design contribute to the achievement of sustainable development. It seeks to minimise adverse impacts on the environment whilst providing necessary dwellings and employment together with infrastructure, services, transport and amenities. Sustainable development will be promoted by protecting and enhancing the natural environment and historic heritage, respecting patterns of local distinctiveness and landscape character in both town and county and safeguard landscape quality and visual amenity.
Policy S2 Development requirements	The policy seeks to promote a sustainable pattern of land use and development respecting the County's environmental resources. It is to ensure that new development achieves a high standard of design and layout respecting the townscape, landscape ecological and historic character of the area and provides positive benefits including landscaping schemes and provision for wildlife habitats.
Policy S7 Natural and historic heritage	The following assets comprising the County's historic and natural heritage will be protected, restored or enhanced: A) <i>"Areas of Outstanding Natural Beauty;</i> B) <i>Sites and features of international, national and local nature conservation interest,</i> C) <i>The historic heritage including archaeology, buildings and areas of historic architectural importance, and natural landscapes; and</i> D) <i>Landscape features that contribute positively to local distinctiveness and quality of the local environment."</i>
DR1 Design	All development shall promote or reinforce the distinctive character and appearance of the locality in terms of layout, density, means of access, enclosure, scale, mass, height, design and materials. The proposals shall retain where possible site features that contribute to the local environment, landscape, historic and natural elements. New development shall respect the context of the site, townscape and landscape character, topography, including the impact of the proposal on urban vistas, longer distance views and ridgelines.
DR4 Environment	New development proposals shall contribute to local open space provision and safeguard where appropriate protect, restore and enhance biodiversity, features of geological interest and landscape character. Opportunities to maximise the local environment shall include appropriate provision of public art, external lighting and hard and soft landscaping.
DR14 Lighting	Development that is likely to require external lighting shall include details of the proposed scheme and have appropriate regard to the immediate surroundings regarding residential amenity, environmental and landscape character, particularly in edge of the settlement or rural locations. Proposals should include necessary suitable mitigation measures and minimise light spillage into adjoining areas and sky.

Plan Policy	Details
H13 Sustainable residential design	<p>Proposals for residential development should be sustainable in design contributing to high-quality living environments. Proposals shall take an integrated approach to design, layout and landscape which respect the townscape and landscape context of the site and distinctive character and appearance of the locality. The proposals shall create interesting and attractive environments, landscaping and open spaces, making full use of existing site features. The design shall make provision for sustainable drainage measures, include landscaping and open space proposals and avoid building on open space with recreational and amenity value.</p>
H19 Open space requirements	<p>Residential development will be required to incorporate outdoor playing space and public open space according to the type of housing provided the quantity of any existing provisions within the immediate locality.</p>
LA2 Landscape character and areas least resilient to change	<p>New development that would adversely affect the overall character of the character as defined by the Landscape Character Assessment and Historic Landscape Characterisation or its key attributes or features will not be permitted. New proposals should demonstrate that landscape character has influenced their design, scale, nature and site selection and where appropriate restore degraded or despoiled landscapes to their inherent character.</p>
LA3 Setting of settlements	<p>Development outside the built up areas of Hereford, the market towns and rural settlements which is acceptable in terms of other Plan policies will only be permitted if it does not have an adverse effect upon the landscape setting of the settlement concerned. Important visual approaches into settlements, views of key buildings, open areas into development, green corridors, ridgelines and surrounding valued open countryside will be particularly protected, and where necessary enhanced.</p> <p>In appropriate new developments around existing settlements the creation of open space, urban parks, green wedges and tree lines will be promoted where they complement and enhance landscape character and townscape.</p>
LA4 Protection of historic parks and gardens	<p>Development which would destroy, damage or otherwise adversely affect the historic structure, character, appearance, features or setting of a registered park or garden will not be permitted. Development proposals that would affect an historic park or garden should be accompanied by an historic landscape appraisal report and a restoration scheme, which may include or comprise a management plan, commensurate to the scale of the proposal that affects them. Unregistered parks and gardens recognised and identified by the Council as currently of local importance will be afforded similar protection.</p>
LA5 Protection of trees, woodlands and hedgerows	<p>The policy seeks to protect trees, woodlands and hedgerows by placing Tree Preservation Orders where necessary they give amenity value and making use of hedgerow protection legislation. The Planning Authority will resist proposals that would cause a loss or damage to trees, hedgerows, mature traditional orchards or woodlands which are worth retaining, including Ancient and Semi-Natural Woodland.</p>

Plan Policy	Details
	Development proposals are to include an acceptable landscaping scheme, retaining trees and hedgerows considered important to local amenity. These are to be protected during construction and the replacement of trees and woodland lost to development with an equivalent area of planting.
LA6 Landscaping Schemes	In summary, schemes are to be landscaped as part of their landscape development proposals affecting the visual amenity or character of the location. Proposals have to assess the existing character and features of a particular site and wider landscape character in accordance with LA2, and state how these have contributed to the overall design approach and which features including trees will be removed. Measures should be taken to protect and retain existing trees and hedgerows and other landscape features worthy of retention. New landscape works are to ensure development integrates into its surroundings in terms of scale, enhancing existing character and features, whilst removing discordant features or disfigured despoiled land.
HBA9 Protection of open areas and green spaces	Any proposals which would result in the loss of important open areas or green spaces contributing to the distinctive spatial character, form and pattern of a settlement or neighbourhood will not be permitted. The importance of such land is illustrated on the proposals map within the settlement boundaries of Hereford, the market towns, or principle villages.

Urban Fringe Sensitivity Analysis Hereford and the Market Towns

- 1.8 Herefordshire Council commissioned the Urban Fringe Sensitivity Analysis (UFSA) to support the Strategic Housing Land Availability Assessment (2010) (Ref. 3). The UFSA examines the landscape setting of Hereford and market towns including Ross-on-Wye. The document is based upon information contained within the Herefordshire Landscape Character Assessment (2004). The UFSA references the landscape type which made up the landscape surrounding each town and assigns sensitivity to the urban fringe of Ross-on-Wye.
- 1.9 The assigned sensitivity found in the UFSA has subsequently informed the location for housing allocations for Hereford's Strategic Housing Land Availability Assessment (SHLAA). This document forms the evidence base for the emerging Herefordshire Core Strategy. The landscape sensitivity criteria consider the landscape character, scenic quality, presence or absence of visual detractors, landscape conditions, amenity value, level of tranquillity and presence of landmark features. The sensitivity assesses the historic landscapes, degree of harmony between existing built development and the relation between elements in the landscape, as well as the visibility and prominence of the areas.
- 1.10 The urban fringe around Ross-on-Wye is divided into landscape zones. The landscape character and the respective landscape and visual resources are summarised and attributed a level of sensitivity.

Strategic Housing Land Availability Assessment

- 1.11 The Hildersley site lies within an area of land to the south of Ross-on-Wye, identified as an area of land with housing potential on the SHLAA map for the town (Figure 19).

The Emerging Herefordshire Core Strategy

- 1.12 The Herefordshire Local Plan Core Strategy (2011 - 2031) (Ref 4.) will replace the Herefordshire Unitary Development Plan when it is adopted. The pre-submission publication was submitted to the Secretary of State on the 23rd September 2014. The Draft Core Strategy sets out the basis for the economic, social and environmental wellbeing of the County.
- 1.13 A list of the emerging Herefordshire's Core Strategy's policies are located in Appendix 1. The emerging Core Strategy contains policies (in line with the NPPF) which explain that the delivery of sustainable development should not outweigh conservation of natural beauty, quality of landscape, built environment and cultural heritage of the area.
- 1.14 Land will be released for housing to ensure that the housing target is met. The priority will be given to brownfield sites and those areas allocated in the Core Strategy. However, the Core Strategy acknowledges that the scale of development cannot be met solely through using previously developed land and buildings, that greenfield sites will need to be used to meet the targets set out in the Strategy.
- 1.15 The Core Strategy's map identifies a potential new housing site south-east of Ross-on-Wye and south of A40 (Policy RW.2 – Land at Hildersley). The proposed site is situated within this allocated area.
- 1.16 The Core Strategy explains that any new development should be in accordance with existing landscape management objectives and landscape/townscape assessments. New development should also ensure the protection and enhancement of natural, historic and scenic beauty of important landscapes (nationally designated landscapes, Registered Parks and Gardens as well as Conservation Areas). The design should integrate new landscape schemes and management to maintain and extend tree cover, and seek to deliver new green infrastructure assets.

Wye Valley AONB Management Plan 2009-2014 (2010)

- 1.17 The site lies approximately 128m to the east of the Wye Valley AONB. The Wye Valley AONB Management Plan 2009 to 2014 (Ref. 5) sets out the vision and priorities for the management of the AONB. The Management Plan sets out a framework for maintaining the special character and qualities of the Wye Valley AONB and recognises the balance between the economic and social pressures and the environment as well as the constant management and planning demands.

- 1.18 The Management Plan describes seven different Landscape Zones (LZs) and identifies key issues regarding each of these areas within the AONB. Although the proposed development site lies outside the AONB, it is close to the boundary of the Herefordshire Lowland Landscape Zone. This has several distinctive features such as: Estate farmland; red soil, rock and stone; woodland; lanes; distinct churches; and, railway heritage. These descriptive areas are unique and contribute to the landscape character of the Wye Valley AONB.
- 1.19 There are pressures on these distinctive landscape qualities from changes in land ownership and management leading to the degradation or the blockage of access to the picturesque, extensive and dramatic views. There are issues regarding the pressures for new housing in Market Towns encroaching on AONB, many resulting in unsympathetic and standardised modern designs. Poor design of buildings and curtilage can detract from landscape character the effect of urbanising the rural environment, with excessive lighting and adequate landscape or screening.
- 1.20 The Management Plan sets out aims and objectives to conserve and enhance the natural beauty of the AONB through ensuring that any development protects of the landscape. Features and elements that create the special qualities, landscape character and natural beauty should be maintained and restored (where appropriate). The Management Plan seeks to promote the use of Landscape Character Assessment and Historic Landscape Characterisation to inform local distinctiveness in development plans, strategy guidance and landscape schemes. The objective seeks to ensure that there is enough baseline data to monitor the landscape condition and direction of change.

Wye Valley AONB Consultation Draft Management Plan 2014-2019 (2013)

- 1.21 The draft Management Plan (Ref. 6) sets out a vision, management objectives and priorities for the AONB for the next five years. The policies within the draft Plan seek to ensure that development within the AONB and its setting is compatible with the aims of its designation.

Summary of Planning Policy

- 1.22 The saved policies of the Herefordshire Unitary Development Plan include some landscape policies of relevance to the proposed development. These are current policy until the Herefordshire Core Strategy is adopted. In the main, policies cover sustainability and protection of the countryside and landscape.
- 1.23 The emerging Herefordshire Core Strategy Plan sets out general principles for new development as well as advice on design and setting. Whilst the site falls within a rural area outside of the settlement boundary of Ross-on-Wye, it falls within the land identified as having Low/Minor Constraints on the 'Assessment of land with housing potential Ross on Wye' plan presented in the Herefordshire Strategic Housing Land Availability Assessment (Figure 19).

2 BASELINE ENVIRONMENT

National Landscape Character

2.1 The application site is found within National Landscape Character Area (NCA) 105: Forest of Dean and Lower Wye, as identified by Natural England (2012) (Ref. 7). The site is located on the most northerly part of NCA 105, on the border of NCA 104: South Herefordshire and Over Severn. Figure 2 shows the location of the proposed development in relation to the NCAs. The key characteristics for NCA 105 are as follows:

- *Centred around a well wooded, undulating plateau of ridges and valleys sitting over shallow Coal Measures, contained by an outer rim of more open landscape on Carboniferous Limestone and Devonian Old Red Sandstone, providing examples of active and past geological processes, with the River Wye cutting dramatic gorges with steep, wooded slopes.*
- *Picturesque inward views as well as extensive views outwards in places: westwards across the Wye Gorge to the Black Mountains of Wales, or eastwards across the Severn Estuary to the Cotswold Hills, providing attractiveness for tourism and recreation.*
- *Extensive woodland, with particular concentrations within the statutory forest of the central plateau and Wye Valley. This ranges from managed coniferous plantations to broadleaved woodlands, many of which are ancient (ancient woodland is defined as being continuously wooded since 1600; the statutory forest is an ancient forest, parts of which have been heavily exploited for timber, but the majority is considered as ancient woodland) or semi-natural, and designated as Sites of Special Scientific Interest (SSSIs). These form one of the largest remaining areas of broadleaf semi-natural woodland in the country.*
- *A diversity of field size and shape, ranging from small, irregular enclosures to medium-sized, rectilinear fields. Fields are either bounded by hedgerows (many of which are several hundred years old) or dry stone walls. Fewer hedgerow trees are seen in the more fertile arable districts.*
- *The pastoral landscape outside of the woodland is used primarily for livestock rearing, with some dairying along the edge of the Severn and Avon Vale. In addition, there are smallholdings of small- to medium-sized fields, supporting market gardening, orchards, livestock rearing and horse grazing. Commons and the statutory forest are used extensively for unrestricted sheep grazing. In addition, there are a notable number of traditional orchards – particularly to the north and east.*
- *Several small rivers drain most of the plateau to the south and south-east, while other small rivers feed into the Wye to the north and west. The River Wye Special Area of Conservation (SAC)⁴ is recognised for its international importance for species including white-clawed crayfish, otter, salmon, twait and allis shad. Tidal influence on the Wye occurs as far as Bigsweir. Brooks drain eastwards to the Severn.*

- *The NCA features rich wildlife habitats including grassland, heathland, traditional orchards and woodland; nationally important assemblages of woodland birds and butterflies; internationally important woodland, river and bat sites; and a range of other rare flora and fauna.*
- *There is a rich historic environment, including prehistoric settlements and field systems (such as the hill forts on Welshbury Hill and Symonds Yat); Roman sites (such as Lydney Park and the Anglo-Saxon earthwork known as Offa's Dyke that formerly marked the border between England and Wales); medieval castles (such as St Briavels and Ruardean); and an industrial landscape of iron and coal extraction, quarries, and associated tramways – many of which have been subsumed by the woodland canopy.*
- *Surrounding the edge of the statutory forest is a ring of settlements associated with iron ore and coal deposits, often sprawling and linear in nature, where buildings are interspersed with industry and open grazing land. Wholly within the woodland of the statutory forest, Parkend and Brierley are the only substantial settlements. Other earlier settlements, of medieval origin (such as St Briavels, Lydney, Mitcheldean, Newnham and Ruardean), lie outside this ring.*
- *Traditional building materials include local sandstone toned from dull pinkish-greys to warm pink-browns, limestone, brick, pebbledash, slate and tiles. More recent buildings are of white render, with Welsh slate or dark pantile roofs.*
- *Main access routes are the A4136 through the Dean and the encircling A40 to the north; the A48 to the south-east; and the A466 along the Wye Valley, linking with the M48, M4, M5 and M50. The mainline railway links Gloucester to Chepstow through the Dean's only mainline station, at Lydney.*

2.2 This large landscape character area is well used and has a high level of public access. The NCA is considered to have a High sensitivity to change due to the fact that it contains designated landscapes that have a High value to both local people and tourists that travel to visit the area.

2.3 The key landscape characteristics for NCA 104 are as follows:

- *An undulating landscape with some prominent rounded Old Red Sandstone hills in the west, lower rolling ground, ridges and valleys, meandering, often deeply incised rivers with narrow flood plains, and Silurian limestone ridges and clay vales of the Woolhope Dome and Silurian sandstone of May Hill in the east.*
- *Well-wooded character created by larger woodlands confined to the steeper slopes adjacent to the flood plain and to hillsides. Smaller tree clumps often found in groups around hill tops, farmsteads, hamlets and prominent buildings including small areas of ornamental parkland-style planting and scattered parklands.*

- *Numerous mature and over-mature trees along hedgerows and watercourses including ash, oak, alder and some pollarded willows.*
- *Traditional historic cider apple orchards and commercial bush orchards on steeper valley slopes and around farmsteads, hamlets and country houses throughout the area, contributing to the woodland character.*
- *Substantial country houses set within historic landscaped parklands.*
- *Varied field pattern bounded by hedgerows, ranging from sparse and low 19th century to dense and species-rich hedgerows dating from the medieval period.*
- *Large-to-medium-sized fields dominate the intensive arable farming on the fertile soils of the lower undulating ground and river valleys.*
- *Small-to-medium-sized pastures typify livestock farming on the higher ground with steeper slopes.*
- *Welsh Borders character in western hills and valleys linked to historic 'Archenfield'.*
- *Dispersed settlement pattern throughout the area with scattered farmsteads, small hamlets, numerous isolated churches and manor houses linked by narrow winding roads.*
- *Key transport routes run north–south and east–west linking larger settlements (Newent, Woolhope and Dymock) with the principal town Ross-on-Wye and Monmouth, Gloucester and Hereford in neighbouring NCAs.*
- *Remnant commons and patches of unimproved grassland typically found on hilltops and inaccessible steeper valley slopes.*
- *Historic wild daffodil fields of Over Severn and the Wye Valley have inspired poets and stimulated tourism.*
- *Traditional building materials in the west are predominantly red sandstone; however, to the east of the River Wye they include brick, 'black and white' timber-framed and grey Silurian limestone, render and whitewash.*
- *Hill-top iron-age forts, motte-and-bailey castles and moated sites are found scattered throughout the area.*

2.4 The landscape character area is considered to have a High sensitivity to change due to high level of use and designated landscapes. NCA 104 notes that the Herefordshire Core Strategy 2011-2031 proposes an urban extension to the south-east of Ross-on-Wye at Hildersley.

County Landscape Character

- 2.5 The application site lies within Sub-regional Character Area Archenfield, as identified by the Herefordshire Landscape Character Assessment (Ref. 8) (Figure 3). Within the landscape character assessment, the landscape has been divided into Landscape Character Types (LCT). These have been identified by assessing the features and elements that make up the landscape character. An LCT is a generic classification, and the same combinations of characteristics may be found in several places across the county. The Hildersley site falls within the Principal Settled Farmland LCT, where the landscape is mixed agricultural land with dispersed scattered farms, villages and hamlets. The pattern of enclosure varies, but small to medium sized fields are arranged in a regular pattern. They are bound by a matrix of hedgerows and set amongst a network of small lanes. Tree cover is restricted to scattered hedgerow trees, groups of trees around dwellings and belts of trees along watercourses. Orchards are frequent.
- 2.6 Within the LCT, the settlement pattern is noted as dispersed with low densities. The Principal Settled Farmlands are considered to have a Medium sensitivity to change, as they are not uncommon in Herefordshire.

Urban Fringe Sensitivity Analysis

- 2.7 The Urban Fringe Sensitivity Analysis (UFSA) indicates that the application lies within LCT Principal Settled Farmlands and Landscape Character Zone (LCZ) Hildersley and LCZ Penyard Park – Lower Slopes (Figure 6).
- 2.8 The majority of the site falls within the 'Hildersley' LCZ, with a 'Principal Settled Farmlands' Landscape Type (LT). The 'Hildersley' LCZ is noted as having a very mixed landscape character, *"It is encircled to the north and east by small-scale farms and to the south-east by Hildersley Farm, where a business park is located. Modern housing estates have been built, which are accessed from the A40, as is a small ambulance station. A dismantled railway runs along the northern edge of Hildersley and to the south-west is a rifle range."* The area is considered to be *"visually incoherent, due to the number of disparate elements within it. Visually, it does not act as a distinctive 'gateway' to Ross-on-Wye. The landscape character of the eastern part of Hildersley will change significantly when Model Farm is developed as an employment site; the character will change from agricultural to light industrial."*
- 2.9 The most southerly part of the site lies within the 'Penyard Park - Lower Slopes' LCZ. This is also a 'Principal Settled Farmlands' LT. It is described as comprising of *"...medium scale agricultural fields, which are predominantly arable. This zone is visually sensitive due to its elevation and because of its contribution to the rural setting of Ross-on-Wye. In combination the open agricultural fields and the woodland on the steeper slopes above, form a visually cohesive backdrop to Ross-on-Wye, on its south-eastern side."*
- 2.10 The application site is predominantly considered to have a low-medium sensitivity because the condition of the flat, low-lying land. The existing landscape is *"partially degraded by intensive agricultural use with the corresponding loss of hedgerows and by the rifle range, [which]*

disturbs the historic pattern of hedgerows.” However, the most southern part of the site, that lies within the Penyard Park - Lower Slopes LCZ and has a landscape sensitivity of high-medium.

- 2.11 The document identifies opportunities for the LCZ, such as the *“good connections with the Ross Town & Country trail”* and the *“good access to open countryside: Penyard Park & footpaths in Rudhall Brook.”* However, it should be noted that the site of the proposed residential development does not have any footpaths crossing it, or links either to Penyard Park or the Ross Town and Country Trail.

Wye Valley Area of Outstanding Natural Beauty

- 2.12 The Wye Valley AONB Management Plan describes 16 different Landscape Management Zones (LMZs) and identifies key issues regarding each of these areas within the AONB. Although the site lies outside the AONB, it is in close proximity to LMZ-07 Ross-on-Wye, which is in the character area of Archenfield and has an Urban LCT (Figure 4). The key features and distinctive attributes of the LMZ are listed below:

- Distinctive Spire and skyline;
- Devonian Old Red Sandstone buildings and cliffs;
- Mix of stone and rendered buildings on escarpment overlooking river; and
- Cultural association with Wye Tour and Picturesque Movement.

- 2.13 The draft Wye Valley AONB Management Plan has also been considered during this appraisal.

Ross-on-Wye Townscape

- 2.14 The application site lies south of Ross Character Area (RCA) 7: Hildersley Character Area, as identified by Ross-on-Wye Rapid Townscape Assessment (2010) (Ref. 9) (Figure 5). RCA7 is located on level ground on the eastern side of Ross-on-Wye, with the western part of the area exhibiting a suburban character and comprises post 1950s residential development on cul-de-sacs, with some post 1950s public sector/affordable housing south of Gloucester Road. A small amount of 1920s-30s residential development and several 19th Century houses are also present. The eastern part of the area is agricultural in character several farm buildings separated from the rest of the character area by agricultural fields.

Local Landscape and Site Character

- 2.15 The landscape in the vicinity of the site is mainly pasture farmland with post and rail fences, hedgerows and farm access tracks forming the boundaries to the fields. The open farmland around the site is relatively flat and sits at the bottom of the well wooded slopes of Penyard Park. Figure 7 illustrates the topography around Ross-on-Wye.

- 2.16 Areas of plantation woodlands are present around Hildersley Farm, with large areas of land given over to pear orchards and a long thin strip of land that is used as a rifle range. The site is situated on the edge of the urban fringe land that is characterised by a high level of ornamental planting.
- 2.17 The application site comprises arable farmland and overgrown scrub, divided by hedgerows and tree belts. The flat fields are relatively open, although a sense of enclosure is provided by the steep slopes of the nearby Penyard Park.

Visual Baseline

- 2.18 The degree to which people are sensitive to and concerned about, with regard to the landscape, depends on a number of factors, including: the availability of views; the number of people who enjoy the views; and, the nature of the viewing experience.

Visual Resources

- 2.19 Visual receptors and existing views are described below and representative viewpoints are illustrated in Figures 10 to 18. The viewpoint locations are shown on Figure 9.

Visual Receptors

- 2.20 Potential visual receptors include the following:
- People using PRow, such as the Wye Valley Walk, the Herefordshire Trail and the Gloucestershire Way, as well as the local footpath and bridleway network;
 - Residents of properties living in more distant outlying properties that lie within a ZTV; and
 - People travelling along the local road network, in particular the A40 as it approaches Ross-on-Wye from the east.

Residential Properties

- 2.21 Receptors within residential properties and their curtilages are considered to have a High sensitivity to changes in visual amenity. Visual receptors within the residential property at Hildersley Farm have views over the residential curtilage and some parts of the farm. The farmhouse is orientated to the east, with windows facing to the north as well as some windows on the rear of the property facing into the farmyard on the southern and western elevations of the property. The woodland to the west of Hildersley Farm slightly restrict views over the surrounding landscape for receptors within the farm property, adding to the level of visual screening that the farm buildings provide. Where views to the north-west are available, the flat landscape is relatively open and views extend towards the settled edge of Hildersley and Ross-on-Wye.

- 2.22 The detached residential property of Meadoway is located immediately adjacent to the A40, to the north of Hildersley Farm. The residential property has a north-south orientation. Lower floor windows and the residential curtilage have views to the south obscured by hedgerow boundary vegetation. Receptors in the property are likely to have some partial views over the pasture and arable fields south of the A40, although their views will be dominated by the steep wooded slopes of Penyard Park.
- 2.23 Receptors at residential property of Model Farm have views to the south restricted by hedgerows and trees that line the drive from the A40. The property is orientated in a southerly and easterly direction, but the semi-mature vegetation prevents views over the farmland of Hildersley Farm. There may be views of parts of the wooded slopes of Penyard Park from some of the upper floor windows.
- 2.24 The farmhouse at Spring Farm has an east-west orientation, although it also has four windows on its south facing elevation. Receptors within the property have some views over the farmland to the south of the A40. The wooded slopes of Penyard Hill are visible above the intervening vegetation that prevents any views of the agricultural land of the proposed development site.
- 2.25 Residential properties on the southern edge of Hildersley, such as Hildersley Cottage, Long Copse, and numbers 12-22 of The Mead are all orientated in a northerly or westerly direction, with the entrances facing away from the proposed development site. Views for receptors within the properties extend over the fields to the south of Hildersley where boundary vegetation allows. The views from ground floor windows are limited by fences and hedgerows that form the boundary of the rear gardens.
- 2.26 There are no views over the farmland south of the A40 for receptors within those residential properties along the eastbound carriageway of the A40, or further north such as The Glebe or Parsons Croft. However, receptors at the residential property of Alton Court have some views over the adjacent farmland towards Hildersley Farm. A high level of vegetation on the intervening land provides a limited level of screening but views over the rifle range extend to Hildersley Farm.
- 2.27 Lawns Farm is entirely surrounded by dense, mature vegetation that is a mix of broadleaved and evergreen species. Receptors at the residential property have no views over the lower lying ground on the edge of Ross-on-Wye and Hildersley, including Hildersley Farm.

Dynamic Receptors

- 2.28 People travelling in vehicles are considered to have a Low sensitivity to changes in visual amenity as their attention is primarily focused on the road. People travelling west, on the A40 towards Ross-on-Wye, experience views channelled by roadside vegetation. Where gaps in the vegetation exist, views over the wider landscape are available but are limited to glimpsed snapshot views that change rapidly. Some views over the roadside vegetation are available, in particular, views of the steep wooded slopes of Penyard Park.

- 2.29 People travelling on local residential roads, such as The Mead and The Glebe, have views heavily restricted to the immediate surroundings. The buildings and residential curtilages limit views over the surrounding farmland of Hildersley Farm. However, some views of the steep wooded slopes at Penyard Park are available above the foreground screening.
- 2.30 Longer distance views from roads are generally limited by foreground and intervening vegetation or buildings. Where longer views are available, the farmland surrounding Hildersley Farm is almost indistinguishable from other parts of the farmed landscape. The dark shapes of the line of Leylandii, to the east of the rifle range, are identifiable in some medium range views. The wooded slopes of Penyard Park also form an obvious feature in views from many roads around Ross-on-Wye.

Public Rights of Way

- 2.31 Receptors using public rights of way are usually considered to have a High sensitivity to changes in visual amenity.
- 2.32 The route of Billy's Cycle Path follows a dismantled railway line along the south-east edge of Ross-on-Wye. The route is lined with dense vegetation on either side, limiting views over the wider landscape for people walking or cycling along the path. Where the path crosses roads and field access gates, some views to the south and east are available but generally do not extend further than the dense woodland at Merrivale Wood and Alton Court Wood. Above the woodland, the top slopes of Penyard Park are visible.
- 2.33 The long distance trail of the Wye Valley Walk passes through a large section for the study area and covers a variety of landscapes, townscapes and elevations. People using the route experience frequently changing views. Where the Wye Valley Walk links the edge of Penyard Park with Penyard Lane, views over the farmland landscape are available. The farmland is seen over the rifle range and amongst the existing development at Hildersley. Where views towards this area are available from other sections of the route, the farmland at Hildersley Farm forms an indistinguishable element, although the slopes of Penyard Park are recognisable across much of the route.
- 2.34 People using the Herefordshire Trail only have longer distance views towards the farmland at Hildersley Farm, over the settlement of Ross-on-Wye. The fore and middle-ground screening from topography, existing development and vegetation means that views of Hildersley Farm are very infrequent along the route. Where they are available the farmland is at such a distance that it is indistinguishable from adjacent farmland. The wooded slopes of Penyard Park do, however, form a recognisable feature in views for receptors passing along the long distance trail.

Commercial Premises

- 2.35 People at their places of work are considered to have a Low sensitivity to changes in visual amenity.

- 2.36 The rural Hildersley Business Park is set immediately to the east of Hildersley Farm and is orientated in an easterly direction. People working in some of the units within the business park have views to the north-west over the adjacent farmland.
- 2.37 Chaseview Veterinary Surgery is situated on the northern edge of the proposed development site and has views from the rear of the commercial property towards Hildersley Farm, filtered by hedgerow vegetation. People working at the surgery have clear views of the wooded slopes at Penyard Park, over the intervening vegetation.
- 2.38 People working at the Alton Road Industrial Estate have views to the east heavily screened by the dense vegetation that lines either side of Billy's Cycle Path. The two linear belts of vegetation provide a significant level of screening to prevent views over the adjacent farmland from the numerous commercial premises within the trading and industrial estate.

Viewpoint Descriptions

- 2.39 Site visits were conducted on the 6th and 8th August 2014 to verify the findings of the desk study and take photographs from particular public locations. Fifteen potential viewpoint locations were selected from the areas of visibility highlighted by the ZTV. The proposed viewpoints were agreed with Michael Wade, the Landscape Officer at Hereford Council on the 5th August 2014. During the site visits it was clear that the site was not visible from some of the viewpoints chosen. In these cases photographs were taken from alternative locations, as close as possible to the agreed viewpoints. The viewpoints chosen include a range of distances and geographical spread (Figures 10 to 18).

Viewpoint 1: Footway on A40 east of the site (Figure 10)

- 2.40 The main road of the A40 is a single carriageway road with a footway along the eastbound carriageway. Mature hedgerows line the road and channel views along the route, allowing only longer views in the direction of travel. Views over the surrounding landscape are limited to snapshot and glimpsed views through gaps in the vegetation. Where views through or over the hedgerow vegetation are available, the steep and well wooded hills of Penyard Park form a dominant feature.
- 2.41 Views along the road in this section are characterised by the wide verge with a footway on the eastbound carriageway. The scrubby grassland of the verge is mown tightly to amenity grassland at junctions and farm entrances. The width of the verge varies along the road and in some sections the hedgerows are gappy or fragmented.

Viewpoint 2: Footway on the A40 at Hildersley Farm Entrance (Figure 11)

- 2.42 At the entrance to Hildersley Farm, snapshot glimpses through gaps in vegetation are available to the south. Views over the mature hedgerow vegetation are generally limited but the woodland on the high ground of Penyard Park forms a visible element above the hedgerows. Post and rail fences around the farm access are visible alongside the hedgerows as boundary

features. Signs and telegraph poles add an element of clutter to views to the south, while the mature hedgerows that line the A40 channel the majority of the transient views forwards for receptors travelling along the road, in either direction. For all receptors, other than those turning into the farm entrance, views of the site from this location would be no more than a momentary glimpse.

Viewpoint 3: A40 at entrance to Chaseview Veterinary Clinic (Figure 12)

- 2.43 At the access to the Chaseview Veterinary Clinic off the A40, views are generally channelled in the direction of travel by the roadside fences and hedgerows. However, the steep wooded slopes of Penyard Park are visible to the south and form a relatively dominant feature in views over intervening vegetation and buildings. Where individual or groups of mature trees are in close proximity to the westbound carriageway, they screen all views to the south from the road.
- 2.44 The post and rail fence that lines the westbound carriageway gives the view a settled character, while the signs and adverts for the clinic add a small amount of clutter to the transient views available along the road.

Viewpoint 4: Wye Valley Walk (ZK27) edge of Penyard Park (Figure 13)

- 2.45 Views from public rights of way towards the north-east are generally open as they look down on the south-eastern edge of Ross-on-Wye and Hildersley. There are views of small to medium sized regular fields, enclosed by managed hedgerows interspersed with groups of scattered trees.
- 2.46 The hills have well-wooded upper, steeper slopes, whilst the lower slopes are more gentle with mixed agriculture. Views north from these slopes look across the industrial, southern edge of the Ross-on-Wye. Views north-east are largely of lowland agricultural farmland with scattered farmsteads, partly restricted by mature trees. Visibility towards Hildersley Farm increases as the footpaths rise to the edge of Penyard Park. Views towards Hildersley on the promoted path are partly screened by semi-mature trees and mature shrubs on the eastern field boundary.
- 2.47 There are unrestricted views north-east towards Hildersley across an MOD rifle firing range, beyond which a line of mature *Leylandii* trees marks the western boundary of the site. There is a mosaic of arable, scrubby fields, plantation woodland and scattered trees to the west of Hildersley Farm. To the north-east of Hildersley, there are views across a series of small-scale enclosed pastoral fields. Beyond the enclosed pastoral fields, the landform gently undulates and is cultivated as arable farmland.

Viewpoint 5: View from PROW (RR2A) south-west of Pigeon House Farm (Fig 13)

- 2.48 Views south towards Hildersley and Penyard Park are generally restricted in the lower parts of the Rudhall Brook valley. The landform adjacent to the Rudhall Brook is flat, allowing little opportunity for views towards the site. Here, views are restricted by intervening hedgerow vegetation and groups of scattered trees, giving the impression of a wooded landscape. Longer

views to the west include St Mary's Church spire, clearly visible above the lowland floodplain. To the south, the view is dominated by the wooded slopes of Penyard Park. In the lower areas beside Rudhall Brook, there are views of scattered farmsteads and roofs of newly built residential dwellings. To the north of Rudhall Brook, the landform becomes more elevated with Hildersley Farm and the firing range featuring in views south, although mature trees hugging the Rudhall Brook filter views of Hildersley Farm.

Viewpoint 6: Footpath west of Kingstone (WP23) (Figure 14)

- 2.49 Visual receptors using the footpath that passes between Kingstone and Hildersley are afforded views to the south that include the settlement of Ross-on-Wye and the large wooded hills of Penyard Park. Woodland on the agricultural land in the middle-ground breaks up the settlement as it appears in the view, although the spire of St Mary's Church is still clearly visible as a recognisable feature.
- 2.50 The high levels of vegetation that are present amongst the built up areas of Ross-on-Wye means that the view towards the town remains rural in context. The large mature trees in the foreground restrict the width of the vista and channel views towards the hills.

Viewpoint 7: Footpath (WP18) through agricultural land west of Bromsash (Figure 14)

- 2.51 The short distance views available to the west for visual receptors using the footpath between Bromsash and Weston under Penyard, are restricted by the steep slopes of Penyard Park that form the extent of the view. The vegetation and farm buildings at the end of the arable field prevent any views of existing development at Ross-on-Wye. Large agricultural units and stacks of potato crates are partly visible amongst the mature trees that prevent views towards the site. A low level of clutter is present in the rural view, in the form of telegraph poles.

Viewpoint 8: M50 overbridge (Figure 15)

- 2.52 The slightly elevated location of the local road that passes over the M50 allows views over the landscape below, with long ranging views to the south-west. The settlement of Ross-on-Wye forms a large part of the view to the south-west, although the wooded slopes of Penyard Park dominate the vista. Noticeable features within Ross-on-Wye, such as St Mary's Church sit below the skyline and the large amount of vegetation within the settlement helps to assimilate it into the rural view. Belts of trees and riparian vegetation that line Rudhall Brook add to the level of vegetation in the view, drawing views towards Ross. People travelling along the road would experience a glimpsed view south-west as they travel over the bridge and down the hill.

Viewpoint 9, View south-west on Herefordshire Trail, (UB2) near The Burnt House (Fig 15)

- 2.53 Views to the south-west are partly restricted by the immediate undulating land in the foreground. Views however are generally open. There are views across arable farmland, a series of polytunnels covering fields planted with orchards surround large agricultural buildings. The undulating landform rises steeply at the wooded slopes of Penyard Park. In the middle ground,

a combination of hedgerows and mature trees at Phocle Green and Phocle Farm screen views of the lower slopes of Rudhall Brook. There is little visibility of the existing development at Hildersley. Views to the south-west of Ross-on-Wye are screened by the undulating landform and intervening vegetation. Wooded hills that mark the edge of the Forest of Dean form the backdrop to the view.

Viewpoint 10, Views south-west on Herefordshire Trail, Crossington Farm (Figure 16)

- 2.54 Long distance views south-west from Crossington Farm are glimpsed views, filtered through foreground vegetation towards the land at Hildersley Farm. Views are limited by the high presence of mature vegetation along field boundaries of the small to medium sized pasture land in the foreground. Additional vegetation in the intervening landscape combines with the localised topography to filter and screen views of the large agricultural buildings and the settlement of Ross-on-Wye.

Viewpoint 11: Wye Valley Walk (BKR11) at Calper Lodge Viewpoint (Figure 16)

- 2.55 The main focus of views from the local vantage point and picnic spot, are to the west, overlooking the Wye Valley. However, views from the long distance footpath extend to the south, over the wooded and undulating landscape. The locally recognisable feature of All Saints' Church occupies foreground views as it is set against the estate woodland of Brockhampton Court. Other large buildings are visible in the foreground, such as those at Ladyridge Farm.
- 2.56 The large vistas that are available from the footpaths in this vicinity are broken by large mature oak trees that form individual landscape features as well as part of the hedgerow field boundaries. The settlement of Ross-on-Wye is indistinguishable in the view due to its distance from the viewpoint as well as the level of visual screening provided by intervening landform and vegetation.

Viewpoint 12: Herefordshire Trail (SK10) at Pict's Cross (Figure 17)

- 2.57 Views south-east from the long distance trail at Pict's Cross are broad and expansive, stretching over the undulating landscape. The steep slopes of Penyard Park form a recognisable feature in the distance. The size of the elements in the vista gives it a large scale, with the existing development at Hildersley and the adjacent farmland being indistinguishable amongst the large landscape features. The spire of St Mary's Church and a few roof tops of properties on the north-west edge of Ross-on-Wye are visible over the intervening vegetation but sit well below the skyline.

Viewpoint 13: Footpath (HN17) off the B4521 at St Owen's Cross (Figure 17)

- 2.58 Looking south-east from the B4521, the views are characterised by the agricultural fields in the foreground. Some longer views are available through gaps in vegetation and dips in topography. In these longer views, the majority of Ross-on-Wye is indistinguishable, although

St Mary's Church spire forms a recognisable feature underneath the pylons in the foreground. The large features of the electricity pylons that carry wires over the fields in the foreground are dominant features in views for visual receptors in the vicinity.

Viewpoint 14: Footpath (MO13) at The Thorne (Figure 18)

- 2.59 People using the footpath that passes between Sunray Perks and The Thorne, are afforded large vistas over the landscape to the north-east. Available views feature the large settlement of Ross-on-Wye amongst the woodland and agricultural fields that occupy the gently undulating landscape. The settlement is interspersed with a high level of vegetation that breaks up the low-rise buildings. St Mary's Church spire can be located in the vista where views are drawn to the steep wooded slopes of Penyard Park. Pylons, telegraph poles and radio masts provide an element of clutter in the wide ranging vistas

Viewpoint 15: Footpath (LG12) between Pryus and Thatch Close (Figure 18)

- 2.60 The small settlement of Llangrove is surrounded by a strong network of public access and from the eastern edge long views to the north-east are available. Visual receptors using the footpaths have some long and open views over the undulating landscape, although the settlement of Ross-on-Wye is almost entirely screened from view by the intervening topography. The steep wooded slopes of Penyard Park are visible in the distance while telegraph poles and pylons traverse the countryside in the fore and middle-ground of views.

3 LANDSCAPE DESIGN PROPOSALS

- 3.1 From the outset it was agreed that the design of the proposed development should be landscape led. In 2010, in response to an earlier proposal, Mandy Neill, Senior Landscape Officer at Herefordshire Council provided detailed guidance on how any residential layout should be approached at the Hildersley site. The advice included the following:
- Retaining hedgerows where possible to provide a green framework both within the site and on the site boundaries;
 - Extending the green infrastructure to link to surrounding mature vegetation;
 - Careful design of the edges of the development to minimise the effect on key views, in particular the 'gateway' views on the approach to Ross-on-Wye from the A40;
 - Buildings should fit into the landscape, to avoid the need for dense screen planting;
 - Planting on the boundaries should complement and filter views of the new built development;
 - Retaining the young woodland planting as much as is possible to provide instant maturity to any new housing development;
 - Retaining views or creating vistas to the spire of St. Mary's Church, Ross-on-Wye;
 - Follow the contours with the development; and
 - Keep the proposed development to the west of the Hildersley Farm buildings.
- 3.2 Using the advice from Herefordshire Council and using the findings from field work a landscape analysis plan was drawn up, outlining the general recommendations for the proposed layout of the site.
- 3.3 The concept master plan (Figure 8) was generated using the recommendations from the landscape analysis plan, whilst accommodating certain hydrological and transport requirements, such as sustainable urban drainage system, standard road widths and visibility splays.
- 3.4 The indicative layout restricts the built development to the lower parts of the site, with those properties located on the slightly higher ground, being more loosely spaced. The higher ground forms part of the lower slopes of Penyard Park. The farmland to the south of the site on these lower slopes has been recently planted with pear trees. This area of maturing trees will form a link to the wooded parts of Penyard Park.

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- 3.5 The external hedgerows will be retained where they are good and replanted or gapped up where they are missing or derelict. Trees within the hedgerows have been retained including the feature tree, the oak on the southern boundary of the abandoned playing field.
- 3.6 The line of mature Leylandii on the north-western boundary of the site, the boundary with the rifle range, will be removed. They are non-native, highly visible and unstable (some have already fallen over). The ground beneath their canopies is dry and devoid of much vegetation. These will be replaced with tree belt consisting of native species, which will be in keeping with the surrounding landscape and have beneficial ecological effects.
- 3.7 The boundary with the A40 will continue the type of planting at the entrance to Hildersley Farm. That is, there will be a new hedgerow adjacent to the realigned entrance road to the site, behind which will be a wildflower area, containing groups of lime trees. This will allow glimpses of the development, while at the same time enhancing the existing approach/gateway to Ross-on-Wye from the east.
- 3.8 Where possible existing internal hedgerows have been retained and incorporated in the layout. Groups of trees from the existing young woodland will be retained if possible and also incorporated. A central park area links the residences with the access road. The park area includes existing hedgerows and will include additional planting and groups of trees.
- 3.9 To establish links with Ross-on-Wye, the park and some of the internal roads have been aligned to enable vistas of St. Mary's Church spire. The visual link between the farmhouse at Hildersley Farm and spire has been retained.

4 METHODOLOGY

Guidelines

- 4.1 This landscape appraisal refers to guidance contained in the following publications:
- Guidelines for Landscape and Visual Impact Assessment: Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) (GLVIA3) (Ref. 10); and
 - Landscape Character Assessment: Guidance for England and Scotland (The Countryside Agency and Scottish Natural Heritage, 2002) (Ref. 11).

Desk and Field Studies

Landscape Resources

- 4.2 The appraisal of effects on landscape resources includes a combination of desk study and fieldwork. Ordnance Survey maps, aerial photographs and published landscape character assessments are used to assist this appraisal. A project specific character assessment has also been undertaken.

Visual Resources

- 4.3 In order to determine available views and aid the appraisal of visual receptors and visual amenity a Zone of Theoretical Visibility (ZTV) was generated, based on the highest point of the built form (Figure 1). A ZTV is the theoretical area from which a structure is visible. However, there are limitations to using ZTVs, e.g. the visualisation does not illustrate how much of a structure is visible, only that part of it can be seen. The methodology used to generate the ZTV is set out in Appendix 2. The ZTV was followed up by a field survey to determine the extent of the visibility. This survey work, supported by photomontages (visualisations) identified visually significant structures and vegetation that affects how much of the proposals will be seen.

Viewpoint selection

- 4.4 The effects of the residential development on visual receptors includes consideration of potential effects on the following:
- Views from and to undesignated and designated landscapes;
 - Views from public rights of way;
 - Views from other publicly accessible land;

- Views from residential properties; and
- Views from other private locations in close proximity to the proposals.

Methodology

- 4.5 For the purposes of clarity, throughout the landscape appraisal the term 'landscape' is defined in accordance with the European Landscape Convention (ELC) as *"an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors."*

Distinction between Landscape and Visual Effects

- 4.6 Landscape and visual effects have been assessed separately, although the procedure for assessing each of these is closely linked. A clear distinction has been drawn between landscape and visual effects as described below:
- Landscape effects relate to the effects of the project on the physical and other characteristics of the landscape and its resulting character and quality;
 - Visual effects relate to the effects on views experienced by visual receptors (e.g. residents, footpath users, tourists etc.) and on the changes in visual amenity experienced by those people.
- 4.7 The identification and description of effects of a proposal on the existing landscape resource involves assessing the changes to landscape character, characteristics, elements and features that are likely to occur as a result of the proposed development being built.
- 4.8 The appraisal systematically identifies the effects on visual receptors (people) by identifying and describing the changes that a new development may cause to the existing views of a particular landscape and secondly the changes in the visual amenity from key visual receptors, i.e. the value of a particular view in terms of what is seen, the importance of that view and which groups of people this change affects, e.g. local residents or people visiting the area particularly for that view.
- 4.9 The landscape and visual resources of an area can be affected both directly and indirectly. Visual effects are always direct, as, if an object is not visible there is no effect. Landscape effects can be either direct or indirect. Changes that physically affect elements of the landscape, e.g. vegetation, buildings and landform, or that affect the landscape character of the area and/or landscape type in which the site is located, are direct landscape effects, whereas an effect on the character of adjacent or surrounding character area is indirect. It is generally assumed that indirect effects are less significant than direct ones. However, this is not always the case and is dependent on the nature of the proposal, the landscape in which it is situated and the landscape area that is indirectly affected.

- 4.10 This appraisal does consider the decommissioning phase of development, as housing is considered as permanent structures in the landscape.

Landscape Appraisal

- 4.11 Sensitivity of a landscape to the proposed change depends upon its value (discussed in Appendix 3) and capacity. Landscape capacity requires judgements on the ability of a landscape to accommodate the proposed change without significant effects on its character. Landscape sensitivity is graded using a three point scale; High, Medium and Low.
- 4.12 The magnitude of change (or impact) experienced by landscape resources depends upon the nature, scale and duration of the particular change within that landscape and any loss or change of important characteristics, elements or features. A four point scale of Large, Medium, Small and Negligible magnitude of impact/change has been used.
- 4.13 Definitions relating to visual sensitivity, magnitude of impact and significance of effects are found in Appendix 3.

Visual Appraisal

- 4.14 Different people vary in their sensitivity to a proposed development depending on distance, view type and what their occupation. In general the receptors are allocated the sensitivities below:
- High sensitivity; local residents, users of recreational routes, people experiencing views;
 - Medium sensitivity; users of secondary rights of way and people engaged in outdoor sport; and
 - Low sensitivity; people at place of work, road users in vehicles.
- 4.15 However, this is not always the case, e.g. part of a recreational route may pass through a built up area, or adjacent to an industrial use, such as a quarry. In these cases, people using the route would not necessarily have a High sensitivity, as their expectation is to see buildings or an industrial land use. Similarly the proposed development itself may be one that a viewer expects to see in that particular context.
- 4.16 The magnitude of change affecting visual receptors depends on the location of the view and the overall effect on a particular view. The angle of view, duration of view and distance from the development all influence the magnitude of the change in the view.
- 4.17 Definitions relating to visual sensitivity, magnitude of impact and significance of effects are found in Appendix 3.

Appraisal of Landscape and Visual Resource

- 4.18 The appraisal is based on guidance in GLVIA3, that *“concentrates on principles and process”* and *“does not provide a detailed or formulaic recipe”* to assess effects, it being the *“responsibility of the professional to ensure that the approach and methodology are appropriate to the task in hand”* (preface to the GLVIA3).
- 4.19 Effects on the landscape resources or visual receptors are assessed by considering the proposed change in the baseline conditions (the impact of the proposal) against the type of landscape resource or visual receptor (including the value and sensitivity of that resource or receptor).
- 4.20 The standalone appraisal process is informal and specifies the nature of the proposed change or development describing the existing landscape and views and visual amenity in the area that may be affected, predicting the effects. Consideration of how those effects may be mitigated may be applied. These factors are determined through a combination of quantitative (objective) and qualitative (subjective) assessment, using professional judgement.

5 LANDSCAPE APPRAISAL

- 5.1 The landscape appraisal identifies the landscape value and sensitivity of the landscape resource. It assesses the magnitude of impact of the proposed residential development on the landscape character. It then assesses the effects upon the landscape resource during the construction phase and the operational phase of the development. The operational phase effects are considered for the period immediately after completion of the development, and 15 years post completion, when the new trees and shrub planting has had time to mature. The appraisal also considers the effects of the proposals on the published landscape character assessments in the baseline section of the report.

National Landscape Character

- 5.2 The application site is located within NCA 105: Forest of Dean and Lower Wye, and would extend the principal settlement of Ross-on-Wye south from NCA 104: South Herefordshire and Over Severn.
- 5.3 The short term construction phase of the proposed development would introduce an increased level of disturbance to the large NCA 105 that would indirectly affect NCA 104. The vehicle movements, ground excavations and construction activities would cause a temporary change to the character of NCA 105 and NCA 104. The land would be converted into a construction site with a change in use of the site for a short duration.
- 5.4 The temporary construction activities would cause a loss of undeveloped land, with a reduction in the tranquillity of the immediate setting of the land in NCA 105 and adjacent to NCA 104. However, the proposed development site makes up only a very small amount of NCA 105 and so its influence over the wider area is minimal. The construction works would cause a Negligible adverse direct change to the character of the NCA 105 and indirect change to the character of NCA 104. This would result in a Minor adverse effect upon the landscape character at a national scale.
- 5.5 The proposed residential development would not cause any loss of the broad landscape characteristics in either NCA 105 or NCA 104. The extension of the existing settlement edge would cause a permanent change to the land that lies adjacent to the settlement of Hildersley. The proposals would modify the edge of an established settlement on the border of two national character areas. The development would occupy a very small area of land in, and adjacent to, large character areas. The new residential scheme would cause a Negligible adverse direct impact to the character of NCA 105 and a Negligible adverse indirect impact to the character of NCA 104. This would result in a Minor adverse effect upon both character areas.
- 5.6 The proposed development would cause the loss of an area of pastoral farmland within NCA 105. However, the proposed extension to the existing settlement would not be out of scale with the features present within these landscape character areas.

County Landscape Character

- 5.7 Direct effects upon the LCT of the Principal Settled Farmlands would be apparent during the temporary construction phase of the site. The excavation and construction works that would make up the short term phase of the development would increase the level of disturbance in the landscape as well as change the use of an area of agricultural land. The disturbance would be caused on the edge of the established settlement of Ross-on-Wye and the urban edge of Hildersley. The change in use of the small area of land on the very edge of the large LCT of Principal Settled Farmlands would cause a Negligible adverse impact to the character of the frequently occurring character type. This would result in a Negligible adverse effect.
- 5.8 The operational phase of the proposed residential development on land within the LCT of Principal Settled Farmlands would permanently change the land use of the agricultural fields. The new residential development would permanently extend the urban edge of Ross-on-Wye into the agricultural fields that border the settlement. Slightly extending the settlement boundary would give a small area of the land from the Principal Settled Farmlands LCT similar characteristics to other settled areas within the character type, as well as aligning with the character of Hildersley. The proposed development would cause a small adverse impact to the character of the Principal Settled Farmlands, a LCT that is common across the county of Herefordshire. This would result in a Minor adverse effect.

Urban Fringe Sensitivity Analysis

- 5.9 The UFSA indicates that the proposed residential development site lies within LCT Principal Settled Farmlands and LCZ Hildersley and LCZ Penyard Park – Lower Slopes. The construction activities identified above would have a Small direct impact on the Hildersley LCZ and a similarly Small direct impact on the Penyard Park – Lower Slopes LCZ (albeit landscape works only). As the Hildersley LCZ has a Low-Medium sensitivity the significance of effects are considered to be Negligible to Minor adverse. The Penyard Park – Lower Slopes LCZ has a High-Medium sensitivity, the effects of the proposal during the construction phase is considered to be Minor to Moderate adverse.
- 5.10 The operational phase of the development would have a Small direct impact on the Hildersley LCZ and a similarly Small direct impact on the Penyard Park – Lower Slopes LCZ (landscape mitigation only). As the Hildersley LCZ has a Low-Medium sensitivity the significance of effects are considered to be Negligible to Minor adverse. The Penyard Park – Lower Slopes LCZ has a High-Medium sensitivity, the effects of the proposal during the construction phase is considered to be Minor to Moderate adverse. However, as the planting matures the significance of effect would reduce to Negligible (Hildersley LCZ) to Minor (Penyard Park – Lower Slopes LCZ).

Wye Valley Area of Outstanding Natural Beauty

- 5.11 Although the proposed development site is not within the Wye Valley AONB boundary, the short term construction phase of the works would take place in close proximity to the designation. The disturbance and movement from excavation and construction works would add to the

disturbance of the Alton Road Industrial Estate. The temporary works would not directly affect the urban character of LMZ-07: Ross-on-Wye but would have an indirect Negligible adverse impact on the character of LMZ-07. This would result in a Minor adverse effect upon the character of the designation.

- 5.12 The operational phase of the proposed development would increase the level of built development close to the AONB boundary. However, the existing urban edge of Ross-on-Wye includes the industrial elements along Alton Road which have a strong influence over the character of this part the town. The modern development of Hildersley exists as a buffer between the designation boundary and the proposed development site. Extending residential development to the east of the boundary would cause a Negligible adverse impact to the character of the designation, as it would include a significant amount of landscape mitigation and would help improve the existing urban edge, resulting in a Minor adverse effect.

Ross-on-Wye Townscape

- 5.13 Construction works for the proposed development site would occur immediately adjacent to the southern boundary of RCA7: Hildersley that is currently surrounded on three sides by agricultural farmland. The short term excavation and construction works would increase the level of movement and activity in the townscape of Hildersley. The urban fringe location of the site would cause a Negligible adverse indirect change to the townscape of RCA7 that experiences an existing level of disturbance from the high level of traffic passing along the A40. This would result in a Negligible adverse effect.
- 5.14 The permanent operational phase of the proposed residential development would extend the character of the urban fringe that comprises mainly 20th century residential development incorporating it into RCA7. The additional residential properties on the land adjacent to the Hildersley townscape character area would cause a Small adverse change to the existing properties on the edge of the large settlement of Ross-on-Wye. This would result in a Negligible adverse effect.

Local Landscape and Site Character

- 5.15 During the short term construction works, the proposed development would increase levels of disturbance in the local landscape. The fields would be transformed by the construction activities that would occupy the land, for the short duration of the works. The temporary construction activities would cause a Large adverse change to the site itself and a Medium adverse change to the landscape immediately surrounding the site. This would result in a temporary Major adverse effect upon the immediate site (a significant effect) and a Moderate adverse effect upon the surrounding landscape.
- 5.16 The small area of fields would be permanently converted to residential development, extending Hildersley and the settlement edge of Ross-on-Wye. The characteristics of the development would match those of the existing residential development adjacent to the site boundary. The proposed development would cause a Large adverse direct change to the site itself Small

adverse indirect change to the surrounding landscape. This would result in a Major adverse direct effect (a significant effect) upon the site and a Minor adverse indirect effect upon the surrounding landscape. However, over time, as the vegetation matures, the significance of effects will lessen.

6 VISUAL APPRAISAL

- 6.1 The assessment of visual effects addresses the change in views during construction and during the operation of the proposals. The assessment takes account of changes in visual amenity experienced by key visual receptors (people). The assessment does not consider any decommissioning effects, as the housing is considered to be a permanent addition to the landscape. The visual effects of the proposals have been assessed with the landscape mitigation in place.

Residential Properties

- 6.2 The short term construction phase of the proposed development would be visible for the residents of Hildersley Farm. The machinery, excavation and construction activities would appear in views north-west from the farmhouse. The construction activities would interrupt the current views of agricultural fields over the farm access and would temporarily change the character of the wider views. The construction activities would cause a Moderate adverse change to views for the residents of Hildersley farmhouse for a short duration, resulting in a temporary Major adverse effect (a significant effect).
- 6.3 During the permanent operational phase of the housing development, the buildings would occupy parts of the view that receptors in the residential property at Hildersley Farm have towards Ross-on-Wye, although a linear park allows the farmhouse to retain an area of open space as a setting. The new residential properties would modify the views over agricultural fields to the north-west of the property, increasing the level of built development that is visible. The proposed development would change views of the lower slopes of Penyard Park, but not of the upper, wooded slopes of the Park. The new housing development would cause a Moderate adverse change to views that already include the settlement edge. The development would extend the development visible to the adjacent fields, resulting in a Major adverse effect (a significant effect). However, the effect will decrease over time as the landscape within the development matures.
- 6.4 The detached residential property of Meadoway lies to the north of the A40 and receptors within the property and its curtilage would have filtered views of the short term construction activities. The majority of the activities would be screened from view by the existing vegetation along the residential and road boundary, although views from the upper windows would be uninterrupted. The temporary construction works and associated activities would cause a Small change to views for residents of the property that is, for the most part, well screened by boundary vegetation. This would result in a Moderate adverse effect.
- 6.5 The permanent operational phase of the proposed development would partly occupy views to the south for receptors looking out of the upper windows. Penyard Park would remain the dominant feature in the views while the new dwellings would occupy part of the foreground where agricultural fields were previously partly visible. The new buildings and their rooftops would appear in the view together with the existing elements of the busy A40, the rural business park at Hildersley Farm and the wooded slopes of Penyard Park. The proposed development would cause a Small adverse change to views that would result in a Moderate adverse effect.

- 6.6 If the Model Farm development is not built before the proposed residential development, the residents of Model Farm would have limited views towards the short term construction phase of the proposed development, filtered by intervening vegetation, including that along the A40. Some of the construction activities would appear above the vegetation that limits views south from the residential property, but would only be visible as very minor components of the view. The temporary construction activities for the proposed development would cause a Negligible adverse change in views, resulting in a Minor adverse effect upon receptors at the residential property. However, if the Model Farm development is constructed before the proposed residential development at Hildersley the farmhouse would have no views of the proposals. During the permanent operational phase of the development, filtered views of parts of the roof tops of the new residential properties may be available. The proposed development would not dominate any views south from the residential property and would cause a Negligible adverse change. This would result in a Minor adverse effect. However, once the Model Farm development is constructed the residents of the farmhouse would have no views of the proposals.
- 6.7 The farmhouse at Spring Farm is a residential dwelling where receptors have some views to the south that extend as far as Penyard Park. The short term construction activities for the proposed development would be partly visible above the intervening vegetation. The hedgerows lining the A40 would screen much of the construction phase but where activities are visible, they would cause a Negligible adverse change in views. This would result in a Minor adverse effect. Similarly, during the long term operational phase of the proposed development, intervening vegetation would screen the majority of development from view for receptors at Spring Farm. The roof tops would be partly visible above the hedgerows and trees but would remain as minor components in the views south that would still be dominated by the large hills of Penyard Park. The extension of the settlement edge to Hildersley Farm would cause a Negligible adverse change to views that would result in a Minor adverse effect.
- 6.8 The short term construction phase of the proposed development would form partly visible elements in views to the south-east for receptors in the residential properties on the southern edge of Hildersley, such as Hildersley Cottage, Long Close, and numbers 10-20 of The Mead. The temporary construction works would be visible at a close range, in views that are currently of agricultural land and the wooded slopes of Penyard Park. The oblique views from residential properties would generally be limited to their upper windows. The construction phase of the proposed development would cause a Medium adverse change to views from the residential properties on the Mead. Hildersley Cottage and Long Close are set further from the proposed development site and due to existing vegetation would have a small change in views. Properties 10-20 The Mead would experience a temporary Major adverse effect (a significant effect). Hildersley Cottage and Long Close would experience a temporary Moderate effect.
- 6.9 The proposed development would be partly visible for receptors in premises on the southern edge of Hildersley for the permanent operational phase of the development. The proposed development would screen some views to the south and south-east but the hills of Penyard Park to the south would remain the dominant feature. However, the landscape mitigation would help soften the impact of the new development on views from these properties. The new residential development would cause a Moderate adverse change in views from Nos. 10-20 The

Mead, resulting in a Major adverse effect (a significant effect) which would decrease over time as the proposed planting matures. Residents of Hildersley Cottage and Long Close would notice a Small change in views, which would result in a Moderate significance of effect.

- 6.10 Receptors at the residential property of Alton Court would have some views of the short term construction phase of the proposed development over the adjacent farmland beyond the rifle range. Intervening vegetation would partly screen some of the construction activities from view but the more elevated activities would appear in some views, particularly those from upper windows. The construction works would not interrupt any key views from Alton Court and would cause a Negligible adverse change to views for a short duration, resulting in a Minor adverse effect.
- 6.11 The proposed development would be partly visible from Alton Court during its permanent operational phase. Views of the western edge and some roof tops would be partly screened by intervening vegetation and the new residential properties would not interrupt any key views and would appear as an extension to the existing settlement edge that is visible. The proposed development would cause a Negligible adverse change to views for receptors in the residential property of Alton Court, resulting in a Minor adverse effect.

Dynamic Receptors

- 6.12 Visual receptors travelling in vehicles on the A40 would have some glimpsed views of the short term construction phase at Hildersley Farm as they pass into and out of Hildersley. The roadside vegetation would screen the majority of views along the road although some glimpsed views south at the site entrance would be available and the site entrance itself would slightly increase the level clutter in views along the A40. The construction traffic would be visible as it enters and exits the site via the busy route but would not change the character of views along the A40. The construction works would be visible in glimpsed views by transient receptors where the temporary works would cause a Negligible adverse change to views, resulting in a Negligible adverse effect.
- 6.13 The permanent operational phase of the proposed development would only be visible in glimpses to the south from receptors in vehicles on the A40. The hedgerows that line the road would prevent views of the residential properties for the majority of the route but where there are gaps in vegetation, such as gateways, glimpsed views of the development would be available. The proposed development would be viewed alongside the steep wooded slopes of Penyard Park and would cause a Negligible adverse change to the transient view, resulting in a Negligible adverse effect.
- 6.14 The short term construction phase of the proposed development would mainly be screened from view for receptors on local residential roads, such as The Mead and The Glebe due to the existing residential development and their curtilages. The buildings, fences and walls in the foreground would limit views of the short term construction phase from these roads within the existing settlement edge. Only the very highest parts of the elevated construction activities would be visible for receptors on these roads, where they would be viewed between the existing

properties and would not form dominant elements. The slopes of Penyard Park would still be visible above construction works that would cause a Negligible adverse change to views from the roads on the settlement edge. This would result in a Negligible adverse effect.

- 6.15 The tops of the roofs and tallest elements of the proposed development would be the only parts of the proposed development visible from these residential roads, during the permanent operational phase of the proposed development. The proposed development would not interrupt any key views of Penyard Park and would be mainly screened by buildings and fences in the foreground. The new residential properties would cause a Negligible adverse change to views for the permanent operational phase, resulting in a Negligible adverse effect.
- 6.16 During the short term construction phase of the proposed development, the temporary activities on the site would be partly visible in some longer distance views from roads. In the majority of transient views available from roads in the wider area (including the AONB), the slopes of Penyard Park and the existing development in the settlement of Ross-on-Wye form noticeable features, although there are broad vistas available at some locations. The temporary construction phase would slightly increase the level of clutter in views, but would be barely perceptible in the scale of views from wider areas that are often screened by roadside vegetation. The construction works would cause a Negligible adverse change to views from roads in the wider landscape, resulting in a Negligible adverse effect.
- 6.17 During the permanent operational phase of the proposed development, the roof tops of the new residential properties would be barely perceptible in views for receptors on roads in the wider area (including the Wye Valley AONB). The proposed development would appear against the existing settlement edge in the longer distance views, slightly extending the settlement of Hildersely to the south-east but not obscuring any key views of the countryside or the existing settlement. The operational phase of the proposed development would not become obvious in any views for receptors on roads in the wider area and would cause a Negligible adverse change, resulting in a Negligible adverse effect.

Public Rights of Way

- 6.18 Although much of Billy's Cycle Path is lined by dense vegetation, some filtered glimpsed views over the wider landscape may include parts of the short term construction phase for the proposed development at Hildersley Farm. The foreground and intervening vegetation would provide a strong visual screen that limits the majority of views to within the cycleway. Where filtered views of the construction activities would be available, the temporary works would be barely perceptible and would cause a Negligible change to the visual amenity of receptors on the cycleway. This would result in a Negligible adverse effect. Similarly, the proposed development would mainly be screened from view during the permanent operational phase by the foreground vegetation. Where filtered views of the roof tops are available, the new residential properties would be barely perceptible as an extension to the existing settlement edge. The proposed development would cause a Negligible adverse change to visual amenity, resulting in a Negligible adverse effect.

- 6.19 The long distance trail of the Wye Valley Walk would allow receptors using it, partial views of the short term construction and operational phases of the development at a number of locations, most notably from the slopes of Penyard Park (Viewpoint 4). The changes to views and their effects are considered in detail at Viewpoint 4 and Viewpoint 11.
- 6.20 The changes to visual amenity of receptors using the Herefordshire Trail during the construction and operational phases of the proposed development are considered in representative Viewpoint 12. Views from various other public rights of way are also considered in the assessment of representative viewpoints.

Commercial Premises

- 6.21 The short term construction phase of the proposed development would be partly visible for receptors in some units within the rural Hildersley Business Park. The construction activities would occupy views towards the existing settlement edge that are currently agricultural fields and would add an element of clutter to views. The short term construction works would not interrupt any characteristic views for receptors within the commercial units and would not screen any views of Penyard Park. The temporary activities would cause a Small adverse change to views where they are visible, resulting in a Minor adverse effect.
- 6.22 During the permanent operational phase of the proposed development, partial views of the new properties would be available from the most westerly parts of the commercial premises. The buildings would occupy the foreground in views towards the existing settlement edge of Hildersley and Ross-on-Wye, extending the level of development in the view towards Hildersley Farm. The new properties would cause a Small adverse change to views for some receptors in the westerly most commercial units, resulting in a Minor adverse effect.
- 6.23 Visual receptors at the Chaseview Veterinary Surgery would have some filtered views of the short term construction phase of the proposed development to the south. The existing vegetation would provide an element of screening but the temporary works would add an element of clutter to views towards the wooded slopes of Penyard Park. The construction activities for the proposed development would cause a Small adverse change to views for visual receptors in the commercial premises, resulting in a Minor adverse effect. Similarly, the buildings would feature in some views towards Penyard Park for receptors within the veterinary surgery, during the permanent operational phase of the development. Filtered views of the new residential properties would appear in the foreground of views to the south, partly screening views of Penyard Park. The proposed development would cause a Small adverse change to views for those receptors on the southern side of the veterinary surgery. This would result in a Minor adverse effect.
- 6.24 The short term construction phase of the proposed development would be mainly screened from view for visual receptors at commercial premises within the Alton Road Industrial Estate. The dense vegetation along the eastern edge of the industrial estate would prevent the majority of activities from becoming visible and would limit visible elements to filtered views. The construction works would not interrupt any key views but would slightly increase the level of

clutter visible from the commercial premises where views through or over the boundary vegetation are available. This temporary phase of the development would cause a Negligible adverse change to views from the industrial estate, resulting in a Negligible adverse effect.

- 6.25 During the permanent operational phase of the proposed development, the new residential properties would be barely perceptible in heavily filtered views through foreground vegetation. The existing views for receptors in the industrial estate would not be noticeably modified by the proposed development due to the high level of visual screening along Billy's Cycle Path on the eastern boundary of the industrial estate. Where filtered or partial views of the proposed development are available through or over the dense vegetation, the new properties would cause a Negligible adverse change to views and would not disrupt any key views. This would result in a Negligible adverse effect.

Viewpoint 1: Footway on A40 east of the site

- 6.26 The short term construction phase of the proposed development would be barely perceptible for receptors travelling west along the A40 in vehicles or on foot. The large mature hedgerows would screen all views of construction activities with the exception of vehicles entering and exiting the site, from this location. The mature trees at Hildersley Farm provide additional levels of screening that would further limit views of the construction activities. The temporary works for the construction of the proposed development would cause a Negligible adverse change, resulting in a Negligible adverse effect for receptors using the footway or travelling in vehicles.
- 6.27 The permanent operational phase of the proposed development would be almost entirely screened from view by the dense roadside vegetation along the A40 and the mature trees at the entrance to Hildersley Farm. The new residential buildings would not be visible for receptors travelling westbound on the footway or in vehicles and there would be no change to visual amenity during the permanent operational phase of the development.

Viewpoint 2: Footway on the A40 at Hildersley Farm Entrance

- 6.28 Receptors passing the entrance to Hildersley Farm during the short term construction phase of the proposed development would have a glimpsed view of the site that would slightly increase the level of clutter visible along the busy road. The snapshot views towards the slopes of Penyard Park would include a small section of the construction site but it would be seen as alongside the existing element in the view. The construction activities would cause a Negligible adverse change to the glimpsed view for transient receptors on the footpath or travelling in vehicles, this would result in a Negligible adverse effect.
- 6.29 Once completed, the permanent operational phase of the proposed development would only be visible in snapshot glimpses as receptors pass the entrance to Hildersley Farm. The roof tops of the new residential properties would appear below the elevated feature of Penyard Park in the glimpsed views that receptors receive as they pass the gap in vegetation. The proposed development would cause a Negligible adverse change to views for the transient receptors passing Hildersley Farm on the footway or in vehicles on the A40.

Viewpoint 3: A40 at entrance to Chaseview Veterinary Clinic

- 6.30 Visual receptors travelling eastbound on the footway or in vehicles on the A40 would have some partial views of the more elevated works during the short term construction phase of the proposed development. The vegetation that forms the site boundary would screen the majority of the lower level activities but the construction works would be likely to add clutter to views towards the dominating feature of Penyard Park. The temporary construction phase of the proposed development would cause a Negligible adverse change to views for transient receptors as they pass the Chaseview Veterinary Clinic. This would result in a Negligible adverse effect.
- 6.31 The residential properties and associated development would be partly screened from view for receptors travelling eastbound on the A40 by vegetation along the site boundary. The upper floors and roofs of some properties would be visible as the receptors pass the veterinary clinic. The roofs of the houses would be obscure a small part of the wooded slopes at the bottom of Penyard Park, which would remain the dominant feature in the view. The residential properties would cause a Negligible adverse change to the views that transient receptors gain as they pass the site, resulting in a Negligible adverse effect.

Viewpoint 4: Wye Valley Walk (ZK27) edge of Penyard Park

- 6.32 The temporary construction phase of the proposed development would be visible from sections of the Wye Valley Walk on the edge of Penyard Park and would occupy the existing agricultural fields. Parts of the construction activities would be screened from view by vegetation on the site boundary such as the large line of conifer trees and the plantation at Hildersley Farm. The short term construction works on the proposed site would introduce an element of clutter into the views north, and cause a Small adverse change to the wide and long ranging views available from this elevated location. This would result in a Moderate adverse effect upon visual amenity.
- 6.33 The permanent operational phase of the proposed development would appear as an obvious extension to the residential edge of Hildersley. Although the width of the view occupied by development would increase, the hills beyond the residential properties to the north would still dominate the vistas available from the edge of Penyard Park. The houses would be partly screened during the operational phase of the proposed development by vegetation along the boundaries, but large parts of the development would be visible. The proposed development would cause a Small adverse change to views by extending the settlement visible to the east. This would result in a Moderate adverse effect.

Viewpoint 5: View from Public Right of Way (RR2A) south-west of Pigeon House Farm

- 6.34 Foreground and intervening vegetation would screen the majority of the short term construction works from view for receptors in the vicinity of Pigeon House. The construction works would not affect views of Penyard Park that forms a dominating feature in the wide vista, and would not detract from views of St Mary's Church to the west. Only the very elevated activities would be partly visible during the temporary construction phase and would cause a Negligible adverse change to views, resulting in a Minor adverse effect.

- 6.35 During the permanent operational phase of the proposed development, the majority of the buildings would be screened from view for receptors in this area by both foreground and intervening vegetation. Where parts of roofs are visible, they would not change the character of the view and would not detract from the dominating features such as Penyard Park. The operational phase of the proposed development would cause a Negligible adverse change to views, resulting in a Minor adverse effect.

Viewpoint 6: Footpath west of Kingstone (WP23)

- 6.36 Only the elevated activities would be visible during the short term construction phase of the proposed development in the vicinity of Kingstone. Intervening vegetation and landform would screen the majority of the construction activities in the large view but some taller elements would appear in the view below the existing development at Hildersley and Ross-on-Wye. The temporary works would cause a Negligible adverse change to views, resulting in a Minor adverse effect.
- 6.37 The roof lines of properties in the proposed development would appear below the skyline in views to the west, as well as below the existing development at Ross-on-Wye. The intervening landform and vegetation would partly screen the development and the steep slopes of Penyard Park would remain the dominant focus in views. The new housing would appear as a small extension to the existing settlement and would cause a Negligible adverse change to views. This would result in a Minor adverse effect.

Viewpoint 7: Footpath (WP18) through agricultural land west of Bromsash

- 6.38 The proposed site is well screened from view for receptors using footpath WP18, and there would be no changes to visual amenity as a result of either the short term construction phase or the permanent operational phase or the development.

Viewpoint 8: M50 overbridge

- 6.39 The short term construction activities would be barely perceptible in the wide and long ranging vista available from the M50 overbridge. The activities on the site would be partly screened by the vegetation and topography that surrounds the site at the base of Penyard Park. The more elevated works would be visible but would not be immediately obvious in the large views that transient receptors receive at this location. The construction phase of the proposed development would cause a Negligible adverse change to views for receptors as they pass over the M50, resulting in a Negligible adverse effect.
- 6.40 As receptors pass over the M50, they would have partial views of the permanent operational phase of the proposed development at the base of Penyard Park. The new residential properties would slightly extend the level of development visible to the east, increasing the amount of the view that is occupied by residential properties. The existing vegetation and topography would interrupt views of the development that would be seen as a very minor component of the view with Penyard Park remaining as the dominant feature. The proposed development would cause a Negligible adverse change to visual amenity for the transient receptors passing over the M50, resulting in a Negligible adverse effect.

Viewpoint 9, View south-west on Herefordshire Trail, (UB2) near The Burnt House

- 6.41 The site is screened from view by the intervening landform in the large scale vista and there would not be any changes to views for receptors during any phase of the proposed development. Vegetation on the intervening land adds to the level of screening for receptors using this section of the Herefordshire Trail.

Viewpoint 10, Views south-west on Herefordshire Trail, Crossington Farm

- 6.42 Visual receptors travelling along this section of the Herefordshire Trail would see very minimal elements of the short term construction phase of the proposed development. There are limited views towards the proposed site and high levels of intervening vegetation in the large scale view. The low level construction activities would be barely perceptible for the transient receptors using this section of the route. The temporary construction phase of the development would cause a Negligible adverse change to views, resulting in a Minor adverse effect.
- 6.43 The proposed development would be barely perceptible during the long term operational phase for receptors using this part of the Herefordshire Trail due to the length of view and the scale of the other elements in it. Penyard Park would remain the dominant feature in the view but the proposed housing would slightly extend the existing settlement of Ross-on-Wye that is visible. Intervening vegetation and topography would screen parts of the proposed development and further limit its visibility. The proposed development would cause a Negligible adverse change to views, resulting in a Minor adverse effect.

Viewpoint 11: Wye Valley Walk (BKR11) at Calper Lodge Viewpoint

- 6.44 The proposed development site is screened from view by the intervening vegetation and undulating landform in the large scale vista. There would no changes to views for receptors on the long distance trail during any phase of the proposed development due to the high level of screening that it would receive during both the construction and operational phases.

Viewpoint 12: Herefordshire Trail (SK10) at Pict's Cross

- 6.45 Construction activities on the proposed development site would be barely perceptible to visual receptors on the Herefordshire Trail at Pict's Cross due to the large distance to the site and the vast view available. Any ground level construction activities would be screened from view by intervening landform and vegetation but the more elevated works may appear in the view. The construction works would cause a Negligible adverse change to the large vista and would only be seen when searched for by the viewer. This would result in a Minor adverse effect.
- 6.46 The roof tops of the buildings on the proposed development site would, where visible, be seen as part of the existing development in the view. The permanent operational phase of the proposed development would not interrupt any key views of St Mary's Church or the dominating feature of Penyard Park, and would be barely perceptible in the wide and long ranging vista that receptors using this section of the Herefordshire Trail receive. The development would cause a Negligible adverse change to views, resulting in a Minor adverse effect.

Viewpoint 13: Footpath (HN17) off the B4521 at St Owen's Cross

- 6.47 The activities that would occur during the short term construction phase of the proposed development would be mainly screened from view for receptors at St Owen's Cross due to the intervening landform and vegetation. Where any potential views of the more elevated activities would be available, the site is at such a distance that they would be practically imperceptible to viewers even when specifically searched for in the view. The temporary construction phase of the proposed development would cause a Negligible adverse change to views, resulting in a Minor adverse effect.
- 6.48 The new residential properties would be practically imperceptible in views for receptors using this footpath due to the large distance and the intervening landform. Vegetation that covers the undulating landform would further limit views of the proposed development that would not significantly modify any significant views of St Mary's Church spire. Many of the views for receptors in this vicinity are dominated by the large pylons in the foreground and the smaller telegraph poles. The proposed development would cause a Negligible adverse change to views where it appears, resulting in a Minor adverse effect.

Viewpoint 14: Footpath (MO13) at The Thorne

- 6.49 The proposed development site is screened from view by the intervening vegetation and undulating landform in the long distance and large scale vista. There would no changes to views for receptors in this location during any phase of the proposed development due to the high level of screening that it would receive during both the construction and operational phases.

Viewpoint 15: Footpath (LG12) between Pyrus and Thatch Close

- 6.50 The proposed site is not visible for receptors in this location due to the intervening vegetation and undulating landform in the long distance and large scale vista. There would no changes to views for receptors on this footpath during any phase of the proposed residential development as both the construction and operational phases would be screened from view by existing elements in the view.

7 SUMMARY AND CONCLUSIONS

Summary

- 7.1 As with all residential developments in rural areas there will be direct significant effects on the farmland itself. However, the majority of the land is considered to have Low-Medium sensitivity to housing development. The most southerly part of the site has High-Medium sensitivity, but will not be directly affected by the housing, as this is located to the north on lower-lying ground. These effects will lessen with time as the landscape mitigation matures and the development becomes assimilated into the wider landscape. The effects on wider landscape character areas are not considered to be significant.
- 7.2 There will be significant effects on those residential receptors closest to the proposed development. However, these effects will lessen with time as the landscape mitigation matures, views of the development will reduce and the development will become part of the wider view. Due to the height of the proposed development views rapidly decrease with distance. No other receptors would experience a significant effect.

Conclusions

- 7.3 The Urban Fringe Sensitivity Analysis for Hereford and the market towns (UFSA) informed the Strategic Housing Land Allocation Assessment (SHLAA) maps. The UFSA examined both the landscape and visual context of a number of sites around Ross-on-Wye. The report primarily concentrated on landscape sensitivity and found the majority of the application site to have a Low-Medium sensitivity. This information formed part of the evidence base for the SHLAA. The whole of the application site was identified in the SHLAA as having Low/Minor constraints and therefore considered suitable for housing development. This landscape and visual appraisal concurs with these findings.

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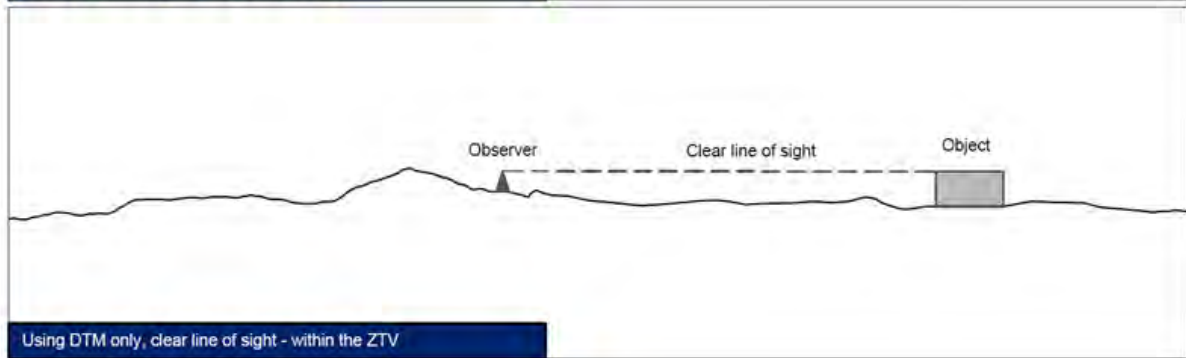
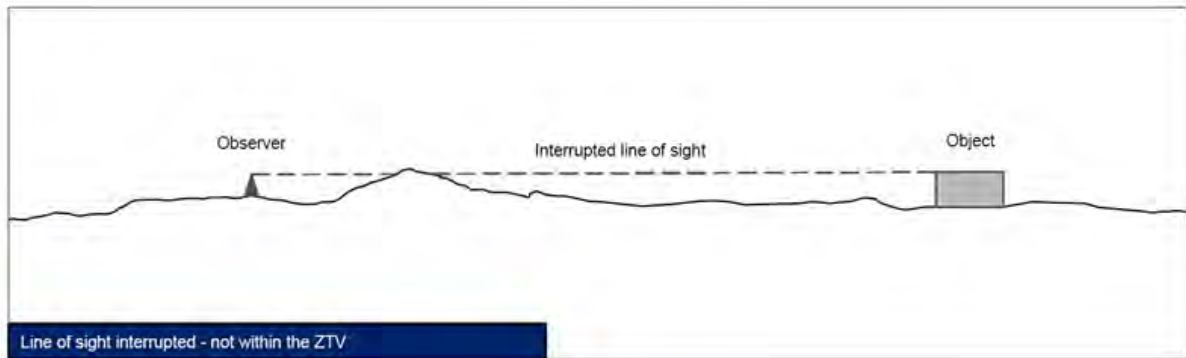
Plan Policy	Details
Core Policy SS1 Presumption of Sustainable Development	<p>The policy states “Hereford Council will take a positive approach that reflects the presumption in favour of sustainable development contained within national policy”. The council will decide whether the development would cause any adverse impacts that would significantly and demonstrably outweigh the benefits, when assessed against the policies in national policy as a whole, or specific elements of national policy indicate that the development should be restricted.</p> <p>Paragraph 3.16 of the emerging Core Strategy states that “the area’s historic and environmental resource, including its natural beauty and quality of landscape, biodiversity, built environment and cultural heritage will be protected and enhanced.”</p>
Policy SS3 Releasing land for residential development	<p>This policy states that sufficient land for residential development will be released to ensure that the housing target is met over the plan. The release of specific sites may be phased to ensure that the appropriate infrastructure is in place and to safeguard the integrity of the River Wye Special Area of Conservation. Priority will be given to releasing the re-use of brownfield land in sustainable locations.</p> <p>The emerging Core Strategy will support the creation of sustainable communities through protecting existing built, historic and natural environmental assets. In paragraph 3.97 it acknowledges that the scale of development cannot be fulfilled solely through using previously developed land and buildings, and therefore greenfield sites will be developed during the plan period but the spatial strategy will direct where those most sustainable locations are likely to be. It requires that development should avoid impact upon designated and locally distinctive features and include effective mitigation measures appropriate to the size and scale of the development.</p>
Policy SS6 Environmental Quality and local distinctiveness	<p>In summary this emerging policy seeks to conserve and enhance the county’s environmental assets and distinctiveness which includes settlement pattern, landscape, biodiversity, historic assets and environmental designations. Planning applications should submit sufficient information to determine the effect upon the landscape, townscape and local distinctiveness (especially in AONBs); biodiversity and geodiversity, network of green infrastructure; and local amenity including light pollution and tranquillity. Should the adverse effects caused by the proposed development outweigh the benefits on the environment, or there are competing environmental objectives and full mitigation is not possible, compensatory measures are to be proposed.</p>

Plan Policy	Details
	<p>Paragraph 3.102 states that the location of new development should in almost all cases protect Hereford's natural and built assets in Hereford, historic market towns, and smaller settlements. Particular consideration should be given to those areas within or adjacent to national or international environmental designations, in accordance with the protection afforded to such areas in the NPPF. Locally important sites and features should also receive appropriate levels of care when determining the effect from development upon them.</p>
Policy RW1 Development in Ross-on-Wye	<p>The spatial strategy identifies that approximately 900 new homes and employment land is to be located in, or adjacent to, Ross-on-Wye. The location for new residential development will primarily be to the south-east of the town. Additional development will be allocated through the emerging Neighbourhood Plan or development plan document to infill development and peripheral town sites. New development proposals will be encouraged to allow suitable employment sites including live-work opportunities within or adjoining the town. These will reflect the natural and built characteristic elements of the Ross-on-Wye, Conservation Area and natural setting overlooking the River Wye and enhance green infrastructure, biodiversity and the outstanding natural beauty of the River Wye.</p> <p>Paragraph 4.7.6 states that the policy seeks to provide <i>"high quality, sustainably constructed new homes to meet housing need and demand."</i> The policy aims to deliver new homes on a single strategic site, and other smaller sites within and around the town if economically viable, which would spread the effect of new buildings across the town and surrounding areas.</p> <p>Paragraph 4.7.14 states that at Hildersley "the urban extension is located on an area of medium-low landscape value and is flat, low-lying land, of mixed landscape character, contained within the rising land and wooded Penyard Hills to the south." There is a Town and Country Trail acting as a green corridor along the south-eastern boundary of the town. New links to be for such green links and the urban extension will be encouraged.</p>
Policy RA3 Herefordshire Countryside	<p>The policy states that residential development will be limited to proposals which satisfy one or more criteria applied to rural exception housing, in accordance with Policy H2.</p>
Policy OS1 Requirements for open space, sports and recreation facilities	<p>In summary, the emerging policy states that there is a requirement to provide appropriate open space, sports and recreation facilities following the proposals for planning applications for all new residential dwellings</p>

Plan Policy	Details
Policy LD1 Landscape and townscape	<p>In summary the policy states that development should be in accordance with landscape management objectives and townscape assessments and demonstrate that the existing landscape and townscape have positively influenced the site selection, as well as the design, scale, nature of the proposals. The design should accommodate protection and enhancement of the setting of settlement and designated areas. The design needs to conserve and enhance the natural, historic and scenic beauty of important landscapes and features (e.g. the AONB, nationally and locally designated parks and gardens, Conservation Areas) through the protection of the area's character and enabling appropriate uses, design and management.</p> <p>The design should include landscape proposals and landscape management appropriate to the site and its surroundings and maintain and extend tree cover where it is important to its amenity. This is to help integrate new development into the area in which it is located. Any important trees that are lost through development shall be replaced with new planting.</p>
Policy LD3 Green Infrastructure	In summary, this policy seeks to protect and manage the existing landscape and plan for the delivery of new green infrastructure.

Methodology for the Zone of Theoretical Visibility

1. ZTV calculation is performed in ArcGIS 10.2 using the Viewshed Analysis tool (part of the 3d Analyst extension). A ZTV is a line of sight indication between an object (e.g., a wind turbine or building) and an observer location over a digital terrain (DTM) or surface model (DSM). If the object is visible, a value of one is returned, otherwise the value is zero. If there is more than one object, the results are added together to give an indication of how many objects are visible from that single observer location.
2. The ZTV is based on the 5m Ordnance Survey OS Terrain 5 product sourced in 2014. It does not include land cover so the effects of buildings and vegetation on visibility are not modelled in the ZTV. The DTM was not interpolated.
3. The ZTV calculation does not use mathematically approximate methods.
4. The ZTV is not calculated beyond a 10km buffer from the red line.
5. The ZTV is calculated from an indicative location within the site boundary.
6. The effects of earth curvature and light refraction are considered.
7. The accuracy of the resulting ZTV is dependent on the accuracy and resolution of the underlying DTM. The Ordnance Survey 5m DTM has a reported vertical accuracy of +/- 2.5m RMSE in rural areas.
8. When making the calculation the following variables are used.
 - Offset A = 10m (an indicative height of the object)
 - Offset B = the height of the observer. Assumed to be the eye level of a standing adult and set at 1.5 m.



Definitions of Assessment Criteria

Assessment Criteria

- 1.1 The purpose of the landscape appraisal is to evaluate the significance of landscape and visual effects to enable the likely significant effects of the project to be identified.
- 1.2 Published guidance states that the significance of effects is ascertained by professional judgement based on consideration of the sensitivity of the baseline landscape or visual receptor and the magnitude of change as a result of the project.

Sensitivity of Landscape Resource and Visual Receptor

- 1.3 The sensitivity of landscape resources and visual receptors to change varies according to the nature of the existing resource and the nature of the proposed change. Considerations of value, integrity and capacity are all relevant when assessing sensitivity.
- 1.4 Establishing the value of receptors allows judgements to be made about their importance at various scales. The criteria for the assessment of value that a receptor holds are set out in Table 1.

Table 1: Value of Landscape Resource and Visual Receptor

	Landscape Resource	Visual Receptor
Low	Areas that are not designated and are degraded. Little or no use by the community.	Areas where few people are likely to experience views or the duration of the view is likely to be very short.
Moderate	Areas that are not designated although may be valued by local people or have a community importance, or those that are locally designated.	Areas that receive a number of local visitors or the views available are temporary.
High	Areas that are nationally designated or locally designated and have a local importance due to the presence of valuable features and associations.	Areas that receive a number of local visitors and tourists, or has a recreational use. Wide and long views are available for a long time.
Outstanding	Areas that are nationally or internationally designated.	Areas where views are available from large numbers of people including tourists through provision of facilities for their enjoyment, views are experienced for extended durations and views of or from heritage assets and planning designations.

- 1.5 Sensitivity is not readily graded in bands. However, in order to provide both consistency and transparency to the assessment process, Table 2 defines the criteria which have guided the judgement as to the sensitivity of the receptor.

Table 2: Sensitivity of Landscape Resources and Visual Receptor

	Landscape Receptor	Visual Receptor
Low	Landscape value is low, with no designations; landscape integrity is low, with a landscape in poor condition and a degraded character with the presence of landscape detractors; and the landscape has the capacity to potentially accommodate significant change.	May include people at their place of work, or engaged in similar activities, whose attention may be focussed on their work or activity and who may therefore be potentially less susceptible to changes in view. Occupiers of vehicles whose attention may be focussed on the road.
Medium	Landscape value is recognised or designated locally; the landscape is relatively intact, with a distinctive character and few landscape detractors; and the landscape is reasonably tolerant of change.	Viewers' attention may be focused on landscape, such as users of secondary footpaths, and people engaged in outdoor sport or recreation, e.g. fishing, water sports, golf.
High	Landscape value recognised by existing or proposed national designation. Sense of tranquillity or remoteness specifically noted in Landscape Character Assessment. High sensitivity to disturbance specifically noted in Landscape Character Assessment. The qualities for which the landscape is valued are in a good condition, with a clearly apparent distinctive character and absence of landscape detractors. This distinctive character is susceptible to relatively small changes.	High sensitivity of viewers assumed. Viewers' attention very likely to be focussed on landscape, e.g. Residents experiencing views from dwellings; users of strategic recreational footpaths and cycleways; people experiencing views from important landscape features of physical, cultural or historic interest, beauty spots and picnic areas.

Magnitude of Change/Impact

- 1.6 The magnitude of change affecting landscape or visual receptors depends on the nature, scale and duration of the particular change within the landscape, the location of it and the overall effect on a particular view (Table 3). This may be very small if the development is at some distance. In a landscape, the magnitude of change or impact will depend on the loss or change in any important feature or characteristic or a change in backdrop to, or outlook from, a landscape that affects its character. The angle of view, duration of view, distance from the development, contrast with the existing characteristics of the view, prominence of the development and the extent of visibility can all influence the magnitude of the change in view. In addition, the general visibility and combination of

effects of elevation and topography on openness and degree of obstruction by trees and buildings affect the magnitude of change.

Table 3: Magnitude of Change/Impact

	Landscape Impact	Visual Impact
Negligible	The effect of change on the perception of the landscape, the physical landscape or the landscape character is minimal or there is no change.	There is either no view or the character of the view will not be altered by the proposed development. The proposed development is at such a distance as to be barely perceptible, and may only be visible in clear conditions. May go unnoticed.
Small	Changes to the physical landscape, its character and the perception of the landscape are slight. Long distance to affected landscape type with views toward the character type the key characteristic. Magnitude of change reduced by presence of many built elements.	Visible but not prominent. Minor component and no marked impacts on view.
Medium	The proposed development forms a visible and recognisable feature in the landscape. Proposed development is within or adjacent to affected Landscape Type. Other built elements or human activities in views. Scale of development fits with existing features.	Prominent. Has an important, but not defining influence on view; is a key element in the view.
Large	Where there are substantial changes that may impact on the character of the landscape, or the important elements. Proposed development within or close to landscape type. Size of development out of scale with existing elements.	Dominant. Has a defining influence on view.

1.7 The following considerations are relevant when evaluating the magnitude of change:

- Distance: the distance between the receptor and the development. Generally, the greater the distance, the lower the magnitude;
- Extent: the extent of the proposal which is visible;
- Proportion: the arc of view occupied by the development in proportion to the overall field of view. A panoramic view, where the development takes up a small part of it, will generally be of lower magnitude than a narrow, focussed view, even if the arc of view occupied by the proposal is similar;
- Duration: the duration of the effect. Change experienced in a single location over an extended period of time is likely to result in a higher magnitude of change than change which is of a short duration, such as a view from a road;
- Orientation: the angle of the view in relation to the main receptor orientation, where there is a dominant direction to the vista; and,
- Context: the elements, which in combination provide the setting and context to the proposal. Context also refers to the type of landscape that the proposal is situated in, e.g. open countryside, or built up area.

Significance of Effect

1.8 The significance of the landscape and visual effects are assessed through consideration of the sensitivity of the receptor and the magnitude of change. Table 4 outlines the broad approach adopted to assess the significance of effect, together with professional judgement. This may lead some effects to fall between two significance categories.

Table 4: Significance of Effect

Landscape And Visual Sensitivity	Magnitude Of Change				
	Large	Medium	Small	Negligible	No Change
High	Substantial	Major	Moderate	Minor	None
Medium	Major	Moderate	Minor	Negligible	None
Low	Moderate	Minor	Negligible	Negligible	None

1.9 The effect of relevant aspects of the project on the landscape has been described and the significance evaluated against the following criteria, defined as:

- Substantial: Where the proposed changes cannot be mitigated; would be completely uncharacteristic and would substantially damage the integrity of a valued and important landscape..
- Major: Where the proposed changes cannot be fully mitigated; would be uncharacteristic and would damage a valued aspect of the landscape.

- Moderate: Where some elements of the proposed changes would be out of scale or uncharacteristic of an area.
- Minor: Where the proposed changes would be at slight variance with the character of an area.
- Negligible: Where the proposals would be in keeping with the character of the area and/or would maintain the existing quality or where on balance the proposals would maintain quality (e.g. where on balance the adverse effects of the proposals are offset by beneficial effects).
- No change: no perceived changes experienced to baseline conditions.

1.10 The effect of relevant aspects of the project on views has been described and the significance evaluated as follows:

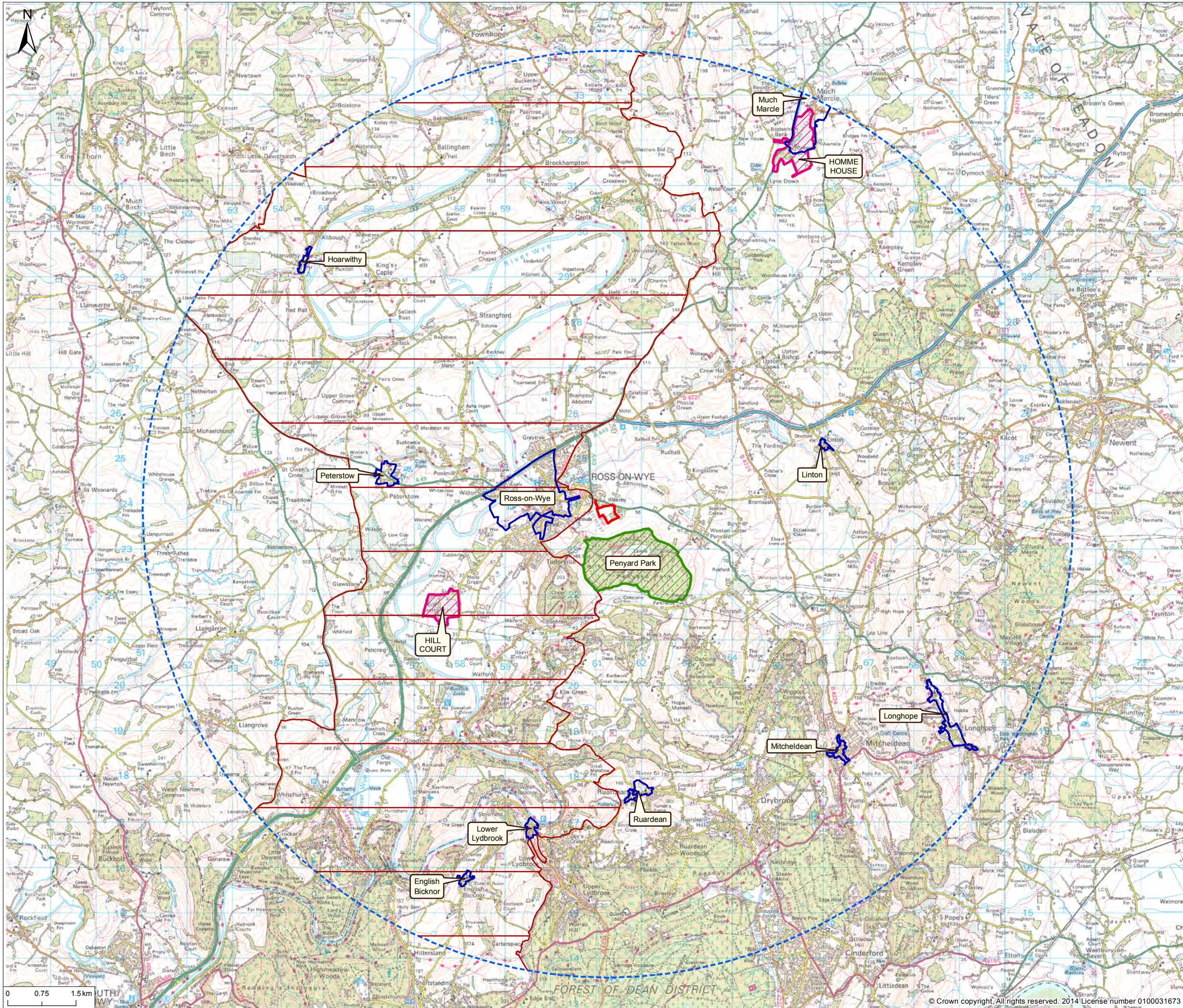
- Substantial: Where the proposed changes would form the dominant feature, would be completely uncharacteristic and substantially change the scene in valued views.
- Major: Where the proposed changes would form a major part of the view, would be uncharacteristic, and would alter valued views.
- Moderate: Where the proposed changes to views would be out of scale or uncharacteristic with the existing view.
- Minor: Where the proposed changes to views would be at slight variance with the existing view.
- Negligible: Where the project would be imperceptible or would be in keeping with and would maintain the existing views or where on balance the proposals would maintain the quality of the views (which may on balance include adverse effects of the proposals which are off set by beneficial effects for the same receptor).
- No Change: All existing views would maintain the quality of the views.

1.11 The significance of effects is described as substantial, major, moderate, minor or no change. Significance varies according to individual circumstances and the baseline situation, for example the presence of landscape designations and/or visual detractors.

1.12 Those effects identified as being of substantial or major significance may be regarded as significant effects in EIA terms. A conclusion that an effect is 'significant' should not be taken to imply that the project is unacceptable. Significance of effect needs to be considered with respect to the planning policy, context and extent of a landscape or a view over which it is experienced.

FIGURE 1

Site Location Plan



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- Legend**
- Site location
 - 10km buffer from Study Area
 - Wye Valley AONB
 - Registered Park and Garden
 - Conservation Area
 - Penyard Park (Unregistered Park and Garden)

Rev	Description	Date	Initial	Checked

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Project Hildersley Farm, Ross-on-Wye

Title Site Location Plan

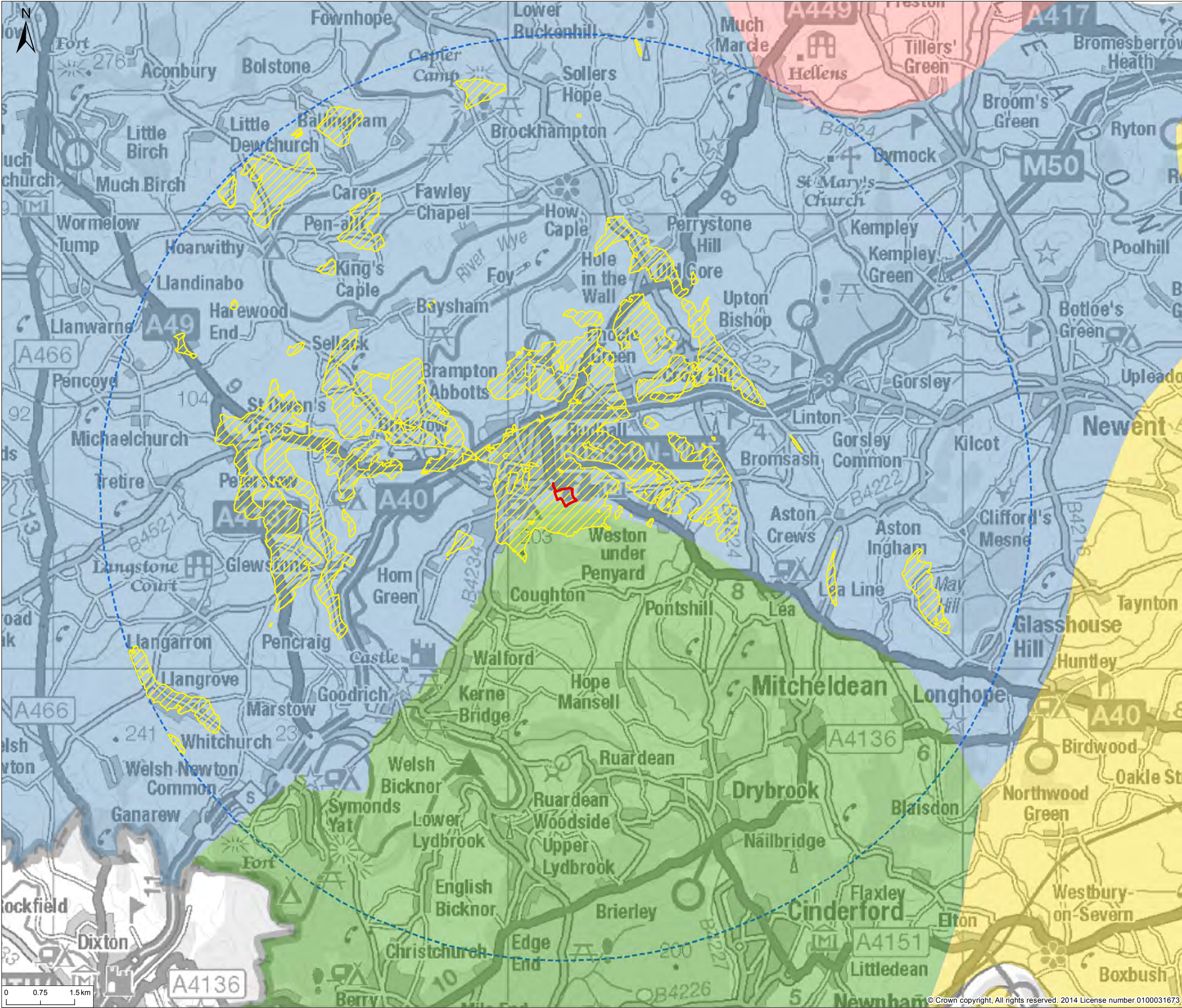
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Job Ref	Scale @ A3	Date Created
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FIGURE 2

National Landscape Character Areas



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Legend

- Site location
- 10km buffer from Study Area
- Theoretical visibility (10m)
- National Landscape Character Area
 - Forest Of Dean and Lower Wye
 - Herefordshire Lowlands
 - Severn and Avon Vales
 - South Herefordshire and Over Severn

Note:

The ZTV is generated using 5m resolution OS Terrain 5 height data. It does not model the effects of land cover such as buildings and vegetation. The effects of earth curvature are considered.

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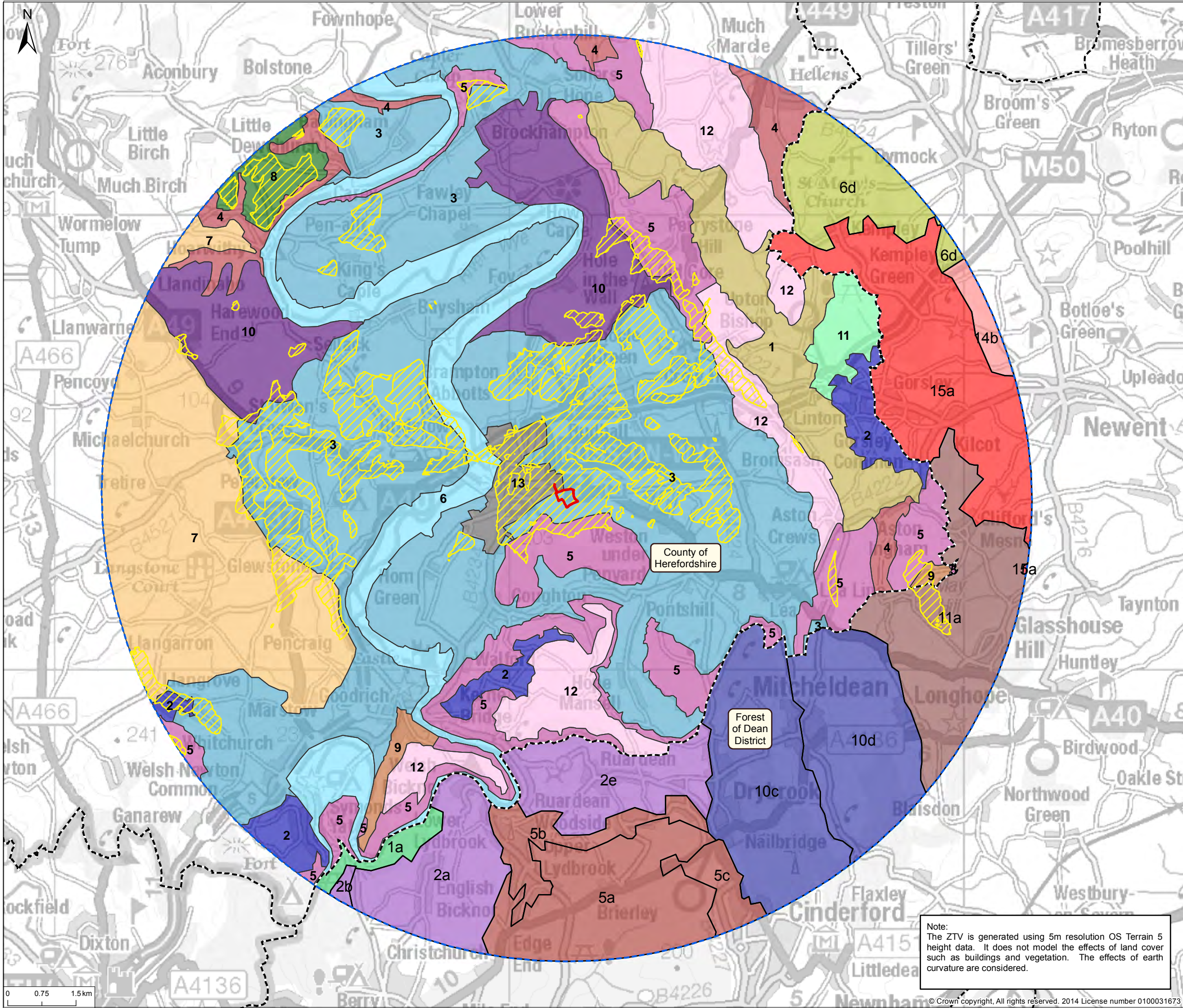
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Job Ref	Scale @ A3	Date Created
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FIGURE 3

County Landscape Character Areas



Legend

Site location

10km buffer from Study Area

Theoretical visibility (10m)

Herefordshire

1 - Estate farmlands

2 - Forest smallholdings & dwellings

3 - Principal settled farmlands

4 - Principal timbered farmland

5 - Principal wooded hills

6 - Riverside meadows

7 - Sandstone farmlands

8 - Timbered plateau farmlands

9 - Unenclosed commons

10 - Wooded estatelands

11 - Wooded forest

12 - Wooded hills and farmlands

13 - Urban

Forest of Dean

1 - Wooded valleys
a: The Wye Valley - Common Grove to The Slaughter

2 - Limestone hills
a: The Bicknor Hills
b: Highmeadow Woods and Staunton Hills
c: Ruardean Hills

5 - Wooded syncline and settled forest margin
a: Forest Core
b: Lynbrook and Ruardean Woodside
c: Clinderford and Ruspidge

6 - Unwooded Vale

10 - Ridges and valleys
c: Edge Hill
d: Breakheart Hill

11 - Wooded hills
a: May Hill and Outliers

14 - Low hills and orchards
b: Botloe's Green

15 - Undulating hill farmland
a: Kilcot and Gorsley Farmed Slopes

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Title

County Landscape Character Areas

Status

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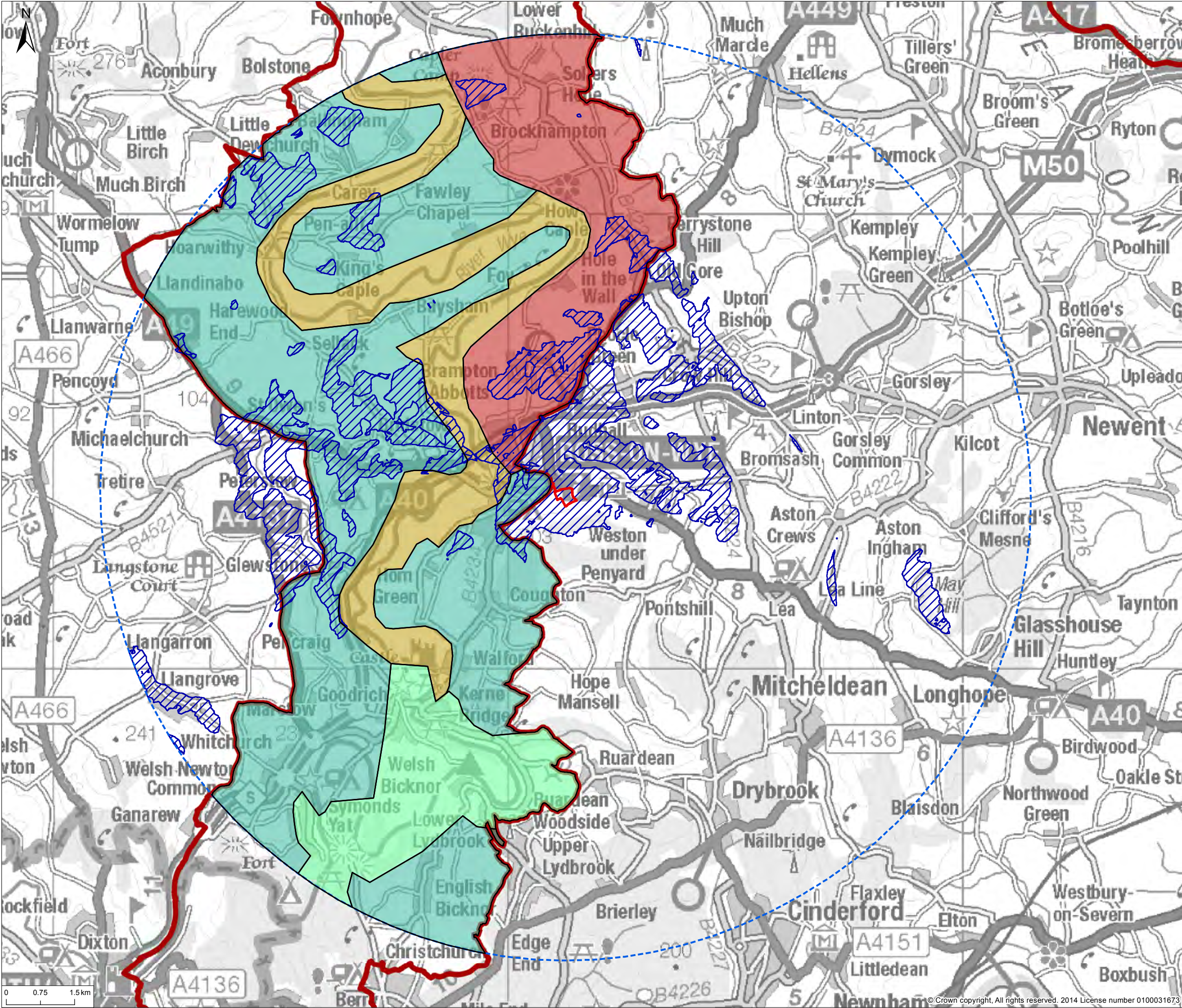
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FIGURE 4

Wye Valley AONB Character Areas



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Legend


- Site location
- 10km buffer from study area
- Theoretical visibility (10m)

Wye Valley AONB Landscape Zones

- Lower Wye Gorge
- Woolhope Dome and Haugh Wood
- Wye Floodplain
- Herefordshire Lowlands

Note:
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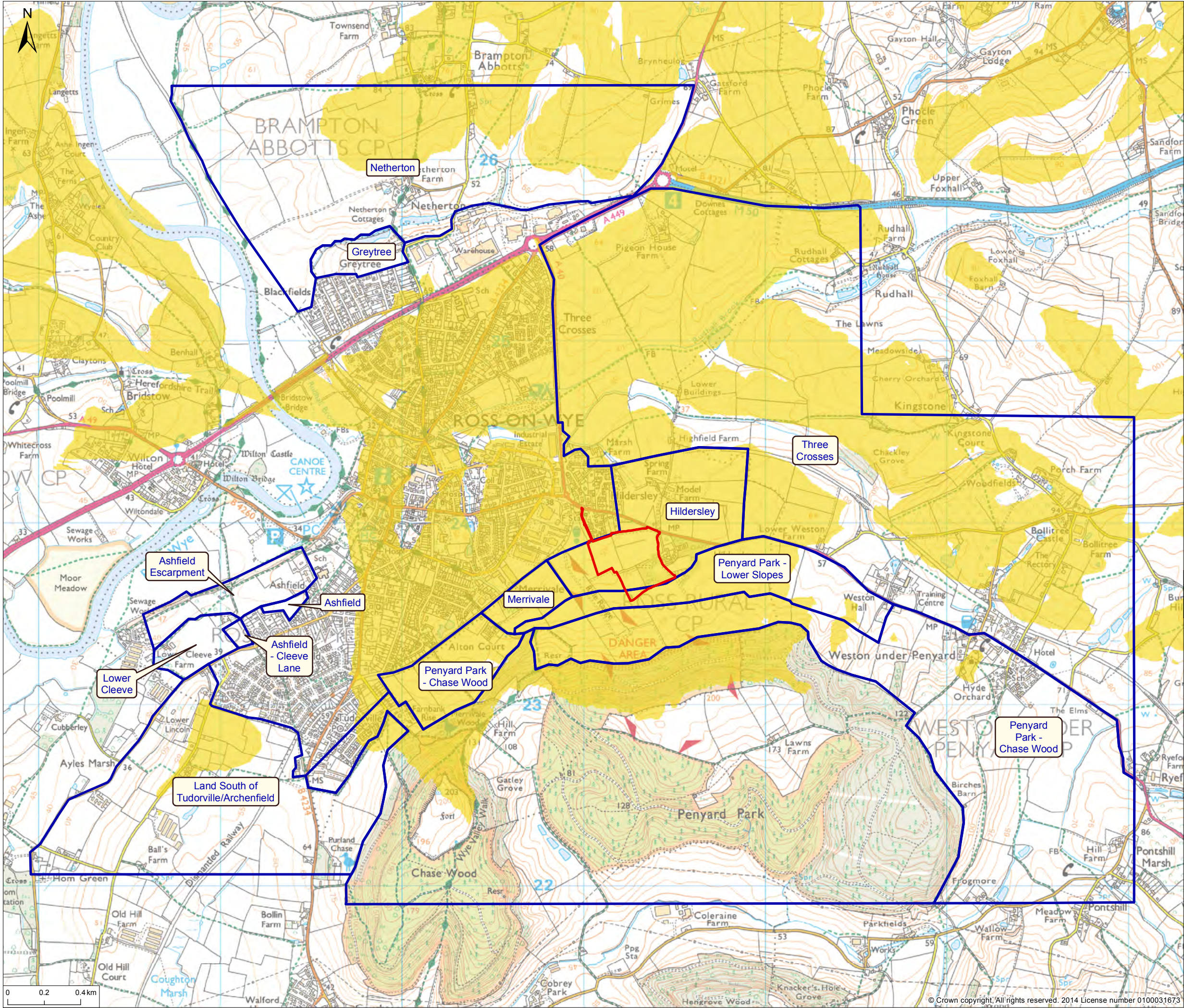
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FIGURE 5

Ross-on-Wye Townscape Character Areas



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Legend

- Site location
- Theoretical visibility (10m)
- Landscape Zone

Note:

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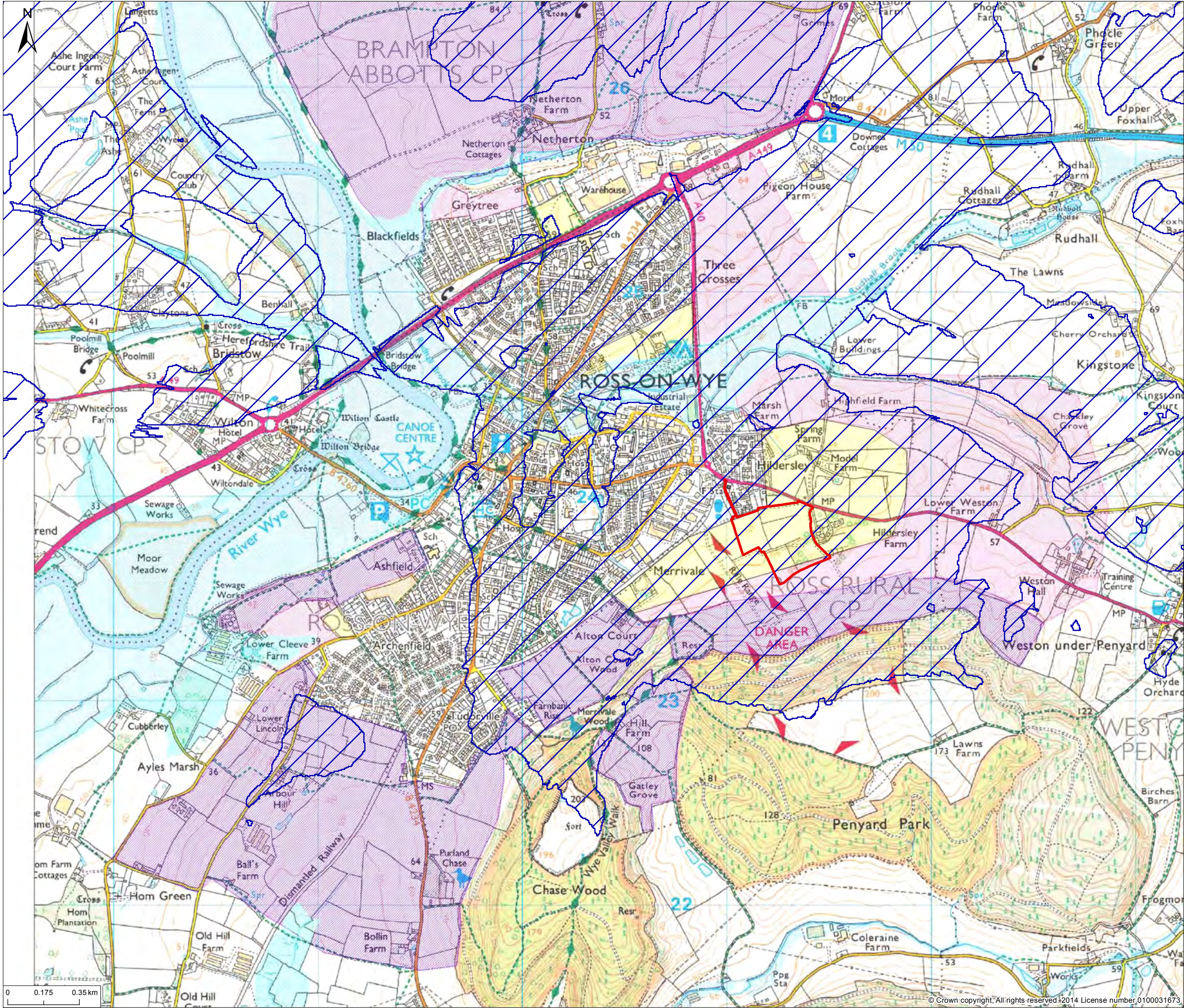
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FIGURE 6

Urban Fringe Landscape Sensitivity Analysis - Map 3.6: Ross-on-Wye



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Legend

- Site location
- 10km buffer from site location
- Theoretical visibility (10m)

Urban Fringe Landscape Sensitivity Analysis
MAP 3.6 ROSS-ON-WYE

Landscape Sensitivity

- KEY**
- High Sensitivity
 - High-Medium Sensitivity
 - Medium Sensitivity
 - Medium-Low Sensitivity
 - Low Sensitivity

SCALE 1:18000



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Conservation
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Note:
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Title **Urban Fringe Landscape Sensitivity Analysis**

Status **FINAL** Drawn By **MS** PM/Checked By

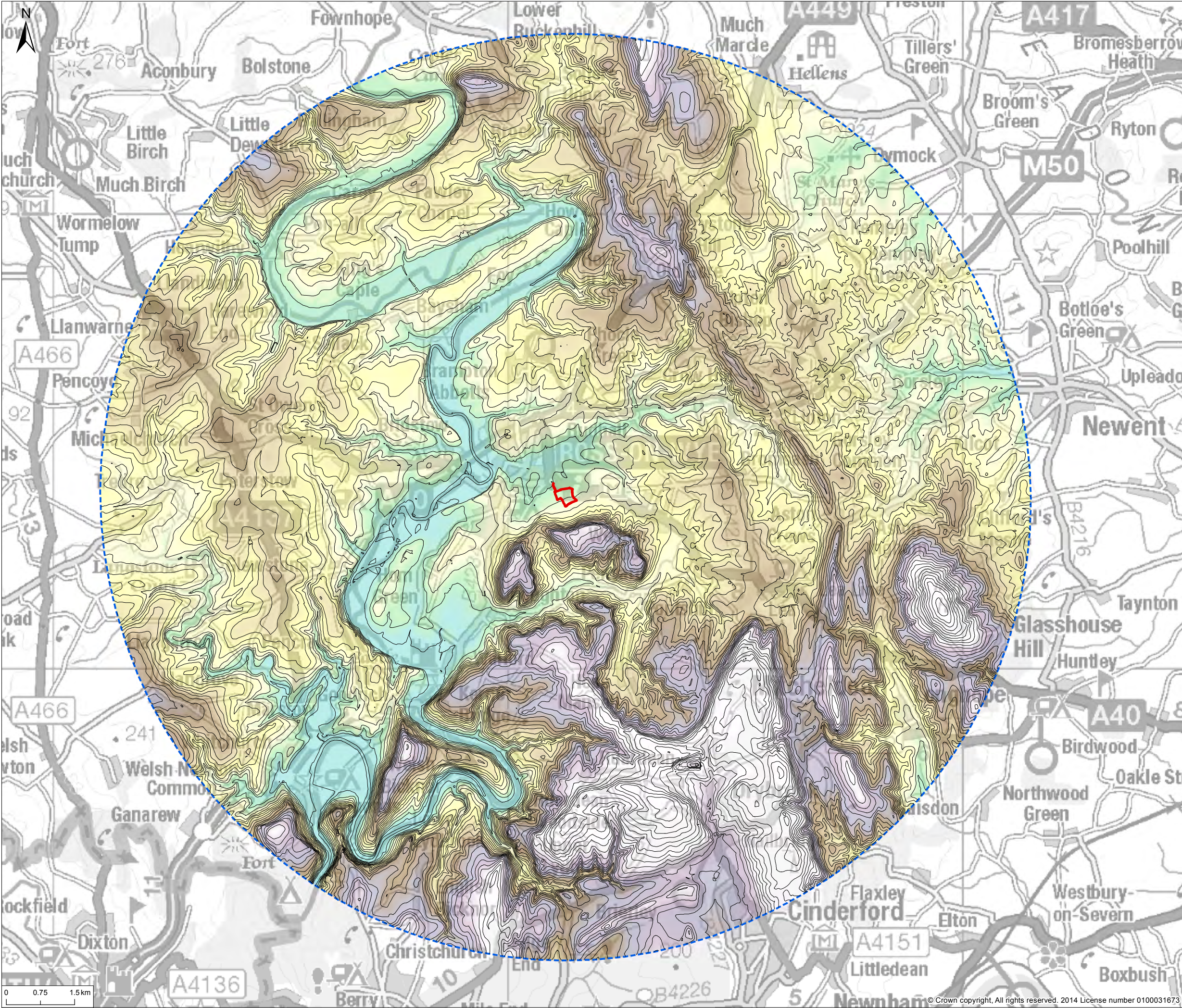
Job Ref **OXF8531** Scale @ A3 **1:17,753** Date Created **DEC 14**

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FIGURE 7

Topography



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Legend

Site location

10km buffer from study area

Elevation (AOD)

High : 270m

Low : 30m

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Topography

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FIGURE 8

Concept Master Plan



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- Site Boundary
- Residential
- Informal Open Space
- Infrastructure
- Views to St Marys Church
- Existing Footpath
- Proposed Footpaths
- Site Access
- Pedestrian/Cycle and Emergency Access
- Indicative built form

D	Amendments to red line	25.11.14	AG	AH
C	Amendments to residential area and road alignments to accommodate ecological constraints	19.09.14	AG	AH
B	Drainage ponds added and residential area adjusted	08.09.14	AG	AH
A	residential area amended		AG	AH
Rev	Description	Date	Initial	Checked



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Title Concept Plan

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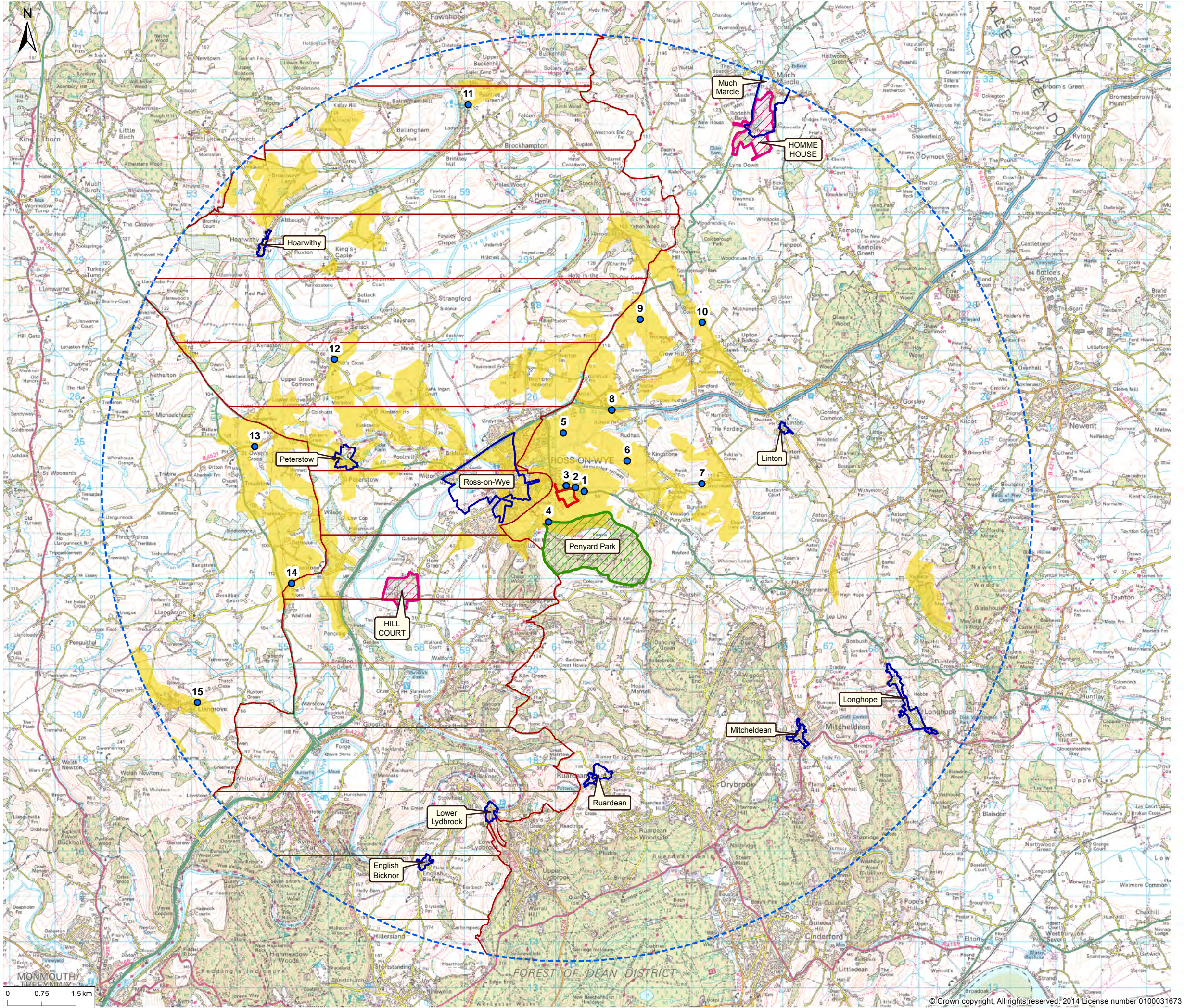
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FIGURE 9

Viewpoint Location Plan with ZTV



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- Legend**
- Site location
 - 10km buffer from study area
 - Theoretical visibility (10m)
 - Viewpoint locaiton
 - Wye Valley AONB
 - Registered Park and Garden
 - Conservation Area
 - Penyard Park (Unregistered Park and Garden)

Note:

The ZTV is generated using 5m resolution OS Terrain 5 height data. It does not model the effects of land cover such as buildings and vegetation. The effects of earth curvature are considered.

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Project Hildersley Farm, Ross-on-Wye

Title Viewpoint Location Plan with ZTV

Status	Drawn By	PM/Checked By
FINAL	MS	CD
Job Ref	Scale @ A3	Date Created
OXF8531	1:80,000	DEC 14

Figure Number	Rev
9	-

FIGURE 10

Viewpoint 1



VIEWPOINT 1

FIGURE 11

Viewpoint 2



Ref: 0/8531-0018-01.indd

FIGURE 12

Viewpoint 3



VIEWPOINT 3



VIEWPOINT 3

Ref: 0/8531-0018-01.indd

FIGURE 13

Viewpoints 4 and 5



VIEWPOINT 4



VIEWPOINT 5

FIGURE 14

Viewpoints 6 and 7



VIEWPOINT 6



VIEWPOINT 7

Ref: 0/8531-0018-01.indd

FIGURE 15

Viewpoints 8 and 9



Ref: 0/8531-0018-01.indd

FIGURE 16

Viewpoints 10 and 11



VIEWPOINT 10



VIEWPOINT 11

Ref: 0/8531-0018-01.indd

FIGURE 17

Viewpoints 12 and 13



VIEWPOINT 12



VIEWPOINT 13

FIGURE 18

Viewpoints 14 and 15



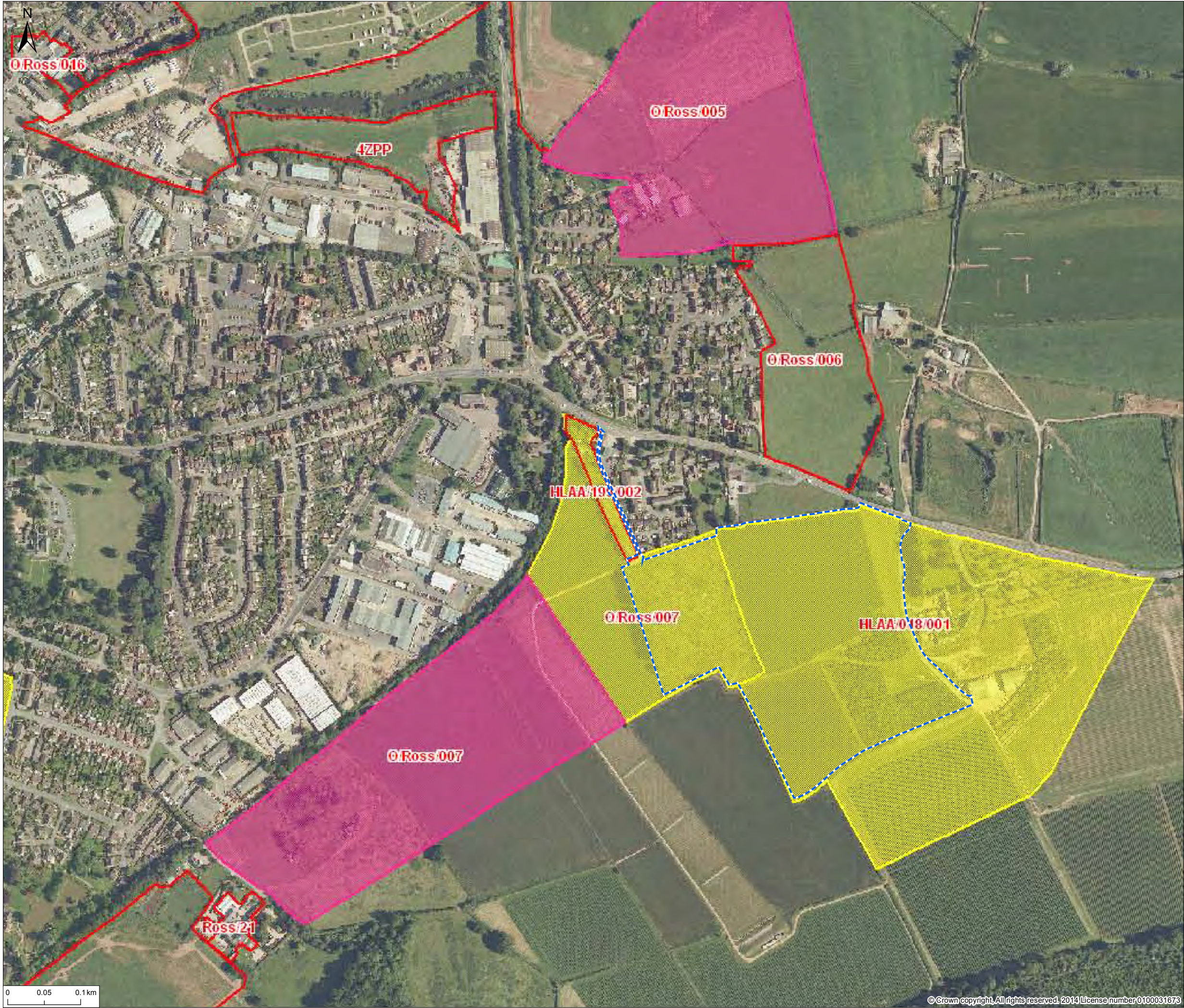
VIEWPOINT 14



VIEWPOINT 15

FIGURE 19

Assessment of Land With Housing Potential (SHLAA Map)



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Notes




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Legend

 Site location

Assessment of land with housing potential Ross on Wye

-  Land with Low / Minor Constraints
-  Land with Significant Constraints
-  Land with No Potential during the Plan Period

 Scale 1:6000

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