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**Landscape & Visual Impact Assessment (LVIA)
Down Ampney Horse Lane Orchard, Ledbury**

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15.04.19 Note: Summary amended to take into account views and opinions of adjacent residents and local authority comments. Additional screening planting recommended on



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2.0 — Methodology:

The methodology employed in carrying out the LVIA of the proposals for the dwelling located at Down Apney, Horse Lane Orchard has been drawn from best practice guidelines, Landscape Institute Guidelines for Landscape and Visual Impact Assessment and the Institute of Environmental Management & Assessment's "Guidelines for Landscape and Visual Impact Assessment". The aim of these guidelines is to set high standards for the scope and contents of landscape and visual assessments, to establish principles that will help to achieve consistency, credibility and effectiveness in landscape and visual impact assessment.

Landscape effects and visual impact assessments are separate, although linked, procedures. The existing landscape and its existing visual context all contribute to the existing baseline. The assessment of the potential effect on the landscape is carried out as an effect on an environmental resource, i.e. the landscape features or character. Visual impacts are assessed as one of the interrelated effects on population.

Landscape effects derive from changes to the physical landscape, which may then affect change to the overall character of the landscape and how this is experienced. It may then subsequently affect the perceived value ascribed to the landscape.

Visual Impacts relate to the changes that arise in the composition of available views as a result of changes to the landscape, to peoples responses to the changes, and to the overall effects with respect to visual amenity.

The assessment of effects aims to:-

1. Identify systematically the likely visual effects of the development;
2. Provide an assessment and professional judgement on the magnitude of the effects and the nature and significance of these effects in a logical and objective well reasoned fashion.
3. Indicate the measures proposed to avoid, reduce, remedy or compensate for those effects, primarily as part of the iterative design process and then as more specific mitigation measures;

Nature of effects can be identified as positive (beneficial), neutral (no discernible change), or negative (adverse), direct or indirect, and can be secondary or cumulative, permanent or temporary (short, medium or long term). They can also arise at different scales (local, regional or national) and have different levels of significance.

However it is subjective and as such all judgements on the nature of the impacts within this report are accompanied by an explorations of how this judgement was arrived at.

This methodology describes the process used in assessing the effect of the proposed development on the landscape visual impact receptors of the Malvern Hills Area of Outstanding Natural Beauty (AONB) and visual impact receptors of the surrounding residential dwellings.

Based on Figure 2.2 (page 14) of the Guidelines for Landscape and Visual Impact Assessment the iterative approach to assessing the effects of the proposals at Horse Lane Orchard follows the following stages:

STAGE 1: Initial Project Planning, Screening, Scoping and Consideration of Alternative Sites;

STAGE 2: Baseline Studies;

STAGE 3: Initial identification of potential effects and design options to mitigate potential effects;

STAGE 4: Design development taking account of identified potential mitigation measures to avoid negative effects;

STAGE 5: Final Design and assessment of effects. Consideration of residual effects;

STAGE 6: Planning Application.

Due to the existing allocation of the proposed site within the Core Strategy there has been no requirement to assess alternative sites within Stage 1.

For the purposes of this initial Landscape and Visual Impact Assessment only Stage 2 and 3 have been carried out. Stages 4, 5 and 6 will be picked up at a later stage in the planning process

3.0 — Project description:

The proposed development is for one dwelling with car parking provision, access road, private and semi private amenity space within the curtilage of the existing dwelling. Exact orientation, size, spacing and layout to be defined during the design process. No other sites were considered for this development due to the nature of land holding and site locations (Infill development).

4.0 — Policy Context:

Planning Policy Context:

The Hereford Core Strategy 2011— 2031 Section LB 1— Key focus on providing housing needs, reducing the need to travel, facilitating the provision of new jobs and realising the value of local environment as an economic asset promoting sustainable tourism and high quality housing. To achieve this new homes are proposed to the north of Ledbury, whilst employment land is proposed to the West. Key to this drive for new housing is locating an area for 800 new homes in addition to further development taking place through implementation of other commitments and infill developments.

New development proposals are encouraged where they:

- Improve accessibility within Ledbury by walking and cycling.
- Protect and enhance the green infrastructure, including connections to public rights of way and the Malvern Hills AONB.
- And incorporate mitigation measures to protect and enhance the setting of the town.

The Hereford Core Strategy 2011— 2031 Section LD1—Landscape and Townscape

New development proposals should be in accordance with landscape management objectives and townscape assessments and achieve the following objectives:

- To demonstrate that character of the landscape and townscape has positively influenced in the design, scale, nature and site selection of the proposed development
- Conserve and enhance the natural, historic and scenic beauty, of important landscapes and features including Areas of Outstanding Natural Beauty
- Incorporate well designed landscape schemes
- Maintain and extend tree cover throughout the district
- Proactively encourage developments that take place via amongst other things infill development opportunities.

Malvern Hill's Area of Outstanding Natural Beauty (AONB)

Primary objective of the AONB is to conserve and enhance the natural beauty of the area. This is taken to include geology, climate, soils, plants, animals, communities, archaeology, buildings, the people who live in it, past and present, and the perceptions of those who visit. The area covers some 105 Square Kms and is 20km long and at its widest its 9km

The AONB landscape has at least 10 different landscape character types ranging from the flat, sandy estate lands in the south to the high hills and slopes of the Malvern Hills themselves. Approximately 54% of the AONB is permanent grassland with crops and fallow land accounting for 23%. Just over 8% of the area is woodland. It contains 15 Sites of Special Scientific Interest and has a rich cultural heritage containing ancient monuments, quarries, carriage drives and Victorian gas lamps.

The Malvern Hills Area of Outstanding natural Beauty

Guidance on identifying and Grading views and viewpoints

provides a guide to help identify and grade the importance of key views into and from the AONB. These guidelines have been integrated into this document when assessing views and will be used to make a judgement on how the proposed development will impact on any views and whether the impact is positive, neutral or negative

National Planning Policy Framework

The NPPF sets out the Governments planning policies for England and how these are applied. The purpose being to achieve sustainable developments via the planning system. In three distinct ways:

Economic—Building a strong , responsive and competitive economy , ensuring sufficient land of the right type is available in the most needed places and at the right times to support growth.

Social—To support strong and vibrant communities. Fosters a well designed and safe built environment with accessible services and open spaces.

Environmental— Contribute to protecting and enhancing the natural and built / historic environment making effect use of land form to improve natural resources and bio diversity.

There is a presumption in favour of development of good quality , environmentally sensitive approaches and where they protect the setting of the town

Ledbury Neighbourhood Development Plan (NDP) Regulation 14 - States that the Site lies within the Ledbury settlement boundary within the AONB.

Policy NE4.1 Would not support a proposal that would negatively impact upon the setting of Conigree Woods above Ledbury, immediately north of the proposed site boundary.

There have been no previous planning applications within the proposed site boundary.

Screening:

During pre application advice it was considered that a Landscape Visual Impact Assessment would be beneficial to assess the effects of visual impact of these proposals from key views within the Malvern Hills Area of Outstanding Natural Beauty (AONB).

Viewpoints to assess:

The two main view points that could effect the location and siting of the proposals area highlighted in the AONB Grading of views , which are:

- 1—British Camp (Looking West southwest)
- 2—Eastnor castle (Looking East northeast)

Additional views of note that will influence the Visual Impact Assessment are:

- 3—Public bridleway immediately North of the proposed site, with Conigree woods (Looking South)
- 4—Worcester Road A449 (Looking West southwest)
- 5—Horse Lane Orchard , adjacent dwellings (Looking North)

Landscape Character Area (Worcester Road Civic / Residential Area):

As defined in the Ledbury Townscape assessment March 2010. (See Figure 2— Landscape Character Plan)

The proposed site is located within the Worcester Road Civic / Residential landscape character Area. It's a small suburban character area and is located on a west-facing slope on the east side of Ledbury. The eastern and southern boundaries coincide with the settlement boundary of Ledbury. To the west lies the commercial centre of Ledbury; to the north is the ecclesiastical precinct; and to the east and south is woodland and parkland. Worcester Road (A449) is aligned east-west through the northern part of this character area. Designated as Landscape type: LbL2 (Suburban character)

Most of this area (including the site itself) consist of post 1950s residential two storey houses and bungalows set within large plots, that reflect national trends in terms of design, materials and plan-form and do not result in a distinctive sense of place.

Key characteristics of this area are:

- Post 1950's residential developments of two storey houses and bungalows on large plots.
- Variety of design's of rendered brick and hung tile roofs.
- The early 20th Century summer house (Grade 11 Listed building) is a distinctive timber-framed building with brick and roughcast infill panels under a pitched tile roof, multi-paned windows and a large central door and can be seen as a small black box on the character plan.
(See Figure 2 page 6)
- There are no public accessible green spaces within the character area.

Historic Landscape Character

In the early 19th century the proposed site was formerly part of the Ledbury Park estate, which was mostly managed as orchards and grazing land. Later in the 19th century, land to the immediate south of the site was developed as more formal landscaped gardens. With a wall kitchen garden, fountains and carriage rides as part of the Bishop of Hereford's medieval deer park. Some of the old historic buildings (cottage and summer house) can still be seen today. During the second half of the 20th Century the entire area was redeveloped. On the south side of Worcester Road several post 1950s private residential developments were undertaken on the sites of the former orchards, the pleasure gardens and the walled garden.

Townscape

Density and Massing: Much of the area is of moderate density and fairly fine grained. The magistrates' court and police station is the only building with a large footprint.

Green Spaces: There are no publicly accessible green spaces in the character area. A small area of woodland in the south-east is part of the Ledbury Park estate.

Heritage Assets and Sense of Place

The area south of Worcester Road lies within the Malvern Hills Area of Outstanding Natural Beauty.

Issues

Encroachment of the Bishop of Hereford's medieval deer park by residential development should not be permitted

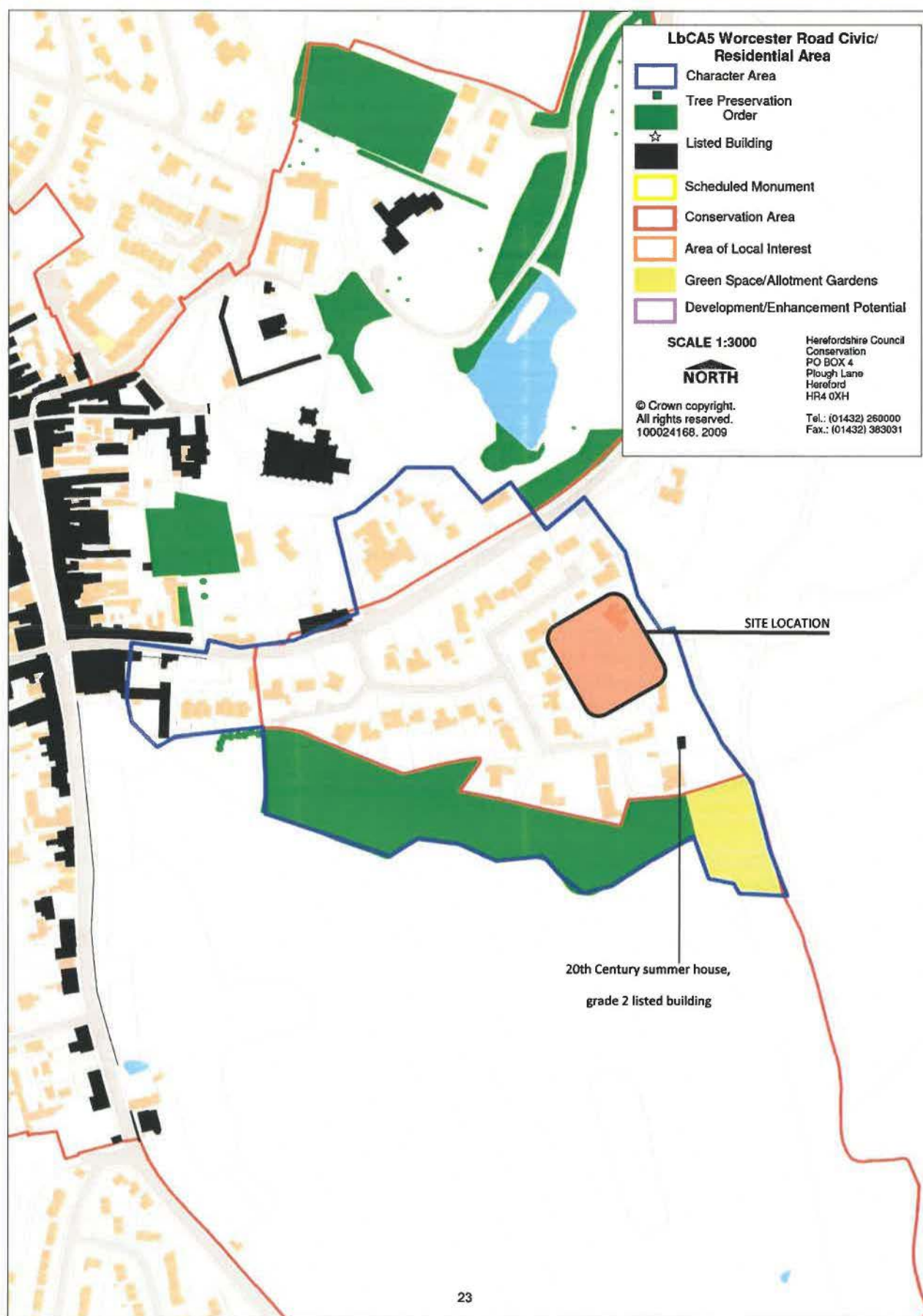


Figure 2—Landscape Character plan

5.0 — Landscape & Visual Impact:

Visual Impact

The primary views and those that are of significant effect are from the historic embankment at British Camp and from the Obelisk at Eastnor (However the obelisk is located on private land and access to the general public is limited.) These are popular areas which attract a large number of visitors each year from outside of Malvern. Resident and visitors frequent the area throughout the year to participate in outdoor leisure activities in this outstanding area.



Figure 3 —Visual appraisal plan

British Camp— AONB

Located high up on the Malvern hills and set deep within the AONB, the view from this prominent position is outstanding. The 4 mile views across Malvern, Ledbury and Eastnor can be seen on a clear day and the receptor sensitivity of this site would without question be classed as a high sensitivity. The site has a large number of visitors travelling from distances to get a view of the Malvern valley.

Figure 4—Views from special landscape areas (View 1—British Camp)



The development site is located on the South east slope of the Conigree woodland (South westerly direction), as such cannot be seen from British Camp. Therefore the magnitude of impact from the site development would have no material change on the view and as such the *visual impact would be classed as Neutral— Visual Impact — No change*. There would be no change to the landscape effects at this location for the above reason—
Landscape effect—No change

Obelisk — Eastnor

Located on higher ground that the proposed site, in the village Eastnor (2 Miles from the proposed site location) is the obelisk at Eastnor. It can be seen from select positions across the Ledbury valley floor and from Eastnor itself. Set within the Malvern Hills AONB this location is also visited frequently throughout the year by large number of people taking part in leisure activities. It has some magnificent views across the Ledbury valley. **As such the views from here would have to be classed as highly sensitivity.**



Figure 5 —Views from special landscape areas (View 2—Eastnor obelisk))

The proposed site location in Ledbury is located in a secluded area on the edge of the Ledbury valley . Set against a deep woodland (Conigree Woodland) and as such cannot be seen from this location. The magnitude of impact from the development site would have no materialist change on the view and as such the **visual impact is Neural—No change** . Changes to the landscape effects at Eastnor obelisk is not applicable , **Landscape effect—No change**.



Figure 6 —Views from homes and roads (View 3– Worcester Road A449)

Worcester Road—A449

The view towards the proposed site from Worcester Road A449 is extremely limited. Some of the taller trees towards the North aspect of the site can be seen. Glimpses and scattered views of the roof line of large two storey residential dwelling on higher ground are barely visible. The sensitivity of this site to **visual receptivity impact would be classed as low**

As residential development on the proposed site would be barely noticeable against the roofline of other dwellings and the backdrop of Conigree woods. The proposals may result in a roofline potentially visible from the Worcester Road A449. however this would be glancing view of the roof which would be visible for the life-time of the dwelling. Visually this area is residential and any proposed dwelling would have a minimal impact. **As such we would categorise the visual impact as slightly adverse** and the assessment of visual Impact on the this location would be **Neutral**

Conigree woods & Public footpath —



Figure 4c —Views from recreational routes (View 4—Conigree Woodland)

The Public footpath located to the North of the site which meanders through Conigree woods is set within its own small valley, the land rises to each side of the pathway until it reaches higher up into the dense woodland where there is no visible view.

The pathway is screened on both sides by large deciduous and evergreen trees, with a naturally generating undergrowth and scrub layers. Which will in turn become part of the woodland in their own right

The sensitivity of the site to **visual change would be classed as High**— a public right of way with many and frequent visitors within very close proximity to the proposed site.

The Proposed site is located directly behind the woodland edge and screened from the public footway by way of a large change in levels (2m high earth embankment and large tree belt). The land rises up from the footway and then slopes down in a southern direction across the proposed development site.

The roof line of dwellings immediately adjacent the public footpath within Conigree woods are visible through the scattered views in the direction of the development site as you traverse along the footway. **The visual impact from adjacent development on this woodland and footpath would be considered slightly adverse**, as the view would have a barely perceivable deterioration. Mitigation techniques could easily be used to reduce the visual impact on this location.

Figure 8—Views from homes and roads (Horse Lane Orchard)



Views into the site from adjacent dwellings on Horse Lane Orchard are primarily from the second floor windows due to the proposed site being at a lower level and screened by evergreen hedgerows and trees (Boundary vegetation). The site levels add to the lack of views from adjacent dwellings as the proposed site slopes significantly from the North to Southern Boundary by in excess of 8metees, which is equivalent to a two storey dwelling.

The receptivity of these views from immediately adjacent must be regarded as **high sensitivity**. These views will be for the lifetime of the development, there in very close proximity but will have a limited number of viewers.

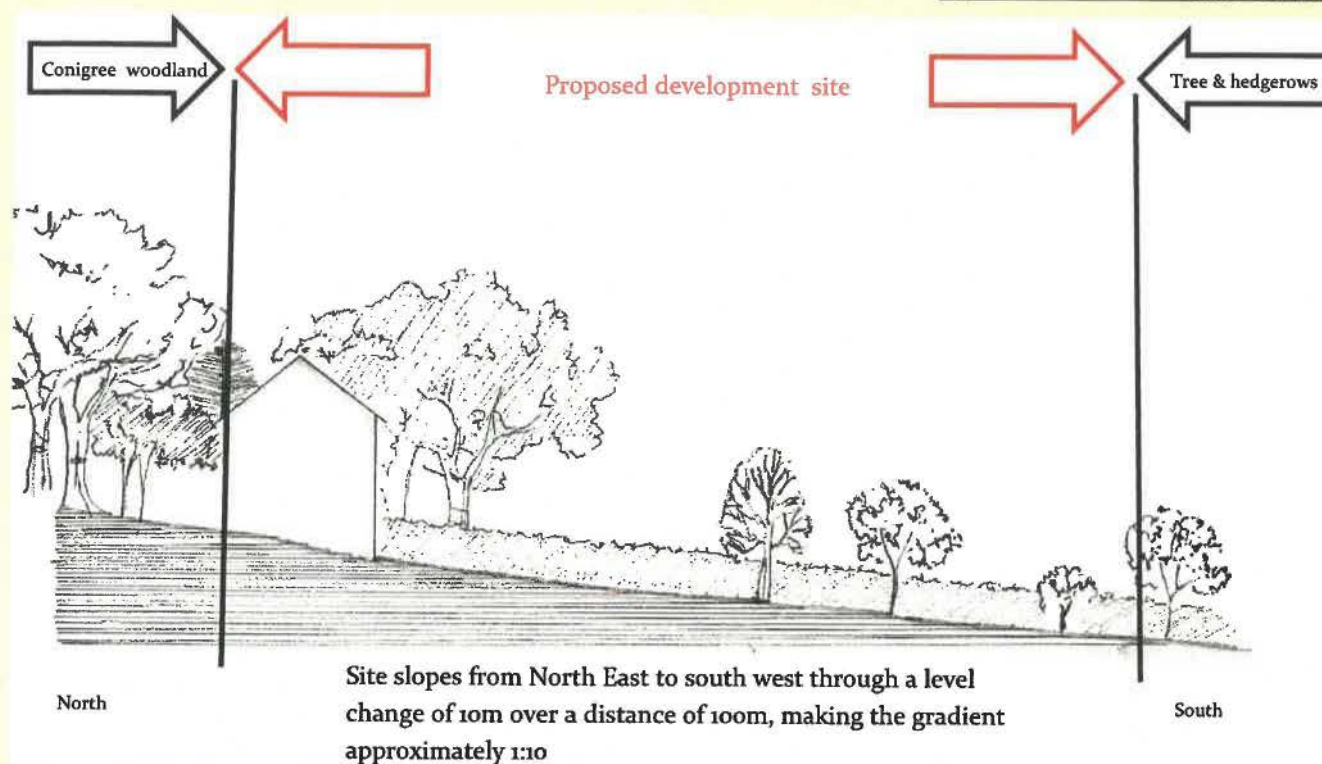
The magnitude of visual Impact would then be categorised as **moderate adverse** on the view from adjacent dwellings, due. **The assessment would be classed as Medium / high adverse significance**. Mitigation measure would need to be encompassed within any development proposals.



Figure 9—Views from homes and roads (From within the proposed site)

5.0 — Landform & Topography:

Figure 10—Landform & topography



The proposed site is located on the South west facing side of the Ledbury valley. This site is screened to the North via Conigree woodlands, and looks out across Ledbury and the valley floor. Conigree woods is a publicly accessible open woodland that has matured through natural succession. This woodland will continue to develop and mature over time, with the scrub and lower shrub layers succeeding into woodland trees where allowed. The woodlands are managed for the benefit of the local community as a broad leaf woodland. With scattered views into, through and from the woodland which are restricted and framed by the existing mature tree belt.

Although the proposed development site is located on a lower level than the public footpaths and woodland floor, views are restricted via the steep embankment on the woodland edge, with some 2m plus height difference. (See figure 5—Conigree public footpath) This limits any views of the existing dwelling to roof lines only. The site slopes from North East to South West and falls approximately 10m across its length. This is a substantial levels change and could well be a positive feature in any future design.

The proposed location for the development is in the centre of site well away from the existing boundary vegetation of mature trees and hedgerows, making full use of the levels and privacy provided by the existing site features.

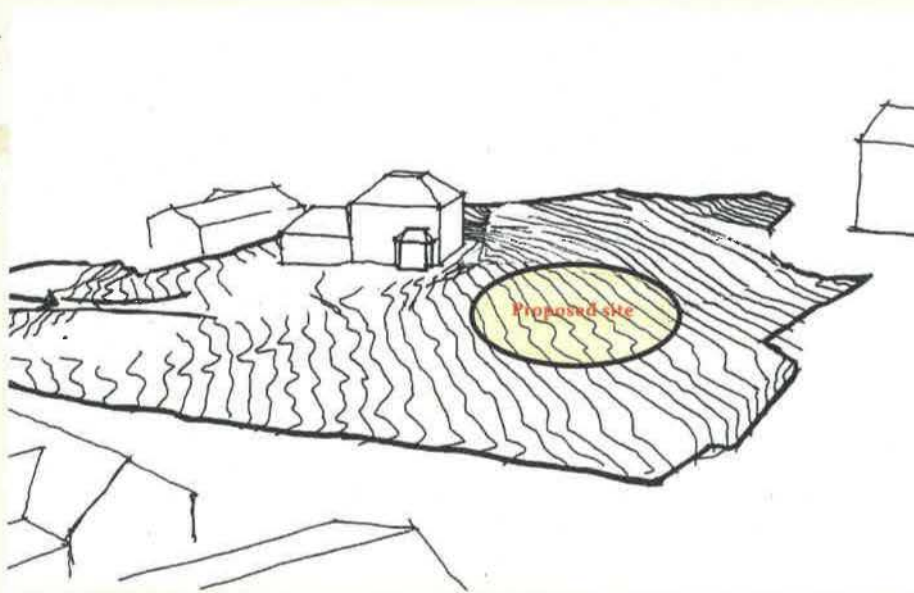


Figure 11 —Landform & topography

5.0 — Trees & Massing:

BUILT FORM

immediately surrounding the site consists of two storey domestic dwellings to the North and East and single storey bungalows to the South.

The single storey dwellings are located on a lower elevation and screened by hedgerows and trees. Larger two storey dwellings are located on higher ground to the North and West. These look down onto the site., with views from second floor windows.

Apart from the single existing dwelling within the site boundary, all other dwellings are partially screen from the proposed site by mature trees and hedgerows. There will inevitably be negative landscape effects to site from the construction of any new built form, within the amenity area of the existing dwelling. Removal of small shrubs and grass and replacement with a built structure will have an effect (Changing the character and use).

Built form of dwellings immediately surrounding the proposed site are large (154 sqm floor area) affluent looking buildings and a proposed similar sized residential dwelling would not look out of place within the urban context. The retained space about the dwelling would be sufficient amenity space for the a new single dwelling of this scale and mass and would also leave adequate separation distance between new and existing buildings.

Figure 13— Trees & Vegetation



Horse Lane Orchard—Landscape & Visual Impact Assessment

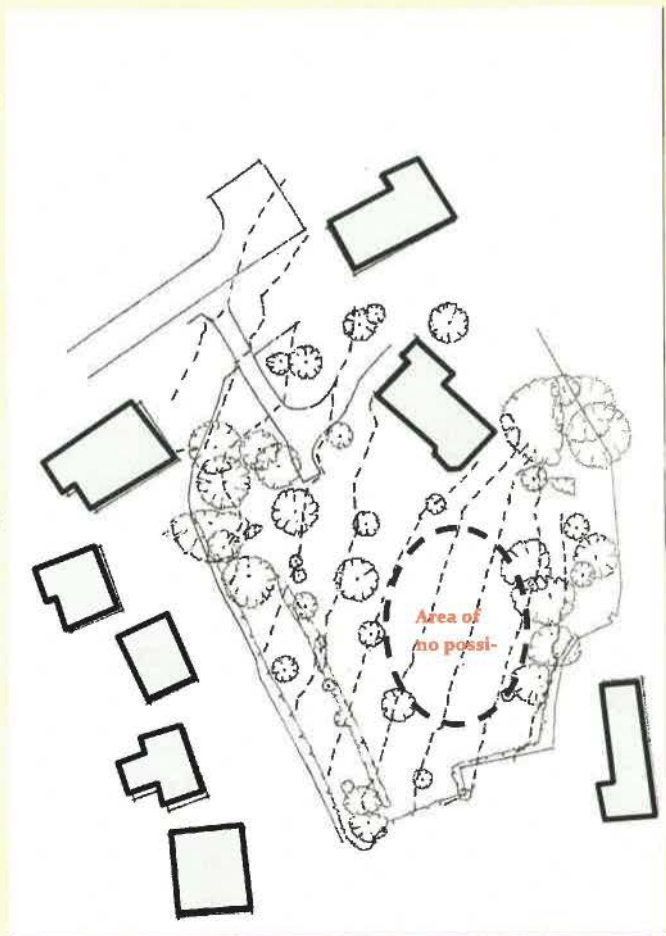


Figure 12 — Built form

TREES

The majority of the better quality trees within the proposed site are located on the boundaries, coloured green and blue on the adjacent plan. These have been left to mature natural within minimal human interference. These should be retained as they are key in screening the site development from adjacent dwellings, reducing views and limiting any potential visual impact.

Trees of a lesser arboricultural value shown grey on the adjacent plan tend to be located towards the centre of the site where human management (Of the rear amenity space) has led to their decline or stunted their growth. Some of these trees could be removed for development purposes but consideration should be given to potential replacements. Red trees are those which need immediate attention and or removal due to health and or structural impacts.

Hedgerows surround the site on the South and West boundary are key in screening the site from adjacent dwellings. These reduce the potential visual impact of any proposals and must be retained and where ever possible additional planting considered

5.0 — Access / Context:



Figure 14— Site Access

ACCESS

Site access is off a private driveway from Horse Lane Orchard, Ledbury. The access track is a single width track that currently leads to Down Ampney. The track is constructed from Tarmac surface and rises up steeply into the site. It is screened on both sides by large mature hedges.

This access track is for both pedestrian and vehicle access and will also feed the proposed dwelling once the proposals have been constructed. This will result in the need to widen the access track at the junction with Horse Lane Orchard.

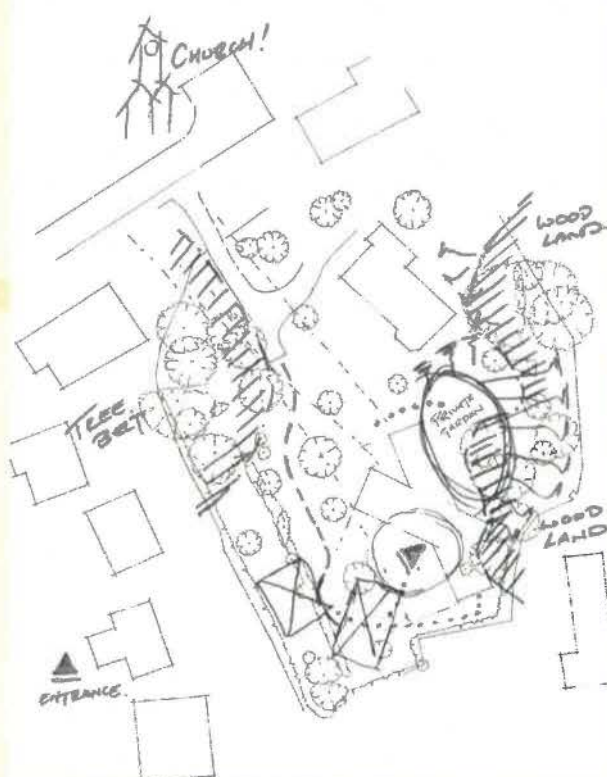
SITE CONSTRAINTS

The woodland and tree belts on either side of the site help to frame views of the nearby church spire, the top of which is just visible from the centre of the proposed site. Current levels drop across the site, together with the tree belts, lend the site to a development within the centre, where there is little vegetation of any value and limits visual impacts on adjacent buildings.

The space within the centre of the site would be ideal for a new single dwelling. This is the flattest part of the site, however new tree and shrub screening would still be required to limit the visual impact of any new proposed dwelling. All boundary hedges should be retained to screen the new proposals from adjacent residential dwellings and additional planting added.

Materials that are sympathetic in nature and of a local vernacular would be actively encouraged.

Figure 15 — Site Constraints



6.0—Summary:

Visual Impact —

There are no adverse visual impacts from any built form on the proposed site, on the following significant view points:

- **British Camp**
- **Eastnor Obelisk**

Due to the fact that neither of the significant view points can see any of the site .

Conigree Woods

A slightly adverse visual impact could be observed from **Conigree woods**. Via scattered and restricted views into the proposed site. Any new development has the potential to be viewed from the public footpath, but this would only extend to the roof line of a two storey dwelling. Anything lower than this would not be visible. The views are scattered and would be temporary until the woodland edge continues its natural succession.

Worcester Road A449.

Due to the high roof line of two storey dwellings located along the Worcester Road, the possibility of seeing any development within the proposed site is limited to that of the roofline only (of a high 2 storey dwelling). As such this would have a minimal visual impact as one roof line would get lost in the abundance of others.

Adjacent dwellings—Horse Lane Orchard

There would be a major adverse impact on the *dwellings immediately adjacent the site*, any new built form within the proposed site boundaries would be clearly visible from the second floors of these properties. These views will be via partial views filtered by the existing mature trees and hedgerows but nevertheless be still visible. This would be the same for any built form within the site boundaries.

Landscape Impact —

As there are no changes to the visual impact of the proposals on British Camp and Eastnor Obelisk, it follows that there would be no change in the landscape impact on the above. This would also apply to Worcester Road where the site is screened from passers-by by other more dominant dwellings closer to the main road. There will be a landscape impact on the site itself, which is inevitable when it changes from that of residential amenity space to a mixture of built form and hard surfaced pathways with some additional amenity space for the proposed new dwelling.

6.0—Summary:

Mitigation —

Visual impacts can be mitigated against by:

- To reduce the visual impact of the proposals from the adjacent lower properties in Horse Lane Orchard, I would recommend the planting of a row of ornamental Cherries and Silver birch mix. These are medium sized trees with light to medium canopies. This will still allow plenty of light to the rear gardens of the properties but will more importantly block out any unwanted views out or in.
- In addition to this allowing the existing Beech hedge to grow to a height of 2—2.5m would also obscure any unwanted views.
- Use of suitable screen planting (Native hedgerows and tree planting) to reduce / omit the negative visual impacts to adjacent neighbouring residential properties.
- Locate proposed dwellings in a positions to take full advantage of the site contours and existing screening.
- Designing a building that will have a minimal impact on adjacent properties by reducing the overall height and mass.
- Using the existing Conigree woodland as a back drop, choose materials and colours which will blend in. The management of existing hedgerows and boundary treatments can be used to mitigate against visual impacts and the carefully siting and positioning of any building to take account of existing mature trees could also be used to screen any proposals.

Landscape impacts can be mitigated against by:

- Using materials of a local vernacular.
- Limiting the amount of hard surfaces and built form as much as possible.
- Keep the massing of proposed building in line with those of adjacent dwellings

The landscape impacts cannot be mitigated against completely. Changing the land form from soft grass amenity space to hard structures will have a negative impact. However this would be the same for any development within the domestic curtilage of an existing dwelling.

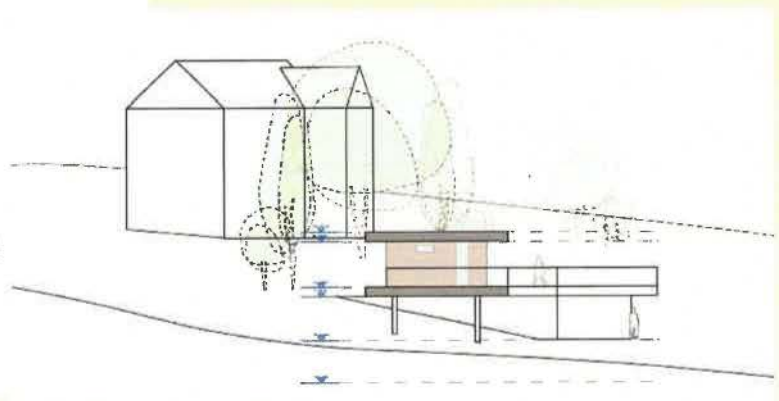
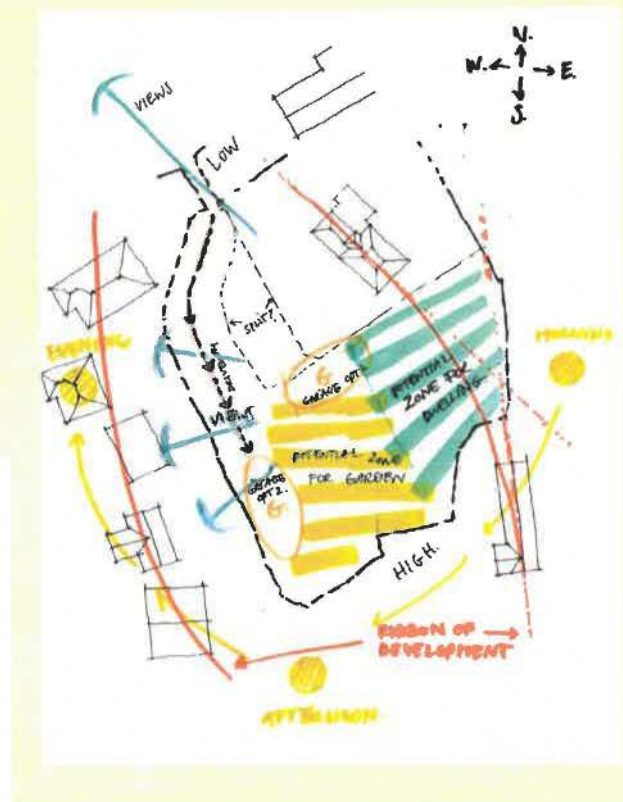
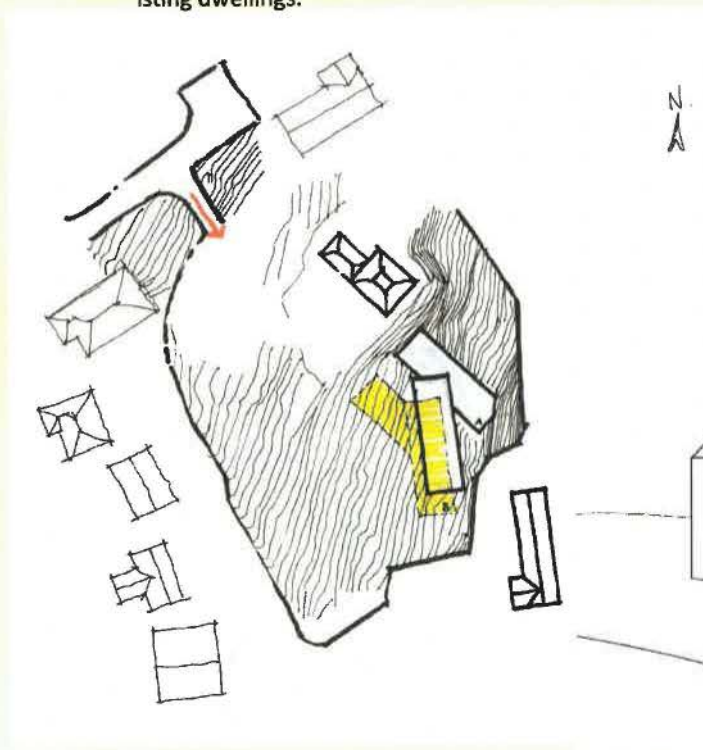
STAGE 4 - 7.0 Initial Design Considerations: (Prepared by Nicolas Tye Architects)

- Location and positioning of dwelling to take full effect of sloping ground.
- Sink lower floor into the ground creating a one storey development from the north face of the site—omitting visual impacts of adjacent dwellings and Conigree woods.
- Orientate new dwelling to maximise natural sunlight and the views of the Ledbury valley.
- Retain as much of the natural character of site as possible by use of :

Maximising tree retention.

Retain all boundary vegetation and trees

Making the most of the grassed amenity space and retaining separation distances between new and existing dwellings.



- Use materials of the local vernacular for building and landscaping.
- Use of natural materials and a design palette that sympathises with the natural environment
- Additional planting of trees and shrubs to help soften the development and further screen the new dwellings for adjacent dwellings.
- Creation of private and semi private amenity spaces for the new residents, which aligns with adjacent residential properties within large plots of land.



Appendix 1— Assessment of significance of landscape impacts

Table 4.4 Significance of Landscape Impacts

Assessment of significance of landscape impacts			Landscape receptor sensitivity		
			High	Medium	Low
			Landscape with important components or of a particularly distinctive character, susceptible to relatively small changes of the type proposed.	Landscape with relatively ordinary, moderately valued characteristics reasonably tolerant of changes of the type proposed.	A relatively unimportant landscape with few features of value or interest, potentially tolerant of substantial change of the type proposed.
Magnitude of landscape impact	Major adverse	Significant adverse changes, over a significant area, to key characteristics or features or to the landscape's character or distinctiveness for more than 2 years	High adverse significance	High/Medium adverse significance	Medium adverse significance
	Moderate adverse	Noticeable but not significant adverse changes for more than 2 years or significant adverse changes for more than 6 months but less than 2 years, over a significant area, to key characteristics or features or to the landscape's character or distinctiveness.	High/Medium adverse significance	Medium adverse significance	Low adverse significance
	Slight adverse	Noticeable adverse changes for less than 2 years, significant adverse changes for less than 6 months, or barely discernible adverse changes for any length of time.	Medium adverse significance	Low adverse significance	Neutral
	Neutral	Any change would be negligible, unnoticeable or there are no predicted changes.	Neutral	Neutral	Neutral
	Slight benefit	Noticeable beneficial changes for less than 2 years, significant beneficial changes for less than 6 months, or barely discernible beneficial changes for any length of time.	Medium beneficial significance	Low beneficial significance	Neutral
	Moderate benefit	Noticeable but not significant beneficial changes for more than 2 years or significant beneficial changes for more than 6 months but less than 2 years, over a significant area, to key characteristics or features or to the landscape's character or distinctiveness.	High/Medium beneficial significance	Medium beneficial significance	Low beneficial significance
	Major benefit	Significant beneficial changes, over a significant area, to key characteristics or features or to the landscape's character or distinctiveness for more than 2 years	High beneficial significance	High/Medium beneficial significance	Medium beneficial significance

Appendix 2— Assessment of significance of landscape effects

Table 4.5 Significance of Visual Impacts

			Visual receptor sensitivity		
			High	Medium	Low
Assessment of significance of visual impacts Red cells represent significant adverse impacts Green cells represent significant beneficial impacts Blue cells represent impacts that are not significant			<ul style="list-style-type: none"> Residential properties with views from ground and first floor windows and gardens towards the proposals. Important public sites used by many people. Public rights-of-way, public open spaces and other locations where the view is part of the reason for the visit. 	<ul style="list-style-type: none"> Commercial and industrial premises. Schools. Playing fields. Other areas where the view is not central to the use. 	<ul style="list-style-type: none"> Roads and rail with views towards the development where the viewer passes at speed and the view is not central to the use.
Magnitude of visual impact	Major adverse	Where the proposed development would cause a significant deterioration in the existing view	High adverse significance	High/Medium adverse significance	Medium adverse significance
	Moderate adverse	Where the proposed development would cause a noticeable deterioration in the existing view	High/Medium adverse significance	Medium adverse significance	Low adverse significance
	Slight adverse	Where the proposed development would cause a barely perceptible deterioration in the existing view	Medium adverse significance	Low adverse significance	Neutral
	Neutral	Where the proposed development would cause no discernible deterioration or improvement in the existing view	Neutral	Neutral	Neutral
	Slight benefit	Where the proposed development would cause a barely perceptible improvement in the existing view	Medium beneficial significance	Low beneficial significance	Neutral
	Moderate benefit	Where the proposed development would cause a noticeable improvement in the existing view	High/Medium beneficial significance	Medium beneficial significance	Low beneficial significance
	Major benefit	Where the proposed development would cause a significant improvement in the existing view	High beneficial significance	High/Medium beneficial significance	Medium beneficial significance



Landscape & Visual Impact Assessment (LVIA) Down Ampney Horse Lane Orchard, Ledbury

Prepared by CWDDesigns on behalf of Apex Environmental



