



Bloor Homes Western

Land North of the Viaduct, Ledbury

ENVIRONMENTAL STATEMENT ADDENDUM

CUMULATIVE ASSESSMENT (LVIA)

20 March 2020

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1.0 INTRODUCTION

- 1.1 This cumulative assessment has been carried out by FPCR Environment and Design Ltd (FPCR) to supplement the LVIA chapter of the Environmental Statement for the proposed development.
- 1.2 FPCR are a multi-disciplinary environmental and design consultancy with over 60 years' experience of architecture, landscape, ecology, urban design, masterplanning and environmental impact assessment. The practice is a member of the Landscape Institute and Institute of Environmental Management and Assessment and are frequently called upon to provide expert evidence on landscape and visual issues at Public and Local Plan Inquiries.
- 1.3 The Planning Inspectorate in a letter dated 31 January 2020, requested further information in order for the ES, submitted with the planning application, pursuant to Regulation 25 of the EIA Regulations, to comply with Regulation 18 and Schedule 4 (Information for inclusion in environmental statements).
- 1.4 In relation to the LVIA chapter, a cumulative impact assessment is required. The letter stated: -
"The current ES does not address whether impacts from other existing and/ or approved developments could occur simultaneously with the project and result in a likely significant effect for the environmental aspects listed above".

Cumulative Sites

- 1.5 Ridge and Partners LLP has subsequently consulted with the local planning authority (Herefordshire Council) to ascertain the cumulative development sites within a 3km radius of the site.
- 1.6 Four approved development sites were identified for assessment. These are listed below and the site locations identified at Figure 1: -

1. P133335/F (planning permission – approved)

Bevisol, Unit 1A Orchard Business Park Bromyard Road Ledbury Herefordshire HR8 1LG
 Demolition of part of existing building and erection of 18 no. tower silos.

2. P160606/F (planning permission – approved)

Land at Galebreaker House Leadon Way Ledbury Herefordshire HR8 2SS
 Proposed extension to existing factory building and erection of a limited assortment discount foodstore (Class A1), car parking, landscaping and associated works. (For DOC 2 3 4 6 7 9 12 15 & 23 see 170209).

3. P143116/O (Outline – allowed at appeal)

Land to the South of Leadon Way Ledbury Herefordshire
 Proposed outline planning permission for the erection of up to 321 residential dwellings (including up to 35% affordable housing, structural planting and landscaping, informal

public open space, children's play area, surface water attenuation, vehicular access point from Leadon Way and associated ancillary works. All matters reserved with the exception of the main site access. (For DOC 6, 7, 8 & 23 see 170075) (For DOC 4 11 13 & 22 see 173302) (For DOC 12 & 20 see 200182).

4. P141651/O (Outline – approved)

Land to the rear of The Full Pitcher New Street Ledbury Hereford HR8 2EN

Site for residential development of up to 100 dwellings, with associated means of access and car parking for The Full Pitcher Public House. (For DOC 6, 7, 9, 10 & 13 see 191580)

Proposed Development

- 1.7 The proposals that are the subject of the EIA comprise a mixed use development including the erection of up to 625 new homes (including affordable housing), up to 2.9 hectares of B1 employment land, a canal corridor, public open space (including a linear park), access and drainage works and other associated works on land north of the Viaduct, Ledbury. The proposal is for outline planning permission with all matters reserved for future consideration with the exception of access. Only the means of access into the site is sought as part of this outline application, not the internal site access arrangements. Vehicular access is proposed off the Bromyard Road.
- 1.8 The site boundary is shown at Figure 1. Figure 1 also indicates the Visual Envelope for the site as identified previously within the LVIA chapter of the submitted ES. A series of concentric rings are drawn on the plan at 1km intervals. The Visual Envelope extends to between the 1km and 2km radii. For completeness, sites within a 3km radius have been identified for the cumulative assessment.

2.0 METHODOLOGY

2.1 The cumulative assessment has been prepared based upon the Guidelines for Landscape and Visual Impact Assessment, third edition (GLVIA3), published by the Landscape Institute and the Institute of Environmental Management and Assessment, in 2013.

2.2 In summary, the GLVIA3 states:

“Landscape and Visual impact assessment (LVIA), is a tool used to identify and assess the significance of and the effects of change resulting from development on both landscape as an environmental resource in its own right and on people’s views and visual amenity.” (GLVIA3 paragraph 1.1.)

2.3 There are two components of LVIA:

- *“Assessment of landscape effects; assessing effects on the landscape as a resource in its own right;*
- *Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.”* (GLVIA3 paragraph 2.21.)

2.4 The components of this report include: baseline studies; description and details of the landscape proposals and mitigation measures to be adopted as part of the scheme; identification and description of likely effects arising from the proposed development; and an assessment of the significance of these effects.

2.5 In terms of baseline studies the assessment provides an understanding of the landscape that may be affected, its constituent elements, character, condition and value. For the visual baseline this includes an understanding of the area in which the development may be visible, the people who may experience views, and the nature of views.

Assessment of Landscape Effects

2.6 GLVIA3 states that *“An assessment of landscape effects deals with the effects of change and development on landscape as a resource”* (GLVIA3 paragraph 5.1).

2.7 The baseline landscape is described by reference to existing published Landscape Character Assessments and by a description of the site and its context.

2.8 A range of landscape effects can arise through development. These can include:

- Change or loss of elements, features, aesthetic or perceptual aspects that contribute to the character and distinctiveness of the landscape;
- Addition of new elements that influence character and distinctiveness of the landscape;
- Combined effects of these changes.

2.9 The characteristics of the existing landscape resource are considered in respect of the susceptibility of the landscape resource to the change arising from this development. The value of the existing landscape is also considered.

2.10 Each effect on landscape receptors is assessed in terms of size or scale, the geographical extent of the area influenced and its duration and reversibility. In terms of size or scale of change, the judgement takes account of the extent of the existing landscape elements that will be lost or

changed, and the degree to which the aesthetic or perceptual aspects or key characteristics of the landscape will be altered by removal or addition of new elements.

- 2.11 The level of effect is determined by considering the sensitivity of the landscape receptors and the magnitude of effect on the landscape. Final conclusions on the overall landscape effects are drawn from the assessment components described. This assessment describes the nature of the landscape effects, and whether these are adverse or beneficial, at the following stages of development; construction, completion (year 1) and longer term (year 15).
- 2.12 The criteria used in the assessment are set out in Appendix A.

Assessment of Visual Effects

- 2.13 An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity. This assessment describes the nature of the visual effects and, whether these are adverse or beneficial, at the following stages of development; construction, completion (year 1 winter) and longer term (year 15 summer).
- 2.14 The first stage in the assessment is to identify approximate visibility/ visibility mapping. This is done by either a computerised Zone of Theoretical Visibility (ZTV)¹, or by manual methods using map study and field evaluation. A series of viewpoints are included within the assessment that are representative of views towards the site from surrounding visual receptors. Other views of the site are included where it supports the description and understanding of the site's landscape and visual characteristics.
- 2.15 The views also typically represent what can be seen from a variety of distances from the development and different viewing experiences.
- 2.16 It is important to remember that visual receptors are all people. For each affected viewpoint the assessment considers both the susceptibility to change in views and the value attached to views.

“The visual receptors most susceptible to change are generally likely to include:

- *Residents at home;*
- *People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, whose attention or interest is likely to be focused on the landscape or particular views;*
- *Visitors to heritage assets or to other attractions, where views of the surroundings are an important contributor to the experience;*
- *Communities where views contribute to the landscape setting enjoyed by residents in the area;*
- *Travellers on road, rail or other transport routes tend to fall into an intermediate category of moderate susceptibility to change. Where travel involves recognised scenic routes awareness of views is likely to be particularly high.” (GLVIA3 paragraph 6.33.)*

“Visual receptors likely to be less sensitive to change include:

- *People engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape;*

¹ Zone of Theoretical Visibility (ZTV): A map usually digitally produced, showing areas of land within which a development is theoretically visible. [GLVIA3]

- *People at their place of work whose attention may be focused on their work or activity, not on their surroundings, and where the setting is not important to the quality of working life (although there may be on occasion be cases where views are an important contributor to the setting and to the quality of working life.” (GLVIA3 paragraph 6.34.)*
- 2.17 Each of the visual effects is evaluated in terms of its size or scale, the geographical extent of the area influenced and its duration or reversibility.
- 2.18 In terms of size or scale, the magnitude of visual effects takes account of:
- The scale of the change in the view with respect to the loss or addition of features in the view and changes in its composition, including proportion of the view occupied by the proposed development;
 - The degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line height, colour and texture;
 - The nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses. (GLVIA3 paragraph 6.39)
- 2.19 The geographical extent of the visual effect in each viewpoint is likely to reflect:
- The angle of view in relation to the main activity of the receptor;
 - The distance of the viewpoint from the proposed development;
 - The extent of the area over which the changes would be visible.
- 2.20 As with landscape effects, the duration of the effect could be short to long term or permanent and the same definitions apply. The criteria used in this assessment are set out in Appendix A.

Overall Landscape and Visual Effects

- 2.21 The final conclusions on effects, whether adverse or beneficial, are drawn from the separate judgements on the sensitivity of the receptors and the magnitude of the effects. This overall judgement is formed from a reasoned professional overview of the individual judgements against the assessment criteria.
- 2.22 GLVIA3 notes, at paragraphs 5.56 and 6.44, that there are no hard and fast rules with regard to the level of effects, therefore the following descriptive thresholds have been used for this appraisal:
- **Major;**
 - **Moderate;**
 - **Minor;**
 - **Negligible.**
- 2.23 Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement may be described as, for example, Major/ Moderate or Moderate/ Minor. This indicates that the effect is assessed to lie between the respective definitions or to encompass aspects of both.

Judging Overall Significance

2.24 A judgement is reached, based on the assessment, as to whether an effect is significant or not. Those degrees of effects that are considered to be *significant* by the assessor for *this* LVIA are judged to be effects that are either Major or Major/ Moderate.

2.25 GLVIA3 Statement of Clarification 1/13 (2013)² notes that:

"Concerning 'significance', it is for the assessor to define what the assessor considers significant...Depending on the means of judgment and terminology (which should be explicitly set out), effects of varying degrees of change (or levels of change), may be derived. The assessor should then establish (and it is for the assessor to decide and explain) the degree or level of change that is considered to be significant." (GLVIA3 Statement of Clarification, § 3.)

Significance of Landscape Effects

2.26 GLVIA3 states, at paragraph 5.56, that:

"There are no hard and fast rules about what makes a significant effect, and there cannot be a standard approach since circumstances vary with the location and context and with the type of proposal. At opposite ends of the spectrum it is reasonable to say that:

- *Major loss or irreversible negative effects, over an extensive area, on elements and/ or aesthetic and perceptual aspects that are key to the character of nationally valued landscapes are likely to be of the greatest significance;*
- *Reversible negative effects of short duration, over a restricted area, on elements and/ or aesthetic and perceptual aspects that contribute to but are not key characteristics of the character of landscapes of community value are likely to be of the least significance and may, depending on the circumstances, be judged as not significant;*
- *Where assessments of significance place landscape effects between these extremes, judgements must be made about whether or not they are significant, with full explanations of why these conclusions have been reached."* (GLVIA3 paragraph 5.56.)

Significance of Visual Effects

2.27 GLVIA3 states, at paragraph 6.44, that:

"There are no hard and fast rules about what makes a significant effect, and there cannot be a standard approach since circumstances vary with the location and context and with the type of proposal. In making a judgement about the significance of visual effects the following points should be noted:

- *Effects on people who are particularly sensitive to changes in views and visual amenity are more likely to be significant;*
- *Effects on people at recognised and important viewpoints or from recognised scenic routes are more likely to be significant;*

² Landscape Institute and the Institute of Environmental Management (10th June 2013) **GLVIA3 Statement of Clarification 1/13**

- 2.28 *Large-scale changes which introduce new, non-characteristic or discordant or intrusive elements into the view are more likely to be significant than small changes or changes involving features already present within the view.*“ (GLVIA3 paragraph 6.44.)

3.0 CUMULATIVE ASSESSMENT

- 3.1 For the assessment of landscape and visual effects resulting from the proposed development alone please refer to the LVIA chapter of the submitted ES. The assessment tables at Appendix 5.2 and 5.3 of the submitted ES describe the judged susceptibility to change and value of the identified landscape and visual receptors that are described within this supplementary report and can be cross referenced for further information.
- 3.2 This section assesses the cumulative effects from development of the site in combination with the identified approved development sites, based upon the Guidelines for Landscape and Visual Impact Assessment, third edition (GLVIA3), published by the Landscape Institute and the Institute of Environmental Management and Assessment, in 2013.

Landscape

National Character

- 3.3 The Site and the four approved development sites fall within the Natural England National Character Area (NCA) 100: Herefordshire Lowlands. Sites 1-3 fall within the existing urban area and as such comprise infill or brownfield development. The Site and site 4 fall would result in an increase in the urban extents of Ledbury to the north and south of the settlement respectively. The profile description recognises Ledbury as being one of three main settlements in the area and page 35 recognises the following landscape attribute for the NCA: -

“A dispersed settlement pattern with scattered villages, hamlets and farmsteads throughout. The historic market towns of Hereford, Leominster and Ledbury are the principal settlements with some more recent dense urban development”.

- 3.4 Whilst the approved sites in combination with the proposed development will increase development density in some parts of Ledbury and expand the settlement, the developments reflect the existing settlement pattern in the NCA. Additionally, the NCA covers an extensive area of land from Hereford and Ledbury in the south and east to Ludlow and Kington in the north and west. The summary table at Appendix 5.2 of the submitted ES judges this NCA to be of Low-High susceptibility to change and Medium-High landscape value. The magnitude of change across the NCA as a whole is assessed as Negligible/Low and cumulative effect as Negligible/Minor Adverse. With robust green infrastructure in place this would reduce to Negligible.

Herefordshire Landscape Character Assessment

- 3.5 At a county level the Herefordshire Landscape Character Assessment Technical Handbook Draft (2006) and the Herefordshire Landscape Character Assessment Supplementary Planning Guidance (updated 2009) consider the landscape of the Site and the four approved development sites.
- 3.6 The site and four approved sites fall within the ‘Leadon Vale’ Landscape Character Area (LCA). This LCA covers an extensive area between the Malvern Hills to the east, the Woolhope Dome in the west, Yatton Ridge to the south-west and the Bromyard Plateau to the north-east. The chief settlement of this area is Ledbury, with a dispersed pattern of farmsteads, hamlets and occasional small villages outside of Ledbury. The summary table at Appendix 5.2 of the submitted ES judges this LCA to be of Low-Medium susceptibility to change and Medium landscape value.

- 3.7 Given the large-scale of the Leadon Vale LCA, whilst development of the site, in combination with approved site 4, would extend Ledbury to the north and south respectively, the magnitude of change across the LCA as a whole is assessed as Negligible/Low and cumulative effect as Negligible/Minor Adverse. With robust green infrastructure in place this would reduce to Negligible.
- 3.8 The County is also divided into a series of landscape types (LTs), within the 'Leadon Vale' *"Estate farmlands, Principal Timbered Farmlands and Settled Farmlands on River Terrace are all well represented"* and *"Riverside Meadows are associated with the River Leadon"* (Landscape Character Assessment – Technical Handbook, paragraph 5.7).
- 3.9 The site is positioned across three LTs; 'Urban Area', 'Riverside Meadows' and 'Principal Settled Farmlands'. Sites 1-3 fall within 'Urban Area' and site 4 falls within 'Principal Timbered Farmlands'. Therefore, other than within the 'Urban Area' LT, there will be no change and therefore no cumulative effect from development of the site in combination with the four identified approved sites on the identified LTs. The Urban Area LT is not specifically considered within the Herefordshire Landscape Character Assessment.
- 3.10 Land to the east and north of the site falls within the 'Settled Farmlands on River Terrace' LT, part of which falls within the Malvern Hills AONB. Whilst the Site and cumulative sites do not fall within this LT, the Site and site 1 lie within the adjacent 'Urban Area' LT with the boundary between the LTs defined by Bromyard Road Industry. The primary characteristics of this LT are described as 'horticultural cropping land use' and much of this landscape is considered to be in poor condition due to loss of landscape features coupled with the intensity of farming. This is an LT that is considered to be "resilient to change" (Figure 19, Technical Handbook). Development of the Site in combination with site 1 would be peripheral to this LT, and would not alter the nature of the existing industrial backdrop along Bromyard Road. As such the magnitude of change on this LT would be Negligible and assessed cumulative effects also Negligible at years 1 and 15.

Local

- 3.11 The Site and its immediate context are described within the LVIA chapter of the submitted ES. The summary table at Appendix 5.2 of the submitted ES judges the Site and its immediate context to be of Medium susceptibility to change and Medium-Low landscape value.
- 3.12 Only approved site 1 falls within the immediate landscape context of the site.
- 3.13 Site 1 comprises the demolition of part of the existing Bevisol employment building and erection of 18 no. tower silos. Site 1 is located adjacent to the northern boundary of the Site and forms part of the existing industrial estate. The planning permission was granted on 10th February 2014 and a variation decision granted on 18th August 2018. To date only 14 of the 18 proposed silos appear to have been erected.
- 3.14 The photo viewpoints used for the LVIA assessment (see Appendix B) show that at the time of assessment (March-May 2016) two of the six taller silos and 10 of the 12 smaller silos had been constructed. This stage of completion therefore formed the baseline of the LVIA within the submitted ES. This assessment therefore considers the potential cumulative effects with all silos in place.
- 3.15 The addition of a further six silos, adjacent to those already present at the baseline assessment stage, will result in a Negligible change to the local landscape, in comparison with the assessed effects for the development of the Site given within the submitted LVIA. The resultant cumulative

landscape effects resulting from the development of the Site in combination with the completion of the approved development at site 1 at years 1 and 15 would be Negligible.

Visual

- 3.16 Only site 1 (P133335/F) falls within the visual envelope of the Site. The remaining sites 2-4 (see Figure 1) are located within or to the south of Ledbury outside of the visual envelope of the Site.
- 3.17 Paragraphs 3.5 and 3.6, above, describe the approved site 1 development and baseline assessment position.
- 3.18 Photographs C-F, H, J and L-N of the submitted LVIA (included at Appendix B for ease of reference) show that the proposed development would be viewed together with the approved Site 1 development in these views. However, site 1 and the Site are viewed at distance, as part of a wider panorama, with existing industry in the view. Views are often filtered by existing vegetation. The remainder of the site 1 development still to be constructed (beyond the 2016 assessment baseline), would be seen within this context and would not noticeably alter the view due to the position of the silos yet to be constructed adjacent to those already complete in 2016.
- 3.19 The submitted LVIA, at Appendix 5.3, identifies a number of visual receptors with views towards the Site and sets out the judged sensitivity of each receptor. The receptors with the potential for a combined view of the Site and site 1 are receptors 1-4, 6-11, 13, 14 and 16. The table at Appendix 5.3 judges that the susceptibility to change for these receptors varies from low to high and the value of the view is medium. The locations for the receptors are shown at Figure 5.4 of the submitted ES (see Appendix B). The table below sets out the assessed cumulative effects for each of the identified visual receptors.

Table 1: Summary of Assessed Cumulative Effects on the identified Visual Receptors

Ref	Receptor	Susceptibility to change	Value	Magnitude of change	Cumulative Effect at year 1	Cumulative Effect at year 15
1	Users of B4214 Bromyard Road (VP C&D)	Med-Low	Med	Negligible	Negligible	Negligible
2	Employment Buildings off Bromyard Road	Low	Med	Negligible	Negligible	Negligible
3	Users of the Ledbury Viaduct	Med-Low	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
4	Residents of Grovesend Farm	High	Med	Negligible	Negligible	Negligible
6	Users of Public Right of Way LR13 (VP L)	High	Med	Negligible	Negligible	Negligible
7	Users of Unnamed Road (VP M&J)	Med	Med	Negligible	Negligible	Negligible

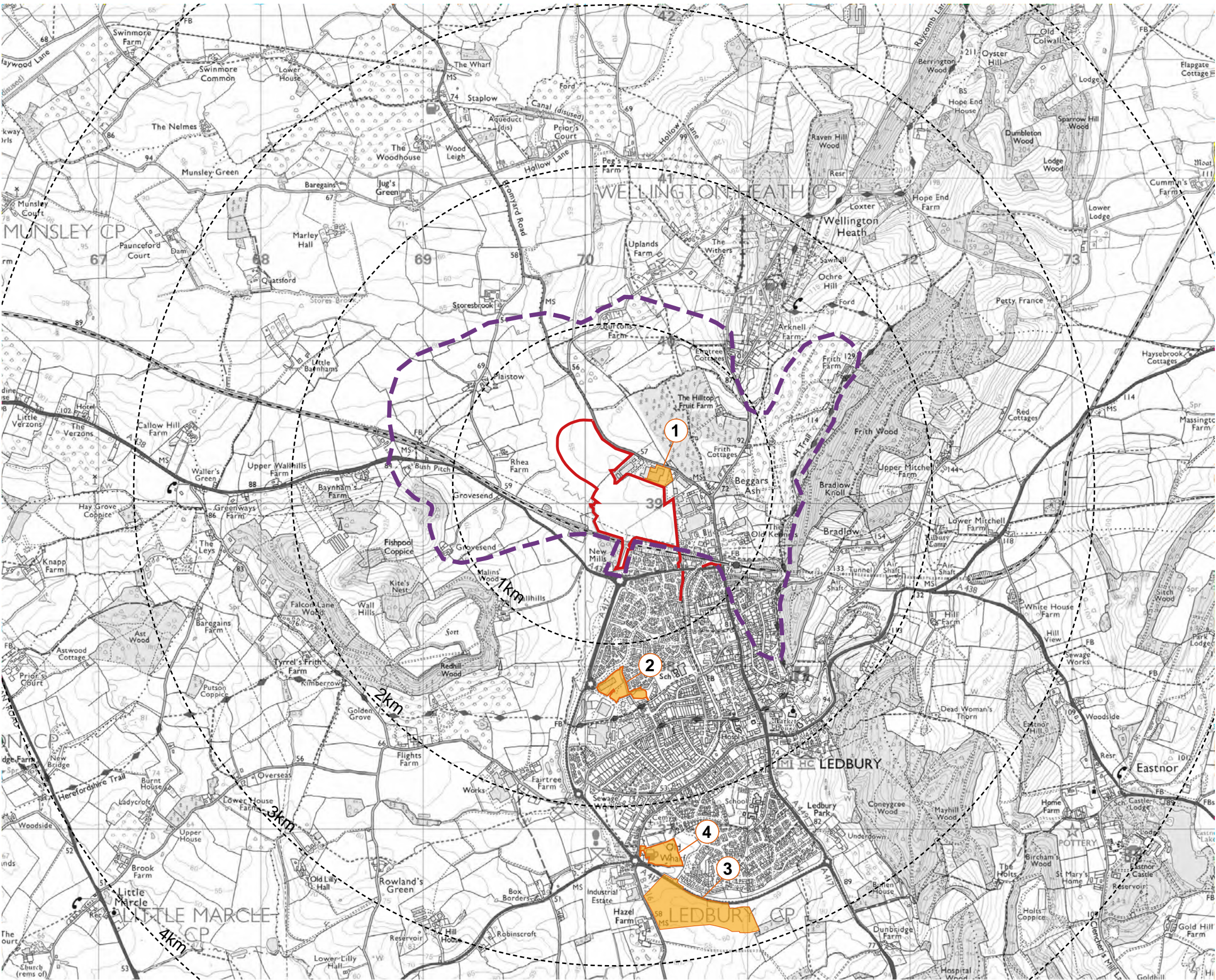
Ref	Receptor	Susceptibility to change	Value	Magnitude of change	Cumulative Effect at year 1	Cumulative Effect at year 15
8	Residents of Properties off Unnamed Road (approx. 4 dwellings)	High	Med	Negligible	Negligible	Negligible
9	Users of Public Right of Way WH6 (VP E)	High	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
10	Residents of scattered properties to north east of site (approx. 6 dwellings)	High	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
11	Users of Herefordshire Trail Public Right of Way LR21 within AONB (VP H&F)	High	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
13	Residents of property adjacent to Herefordshire Trail Public Right of Way LR21 within AONB (approx. 1 dwelling) (VP H)	High	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
14	Users of Public Right of Way ZB19 within AONB	High	Med	Neg/Low	Neg/Minor Adverse	Neg/Minor Adverse
16	Munsley Green (Road and Public Rights of Way in the area) (VP N)	Med	Med	Negligible	Negligible	Negligible

- 3.20 In summary, from the identified receptors, as illustrated by the representative photo viewpoints, the magnitude of change to the view from development of the Site cumulatively with completion of the approved Site 1 development, would be Negligible to at most Negligible/Low. Given the baseline position already assessed in the submitted LVIA, where the Site 1 development was partially complete (with 12 of the 18 silos in place). The assessed cumulative effects are subsequently Negligible to Negligible/Minor Adverse at most, at years 1 and 15 for the identified receptors.
- 3.21 Sites 2-4 lie outside of the visual envelope of the site, visually separated by the viaduct along the southern site boundary and by intervening woodland and settlement. No viewpoint locations or receptors have been identified from where the developments may be seen at the same time as the proposed development on the Site. Therefore, the assessed magnitude of change is none and cumulative effects are none for these sites.

4.0 SIGNIFICANCE OF LANDSCAPE AND VISUAL EFFECTS

- 4.1 It is considered that effects assessed as Major adverse or Major / Moderate adverse are likely to be significant.
- 4.2 The effects assessed within this cumulative assessment are Negligible to at most, Negligible / Minor Adverse. It is therefore considered that the proposed development, when considered cumulatively with the four approved sites, would not result in any long-term significant landscape or visual effects.

FIGURE 1



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- Application Boundary
- Approved Developments
- 1 P133335/F
 - 2 P160606/F
 - 3 P143116/O
 - 4 P141651/O
- Visual Envelope

APPENDIX A

Appendix A

Landscape and Visual Impact Assessment – Methodology and Assessment Criteria

Introduction

The methodology for the cumulative assessment undertaken for the proposed development and list of approved development sites is detailed within the cumulative assessment report. The following information is provided and should be read in conjunction with the overview methodology provided within the report.

As advised in the Guidelines for Landscape and Visual Impact Assessment (3rd Edition) (GLVIA3), the judgements made in respect of both landscape and visual effects are a combination of an assessment of the sensitivity of the receptor and the magnitude of the landscape or visual effect. The following details the definitions used in assessing sensitivity and magnitude for landscape and visual receptors.

Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement will be described as High/ Medium or Moderate/ Minor etc. This indicates that the assessment lies between the respective definitions or encompasses aspects of both.

Landscape

Landscape Sensitivity

Landscape receptors are assessed in terms of their 'Landscape Sensitivity'. This combines judgements on the value to be attached to the landscape and the susceptibility to change of the landscape from the type of change or development proposed. The definition and criteria adopted for these contributory factors is detailed below.

There can be complex relationships between the value attached to landscape receptors and their susceptibility to change which can be especially important when considering change within or close to designated landscapes. For example an internationally, nationally or locally valued landscape does not automatically or by definition have a high susceptibility to all types of change. The type of change or development proposed may not compromise the specific basis for the value attached to the landscape.

Landscape Value

Value can apply to a landscape area as a whole, or to the individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape. The following criteria have been used to categorise landscape value. Where there is no clear existing evidence on landscape value, an assessment is made based on the criteria/ factors identified below (based on the guidance in GLVIA3 Box 5.1 Page 84).

- Landscape quality (condition)
- Scenic quality
- Rarity
- Representativeness
- Conservation interest
- Recreation value
- Perceptual aspects
- Associations

Landscape Value	Definition
High	Landscape receptors of high importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.
Medium	Landscape receptors of medium importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.
Low	Landscape receptors of low importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.

Landscape Susceptibility to Change

This means the ability of the landscape receptor (overall character type/ area or individual element/ feature) to accommodate the change (i.e. the proposed development without undue consequences for the maintenance of the baseline position and/ or the achievement of landscape planning policies and strategies. The definition and criteria for the assessment of Landscape Susceptibility to Change is as follows:

Landscape Susceptibility to Change	Definition
High	A highly distinctive and cohesive landscape receptor, with positive characteristics and features with no or very few detracting or intrusive elements. Landscape features intact and in very good condition and/ or rare. Limited capacity to accept the type of change/ development proposed.
Medium	Distinctive and more commonplace landscape receptor, with some positive characteristics/ features and some detracting or intrusive elements. Landscape features in moderate condition. Capacity to accept well planned and designed change/ development of the type proposed.
Low	Landscape receptor of mixed character with a lack of coherence and including detracting or intrusive elements. Landscape features that may be in poor or improving condition and few that could not be replaced. Greater capacity to accept the type of change/ development proposed.

Magnitude of Landscape Effects

The magnitude of landscape effects is the degree of change to the landscape receptor in terms of its size or scale of change, the geographical extent of the area influenced and its duration and reversibility. The table below sets out the categories and criteria adopted in respect of the separate considerations of Scale or Size of the Degree of Change and Reversibility. The geographical extent and duration of change are described where relevant in the assessment.

Scale or Size of the Degree of Landscape Change

Scale or Size of the Degree of Landscape Change	Definition
High	Total loss of or major alteration to key characteristics / features and the introduction of new elements totally uncharacteristic to the receiving landscape. Overall landscape receptor will be fundamentally changed.
Medium	Partial loss of or alteration to one or more key characteristics / features and the introduction of new elements that would be evident but not necessarily uncharacteristic to the receiving landscape. Overall landscape receptor will be obviously changed.
Low	Limited loss of, or alteration to one or more key characteristics/ features and the introduction of new elements evident and/ or characteristic to the receiving landscape. Overall landscape receptor will be perceptibly changed.
Negligible	Very minor alteration to one or more key characteristics/ features and the introduction of new elements characteristic to the receiving landscape. Overall landscape receptor will be minimally changed.
None	No loss or alteration to the key characteristics/ features, representing 'no change'.

Reversibility

Reversibility	Definition
Irreversible	The development would be permanent and the assessment site could not be returned to its current/ former use.
Reversible	The development could be deconstructed/ demolished and the assessment site could be returned to broadly its current/ historic use (although that may be subject to qualification depending on the nature of the development).

Visual

Sensitivity of Visual Receptors

Visual sensitivity assesses each visual receptor in terms of their susceptibility to change in views and visual amenity and also the value attached to particular views. The definition and criteria adopted for these contributory factors is detailed below.

Visual Susceptibility to Change

The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of; firstly, the occupation or activity of people experiencing the view at particular locations; and secondly, the extent to which their attention or interest may therefore be focussed on the views and visual amenity they experience.

Visual Susceptibility to Change	Definition
High	<p>Residents at home with primary views from ground floor/garden and upper floors.</p> <p>Public rights of way/ footways where attention is primarily focussed on the landscape and on particular views.</p> <p>Visitors to heritage assets or other attractions whose attention or interest is likely to be focussed on the landscape and/ or on particular views.</p> <p>Communities where views make an important contribution to the landscape setting enjoyed by residents.</p> <p>Travellers on recognised scenic routes.</p>
Medium	<p>Residents at home with secondary views (primarily from first floor level).</p> <p>Public rights of way/ footways where attention is not primarily focussed on the landscape and/ or particular views.</p> <p>Travellers on road, rail or other transport routes.</p>
Low	<p>Users of outdoor recreational facilities where the view is less important to the activities (e.g. sports pitches).</p> <p>Travellers on road, rail or other transport where views are primarily focussed on the transport route.</p> <p>People at their place of work where views of the landscape are not important to the quality of the working life.</p>

Value of Views

The value attached to a view takes account of any recognition attached to a particular view and/ or any indicators of the value attached to views, for example through guidebooks or defined viewpoints or references in literature or art.

Value of Views	Definition
High	A unique or identified view (eg. shown as such on Ordnance Survey map, guidebook or tourist map) or one noted in literature or art. A view where a heritage asset makes an important contribution to the view.
Medium	A typical and/ or representative view from a particular receptor.
Low	An undistinguished or unremarkable view from a particular receptor.

Magnitude of Visual Effects

Magnitude of Visual Effects evaluates each of the visual effects in terms of its size or scale, the geographical extent of the area influenced and its duration and reversibility. The table below sets out the categories and criteria adopted in respect of the Scale or Size (including the degree of contrast) of Visual Change. The distance and nature of the view and whether the view will be permanent or temporary are also detailed in the Visual Effects Table.

Scale or Size of the Degree of Visual Change	Definition
High	The proposal will result in a large and immediately apparent change in the view, being a dominant and new and/ or incongruous feature in the landscape.
Medium	The proposal will result in an obvious and recognisable change in the view and will be readily noticed by the viewer.
Low	The proposal will constitute a minor component of the wider view or a more recognisable component that reflects those apparent in the existing view. Awareness of the proposals will not have a marked effect on the overall nature of the view.
Negligible/ None	Only a very small part of the proposal will be discernible and it will have very little or no effect on the nature of the view.

Level of Effect

The final conclusions on effects, whether adverse or beneficial, are drawn from the separate judgements on the sensitivity of the receptors and the magnitude of the effects. This overall judgement is formed from a reasoned professional overview of the individual judgements against the assessment criteria.

GLVIA3 notes, at paragraphs 5.56 and 6.44, that there are no hard and fast rules with regard to the level of effects, therefore the following descriptive thresholds have been used for this appraisal:

- **Major;**
- **Moderate;**
- **Minor;**
- **Negligible.**

Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement may be described as, for example, Major/ Moderate or Moderate/ Minor. This indicates that the effect is assessed to lie between the respective definitions or to encompass aspects of both.

Judging Overall Significance

A judgement is reached, based on the assessment, as to whether an effect is significant or not. Those degrees of effects that are considered to be *significant* by the assessor for *this* LVIA are judged to be effects that are either Major or Major/ Moderate.

GLVIA3 Statement of Clarification 1/13 (2013)¹ notes that:

"Concerning 'significance', it is for the assessor to define what the assessor considers significant... Depending on the means of judgment and terminology (which should be explicitly set out), effects of varying degrees of change (or levels of change), may be derived. The assessor

¹ Landscape Institute and the Institute of Environmental Management (10th June 2013) **GLVIA3 Statement of Clarification 1/13**

should then establish (and it is for the assessor to decide and explain) the degree or level of change that is considered to be significant.” (GLVIA3 Statement of Clarification, § 3.)

Significance of Landscape Effects

GLVIA3 states, at paragraph 5.56, that:

“There are no hard and fast rules about what makes a significant effect, and there cannot be a standard approach since circumstances vary with the location and context and with the type of proposal. At opposite ends of the spectrum it is reasonable to say that

- *Major loss or irreversible negative effects, over an extensive area, on elements and/ or aesthetic and perceptual aspects that are key to the character of nationally valued landscapes are likely to be of the greatest significance;*
- *Reversible negative effects of short duration, over a restricted area, on elements and/ or aesthetic and perceptual aspects that contribute to but are not key characteristics of the character of landscapes of community value are likely to be of the least significance and may, depending on the circumstances, be judged as not significant;*
- *Where assessments of significance place landscape effects between these extremes, judgements must be made about whether or not they are significant, with full explanations of why these conclusions have been reached.” (GLVIA3 paragraph 5.56.)*

Significance of Visual Effects

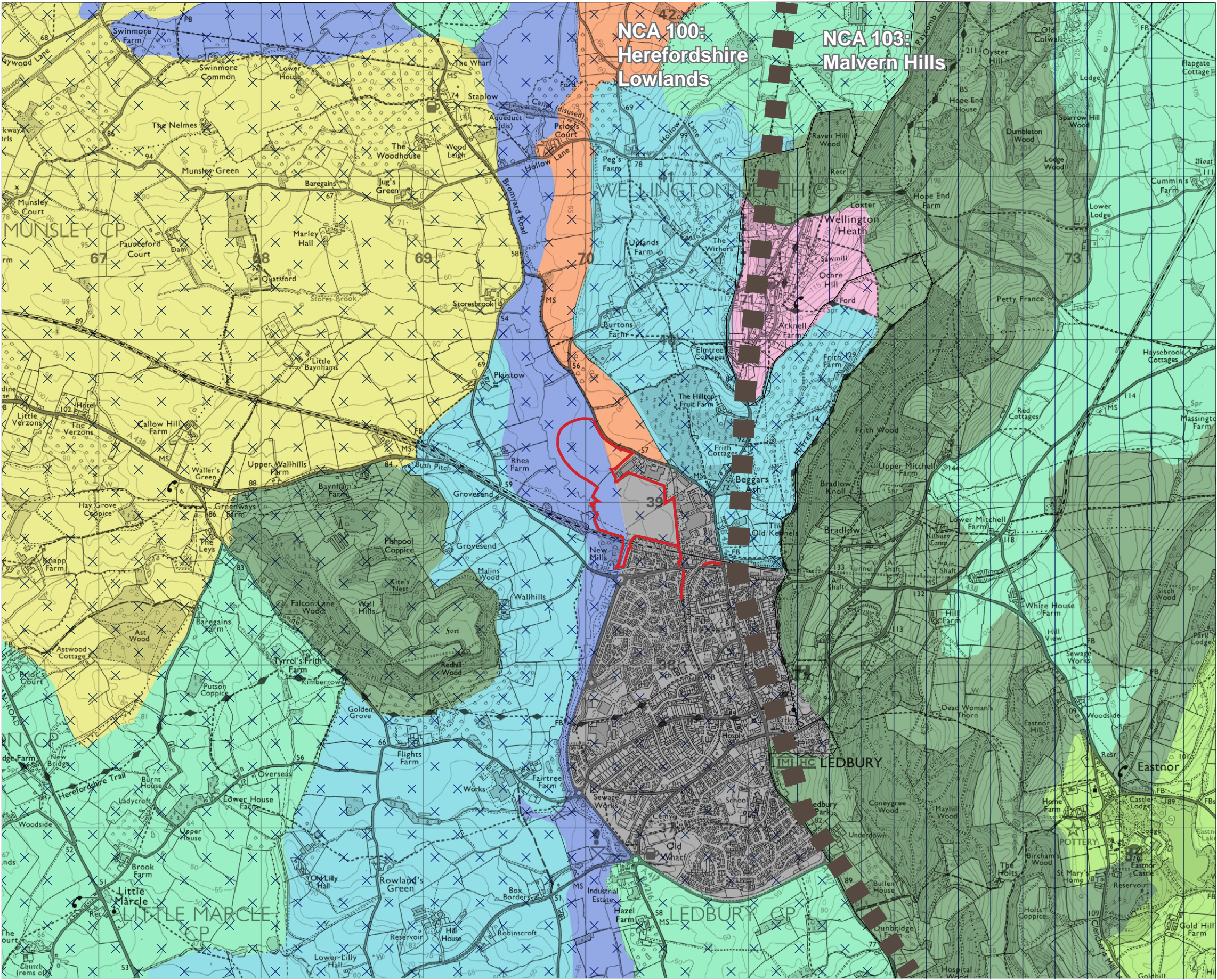
GLVIA3 states, at paragraph 6.44, that:

“There are no hard and fast rules about what makes a significant effect, and there cannot be a standard approach since circumstances vary with the location and context and with the type of proposal. In making a judgement about the significance of visual effects the following points should be noted:

- *Effects on people who are particularly sensitive to changes in views and visual amenity are more likely to be significant;*
- *Effects on people at recognised and important viewpoints or from recognised scenic routes are more likely to be significant;*

Large-scale changes which introduce new, non-characteristic or discordant or intrusive elements into the view are more likely to be significant than small changes or changes involving features already present within the view.” (GLVIA3 paragraph 6.44.)

APPENDIX B



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- Application Boundary
- Natural England National Character Area Boundary

Herefordshire Council Landscape Character Assessment Landscape Character Areas

- Leadon Vale
- Malvern and Abberley Hills

Herefordshire Council Landscape Character Assessment Landscape Character Types

- Principal Settled Farmlands
- Principal Wooded Hills
- Principal Timbered Farmlands
- Wooded Hills and Farmlands
- Riverside Meadows
- Estate Farmlands
- Settled Farmlands on River Terrace
- Forest Smallholdings and Dwellings
- Urban Area

client
Bloor Homes Western

project
Land North of the Viaduct, Ledbury

drawing title
LANDSCAPE CHARACTER

scale
1:25000 @ A3

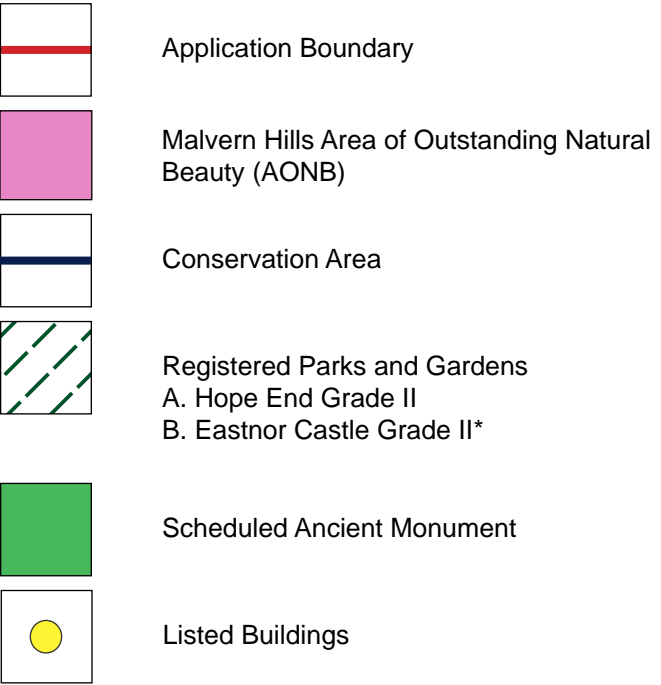
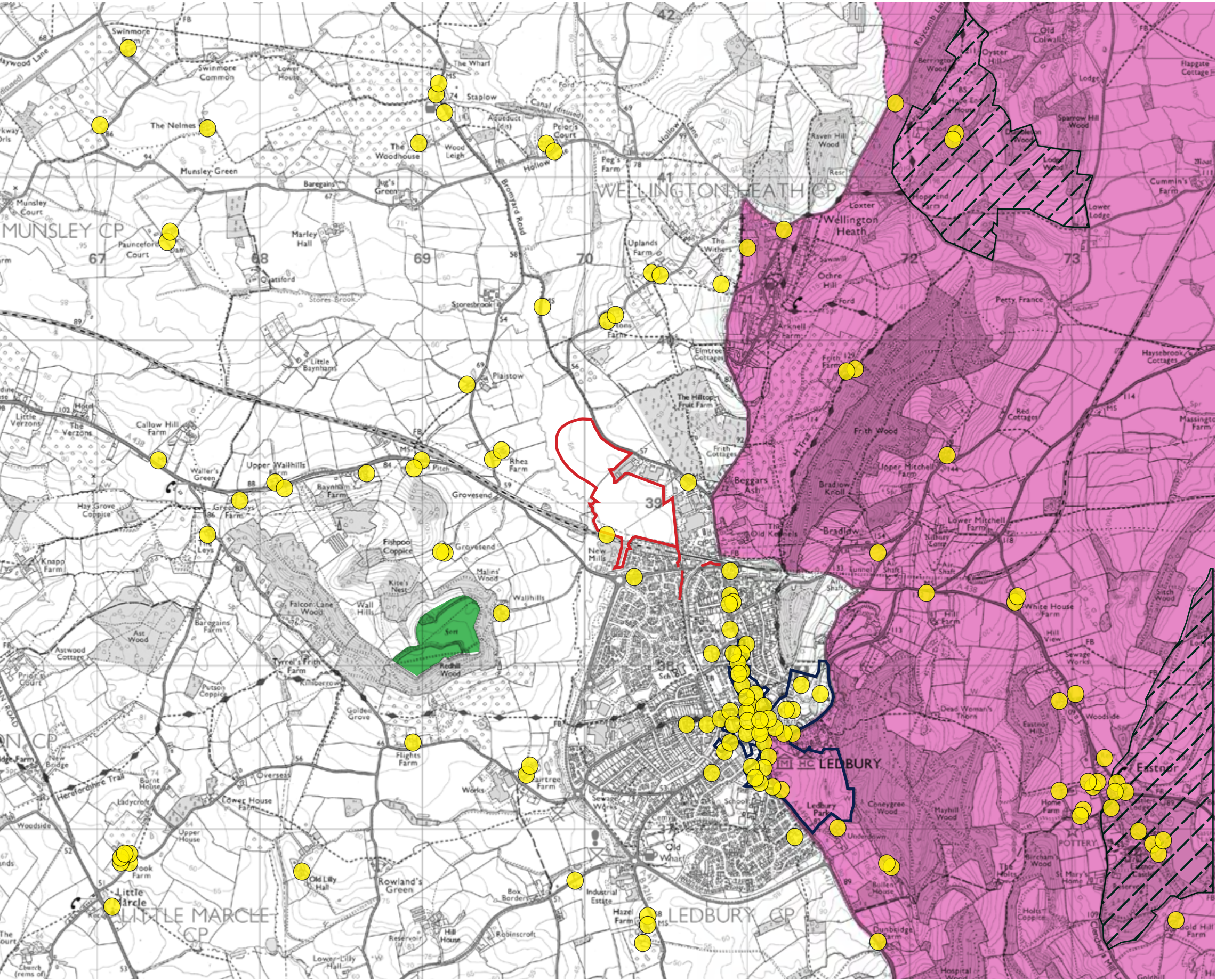
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issue date
13 June 2018

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B

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500m 1000m

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masterplanning ■ environmental assessment ■ landscape design ■ urban design ■ ecology ■ architecture ■ arboriculture

J:\7100\7156\LANDSLVIA\Figures\7156 Figure 5.2 Designations REV C.indd

client
Bloor Homes Western

project
Land North of the Viaduct,
Ledbury

drawing title
DESIGNATIONS

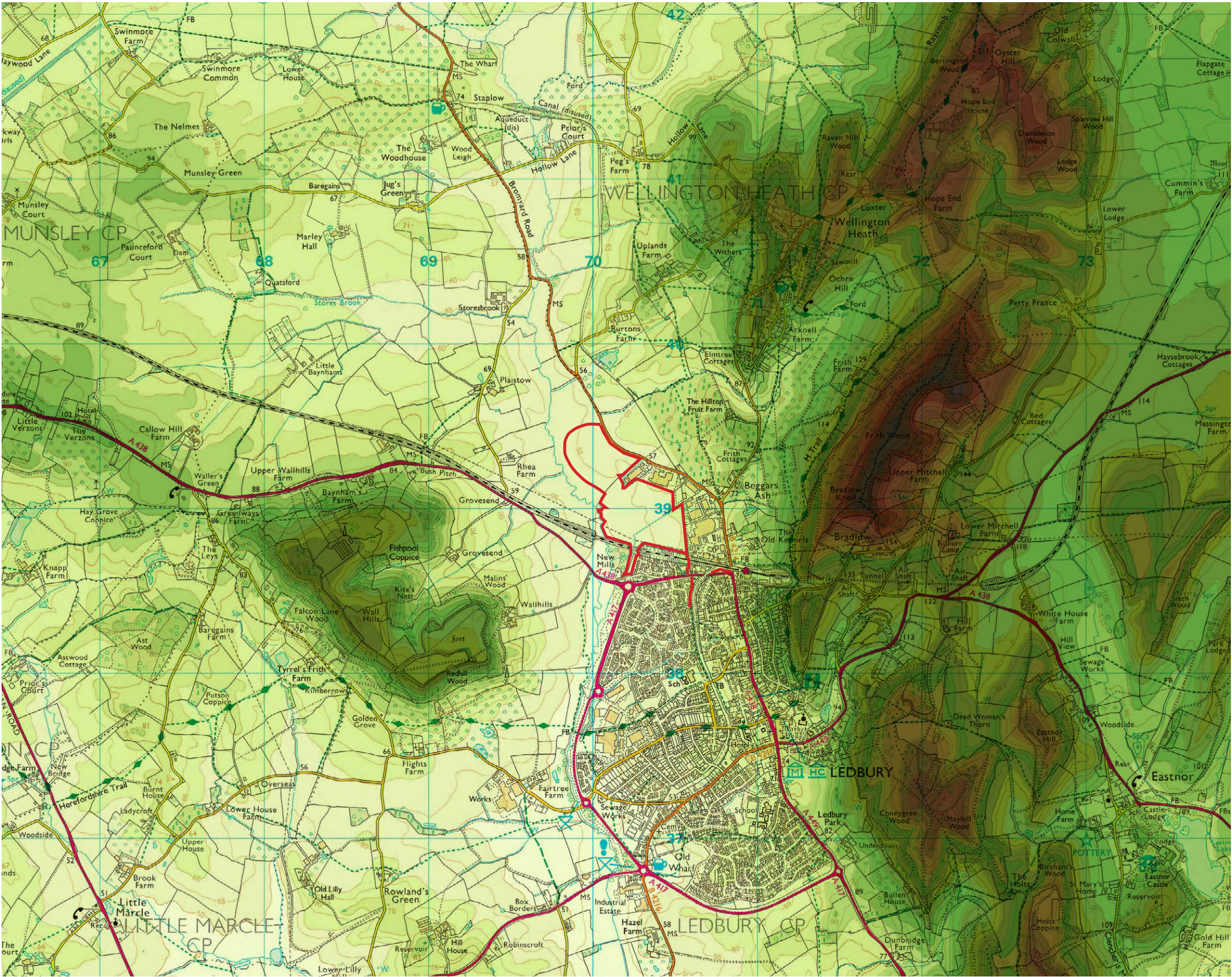
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issue date
18 June 2018

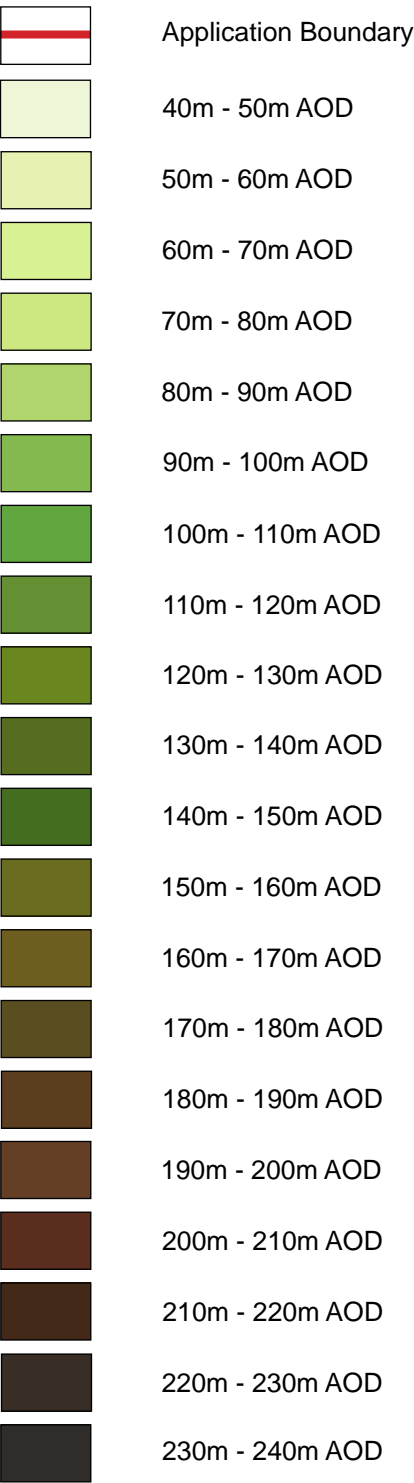
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Figure 5.2



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client
Bloor Homes Western

project
Land North of the Viaduct,
Ledbury

drawing title
TOPOGRAPHY

scale
1:25000 @ A3

drawn
MDP



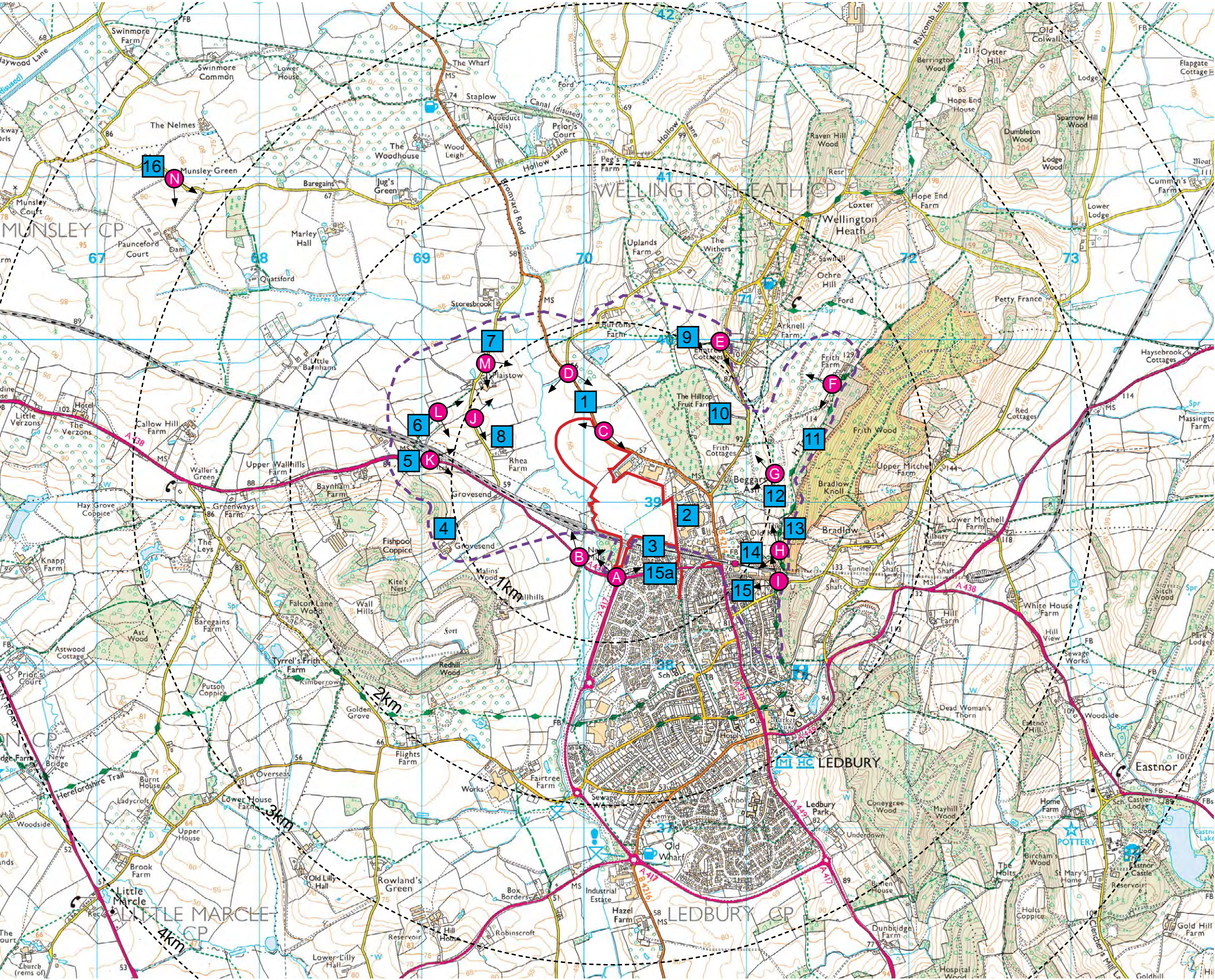
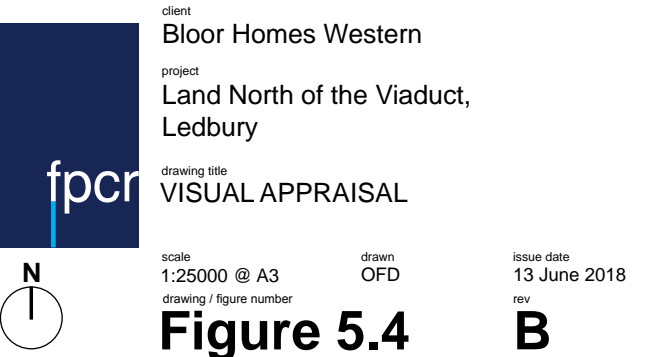
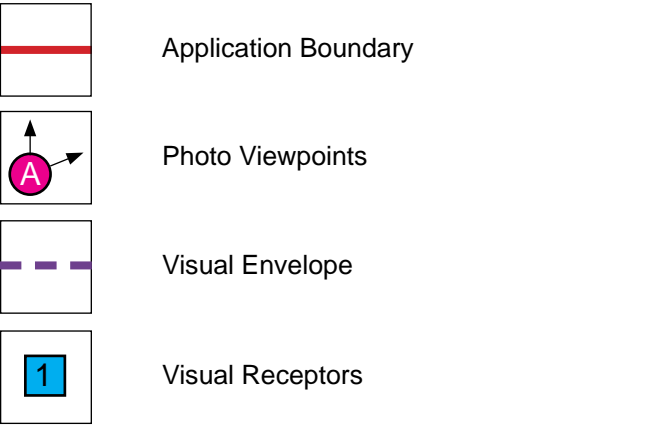
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issue date
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C

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Approximate Site Extents

Ledbury Viaduct

Roundabout on A438

Properties on Yeoman Close

Malvern Hills AONB



PHOTO VIEWPOINT A: View from roundabout on A438 looking north towards the Ledbury Viaduct and the site beyond


A438

Approximate Site Extents

Ledbury Viaduct



PHOTO VIEWPOINT B: View from A438 looking north towards the Ledbury Viaduct and the site beyond



client
Bloor Homes Western

project
Land North of the Ledbury Viaduct,
Ledbury

drawing title
PHOTO VIEWPOINTS A & B

scale
NTS @ A3

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issue date
08 February 2017

rev
A

Figure 5.5



PHOTO VIEWPOINT C: View south east from Bromyard Road (B4214) adjacent to the northern site boundary hedgerow

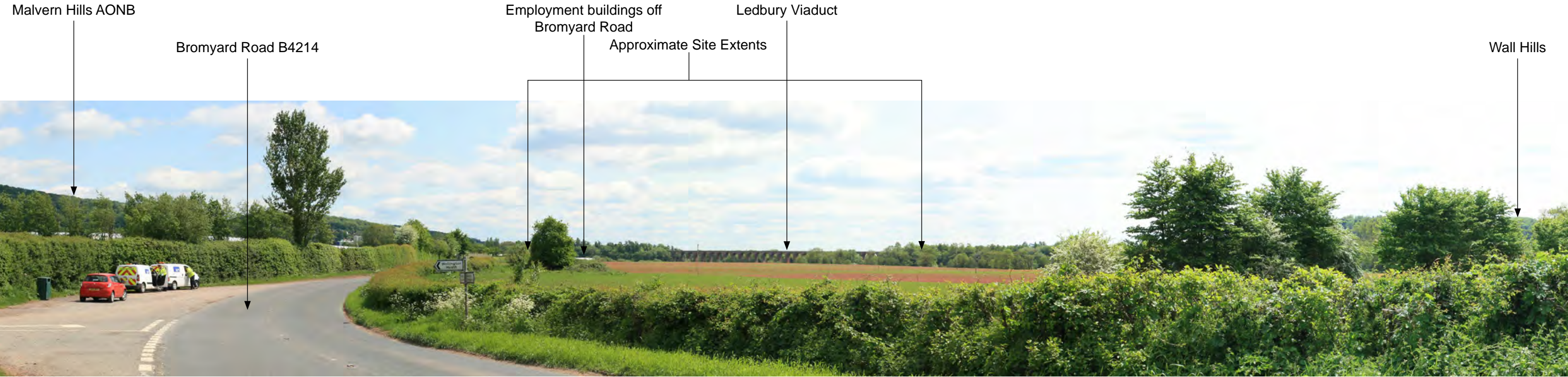



PHOTO VIEWPOINT D: View south east looking towards the location of the site from Bromyard Road (B4214)



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Ledbury

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PHOTO VIEWPOINT C & D

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PHOTO VIEWPOINT E: View from Public Right of Way WH6 facing south west towards the Ledbury Viaduct and Wall Hills in the distance



PHOTO VIEWPOINT F: View from Public Right of Way LR21 within AONB facing south west towards the location of the site



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project
Land North of the Ledbury Viaduct,
Ledbury

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PHOTO VIEWPOINTS E & F

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08 February 2017

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A

Figure 5.5



PHOTO VIEWPOINT G: View from Public Right of Way LR18 within the AONB facing south west towards the site and the Ledbury Viaduct

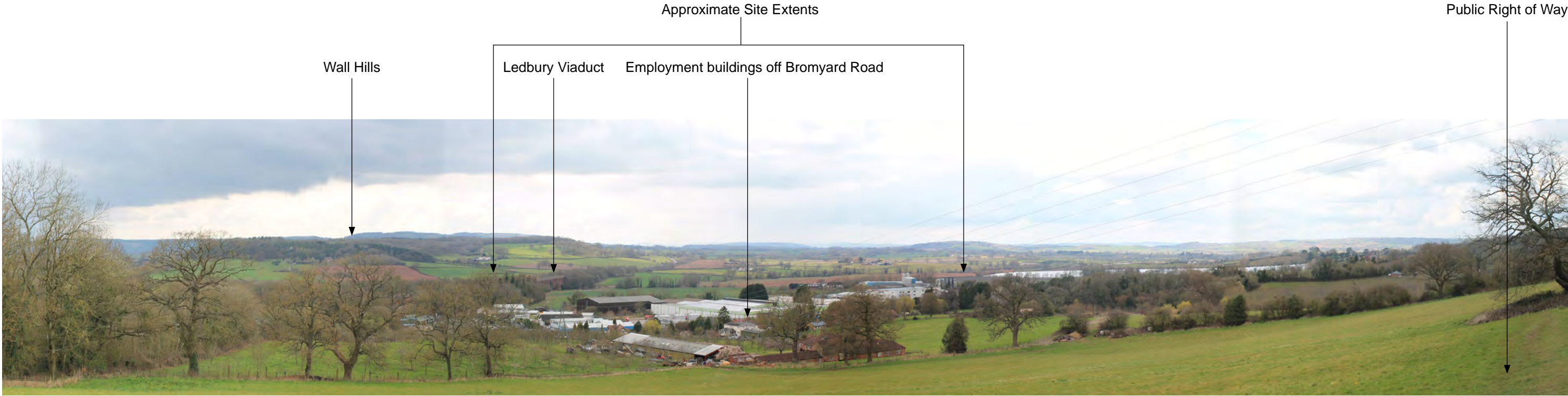


PHOTO VIEWPOINT H: View from Public Right of Way LR21 within the AONB facing west towards the site and Wall Hills

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Bloor Homes Western
project
Land North of the Ledbury Viaduct,
Ledbury
drawing title
PHOTO VIEWPOINTS G & H
scale
NTS @ A3
drawing / figure number
drawn
OFD
issue date
08 February 2017
rev
A

Figure 5.5



PHOTO VIEWPOINT I: View from Public Right of Way ZB15 within the AONB to the south of Frith Wood looking west towards the site

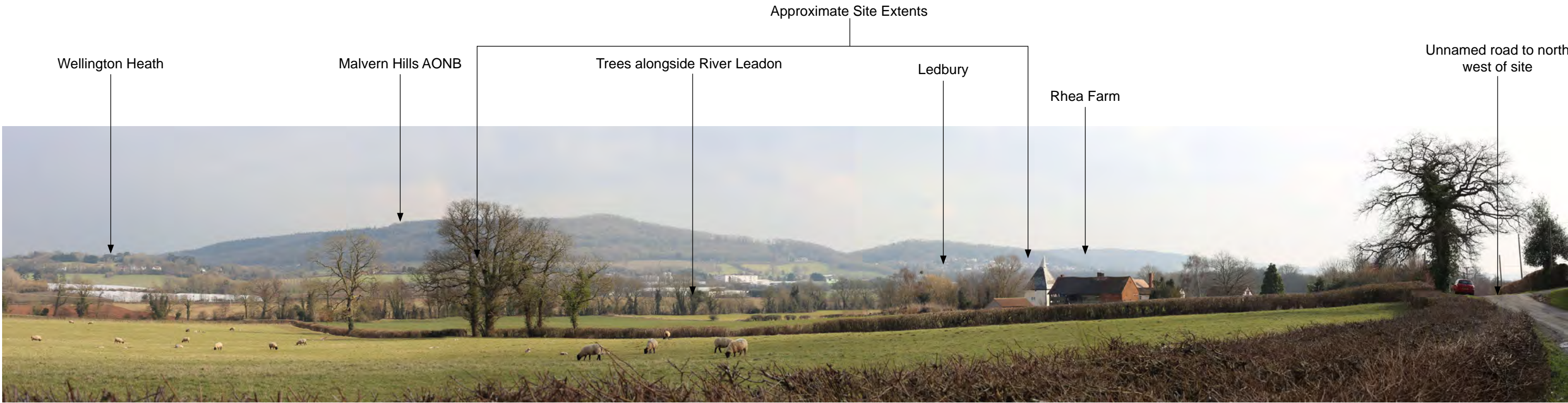



PHOTO VIEWPOINT J: View from unnamed road to the north west of the site, facing east towards the site and the Malvern Hills AONB beyond



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Bloor Homes Western

project
Land North of the Ledbury Viaduct,
Ledbury

drawing title
PHOTO VIEWPOINTS I & J

scale
NTS @ A3

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issue date
08 February 2017

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Figure 5.5



PHOTO VIEWPOINT K: View from A438 facing east towards Ledbury

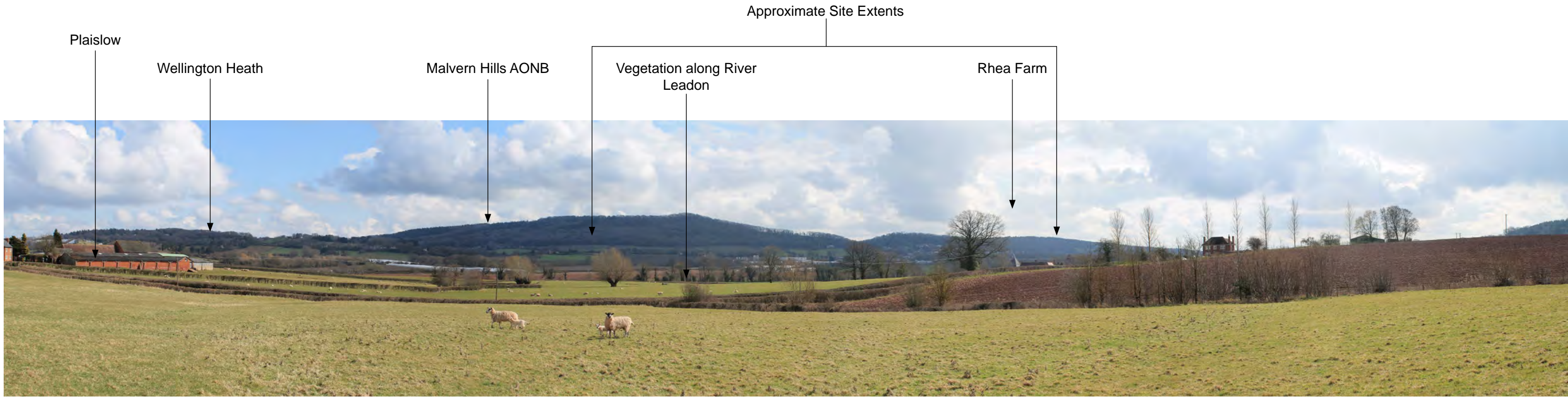



PHOTO VIEWPOINT L: View from Public Right of Way LR13 facing east towards the site and Malvern Hills AONB beyond



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Land North of the Ledbury Viaduct,
Ledbury

drawing title
PHOTO VIEWPOINTS K & L

scale
NTS @ A3

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issue date
08 February 2017

drawing / figure number
Figure 5.5

rev
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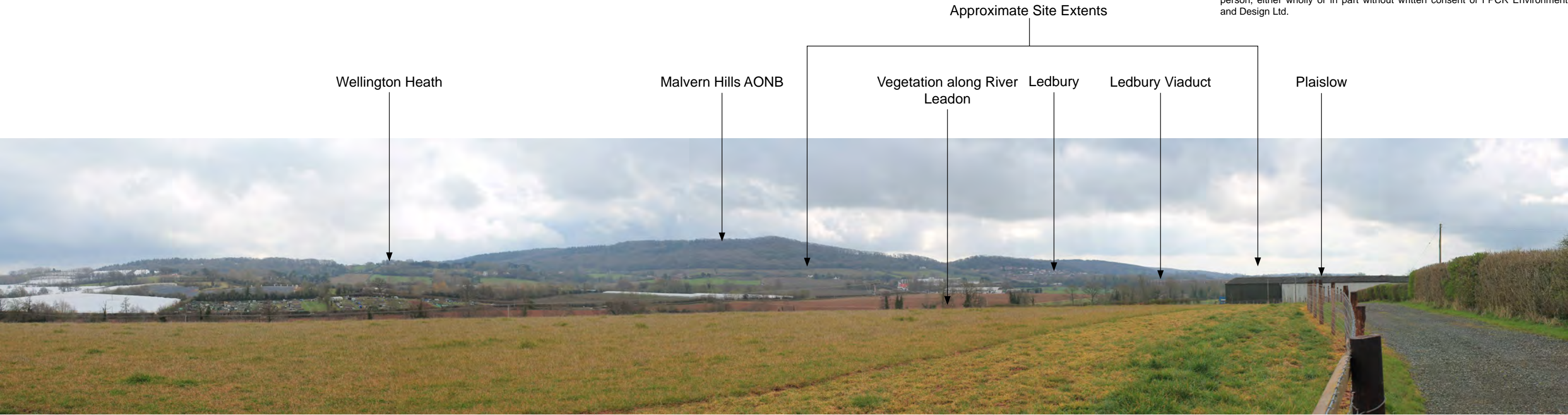


PHOTO VIEWPOINT M: View from unnamed road to west of the site facing the site and Malvern Hills AONB in the east

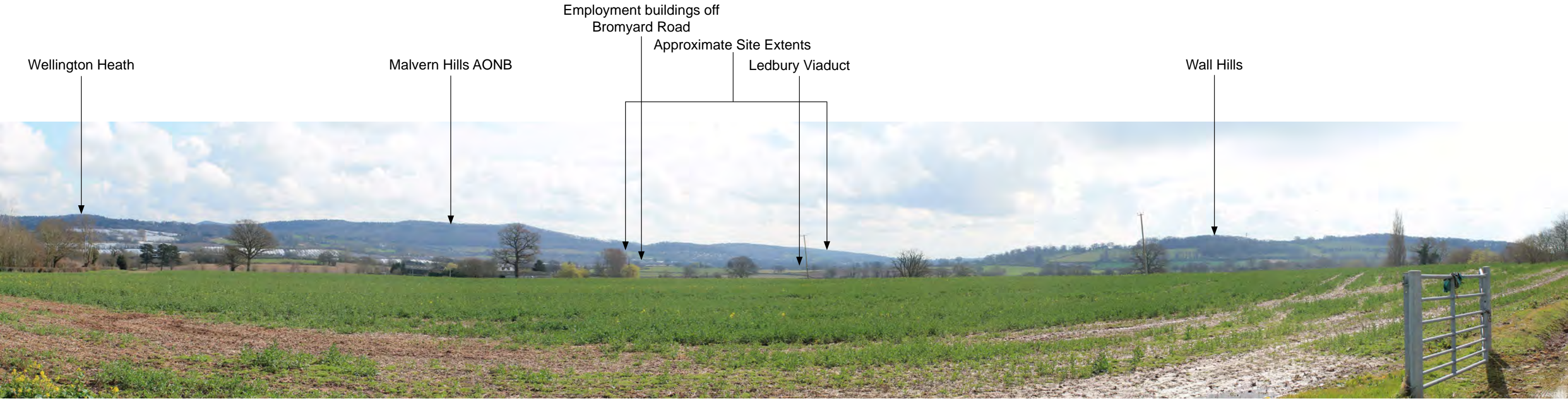



PHOTO VIEWPOINT N: View from Munsley Green facing south east towards Malvern Hills AONB and Ledbury



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Bloor Homes Western

project
Land North of the Ledbury Viaduct,
Ledbury

drawing title
PHOTO VIEWPOINTS M & N

scale
NTS @ A3

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Figure 5.5


A

Malvern Hills AONB

Approximate Location of
site



PHOTO VIEWPOINT O: View from the Herefordshire Trail Public Right of Way BZ2A at Fox Hill facing south towards the direction of the site



client

Bloor Homes Western

project

Land North of the Ledbury Viaduct,
Ledbury

drawing title

PHOTO VIEWPOINT O

scale

NTS @ A3

drawn

OFD

issue date

08 February 2017

rev

A

Figure 5.5