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Persimmon Homes & Whitehaven
Developments Limited

**Former Marchon Site
Whitehaven**

Landscape and Visual Appraisal Report

Landscape and Visual Appraisal Report

FORMER MARCHON SITE, WHITEHAVEN

Prepared for Persimmon Homes &
Whitehaven Developments Limited

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1 INTRODUCTION

- 1.1 This Landscape and Visual Appraisal (LVApp) report has been prepared by Westwood Landscape, a Landscape Institute registered landscape design and landscape planning consultancy based in Carlisle, on behalf of Persimmon Homes and Whitehaven Developments Limited in respect of a proposed housing development ('the proposed development') on part of the former Marchon site and on land used as arable pasture.
- 1.2 The LVApp identifies and describes likely effects on the landscape and views, and proposed mitigation to avoid, reduce or offset negative effects. An assessment of the level of the effects with mitigation in place is made to inform the decision making of the planning application.

The site

- 1.3 The Application Site ('the site') is located in west Whitehaven on the former Marchon site and an arable field between coastal fringe and housing on the western edge of Whitehaven (see **Appendix 1, Figure 1: Site Location Plan**). The Marchon site is a degraded former chemical works surrounded by intrusive security fencing. The arable field is a large and rectangular area of gently sloping grassland.

Proposed development

- 1.4 Persimmon Homes has submitted a hybrid planning application on the site comprising:
- Full permission for the erection of 139 homes, including an access route. The details of the buildings are described in more detail in the architectural proposals submitted as part of the planning application.

- Outline permission for the erection of residential units, with all matters other than for scale and access reserved. It has been assumed that these buildings will be similar in height and materials to the residential units proposed in the part of the application for full permission.

1.5 A Proposed Masterplan has been prepared by Concept Architecture and is illustrated in **Appendix 1, Figure 2: Proposed Masterplan**. It shows a detailed layout for Phase 1 and an indicative block plan for Phase 2. Access to Phase 1 would be from an existing private road which connects High Road to the former Marchon site.

Structure of this report

1.6 The report is organised in the following sections which are based on the processes for landscape and visual impact assessment outlined in the Guidelines for Landscape and Visual Impact Assessment, Third Edition published by the Landscape Institute and Institute of Environmental Management & Assessment (GLVIA3):

- **Scope of appraisal:** the scope of the appraisal is based on previous experience of landscape and visual appraisals for developments of similar scale and location as the proposed development and consultation with Copeland Borough Council;
- **Methodology:** an outline of the methodology and relevant guidance that has informed the LVApp;
- **Planning and legal context:** a review of landscape planning policies, landscape designations and landscape strategies relevant to landscape and visual matters;
- **Baseline conditions:** information on the baseline landscape and visual conditions of the site and its surroundings;
- **Identification and description of landscape and visual effects:** a

systematic identification and description of potential landscape and visual effects and effects on the appearance and character of the St Bees Heritage Coast adjacent to the proposed development site;

- **Assessment of landscape and visual effects:** an assessment of the identified landscape and visual effects and proposed mitigation measures to determine the level of the effects.
- **Summary and conclusions:** a summary of the likely effects of the proposed development on landscape and visual amenity.

2 SCOPE OF THE APPRAISAL

Extent of the study area

- 2.1 The extent of the study area for the appraisal of landscape and visual effects has been defined as 2km from the Phase 1 site as agreed with Chris Harrison, Copeland Borough Council and as illustrated in **Appendix 1, Figure 3: Study Area**. The identification of the study area was guided by landscape character areas likely to be affected and the area from which the proposed development may potentially be visible. A Zone of Theoretical Visibility (ZTV) analysis, field work, viewpoint analysis and experience of previous LVapp for housing developments concluded that effects would be less likely beyond 2km.

Sources of relevant landscape and visual information

- 2.2 The following published landscape character assessments and guidance have been used to define the landscape baseline for the study area:
- National Character Area (NCA) Profile 7. West Cumbrian Coastal Plain;
 - Cumbria Landscape Character Guidance and Toolkit (Cumbria County Council, 2011);
 - Review of the defined area of St Bees Heritage Coast and the case to extend it northwards (National Trust, 2016); and
 - Copeland Landscape Settlement Study (Copeland Borough Council, 2020).
- 2.3 The LVApp also references the West Whitehaven Supplementary Planning Document (SPD), Issues and Options Consultation, Report (Copeland Borough Council, 2012) which was not formally adopted.

- 2.4 The selection of viewpoints (places from where a view of the proposed development may be gained) has been informed by a desk top analysis of maps, a digitally produced ZTV, fieldwork observations and information on relevant issues such as access, landscape character, designations and popular views. These datasets enabled a provisional list of viewpoints for an initial site appraisal that was later refined through further assessment.

Nature of possible landscape and visual effects

- 2.5 The following list identifies the landscape and visual effects most likely to occur during the construction and/ or operation of the proposed development:

- Effects on local landscape character types and sub-types;
- Effects on existing landscape features within the site;
- Effects on the setting of St Bees Heritage Coast;
- Effects on views of people using the surrounding Public Right of Way network including the England Coast Path;
- Effects on views of motorists, cyclists and pedestrians using the surrounding road network; and
- Effects on views of residents at home in properties on the western edge of Whitehaven.

Main receptors of potential landscape and visual effects

- 2.6 It is considered that the following landscape and visual receptors could potentially be susceptible to effects of varying significance as a result of the proposed development:

- Elements, features and aesthetic and perceptual factors that contribute to landscape character;
- Landscape elements and features on the site;

- Users of a network of PROW footpaths including the section of the England Coast Path between Whitehaven and Silecroft;
- Users of High Road; and
- Residents at home in properties on the western edge of Whitehaven.

Extent and level of detail for baseline studies

- 2.7 A description of the site and its environs, including landscape features and landscape character is provided in Section 5. The landscape character baseline includes reference to the relevant published landscape character assessments. National Character Areas are broad divisions of landscape and form the basic units of cohesive countryside character, on which strategies for landscape issues can be based. They are not sufficiently detailed to provide an accurate description of the landscape character in the context of the site. More detailed landscape character assessments are provided in the Cumbria Landscape Character Guidance and Toolkit, the Review of the defined area of St Bees Heritage Coast and the case to extend it northwards, and the Copeland Landscape Settlement Study.
- 2.8 The visual baseline sets out a description of the extent of visibility. Representative viewpoints are identified and capture the range and extent of the likely visual effects of the proposed development. Groups of people likely to have views of the proposed development are identified and include visitors to St Bees Heritage Coast, residents at home, users of England Coastal Path; users of Public Rights of Way (PROW) and road users including motorists, cyclists and pedestrians.

- 2.9 Supporting figures have been provided, including a ZTV (see **Appendix 1, Figure 4: Zone of Theoretical Visibility**). The supplied ZTV has indicated that the proposed development could potentially be visible across a geographical area extending to 2km (although it should be noted that the ZTV does not account for intervening vegetation and buildings which would filter or screen some views of the proposed development locally).

Assessment of landscape and visual effects

- 2.10 In line with GLVIA3, an assessment of the landscape and visual effects is based on a consideration of the sensitivity of landscape character, landscape features and views/viewers (derived from a combination of susceptibility to change and value) to the proposed development and on the magnitude of change likely to occur (derived from a combination of the extent of change, scale and duration). Magnitude of change is assessed during construction and at completion of the proposed development. The sensitivity and magnitude of change are considered together and conclusions drawn on the likely level of effects on the landscape, or on people's views and visual amenity.

3 METHODOLOGY

Introduction

3.1 The methodology for the assessment of landscape and visual effects of the proposed development follows the current best practice approach for the process of Landscape and Visual Impact Assessment (LVIA) and draws upon information contained within the following documents:

- *Guidelines for Landscape and Visual Impact Assessment (GLVIA Third Edition)* (Landscape Institute and Institute of Environmental Management and Assessment, 2013) and
- *An Approach to Landscape Character Assessment* (Natural England, 2014).

3.2 The methodology is described in full in **Appendix 5**.

Process

3.3 The LVApp process is non-prescriptive and informed objective and subjective judgments are made in the appraisal of landscape and visual effects. For this appraisal, a structured approach consistent with good practice has been followed:

- Specifying the nature of the proposed development;
- Establishing a baseline by describing the existing landscape and the views and visual amenity in the area that may be affected; and
- Identifying the effects of the proposed development.

3.4 There are two elements of a LVIA:

1. Assessment of landscape effects: assessing the effects of the proposed development on landscape as a resource (GLVIA3 paragraph 5.1); and
2. Assessment of visual effects: assessing the effects of the proposed development on the views available to people and their visual amenity (GLVIA3 paragraph 6.1).

Baseline studies

- 3.5 For the landscape baseline, an understanding of the landscape that may be affected is established including its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the landscape is experienced and the value attached to it.
- 3.6 For the visual baseline, the extent of the visibility of the proposed development, the different groups of people who may experience views of the proposed development, the viewpoints where they would be affected and the nature of the views at these points are established.
- 3.7 A ZTV is used to illustrate the extent of 'worst-case' visibility of the proposed development assuming no screening by buildings or vegetation.
- 3.8 Visual receptors, viewpoints and views that have been identified as unlikely to experience any adverse effects are not included in the detailed reporting but are noted with reasons for their exclusion.
- 3.9 The value attached to the views experienced by visual receptors is established. This takes account of the level of recognition attached to particular views through planning designations and indicators of value attached to views through appearance in guidebooks or on tourist maps, or provision of facilities for their enjoyment, or references in literature and art.

Identification and description of effects

- 3.10 The baseline information is combined with an understanding of the details of the proposed development to identify and describe the likely landscape and visual effects, including direct effects and any indirect, secondary, short-, medium- and long-term, permanent and temporary, positive and negative effects.
- 3.11 In predicting landscape effects, the components of the landscape likely to be affected by the proposed development, referred to as the landscape receptors, are identified. These include overall character and key characteristics, individual elements or features and specific aesthetic or perceptual aspects. The interactions between the landscape receptors and the different components of the proposed development are then identified during construction and upon completion.
- 3.12 In predicting visual effects, a range of issues are considered including: the nature of the view of the proposed development; the proportion of the proposed development that would be visible; the distance of the viewpoint from the proposed development and whether the viewer would focus on it; and whether the view is stationary or transient; and the nature of the changes.
- 3.13 Landscape and visual effects are categorised as positive or negative. Criteria used to reach a judgement include: the degree to which the proposal fits with existing character; the contribution to the landscape that the proposed development may make in its own right by virtue of good design; and whether the changes will affect the quality of the visual experience for those groups of people who will see the changes, given the nature of existing views. It is possible for effects to be neutral in their consequences for the landscape and for views and visual amenity.

Assessment of effects

In line with GLVIA3, an assessment of the landscape and visual effects is based on a consideration of the sensitivity of landscape character, landscape features and views/viewers (derived from a combination of susceptibility to change and value) to the proposed development and on the magnitude of change likely to occur (derived from a combination of the extent of change, scale and duration). Magnitude of change is assessed during construction and at completion of the proposed development. The sensitivity and magnitude of change are considered together and conclusions drawn on the likely level of effects on the landscape, or on people's views and visual amenity.

- 3.14 Different criteria are used to assess the magnitude of landscape and visual effects. These are summarised in Table 1 below.

Table 1: Criteria for assessing magnitude of landscape and visual change

Magnitude of change	Landscape effect	Visual effect
Major	Major alteration to existing landscape elements, features or characteristics potentially resulting in a new landscape character type.	Major change to features in the view and major changes in its composition due to a large proportion of the view occupied by the proposed development.
Moderate	Noticeable alteration to existing landscape elements, features or characteristics.	Noticeable change to features in the view and noticeable changes in its composition due to a moderate proportion of the view occupied by the proposed development.

Minor	A perceptible but small alteration to existing landscape elements, features or characteristics.	Minor change to features in the view and minor changes in its composition due to a small proportion of the view occupied by the proposed development.
None	An imperceptible or barely perceptible alteration to existing landscape elements, features or characteristics.	Very minor change to features in the view and very minor changes in its composition due to a limited proportion of the view occupied by the proposed development.

3.15 A final overall judgement of the likely level of the predicted landscape and visual effects is summarised in a four point scale of substantial/ moderate/ slight/ negligible reflecting combinations of sensitivity and magnitude of change.

Photographs

3.16 Viewpoints have been selected to illustrate the nature of existing views for visual receptors with a medium or high susceptibility to a change in their view.

- 3.17 Photographs have been taken from viewpoints in publically accessible locations with a 50mm Focal Length lens and Full Frame Sensor Digital SLR Camera (Canon EOS 5D MkIV). This captures a horizontal field of view of just less than 40 degrees and a 50mm fixed focal length lens. Where a single-frame photograph based on this field of view has not conveyed the breadth of visual information required to represent the proposed development and relevant context, a panoramic image produced by the careful 'stitching' together of single-frame images, provides a more informative representation of the effect of the proposed development in the landscape.
- 3.18 The viewpoint locations have been captured by a hand-held GPS (Garmin GPSMAP® 64s) and recorded as OS grid coordinates.
- 3.19 Technical Guidance set out within the Landscape Institute *Technical Guidance Note 06/19 - Visual Representation of Development Proposals* has been followed, using tripod mounting and levelling to horizontal and vertical. Type 3 visualisations have been selected to represent the context and extent of development and of key features. These consist of photowires where site photography forms the basis of the imagery, which is then overlaid by a 3D wireframe, to represent design, form and context to a reasonable degree of objectivity and accuracy, one which can be understood and relied on for the decision making of the planning application.

4 PLANNING AND LEGAL CONTEXT

Introduction

- 4.1 In terms of relevant planning policy, guidance on protecting and enhancing the Copeland district landscape is contained within the National Planning Policy Framework and the Copeland Local Plan 2013–2028 – Core Strategy and Development Management Policies (adopted December 2013).

National planning policy

National Planning Policy Framework (2019)

- 4.2 The National Planning Policy Framework (NPPF), February 2019, sets out Government's policy for planning in England and local authorities must have regard to this in reaching planning decisions and preparing their local plans. The NPPF confirms that AONBs are equivalent to National Parks in terms of their landscape quality, scenic beauty and planning status.
- 4.3 At the heart of the NPPF is a presumption in favour of sustainable development. This is set out at paragraph 11 which states that local planning authorities should approve grant development proposals that accord with up to date development plans unless:
- i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.
- 4.4 Paragraph 170 of the NPPF is relevant to the proposed development and provided in Appendix 2.

Local planning policy

Core Strategy and Development Management Policies DPD

4.5 The Copeland Local Plan 2013–2028 – Core Strategy and Development Management Policies was adopted in December 2013. Policies within the Local Plan that are relevant to this planning application are set out below and extracts of these policies are provided in Appendix 2:

- **DC18 Landscape and visual impact** requires proposals for development to be compatible with the distinctive characteristics and features of Cumbria’s landscapes; and
- **ENV5 Protecting and Enhancing the Borough’s Landscapes** requires the Borough’s landscapes to be protected and enhanced; and
- **DM26 Landscaping** requires new developments to consider landscape features and improvements.

Proposals Map – Whitehaven locality

4.6 On the Proposals Map which accompanies the Copeland Local Plan, the Phase 1 part of the site is covered by the following policies:

- **ST2 Spatial Development Strategy** and, specifically, sub-section E Safety: requires the potential impact of proposals within Safeguarding Zones for hazardous installations to be properly considered ; and
- **ER10 Renaissance through Tourism** and, specifically, sub-section C Support appropriate tourism development which accords with the principles of sustainable development and does not compromise the special qualities and character of allocated Tourism Opportunity Sites, the area surrounding them or public access thereto, in the following locations: (inter alia) Whitehaven Coastal Fringe.

4.7 The Phase 2 part of the site is covered by policy **EMP 3 Employment**

Opportunity Sites relating to the former Marchon Site which is a 'saved' policy from the Copeland Local Plan 2001-2016 (adopted 2006) relating to specific areas of land.

Copeland Local Plan 2017-2035: Preferred Options Draft

- 4.8 Copeland Borough Council has carried out a public consultation on the Local Plan Preferred Options Draft between 20th September 2020 and 30th November 2020. A number of large scale regeneration sites where new housing would be transformational are identified including the former Marchon Site which could accommodate approximately 500 homes.

West Whitehaven Supplementary Planning Document

- 4.9 Work has started on the preparation of the West Whitehaven Supplementary Planning Document (SPD) for the area of coastal fringe between the Candlestick Chimney in the north and Birkhams Quarry to the south, including the site of former Marchon chemical complex. The SPD will provide planning guidance for the area's development, protection and enhancement and will take into consideration the important heritage assets, wildlife and potential opportunities for regeneration linked to tourism and other possible uses. To date, the SPD is not formally adopted.

Designated landscapes

Designation

- 4.10 Designated landscapes are an indicator of the recognised value of a landscape. The site is not located within any designated landscape.

- 4.11 The St Bees Heritage Coast is located 0.9km to the south-west of the site. Heritage coasts are 'defined' rather than designated, so there is no statutory designation process such as that associated with national parks and AONBs. However, they were established to conserve the best stretches of undeveloped coast in England. The western part of Phase 1 of the proposed development would be located on land which forms part of a proposal to extend the Heritage Coast and rename it as the St Bees and Whitehaven Heritage Coast.
- 4.12 The Lake District National Park (LDNP) is located more than 6.5km east of the site.

Landscape strategies

Cumbria Landscape Character Guidance and Toolkit

- 4.13 The Cumbria Landscape Character Guidance and Toolkit (the CLCGT) provides guidelines to help manage change, restoration and enhancement of landscape features in each of identified landscape type. The majority of the site is within landscape character type 00 Urban Area. Main urban areas were not included in the assessment due to resource limitations. The western part of Phase 1 of the proposed development would be located on land within landscape character type 4 Coastal Sandstone.
- 4.14 The CLCGT sets out the following guidelines of relevance to the site to help manage landscape change in landscape character type 4 Coastal Sandstone:

Natural Features:

- Maintain, enhance and restore important features including maritime cliff grassland, maritime heath, the seabird colony and geological features through appropriate management.

Cultural Features

- Discourage the sole use of fences as field boundaries and encourage planting and traditional management of hedgerows.

Development:

- Strengthen definition between town and country by using extensive buffer planting to screen the built up areas and reduce the impact of industry.
- Reduce the impact of any new buildings by careful siting and design.

Copeland Landscape Settlement Study

- 4.15 The Copeland Landscape Settlement Study (the CLSS) identifies landscape scale attributes and features most sensitive to unsympathetic development including 'strategic green infrastructure'. Areas of existing and potential green infrastructure that contribute to the landscape character of Copeland are identified in the CLSS including GI2 Whitehaven Coastal Strip: West of Whitehaven, the open, clifftop slopes define the edge of the town and provide a recreational resource, connecting the town to the Heritage Coast. The landscape strategy for GI2 is for development 'to conserve or enhance the role of green infrastructure in defining landscape setting and in integrating development with its setting'.
- 4.16 The site is located in Area of Local Character (AoLC) 4i Coastal Urban Fringe Cliffs. The CLSS considers this AoLC to have capacity to accommodate small scale development to help define the urban edge but otherwise little capacity for development without causing change to landscape qualities of openness. The objective of a management strategy for the AoLC is to manage, enhance and restore the landscape.

5 BASELINE CONDITIONS

Landscape baseline

- 5.1 This section describes the baseline conditions relating to the character of the landscape and the elements, features and aesthetic and perceptual factors which contribute to it, and establishes the value of the landscape.

Existing landscape character assessments

National Character Areas

- 5.2 At a broad scale, the site and surrounding landscape are identified by Natural England as located within National Character Area (NCA) Profile 7. West Cumbrian Coastal Plain. This NCA forms a plain of varying width between the Cumbrian High Fells NCA in the east and the Irish Sea to the west. The coastline is diverse, and the central section, including the St Bees area, is dominated by the red sandstone cliffs of St Bees Head with shingle beaches, intertidal sands and mudflats, salt marsh and sand dunes. North of St Bees the coast consists of a mix of intertidal flats, soft cliffs of natural or industrial origin and narrow beaches. Inland the arable landscape around St Bees provides a contrast to the surrounding pastoral landscape. Recreational interests are noted to include the Heritage Coast and the Coast to Coast walk heading east from St Bees Head. Notable views are west across the Irish Sea to the Isle of Man, and northwest to the Dumfries and Galloway coastline, with views inland set against the fells of the Lake District.
- 5.3 NCAs are broad divisions of landscape and form the basic units of cohesive countryside character, on which strategies for landscape issues can be based. They are not sufficiently detailed to provide an accurate description of the landscape character in the context of the site.

Regional Character Areas

Cumbria Landscape Character Guidance and Toolkit

- 5.4 The landscape character of the study area is described within Cumbria Landscape Character Guidance and Toolkit (the CLCGT).
- 5.5 The site traverses two landscape character types: 00 Urban Area (the eastern part of the Phase 1 area of the site and the Phase 2 area) and 4 Coastal Sandstone (the western part of the Phase 1 area of the site). Main urban areas were not included in the CLCGT due to resource limitations.
- 5.6 Landscape character type (LCT) 4 Coastal Sandstone is found along the coastal edge extending from Whitehaven to St Bees Head and south to Sellafield. It is a large scale landscape including the dramatic and exposed sandstone cliff scenery of St Bees Head. The key characteristics of this LCT are:

- Coastal sandstone cliffs;
- Sandstone rolling hills and plateaus;
- Large open fields;
- Prominent hedge banks bound pastoral fields;
- Small woodland blocks along valley sides; and
- Exposed coastal edge moving to intimate and enclosed farmland inland.

- 5.7 The CLCGT describes LCT 4 as:

The area comprises the distinctive sandstone cliff scenery around St Bees, undulating plateau and the rolling coastal hills that move inland and south towards Sellafield. The open plateau north of St Bees is covered in a patchwork of large open regular pastoral fields. These are largely divided by

hawthorn hedges.

The area is lightly settled with small scale farmsteads and hamlets scattered away from the cliffs to the north of St Bees.

The traditional buildings are built in the distinctive rich red sandstone. Modern buildings are often rendered with sandstone dressings.

The open character of the landscape along the coast offers wide and uninterrupted views across to sea horizons and along the coast. There is a feeling of remoteness and wildness along the coastal edge with the exposure to the cliff edge, changing weather and sea.

- 5.8 Landscape Character Types are shown in **Appendix 1, Figure 6 Landscape character**.

Local Character Areas

Copeland Landscape Settlement Study

- 5.9 The site is located in Area of Local Character (AoLC) 4i Coastal Urban Fringe Cliffs as defined in the Copeland Landscape Settlement Study (the CLSS).
- 5.10 AoLC 4i is found along the dramatic clifftop landscape to the west of Whitehaven which is heavily influenced by historic but now disused mining, quarrying and industry. The area provides informal and formal recreation space for Whitehaven. Key characteristics of this AoLC are:
- Landform: Coastal sandstone cliffs with strong man-made landforms. Exposed coastal edge.
 - Land Use: Farmland, informal and formal recreation. Strong urban influences.
 - Land cover: Pasture, scrub and semi natural grassland. Few trees and no woodland.

- Field Pattern: Narrow band of small fields. Fence, stone, hedge boundaries running down to cliffs
- Settlement Pattern: Strong urban edge influence to the east.
- Built features: Derelict and restored industrial structures, including scheduled monuments at Haig Colliery and Saltom Pit. Prominent monument overlooking Whitehaven Harbour.
- Scale: Large scale, open and exposed.
- Perceptual Character: Wide open views over Solway Firth. Open, exposed character on clifftops. Air of decay and neglect from remaining, unreclaimed derelict land.

5.11 The CLSS describes AoLC 4i as undeveloped clifftop west of Whitehaven with a rich industrial history.

5.12 Areas of Landscape Character are shown in **Appendix 1, Figure 6 Landscape character**.

Review of the defined area of St Bees Heritage Coast and the case to extend it northwards

5.13 In 2016 National Trust instigated a review of the defined area of St Bees Heritage Coast and a study to make the case for extending it northwards. The focus of the study was to provide an analysis of the area northwards from St Bees Head.

5.14 The review identifies local landscape and seascape character areas with shared characteristics within the area under consideration for inclusion in the St Bees Heritage Coast. The site traverses two of the landscape character areas: 7 Rhodia Site (the Phase 2 area) and 8 Kells Farmland (the Phase 1 area).

5.15 Landscape character area (LCA) 7 Rhodia Site covers a large area of waste ground comprising areas of hardstanding, unmanaged semi-improved

grassland and bare ground with colonising vegetation. Key characteristics of this AoLC are:

- Large area of waste ground, formerly a chemical works which was demolished in 2005;
- Contained by landform to the west and housing/ farmland to the east;
- Land cover comprises areas of hardstanding, unmanaged semi-improved grassland and bare ground with colonising vegetation;
- Fenced off to prevent public access;
- Largely flat with local undulations resulting from former buildings and demolition;
- Views east across Whitehaven to the Lake District, west to Barrowmouth cliffs, north across Solway Firth to Dumfries and Galloway, and across the Irish Sea to the Isle of Man.

5.16 The review describes LCA 7 as:

The site was formerly a chemical works, which was closed in 2005 and the buildings subsequently demolished. The Rhodia site is contained to the east by High Road, and overlooked by housing at Woodhouse. To the south west the area is contained by rising land at Barrowmouth and rolling farmland around Sandwith. To the south there is a Water Treatment Works and closed landfill site. The landform is largely flat, but with local undulations resulting from former buildings and demolition works. The Rhodia site is fenced off and inaccessible. There are views from the area; east across Whitehaven to the fells and mountains of the Lake District beyond; south to Barrowmouth and Sandwith; and west to the coast and open sea.

5.17 The review recommended that LCA 7 is not included in the Heritage Coast.

5.18 LCA 8 Kells Farmland is open, gently sloping agricultural land located between coastal cliffs to the west and the Whitehaven urban fringe at Kells and Woodhouse to the east. Key characteristics of this AoLC are:

- Includes cliff top strip of rough grassland, backed by arable fields on gently sloping land between the coastal cliffs and Whitehaven urban edge at Kells;
- Elevated and exposed arable farmland contained within large fields, some remnant hedge banks with the potential for restoration;
- Simple, open character, providing a backdrop to the narrow coastal cliffs;
- Partially overlooked and with views to housing at Kells and Woodhouse, but appears strongly rural, particularly when seen in longer views from the coast to the south and in views from Whitehaven to the north;
- Accessible with several public rights of way, and will be included as part of the England Coast Path on the seaward edge;
- Open views north and west to the open sea including across the Solway Firth to Dumfries and Galloway and the Irish Sea to the Isle of Man, to the north and east to the urban edge of Whitehaven and south to Barrowmouth and St Bees Head;
- Strong sense of exposure, particularly from western side, with coastal sounds including seabirds.

5.19 The review describes LCA 8 as:

Most of the land is arable, although the area includes pasture / grassland to the north and to the east of the footpath which runs along the back of housing on West Row and Low Kells. Fields are large, with boundaries marked by post and wire fencing and relict hedge banks, some in decline. Fields are

fringed by grassland, but there is no tree cover, and the landscape is open and exposed to coastal winds and offering long views seaward and along the coast. There is a hard surfaced footpath in a stone walled cutting, locally known as the Wagon way, which provides a vertical visual break between the arable fields and the residential areas and pasture to the east. A right of way runs along the coastal edge and will form part the England Coast Path. The character of the landscape is rural and it plays a role in forming the setting to the coastal cliffs. Open, expansive views are available across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the northwest and distant views to the Isle of Man to the west. The sandstone cliffs at St Bees Head are a landmark feature in views to the south.

5.20 The review recommended that part of area 8 be included in the Heritage Coast and, specifically, the fields west of the Wagon way footpath as they have a valuable coastal character linked to the cliffs.

5.21 Landscape Character Areas are shown in **Appendix 1, Figure 6 Landscape character**.

[Site character and local context](#)

5.22 Phase 1 of the proposed development would be located on agricultural land located between coastal cliffs to the west and the Water's Edge residential development on the Whitehaven urban fringe. A hard surfaced footpath in a stone walled cutting, locally known as the Wagon way, bisects the Phase 1 site.

5.23 The part of the Phase 1 site to the east of Wagon Way comprises a roughly triangular shaped pasture field contained by landform which rises steeply to Waters Edge. Homes on the Water's Edge development are in an elevated position above the field.

- 5.24 To the west of Wagon Way, the site extends onto two gently sloping arable fields which extend to the clifftop. The site has an exposed and windswept character and the sea is visible to the west.
- 5.25 Phase 2 of the proposed development would be constructed on the northern part of the former chemical works known as the Marchon site. It is a brownfield site comprising areas of concrete hardstandings and access roads, unmanaged semi-improved grassland and bare ground with colonising scrub vegetation. The site topography dips from High Road on the eastern boundary but is generally flat.
- 5.26 The site is enclosed by a chain link security fence with disused turnstile gates on the boundary with High Road.
- 5.27 To the south of the site is the southern part of the Marchon site, which is similar in character to the northern part and the site for Woodhouse Colliery, a new underground metallurgical coal mine called in by Secretary of State for public inquiry. Beyond the Woodhouse Colliery site is the rising landform of the closed and restored Ufex Raffinate landfill site, now grass covered with sporadic dwarf scrub vegetation.
- 5.28 To the west of the Phase 2 are disused quarry workings beyond which the landform rises steeply to the higher ground of St Bees Head characterised by rolling agricultural fields to the steep red sandstone cliffs at the coastal edge. To the east and north is residential development on Waters Edge and High Road which form the west and south-westerly extent of Whitehaven.
- 5.29 The eastern part of the Phase 1 site is located in a field of improved grassland; the western part is in the grounds of White Hough Grange and comprises an area of mown grassland, hardstanding and a stable block building. Immediately north of the site is an area of woodland plantation, White Hough, which is designated as a Biological Heritage site. A watercourse, White Hough Water, borders the site to the south.

5.30 There are public rights of way footpaths providing access to the Phase 1 part of the site that form part of a wider network of footpaths located between coastal cliffs to the west and the Whitehaven urban fringe. The Allonby to Whitehaven section of the England Coastal Path runs along the clifftop to the west of the site.

Landscape value

5.31 Landscape value is the 'relative value that is attached to different landscapes by society' (GLVIA3, paragraph 5.19). Landscape designations are an indicator of landscape value. The site lies outside of any such designations although part of the site (the area to the west of Wagon Way on which part of Phase 1 of the proposed development would be constructed) is a candidate for inclusion in the extended St Bees Heritage Coast.

5.32 GLVIA3 recognises that landscape value is not always signified by designation: 'the fact that an area of landscape is not designated either nationally or locally does not mean that it does not have any value' (paragraph 5.26). GLVIA3 recommends that when undertaking a landscape and visual appraisal (LVA) in an undesignated area, landscape value should be determined through a review of existing assessments, policies, strategies and guidelines and, where appropriate, by new survey and analysis (paragraphs 5.27 and 5.28).

5.33 The *Review of the defined area of St Bees Heritage Coast and the case to extend it northwards* (the Review) has evaluated the two landscape character areas in which the site is located against the following criteria considered to be relevant to Heritage Coast definition:

- Scenic quality
- Landscape quality
- Relative wildness
- Relative tranquility
- Natural heritage features
- Cultural heritage

5.34 The evaluation criteria broadly present the same factors as listed Box 5.1 on page 84 of GLVIA3 which are considered to be ‘the range of factors that can help in the identification of valued landscapes’.

5.35 In summary, the Review considers that the Rhodia Site cannot be described as ‘a coastline of exceptionally fine scenic quality’; it is a degraded landscape with many incongruous features. The Review is cognisant of the historic element of the Rhodia Site. The legacy of industrial development on the site is still remembered by large numbers of the local population who experience this landscape today.

5.36 Substantial parts of the Kells Farmland can be described as ‘a coastline of exceptionally fine scenic quality’, particularly the arable fields on the west side of the Wagon Way footpath, which are an important part of the coastal landscape having a valuable coastal character linked to the cliffs. Fields to the east of the footpath have stronger urban fringe characteristics.

5.37 Overall, and in consideration of the Review, the site is considered to be of **medium-low** landscape value.

Visual baseline

5.38 The visual baseline establishes the approximate area from which the proposed development may be visible, different groups of people who may experience views of the proposed development, the viewpoints where they would be affected and the nature of views at those points.

Visibility mapping

5.39 A Zone of Theoretical Visibility (ZTV) was produced to map areas (shaded in red) up to 2km where there may be, theoretically, views of development on the site. This was computer generated using Ordnance Survey landform data. The ZTV is calculated using a ridge height of 8.22 metres above the existing site level for proposed two-storey homes and a ridge height of 10.18 metres for proposed two and a half-storey homes.

5.40 The ZTV illustrated in **Appendix 1, Figure 4: Zone of Theoretical Visibility** is based on a bare terrain model with no account of vegetation or buildings interrupting visibility and therefore represents the maximum extent of the areas from which view may theoretically be available of development on the site.

Key visual receptors

5.41 Visual receptors (people whose views towards the site might be changed by development on it) have been identified by combining the ZTV with mapped information about settlements, areas and other routes of public access, heritage and visitor attractions.

5.42 Potential visual receptors (with reference letter – see **Appendix 1, Figure 5: Viewpoint Location Plan**) include:

- Residents at home in individual dwellings and settlement;
- Road users; and
- Users of long distance recreational routes and PROW footpaths.

Residents at home

5.43 Residents living within close proximity to the site would be most likely to experience a change in their views including to those living in:

- Properties on western edge of Woodhouse
- Properties on southern and western edges of Water's Edge
- Properties on southern edge of Kells

Road users

5.44 Road users most likely to experience a change in their views would include those using:

- High Road

Users of long distance recreational routes/ PROW footpaths

5.45 Users of the following recreational routes are most likely to experience a change in their views:

- England Coastal Path
- Local footpaths and public rights of way including 422008, 431036, 431037, 431038, 431046, 431048, 431051 and 431066

5.46 The visual receptors most susceptible to a change in their view are residents at home, particularly those in properties in close proximity to the site, and people undertaking activities or visiting locations associated with the experience and enjoyment of the landscape including users of public rights of way footpaths and bridleways and visitors to heritage assets.

Viewpoints and views

5.47 To assess the likely effects of the proposed development on the views of visual receptors and visual amenity, seven representative viewpoints were identified through desk study and site work and agreed with Copeland Borough Council to represent different viewing experiences. These viewpoints provide views in the short-, medium- and long-distance range, are all in locations which can be accessed by the public and represent a range of visual receptor type and sensitivity.

5.48 The viewpoints used to assess the visual effects are listed in **Table 2** below and shown on **Figure 5**. The viewpoints are numbered according to their distance from the site.

Table 2: Viewpoint locations and rationale for selection

Viewpoint	Name/Location/Proximity	Rationale for Selection
1	Water's Edge E296612 N516367 50m E	Representative of view for users Water's Edge Close and residents at home on western edge of Water's Edge
2	High Road E296776 N516168 89m ESE	Representative of view for users of High Road and residents at home on western edge of Woodhouse
3	PROW footpath 431066 E516636 N516636 102m N	Representative of view for users of public footpath and residents at home on southern edge of Kells
4	England Coast Path (PROW footpath 431046) E296264, N516475 156m WNW	Representative of view for users of the England Coastal Path west of site.
5	PROW footpath 431038 E296231 N515895 170m SW	Representative of view for users of public footpath and visitors to Saltom coal pit scheduled monument.

6	England Coast Path (PROW footpath 431046) E295456, N515440 1064m SW	Representative of view for users of the England Coastal Path south-west of site.
7	Richmond Hill Road E299062, N516724 2376m ENE	Representative of view for residents at home in Hensingham.

5.49 Visual receptors and viewpoints identified as unlikely to experience any adverse effects and excluded from the assessment are listed in **Table 3**.

Table 3: Viewpoint locations and reason for exclusion

Viewpoint	Name/Location/Proximity	Reason for exclusion
8	Greenbank Hotel E297615, N515618 807m ESE	Views towards the site from Grade II listed buildings interrupted by landform.
9	Sandwith E296801, N514959 850m S	Views towards the site for residents at home on northern edge of Sandwith interrupted by hedge on north side of Main Street and landform.
10	Bell House E297669, N514304 1746m SSW	Views towards the site from public footpath south-east of the site interrupted by landform.

Value attached to views

- 5.50 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 by visitors, for example through guidebooks or defined viewpoints or references to them in literature or art. None of the views assessed have such recognition.
- 5.51 Views are considered to be of **high** value where they are associated with St Bees Heritage Coast (or its proposed extension to the north) or the Lake District National Park.
- 5.52 Views of landscapes important to local communities of Whitehaven but having no formal recognition are considered to be of **low** value.

6 THE PROPOSED DEVELOPMENT

- 6.1 The proposed development is described full in the Design and Access Statement and illustrated in **Appendix 1, Figure 2: Proposed Masterplan**.
- 6.2 Phase 1 of the proposed development would be located on land sub-divided by footpath locally known as Wagon Way. Land cover to the east of the path is rank grassland and to the west, an arable field. Phase 2 would be located on waste ground in the northern part of the former Marchon site.

Development proposals

- 6.3 The proposed development would comprise:
- Residential homes varying in ridge height from 8.22 metres to 10.18 metres;
 - 139 homes on the Phase 1 area of the site;
 - Access off High Road utilising an existing road serving the former Marchon site; and
 - A landscape framework illustrated on Westwood Landscape drawing PHM-WW01 A (see **Appendix 1, Figure 7: Phase 1 Landscape Plan with POS context**).

Mitigation of landscape and visual effects

- 6.4 Mitigation measures to reduce potentially negative landscape and visual effects of the proposed development have been incorporate into the design as far as possible through the iterative design process.
- 6.5 Work was undertaken by Westwood Landscape to investigate design options for the proposed development, specifically the location, height and size of the proposed homes and how landscape mitigation could be incorporated to reduce the likely landscape and visual effects of the development. The

key principles for Phase 1 were to:

- Establish a mixed native species hedge on a kest bank with adjacent ditch to provide a natural landscape feature to the north and west boundaries of the proposed development without loss of open views to the sea;
- Create a natural wetland hollow with native marginal planting as an outlet for the kest bank drainage ditch;
- Site 2.5 storey homes towards the centre and eastern edge of the layout and away from the break in the slope;
- Establish a planting buffer zone between east boundary of the site and homes on Waters Edge;
- Retain the footpath known locally as Wagon Way as an integral part of a linear open space;

Manage a coast wildflower meadow on gently sloping land to the west of the proposed development with footpath links to the England Coastal Path; and

- Establish structure tree planting to break up the mass of homes and define routes and boundaries.

6.6 Opportunities for mitigation planting were discussed at an early stage, such as new boundary vegetation, particularly the kested hedge bank. It was ascertained from an early stage that the site is exposed due to its proximity to the coast. Planting and trees to be introduced would be in keeping with the character of the local rural landscape and comprise species tolerant of the coastal conditions (see **Appendix 1, Figure 8: Phase 1 Landscape Plan (detail)**).

6.7 Phase 2 is an outline application and landscape treatment would be considered as part of a reserved matters application.

Construction activities

6.8 During construction, there would be potential for short-term landscape and visual effects arising from the following activities connected with construction of the proposed development:

- Creation of temporary compounds;
- Laying of temporary access tracks;
- Excavation and levelling;
- Construction of the new access routes;
- Connection to services; and
- Construction of new buildings and surrounding landscape treatment.

7 ASSESSMENT OF LANDSCAPE AND VISUAL EFFECTS

Introduction

- 7.1 A detailed assessment of effects on each landscape and visual receptor is set out in Table A and Table B respectively in **Appendix 3**. The effects are assessed at the following stages: during construction; when the proposed development is complete and in use (Year 1); and after 15 years when planting is well established.
- 7.2 Judging the level of effects requires consideration of the sensitivity of the landscape and visual receptors and the magnitude of landscape and visual effects as set out in detail in the methodology in **Appendix 5**.

Landscape effects

- 7.3 The landscape receptors that may potentially be affected by the proposed development are identified in Section 5 and include landscape character types (LCT), areas of landscape character (AoLC) and landscape character areas (LCA) illustrated in **Figure 6**.
- 7.4 Judging the level of landscape effects requires consideration of the sensitivity of the landscape receptors and the magnitude of effects on the receptors as set out in detail in the methodology in **Appendix 5**.
- 7.5 A detailed assessment of the landscape effects is set out in **Appendix 3**.

Effects on landscape character

- 7.6 The effect of the proposed development on landscape character is considered in terms of: changes in and/or partial or complete loss of elements, features or aesthetic or perceptual aspects that contribute to the character and distinctiveness of the landscape; and addition of new elements or features that will influence the character and distinctiveness of the landscape.

- 7.7 Effects on the *Coastal Sandstone Landscape Character Type (LCT 4)* representing the coastal edge extending from Whitehaven to St Bees Head and south to Sellafield are judged to be slight and negative during the construction phase and operational phase at year 1 and after 15 years. The proposed development would be located on the eastern edge of this LCT adjacent to existing housing within Water's Edge and extend the settlement edge of Whitehaven no further west than existing development in Kells to the north of the site.
- 7.8 It is judged that there would be slight and negative effects on the *Coastal Urban Fringe Area of Local Character (AoLC 4i)* during the construction phase increasing to moderate-slight and negative in the operational phase at year 1 and after 15 years.
- 7.9 Effects on the *Rhodia Site Landscape Character Area (LCA 7)*, which extends across the former Marchon site, are judged to be slight and adverse during the construction phase and moderate-slight and positive in the operational phase at year 1 and after 15 years. The proposed development set within a landscape framework would replace a degraded landscape of hardstandings, unmanaged semi-improved grassland and bare ground with colonising vegetation.
- 7.10 The increased sensitivity of *Kells Farmland Landscape Character Area (LCA 8)* would result in moderate-slight and negative effects during the construction phase and moderate and negative effects in the operational phase at year 1 and after 15 years.
- 7.11 Effects on the site and its local context are judged to be slight and negative during the construction phase and operational phase at year 1 and after 15 years.

Table 4: Summary of effects on landscape receptors (operational phase at year 1)

Receptor	Sensitivity	Magnitude of change	Level and nature of effects
LCT 4 Coastal Sandstone	Medium-Low	Medium	Slight Negative
AoLC 4i Coastal Urban Fringe	Medium-Low	High-Medium	Moderate-Slight Negative
LCA 7 Rhodia Site	Low	High	Moderate-Slight Positive
LCA 8 Kells Farmland	Medium	High	Moderate Negative
Site and local context	Medium-Low	Medium	Slight Negative

Assessment of effects on designated landscapes

St Bees Heritage Coast

- 7.12 The ZTV illustrates the limited visibility of the proposed development from St Bees Heritage Coast.
- 7.13 The effect on the landscape character of this designated landscape would be the same as for the *Coastal Sandstone Landscape Character Type (LCT 4)*. Effects are judged to be slight and negative during the construction phase and operational phase at year 1 and after 15 years.

St Bees Heritage Coast – proposed extension north

- 7.14 The extension of the St Bees Heritage Coast will be confirmed formally as part of the Copeland Local Plan. The timeframe for this is currently a publication draft late this year, with submission to PINS in Spring 2022.

- 7.15 Part of the Phase 1 area of the site would extend onto the fields to the west of the Wagon Way footpath which would be included in the Heritage Coast (as recommended in the *Review of the defined area of St Bees Heritage Coast and the case to extend it northwards*). It is recommended that the boundary for the Heritage Coast should follow the existing Wagon Way footpath as it is a definite boundary in the absence of any other equivalent feature on the ground to follow to the west closer to the cliffs. This suggests that the boundary could be further to the west in landscape and visual terms.
- 7.16 The effect of the proposed development on the landscape character of the Heritage Coast extension would be the same as for the Coastal Sandstone Landscape Character Type (LCT 4). Effects are judged to be slight and negative during the construction phase and operational phase at year 1 and after 15 years. Appreciation of the landscape of the extension would primarily be by users of the England Coast Path. There is a break in slope which runs north-south through two arable fields to the east of the path, including the field containing the site. The site lies to the east of this break on land which forms a relatively flat plateau and viewpoint 3 illustrates that, as a consequence of the landform, views of the proposed development would be limited.

Lake District National Park

- 7.17 From the Lake District National Park the proposed development would be perceived as a very minor component of the view, barely discernible due to the distance of the site from the National Park. Consequently, there would be no effect upon the Lake District National Park.

Visual effects

- 7.18 The visual receptors that may potentially be affected by the proposed development are identified in Section 5 and include residents at home,

recreational users of PRow footpaths including the England Coastal Path and local road users illustrated in **Figure 5**.

- 7.19 Judging the level of visual effects requires consideration of the sensitivity of the visual receptors and the magnitude of the effect on those receptors.
- 7.20 A viewpoint assessment was undertaken, focusing on sensitive receptors at seven representative locations agreed with Copeland Borough Council. This viewpoint assessment is set out in detail in **Appendix 3**, and a summary of the findings is presented in **Table 5**.

Table 5: Summary of viewpoint assessment (operational phase at year 1)

Location and receptor	Sensitivity	Magnitude of change	Level and nature of effects
Waters Edge Residents at home	High	Medium-High	Substantial-Moderate Negative
Kells Residents at home	High	Medium-High	Moderate Negative
Prow footpath Number: 431066 Recreational users of footpaths	High	Medium-High	Moderate Negative
England Coast Path (Prow footpath Number: 431046) Recreational users of footpaths	High	Medium	Moderate Negative

Woodhouse Residents at home	Medium	Medium-High	Moderate Positive
High Road Road users	Medium-Low	Medium-High	Moderate-Slight Positive
Prow footpath Number: 431038 Recreational users of footpaths	Medium-High	Medium	Moderate-Slight Positive
Prow footpath Number: 422008 within St Bees Heritage Coast Recreational users of footpaths			
Hensingham Residents at home	Medium	Medium-Low	Slight Neutral

7.21 The viewpoint assessment considers effects on visual receptors at seven locations. The receptors include: recreational users of the network of coastal paths between St Bees Head and Kells; residents at home in properties on the southern and western edges of Whitehaven at Kells and Woodhouse; and road users on High Road where it passes the site.

7.22 The proposed development is judged to have medium-high or medium magnitude of effect (operational phase year 1) on these recreational users of coastal paths. The magnitude of effect on residents at home in close proximity to the site is judged to be medium-high and medium-low on

residents at home in Hensingham and Rosebank which are on rising ground on the eastern side of Whitehaven. Transient views for users of High Road were judged to have a medium-high magnitude of change.

- 7.23 The existing view from each viewpoint location and a photowire visualisation illustrating the extent of the proposed development in each view are presented in **Appendix 4**.

Effects on residents at home

- 7.24 The site is in close proximity to the western edge of Whitehaven including properties on Waters Edge and High Road and on the southern edge of Kells.
- 7.25 Viewpoint 1 is representative of views likely to be experienced by residents at home at Waters Edge. The Phase 1 part of the proposed development would be visible from an elevated position replacing an area of grassland in poor condition and the upper section of an arable field which slopes gently to cliffs on the coastal edge. The level and nature of the effects of the proposed development on completion are judged to be substantial-moderate and negative.
- 7.26 Viewpoint 2 is representative of views likely to be experienced by residents at home at Kells. The Phase 1 part of the proposed development would be visible adjacent to residential development at Water Edge. It would replace an area of grassland in poor condition and the upper section of an arable field which slopes gently to cliffs on the coastal edge. The level and nature of effects on completion are judged to be moderate and negative.
- 7.27 Viewpoint 4 is representative of views likely to be experienced by residents at home on High Road on the western edge of Woodhouse. The Phase 2 part of the proposed development would be visible replacing an area of waste ground on the former Marchon site. The level and nature of effects on completion are judged to be moderate and positive.

7.28 Viewpoint 7 is representative of distant views likely to be experienced by residents at home in the wider Whitehaven area including Hensingham and Rosebank on elevated ground on the eastern side of the town. Views would typically be from first floor windows past adjacent built form. The proposed development would be imperceptible in the views with the context of the urban area. The level and nature of effects on completion are judged to be slight and neutral.

Effects on recreational users of Prow footpaths

7.29 Viewpoint 3 is representative of the views likely to be experienced by users of Prow footpath number 431066 which follows a hard surfaced footpath in a stone walled cutting, locally known as the Wagon Way. The proposed development in the Phase 1 area of the site would be visible in the context of existing residential development on Waters Edge as users approach it from the north. The level and nature of effects on completion are judged to be moderate and negative.

7.30 Users of the England Coast Path (Prow footpath number 431046) between Kells and St Bees Head would be likely experience views of the proposed development as the footpath passes to the south of the Phase 1 area of the site. Viewpoint 4 illustrates that the view would be limited to the western edge of the proposed development due to the sloping landform to the west of the footpath. The level and nature of effects on completion are judged to be moderate and negative.

7.31 Viewpoint 5 is representative of the views likely to be experienced by users of Prow footpath number 431038 located on elevated land at Barrowmouth to the northern end of St Bees Head. It is also close to the site of a scheduled monument, the Barrowmouth gypsum and alabaster mine at Saltom Bay. From this elevated viewpoint the proposed development would be viewed in the context of housing on the western edge of Whitehaven and wider urban

area of the town. The level and nature of effects on completion are judged to be moderate-slight and positive

- 7.32 Viewpoint 6 is representative of the views likely to be experienced by users of Prow footpath number 422008 within the St Bees Head Heritage Coast approaching the site from the south.

Effects on road users

- 7.33 Viewpoint 2 is representative the view from High Road which passes along the eastern boundary of the Phase 2 area of the site. High Road is the only road passing the site and it affords transient views of waste ground on the former Marchon site extending to rising land at Barrowmouth. The level and nature of effects on completion are judged to be moderate-slight and positive.

8 SUMMARY AND CONCLUSION

- 8.1 This LVApp has considered the landscape and visual effects of a proposed housing development based on an indicative site layout illustrated on the Proposed Masterplan drawing prepared by Concept Architecture.
- 8.2 The site has been assessed as having medium-low landscape sensitivity to the proposed development. It is well related to the edge of Whitehaven and housing in Kells and on High Road and Waters Edge. The Phase 1 area of the site would be located on an area of agricultural land subdivided by a footpath locally known as Wagon Way; to the west of the footpath is an arable field sloping gently to cliffs at the coastal edge; and to the east the land has a more urban fringe character and is close to housing on Waters Edge. Phase 2 would be located on waste ground on the former Marchon Site.
- 8.3 Land to the west of Wagon Way is located in area identified for an extension of the St Bees Heritage Coast. The proposed boundary for the Heritage Coast follows the existing Wagon Way footpath as it is a definite boundary in the absence of any other equivalent feature on the ground to follow to the west closer to the cliffs. Appreciation of the extension area landscape would primarily be by users of the England Coast Path. There is a break in slope which runs north-south through two arable fields to the east of this path, including the field containing the site. The proposed development would be located to the east of this break on a relatively flat plateau and views of the proposed development would be limited to roof tops of homes on its western edge. Effects on the Heritage Coast extension area are judged to be slight and negative.

- 8.4 The *Review of the defined area of St Bees Heritage Coast and the case to extend it northwards* places the site in the Rhodia Site Landscape Character Area (LCA 7) and the Kells Farmland Landscape Character Area (LCA 8). At completion the development would have a moderate-slight and positive effect on LCA7 replacing waste ground with a housing development in a managed landscape framework and a moderate and negative effect on LCA 8.
- 8.5 In terms of landscape character, the site is located in the Coastal Sandstone Landscape Character Type (LCT 4) and the Coastal Urban Fringe Area of Local Character (AoLC 4i). The proposed development would be in line with the landscape strategies for LCT 4 and AoLC 4i and would provide notable enhancement benefits to the character of the degraded former Marchon site due to extensive landscape proposals. The proposed development would result in a slight and negative effect on LCT4 and a moderate-slight effect on AoLC 4i.
- 8.6 Substantial-moderate and negative visual effects would be limited to residents at home in the homes closest to the Phase 1 area of the site on Waters Edge. From homes on High Road the visual effects would be moderate-slight and positive as the proposed development would replace degraded land on the former Marchon site in views. For residents at home in the wider Whitehaven area, including Hensingham and Rosebank on elevated ground on the eastern side of the town, the visual effects would be slight and neutral with the proposed development imperceptible in views

- 8.7 Moderate and negative visual effects would be experienced by users of the on a short section of the England Coastal Path as it passes to the south of the Phase 1 area of the site and in distant views north from the path where it is on elevated ground in the St Bees Heritage Coast. From other coast paths the visual effects would be moderate and negative, and moderate and positive where the waste ground on the former Marchon site is replaced by a housing development. Where views of the proposed development are available from coastal paths, the proposed development is mostly viewed in the context of the settlement edge of Whitehaven.
- 8.8 In summary, substantial-moderate and negative visual effects would be localised and limited to a small number of residents at home at Waters Edge and moderate and negative effects on landscape character would be localised and limited.
- 8.9 Overall, due to the proximity of the proposed development to existing housing development on the western edge of Whitehaven and the poor landscape condition of the majority of the site, the landscape has some ability to absorb the proposed development, subject to careful building and landscape design.

Appendix 1

Figures



FIGURE 1 SITE LOCATION PLAN

status:

SEARCH IV



FIGURE 3 STUDY AREA

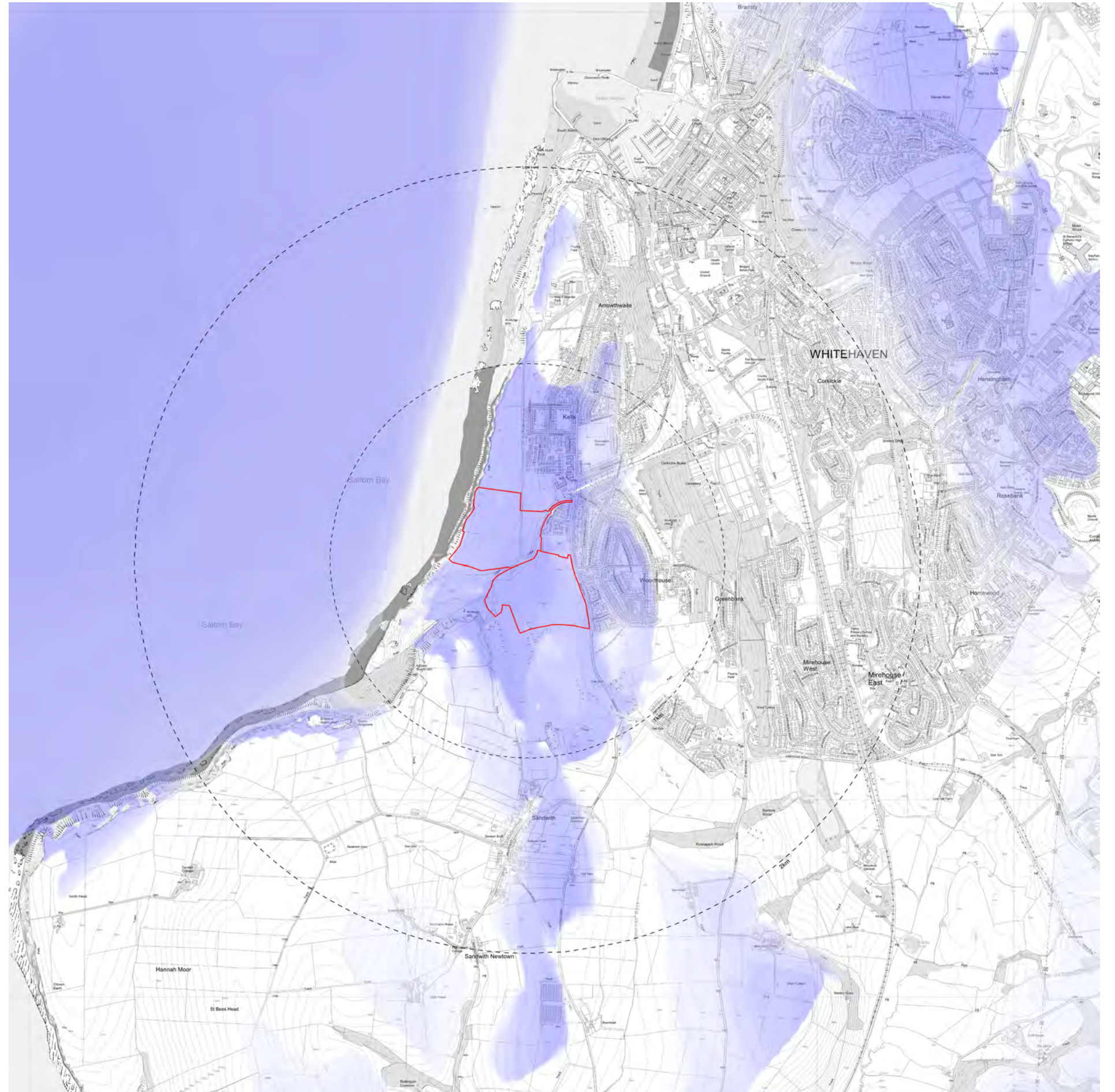
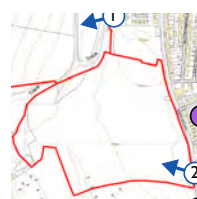
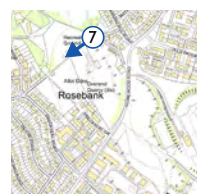


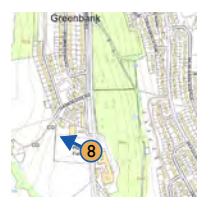
FIGURE 4 ZONE OF THEORETICAL VISIBILITY



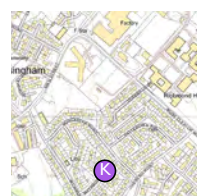
Site boundary



Viewpoint location



Viewpoint location where no view of proposed development

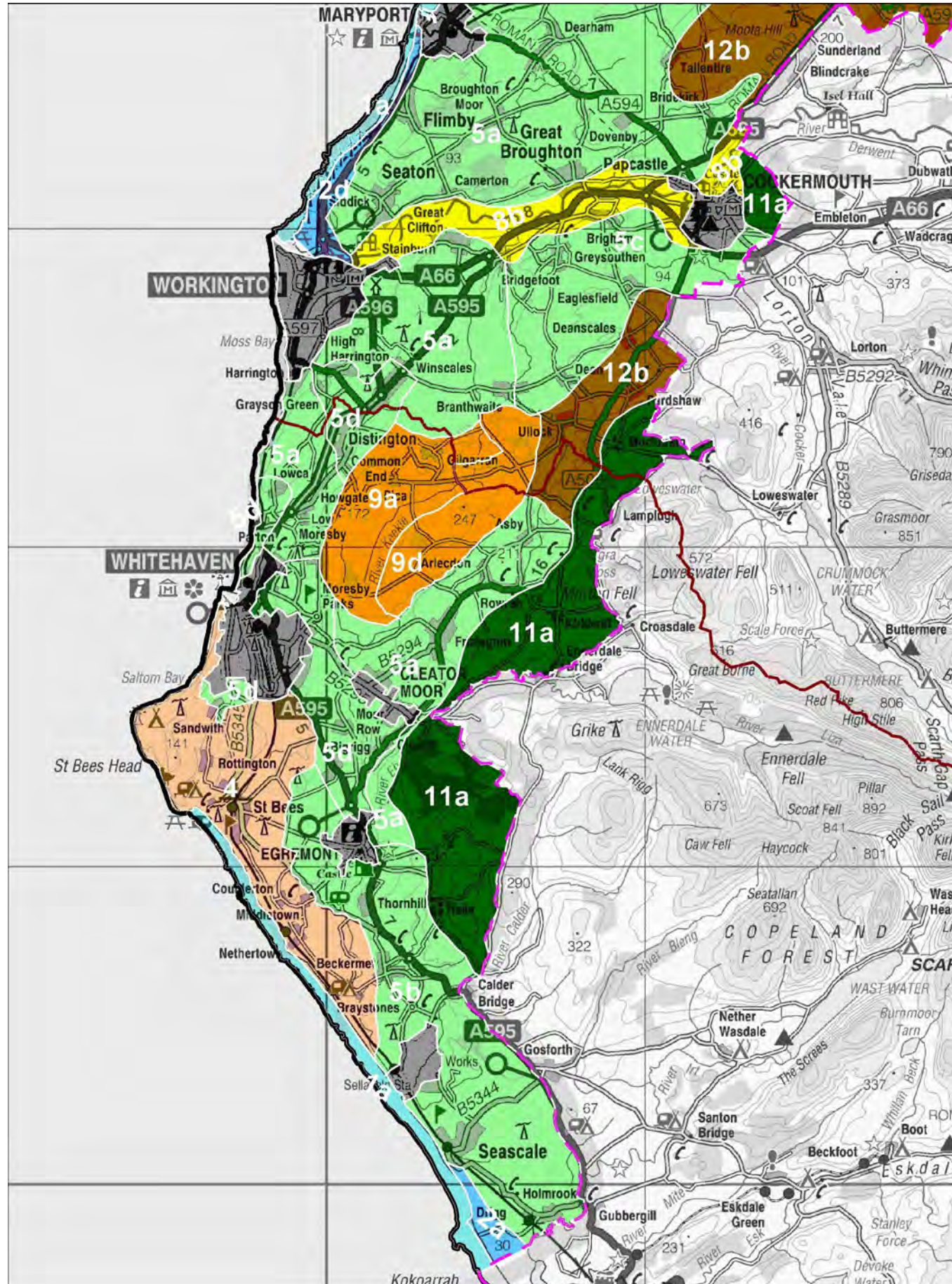


Visual receptor



FIGURE 5

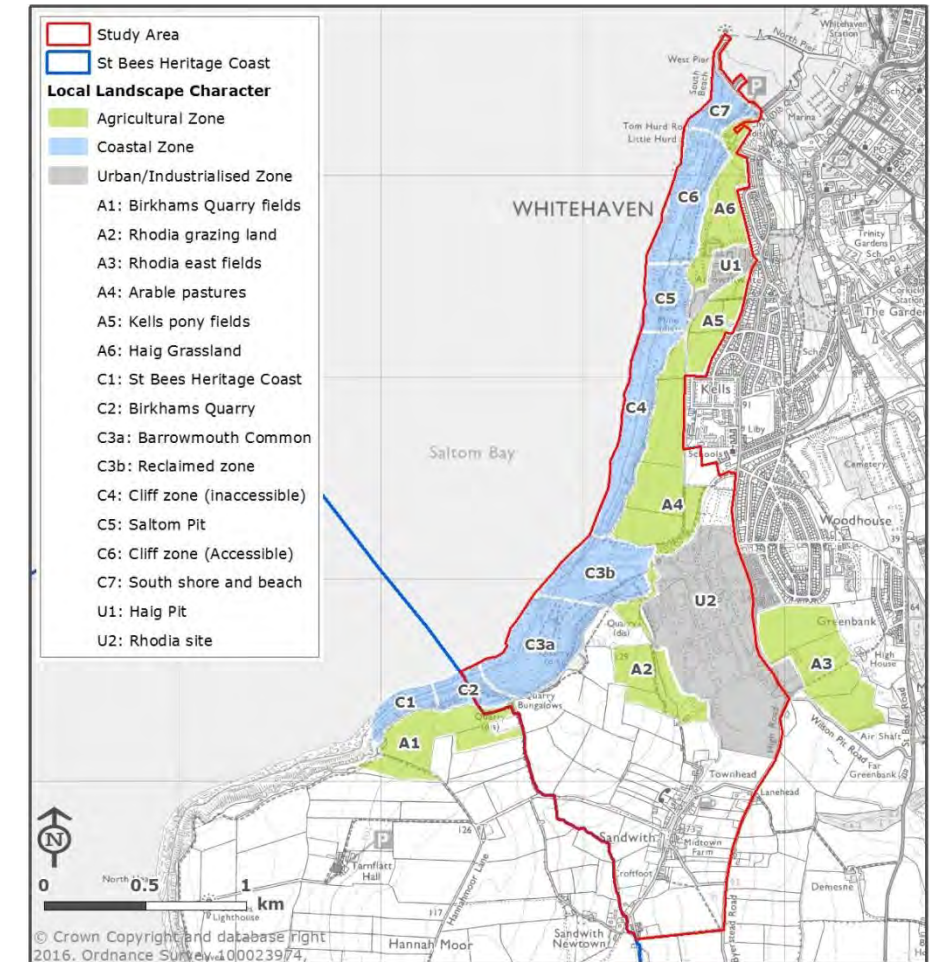
VIEWPOINT LOCATION PLAN



Cumbria Landscape Character Guidance and Toolkit



Copeland Landscape Settlement Study



Review of the defined area of St Bees Heritage Coast and the case to extend it northwards



PLANTING SCHEDULE			
Type	Key	Specification	No/SQ.M.
TREES			
Ainus cordata	AC	RB 10-12cm	N/A
Ainus glutinosa	AG	BR Feathered, 2-2.5m	N/A
Betula pendula	BP	RB 10-12cm	N/A
Carpinus betulus 'Fastigiata'	CB	RB 10-12cm	N/A
Crataegus prunifolia	CP	RB 10-12cm	N/A
Crataegus Pauls Scarlet	CPS	RB 10-12cm	N/A
Pinus nigra 'Marmorata'	PM	C10, 150-160cm	N/A
Pinus avium 'Plena'	PA	RB 10-12cm	N/A
Pinus 'Pink Perfection'	PP	RB 10-12cm	N/A
Pinus cerasifera 'Nigra'	PC	RB 10-12cm	N/A
Quercus cerris	QC	RB 10-12cm	N/A
Sorbus aria 'Lutescens'	SAL	RB 10-12cm	N/A
Sorbus auc. 'Shearwater Seeding'	SA	RB 10-12cm	N/A
Sorbus intermedia	SI	RB 10-12cm	N/A
SPECIMENS			
Amelanchier lamarckii	AL	C10	N/A
Phomium tenax Variegata	PT	C10	N/A
Oleaster macrodonta	OM	C10	N/A
Elaeagnus ebbingei Gilt Edge	EE	C10	N/A
Pinus mugo	PM	C10	N/A
Syringa vulgaris	SV	C10	N/A
SHRUBS & HERBACEOUS			
Potentilla Lovely Pink	Pp	C2, 20-30cm	4
Cistus Sunset	Cs	C2, 20-30cm	4
Aucuba japonica	Ab	C2, 20-30cm	3
Bergenia cordifolia	Bc	C2, 20-30cm	3
Ceanothus 'Autumnal Blue'	Ca	C2, 30-40cm	3
Cornus alba Elegansissima	Ce	C2, 20-30cm	3
Cotoneaster laevis	Cla	C2, 30-40cm	3
Cyrtus pinnatifidus 'Al Gold'	Cy	C2, 20-30cm	3
Euonymus fortunei 'Bleed'	Eu	C2, 20-30cm	5
Euonymus fortunei 'Emerald Gaiety'	Ee	C2, 20-30cm	5
Escallonia 'Red Elf'	Er	C3, 30-40cm	4
Hebe rakiaensis	He	C5, 20-30cm	3
Hebe 'Autumn Glory'	Hg	C5, 20-30cm	3
Hebe 'Blue Gem'	Hb	C5, 20-30cm	3
Haulcraia m. 'Palace Purple'	Ha	C2, 20-30cm	5
Lonicera nitida 'Maigreen'	Ln	C2, 20-30cm	3
Oleaster hastata	Oh	C2, 20-30cm	3
Prostrata 'Blue Spire'	Pr	C2, 20-30cm	3
Pachysandra terminalis 'Green Carpet'	Pt	C2, 20-30cm	5
Rosemary officinalis	Ro	C2, 20-30cm	3
Senecio sunshrine	Ss	C2, 20-30cm	3
Spiraea japonica 'Goldflame'	Sj	C2, 20-30cm	3
Viburnum tinus	Vt	C2, 20-30cm	3
Vincetoxicum minor Atropurpurea	Vm	C2, 20-30cm	4
Cornus sanguinea	Ca	BR, 45-60cm	2
CLIMBERS			
Hydrangea anomala subsp. petiolaris	Ha	C3, 30-40cm	1m
Pyracantha Red Cushion	Fy	C3, 30-40cm	3
ORNAMENTAL HEDGE			
Euonymus japonicus	EjH	C3, 30-40cm	4/m
Elaeagnus ebbingei	EEH	C3, 30-40cm	4/m
Escallonia rubra Macrantha	ERH	C3, 30-40cm	4/m
NATIVE HEDGE			
Pinus spicata	NBH	5/lin. m. double row	% MIX
Crataegus monogyna	Pru spi	BR, 45-60cm	13
Ilex aquifolium	Gra mon	BR, 45-60cm	60
Corylus avellana	Ile spi	C3, 45-60cm	10
Sambucus nigra	Cav	BR, 45-60cm	5
Rosa canina	Sam nig	C2, 45-60cm (or 2/lin. m.)	5
Lonicera periclymenum	Ros can	BR, 45-60cm	5
Narcissus	Lon per	C2, 60-90cm	2
HEDGEROW TREES			
Crataegus monogyna	Cra mon	BR, 2-2.5m feathered	
BULBS			
Narcissus	NA		As Shown

Revision A Shrub species added and SUDS areas omitted 27.07.21

FIGURE 7 PHASE 1 LANDSCAPE PLAN WITH POS CONTEXT



FIGURE 8 PHASE 1 LANDSCAPE PLAN (DETAIL)

Relevant planning policy extracts

Copeland Local Plan 2013–2028 Core Strategy and Development Management Policies DPD

Policy reference	Policy text
ST2	<p>Development in the Borough should be distributed in accordance with the following principles:</p> <p>E Safety: the potential impact of proposals within Safeguarding Zones for hazardous installations should be properly considered</p>
ENV5	<p>The Borough's landscapes will be protected and enhanced by:</p> <p>A Protecting all landscapes from inappropriate change by ensuring that development does not threaten or detract from the distinctive characteristics of that particular area</p> <p>B Where the benefits of the development outweigh the potential harm, ensuring that the impact of the development on the landscape is minimised through adequate mitigation, preferably on-site</p> <p>C Supporting proposals which enhance the value of the Borough's landscapes</p>
DM26	<p>All development proposals will be assessed in terms of their potential impact on the landscape. Developers should refer to the Cumbria Landscape Character Assessment and Cumbria Historic Landscape Characterisation documents for their particular character area and design their development to be congruent with that character.</p> <p>The Council will continue to protect the areas designated as Landscapes of County Importance on the Proposals Map from inappropriate change until a more detailed Landscape Character Assessment can be completed for the Copeland plan area.</p> <p>Proposals will be assessed according to whether the proposed structures and associated landscaping relate well in terms of visual impact, scale, character, amenity value and local distinctiveness and the cumulative impact of developments will be taken into account as</p>

	<p>part of this assessment.</p> <p>Development proposals, where necessary, will be required to include landscaping schemes that retain existing landscape features, reinforce local landscape character and mitigate against any adverse visual impact. Care should be taken that landscaping schemes do not include invasive non-native species.</p> <p>The Council will require landscaping schemes to be maintained for a minimum of five years.</p>
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National Planning Policy Framework (NPPF)

Paragraph reference	Paragraph text
170	<p>Planning policies and decisions should contribute to and enhance the natural and local environment by:</p> <ul style="list-style-type: none">a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;

Viewpoint Photographs



VIEWPOINT 1 : Water's Edge (looking left)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296612E 516367N
AOD: 92m
Direction of view: 188°
Nearest proposed house: 50m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 09:22



VIEWPOINT 1 : Water's Edge (looking left)



Former Marchon Site, Whitehaven



OS reference: 296612E 516367N
AOD: 92m
Direction of view: 188°
Nearest proposed house: 50m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 09:22



Existing view

VIEWPOINT 1 : Water's Edge (looking right)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296612E 516367N
AOD: 92m
Direction of view: 278°
Nearest proposed house: 50m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 09:22



Wireline overlay

VIEWPOINT 1 : Water's Edge (looking right)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296612E 516367N
AOD: 92m
Direction of view: 278°
Nearest proposed house: 50m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 09:22



Existing view

VIEWPOINT 2 : High Road (looking left)



Former Marchon Site, Whitehaven



OS reference: 296776E 516168N
AOD: 94m
Direction of view: 211°
Nearest proposed house: 89m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:26



VIEWPOINT 2 : High Road (looking left)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296776E 516168N
AOD: 94m
Direction of view: 211°
Nearest proposed house: 89m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:26

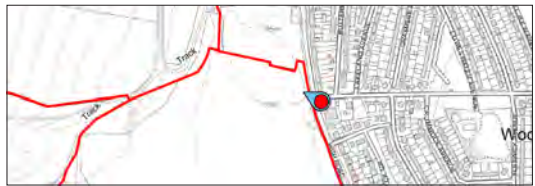


Existing view

VIEWPOINT 2 : High Road (looking right)



Former Marchon Site, Whitehaven



OS reference: 296776E 516168N
AOD: 94m
Direction of view: 301°
Nearest proposed house: 89m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:26



Wireline overlay

VIEWPOINT 2 : High Road (looking right)



Former Marchon Site, Whitehaven



OS reference: 296776E 516168N
AOD: 94m
Direction of view: 301°
Nearest proposed house: 89m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:26



VIEWPOINT 3 : PROW footpath 431066



Former Marchon Site, Whitehaven



Location Plan

OS reference: 516636E 516636N
AOD: 77m
Direction of view: 187°
Nearest proposed house: 102m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 11:52



VIEWPOINT 3 : PROW footpath 431066



Former Marchon Site, Whitehaven



OS reference: 516636E 516636N
AOD: 77m
Direction of view: 187°
Nearest proposed house: 102m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 11:52



VIEWPOINT 4 : England Coast Path (PROW footpath 431046)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296264E 516475N
AOD: 55m
Direction of view: 109°
Nearest proposed house: 156m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera:
Lens:
Camera height:
Date and time:

Canon 6D Mk II
Canon 50mm FFL
1.6m AGL
20/07/2021 12:18



VIEWPOINT 4 : England Coast Path (PROW footpath 431046)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296264E 516475N
AOD: 55m
Direction of view: 109°
Nearest proposed house: 156m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 12:18



Existing view

VIEWPOINT 5 : PROW footpath 431038



Former Marchon Site, Whitehaven



OS reference: 296231E 515895N
AOD: 118m
Direction of view: 47°
Nearest proposed house: 170m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 10:40



VIEWPOINT 5 : PROW footpath 431038



Former Marchon Site, Whitehaven



Location Plan

OS reference: 296231E 515895N
AOD: 118m
Direction of view: 47°
Nearest proposed house: 170m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

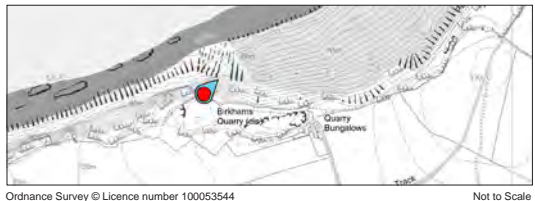
Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 10:40



VIEWPOINT 6 : England Coast Path (PROW footpath 431046)



Former Marchon Site, Whitehaven



Location Plan

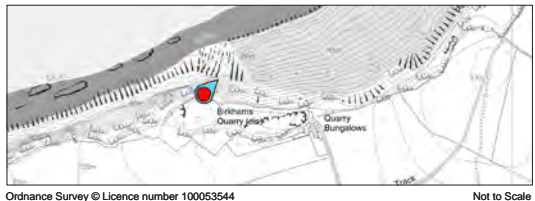
OS reference:	295456E 515440N	Visualisation Type:	Type 3	Camera:	Canon 6D Mk II
AOD:	97m	Horizontal field of view:	90° (cylindrical projection)	Lens:	Canon 50mm FFL
Direction of view:	53°	Vertical field of view:	25°	Camera height:	1.6m AGL
Nearest proposed house:	1064m	Enlargement factor:	96% @ A1	Date and time:	20/07/2021 10:18



VIEWPOINT 6 : England Coast Path (PROW footpath 431046)



Former Marchon Site, Whitehaven



Location Plan

OS reference: 295456E 515440N
AOD: 97m
Direction of view: 53°
Nearest proposed house: 1064m

Visualisation Type:
Horizontal field of view:
Vertical field of view:
Enlargement factor:

Type 3
90° (cylindrical projection)
25°
96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 10:18



Existing view

VIEWPOINT 7 : Richmond Hill Road



Former Marchon Site, Whitehaven



Location Plan

OS reference: 299062E 516724N
AOD: 114m
Direction of view: 256°
Nearest proposed house: 2376m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:08



VIEWPOINT 7 : Richmond Hill Road



Former Marchon Site, Whitehaven



Location Plan

OS reference: 299062E 516724N
AOD: 114m
Direction of view: 256°
Nearest proposed house: 2376m

Visualisation Type: Type 3
Horizontal field of view: 90° (cylindrical projection)
Vertical field of view: 25°
Enlargement factor: 96% @ A1

Camera: Canon 6D Mk II
Lens: Canon 50mm FFL
Camera height: 1.6m AGL
Date and time: 20/07/2021 13:08

Landscape and Visual Effects Tables

Table A: Landscape effects

Landscape receptor	Assessment notes	Sensitivity of the landscape receptors		Magnitude of landscape effects			Level and nature of effects		
		Susceptibility to change	Value of the landscape receptor	Size/ scale	Geographical extent	Duration/ reversibility of landscape effects	Construction	Completion	+ 15 years
Cumbria Landscape Character Guidance and Toolkit									
Landscape Character Type (LCT) 4 Coastal Sandstone	Sensitivity:	Medium-Low	Medium-Low	Construction:	Construction:	Construction:	Slight	Slight	Slight
	<i>Susceptibility to change</i>			Moderate	Localised	Short-term	Negative	Negative	Negative
	The Phase 1 area of the site is on part of LCT 4 defined by its relationship with the sea and the coastal edge, facing onto the sea and away from the settlement edge of Whitehaven. The exposed settlement edge of Whitehaven influences the Phase 1 site and the land to the east of Wagon Way is in poor condition. Susceptibility to the proposed development is judged to be medium.			Completion:	Completion:	Completion:			
				Moderate	Localised	Permanent			
	Phase 2 is located on the former Marchon site comprising disused concrete hardstandings and roads set within rank grassland. Susceptibility to the proposed development is judged to be low.			+ 15 years:	+ 15 years:	+ 15 years:			
				Moderate	Localised	Permanent			
	Overall, the part of LCT 4 occupied by the site would have some capacity to accommodate the proposed development and undue consequences to the baseline situation may occur and consequently a medium-low susceptibility to the proposed development.								
	<i>Value</i>								
	Part of LCT 4 is within the St Bees Heritage Coast and its proposed extension to the north. Fields to the west of Wagon Way in the Phase 1 site contribute to the scenic quality of the coastline. Land to the east of Wagon Way has an urban fringe character. The								

narrow coastal strip between St Bees Head and Whitehaven harbour in which the site is located has recreation and tourism value, and there is a relatively good network of PRow footpath through the area including the England Coast Path.

The Phase 2 site is a degraded landscape and it has no recreational value. There are historical and coastal cultural associations with the Marchon site.

Overall, the part of LCT 4 occupied by the site is judged to be of **medium-low** landscape value.

The sensitivity of LCT 4 to the proposed development is judge to be **medium-low**.

Magnitude of change:

Construction phase

Construction activities within the site would result in a **moderate** change across a **localised** extent of LCT 4, and the duration would be **short term**.

Overall, the magnitude of change would be **medium-low**.

Operation Phase (Year 1)

The effect of the proposed development on key characteristics of LCT 4 would include: reduction in area of a large open field; and introduction of built form in proximity of an exposed coastal edge. It would be a **moderate** scale of change across a **localised** geographic extent and the duration would be **permanent**.

Overall, the magnitude of change would be **medium**.

<p><u>Operational Phase (+15 years)</u></p> <p>Mixed native species hedge on a kest bank with adjacent ditch would be maturing to provide a natural boundary to the development without loss of the fine open views to the sea from the proposed development. It would interrupt view of the proposed development from local PRoW footpaths including the England Coast Path.</p> <p>Overall, the magnitude of change would remain medium.</p>									
Copeland Landscape Settlement Study									
Area of Local Character (AoLC) 4i Coastal Urban Fringe	<p>Sensitivity:</p> <p><i>Susceptibility to change</i></p> <p>The Phase 1 area of the site is on part of the AoLC defined by its relationship with the sea and the coastal edge, facing onto the sea and away from the settlement edge of Whitehaven. The exposed settlement edge of Whitehaven influences the AoLC and the land to the east of Wagon Way is in poor condition. Susceptibility to the proposed development is judged to be medium.</p> <p>Phase 2 is located on the former Marchon site comprising disused concrete hardstandings and roads set within rank grassland. Susceptibility to the proposed development is judged to be low.</p> <p>Overall, the part of the AoLC occupied by the site would have some capacity to accommodate the proposed development and undue consequences to the baseline situation may occur and consequently a medium-low susceptibility to the proposed development.</p>	Medium-Low	Medium-Low	Construction: Major	Construction: Localised	Construction: Short-term	Slight Negative	Moderate-Slight Negative	Moderate-Slight Negative
				Completion: Major	Completion: Localised	Completion: Permanent			
				+ 15 years: Major	+ 15 years: Localised	+ 15 years: Permanent			

Value

Part of the AoLC is within an area identified for a proposed extension to the north of the St Bees Heritage Coast. Fields to the west of Wagon Way in the Phase 1 site contribute to the scenic quality of the coastline. Land to the east of Wagon Way has an urban fringe character. The narrow coastal strip between St Bees Head and Whitehaven harbour in which the site is located has recreation and tourism value, and there is a relatively good network of PRow footpath through the area including the England Coast Path.

The Phase 2 site is a degraded landscape and it has no recreational value. There are historical and coastal cultural associations with the Marchon site.

Overall, the part of the LCT occupied by the site is judged to be of **medium-low** landscape value.

The sensitivity of the LCT to the proposed development is judge to be **medium-low**.

Magnitude of change:

Construction phase

Construction activities within the site would result in a **major** change across a **localised** extent of LCT 4, and the duration would be **short term**.

Overall, the magnitude of change would be **medium-low**.

Operation Phase (Year 1)

The effect of the proposed development on key characteristics of LCT 4 would include: reduction in area of a large open field; and introduction of built form in proximity of an exposed coastal edge.

<p>It would be a major scale of change across a localised geographic extent and the duration would be permanent.</p> <p>Overall, the magnitude of change would be high-medium.</p> <p><u>Operational Phase (+15 years)</u></p> <p>Mixed native species hedge on a kest bank with adjacent ditch would be maturing to provide a natural boundary to the development without loss of the fine open views to the sea from the proposed development. It would interrupt view of the proposed development from local PRoW footpaths including the England Coast Path.</p> <p>Overall, the magnitude of change would remain high-medium.</p>									
Review of the defined area of St Bees Heritage Coast and the case to extend it northwards									
Landscape Character Area (LCA) 7 Rhodia Site	Sensitivity: <i>Susceptibility to change</i> LCA 7 covers a more refined and smaller area than the Cumbria and Copeland assessments extending across the former Marchon site. The Phase 2 area of the site would be located within this LCA which is a large area of waste ground comprising areas of hardstandings, unmanaged semi-improved grassland and bare ground with colonising vegetation. Susceptibility to the proposed development is judged to be low . <i>Value</i> LCA 7 is a degraded landscape. It is enclosed by a security fence and has no recreational value. There are historical and coastal cultural associations with the Marchon site. The value of LCA 7 is judged to be low .	Low	Low	Construction: Major	Construction: Major	Construction: Short-term	Slight Adverse	Moderate- Slight Positive	Moderate- Slight Positive
				Completion: Major	Completion: Major	Completion: Permanent			
				+ 15 years: Major	+ 15 years: Major	+ 15 years: Permanent			

<p>The sensitivity of the LCA to the proposed development is judge to be low.</p> <p>Magnitude of change:</p> <p><u>Construction phase</u></p> <p>Construction activities within the site would result in a major change across a major extent of LCA 7, and the duration would be short term.</p> <p>Overall, the magnitude of change would be medium.</p> <p><u>Operation Phase (Year 1)</u></p> <p>The effect of the proposed development on key characteristics of LCA 7 would include: reduction in area of waste ground; and introduction of built form. It would be a major scale of change across a major geographic extent and the duration would be permanent.</p> <p>Overall, the magnitude of change would be high.</p> <p><u>Operational Phase (+15 years)</u></p> <p>The proposed development would be set within a landscape framework without loss of the fine open views to the sea.</p> <p>Overall, the magnitude of change would remain high.</p>									
Landscape Character Area 8 Kells Farmland	<p>Sensitivity:</p> <p><i>Susceptibility to change</i></p> <p>LCA 8 covers a more refined and smaller area than the Cumbria and Copeland assessments located between coastal cliffs to the west and the Whitehaven urban fringe at Kells and Woodhouse to the east.</p> <p>The Phase 1 area of the site would be located within this LCA which is open, gently sloping agricultural land. The character of the landscape is rural and it</p>	Medium	Medium	Construction: Major	Construction: Major	Construction: Short-term	Moderate-Slight Negative	Moderate Negative	Moderate Negative
				Completion: Major	Completion: Major	Completion: Permanent			
				+ 15 years: Major	+ 15 years: Major	+ 15 years: Permanent			

plays a role in forming the setting to the coastal cliffs. Open, expansive views are available across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the northwest and distant views to the Isle of Man to the west. The sandstone cliffs at St Bees Head are a landmark feature in views to the south. Housing on the settlement edge of Whitehaven influences LCA 8. Susceptibility to the proposed development is judged to be **medium**.

Value

LCA 8 has recreation value, and there is a relatively good network of PROW footpaths through the area including the England Coast Path. There are also historical and coastal cultural associations linked to the Wagon Way which runs through the area. Part of the LCA to the west of Wagon Way is under consideration for inclusion in an extension to the St Bees Heritage Coast. To the east of Wagon Way the landscape is in poor condition. The value of LCA 8 is judged to be **medium**.

The sensitivity of the LCA to the proposed development is judge to be **medium**.

Magnitude of change:

Construction phase

Construction activities within the site would result in a **major** change across a **major** extent of LCA 8, and the duration would be **short term**.

Overall, the magnitude of change would be **medium**.

Operation Phase (Year 1)

The effect of the proposed development on key characteristics of LCA 8 would include: reduction in area of arable fields

<p>on gently sloping land between the coastal cliffs and Whitehaven urban edge; reduction in simple, open character of backdrop to narrow coastal cliffs. It would be a major scale of change across a major geographic extent and the duration would be permanent.</p> <p>Overall, the magnitude of change would be high.</p> <p><u>Operational Phase (+15 years)</u></p> <p>Mixed native species hedge on a kest bank with adjacent ditch would be maturing to provide a natural boundary to the development without loss of the fine open views to the sea from the proposed development. It would interrupt view of the proposed development from local PRow footpaths including the England Coast Path.</p> <p>Overall, the magnitude of change would remain high.</p>									
Site and immediate context landscape character									
Site and immediate context	<p>The site and its surroundings are described in Section 5.</p> <p><i>Susceptibility to change</i></p> <p>The Phase 1 area of the site is on land defined by its relationship with the sea and the coastal edge, facing onto the sea and away from the settlement edge of Whitehaven. The exposed settlement edge of Whitehaven influences the Phase 1 site and the land to the east of Wagon Way is in poor condition. Susceptibility to the proposed development is judged to be medium.</p> <p>Phase 2 is located on the former Marchon site comprising disused concrete hardstandings and roads set within rank grassland. Susceptibility to</p>	Medium-Low	Medium-Low	Construction: Major	Construction: Restricted	Construction: Short-term	Slight Negative	Slight Negative	Slight Negative
				Completion: Major	Completion: Restricted	Completion: Permanent			
				+ 15 years: Major	+ 15 years: Restricted	+ 15 years: Permanent			

the proposed development is judged to be low.

Overall, the site would have some capacity to accommodate the proposed development and undue consequences to the baseline situation may occur and consequently susceptibility to the proposed development would be **medium-low**

Value

Part of the Phase 1 site is within the proposed extension to the north of the St Bees Heritage Coast. Fields to the west of Wagon Way in the Phase 1 site contribute to the scenic quality of the coastline. Land to the east of Wagon Way has an urban fringe character. Two PRow footpaths run through the Phase 1 site.

The Phase 2 site is a degraded landscape and it has no recreational value. There are historical and coastal cultural associations with the Marchon site.

Overall, the site is judged to be of **medium-low** landscape value.

The sensitivity of the site to the proposed development is judge to be **medium-low**.

Magnitude of change:

Construction phase

Construction activities within the site would result in a **major** change **restricted** to site, and the duration would be **short term**.

Overall, the magnitude of change would be **medium-low**.

Operation Phase (Year 1)

The effect of the proposed development

on key characteristics of the site include:
loss of an area of arable field; reduction
in simple, open character of the site;
reduction in area of waste ground; and
introduction of built form. It would be a
major scale of change **restricted** to the
site and the duration would be
permanent.

Overall, the magnitude of change would
be **medium**.

Operational Phase (+15 years)

Mixed native species hedge on a kest
bank with adjacent ditch would be
maturing to provide a natural boundary
to the development without loss of the
fine open views to the sea from the
proposed development. It would
interrupt view of the proposed
development from local PRow footpaths
including the England Coast Path.

Overall, the magnitude of change would
remain **medium**.

Table B: Visual effects

Reference (see Figure 1)	Visual receptor	Representative viewpoint location	Sensitivity of visual receptors		Magnitude of visual effects			Level and nature of effects		
			Susceptibility to change	Value attached to views	Size/ scale	Geographical extent	Duration/ reversibility of visual effects	Construction	Completion	+ 15 years
A	Residents at home in properties on Waters Edge Close	1	High	High	Construction: Major	Construction: Localised	Construction: Short-term	Moderate Negative	Substantial- Moderate Negative	Substantial- Moderate Negative
					Completion: Major	Completion: Localised	Completion: Permanent			
					+ 15 years: Major	+ 15 years: Localised	+ 15 years: Permanent			
<u>Assessment notes</u>										
Description of baseline views:										
Waters Edge provides an elevated viewpoint out to sea. Open, expansive views are available across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the northwest and distant views to the Isle of Man to the west. The sandstone cliffs at St Bees Head are a landmark feature in views to the south.										
This location provides a vantage point of the whole of the Phase 1 area of the site and western part of the Phase 2 area.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced by residents at home in properties on the western edge of Waters Edge. Receptor susceptibility is high.										
<i>Value</i>										
The view falls within the proposed extension area of St Bees Heritage Coast which is considered to be part of a coastline of exceptionally fine scenic quality as it has a strong sense of place derived from its gentle, west facing slopes, coastal character and expansive open views out to sea. The value of the view is judged to be high.										
The sensitivity of residents at home at this location is judged to be high .										
Magnitude of change:										
<u>Construction phase</u>										
Construction activities within the site would result in a major change in the foreground of the view, from a localised location centred on Waters Edge, and the duration would be short term.										
Overall, the magnitude of change would be medium.										
<u>Operation Phase (Year 1)</u>										
Phase 1 of the proposed development would be a major feature in the views but not a new feature given the presence of housing at Kells in views to the north; the visual effect would be localised on a small number of residents at home at Waters Edge; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium-high .										
<u>Operational Phase (+15 years)</u>										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium-high .										

C	Users of Prow footpath Number: 431066	3	High	High	Construction: Moderate	Construction: Localised	Construction: Short-term	Moderate Negative	Moderate Negative	Moderate Negative
					Completion: Moderate	Completion: Localised	Completion: Permanent			
					+ 15 years: Moderate	+ 15 years: Localised	+ 15 years: Permanent			
<u>Assessment notes</u>										
Description of baseline views:										
PROW footpath number 431066 provides a viewpoint across open, gently sloping agricultural land to the east and open, expansive views are available across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the northwest and distant views to the Isle of Man to the west. The sandstone cliffs at St Bees Head are a landmark feature in views to the south.										
This location provides views of the whole of the Phase 1 area of the site and western part of the Phase 2 area.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced recreational users of PROW footpath number 431066. Receptors are most likely to be moving through the landscape, along this path with continuous views towards the Phase 1 area of the site. Views towards the sandstone cliffs at St Bees Head are the visual focus when walking southwards. The proposed development would sit in this line of sight towards St Bees Head in views from the southern end of the path. Receptor susceptibility is high.										
<i>Value</i>										
The view falls within the proposed extension area of St Bees Heritage Coast which is considered to be part of a coastline of exceptionally fine scenic quality as it has a strong sense of place derived from its gentle, west facing slopes, coastal character and expansive open views out to sea. The value of the view is judged to be high.										
The sensitivity of recreational users of footpaths at this location is judged to be high .										
Magnitude of change:										
<u>Construction phase</u>										
Construction activities within the site would result in a major change in the views particularly the western part of the Phase 1 part of the proposed development which would sit on the west side of the path. The views from this point are representative of those along the footpath from Kells to the former Marchon site (a length of approximately 0.5km); the visual effects are considered to be localised in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be medium .										
<u>Operation Phase (Year 1)</u>										
Phase 1 of the proposed development would be a major change in the views; the visual effects would be localised on a relatively short section of the footpath; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium-high .										
<u>Operational Phase (+15 years)</u>										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium-high .										

D	Users of England Coast Path (Prow footpath Number: 431046)	4	Medium	Low	Construction: Minor	Construction: Localised	Construction: Short-term	Moderate–Slight Negative	Moderate Negative	Moderate Negative
					Completion: Minor	Completion: Localised	Completion: Permanent			
					+ 15 years: Minor	+ 15 years: Localised	+ 15 years: Permanent			
<u>Assessment notes</u>										
Description of baseline views:										
The England Coastal Path provides a viewpoint across open, gently sloping agricultural land to the east and open, expansive views are available across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the northwest and distant views to the Isle of Man to the west. The sandstone cliffs at St Bees Head are a landmark feature in views to the south.										
This location provides views towards the Phase 1 area of the site. Gently sloping land to the east of the path foreshortens the view to the Phase 1 part of the site.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced recreational users of the England Coast Path (PROW footpath number 431046). Receptors are most likely to be moving through the landscape, along this path with continuous views up slope towards the Phase 1 area of the site. Views towards the sandstone cliffs at St Bees Head are the visual focus when walking southwards. The proposed development would not sit in this line of sight towards St Bees Head. Receptor susceptibility is high.										
<i>Value</i>										
The view falls within the proposed extension area of St Bees Heritage Coast which is considered to be part of a coastline of exceptionally fine scenic quality as it has a strong sense of place derived from its gentle, west facing slopes, coastal character and expansive open views out to sea. The value of the view is judged to be high.										
The sensitivity of recreational users of footpaths at this location is judged to be high .										
Magnitude of change:										
<u>Construction phase</u>										
Construction activities within the site would result in a minor change in the views particularly the western part of the Phase 1 part of the proposed development which would be partially visible above the skyline in views to the east. The views from this point are representative of those along the footpath from Kells to rising land at Barrowmouth (a length of approximately 1km); the visual effects are considered to be localised in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be medium–low .										
<u>Operation Phase (Year 1)</u>										
Phase 1 of the proposed development would be a minor change in the views with the roof tops of some of the homes on the western edge of the proposed development visible; the visual effects would be localised on a relatively short section of the footpath; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium .										
<u>Operational Phase (+15 years)</u>										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium .										

E	Residents at home on western edge of Woodhouse	3	High	Low	Construction: Major	Construction: Localised	Construction: Short-term	Moderate-Slight Positive	Moderate Positive	Moderate Positive
					Completion: Major	Completion: Localised	Completion: Permanent			
					+ 15 years: Major	+ 15 years: Localised	+ 15 years: Permanent			
Assessment notes										
Description of baseline views:										
<p>Houses along the western edge of Woodhouse follow High Road towards Sandwith. Sitting towards the top of a gentle slope of a hill, below the brow, views from this point are of a large area of waste ground, comprising areas of hardstanding, unmanaged semi-improved neutral grassland and bare ground with colonising vegetation on the northern part of the former Marchon site. A security fence on the east boundary of the former Marchon site partially interrupts the views. To the south west views contained by rising land at Barrowmouth and rolling farmland around Sandwith. There are views west to the coast and open sea. Derelict buildings on the former Marchon site interrupt views to the north.</p>										
Sensitivity:										
<i>Susceptibility to change</i>										
<p>Representative of views experienced by residents at home along High Road on the western edge of Woodhouse. Receptor susceptibility is high.</p>										
<i>Value</i>										
<p>Security fencing, derelict buildings by the site entrance and waste ground beyond comprising concrete pads and rank grassland give views a derelict character. The value of the views is judged to be low.</p>										
<p>The sensitivity of residents at home at this location is judged to be medium.</p>										
Magnitude of change:										
Construction phase										
<p>Construction activities within the Phase 2 area of the site would be clearly visible and prominent and result in a major change in views. The views from this point are representative of those for residents living on High Road between Waters Edge and Hartfield Close the visual effects are considered to be localised in geographical extent. The duration would be short term.</p>										
<p>Overall, the magnitude of change would be medium.</p>										
Operation Phase (Year 1)										
<p>Phase 1 of the proposed development would be a major change in the views; the visual effects would be localised; and the proposed development would be a permanent feature in the views replacing the degraded landscape with a positive managed character to the site in the form of a housing development.</p>										
<p>Overall, the magnitude of change would be medium-high.</p>										
Operational Phase (+15 years)										
<p>Native tree planting within, and on the High Road boundary of, the proposed development would be maturing to reduce the mass of buildings in the views.</p>										
<p>Overall, the magnitude of change would remain as medium-high.</p>										

F	Users of High Road	2	Medium	Low	Construction: Major	Construction: Localised	Construction: Short-term	Slight Positive	Moderate- Slight Positive	Moderate- Slight Positive
					Completion: Major	Completion: Localised	Completion: Permanent			
					+ 15 years: Major	+ 15 years: Localised	+ 15 years: Permanent			
<u>Assessment notes</u>										
Description of baseline views:										
Road users travelling along High Road in both directions would approach and then pass directly past the Phase 2 area of the site located on the former Marchon site. Road users would experience transient views of a large area of waste ground, comprising areas of hardstanding, unmanaged semi-improved neutral grassland and bare ground with colonising vegetation on the northern part of the former Marchon site. A security fence on the east boundary of the former Marchon site partially interrupts the views. Travelling south on High Road, the south west views are contained by rising land at Barrowmouth and rolling farmland around Sandwith. There are views west to the coast and open sea. Travelling north on High Road, derelict buildings on the former Marchon site interrupt views to the north.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced by road users travelling along High Road. Receptor susceptibility is medium.										
<i>Value</i>										
Security fencing, derelict buildings by the site entrance and waste ground beyond comprising concrete pads and rank grassland give views a derelict character. The value of the views is judged to be low.										
The sensitivity of road users at this location is judged to be medium-low .										
Magnitude of change:										
<u>Construction phase</u>										
Construction activities within the Phase 2 area of the site would be clearly visible and prominent and result in a major change in views. The views from this point are representative of those for road users on High Road travelling between Waters Edge and Hartfield Close (a length of approximately 0.5km); the visual effects are considered to be localised in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be medium .										
<u>Operation Phase (Year 1)</u>										
Phase 1 of the proposed development would be a major change in the views; the visual effects would be localised; and the proposed development would be a permanent feature in the views replacing the degraded landscape with a positive managed character to the site in the form of a housing development.										
Overall, the magnitude of change would be medium-high .										
<u>Operational Phase (+15 years)</u>										
Native tree planting within, and on the High Road boundary of, the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium-high .										

G	Users of Prow footpath	5	High	High	Construction: Moderate	Construction: Localised	Construction: Short-term	Moderate-Slight Positive	Moderate Positive	Moderate Positive
					Completion: Moderate	Completion: Localised	Completion: Permanent			
					+ 15 years: Moderate	+ 15 years: Localised	+ 15 years: Permanent			
Assessment notes										
Description of baseline views:										
PROW footpath number 431038 provides an elevated viewpoint across open, gently sloping agricultural land to the north and there are open, expansive views across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the north-west. A key component in views to the north-east and east is the settlement edge of Whitehaven. Waste ground on the former Marchon site sits below the viewpoint to the north.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced by recreational users of PROW footpath number 431038. Receptors are most likely to be moving through the landscape, along this path with continuous views down slope towards the former Marchon site. Views towards the northern fells of the Lake District are the visual focus when walking eastwards. The proposed development would not sit in this line of sight towards the Lake District. Receptor susceptibility is high.										
<i>Value</i>										
The views are across part of the proposed extension area of St Bees Heritage Coast which is considered to be part of a coastline of exceptionally fine scenic quality as it has a strong sense of place derived from its gentle, west facing slopes, coastal character and expansive open views out to sea. To the east the Lake District fells form a scenic backdrop to the view above the waste ground of the former Marchon site. The value of the view is judged to be medium.										
The sensitivity of recreational users of footpaths at this location is judged to be medium-high .										
Magnitude of change:										
Construction phase										
Construction activities within the site would be visible and a moderate proportion of the view, seen in the context of the wider Whitehaven urban area. The views from this point are representative of those along a short, elevated section of the footpath on rising land at Barrowmouth; the visual effects are considered to be localised in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be medium-low .										
Operation Phase (Year 1)										
Phase 1 of the proposed development would be a moderate change in the views; the visual effects would be localised on a relatively short section of the footpath; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium .										
Operational Phase (+15 years)										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium .										

J	Users of Prow footpath Number: 422008 within St Bees Heritage Coast	6	High	Medium	Construction: Moderate	Construction: Localised	Construction: Short-term	Moderate– Slight Negative	Moderate Negative	Moderate Negative
					Completion: Moderate	Completion: Localised	Completion: Permanent			
					+ 15 years: Moderate	+ 15 years: Localised	+ 15 years: Permanent			
<u>Assessment notes</u>										
Description of baseline views:										
PROW footpath number 422008 provides an elevated viewpoint along cliffs towards Whitehaven to the north and there are open, expansive views across the Solway Firth and the Irish Sea, to Dumfries and Galloway to the north-west. A key component in views is the settlement edge of Whitehaven at Kells. The Phase 1 area of the site is visible on the upper slopes of field which slope gently down to cliffs at the coastal edge.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced by recreational users of PROW footpath number 422008. Receptors are most likely to be moving through the landscape, along this path with distant views towards the Phase 1 area of site. The proposed development would not sit in the line of sight of views across the Solway Firth and the Irish Sea, to Dumfries and Galloway. Receptor susceptibility is high.										
<i>Value</i>										
The views are across part of the proposed extension area of St Bees Heritage Coast which is considered to be part of a coastline of exceptionally fine scenic quality as it has a strong sense of place derived from its gentle, west facing slopes, coastal character and expansive open views out to sea. The urban area of Whitehaven is a key component of the view. The value of the view is judged to be medium.										
The sensitivity of recreational users of footpaths at this location is judged to be medium-high .										
Magnitude of change:										
<u>Construction phase</u>										
Construction activities within the Phase 1 area of the site would be visible and a minor proportion of the view, seen in the context of the wider Whitehaven urban area. The views from this point are representative of those along a short, elevated section of the footpath on rising land towards Barrowmouth; the visual effects are considered to be localised in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be medium-low .										
<u>Operation Phase (Year 1)</u>										
Phase 1 of the proposed development would be a minor change in the views in the context of existing built form on the edge of Whitehaven; the visual effects would be localised on a relatively short section of the footpath; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium .										
<u>Operational Phase (+15 years)</u>										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium .										

K	Residents at home in Hensingham	7	High	Low	Construction: None	Construction: Restricted	Construction: Short-term	Slight-Imperceptible Neutral	Slight Neutral	Slight Neutral
					Completion: None	Completion: Restricted	Completion: Permanent			
					+ 15 years: None	+ 15 years: Restricted	+ 15 years: Permanent			
Assessment notes										
Description of baseline views:										
Distant views towards the site from Hensingham on rising ground to the eastern side of Whitehaven area. The views are across the Pow Beck Valley and over the residential area of Woodhouse . The northern part of St Bees Head at Barrowmouth forms a partial backdrop to the views with urban area of Whitehaven on the remainder of the skyline.										
Sensitivity:										
<i>Susceptibility to change</i>										
Representative of views experienced by residents at home in properties on rising ground to the eastern side of Whitehaven including Hensingham and Rosebank which are. Receptor susceptibility is high.										
<i>Value</i>										
The views are across the urban area of Whitehaven towards the coast and St Bees Head. The value of the view is judged to be low										
The sensitivity of residents at home at this location is judged to be medium .										
Magnitude of change:										
Construction phase										
Construction activities within the site would be barely perceptible, seen in the context of the wider Whitehaven urban area. The views from this point are representative of those from the eastern area of Whitehaven; the visual effects are considered to be restricted in geographical extent. The duration would be short term.										
Overall, the magnitude of change would be low .										
Operation Phase (Year 1)										
The scale of change from proposed development would be none; the visual effects would be restricted; and the proposed development would be a permanent feature in the views.										
Overall, the magnitude of change would be medium-low .										
Operational Phase (+15 years)										
Native tree planting within the proposed development would be maturing to reduce the mass of buildings in the views.										
Overall, the magnitude of change would remain as medium-low .										

LVIA Methodology

Landscape and Visual Impact Assessment (LVIA)

Methodology

Introduction

Landscape and Visual Impact Assessment (LVIA) is a tool used by Westwood Landscape to identify and assess the effects of change resulting from a proposed development (any proposal that results in a change to the landscape and/or visual environment) on both the landscape as an environmental resource in its own right and on people's views and visual amenity.

LVIA may be carried out formally as part of an Environmental Impact Assessment (EIA) or informally as a contribution to an appraisal of development proposals and planning applications. The broad principles and the core of the approach are the same in each case.

LVIA as part of EIA

EIAs have been required formally for certain types of development since 1985. Stemming from a European directive, the requirements of EIA are translated into domestic law in each member state. With devolution in the UK, the devolved legislation is leading to subtle differences in each area. While the practitioner must be aware of these differences in legislation, the principles of LVIA will remain the same.

Within the context of an EIA, LVIA deals with effects on the landscape itself and on people's visual amenity, as an aspect of effects on human beings, and also with possible inter-relationships of these with other related topics.

LVIA in the appraisal of development proposals

Where no EIA is required for a development, planning authorities may still ask for an LVIA as part of the appraisal process of a proposed development that may bring about a change in the landscape and in the visual amenity. While there will be no rigid requirement to follow the defined terms of an EIA, the required approach is likely to be broadly similar.

Landscape and visual impact assessments prepared by Westwood Landscape will focus on proportionality, transparency, professional judgement, clear communication and presentation.

Methodology

The methodology used by Westwood Landscape Ltd to carry out LVIA is informed by:

- Landscape Institute and Institute of Environmental Management & Assessment 2013 *Guidelines for Landscape and Visual Impact Assessment, 3rd edition* (referred to as GLVIA3);
- Countryside Agency and Scottish National Heritage 2002 *Landscape Character Assessment. Guidance for England and Scotland*;
- Landscape Institute Technical Guide Note 06/19 *Visual Representation of Development Proposals*.

In addition, LVIA for EIA developments will comply with the scoping opinion given by the planning authority where this has been sought.

The core components of the methodology and their relevance to LVIA as part of EIA and LVIA in the appraisal of development proposals are:

Component	LVIA as part of EIA	LVIA in the appraisal of development proposals
Project description	Required	Required
Baseline studies	Required	Required
Identification and description of effects	Required	Required
Assessment of significance (or level) of effects	Required	Not required ¹
Mitigation	Required	If required

¹ For Non-EIA Landscape and Visual Impact Appraisal GLVIA3 Statement of Clarification 1/13, 10th June 2013 states:

In carrying out appraisals, the same principles and process as LVIA may be applied but, in so doing, it is not required to establish whether the effects arising are or are not significant given that the exercise is not being undertaken for EIA purposes. The emphasis of 'significant effects' in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects. The same principle - focussing on a proportional approach - also applies to appraisals of landscape and visual impacts.

Project description

The planning application will include a description of the project at each phase in its life cycle in sufficient detail to allow the assessment of landscape and visual effects including:

- a description of the siting, layout and characteristics of project as a minimum;

Refer to GLVIA3, paragraph 4.15 for information to be presented and illustrated.

- information concerning relevant stages in the project's life cycle including, as appropriate, construction, operation, and decommissioning and restoration/reinstatement stages.

Refer to GLVIA3, paragraphs 4.17-4.20 for relevant information.

The LVIA will highlight those aspects of the development that are the key sources of landscape and visual change.

Baseline studies

The baseline studies will set out the existing landscape and visual conditions within the study area.

Landscape

The landscape baseline will identify and record the character of the landscape and the elements, features and aesthetic and perceptual factors which contribute to it and determine the value attached to the landscape.

The area of landscape to be studied will be agreed with the local planning authority. It will include the site itself and the full extent of the wider landscape around it which the proposed development may influence in a significant manner (based on extent of Landscape Character Areas or a Zone of Theoretical Visibility).

Information will be collected on land use, landscape features, landscape character and landscape designations (value), drawing on published landscape character assessments including National Character Area Profiles published by Natural England, relevant Regional Landscape Character Assessments, relevant District/Unitary/AONB Landscape Character Assessments and management plans for designated landscapes.

A field survey will be undertaken to supplement desk based information and to capture aesthetic, perceptual and experiential qualities of the area of landscape from a number of survey points. A field survey sheet will guide the collection of field data at each survey point. The survey sheet will be tailored to the development and will provide space for: a written description, a checklist of landscape elements and their significance, a checklist of aesthetic and perceptual factors, and space for observations about the sensitivity and management needs of the landscape.

A description of relevant policies and plans will also be included and the relevant Parish Plan consulted, where available, to understand local landscape values.

A landscape baseline report supported by illustrations where necessary should:

- Map, describe and illustrate the existing landscape and its character;
- Identify and describe the potential receptors of landscape effect (individual elements and aesthetic and perceptual aspects of the landscape);
- Indicate the condition of the landscape, including elements and features; and
- Consider the value attached to the landscape.

Visual

The visual baseline will establish the area in which the development may be visible, the range of people who may experience views of the development, the viewpoints where they will be affected and the nature of the views at those points and agree with the relevant planning authority.

A zone of theoretical visibility (ZTV) will be prepared or provided by the Client to indicate the area over which the development may be seen. A ZTV is a computer generated plan that shows the theoretical visibility of the development in the surrounding landscape. ZTVs are based on topography and because they do not

take into account screening elements within the landscape such as trees, woodland or buildings they indicate theoretical visibility only.

Viewpoints from which the development will actually be seen by different groups of people will be identified (with the aid of the ZTV) and discussed and agreed with the local planning authority and other stakeholders where relevant. The number of viewpoints required will vary with the location and scale of the proposal. Priority should be given to views from distances of less than 3km, views from sensitive locations (e.g. residential areas, areas popular with visitors or for outdoor recreation where views may be focussed on the landscape and recognised /iconic views), and views from elevated locations. These should include the clearest views of the development and if the development is visible from a protected landscape there will be a requirement for at least one viewpoint from that landscape. The purpose for selection should be recorded within the LVIA.

Final selection of viewpoints for inclusion in the assessment and for illustration of the visual effects should take account of a range of factors.

Refer to GLVIA3, paragraphs 6.18–6.23 for factors.

At each agreed viewpoint, baseline photographs will be taken to record the existing views in accordance with paragraph 2.2 of the Landscape Institute Technical Guide Note 06/19 *Visual Representation of Development Proposals*.

A visual baseline report will combine information on:

- Type and relative numbers of people (visual receptors) likely to be affected and the activities they are likely to be involved in;
- Location, nature and characteristics of selected representative, specific and illustrative viewpoints and details of visual receptors likely to be affected at each;
- Nature, composition and characteristics of existing views experienced at these viewpoints, including direction of view;

- Visual characteristics of existing views e.g. nature and extent of skyline, aspects of visual scale and proportion (horizontal or vertical emphasis) and any key foci;
- Element, such as landform, buildings and vegetation which may interrupt, filter or otherwise influence views.

The visual baseline report will be supported by:

- Plans to combine potential extent to which site of proposed development is visible from surrounding areas (ZTV), chosen viewpoints, types of visual receptor affected and nature and direction of views;
- Illustrations of existing views by photographs or sketches with annotations added to emphasise any important components and to help viewers understand what they are looking at;
- Technical information about the photography used to record the baseline including camera details, date and time of photography and weather conditions.

Identification and description of effects

This component will systematically identify and describe the likely landscape and visual effects of the proposal, identifying magnitude of change as a deviation from baseline conditions.

Landscape effects

The landscape baseline information is combined with an understanding of the details of the proposed change or development that is to be introduced into the landscape to identify and describe landscape effects:

Step 1:

The components of the landscape that are likely to be affected by the proposal, the **landscape receptors**, are identified. These can include overall landscape character and key characteristics, individual elements or features and specific aesthetic or perceptual aspects.

Step 2:

Interactions between these landscape receptors and the different components of the development at all its different stages, including construction, operation and, where relevant, decommissioning and restoration/ reinstatement, are identified.

The assessment will consider direct, indirect, secondary, short-, medium- and long-term, permanent and temporary, positive and negative effects of the development.

Direct physical effects of a proposal will be described in the LVIA, including quantities where appropriate.

Indirect effects: perceptual and visual effects on landscape character and visual effects on specific receptors.

Secondary effects: may include further LVIA effects arising from related development, which may be remote from the development site itself.

Short-, medium- and long-term effects: effects during various stages of a project including the construction stage and/or phased implementation.

Permanent and temporary effects: the LVIA process should identify whether effects are temporary or permanent (e.g. are they reversible or irreversible).

Positive and negative effects: interpreted as either a beneficial (positive) or adverse (negative) effect in LVIA terms.

Judgements on positive and negative effect will be based on clear criteria, such as: degree to which the proposal fits with existing character; and contribution to the landscape that the development may make in its own right (good design).

All effects on landscape features/fabric, landscape character and landscape values and visual amenity will be described.

- Effects on landscape features/fabric will consider loss of elements (e.g. hedges, trees).
- Effects on landscape character will describe the direct changes that will occur to the character of the landscape as described in the County/District/Unitary/AONB Landscape Character Areas (i.e. with reference to Landscape Character Areas and Landscape Character Types as appropriate) – this should include how the development will affect perceptions of character and how widespread and prominent the changes will be.
- Effects on landscape values will also describe any potential changes in special qualities of landscapes as recorded in County/District/Unitary/AONB Landscape Character Assessments. Particular weight should be given to protecting the special qualities of protected landscapes (i.e. AONB and National Parks), focussing on the reasons for designation referred to in their Management Plans.

Visual effects

Likely visual effects will be identified by considering the different sources of visual effects alongside the principal visual receptors that might be affected.

A range of issues will be considered to inform a description and comparison of effects including:

- Nature of the view of the development (full, partial, glimpse);
- Proportion of development that would be visible (full, most, small, part, none);
- Distance of viewpoint from development;
- Whether view is stationary or transient or one of a sequence of views (from footpath or moving vehicle);
- Nature of changes (changes in existing skyline profile, creation of new visual focus, introduction of new man-made objects, changes visual simplicity or complexity, alteration of visual scale and change to degree of visual enclosure).

All effects on visual amenity will be described.

- Effects on visual amenity will describe and illustrate the extent of visibility and record changes in views from the representative assessment viewpoints with reference to photographs and visualisations.
- Effects on settlements and at any properties with a clear view of the site will also be considered.

Assessment of significance (or degree) of effects

Landscape effects

The landscape effects that have been identified will be assessed to determine their overall level of effect by combining judgements on the **sensitivity** of the landscape receptor and the **magnitude** of landscape effects.

Sensitivity of landscape receptors

The sensitivity of a landscape receptor is determined by an evaluation of its susceptibility to change (or the development type) and its value.

Susceptibility to change means *the ability of the landscape (whether that be the overall character or quality/ condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies* (GLVIA3, para 5.40).

Broad criteria for determining the susceptibility to change are based on the special qualities and landscape character attributes of the landscape most likely to be affected by a residential development in Table 1. These criteria may be altered depending on the type of development.

Table 1: Typical criteria for determining susceptibility to change

		<div> <div>LOWER SUSCEPTIBILITY CRITERIA</div> <div>↔</div> <div>HIGHER SUSCEPTIBILITY CRITERIA</div> </div>	
CRITERIA	Scale	Larger scale and more open landforms. Open fields. Existing human-scale elements e.g. buildings or trees.	Smaller scale, enclosed landforms. Smaller, more intricate field cover
	Landform	Little topographic variation. Smooth, gently undulating or flat landforms.	Dramatic or distinct landforms such as prominent ridges, rolling hills or steep slopes.
	Landscape pattern	Large, regular scale field patterns. Limited tree cover.	Small, irregular field patterns. Areas of woodland, water and semi-natural habitats.
	Settlement	Concentrated settlement pattern.	Dispersed settlement pattern.

		<p>Presence of modern development e.g. utility, infrastructure or industrial elements.</p> <p>An exposed settlement edge.</p>		<p>Absence of modern development, presence of small scale, historic or vernacular settlement.</p> <p>A well-integrated settlement edge with an intact landscape structure.</p>
	Historic landscape character	<p>Relatively few historic features e.g. Conservation Areas, Scheduled Monuments, listed buildings important to the character of the area and little time depth</p>		<p>A high density of historic features e.g. Conservation Areas, Scheduled Monuments, listed buildings important to the character of the area and great time depth</p>
	Perceptual qualities	<p>Site is significantly influenced by development/ human activity.</p>		<p>A tranquil or highly rural landscape, lacking strong intrusive elements.</p> <p>Higher degree of remoteness.</p>
	Visual character	<p>Site is enclosed/ visually contained and/or has a low degree of visibility from surrounding landscapes, and the site does not form a visually distinctive or important undeveloped skyline.</p>		<p>Site is open and/ or has a high degree of visibility from surrounding landscapes, and/ or the area forms a visually distinctive skyline or an important undeveloped skyline.</p>

Judgements on susceptibility of receptors (which may include individual features or areas) are recorded on a scale of **high**, **medium** or **low** according to Table 2.

Table 2: Susceptibility of landscape receptors

		DESCRIPTION
SUSCEPTIBILITY	High	<p>The landscape receptor has limited capacity to accommodate residential development and undue consequences to the baseline situation are to be expected.</p> <p>Attributes that make up the character of the landscape offer limited opportunities for accommodating the development without being altered, leading to a different landscape character.</p> <p>Landscapes of particularly distinctive character and without detracting features, vulnerable to relatively small changes</p>
	Medium	<p>The landscape receptor has some capacity to accommodate residential development and undue consequences to the baseline situation may occur.</p> <p>Attributes that make up the character of the landscape offer some opportunities for accommodating the development without key characteristics being altered.</p> <p>Recognisable landscape structure, characteristics, patterns and combinations of landform and land cover moderately valued characteristics with some detracting features and reasonably tolerant of changes.</p>

	Low	<p>The landscape receptor has more capacity to accommodate residential development and undue consequences to the baseline situation are unlikely.</p> <p>Attributes that make up the character of the landscape are resilient to being changed by the development.</p> <p>Non-designated landscape, very weak or degraded structure, extensive detracting features and tolerant of substantial change.</p>
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Value of a landscape receptor is concerned with the importance attached to a landscape, often as a basis for designation or recognition which expresses national or regional consensus, because of its distinctive landscape pattern, cultural associations, scenic or aesthetic qualities. It should be noted that, in virtually all circumstances, landscapes are valued in the local context by various if not all sectors of the community e.g. due to its contribution to a community or its cultural significance e.g. landscapes reflected through literature, poetry, art etc.

Where there is no clear existing evidence on landscape value, an appraisal is made based on the following factors (based on the guidance in GLVIA3 paragraph 5.28, Box 5.1):

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

The criterion in Table 3 is used to assess landscape value for non-designated landscapes.

Table 3: Criterion for assessment of landscape value for non-designated landscapes

		VALUE		
		Low	Medium	High
CRITERIA	<i>Condition/quality</i>	A landscape with no or few areas intact and/ or in poor condition	A landscape with some areas that are intact and/or in reasonable condition	A landscape with most areas intact and/or in good condition
	<i>Scenic quality</i>	A landscape of little or no aesthetic appeal	A landscape of some aesthetic appeal	A landscape of high aesthetic appeal
	<i>Rarity and representativeness</i>	A landscape which does not contain rare landscape types or features	A landscape which contains distinct but not rare landscape types or features	A landscape which contains one or more rare landscape types or features
	<i>Conservation interests</i>	A landscape with no or limited cultural and/or nature conservation value	A landscape with some cultural and/or nature conservation value	A landscape with rich cultural and/or nature conservation value

	<i>Recreation value</i>	A landscape with no or limited contribution to	A landscape with some contribution to	A distinct landscape with a strong
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		recreation experience	recreation experience	contribution to recreation experience
	<i>Perceptual aspects</i>	A landscape with prominent detractors, probably part of the key characteristics	A landscape with detractors that retains some perceptual values	A wild, tranquil or unspoilt landscape without noticeable detractors
	<i>Cultural associations</i>	A landscape without recorded associations	A landscape with some and/or moderately valued associations	A landscape of rich and/or highly valued associations

A landscape value for each receptor is defined on a scale of high, medium or low according to Table 4.

Table 4: Value attached to landscape

		DESCRIPTION
VALUE	High	<p>Internationally or nationally designated landscapes (World Heritage Sites, National Parks, and Areas of Outstanding Natural Beauty). Also landscapes associated with Scheduled Monuments, Grade I and II* Listed Buildings and Registered Parks and Gardens.</p> <p>Areas of landscape character that are highly valued for their scenic quality.</p> <p>(including most statutorily designated landscapes)</p> <p>Receptor highly reflects high and medium value criteria in Table 3.</p>
	Medium	Designated and locally valued landscapes (local authority landscape designations).

		<p>Areas that have a positive landscape character but include some areas of alteration/degradation/or erosion of features.</p> <p>Receptor moderately reflects high and medium value criteria in Table 3.</p>
	Low	<p>Landscapes without formal designation but valued at a community or site level.</p> <p>Damaged or substantially modified landscapes with few characteristic features of value.</p> <p>Landscape receptor poorly reflects high and medium value criteria in Table 3.</p>

Magnitude of landscape effects

Each effect on a landscape receptor is assessed in terms of its size or scale, the geographical extent of the area influenced and its duration and reversibility.

Size or scale of effect is a consideration of the degree of change arising from the development and is described as being major, moderate, minor and none, with reference to the definitions set out in Table 5.

Table 5: Size or scale of change to landscape receptor

		DESCRIPTION
SIZE OR SCALE	Major	Major loss of existing landscape elements, features or characteristics potentially resulting in a new landscape character type.
	Moderate	Noticeable loss of existing landscape elements, features or characteristics.
	Minor	A perceptible but small loss existing landscape elements, features or characteristics.
	None	An imperceptible or barely perceptible loss of existing landscape elements, features or characteristics.

Geographic extent is a consideration of the geographical area over which the landscape effects will be felt and is determined by the following scale:

- on a **larger scale** affecting several landscape types or character areas (**Extensive**)
- at the scale of the **landscape type or character area** (**Major**)
- at the level of the **immediate setting** of the site (**Localised**)
- at the **site level**, within the Development site itself (**Restricted**)

Duration and reversibility of effects are linked considerations and are determined by the following scale:

- The change is expected to be permanent without the intention for it to be reversed (**Permanent**);
- The change is expected to effect the receptor for a period of 10–25 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Long term**);

- The change is expected to have effect on the receptor for a period of 5–10 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Medium-term**);
- The change is expected to have effect the receptor for a period of up to 5 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Short-term**).

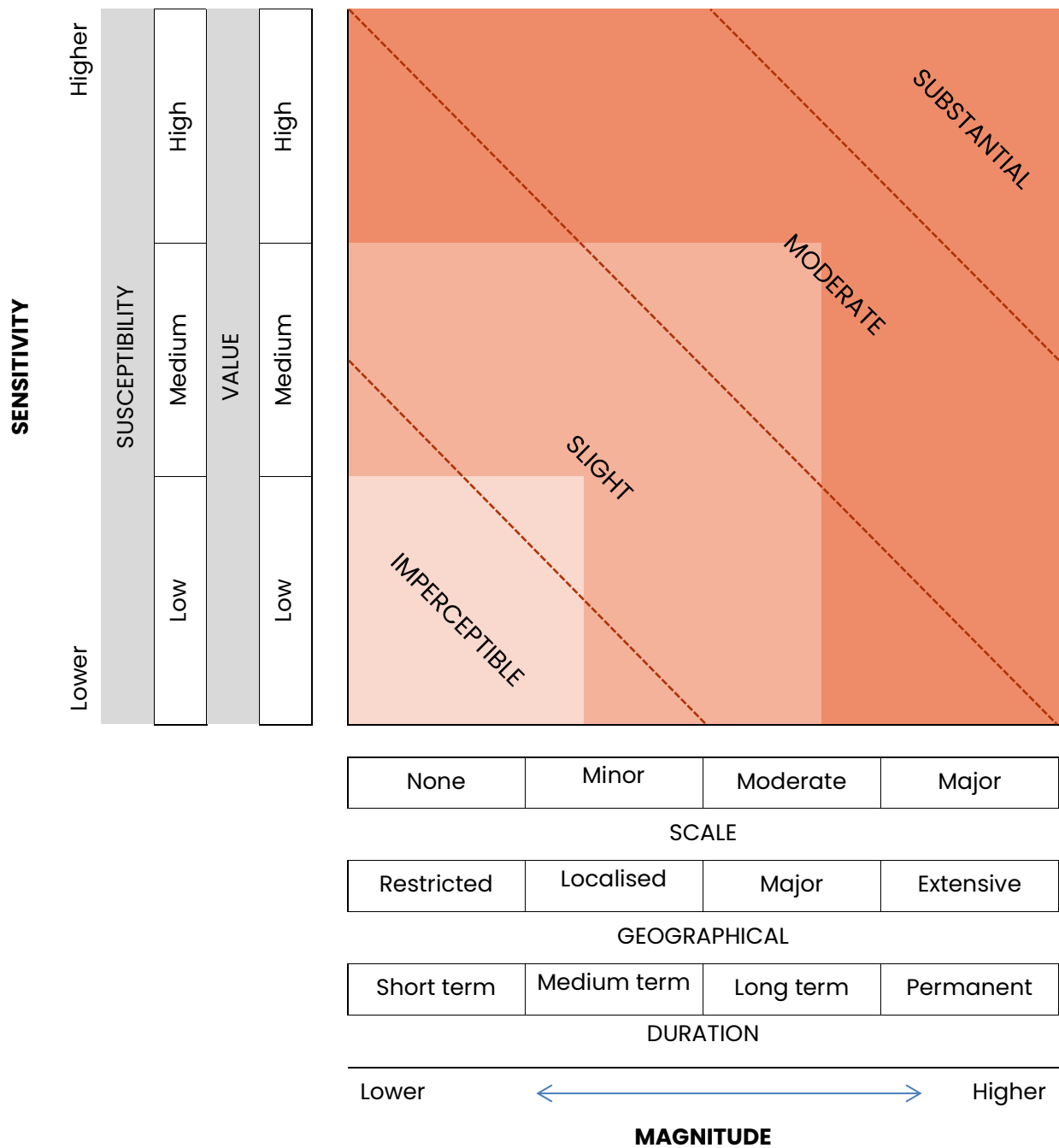
Reversibility is related to whether the change can be reversed (e.g. effects arising from the presence of construction traffic will cease at the end of construction, whereas effects arising from presence of new built development, such as housing, will be not reversible).

Overall level (or significance) of landscape and effects

To draw final conclusions about the level (or significance) of landscape effects, the separate judgements about the sensitivity of landscape receptors and the magnitude of landscape effects are combined to allow a final judgement to be made about the level of each effect.

All judgements against the individual criteria are arranged in Diagram 1 to provide an overall profile of each identified effect. An overview is then taken of the distribution of judgements for each criterion to make an informed professional assessment.

Diagram 1: Degree of effects assessment diagram



Degrees of landscape effect are identified as: **Negligible, Slight, Moderate** or **Substantial**. Where it a judgement falls between or encompasses two of these terms, then the judgement may be described as: **Slight-Negligible, Moderate-Slight** or **Substantial-Moderate**. The terms are defined in Table 6.

Table 6: Degrees of landscape effect

		DESCRIPTION
LEVEL OF LANDSCAPE EFFECT	Substantial	Major loss or permanent negative effects, over an extensive area, on elements and/or aesthetic and perceptual aspects that are key to the character of nationally valued landscapes.
	Moderate	Noticeable or long term negative effects, over a landscape character type or area, on elements and/or aesthetic and perceptual aspects that contribute to local authority designated landscape.
	Slight	Perceptible but small negative effects, over a localised area, on elements and/or aesthetic and perceptual aspects that are key to the character of landscapes of community value.
	Negligible	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.

A judgement is made on whether the effects are **positive** (beneficial), **negative** (adverse) or **neutral** in relation to the degree to which the Development fits with existing character; and the contribution to the landscape that the Development may make in its own right.

Visual effects

The visual effects that have been identified will be assessed to determine their overall level of effect by combining judgements on the **sensitivity** of a visual receptor and the **magnitude** of visual effect.

Sensitivity of visual receptors

Visual receptors are all people and their sensitivity is assessed in terms of both their susceptibility to change in views and visual amenity and the value attached to particular views.

The susceptibility of visual receptors to changes in views and general visual amenity is typically a function of the activity of people experiencing the view and the extent to which their attention is likely to be focused on the view (GLVIA3, paragraph 6.32)

The susceptibility of visual receptor groups is recorded on a scale of **high**, **medium** and **low** using the definitions in Table 7.

Table 7: Susceptibility of visual receptors to change

		VISUAL RECEPTORS
SUSCEPTIBILITY	High	Residents at home particularly using rooms normally occupied in daylight hours; people engaged in outdoor activities whose attention is focused on the landscape or particular views e.g. users of public rights of way; visitors to heritage assets or tourist attractions where views of the surroundings are an important contributor to the experiences.
	Medium	Road and rail users where views of the surroundings form an incidental contribution to the journey; Cyclists or users of scenic roads where views of the surroundings contribute to the experience.
	Low	People engaged in outdoor sport and recreation which does not involve an appreciation of views of the landscape. People at their place of work whose attention may be focused on their work or activity and where the setting is not important to the quality of their working life.

Value attached to views is concerned with the value placed on the landscape resource in a view and will take account of:

- Recognition of the value attached to particular views e.g. in relation to heritage assets or through planning designations;
- Indicators of the value attached to views by visitors e.g. through appearance in guide books or on tourist maps, provision of facilities for their enjoyment (parking places, sign boards and interpretive material) and references to them in literature or art.

Judgements on value of views are recorded on scale of high, medium and low according to Table 8.

Table 8: Value attached to views

		DESCRIPTION
VALUE	High	Views appearing in guidebooks or on tourist maps; Provision of facilities for the enjoyment of a view (e.g. parking places, sign boards and interpretive material); and references to a view in literature. Views associated with nationally designated landscapes, designed views recorded in records for historic parks and gardens or scheduled monuments.
	Medium	Views associated with local authority designated landscapes or recorded as of importance in Conservation Area Appraisals or local authority landscape/townscape assessments.
	Low	Views valued at a community level.

Magnitude of visual effects

Each effect on visual receptors will be assessed in terms of its **size or scale**, the **geographical extent** of the area influenced and its **duration and reversibility**.

Size or scale of an effect considers:

- 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 the proportion of the view occupied by the 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; and
- 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.

Size or scale is determined by the classification in Table 9.

Table 9: Size or scale of change in view

		DESCRIPTION
SIZE OR SCALE	Major	Major change to features in the view and major changes in its composition due to a large proportion of the view occupied by the proposed development.
	Moderate	Noticeable change to features in the view and noticeable changes in its composition due to a moderate proportion of the view occupied by the proposed development.
	Minor	Minor change to features in the view and minor changes in its composition due to a small proportion of the view occupied by the proposed development.
	Negligible	Very minor change to features in the view and very minor changes in its composition due to a limited proportion of the view occupied by the proposed development

Geographic extent of a visual effect considers:

- 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 change would be visible.

Geographical extent is described as being **extensive, major, localised** or **restricted**.

Duration and reversibility of effects are linked considerations and are determined by the following scale:

- The change is expected to be permanent without the intention for it to be reversed (**Permanent**);
- The change is expected to effect the receptor for a period of 10-25 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Long-term**);
- The change is expected to have effect on the receptor for a period of 5-10 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Medium-term**);
- The change is expected to have effect the receptor for a period of up to 5 years and thereafter will be fully reversed or fully mitigated such that the baseline conditions are restored (**Short-term**).

Reversibility is related to whether the change can be reversed (e.g. effects arising from the presence of construction traffic will cease at the end of construction, whereas effects arising from presence of new built development such as housing will be not reversible).

Overall degree of visual effects

To draw final conclusions about the level (or significance) of visual effects, the separate judgements about the sensitivity of landscape receptors and the magnitude of landscape effects are combined to allow a final judgement to be made about the level of each effect.

All judgements against the individual criteria are arranged in Diagram 1 to provide an overall profile of each identified effect. An overview is then taken of the distribution of judgements for each criterion to make an informed professional assessment.

Degrees of visual effect are identified as: **Imperceptible**, **Slight**, **Moderate** or **Substantial**. Where a judgement falls between or encompasses two of these terms, then the judgement may be described as: **Slight-Imperceptible**, **Moderate-Slight** or **Substantial-Moderate**. The terms are defined in Table 10.

Table 10: Degrees of visual effect

		DESCRIPTION
LEVEL OF VISUAL EFFECT	Substantial	Major change to features in the view and major changes in its composition due to a large proportion of the view occupied by the proposed development.
	Moderate	Noticeable change to features in the view and noticeable changes in its composition due to a moderate proportion of the view occupied by the proposed development.
	Slight	Minor change to features in the view and minor changes in its composition due to a small proportion of the view occupied by the proposed development.
	Imperceptible	Very minor change to features in the view and very minor changes in its composition due to a limited proportion of the view occupied by the proposed development

Mitigation

As a consequence of the assessment process there are likely to be modifications to the scheme designed to minimise landscape and visual effects. In addition, there may be measures to prevent, reduce or offset very substantial or substantial adverse effects. These will be described in terms of relationship to/conservation of valued landscape features, relationship to landscape character and appearance from sensitive viewpoints and designated landscapes. All mitigation measures will be described and an indication of how they will be implemented provided. A description of the main reasons for site selection and any alternatives in site design or layout will also be provided where relevant.