

ES VOLUME 3: APPENDIX B

LANDSCAPE AND VISUAL IMPACT ASSESSMENT (LVIA) METHODOLOGY

Introduction

- 1 The methodology employed in preparing the LVIA for the Reading Golf Club project (the Site) is drawn from the Landscape Institute and the Institute of Environmental Management and Assessment's 'Guidelines for Landscape and Visual Impact Assessment' Third Edition, Routledge 2013 (GLVIA 3).
- 2 The term landscape is defined as an area perceived by people, whose character is the result of the action and interaction of nature and / or human factors. It results from the way that different components of our environment – both natural and cultural / historical interact together and are perceived. The term does not mean just special, valued or designated landscapes and it does not only apply to the countryside. The definition of landscape can be classified as:
 - All types of rural landscape, from high mountains and wild countryside to urban fringe farmland (rural landscapes);
 - Marine and coastal landscapes (seascapes); and
 - The landscape of villages, towns and cities (townscapes).
- 3 The LVIA for the Reading Golf Club site provides a description of the baseline conditions and sets out how the study area and Site appears in 2019 and 2020 prior to the proposed development. The baseline assessment has then been used to predict the landscape and visual impacts arising from the proposed development. The assessment of effect is carried out as part of the iterative design process in order to build in mitigation measures to reduce, avoid or mitigate the impacts as much as possible. The impact assessment has identified and assessed effects during the stages of the proposed development relevant to the Site (i.e. construction; and operation stages). Furthermore, the assessment considers the maturation of the landscape proposals.

Summary Overview of LVIA Methodology

- 4 Landscape and visual assessments are separate, although linked, procedures.
- 5 The baseline assessment has considered and described:
 - Each of the landscape elements which then collectively inform landscape character for the contextual area to the Site and the Site itself;
 - The character, amenity and degree of openness of the view from a range of visual receptors (either transient, serial or static views);
 - The current and any future baseline scenarios; and
 - The value of each of the landscape and visual receptor.
- 6 Landscape effects derive from either direct or in-direct changes to the physical landscape, which may give rise to changes to the individual landscape components which in turn affects the landscape character and potentially changes how the landscape is experienced and valued.
- 7 Visual effects relate to the changes that arise in the composition, character and amenity of the view as a result of changes to the physical landscape elements.
- 8 The assessment of effects therefore systematically:

- Combines the value of the receptor with the susceptibility to the proposed change to determine the sensitivity of the receptor;
 - Combines the size, scale, geographic extent, duration of the proposals and its reversibility in order to understand the magnitude of the proposal;
 - Combines the sensitivity of the each of the receptors and the magnitude of effect to determine the significance of the effect;
 - Presents the landscape and visual effects in a factual logical, well-reasoned and objective fashion;
 - Indicates any additional measures proposed over and above those designed into the scheme to prevent/avoid, reduce, offset, remedy, compensate for the effects (mitigation measures) or which provide an overall landscape and visual enhancement wherever possible to the parameter plans;
 - Sets out any assumptions considered throughout the assessment of effects; and
 - Sets out any residual effects.
- 9 Effects may be positive or negative direct or indirect, residual, permanent or temporary short, medium or long term. They can also arise at different scales (national, county, borough or site level) and have different levels of significance (major, moderate, low, negligible or neutral / no change). Residual effects are those considering any additional mitigation measures in place over and above those designed into the scheme and the maturation of the landscape proposals at year 15.
- 10 The combination of the above factors influences the professional judgement and opinion on the significance of the landscape and visual effect.
- 11 Cumulative effects of all other known development will also be considered as agreed with Reading Borough Council through the ES process.
- 12 The following sections set out in more detail the assessment process employed.

Establishing the Landscape Baseline

Desk and Field Studies

- 13 The initial step was to identify the existing landscape and visual resource in the vicinity of the Site - i.e. the baseline landscape and visual conditions. The baseline study records and analyses the existing landscape, in terms of its constituent elements, features, characteristics, geographic extent, historical and cultural associations, condition, the way the landscape is experienced and the value / importance of that particular landscape. The baseline assessment identifies any potential changes likely to occur in the local landscape which will change the characteristics of either the Site or its setting.
- 14 A desk study was carried out to establish the physical components of the local landscape and to broadly identify the boundaries of the study area. Ordnance survey (OS) maps and digital data was used to identify local features relating to topography/ drainage pattern, land cover, vegetation, built developments/settlement pattern, movement corridors/definitive Public Rights of Way (PRoW) and any historic or prominent landscape features, which together combine to create a series of key characteristics and character areas. Vertical and any oblique aerial photography and Google streetview will be used, to supplement the OS information. At this stage, any special designated landscapes, heritage or ecological assets were identified and a review carried out of information available relative to any published historic landscape

characterisation; any landscape / capacity and visual related studies; and a search of any artistic, literary or cultural associations with the Site was carried out.

- 15 Landscape character assessment is the tool for classifying the landscape into distinct character areas or types, which share common features and characteristics. There is a well-established methodology developed in the UK by the Countryside Agency and Scottish Natural Heritage in 2002, which has been superseded in England by guidance published by Natural England in 2014. The national, county and borough level character assessments (by Natural England, South Oxfordshire District Council, West Berkshire Council and Reading Borough Council) are available in published documents and will be included in the LVIA. The landscape was classified into distinctive character areas and / or types, based on variations in landform, land cover, vegetation / settlement pattern, field pattern, enclosure, condition, built form, value and etc. The classification has taken into account the county and borough level landscape character assessments as agreed with the Landscape Officer. As part of this process, the assessment identifies environmental and landscape opportunities, recent changes, future trends and forces for change where they may be important in relation to the Proposed Development. The condition of the landscape, i.e. the physical state of an individual area of landscape, is described as factually as possible. The assessment of landscape importance includes reference to policy or designations as an indicator of recognised value, including specific features or characteristics that justify the designation of the area.
- 16 These desk based studies were then used as a basis for verification in the field.
- 17 Judgements on the value of both the landscape and visual receptor were made at the baseline stage.

Landscape Value

- 18 The value attributed to the landscape resource is concerned with the relative importance that is attached to different landscapes. The baseline assessment has considered environmental, historical and cultural aspects, physical and visual components together with any statutory and non-statutory designations and takes into account other values to society, which may be expressed by the local community or consultees. The landscape designations were considered in terms of their 'meaning' to today's context. The following table sets out the criteria and definitions used in the baseline assessment to determine landscape value at the local or site level (in addition to condition / quality).

Table 1 Landscape Value Criteria

Criteria	Evaluation Criteria
<p>High (Very Good / Good Condition) International - National - Regional Scale</p>	<ul style="list-style-type: none"> ▪ Exceptional landscape with outstanding perceptual qualities and where the experience of the landscape is important. Very attractive, intact, natural, scenic, rare, wild and tranquil. The landscape may include World Heritage Sites, National Parks, Areas of Outstanding Natural Beauty or Heritage Coast or key elements/features within them; together with any non-statutory designations. Alternatively, the landscape may be un-designated but is valued as set out in published landscape character assessments and which, for example, identify and artistic and literary connections which assist in informing the identify of a local area (such as 'Constable Country'); ▪ A landscape that contains particular characteristics or elements important to the character of the area; ▪ Very good or good condition with appropriate management for land use and land cover, or with some scope to improve certain elements; ▪ No or limited detracting features.
<p>Medium (Good - Ordinary Condition) Regional - Local Scale</p>	<ul style="list-style-type: none"> ▪ Ordinary landscape and perceptual qualities. The landscape may include local designations such as Special Landscape Areas, Areas of Great Landscape Value, Strategic or Local Gaps; or un-designated but value expressed through literature, historical and / or cultural associations; or through demonstrable use by the local community; together with any non-statutory designations. Alternatively, the landscape may be valued through the landscape character assessment approach. ▪ Distinguishable landscape or townscape structure, with some characteristic patterns of landform and land cover; ▪ Typical, commonplace farmed landscape or a townscape with limited variety or distinctiveness; ▪ A landscape which provides recreational activity where there are focused areas to experience the landscape qualities; ▪ Scope to improve management; ▪ Some detracting features.
<p>Low (Ordinary - Poor Condition) Local /Site Scale</p>	<ul style="list-style-type: none"> ▪ Poor landscape and perceptual qualities. Generally un-designated. Certain individual landscape elements or features may be worthy of conservation and landscape either identified or would benefit from restoration or enhancement (such as local parks and open spaces). Alternatively, the landscape may be valued through the landscape character assessment approach. ▪ Monotonous, weak, uniform or degraded landscape or townscape which has lost most of its natural or built heritage features and where the landcover are often masked by land use; ▪ A landscape which provides some recreational activities with limited focus on the landscape attributes; ▪ Lack of management and intervention has resulted in degradation; ▪ Frequent dominant detracting features.

Establishing the Visual Baseline

Desk and Field Studies

- 19 The visual baseline has established the area in which the Site and the Proposed Development may be visible, the different groups of people who may experience the views, the places where they will be affected and the nature, character and amenity of those views.
- 20 The area of study for the visual assessment has been determined through manual topographical analysis (a combination of desk and field based analysis). Viewpoints within the zone of visibility were identified during the desk assessment, and the viewpoints used for photographs selected to demonstrate the relative visibility of the Site (and the existing development on it and its relationship with the surrounding landscape and built forms). The actual extent of visibility was then checked in the field to record the screening effect of buildings, walls, fences, trees, hedgerows and banks not identified in the initial bare ground mapping stage and to provide an accurate baseline assessment of visibility. The selection of a range of key viewpoints was based on the following criteria which was determined in the field:

- The selection of views to provide an even spread of representative, specific, illustrative or static / kinetic / sequential / transient viewpoints around all sides of the Site.
- From locations which represent a range of local and distant views (although the most distant views have been discounted in the impact assessment as it is judged that visibility from this distance is limited or where the Site forms a small part of the wider or expansive panorama).
- Views from sensitive receptors within designated, historic or cultural landscapes or heritage assets (such as from and to Listed Buildings - and co-ordinated with the heritage consultant; National Parks; and Registered Parks and Gardens); key tourist locations; and any public vantage points.
- The inclusion of strategic / important / designed views and vistas identified in published documents.

21 Views from the following have been included in the visual assessment:

1. Individual private dwellings. These are to be collated as representative viewpoints as it's not practical to visit all properties that might be affected;
2. Designated landscapes;
3. Transient views from public viewpoints, i.e. from roads and public rights of way (including scenic routes and associated viewpoints);
4. Areas of open space, recreation grounds and visitor attractions; and
5. Community facilities and schools, are to be included in the assessment where relevant.

22 The selection of the key representative viewpoints has been based proportionately in relation to the scale and nature of the Development Proposals and likely significant effects. The location of the key representative viewpoints is included at Appendix A Figure 16 and 17.

23 The visual assessment recorded:

- The character and amenity of the view, including topographic, geological and drainage features, woodland, tree and hedgerow cover, land use, field boundaries, artefacts, access and rights of way, direction of view and potential seasonal screening effects and any skyline elements or features;
- The type of view, whether panoramas, vistas or glimpses; and
- Whether views of the Site are open, partial or truncated (in accordance with the criteria set out below).

24 The baseline photographs have been taken in accordance with the Landscape Institutes Advice Note on Photography and Photomontage in LVIA (Landscape Institute 2011; 2018 Consultation Draft and TGN 06/19 Visual Representation of development proposals, published on 17th September 2019). The extent of visibility of the range of receptors is based on a grading of degrees of visibility, from a visual inspection of the Site and surrounding area. There will be a continuity of degree of visibility ranging from no view of the Site (truncated) to fully open views. Views are recorded, even if views are truncated of the Site, to demonstrate the range of visibility associated with the Site. To indicate the degree of visibility of the Site from three categories have been used:

a) **Open View:**

An open, unobstructed and clear view of a significant proportion of the ground plane of the site; or its boundary elements; or a clear view of part of the site and its component elements in close proximity.

b) **Partial View:**

A view of part of the site, a filtered or glimpsed view of the site, or a distant view where the site is perceived as a small part of the wider view;

c) **Truncated View:**

No view of the site or the site is difficult to perceive.

- 25 Following the field survey the extent to which the Site is visible from the surrounding area will be mapped through the preparation of a Visual Summary Plan, which sets out the photographic viewpoints and their degree of visibility. The visual assessment includes a series of annotated photographs, the location and extent of the Site within the view, together with identifying the character and amenity of the view, together with any specific elements or important component features such as landform, buildings or vegetation or detracting features which interrupt, filter or otherwise influence views. The photograph will also be annotated with the Value attributed to the receptor or group of receptors.
- 26 At the end of this stage of the combined landscape and visual study, advice, in landscape and visual terms, was provided on the design proposals and the specific mitigation measures required to address landscape and visual issues.

Value of Visual Receptors

- 27 Judgements on the value attached the views experienced are based on the following criteria.

Table 2 – Value Attached to Views

Value	Criteria
High	Views from landscapes / viewpoints of national importance, or highly popular visitor attractions where the view forms an important part of the experience, or with important cultural associations. This may include residential receptors in Listed Buildings where the primary elevation of the dwelling is orientated to take advantage of a particular view (for example across a Registered Park and Garden or National Park).
Medium	Views from landscapes / viewpoints of regional / district importance or moderately popular visitor attractions where the view forms part of the experience, or with local cultural associations. This may include residential receptors where the primary elevation of the dwelling is orientated to take advantage of a particular view.
Low	Views from landscapes / viewpoints with no designation, not particularly important and with minimal or no cultural associations. This may include views from the rear elevation of residential properties.

Predicting and Describing the Landscape and Visual Effects

- 28 An assessment of visual effect deals with the change on the character and amenity arising from the Proposal Development on the range of visual receptors.
- 29 The assessment of effects aims to:
- Identify systematically and separately the likely landscape and visual effects of the Proposed Development;
 - Identify the components and elements of the landscape that are likely to be affected by the Proposed Development;
 - Identify interactions between the landscape receptors and the different components of the development at all its different stages (construction and operation etc.);
 - Indicate the mitigation measures over and above those already designed into the scheme proposed to avoid, reduce, remedy or compensate for these effects;
 - Estimate the magnitude of the effects as accurately as possible and considering this in relation to the sensitivity of the receptor; and

- Provide an assessment of the significance of these effects in a logical and well-reasoned fashion.
- 30 Having established the value of the landscape and visual receptor, the effects have then been considered in relation to the magnitude of change, which includes the size / scale, geographical extent of the areas influenced and the duration and reversibility.
- 31 Wherever relevant tables or matrixes will be used in the assessment, linked with the parameter plans, so that the landscape and visual effects are recorded and quantified in a systematic and logical manner. Consideration has been given to the landscape and visual effects during site enabling and construction phase; at the completion of the whole development; and then again considering the maturation of the landscape proposals at Year 15. Assumptions or limitations to the assessment have also be set out.
- 32 Effects include the direct and/or indirect impacts of the Proposed Development on individual landscape elements / features as well as the effect upon the landscape character and the range of visual receptors, with reference to the key representative viewpoints.

Landscape Susceptibility

- 33 Landscape susceptibility is evaluated by its ability to accommodate the proposed change (i.e. the degree to which the landscape is able 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) as set out in Table 3 below.
- 34 As part of the assessment of the landscape character and its component parts, conclusions have also been drawn as to the overall susceptibility of the landscape / landscape elements and visual environment to the type of development proposed.

Table 3: Landscape Susceptibility Criteria

Susceptibility	Criteria
High	<ul style="list-style-type: none"> ▪ A landscape or townscape particularly susceptible to the proposed change, which would result in significant negative effects on landscape character, value, features or individual elements; ▪ Recognisable landscape structure, characteristic patterns and combinations of landform, landcover and land use are evident, resulting in a strong sense of place; ▪ No or limited potential for substitution and which is susceptible to small changes; ▪ Distinct features worthy of conservation; ▪ Unique sense of place.
Medium	<ul style="list-style-type: none"> ▪ A landscape or townscape capable of accepting some of the proposed change with some negative effects on landscape character, value, features or elements; ▪ Potential for substitution and tolerant of some change; ▪ Typical, commonplace landscape with limited variety or distinctiveness; ▪ Some dominant features worthy of conservation.
Low	<ul style="list-style-type: none"> ▪ A landscape or townscape capable of accommodating the proposed change without significant negative effects on landscape character, value, features or elements; ▪ Disturbed or derelict land requires treatment.

Landscape Sensitivity

- 35 The assessment of landscape sensitivity is then combined through a judgement on the value attributed to that landscape receptor / component and the susceptibility of the landscape receptor to the proposed change using the following matrix.

Table 4: Landscape Receptor Sensitivity

		Landscape Receptor Susceptibility		
		High	Medium	Low
Landscape Value	High	High	Medium - High	Low to Medium
	Medium	Medium - High	Medium	Low
	Low	Low - Medium	Low	Low - Negligible

Visual Receptor Susceptibility

- 36 The susceptibility of the different types of visual receptors to the changes proposed is based on the occupation of the activity of the viewer at a given location; and the extent to which the persons attention or interest may be focussed on a view, considering the visual character and amenity experienced at a given view. The criteria used to assess the susceptibility of a visual receptor is set out in Table 5.

Table 5: Visual Susceptibility Criteria

Susceptibility	Criteria
High	<p>People particularly susceptible to the proposed change because they have a particular interest in the view, and/or with prolonged viewing opportunity of the site / proposed development, such as:</p> <ul style="list-style-type: none"> ▪ Residents with direct/clear/open views of the site; ▪ Those using Public Rights of Way, Access land, Commons or outdoor recreation facilities, where views are an important contributor to the experience; ▪ Those with views from designated landscapes and heritage assets, or views described in literature, where the views of the surroundings are an important contributor to the experience; ▪ Those using described/published scenic routes where views contribute to the enjoyment and quality of the journey; ▪ Those with clear views of areas within or around the site, that contribute to landscape setting, and/or which are enjoyed by the community.
Medium	<p>People partially susceptible to the proposed change because they have a moderate interest in the view, and/or with some viewing opportunity of the site / proposed development, such as:</p> <ul style="list-style-type: none"> ▪ Those with an oblique or limited view toward the site, which may include some residents; ▪ Those travelling through the landscape on roads or Public Rights of Way, or through Access land/Commons where views are partly constrained, or where views only partly contribute to the experience; ▪ Those using outdoor recreation facilities, where views are incidental or not important to their enjoyment of that activity. ▪ Those using roads that are not described/not published scenic routes, but where the appreciation of the view partly contributes to the enjoyment and quality of that journey; ▪ Those with partial views of areas within or around the site, that contribute to landscape setting, and/or which are enjoyed by the community.
Low	<p>People with limited susceptibility to the proposed change because they have momentary, or little interest in the view and their surroundings, and/or because they have little viewing opportunity of the site / proposed development, such as:</p> <ul style="list-style-type: none"> ▪ Those with very oblique, limited or distant views of the site, which may include some residents; ▪ Those travelling through the landscape on roads or Public Rights of Way, or through Access land/Commons where views are largely constrained (for example within or alongside a woodland); or where views make a limited contribution to the experience; ▪ People engaged in outdoor sport, whose attention is focused on their activity; ▪ People at their work place, whose attention is focused on their employment; ▪ Travellers where the view is fleeting (for example, due to the speed of the road, or boundary vegetation) or where views are incidental to the experience of the journey.

Visual Sensitivity

- 37 The sensitivity of the views experienced by the visual receptors is based on combining the value and susceptibility to change on that visual receptor, but also applying a degree of professional judgement.

Table 6: Visual Receptor Sensitivity

		Visual Receptor Susceptibility		
		High	Medium	Low
Visual Receptor Value	High	High	Medium - High	Low - Medium
	Medium	Medium - High	Medium	Low
	Low	Low - Medium	Low	Low - Negligible

Magnitude of Effects

Table 7 - Magnitude of Landscape and Visual Effects

Magnitude Elements					Overall Magnitude of Change
Size / Scale		Geographic Extent	Duration and Permanence	Reversibility	
High	Total loss or significant changes to the landscape elements, key characteristic features and perceptual qualities; Significant change to an open or partial view (static or transient). A major change overall.	Proposal affects wider setting a district or regional level; Site level or immediate setting to the site; At the scale of the landscape type or character area; Close proximity views; Direct or oblique views	Permanent or Temporary (Long, medium or short term)	Irreversible or Reversible	Major
Medium	Loss or alteration to some of the landscape elements, key characteristic features and perceptual qualities; Moderate or significant change to static or transient, partial view. A moderate change overall.	Site or immediate setting to the site; At the scale of the landscape type or character area; Middle distance or close proximity views; Direct or oblique views	Permanent or Temporary (Long, medium or short term)	Irreversible or Reversible	Moderate
Low	A small change to the landscape elements, key characteristic features and perceptual qualities; Small change to a static or transient partial or glimpsed view. A minor change overall.	Site, immediate setting to the site, or wider setting; At the scale of the landscape type or character area; Close proximity, middle or long distance views; Oblique or direct views	Permanent or Temporary (Long, medium or short term)	Irreversible or Reversible	Minor
Negligible	Small, imperceptible change. Negligible.	All of the above	Permanent or Temporary (Long, medium or short term)	Irreversible or Reversible	Negligible

If there is no change to the landscape or visual receptor then the overall magnitude of change is **Neutral**.

38 The criteria for each of the above is to be determined relative to the Proposed Development, applying professional judgement and opinion.

39 The following have been used:

Size and Scale: relates to the combination of the following (and are linked to the descriptions set out under table 7 and 9):

- extent of existing landscape elements that will be lost (to proportion of the total extent that is lost) and the contribution that the element has to landscape character;
- the degree to which aesthetic or perceptual aspects of the landscape are altered (addition or removal of features and elements);
- whether the effect changes the key distinctive characteristics of the landscape, including built elements;
- size and scale of change in the view (with respect to the loss or addition of features in the view) and changes to the composition, including the proportion of the view occupied by the Proposed Development;
- the degree of contrast or integration of any new features or changes in the built form arrangement with the existing or remaining landscape elements and characteristic terms of form, scale, mass, line, height, colour and texture;
- the nature of the view of the Proposed Development, in terms of relative amount of the Proposed Development that is visible, the amount of time over which it will be experienced and whether views will be open, partial, glimpsed.

Geographic Extent: In relation to landscape effects, this considers the geographic area over which the landscape effects will be felt relative to the proposal; effects limited to the site level; effects on the immediate setting effects relating to the scale of the landscape type or character area (district or national level); effects on a larger scale such as influencing several landscape character areas.

Duration, Permanence and Reversibility: These are separate but linked considerations. For example, for this Site; changes from green field use to built form are considered irreversible; changes from green field agricultural use to open space is reversible. The construction impacts are anticipated to be short term, but see the commencement of a permanent change. Operational effects will be long term, permanent and either irreversible or reversible as set out above.

Significance of Effects

40 The two principal criteria determining the significance of effects are the sensitivity of the receptor in relation to the magnitude of effect. A higher level of significance is generally attached to the magnitude of change on a sensitive receptor; for example, a low magnitude of change on highly sensitive receptor can be of greater significance than very high magnitude of change on low sensitivity receptor. Therefore, whilst table 8 sets out a starting point for the assessment, a balanced and well reasoned professional judgement of these two criteria is applied and an explanation provided in the assessment.

41 In order to develop thresholds of significance, both the sensitivity of receptors and the magnitude of change have been classified for both landscape receptors and visual receptors as set out in the following tables. Where landscape effects are judged to be negative, additional mitigation or compensatory measures are to be considered. The significant landscape effects remaining after any additional mitigation measures are proposed over and

above those embedded into the Proposed Development are then to be summarised as the residual effects.

- 42 Impacts have been described clearly and objectively, and the extent and duration of any negative / positive effects quantified, using four categories of effects, indicating a gradation from high to low.

Table 8 – Significance of Effects Matrix

		Landscape / Visual Receptor Sensitivity			
		High	Medium	Low	Negligible
Magnitude of Change	Major	Major adverse / beneficial	Major-moderate adverse / beneficial	Moderate-minor adverse / beneficial	Moderate-minor adverse / beneficial
	Moderate	Major-moderate adverse / beneficial	Major-minor adverse / beneficial	Minor adverse / beneficial	Minor adverse / beneficial
	Minor	Major-minor adverse / beneficial	Minor adverse / beneficial	Minor-negligible	Minor-negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

Where a range has been provided, professional judgement will be used to define the significance against the scale in the following table:

Table 9 – Significance of Effects Criteria for Landscape and Visual Receptors

Effect Significance	Criteria
Major negative effect	Where the proposals would cause a the total or significant loss of or alteration to key mature landscape elements and characteristic features; or introduce elements considered uncharacteristic of the area; a major deterioration in the character and amenity of the view in terms of perceptual qualities; and where the proposals would result in a significant deterioration or dominant element to close or medium distance views, or more notable change in more distant views, considering the character and amenity of the view from the range of visual receptors.
Moderate negative effect	Where the proposals would cause partial loss of or moderate alteration to some of the key landscape elements and characteristic features; or introduce elements considered in part uncharacteristic of the area; results in a noticeable deterioration in the character and amenity of the view from the range of visual receptors and range of distances.
Minor negative effect	Where the proposals would cause a minor loss of or slight alteration to some landscape elements or characteristic features; introduce elements considered in part uncharacteristic of the area; and a barely perceptible deterioration in the character and amenity of the view from the range of visual receptors and range of distances.
Negligible	Where the proposals would have no discernible deterioration or improvement in the existing baseline situation in terms of landscape elements or view.
Neutral	Where the proposals would result in no change overall (resulting in no net positive or negative effect).
Minor beneficial effect	Where the proposals would result in a minor enhancement, alteration or improvement of some elements or characteristic features; introduce elements considered characteristic; and cause a barely perceptible improvement in the character and amenity of the existing view for the range of receptors and range of distances.
Moderate beneficial effect	Where the proposals would cause a moderate enhancement to the key landscape elements or characteristic features; or introduce elements considered in part characteristic of the areas; results in a noticeable improvement in the character and amenity of the existing view from a range of visual receptors and range of distances.
Major beneficial effect	Where the proposals would cause a significant enhancement to the key mature landscape elements or characteristic features; or introduce new elements considered wholly characteristic of the area; a significant improvement in the character and amenity of the close or middle distance view in terms of perceptual qualities for a range of visual receptors and range of distances.

Effects of Moderate and above are considered significant in EIA terms.

Effects During the Construction Phases

- 43 The initial effects arise from the site enabling, demolition and construction works. Sources of landscape and visual effects include:
- The implementation of the site access and haulage routes (if different from the existing routes);
 - The movement of materials and plant machinery around the site;
 - The removal of vegetation to facilitate site access and establish the proposed development platforms;
 - The origin and nature of materials stockpiles, stripping of material and cut and fill operations / disposal and construction compounds;
 - The movements associated with the disposal and recycling of wastes and residues;
 - The construction equipment and plant;
 - The provision of utilities, including lighting and any temporary facilities;
 - The increase in levels across the site to create development platforms, above the flood risk level;
 - The measures for the temporary protection of existing features (such as vegetation, trees, ponds, etc) and any temporary screening (such as hoarding lines); and

- The phasing of construction.

Effects During Operation Phase

- 44 At the operational stage, the sources of landscape and visual effects include:
- The location, scale, height, mass of new built form and structures and green infrastructure;
 - Access arrangements in terms of the proposed road corridors and the associated traffic movements;
 - Car parking;
 - Lighting strategy for the Proposed Development;
 - Outdoor activities that may be visible;
 - Any additional landscape measures; and
 - Land management operations and objectives.

Mitigation Measures

- 45 The purpose of mitigation is to avoid, reduce and where possible, remedy or offset, any significant (major to moderate) negative effects on the landscape and visual receptors arising from the Proposed Development.
- 46 For the purposes of the assessment for the Site, measures have been included in the iterative design process to address negative effects wherever possible, such as changing the form of development; reducing building heights; together with considering standard construction and operational management practices for avoiding and reducing environmental effects, such as the location and colour of contractor's cabins.

Residual Effects

- 47 The residual effects of the Proposed Development therefore relate to the assessment of the effects arising from the use of visually recessive materials and materials which are characteristic of the local area; together with considering the development at Year 15.