

APPENDIX 7B: LVIA Detailed Methodology

1.1 Introduction

1.1.1 The Landscape and Visual Impact Assessment (LVIA) process is intended as a tool to assist with the iteration of scheme design and enable opportunities to avoid, reduce or mitigate against potential impacts on the landscape and visual context.

1.1.2 The purpose of the baseline assessment is to describe and evaluate the existing landscape and visual context of the study area and to reach judgements regarding the sensitivity of the receiving landscape.

1.1.3 The impact assessment that follows identifies the magnitude of anticipated effects on the receiving landscape and visual receptors before judgements are reached regarding the level of effect which takes account of both sensitivity and magnitude considerations. A judgement is then reached as to whether a level of effect is considered to be significant. The step process followed is described in detail below.

1.1.4 Key references, specifically relevant to highways projects, which have informed the methodology for landscape and visual baseline report include:

- Highways Agency (HA), Interim Advice Note 'Landscape and visual effects assessment' (IAN 135/10), November 2010. This replaces DMRB Volume 11 Section 2, Part 5 'Landscape Effects', in England;
- Highways Agency (HA), Interim Advice Note 125/15 'Environmental Assessment update';
- Department for Transport, Traffic Analysis Guidance (TAG) Unit A3 'Environmental Impact Appraisal', November 2014. Sections 1- Environmental Impact Appraisal, Section 5 – Environmental Capital Approach, 6 - Impacts on the Landscape and 7 –Impacts on Townscape;
- Design Manual for Roads and Bridges Volumes 5 (Section1), Volume 10 (Section 0) and Volume 11 (Sections 1, 2 and 3).

1.1.5 The approach adopted has also been adapted to follow more recent guidance set out in:

- 'Guidance for Landscape and Visual Assessment'¹ (LI and IEMA 2013 3rd Ed.).
- 'An Approach to Landscape Character Assessment' 2014², produced by Natural England.

¹ Landscape Institute and Institute of Environmental Management & Assessment (2013) Guidelines for Landscape and Visual Impact Assessment. 3rd ed. Abingdon: Routledge

- The selection of viewpoints and the taking of photographs for inclusion in the assessment and for the photomontage images will be undertaken with consideration of the Landscape Institute Advice Note 01/11 - Use of Photography and Photomontage in Landscape and Visual Assessment³.

I.1.6 In particular, we have refined the IAN methodology to more closely reflect current thinking with specific updates to the approach including:

- Consideration of susceptibility and value in reaching judgements about sensitivity;
- Preparing field character assessment forms as a record of the work used to inform the identification of Local Landscape Character Areas;
- Consideration of the future baseline without improvement the scheme;
- The identification and consideration of visual receptor groups, including static and sequential effects;
- In addition, consideration will be given to cumulative impacts in the subsequent impact assessment.

I.1.7 The approach therefore includes refinements to accommodate more recent good practice whilst maintaining the general highways major road scheme approach to ensure compatibility with other highway projects.

I.1.8 The documents referenced above are not intended as a prescriptive set of rules or an exhaustive manual of techniques, but are accepted as establishing certain principles that help to achieve consistency, credibility and effectiveness in the landscape and visual impact assessment process.

I.1.9 Landscape character is defined by Article 1 of the European Landscape Convention⁴, as “...an area, as perceived by people, whose character is the result of the action and interpretation of natural and/or human factors” (2000). Landscape character therefore draws upon the distinct and recognisable patterns of elements in the landscape that give a locality its sense of place, and which makes it different from its neighbouring areas. Taken together these patterns of elements form a collective ‘landscape character area’ which can be used to define the locality. An evaluation of these character areas is made in the LVIA to identify the qualities, values and sensitivities, which could potentially be affected by the proposed development.

I.1.10 Separately, visual considerations relate specifically to the views of a landscape afforded by people, in the context of the sensitivity of those views – influenced by a number of factors

² An Approach to Landscape Character Assessment (2014) Christine Tudor, Natural England

³ Landscape Institute Advice Note 01/11 – Use of Photography and Photomontage In Landscape Assessment, March 2011

⁴ Council of Europe 2000, European Landscape Convention.

which may include location of the view, the susceptibility of the viewer to accommodate change, the extent of view, the existing duration of the view (is it static, transient, permanent or temporary and/or the popularity of the viewpoint location. Sensitivity also takes into account any values attached to views, such as might relate to cultural references.

1.1.11 The LVIA Baseline report summarises the findings of the first stage of the assessment process, leading to:

- **A baseline description** and evaluation of receptors: landscape and visual; and
- **Judgements** regarding the relative sensitivity of landscape and visual receptors.

1.2 Study Area and Zone of Theoretical Visibility (ZTV)

1.2.1 The extent of the study area has been determined by establishing the anticipated visual envelope of the existing A30/A303 and consideration of the likely extent of potential road improvement route options. The ZTV is defined as the area in which the site and proposed scheme are potentially visible. To determine this field of visibility a Zone of Theoretical Visibility (ZTV) is calculated initially using specialist computer software. The ZTV was prepared in this instance using a 'digital terrain model' generated from a 'bare ground' model of topography (+/- 10m elevation) which did not take account of built form and vegetation. This initial extent of visibility was then checked and verified through site survey and consideration of visual barriers and the effects of distance, in order to develop a refined ZTV/ZVI and study area.

1.3 Landscape Planning Policy Context

1.3.1 Desk studies are undertaken to identify relevant landscape planning policies which may affect the proposed development site; these include formal designations, National Highways policy and local planning policy which are intended to protect landscape and visual aspects.

1.4 Baseline Conditions and Receptors

1.4.1 Desk studies are undertaken to review international, national or local landscape designations and existing landscape character assessments at a national and local administration level. Following verification by a site visit, and supported with Bespoke **Field Record Sheets** (See **Appendix 3**) identified local landscape character areas are described including reference to landscape pattern, land cover, cultural landscape matters, human interaction,

tranquillity, specific landscape features, elements and the presence or absence of Blackdown Hills AONB special qualities. In addition to the designated AONB landscape, each local landscape character area is considered as a landscape receptor which may theoretically be affected by proposed route options. At the next stage, if no effects can reasonably be anticipated, these receptors will be subsequently scoped out from further assessment.

I.4.2 Visual receptor groups are identified in the first instance by a review of the ZTV to determine groups of people who may experience common views within the study area, including the proposed development. Whilst it is acknowledged that every person will have an individual relationship with views towards the site, the assessment combines visual receptors into groups that may reasonably be expected to share common experiences with the landscape in order to form a manageable process of assessment. These typical groups are categorised as follows:

- Recreational users of public rights of way or accessible landscapes. E.g. Walkers, horse riders;
- Residents and visitors of/ to settlements;
- Road users;
- Visitors to specific viewpoints of recognised value;
- Visitors to tourist attractions of heritage assets valued for their visual setting.

I.4.3 Within an individual visual receptor group, people may experience a range of varying views towards the existing or proposed road. Where relevant therefore, groups have been further sub-divided so that the assessment relates to commonly-shared visual experiences, either through geographic or topographic consistency.

Specific viewpoints and representative viewpoints from publically accessible land have been selected for key visual receptor groups and their locations put forward for agreement with stakeholders, including the Local Planning Authority. For each viewpoint a description of the existing view and the context of the existing A30/A303 within the view, is provided.

I.5 Identification of visual receptor groups and selection of representative and specific Viewpoints

I.5.1 The ZTV has been appraised through desk study and field survey, and different receptor groups identified. A proportionate number of viewpoints has been selected from within the

ZTV/identified study area, and verified during site visits, to illustrate the range of views afforded towards the existing A30/A303 and potential locations for road improvement options by different visual receptor groups. It is acknowledged however that visual receptor groups are likely to experience a varying degree of exposure to views (duration and extent) and that a view from one location may be very different from another in close proximity. Such viewpoints, where selected, are intended to provide an illustration of a typical view. By contrast, specific viewpoints, such as panoramic vantage points or vistas of recognised value have been selected where relevant and considered as a specific visual receptor.

1.6 Criteria for determining landscape and visual sensitivity

Landscape Sensitivity

- 1.6.1 Landscape sensitivity is determined by consideration of both the **susceptibility** to change and the **value** placed on the landscape resource, as follows.
- 1.6.2 **Value** of a landscape receptor depends on a variety of considerations including international, national or local designation, its contribution to a community or its cultural significance e.g. landscapes reflected through literature, poetry, art etc.
- 1.6.3 In this instance due regard has been given to consideration of the presence of the special qualities that underpin the Blackdown Hills Area of Outstanding Natural Beauty (AONB) designation in evaluating local landscape character areas and this part of the AONB, as a whole. These are set out below and their presence or absence has been considered in the evaluation process and these findings have been separately recorded on field survey forms and impacts on them reported in the main text.
- 1.6.4 The special qualities and distinctive characteristics of the Blackdown Hills are summarised in the AONB Management Plan:
- Landscape quality
 - Scenic Quality
 - Relative wildness
 - Relative tranquillity
 - Natural heritage features
- 1.6.5 The following special qualities require protection, conservation and enhancement if the AONB is to retain its character and status among England's finest landscapes:

Natural Beauty	Special qualities (including distinctive characteristics and key features)
Landscape quality	<ul style="list-style-type: none"> • A managed landscape sculpted and maintained by the stewardship of generations of those who work the land • Undeveloped skyline of the northern scarp slope is a prominent feature in views from the Vale of Taunton and beyond • Rich mosaic of diverse and interconnected semi-natural habitats; a patchwork of woodland, heathland, meadow and mire linked by hedgerows • Clear, unpolluted streams that meander down the valleys to feed the Yarty, Otter, Culm rivers • Ancient and veteran trees in hedgerows, fields and woodland • A settled landscape with a strong sense of time-depth containing farms and small scattered villages well related to the landscape
Scenic quality	<ul style="list-style-type: none"> • The elevation and long, panoramic views out from the Blackdown Hills create a sense of detachment from surrounding towns and transport corridors • Unspoilt, panoramic views across flat-topped plateau and straight undisturbed ridge tops and over hidden valleys • A well-wooded pastoral landscape with a strong pattern of hedges and hedgerow trees • Pattern of regular, large-scale enclosure fields on the plateau contrasts with the smaller, curving medieval fields on the valley slopes • Majestic avenues of beech trees along northern ridges • Long straight roads across the plateau with verges and low, neat hedges give way to narrow, enclosed, high-hedged winding lanes in the valleys • Wellington Monument is a key landscape feature identifying the Blackdown Hills over a very wide area in all directions
Relative wildness	<ul style="list-style-type: none"> • A sense of remoteness enhanced by the exposure of the plateau and more intimate extensive woodland of the upper slopes and hidden valleys • Wide open spaces provide exposure to the elements; big sky, windswept places, contrasts of sunlight and shadow
Relative tranquillity	<ul style="list-style-type: none"> • Area of high tranquillity spared many of the intrusions of modern life • Places to enjoy natural sounds; the melody of the song thrush and skylark, the call of buzzards • Dark night-time star-filled skies contrasting with the light pollution of the surrounding towns
Natural heritage features	<ul style="list-style-type: none"> • One of the finest, most extensive Greensand plateau in Britain; a distinctive landform that contrasts with the surrounding lowlands to the east, north and west • The presence of straight, uninterrupted ridges are evident as a visual backdrop over a wide area • Distinctive springline mires located around the upper slopes of the valleys • The varied landscape supports a rich assemblage of wildlife including many species of bats, butterflies and meadow flowers • Ancient, species-rich hedges with many hedgerow trees and flower-rich banks; colourful displays of primrose and bluebells in spring • A network of ancient semi-natural woodland linked by hedgerows support the dormouse population
Cultural heritage	<ul style="list-style-type: none"> • Well preserved buildings in the local vernacular – chert, cob and thatch – are an important element of the landscape • Hillforts are prominent features on the ends of the plateau ridges • Mining remains from the once internationally significant whetstone industry • Three World War Two airfields and their associated buildings are found on the high, flat land of the plateau • A community with a strong sense of place closely linked to the land and its management, with a particularly strong tradition of hedge laying • A landscape that has inspired artists from the early 20th century Camden Town Group to the Blackdown Hills Artists and Makers of today

(extract from Blackdown Hills Area of Outstanding Natural Beauty Management Plan 2014 – 2019).

1.6.6 **Susceptibility** of landscape receptors is defined as “the ability of the landscape receptor... to accommodate the proposed development without undue consequences for the maintenance of the baseline situation”⁵ (LI and IEMA 2013: 88-9).

1.6.7 The level of **sensitivity** of the landscape receptor is determined through professional judgement in balancing together the value described and the susceptibility to change. Sensitivity is recorded on a verbal scale of High, Medium and Low

1.6.8 Set criteria are not necessarily provided for the determination of overall levels of sensitivity since GLVIA3 (para 5.46, p90) recognises that:

⁵ Landscape Institute and Institute of Environmental Management & Assessment (2013) *Guidelines for Landscape and Visual Impact Assessment*. 3rd ed. Abingdon: Routledge

“there can be complex relationships between the value attached to landscape receptors and their susceptibility to change which are especially important when considering change within or close to designated landscapes. For example:

- An internationally nationally or locally valued landscape does not automatically, or by definition, have high susceptibility to all types of change.
- It is possible for internationally, nationally or locally important landscape to have relatively low susceptibility to change resulting from a particular type of development in question, by virtue of both the characteristics of the landscape and the nature of the proposal.
- The particular type of change or development proposed may not compromise the specific basis for the value attached to the landscape.

1.6.9 In this case, adapted IAN 135/10 criteria have been used for describing the overall sensitivity of the landscape receptors and these are as follows:

Table LS.1 –The sensitivity of the landscape

Sensitivity	Typical Descriptors and Examples
High	<p>Local Landscape Character Areas within the Blackdown Hills AONB landscape which by nature of their character would mostly be unable to accommodate change of the type proposed. Typically these would be:</p> <ul style="list-style-type: none"> • Of high quality with distinctive landscape elements and features making a positive contribution to character and sense of place. • Nationally designated with identified AONB special landscape qualities that underpin such value, present throughout. • Containing areas of recognised special value through use, perception or historic and cultural associations. • Likely to contain many features and elements that cannot be avoided and are rare and could not be replaced and including tranquil areas/dark skies with no or very few intrusive influences.
Medium	<p>Local Landscape Character Areas within or alongside the Blackdown Hills AONB landscape which by nature of their character would be able to partly accommodate change of the type proposed. Typically these would be;</p> <ul style="list-style-type: none"> • Comprised of commonplace elements and features creating generally unremarkable character but with some sense of place.

	<ul style="list-style-type: none"> • Nationally designated with identified AONB special landscape qualities that underpin such value, present intermittently. • Containing some features of value through use, perception or historic and cultural associations. • Likely to contain some features and elements that could not be avoided nor replaced and including areas of moderate tranquillity and with limited existing intrusive influences.
Low	<p>Local Landscape Character Areas within or alongside the Blackdown Hills AONB landscape which by nature of their character would be able to accommodate change of the type proposed. Typically these would be;</p> <ul style="list-style-type: none"> • Comprised of some features and elements that are discordant, derelict or in decline, resulting in indistinct character with little or no sense of place. • Nationally designated, but with few identified special landscape qualities that underpin such value, present or only very localised. • Containing few, if any, features of value through use, perception or historic and cultural associations. • Likely to contain few, if any, features and elements that could not be replaced and where tranquillity is low and there are some notable intrusive influences.

Visual Sensitivity

1.6.10 As with Landscape sensitivity, visual sensitivity is determined by consideration of both the **susceptibility** to change and the **value** placed on the view or visual resource.

1.6.11 The **Value** of a view experienced by a receptor group, or its visual amenity depends on a variety of considerations including international, national or local designation/recognition, its contribution to the visual amenity of a community or its cultural significance e.g. views recognised through the arts etc.

1.6.12 The **Susceptibility** of visual receptors is considered to be a “*function of the occupation or activity of people experiencing the view at particular locations; and the extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations*”⁶ (LI and IEMA 2013: 113).

⁶ Landscape Institute and Institute of Environmental Management & Assessment (2013) *Guidelines for Landscape and Visual Impact Assessment*. 3rd ed. Abingdon: Routledge

1.6.13 Value and Susceptibility are considered together to provide a reasoned judgement on the overall level of **sensitivity** of the visual context and views from the visual receptor group. This is set out on a verbal scale of High, Medium, Low and Negligible. Higher sensitivity is more likely to occur with increasing value and/or susceptibility to change. Lower sensitivity is more likely to occur with reduced value and/or susceptibility to change.

1.6.14 The adapted IAN 135/10 criteria used for describing the overall sensitivity of the visual receptor groups in this instance are as follows:

Table VS.1 –The sensitivity of visual receptor groups

Sensitivity	Typical Descriptors and Examples
High	Likely to be views gained by residents, communities, users of public rights of Way or visitors to recreational facilities (including National Trust or other access land) or to heritage assets at valued viewpoints within an Area of Outstanding Natural Beauty, who are focussed on the landscape and enjoyment of the countryside.
Medium	Likely to be views gained by outdoor workers, users of scenic roads, laybys, railways or designated tourist routes within a moderate quality area of landscape within or outside an Area of Outstanding Natural Beauty, with some existing landscape elements of quality.
Low	Likely to be views gained by people engaged in outdoor sport or from indoors, at their place of work within a moderate quality landscape with some existing landscape elements of quality, where the activity and purpose is not related to the view. Or views experienced by travellers on other main roads or on public transport within a moderate quality landscape, inside or outside the Area of Outstanding Natural Beauty with some landscape elements of lower quality.

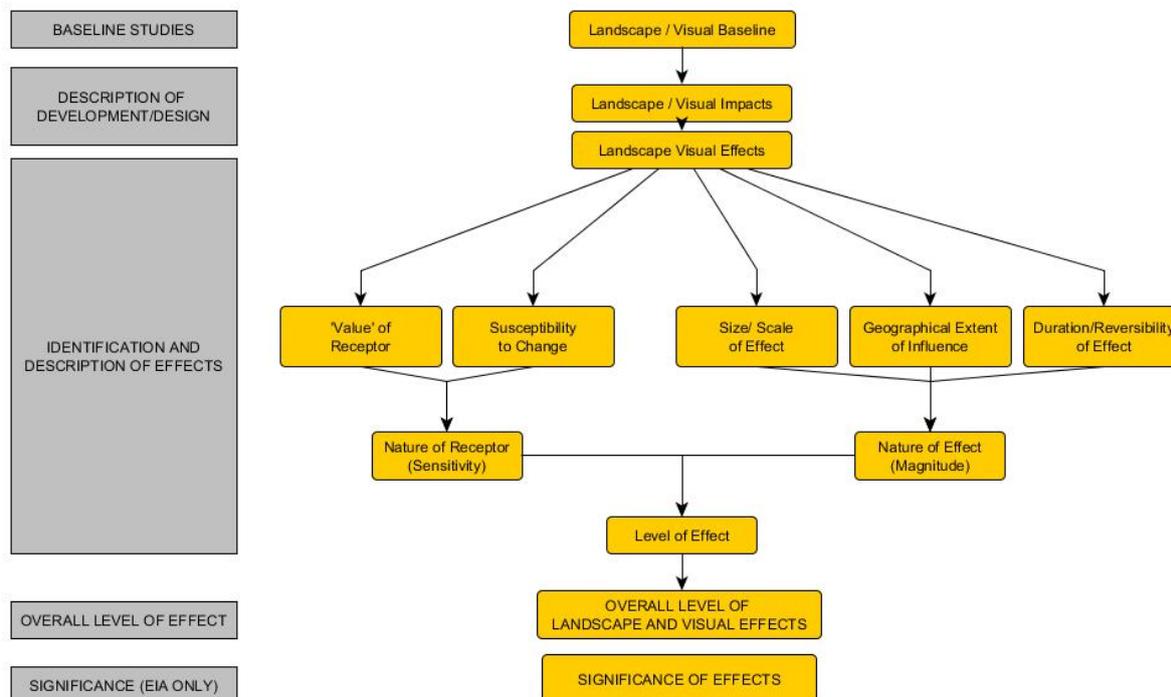
1.7 Assessment of Potential Effects on Receptors

1.7.1 For each of the landscape and visual receptors identified in the baseline studies, an assessment is made on the level of effect arising from the proposed development. For an LVIA as part of an EIA process it is customary to also determine whether overall the effects are significant, so that potential impacts on the landscape can be considered alongside other environmental impacts in a standardised manner.

1.7.2 The step process for assessing potential effects is set out within the diagram below, adapted

by NPA from Figure 3.5 of GLVIA3⁷ (LI and IEMA 2013: 39).

Diagram I: Assessment of the Level of Effect on Receptors



I.7.3 The level of effect is determined through an understanding of both the nature of the receptor, **Sensitivity**; and the nature of the effect, **Magnitude**.

I.7.4 The LVIA will present a reasoned summary of the overall effects on the landscape character and visual receptors from the specific development proposals.

I.8 **Magnitude of Change**

I.8.1 The nature of the change, **magnitude**, on each receptor is assessed through an understanding of the changes to the landscape character and visual context, resulting from the proposals. The magnitude of effect may be considered to be either beneficial or adverse. These are described for each receptor.

I.8.2 Consideration is given to the size or scale of change arising from the development (either directly to the landscape receptor or to views and the general visual setting for visual

⁷ Landscape Institute and Institute of Environmental Management & Assessment (2013) *Guidelines for Landscape and Visual Impact Assessment*. 3rd ed. Abingdon: Routledge

receptors), the geographical extent over which the change is experienced as well as the duration, for example temporary or permanent, and reversibility of effects.

Size/ Scale of change considers the elements of the landscape receptor or views that may be affected by the changes brought about by the development proposal.

Geographical Extent of Influence considers the proportion of the landscape/ visual receptor that may be affected by the changes brought about by the development proposal.

Duration of Effect/ Reversibility considers the timescales of the impacts of the development on the landscape character and views/ visual amenity of receptors. Duration may be defined, as appropriate the scheme and its context as being:

- Permanent – The effects cannot be reversed.
- Long term – Impacts of the development shall be experienced for between 10 and 25 years but afterwards would be reversed.
- Medium term - Impacts of the development shall be experienced for between 5 and 10 years but afterwards would be reversed.
- Short term - Impacts of the development shall be experienced for less than 1 to 5 years but afterwards would be reversed.

1.8.3 The size/ scale, geographical extent of influence and the duration/reversibility of effects on receptors are taken together to form a reasoned assessment of the magnitude of impact/effect on a scale of High, Medium, Low, Negligible, taking account of any mitigation measures. Higher magnitude is more likely to occur with increasing scale and duration. Lower magnitude is more likely to occur with reduced scale and/ or duration. Where intermediate ratings are given, e.g. “Medium-Low”, this indicates a magnitude of change that is both less than Medium and more than Low.

1.8.4 The assessment has been undertaken for both day and night time situations at the following stages:

- In the winter of the year of opening (to represent a maximum effect situation, before any planted mitigation can take effect), taking account of the completed project and the traffic using it, and;
- In the summer of the fifteenth year after project opening, (to represent a least

effect scenario, where any planted mitigation measures can be expected to be reasonably effective), taking account of the completed project and the traffic using it.

I.8.5 The following IAN 135/10 indicative criteria, with some added/refined descriptors, for assessing the likely overall magnitude of change on the landscape receptor in **Table LM.I** have been referred to in reaching judgements:

Table LM.I – Magnitude of change to the landscape receptor

Magnitude of Change	Typical Criteria Descriptors
Major	<ul style="list-style-type: none"> • Total or large scale change to the existing character or distinctive features and elements; • The addition of new but uncharacteristic conspicuous features and elements (adverse change); • Large scale improvement of character by the restoration of existing features and elements and/or the removal or replacement of existing uncharacteristic and noticeable features and elements or by the addition of new characteristic features (beneficial change).
Moderate	<ul style="list-style-type: none"> • Partial or noticeable change to the existing character or distinctive features and elements; • The addition of new but uncharacteristic noticeable features and elements (adverse change); • Partial or noticeable improvement of character by the restoration of existing features and elements and/or the removal or replacement of existing uncharacteristic and noticeable features and elements or by the addition of new characteristic features (beneficial change).
Minor	<ul style="list-style-type: none"> • Slight change to the existing character or features and elements; • The addition of new but uncharacteristic perceptible features and elements (adverse change); • Slight improvement of character by the restoration of existing

	features and elements and/or the removal or replacement of existing uncharacteristic and noticeable features and elements or by the addition of new characteristic features (beneficial change).
Negligible	<ul style="list-style-type: none"> • Barely noticeable change to the existing character or features and elements; • The addition of new but uncharacteristic perceptible features and elements (adverse change); • The removal, restoration and/ or replacement of existing perceptibly uncharacteristic features and elements (beneficial change).
No Change	<ul style="list-style-type: none"> • No perceptible change to the character or features or elements.

1.8.6 The following IAN 135/10 indicative criteria, with some added/refined descriptors for assessing the overall magnitude of change on the identified visual receptors in **Table VM.1** have been referred to in reaching judgements:

Table VM.1 – Magnitude of change to the visual receptor

Magnitude of Change	Typical Criteria Descriptors
Major	<ul style="list-style-type: none"> • The project or part of it would become a large scale feature or focal point into the view; • The addition of new but uncharacteristic conspicuous features and elements in the views (adverse change); • The removal, restoration and/ or replacement of existing highly uncharacteristic features and elements in the views with substantial positive ones (beneficial change).
Moderate	<ul style="list-style-type: none"> • The project or part of it would be a noticeable feature or element in the view which is readily apparent to the receptor. The addition of new but uncharacteristic noticeable features and elements in the views (adverse change); • The removal, restoration and/ or replacement of existing moderately uncharacteristic features and elements in the views with noticeable positive ones (beneficial change).

Minor	<ul style="list-style-type: none"> • The project or part of it would be perceptible but not alter the overall balance of features and elements that comprise the existing view; • The addition of new but uncharacteristic perceptible features and elements in the views (adverse change); • The removal, restoration and/ or replacement of existing perceptibly uncharacteristic features and elements in the views with perceptible positive ones (beneficial change).
Negligible	<ul style="list-style-type: none"> • Only a very small part of the project would be discernible or it is at such a distance that it would form a barely noticeable feature or element in the view.
No change	<ul style="list-style-type: none"> • No part of the project, or work or activity associated with it, is discernible.

1.8.7 The magnitude of impact on each receptor is assessed for both the Construction stage activities and the Operational Phase activities.

1.9 Level of Effect

1.9.1 Following the assessment of the sensitivity of each receptor and the magnitude of change, it is possible through professional judgement to determine the potential **level of effect** from the construction and operational phases of the development. Due to the level of judgement required in determining the level of an effect, it is important to recognise that defined terms are not absolute and that any scale of levels is a continuum. The levels of effect are judged as Large, Moderate, Slight and Neutral, as set out in **Tables LEI and VEI** below. Where intermediate ratings are given, e.g. “Moderate (adverse) to Slight (adverse)”, this indicates a level of effect that is both less than Moderate and more than Slight.

1.9.2 For each level of effect on a receptor those effects are defined using professional judgement as being either **Beneficial** or **Adverse**. Where elements of the change are considered to be both beneficial and adverse, these may be considered as having a **Neutral** overall effect. In such circumstances this balance is described.

Table LE1: Descriptors for Levels of Effect on the Landscape Receptors

Level of Effect	Example Definition
Large (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Be at considerable variance with the character of the landscape; • Degrade or loose the integrity of characteristic features or elements; • Damage or lose the sense of place or local distinctiveness of the area; • In terms of magnitude, would likely relate to all or very large parts/ areas or extent of the receptor; • In terms of sensitivity, would likely to affect receptors deemed to be of higher value or very susceptible to this form of development; • Effects are likely to be long term and may be permanent.
Moderate (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Conflict with the character of the landscape/; • Have a negative impact on some characteristic features or elements; • Diminish the sense of place or local distinctiveness of the area; • In terms of magnitude, would likely relate to some parts/ areas or extent of the receptor; • In terms of sensitivity, would likely to affect receptors deemed to be of moderate value or moderately susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales of change or may be short term but with larger scales of change.
Slight (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Not wholly fit with the character of the landscape;

	<ul style="list-style-type: none"> • Be at variance with the existing characteristic features or elements; • Detract from the sense of place or local distinctiveness of the area; • In terms of magnitude, would likely relate to small parts/ areas or extent of the receptor – ‘small scale’; • In terms of sensitivity, would likely to affect receptors deemed to be of lower value or low susceptible to this form of development; • Effects may be long term but of negligible size/ scale or short term and of a larger scale of change.
Neutral	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Maintain the character of the landscape; • Complement/ blend in with the existing characteristic features or elements; • Enable the sense of place or local distinctiveness of the area to be retained.
Slight (Beneficial)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Complement the character of the landscape; • Maintain or enhance the existing characteristic features or elements; • Enable some of the sense of place or local distinctiveness of the area to be restored; • In terms of magnitude, would likely relate to small parts/ areas or extent of the receptor – ‘small scale’; • In terms of sensitivity, would likely to affect receptors deemed to be of lower value or low susceptible to this form of development; • Effects may be long term but of negligible size/ scale or short term and of a larger scale of change.
Moderate (Beneficial)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Improve the character of the landscape;

	<ul style="list-style-type: none"> • Enable the creation, repair, conservation or restoration of characteristic features or elements partially lost or diminished as a result of inappropriate management or prior development; • Enable the sense of place or local distinctiveness of the area to be restored; • In terms of magnitude, would likely relate to some parts/ areas or extent of the receptor – ‘medium scale’; • In terms of sensitivity, would likely to affect receptors deemed to be of moderate value or moderately susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales of change or may be short term but with larger scales of change.
<p>Large (Beneficial)</p>	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Greatly enhance the character of the landscape; • Enable the creation, repair, conservation or restoration of characteristic features or elements lost or harmed as a result of inappropriate management or prior development; • Greatly enhance the sense of place or local distinctiveness of the area; • In terms of magnitude, would likely relate to all or very large parts/ areas or extent of the receptor – ‘large scale’; • In terms of sensitivity, would likely to affect receptors deemed to be of higher value or very susceptible to this form of development; • Effects are likely to be long term and may be permanent.

Table VE1: Descriptors for Levels of Effect on the Visual Receptors

Level of Effect	Example Definition
Large (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a large deterioration in the existing views; • In terms of magnitude, would likely relate to the majority of views afforded by the receptor group and/ or to all or very large extents of each of those views; • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of higher value or to receptors and their views considered to be very susceptible to this form of development; • Effects are likely to be long term and may be permanent.
Moderate (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a noticeable deterioration in the existing views; • In terms of magnitude, would likely relate to a moderate proportion of range of views afforded by the receptor group and/ or to a large proportion of each of those views – ‘medium scale’; • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of more moderate value or to receptors and their views considered to be have a medium level of susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales of change or may be short term but with larger scales of change.
Slight (Adverse)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a barely perceptible deterioration in the existing views; • In terms of magnitude, would likely relate to a small proportion of range of views afforded by the receptor group and/ or to a small proportion of each of those views – ‘small scale’; • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of more lower value or to receptors and their views considered to be have a low level of susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales

	<p>of change or may be short term but with larger scales of change.</p> <ul style="list-style-type: none"> • Effects may be long term but of negligible size/ scale or short term and of a larger scale of change.
Neutral	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause no discernible deterioration or improvement to the existing view being experienced.
Slight (Beneficial)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a barely perceptible improvement in the existing views; • In terms of magnitude, would likely relate to a small proportion of range of views afforded by the receptor group and/ or to a small proportion of each of those views – ‘small scale’; • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of more lower value or to receptors and their views considered to be have a low level of susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales of change or may be short term but with larger scales of change. • Effects may be long term but of negligible size/ scale or short term and of a larger scale of change.
Moderate (Beneficial)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a noticeable improvement in the existing views; • In terms of magnitude, would likely relate to a moderate proportion of range of views afforded by the receptor group and/ or to a large proportion of each of those views – ‘medium scale’; • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of more moderate value or to receptors and their views considered to be have a medium level of susceptible to this form of development; • Effects are likely to be long term but moderated by smaller scales of change or may be short term but with larger scales of change.
Large(Beneficial)	<p>The road improvement scheme option would:</p> <ul style="list-style-type: none"> • Cause a large improvement in the existing views; • In terms of magnitude, would likely relate to the majority of views

	<p>afforded by the receptor group and/ or to all or very large extents of each of those views;</p> <ul style="list-style-type: none"> • In terms of sensitivity, would likely to affect views afforded by receptors which are deemed to be of higher value or to receptors and their views considered to be very susceptible to this form of development; • Effects are likely to be long term and may be permanent.
--	--

I.10 Overall Significance of Residual Effects

I.10.1 A final judgement is then made about whether or not the overall landscape and visual residual effects of the mitigated development are likely to be significant. Significant effects, in general, would be where there is a major change or irreversible effect, over an extensive area/ proportion of views, on elements and/ or aesthetic and perceptual aspects that are important to the character/ visual amenity of nationally valued landscapes/views. Less significant effects, in general, would be reversible effects of short duration, over a restricted area/proportion of views, on elements and/or aesthetic and perceptual aspects that contribute to but are not key characteristics of the landscape/views of community value. Effects may be either adverse or beneficial.

I.10.2 A level of effect of **Slight to Moderate (Adverse or Beneficial) or above**, has been used as a benchmark for determining whether an effect is significant for both the landscape and visual assessment, in this instance. This level is considered to be appropriate within the context of an Area of Outstanding Natural Beauty where the sensitivity thresholds have had to be refined and adapted to bespoke levels to pick up variation in relative value and susceptibility, in an area of generally recognised as high sensitivity. In this instance this has been essential to the process of informing route option identification and design. This is the level where it is judged that the issues identified are most likely to become key factors in the decision making process.