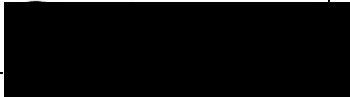

LANDSCAPE AND VISUAL
APPRAISAL

STATION ROAD,
HOOK NORTON

CHARTERED
LANDSCAPE
ARCHITECTS 

| Document Control | | Author | Checked |
|------------------|---------------|---------------|---|
| Status: | Draft V3 | A. Price CMLI |  |
| Date: | November 2020 | | |

Station Road, Hook Norton – Landscape and Visual Impact Appraisal

Scope of this report

MHP Design Ltd Chartered Landscape Architects were instructed by Greystoke Land Ltd to produce a landscape and visual appraisal (LVA) for a new residential development on land off Station Road, Hook Norton.

This appraisal was initially produced to assist with informing development proposals by identifying potential constraints and opportunities that if accommodated can ensure that development does not result in unacceptable landscape or visual harm.

An initial desktop assessment was undertaken to identify local designations and other potentially sensitive landscape and visual receptors. A survey of the study area was then undertaken by a Chartered Landscape Architect in good weather conditions during September 2020.

The visual survey confirmed the potential visual envelope and area that might be influenced in landscape and visual terms and this is referred to as the study area in this report.

In late November 2020, the appraisal was updated to include a description of how the evolving illustrative layout has responded to the landscape and visual constraints and opportunities of the study site and its landscape context.

This landscape and visual appraisal has been undertaken in accordance with 'Guidelines for Landscape and Visual Impact Assessment' 3rd Edition and current guidance provided by the Landscape Institute and undertaken by Chartered Landscape Architects.

Site location:

The study site is located on land north of the Station Road on the eastern edge of Hook Norton opposite 'The Grange' residential development on land currently in agricultural use. The study site is situated approximately 700m north east of the centre of Hook Norton.

Hook Norton is a predominantly nucleated rural village with a slight linear dispersion along the line of roads/watercourses running through the village. The settlement is located between Banbury and Stow-on-the-Wold, lying east of the Cotswolds AONB.

Please refer to Figure 1 in Appendix C for the site location, designations, context, and viewpoint locations.

Site Description:

The study site comprises a parcel of land situated within a larger agricultural field. The land is relatively level and bounded by a slightly elevated hedgerow to the south west and west with a well vegetated/treed boundary to the north and south and a currently open boundary onto the wider field to the east. Beyond the site boundary to the east forming the boundary to the site field is a well vegetated and elevated dismantled railway corridor that encloses the site field from the wider countryside to the east. To the immediate south and west are existing residential developments that border Station Road. To the north is open countryside beyond the well treed site boundary.

Development Proposals being assessed:

The development proposals will comprise of a number of residential dwellings with associated parking and landscaping as well as a new access off Station Road. Supplementary tree and hedge planting will be proposed to strengthen local green infrastructure and to assimilate the development into the settlement, guided by this assessment.

No development proposals had been prepared at the time of the assessment. For the initial appraisal it is assumed that development would consist of dwellings up to two storeys in height consisting of a mix of brick/render or stone finished and tile roofs. A number of more recent residential developments adjoining the village may provide examples of acceptable local materials.

Planning History:

In 2015 a planning application for 48 dwellings situated on the study site was submitted and refused (Ref: 14/01738/OUT). Since this application was submitted the baseline conditions have changed with new residential development to the south of the site and the Neighbourhood Plan being adopted.

This report describes the study site and its features which combine to form the landscape character and the sites visual relationship with its surroundings. The initial assessment is intended to identify baseline landscape and visual conditions and identify opportunities and constraints to inform the design for landscape and visual mitigation as part of the wider design process for development of the site.

Context & Designations:

| | |
|---|--|
| Greenbelt | No |
| Area of Outstanding Natural Beauty (AONB) | No (Situated approximately 2.5km outside of the Cotswold AONB boundary) |
| Other landscape designations | None |
| Settlement Boundary | N/A |
| Designated Heritage Assets | There are no listed structures on or immediately adjacent to the study site (Please refer to Figure 1 for the nearest listed structures) |
| Registered Park and Garden | No |
| Conservation Area | No, Hook Norton Conservation Area lies approximately 150m to the east of the site boundary. The Conservation Area Boundary is identified in Appendix C, Figure 1 |
| Tree Preservation Orders and ancient or veteran trees | None |
| Open access land/public rights of way | A Public Right of Way runs along the northern site boundary and within proximity to the north. The site is not publicly accessible. This Public Right of Way, and those within proximity are identified in Appendix C, Figure 1 |
| Agricultural Land Classification | Grade 3 |

| | |
|--|---|
| LANDSCAPE LEGISLATION CONTEXT | |
| National and local planning policies relevant to the site and its landscape and visual matters are listed below: | |
| National Planning Policy Framework (NPPF) | |
| Paragraph 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 geographical 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 of the best and most versatile agricultural land, and of trees and woodland; |
| Saved Policies of the Adopted Cherwell Local Plan Part 1 (1996) | |
| <p>Saved policies of the Adopted Cherwell Local Plan 1996 remain part of the statutory Development Plan to which regard must be given in the determination of planning applications. The saved policies are those that were originally saved on 27 September 2007 and which have not been replaced by policies within the Adopted Cherwell Local Plan 2011-2031 (Part 1) relating to landscape are included below:</p> | |
| C8 – Sporadic development in open countryside | This policy states that sporadic development in open countryside will generally be resisted in order to maintain its attractive, open, rural character. |
| C28 – Layout, design and external appearance of new development | This policy seeks to ensure that standards of design of new development are sympathetic to the character of urban or rural context of the development. |

| | |
|---|--|
| C30 – Design of new residential development | This policy seeks to ensure that new housing development is compatible with the appearance, character, density, scale and layout of existing dwellings within the vicinity. |
| Cherwell Submission Local Plan (2011 – 2031) | |
| The Adopted Cherwell Local Plan 2011-2031 (Part 1) forms part of the statutory Development Plan for Cherwell to which regard must be given in the determination of planning applications. The Plan was formally adopted by the Council on 20 July 2015. | |
| ESD 10: Protection and enhancement of Biodiversity and the Natural Environment | This policy seeks a net gain in biodiversity with the retention and protection of trees encouraged. Development proposals are expected to retain and enhance existing features of nature conservation incorporating green infrastructure and ecological corridors to ensure habitat connectivity. |
| ESD 13: Local Landscape Protection and Enhancement | This policy seeks opportunities to enhance the character and appearance of the landscape through the restoration, management, and enhancement of existing landscape feature and where appropriate the creation of new ones. Proposals must not cause undue visual intrusion into the open countryside, cause undue harm to important natural landscape feature and topography, be consistent with local character, not impact on areas judged to have a high level of tranquillity or harm the setting of settlements. |
| ESD15: Character of the Built and Historic Environment | This policy seeks to ensure that the design of new development complements and enhances the character of its context through sensitive siting, layout and high quality design. Contributing positively to an area’s character and identity by creating or reinforcing local distinctiveness and respecting local topography and landscape features, including skylines, valley floors, |

| | |
|---|---|
| | <p>significant trees, historic boundaries, landmarks, features or views. Proposals should reflect or, in a contemporary design response, re-interpret local distinctiveness, including elements of construction, elevational detailing, windows and doors, building and surfacing materials, mass, scale and colour palette as well as integrating and enhancing green infrastructure and incorporating biodiversity enhancement features where possible.</p> |
| ESD 17: Green Infrastructure | <p>This policy seeks to maintain and enhance the districts green infrastructure network by ensuring proposals maximise the opportunity to maintain and extend green infrastructure links connecting the towns to the urban fringe and the wider countryside beyond.</p> |
| Hook Norton Neighbourhood Plan | |
| Policy HN – CC 1: Protection and enhancement of local landscape character of Hook Norton | <p>This policy seeks to ensure that development is located and designed so that is readily visually accommodated into its surroundings and setting, and provides a positive contribution to the locally distinctive character of Hook Norton. Proposals which would introduce development to isolated sites in the open countryside will not be permitted</p> |
| Policy HN – CC2: Design | <p>This policy seeks to ensure development reflects local distinctiveness and is readily assimilated particularly in terms of: the extent and amount of development; scale; layout; open spaces; appearance; and materials; Ensures that locally important views and vistas are maintained or enhanced and retains and enhances open spaces, walls, hedgerows and trees which are important to the local character.</p> |
| Policy HN – CC3: Local distinctiveness, variety, and cohesiveness | <p>This policy requires development to reflect the traditional pattern of growth which characterised Hook Norton and seeks a variety of density, layout, building</p> |

| | |
|---|--|
| | orientation and sizes to reflect the local context. Building styles and materials must also respect and positively contribute to local distinctiveness using local ironstone as a predominant building material within the village. |
| Policy HN – CC5: Lighting | This policy seeks to minimise the impact of light pollution. |
| Policy HN – COM 2: Rights of Way | This policy seeks to protect and enhance public rights of way. |
| Policy HN – H3: Housing Density | This policy seeks to ensure the density of proposed housing is in character with the local surrounding area. |
| Countryside Design Summary SPG | |
| Landscape | This guidance advocates for the retention of trees hedgerows and for new planting to reflect local landscape structure and character. New development needs to be sited carefully to avoid prominence, visual intrusion and to reflect the character of the area. |
| Settlement | New development should respect the setting of each village and should not have a prominent visual impact on the wider countryside. Scale, location and layout should relate to the historic form of the village. Open space important to the character of the village should remain undeveloped. The creation of public space as part of development can help maintain the rural character of the village. |
| Buildings | Ironstone is the only appropriate building material in many locations in the village other materials need to be carefully considered. Dominant roof type should be slates and plain tiles of subdued colours appropriate to their location and thatch. Form should be simple without elaborate use of dormers or porches. Timber casement or sash windows should be used. |

| | |
|--|---|
| | A mix of terraced and detached houses should reflect the existing character of the village. Houses should face streets. Large front gardens will not normally be appropriate. Ironstone walls should be used for enclosure where they will be visible from the public domain. |
| Cherwell Residential Design SPG | |
| <p>This SPG sets out guidance for master planning and architectural design including guidance on ensuring the proposals respond appropriately to local character, the site and its context. It includes guidance on ensuring designs consider how existing landscape features are protected, integrated, and enhanced as part of the proposals and the wider landscape framework of the area. The guidance emphasises the importance of establishing a positive built edge to proposals and ensuring development is not hidden behind hedges on key routes except where it is an appropriate response to local character. It highlights the importance of consideration of key views and how new views towards landmark or gateways can be established. It emphasises that a character led approach should be taken to the design reflecting local building types, scale, sense of enclosure and formality. It specifies appropriate boundary treatments and provides guidance on choice of materials and detailing.</p> | |
| Hook Norton Conservation Area Appraisal | |
| <p>The study site is not situated within the Conservation Area however the Conservation Area Appraisal provides guidance on the local vernacular architectural style and varied character areas found within Hook Norton Conservation Area which may be drawn on to guide residential design that reflects the distinctive and varied character of the village.</p> | |
| Other Legislative factors | |
| Countryside and Rights of Way Act: | No public rights of way or public access exist across the site. There are several local public rights of way within the wider local landscape and immediate context. |

| | |
|---|---|
| | Appendix C Figure 1 identifies the nearest Public Rights of Way. |
| Policy Summary | |
| <p>Existing national and local policy will require development of the study site to achieve the following landscape and visual objective:</p> <ul style="list-style-type: none"> ▪ Conserve visual amenity experienced on local public rights of way close to the study site. ▪ Conserve and enhance the local landscape character and sense of place ▪ Conserve the attractive, open, rural character of the countryside ▪ Conserve and extend Green Infrastructure links <p>This assessment considers the potential landscape and visual effects and potential mitigation measures against the requirement to achieve the objectives set out above.</p> | |
| National Landscape Character Context | |
| National Character Area | 107 Cotswolds |
| <p>The key characteristics of the Cotswolds national character area are summarised as follows:</p> <ul style="list-style-type: none"> • Defined by its underlying geology: a dramatic limestone scarp rising above adjacent lowlands with steep combs, and outliers illustrating the slow erosion of escarpments. The limestone geology has formed the scarp and dip slope of the landscape, which in turn has influenced drainage, soils, vegetation, land use and settlement. • Open and expansive scarp and high wold dipping gently to the southeast, dissected by river valleys. • Arable farming dominates the high wold and dip slope while permanent pasture prevails on the steep slopes of the scarp and river valleys with pockets of internationally important limestone grassland. • Drystone walls define the pattern of fields of the high wold and dip slope. On the deeper soils and river valleys, hedgerows form the main field boundaries. • Ancient beech hangers line stretches of the upper slopes of the scarp, while oak/ash woodlands are characteristic of the river valleys. Regular blocks of coniferous and mixed plantations are scattered across the open high wold and dip slope. | |

- Large areas of common land, important for unimproved calcareous grassland, are characteristic of the scarp and high wold around the Stroud valleys and along the crest of the scarp to Cleeve Hill.
- The majority of the principal rivers flow south-eastwards forming the headwaters of the Thames with the exception of rivers in the west which flow into the River Avon and then the Severn Estuary.
- Rich history from Neolithic barrows, iron-age hill forts and Roman roads and villas to deserted medieval villages, grand country houses, cloth mills and Second World War airfields. The field patterns largely reflect both the medieval open field system, with fossilised areas of ridge and furrow, and later planned enclosures.
- Locally quarried limestone brings a harmony to the built environment of scattered villages and drystone walls, giving the area a strong sense of unity for which the Cotswolds are renowned. Bath stone is also famous and has been used for building since Roman times, both locally in the principal buildings and streets of Bath and more widely, for example for Buckingham Palace in London. Parkland, gardens and historic designed landscapes are features particularly of the dip slope and broad lowland, such as Lawrence Johnston's garden at Hidcote, and Heather Muir's garden at Kiftsgate, parkland at Stanway, Chastleton and Blenheim Palace.
- Prominent natural and built features in the landscape include the City of Bath WHS, Brailes Hill, Broadway Tower, Cleeve Hill, the Tyndale monument, Freezing Hill, Kelston Round Hill and Blenheim Palace WHS.

The national character areas are of assistance in understanding the broader characteristics and issues of the wider landscape, but the district and local character assessments provide greater detail of relevance to the study area.

NCA Opportunities and Strategies:

Statements of Environmental Opportunity for the Cotswolds NCA include in summary:

- **SEO 1:** Protect and enhance the highly distinctive farmed landscape, retaining the balance between productive arable, pastoral, and wooded elements and the open, expansive views particularly from the scarp, high wold and dip slope.
- **SEO2** Safeguard and conserve the historic environment, cultural heritage and geodiversity that illustrate the history, evolution, foundations, land use and settlement

of the Cotswolds landscape, and allow access to and interpretation of the relationship between natural processes and human influences.

- **SEO3** Protect, maintain and expand the distinctive character of the Cotswolds and the network of semi-natural and arable habitats, including limestone grassland, beech woods and wetlands along streams and rivers, to enhance water quality, strengthen ecological and landscape connectivity, support rare species and allow for adaptation to changes in climate.
- **SEO 4** Safeguard and manage soil and water resources, allowing naturally functioning hydrological processes to maintain water quality and supply; reduce flooding; and manage land to reduce soil erosion and water pollution and to retain and capture carbon.

Additional Opportunities include:

1. Plan for the creation of new landscapes around settlements on the periphery of the area and in appropriate development within the area. Reinforce the existing landscape structure as part of any identified growth of urban areas, hard infrastructure and other settlements, ensuring that quality green infrastructure is incorporated enhancing health, access, recreation, landscape, biodiversity and geodiversity.

District/Local Landscape Character Type

County/District Character Type

Oxfordshire Wildlife and Landscape Study

**Rolling Village Pastures Landscape Character Type.
Character Area D: Hook Norton (CW/34)**

These are summarised below:

The Oxfordshire Wildlife and Landscape Study identifies the **The Rolling Village Pastures** character type as characterised by a distinctive landform of small rounded hills and narrow valleys. Unspoilt ironstone villages, with a strong vernacular character, form part of the tranquil countryside. Key characteristics are summarised below:

- A strongly undulating landform of rounded hills and small valleys.
- Small to medium-sized fields with mixed land uses, but predominantly pasture.
- Densely scattered hedgerow trees.
- Well-defined nucleated villages with little dispersal into the wider countryside.

The Oxfordshire Wildlife and Landscape Study identifies the key characteristics of The **Hook Norton** character area as summarised below:

The area has a mixed pattern of farming, with both arable and grassland. Fields are small, regularly-shaped and enclosed by a prominent network of tall hawthorn and blackthorn hedges. The hedges tend to be much lower where arable farming is dominant. There are a number of ash and oak hedgerow trees, particularly where there is pasture, as well as a few small ash and willow plantations.

Forces for Change are identified as:

- On the steeper slopes, where there is less arable cultivation, there remains an intact pattern of dense, thick hedges particularly bordering roads. However, where there is more intensively managed arable land the hedges tend to be low and gappy and the hedgerow trees much sparser. To the north of the landscape type many hedges have been removed and been replaced by fences.
- Development in the villages is mostly small scale, usually in character and contained within the existing settlement pattern. Minor exceptions to this can be found on the edge of Hook Norton and around Milcombe.
- All the stone quarries in the area have been restored back to agriculture although some of the associated conifer screen planting can be visually intrusive.

Guidelines for this character type include:

- Strengthen the field pattern by planting up existing gappy hedges and replacing fences using locally characteristic species such as hawthorn and hedgerow trees such as oak and ash.
- Promote environmentally-sensitive maintenance of hedgerows, including coppicing and layering when necessary, to maintain a height and width appropriate to the landscape type.
- Conserve the surviving areas of permanent pasture, particularly remnants of ridge and furrow pasture and promote arable reversion to grassland, particularly along the valley sides and bottoms.
- Contain the size of settlements and promote the use of building materials and a scale of development and that are appropriate to this landscape type.

- Promote small-scale planting of deciduous woodland blocks using locally characteristic species such as oak, ash and field maple.
- Enhance and strengthen the character of tree-lined watercourses by planting willows and ash, and where appropriate pollarding willows

Local Landscape Character

Local Landscape Character Area Cherwell
Countrywide Design Summary SPG

The site is situated with the Cherwell District
Landscape Assessment as being situated
within

Character Area: Ironstone Downs

These are summarised below:

The Cherwell District Countrywide Design Summary SPG identifies the key characteristics of The **Ironstone Downs** character area as summarised below:

- The Ironstone Downs is a strongly undulating landscape, which rises to the west forming an upland ridge on the western boundary of the district, over 200m in altitude in part. In places, such as Oatley Hill at 239m, this ridge provides extensive views over much of the western part of this character area.
- Steeply sided, narrow valleys containing small brooks dissect the area, being more defined in the north where they cut through a gently rolling plateau. To the south, however, rounded hills often extend straight from the valley sides. Quarrying has had a considerable impact on the landscape with some reclaimed fields several metres below the natural level of the land.
- Mixed farmland is characteristic of this area. Where the land is gently sloping, large-scale intensive arable farmland predominates. Elsewhere on steeper slopes, small scale grazing land exists with strong patterns of mixed thorn hedgerows containing hedgerow trees such as Oak, Ash, Sycamore and occasional Beech. Remnant heath vegetation also exists on some of the higher ground.
- There are very few extensive areas of woodland. Those that exist are either associated with historic parkland located in the east of the area, or with poor quality soils, especially in association with watercourses and the brow of hills.
- This area contains both exposed large-scale arable landscapes and intimate small-scale valleys under pasture. Views from upland locations often encompass both types.

- Roads generally cross the higher ground and traverse valleys, but rarely follow them. Occasionally the roads are raised above the level of the landscape where extensive quarrying has taken place in adjacent fields. Roads are sunken where they cross steep valley slopes.
- A large number of closely spaced settlements of an agricultural origin have developed as a result of the soil fertility and water supply. The majority of villages are small in scale, with the exception of Adderbury, Bloxham, Bodicote, Deddington and Hook Norton, all of which act as local service centres and are located in the southern half of this area. Villages are positioned in valley locations, either on the valley sides, e.g. South Newington, at the head of a valley, e.g. Wroxton; or near the top of the valley on the brow of the hill, eg. Hempton
- Villages are generally only prominent where the valleys are open and wide, e.g. the Barfords in the Swere valley. Elsewhere village location and topography means that many villages are not visible over long distances. Churches located near the highest point of the village provide a landmark in the wider countryside.
- Villages have developed as distinct nucleated features in the landscape, with little development other than farms in the wider countryside. Over time, development has produced a variety of village forms depending on the location of villages in relation to roads. Where only one road exists the villages are generally linear in form, e.g. Tadmarton, however as many of the villages are located at the junction of roads, compact forms have developed over time, e.g. Balscote. The layouts of roads sometimes enclose areas of undeveloped land, which contributes to the character of the village, e.g. Wigginton. At the head of the valleys, the topography actually limits development and therefore helps to shape the form of the village, e.g. Hornton.
- Despite a lack of woodland in the wider landscape, trees and hedgerows are often important features in street scenes and in views of villages in their landscape setting.
- Village character varies both within a settlement and from village to village. Terraced properties and high ironstone walls set close to narrow lanes create a sense of enclosure, e.g. parts of Bloxham, whilst small informal verges and small greens create space, e.g. Shenington.
- There is a strong consistency in the vernacular architecture of this area. Two storey terraced and detached houses built of ironstone is characteristic. Although the ironstone walling shows considerable variation in character, the most frequently used is small roughly squared rubble laid in courses of unequal depth. Duns Tew is the exception,

where limestone predominates. Early 19th century brick buildings are largely found in villages close to Banbury, although other villages on railway lines, such as Hook Norton, were influenced by the introduction of new materials. 20th century development displays a large variety of materials.

- The traditional roofing material of the area is thatch and stone slate. A large number of roofs have subsequently been replaced with plain dark grey slates, tiles and Welsh slate. Red clay or concrete tiles have been used in some modern developments. Roof pitches are generally steep with brick stacks on the ridge line.
- Window types in ironstone cottages are a mix of stone mullioned, timber casement and timber sash, with horizontal alignment being the traditional pattern.
- The majority of domestic buildings face the streets with the occasional house positioned at right angles to the road. Houses are either located adjacent to the streets, often with no pavement, or set back a few metres, sometimes enclosed by low ironstone walls. High ironstone walls often enclose large important buildings and open space. This relationship forms well defined streets.
- Farmsteads and farm buildings are dispersed throughout the Ironstone Downs, some close to roads, many at the end of access tracks, away from the main through routes. As a result, these farms either appear set into the hillside or are concealed out of sight.

Site Landscape Character

At local level the character of the site and its immediate context is formed by the following influences:

- The site adjoins existing areas of built development to the south and the west. In proximity to the south east is the raised landform of a former railway line which also contains the wider site context;
- The study site is located on open land currently in agricultural use to the south west of a gentle slope towards the foot of Council Hill which lies to the north east;
- The site is enclosed by a well vegetated and elevated boundary of a former tramline to the west and north with a well treed roadside hedgerow to the south and an open boundary to the north east;
- The current use of the site is as a medium to large scale agricultural field;

- The site is situated approximately 150m from the Hook Norton Conservation Area to the west and is separated from the conservation area by layers of existing built development, associated vegetation and significant roadside boundary vegetation.
- The site experiences a levels change in the south west corner of the field due to its former use as an ironstone quarry with the ground level sunken below the road and elevated former tramline/permissive footpath that runs along the western site boundary.
- The site is contained by the elevated ground of the former trainline to the south which features recent residential development and associated landscaping providing further containment of the study site and a stronger sense of enclosure.
- Overall the study site is rural and undeveloped in character but immediately adjoins existing settlement off Station Road to the south and Ironstone Hollow to the west.

Site features

Natural Elements:

| | |
|----------|--|
| Landform | The site is situated on relatively level land at approximately 150m AOD and is bounded by localised earthworks formations of the former tramline to the immediate west and trainline in proximity to the south and east. The site is set back from a ridge that falls gently towards the foot of Council Hill to the north east. |
|----------|--|

Vegetation

| | |
|----------------------|--|
| Trees | The south, western and northern boundaries of the site are well treed along the roadside and former tramlines/permissive footpath with mature oaks, sycamore and field maple |
| Hedges and hedgerows | Established hedgerow are situated along the southern, western and northern boundaries of the site, featuring hawthorn. |
| Landcover | Predominantly agricultural |
| Hydrology | No standing water or ditches identified during site visit. |

Cultural Elements:

| | |
|----------|-------------------|
| Land Use | Agricultural land |
|----------|-------------------|

| | |
|--|--|
| Boundaries and enclosure pattern | A hedgerow boundary with mature trees contains the site and larger land parcel in which the site is situated with hedgerows present to the north south east and west. Residential development is present beyond the western and southern boundaries, raised landform is present along the former trainline to the south and east of the site and along the former tramline to the west and to a more limited extent to the north. The eastern site boundary is open to the wider agricultural field. |
| Time depth / Historic landscape | A moderate sense of time depth imparted through proximity of Conservation Area, former trainline earthworks formations of the former quarry and tramline but limited due to the surrounding urban context of the site and movement and noise associated with nearby road and recent residential development in proximity. |
| Relationship to built form/ settlement | Residential development is present to the south, west and southwest. |
| Amenity / Recreational use | None. There is no public site access to the site itself, a permissive footpath runs outside of the western boundary and a public right of way runs outside of the northern boundary, both separated by hedgerows/mature trees. |
| Perceptual qualities | Situated on the eastern edge of the settlement with high-density residential dwellings within proximity. Strong sense of containment created by surrounding elevated landforms and well treed boundaries is balanced by a sense of openness imparted by the falling landform to the north west. There is a moderate sense of tranquillity at its edge of settlement location. |

Landscape Character Summary

The site is situated in an edge of settlement location surrounded by built development to the south, south east and west. The site is well contained by strong boundary vegetation, surrounding built form and elevated landform to the south, west and east with a mature hedgerow to the north creating a vegetated back drop surrounding the proposals on these boundaries. The sites eastern boundary is open to the site field and the falling landform to the north east of the study site imparts a sense of openness to an otherwise enclosed location.

The site is bounded by relatively recent residential development to the south and west which separates the site from the nearby Conservation Area, however, the influence of the railway bridge, former trainline and former tram route with mature vegetation and proximity of nearby railway house imparts a sense of time depth to the area.

The site itself has limited landscape features beyond the site boundaries, grade 3 agricultural land being the primary one, as well as the remnant sunken landform of the former quarry. The boundary vegetation of the site however is extensive and mature imparting and sense of containment to the site and reflective of the wider character of the area with well vegetated corridors found within the vicinity along the former tramline, trainline and containing the residential development to the west on the site of a former quarry.

Opportunities exist through development of the site to create and appropriate sensitive development that reinforces local character and is sensitive to the edge of settlement location of the study site. The introduction of well vegetated corridors provides the opportunity to strengthen the connectivity of the green infrastructure network, reflect a locally identifiable characteristic and impart and sense of separation from the wider countryside whilst acknowledging the rural character of the edge of settlement location.

Landscape Susceptibility and Value

The study site is located outside of a designated landscape and has limited features of rarity or

value as such is considered to have **low to medium** value.

The study sites main features which contribute to the desirable characteristics of the local area have potential to be retained and reinforced within the proposals. Features which contribute positively to local character such as the boundary vegetation and earthworks have potential to be largely be retained outside of the proposals. The adjoining settlement and built form introduce settlement features which blend both settled and rural characteristics limiting the degree of change experienced through the introduction of development changes and residential built form. Integrating new proposals with the village through drawing on its distinctive character and creating a strong sense of separation from/sensitive transition to the surrounding countryside will be integral to ensuring the smooth integration of any proposals with the existing settlement of Hook Norton.

Taking the above into consideration the study site is assessed to have **medium** susceptibility to development changes and lie in an area of **low to medium** landscape value resulting in an overall **medium landscape sensitivity**.

Confirmed Landscape Receptors

Confirmed landscape receptors considered in this assessment are as follows:

- The Cotswolds landscape character area
- Hook Norton character area within the Rolling village Pastures landscape character type
- Ironstone Downs landscape character area
- Study site vacant land
- Boundary vegetation
- Former tramline earthworks

Assessment of Landscape Effects

The landscape receptors identified above, are assessed for their sensitivity by consideration of their susceptibility to change as a result of the proposal (high, medium, low) and the value of the landscape receptor. The overall sensitivity of the landscape receptor is assessed using the criteria set out in the methodology in Appendix A. They are then further assessed for overall magnitude of change which in combination with sensitivity contributes to the significance of effect for each

| | |
|------------------------|---|
| landscape receptor. | |
| NCA Area 106 Cotswolds | <p>Residential development at this location has the potential to broadly conform to overall objectives set out in the Cotswolds Opportunities and Strategies as well as local policy, and therefore offer conformity to the current baseline condition and some potential for enhancement at a site level.</p> <p>Proposals of size, scale and geographical extent reflective of the surrounding residential land use is not considered to be incongruous to the wider national landscape character area being situated within a settled landscape, conforming to a nucleated settlement pattern and surrounded by built form on two sides.</p> <p>A sensitively designed residential development has the potential not to have any significant effect on the national character area in which it is located provided it is reflective of the surrounding scale and character of the surrounding residential land use and retains a sense of separation and/or sensitive transition to the surrounding countryside. Overall, this is a high value landscape receptor largely covered by an AONB designation with a medium susceptibility to proposed residential development at this location.</p> <p>This character area is largely covered by an AONB designation giving it an overall high value. Susceptibility of this area to the proposed change to be assessed as medium low.</p> |

| | |
|---|--|
| | Overall sensitivity is medium . |
| Hook Norton LCA within Rolling Village Pastures LCT | <p>This character area is predominantly not covered by designation or other significant indicators of value giving it low value. There are limited elements of the LCT and LCA within the study site itself although more prominently present within the local vicinity.</p> <p>The overall containment of the study site by adjoining residential areas and earthworks, broad conformation to an existing pattern of settlement balanced by potential openness to the surrounding countryside to the north east result in the susceptibility of this area to the proposed change to be assessed as medium high.</p> <p>Overall sensitivity is therefore assessed to be medium.</p> |
| Ironstone Downs Character Area | <p>The Ironstone Downs Character Area is largely undesignated apart from the occasional listed structure and considered to be of low to medium value. The immediate local character of the study site is influenced by both the agricultural fields and adjacent residential dwellings which are associated with the settlement of Hook Norton, with urbanising influences of the road and former trainline in proximity.</p> <p>The study site broadly has a correlation with the existing settlement pattern which has established along Station Road. It immediately adjoins an existing residential area with a</p> |

| | |
|------------------------|--|
| | <p>relatively good sense of enclosure and containment. Although on the existing edge of settlement, the site location with open boundary to the countryside to the north east is assessed to give rise to a medium susceptibility to change, and a medium overall sensitivity given both its location within an undesignated landscape, alongside the proximity of the existing surrounding urbanising features and in consideration of its potential openness to the surrounding countryside.</p> |
| Site and site features | <p>The site has few features of rarity or value. Whilst features of value can be found within the vicinity these have the potential to be retained and are situated outside of the proposals. The proposals present opportunities to introduce locally characteristic and desirable features to provide mitigation and enhancement as part of the development proposals. A loss of grade 3 agricultural land will occur where the built form and hard surfaces are proposed, but tree and hedge planting will increase the volume, distribution and connectivity of site green infrastructure. Overall, the value of the site features is considered to be medium.</p> <p>The susceptibility to change is assessed to be medium, with an overall sensitivity assessed to be medium.</p> |

Summary of Landscape Baseline Analysis

Overall, the landscape character of the wider study area is that of a large clustered rural village surrounded by mixed farmland set within an undulating landscape. The built form of the village features a mixture of vernacular architecture predominantly in ironstone with more recent ironstone and brick dwellings in clustered developments on the periphery providing a varied sense of time depth. The study site is largely well contained to the south, east and west by earthworks, built form and vegetation but more open in aspect to the sloping landform towards the foot of Council Hill to the north east.

There is a moderate sense of tranquillity due to its edge of settlement location onto open countryside but the study site is influenced by the proximity of Station Road and existing settlement features. Development of the study site would introduce settlement features and extend the settled village along Station Road, but would also provide an opportunity for enhancement at a gateway to the village through the introduction and extension of the local green infrastructure network. There will be some loss of openness but the introduction of built form has the potential to draw on local character reinforcing the desirable local characteristic and instilling a distinct sense of place, at a gateway to the village. Development that reflects the scale and architectural style of the area and conserves the overall edge of village character and appearance would be compliant with the objectives set out in both local and national policy that seeks to protect the intrinsic character of the countryside.

Visual context

The scope of this assessment was assessed through the desktop and site survey work to establish a visual envelope and potential visual receptors within that area identified. The following potential visual receptors were identified, and representative viewpoint photographs taken which are presented in Figure 2 to Figure 25.

Key Visual Receptors:

| | |
|---|---|
| Users of Station Road represented by VP 1, 2, 3 | <p>Views towards the study site from Station Road are largely obscured by mature site boundary vegetation. A single glimpsed and transient view is experienced from the gateway to the study site field before once again becoming obscured behind boundary vegetation and the railway bridge/embankment.</p> <p>Views from this location are assessed to be low value views due to the undesignated nature of the landscape and lack of other indicators of value.</p> <p>Users of Station Road have medium susceptibility to changes in the view. With an overall medium visual sensitivity.</p> |
| Users of The Grange represented by VP2 | <p>Views towards the study site boundary are experienced for a short section of road before being obscured behind built form and intervening roadside/boundary vegetation. The site itself is obscured by mature site boundary vegetation.</p> <p>Overall, the view is a low value view due to the undesignated nature of the landscape. Receptors are considered to have a medium susceptibility to change due to the degree of focus road users are likely to have on the landscape. Overall visual sensitivity of these receptors is assessed to be medium.</p> |
| Users of public right of way 253/19 on Council Hill the north east of the | Views from this public right of way are transient glimpsed views of the majority of the study site. The |

| | |
|--|---|
| <p>study site. Represented by viewpoint photographs VP6, VP7 and VP8 and VP9.</p> | <p>north western corner of the site remains largely obscured by mature boundary vegetation. Views immediately adjacent to the site are obscured by the mature boundary vegetation before opening as receptors move north of the site boundary where boundary vegetation is no longer present. Views are temporarily lost as receptors move towards the foot of the hill, crossing the stream before receptors regain views as they move up Council Hill. Transient views are afforded of an increasingly large portion of the study at more elevated levels on Council Hill before being lost behind field boundaries at the peak of the hill. Views are of a largely undesignated landscape and are therefore given low to medium value. Walkers are considered to have a high susceptibility to changes in view. Overall, the sensitivity of these receptors is deemed medium.</p> |
| <p>Users of the D'Arcy Dalton Way (253/21) to the north of the study site. Represented by viewpoint photographs 10,11 and 12</p> | <p>Views of the study site are obscured for the majority of this public right of way by a strong vegetated corridor running alongside and beyond the site boundary until receptors reach elevated land near Nill Farm to the north. From this hilltop the eastern edge of the site is visible experienced at distance with dwellings of The Sidings and The Grange visible in the immediate background.</p> <p>Overall, the view is assessed to have medium value as it is experienced from a promoted long distance walking route. Walkers are assessed to have a high susceptibility to change. Overall sensitivity of these receptors is medium high.</p> |
| <p>Walkers within the Conservation Area represented by viewpoint 13.</p> | <p>A representative view looking back towards the site from the edge of the Conservation Area has been included within the fieldwork for the site for context. This view is deemed to be medium high value due to its</p> |

| | |
|---|---|
| | <p>edge of Conservation Area location. Walkers have a high susceptibility to changes in the view.</p> <p>Whilst the south western boundary vegetation of the site is identifiable the majority of the site is obscured behind boundary vegetation and layers of intervening vegetation and built form. Views towards the site are generally quickly obscured as receptors move more into the Conservation Area. Overall, the sensitivity of these receptors is high but there is currently no visibility of the study site itself.</p> |
| Users of the permissive path to the west of the site | <p>This permissive path was walked for views however views were obscured by the mature boundary vegetation. Receptors are elevated above the study site as they walk along a raised embankment. Glimpses of heavily filtered views may be occasionally afforded through site boundary vegetation, but the focus of views is along the footpath rather than obliquely towards the study site.</p> |
| Receptors not accessible at time of site visit | |
| Residents of adjacent properties | <p>Residents to the south of the study site within The Sidings/ The Grange may experience limited/oblique views of the study site boundary vegetation predominantly from upper storey less habitable rooms but views into the study site itself are likely to be obscured by site boundary vegetation. Lower level views are obscured by intervening vegetation/boundary fences associated with The Sidings. Residents of Station House may experience full views of site boundary vegetation, but views into the site are obscured by mature roadside boundary vegetation. Residents of dwellings to the west are unlikely to experience views due to layers of intervening mature vegetation and elevated landform.</p> |

| | |
|---|---|
| | Views are assessed to be low value but residents are assessed to have a high susceptibility to changes in views. Overall, the sensitivity of these visual receptors is assessed to be medium . |
| Summary of Visual Baseline Analysis | |
| <p>The study site is largely obscured from receptors immediately adjacent to the study site due to the mature boundary vegetation and elevated landform that contains the site to the south, west and east. The study site is identifiable from public rights of way on Council Hill to the north. Receptors experience views as they pass to the immediate north west of the site and for stretches on Council Hill beyond from these viewpoints views of a large portion of the study site is afforded with the remaining village settlement of Hook Norton largely obscured other than recently constructed dwellings at The Grange. A single view is afforded on elevated land at distance on the D'Arcy/ Dalton Way.</p> <p>Overall, views are contained to a limited number of receptors to the north east of the study site and a single long distant view from the D'Arcy/Dalton Way to the north. The site is very well contained from views within the immediately surrounding landscape including the Conservation Area where the landform layers of vegetation and built form obscure views. A limited number of dwellings to the immediate south may experience glimpsed views of the boundary vegetation, predominantly from upper storey less habitable rooms.</p> | |
| Visual Sensitivity | |
| <p>The site is generally very well visually contained to a limited number of views on elevated land to the north east and from a number of local views from Station Road and properties to the south.</p> <p>Taking the above into consideration, it is assessed that views experienced of the study site have an overall low to medium value but are experienced by visual receptors assessed to have an overall high visual susceptibility to change. Taking into consideration the generally limited nature of views, value and susceptibility of receptors, the study site is assessed to have an overall medium visual sensitivity to change.</p> | |

Confirmed Visual Receptors

Confirmed visual receptors considered in this assessment are as follows:

- Residents of Station House and adjacent dwellings on The Sidings
- Users of PRow 253/19 immediately adjacent to the study site and on Council Hill
- Users of the D'Arcy Dalton Way on elevated land at distance to the north.

Landscape and Visual Recommendations

Please refer to **Figure 26** Landscape Analysis Sketch. Opportunities exist to reinforce the eastern boundary of the study site with locally characteristic vegetated corridor/ landscape buffer to screen/reduce extent of views from PRow 253/19 on Council Hill, soften the transition to the wider countryside and to enhance and reinforce the existing green infrastructure network improving connectivity and providing important habitat for wildlife. The introduction of wildflower meadow establishment in conjunction with retained boundary hedgerows provides an opportunity to further improve biodiversity and connectivity of the site and local green infrastructure network.

Opportunities exist to ensure that housing style and choice of materials reflects the wide variety of local vernacular styles and materials found within the vicinity. Incorporating locally characteristic Ironstone along the eastern edge of the site and adjacent to the road will ensure any views of built form reflect desirable local characteristics of Hook Norton.

There are opportunities to reflect an edge of village character drawing on agricultural references on the eastern edge of site to create a sensitive transition to the open countryside and respond to the site's edge of village location. Drawing on guidance from SPGs and the Conservation Area Appraisal to influence design including reflecting the less formal nature of the edge of village character areas with simple wooden fencing, low stone walling and unedged verges around green areas as well as incorporating detached dwellings will reflect the rural character found at the periphery of the village. Intermittent tree planting throughout the development will help break up the massing of built form in views from the north.

There is an overall opportunity to create a high quality development with strong edge of settlement character that would contribute positively to the settlement gateway at Station Road. New development off station Road allows the study site to form a logical extension to the village, following a pattern of small scale settlement expansion along Station Road. This ties the site into the established pattern of settlement and can establish a new distinct settlement interface with the open countryside. New green infrastructure would be important to mitigate potential landscape and visual effects but this mitigation is fully in keeping with the elements that already inform local landscape character and the setting of the village.

The evolving illustrative layout and how it responds to the landscape and visual constraints and opportunities of the study site

An evolving illustrative masterplan was developed observing the general findings of the landscape and visual appraisal. In addition, the illustrative masterplan addressed where necessary, the issues raised in reason for refusal 1 of the previous reason for refusal for 48 dwellings on the site (14/01738/OUT 14th October 2014). The design mitigation measures inherent in the proposals are summarised below:

- The scale and density of proposed development is limited to reflect that of the local settlement. Recent developments at The Sidings and The Grange provide good examples of what is considered appropriate in terms of new development on the edge of the established settlement.
- The proposed layout reflects that found within the existing settlement pattern. Extensive areas of open space incorporated within the development proposals reflect similar spaces which contribute to the character of the existing settlement. A notable example of such green open space can be found informing the setting of the settlement between Ironstone Hollow and Hollybush Road. A further example lies off Station Road at the junction with Hollybush Road.
- The proposed site access is set within an extensive area of open space which allows space for sensitive engineering and naturalising landscaping to maintain a rural character of Station Road.
- The proposed access is located west of the existing Station Road access to The Sidings and The Grange residential streets. This maintains the current gateway to the settlement from Station Road. Existing settlement and access to The Sidings maintains the current

eastern most extent of the settlement which would be unchanged by the proposals contained in the illustrative layout.

- Existing hedgerow would be retained and restored along Station Road to maintain the rural character of the road
- An extensive buffer of new green infrastructure has been incorporated along the eastern margin of the study site. This provides space to establish a new native structure of trees and hedgerow to screen views into the study site from elevated viewpoints on Council Hill. The new buffer planting is linked to existing green infrastructure to enhance connectivity of potential habitats and to anchor the proposed landscape framework into the existing green infrastructure.
- The proposed green infrastructure is kept accessible for maintenance during establishment and long term management. Access points to the buffer planting areas have been incorporated at the north west corner, south east corner and centrally along the eastern margin to allow long term maintenance and management.
- The illustrative layout includes an extension of new green infrastructure along the northern site margin to both contain development from the open countryside and conserve the rural character of the public footpath in this location.
- The illustrative layout incorporates a green corridor through the middle of the study site to maintain a village scale to the proposed development. The green corridor creates two smaller parcels of settlement within the site assisting with reducing the perceived massing and potential visual effects when viewed from Council Hill.
- The central green corridor also provides an extensive area for further native tree planting and integration of SuDS into public accessible open space. This provides an opportunity to create a strong rural character to this edge of settlement location.
- A broad central open space is proposed along the western margin of the site to conserve the visual amenity of walkers using the adjoining footpath and establish a setting of strong natural appearance to the development. The open space is aligned with the proposed site access to maintain rural views when seen from Station Road. This extensive open space has potential to establish new wildlife habitat in association with an integrated SuDS scheme and new native planting.

When the above are taken as a whole, the illustrative layout provides a strong sense of place which reflects the semi rural edge of settlement location. The visual amenity of footpath users

and road users is addressed through natural mitigation measures which also conserve the rural edge of settlement landscape character.

It is also significant that changes to the landscape and visual baseline occurring since 2014 have had an identifiable effect on the setting of the study site. A previous proposal for 48 dwellings on the study site was found to give rise to development that failed to respect the traditional settlement pattern and would extend into the open countryside resulting in incongruous and visually intrusive development. Since 2014, new residential development at The Sidings and The Grange have extended the village to the east along Station Road. This new development lies immediately south of the study site and extends further east than the eastern most part of the site. The access to these new development is located further east on Station Road than the proposed site access to the study site.

When considered in the context of the study site, the existing settlement now extends along both the western and southern boundaries and is seen in views from Council Hill. The study site remains an edge of settlement location but it is not isolated and has a direct relationship with the existing settlement. Development on the study site would now form an integrated, balanced and meaningful extension to the settlement in keeping with the pattern of recent settlement.

SUMMARY & CONCLUSION:

The study site is situated off Station Road at the eastern edge of the Village adjacent to the 'The Grange' new residential development. It is enclosed by the elevated embankments of the former trainline and embankment of the former quarry tramline to the south, west and east. The site is situated on the edge of a residential area, with built form to the south, south east and west. The study site is not publicly accessible and is currently in agricultural use. It is well contained by boundary hedgerow with mature trees to the north, south and west with an open boundary to the east and contains few vulnerable or rare landscape elements or features within the site itself.

The settlement of Hook Norton has a nucleated settlement pattern at its core but in more recent years development has logically extended along access roads in a broadly linear pattern. The development of the study site would continue an established pattern of settlement growth and form a logical small scale extension in association with the existing residential areas of Ironstone Hollow and the more recent development at The Sidings and The Grange.

Overall, the study site has a rural character but lies adjacent to the established settlement edge where settlement features influence the edge of settlement landscape character. The well treed elements of the landscape setting to the village brings containment and increases potential capacity of the landscape to accommodate change.

The site is generally visually well contained with views of the study site obscured from potentially sensitive visual receptors to the south, east and west. Views towards the site from the public right of way on Council Hill to the north east are perceived within the context of the existing elevated built form of The Grange visible in the background but the remaining village obscured. Overall, the visual envelope of the site is contained to views from footpaths immediately adjacent to the site to the north east, on Council Hill to the northeast and an elevated viewpoint on the D'arcy Darlton Way to the north as well as a single glimpsed view through the field gate on approach from the east.

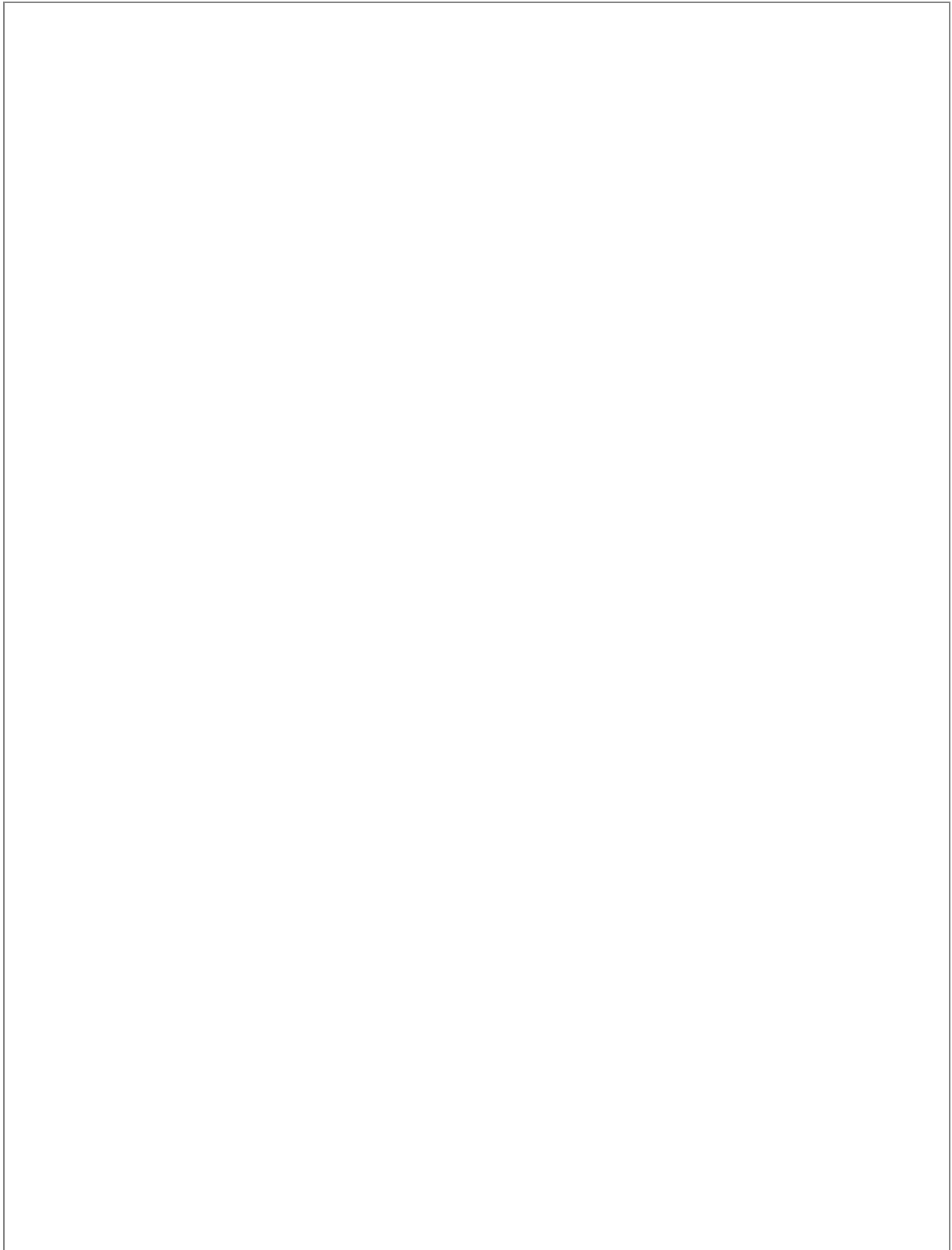
The greatest loss through development of the site is that of the openness that is provided by the current agricultural use of the study site. Proposals for development should therefore be of a size

and scale which is consistent with the existing local built form and reflective of desirable local character of this edge of village location.

Landscape enhancement and mitigation measures include proposals for locally characteristic native tree planting along the eastern and northern edge of the proposed development to help filter views and reduce perceived massing in views from the footpath to the north east.

Additional ecologically diverse planting throughout the site would offer an opportunity provide biodiversity enhancement and break up the massing of built form in views from the north. There are further opportunities to offer biodiversity enhancements through proposed native species hedge planting within the proposed development, and wild flora grass margins to garden and open landscaped areas. Drawing on local vernacular to guide design and reflecting locally identifiable edge of settlement character particularly along the eastern edge of the study site will ensure a sensitive transition to the wider countryside whilst instilling a distinctive sense of place that responds to local character.

In conclusion, the study site is considered to have an overall **medium** landscape sensitivity and **medium/medium high** visual sensitivity to change. There is capacity for small scale, sensitive residential development on the study site where the appearance of the development is informed by local characteristics. Mitigation measures would be required to establish a robust eastern edge to address visual sensitivity and conserve the wide rural landscape character. These measures also provide an opportunity to enhance the gateway to the village on station road and introduce new and additional habitat to the study site that will create a distinct sense of place in keeping with the wider characteristics of the settlement.



1 APPENDIX A - METHODOLOGY

1.1 Assessment Guidelines

The Landscape and Visual Appraisal (LVA) methodology is influenced by a combination of several documents as follows:

- Guidelines for Landscape and Visual Impact Assessment (GLVIA), Third Edition (Landscape Institute and Institute of Environmental Management and Assessment)
- Photography and Photomontage in Landscape and Visual Impact Assessment, Advice Note 01/11 (Landscape Institute)

1.2 LVA Methodology

The LVA is intended as a document to identify baseline conditions and landscape recommendations for the proposed development. The appraisal approach is guided by part of the baseline process undertaken as part of a Landscape and Visual Impact Assessment (LVIA). The LVA therefore covers the following stages:

- Baseline studies: establishes existing nature of landscape and visual environment in the study area, includes information of the value attached to different resources
- An appraisal of landscape and visual sensitivity
- Landscape Recommendations

Method of Desk Study

Assessment of Ordnance Survey map data, aerial photographs, landscape designations and landscape planning policies are undertaken at the outset to inform the extent of the study area and identify sensitive visual receptors and likely sensitivity of the landscape. Liaison with the Local Planning Authority landscape officer is also undertaken to agree landscape resources and visual receptors of potential sensitivity to be included within the assessment.

Method of Field Work

Site survey is undertaken by at least one chartered landscape architect. Visual and landscape receptors are checked and refined initially from the study site. Visual receptors are then

visited from the nearest publicly accessible location to select the most suitable and representative viewpoint. Assessment is undertaken on site; locations and notes recorded on maps and photographs taken from viewpoints. Photographs are taken using a digital SLR set to the equivalent of a 50mm SLR lens; which best represents the view experienced by the human eye.

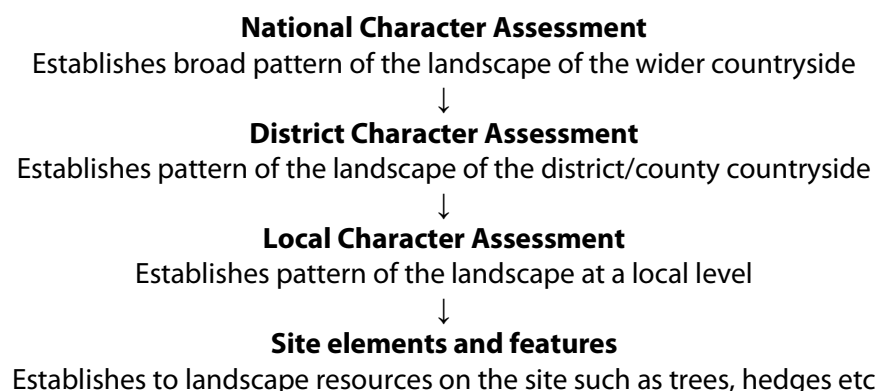
1.3 Method for Appraising Landscape

Landscape Character and Characterisation

Landscape Character Assessment Guidance defines 'landscape' as consisting of the following elements:

- Natural: Geology, landform, air and climate, soils, flora and fauna
- Cultural/Social: land use, settlement, enclosure
- Perceptual and Aesthetic: memories, associations, preferences, touch and feel, smells, sounds and sight

Landscape Character Assessment Guidance encourages assessment at different scales that fit together as a hierarchy of landscape character areas and types so that each level can provide more detail to the one above. Identifying the existing landscape character is part of establishing the baseline conditions of a study site and its study area.



Value of the landscape receptor

Value can apply to areas of landscape as a whole, or to the individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape.

Value is determined by some or all the following aspects:

- Importance applied to landscape by designation or planning policy and the level of this importance in terms of local, regional or national importance
- The views of the local consultees including the local planning authority, members of the public, special interest groups such as Parish Council, wildlife or walking groups
- The rarity, importance and condition of the landscape resource as judged objectively by the landscape professional

International and Nationally designated landscapes tend to be of the highest value, locally designated landscapes are most likely to be of moderate value and undesignated landscapes can either be of lower to moderate value depending on an assessment taking into account the following factors:

- Condition of the local landscape
- Scenic quality
- Rarity
- Representativeness
- Conservation interests
- Recreation value
- Perceptual aspects
- Associations

The definitions of value used are as follows:

- **International:** such as World Heritage Sites
- **National:** such as National Parks, AONB, Conservation Areas, Listed Buildings
- **Local:** such as Special Landscape Areas, Areas of Great Landscape Value, several protected features such as Tree Preservation Orders, site may be mentioned in literature, art, tourism or in district/county landscape character assessments or sensitivity assessments.

- **Community:** generally undesignated, may have value at a community level by tourism, literature, art, village greens or allotments, may have a small number of protected features
- **Site:** no designated features or landscape, limited value, no protected features

Susceptibility of the landscape receptor to the proposed change

This relates to the ability of the landscape receptor (whether it 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 the of landscape planning policies.

The definitions used for susceptibility of proposed change to landscape are as follows:

- **High:** Elements, features or whole landscapes that are susceptible to change, with limited opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Medium:** Elements, features or whole landscapes that are partially susceptible to change, with some opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Low:** Elements, features or whole landscapes that have limited susceptibility to change, with opportunities to accommodate change based on the strength of the existing landform, land use pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity

Definition of Landscape Sensitivity

Landscape **sensitivity** is determined by combining judgements of the **susceptibility** to proposed change and the **value** of the receptor. Refer to Table A.

| Table A: Definition of Landscape Sensitivity: | |
|--|--|
| Sensitivity | Definition |
| High | - High susceptibility to proposed change |

| | |
|-------------|---|
| | <ul style="list-style-type: none"> - May be a designated landscape valued at a National or International level - Landscape characteristics are vulnerable and unable to accommodate change - Development may result in significant changes to landscape character |
| Medium-High | <ul style="list-style-type: none"> - Medium or high susceptibility to proposed change - May be a designated landscape valued at a local or national level - Landscape characteristics are vulnerable with limited ability to accommodate change - Development may result in moderate changes to landscape character |
| Medium | <ul style="list-style-type: none"> - Medium susceptibility to proposed change - Some designated features and/or valued at a local level - Landscape characteristics are able to accommodate some change - Development may not result in significant changes to landscape character |
| Medium-Low | <ul style="list-style-type: none"> - Low or medium susceptibility to proposed change - Likely to be an undesignated landscape but possibly some designated features and/or valued at a local level - Landscape characteristics are resilient to accommodating change - Development may not result in significant changes to landscape character |
| Low | <ul style="list-style-type: none"> - Low susceptibility to proposed change - Undesignated landscape and/or valued at a community level - Landscape characteristics are robust and able to accommodate change - Development may not result in significant changes to landscape character |
| Negligible | <ul style="list-style-type: none"> - No susceptibility to proposed change - Undesignated, valued at a site level - Landscape characteristics that are degraded or discordant with landscape character - Development may result in an improvement to landscape character |

1.4 Method for Appraising Views

Where a ZTV is not produced, the study area is determined by reviewing land use and landform shown on OS maps and aerial photos. Field work is then undertaken to refine the extent of views.

Viewpoints selected for inclusion in the assessment and for illustration of the visual effects fall broadly into three groups:

- **Representative viewpoints**, selected to represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included individually and where the significant effects are unlikely to differ – for example, certain points may be chosen to represent the views of particular public footpaths and bridleways
- **Specific viewpoints**, chosen because they are key and sometimes promoted viewpoints within the landscape, including for example specific local visitor attractions, viewpoints in areas of particularly noteworthy visual and/or recreational amenity such as landscapes with statutory landscape designations, or viewpoints with particular cultural landscape associations
- **Illustrative viewpoints**, chosen specifically to demonstrate a particular effect or specific issues, which might, for example, be restricted visibility at certain locations

Value attached to views

Visual sensitivity is partially determined by judgements made attributing value to views.

Judgements take account of:

- Recognition of the value attached to particular views, for example in relation to heritage assets, or through planning designations
- Indicators of the value attached to views by visitors, for example through appearances in guidebooks or on tourist maps, provision of facilities for their enjoyment (such as parking places, sign boards and interpretive material) and reference to them in literature or art

The value of views is defined as follows:

- **High**; Recognition of the view by its relation to a heritage asset or national planning designation (AONB, National Park, National Trail). Appearance in guide books, tourist maps or featured in well-known art works. Provision of facilities such as interpretation panels, parking places & signage. Views enjoyed at a local or national level.
- **Medium**; Local planning designation (Country Park, AGLV) or valued locally by village design statement or sensitivity assessment. May be some detractor elements, views enjoyed at a local level.

- **Low;** No specific value placed by designation or publication, may be a large proportion of detractor elements within the view, views enjoyed at a community or site level.

Susceptibility of visual receptors to change

Visual sensitivity is partly determined by the susceptibility to change of each visual receptor. The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- The occupation or activity of people experiencing the view at particular locations; and
- The extent to which their attention is focussed on the views and visual amenity they experience at particular locations

The susceptibility of visual receptors to change in views and visual amenity is defined broadly as follows:

- **High;** residents at home (generally rooms occupied during daylight hours), people engaged in outdoor recreation (public rights of way or where attention is focussed on the landscape or particular views), visitors to heritage assets or other attractions where the surroundings are important to the experience, communities where views contribute to the landscape setting enjoyed by residents in the area
- **Medium;** travellers on road, rail or other transport modes such as cyclists
- **Low;** people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views, people at their place of work whose attention may be focused on their work or activity

Combining judgements regarding the **susceptibility of change** with the **value** attached to views leads to a professional judgement of **sensitivity** of each visual receptor.

| Table B: Definition of Visual Sensitivity | |
|--|--|
| Magnitude of change: | Predicted visual effects: |
| High | Receptor with high susceptibility to changes in view/visual amenity, views experienced may be of a high value designated landscape or at a |

| | |
|-------------|---|
| | defined publicised viewing point/attraction, receptors may include residents at home (from rooms generally occupied in daylight hours), users of national or long distance trails or visitors to listed parks/gardens. |
| Medium-High | Receptor with medium or high susceptibility to changes in view, views experienced may be of a high or medium value designated landscape, receptors may include travellers on scenic road routes, residents at home (from rooms not facing the development or generally not occupied in daylight hours), users of public rights of way. |
| Medium | Receptors with medium susceptibility to changes in view/visual amenity, views experienced may be within medium value locally designated landscape, receptors may include travellers on roads, pedestrians or cyclists. |
| Medium-Low | Receptors with low or medium susceptibility to changes in view/visual amenity, views experienced may be of a medium or low value locally designated landscape where there maybe be some detractors, receptors may include commuters on busy roads such as motorways or urban roads, users involved in passive outdoor sport such as golf. |
| Low | Receptors with low susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape with several detractors, receptors may include people at work, people engaged in outdoor sport or recreation which does not depend on landscape as a setting |
| Negligible | Receptors with low or negligible susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape dominated by detractors where there are low numbers of receptors engaged in indoor active work |

2 APPENDIX B – GLOSSARY OF TERMS

Some of the terms listed below may not have been used within the document.

| | |
|--|--|
| Characterisation | The process of identifying areas of similar landscape character, classifying and mapping them and describing their character. |
| Designated landscape | Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents. |
| Elements | Individual parts which make up the landscape, such as, for example, trees, hedges and buildings. |
| Geographical Information System (GIS) | A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database. |
| Green Infrastructure (GI) | Network of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities. |
| Indirect effects | Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects. |
| Iterative design process | The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues. |
| Key characteristics | Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place. |
| Land use | What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry. |
| Landform | An area, as perceived by people, the character of which is the result of the action and interaction of natural and /or human factors. |
| Landscape and Visual Impact Assessment (LVIA) | A tool used to identify and assess the likely significance of the effects of change resulting from development both on the landscape as an environmental resource in its own right and on people's views and visual amenity. |
| Landscape Character | A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse. |
| Landscape Character Areas (LCA's) | These are single unique areas which are the discrete geographical areas of a particular landscape type. |
| Landscape Character Assessment | The process of identifying and describing variation in the character of the landscape, and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscape distinctive. The process results in the production of a Landscape Characterisation Assessment. |
| Landscape Effects | Effects on the landscape as a resource in its own right. |
| Landscape quality (condition) | A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual |

| | |
|---|--|
| | areas, the intactness of the landscape and the condition of individual elements. |
| Landscape receptors | Defined aspects of the landscape resource that have the potential to be affected by a proposal. |
| Landscape value | The relative value that is attached to different landscape by society. A landscape may be valued by different stakeholders for a whole variety of reasons. |
| Magnitude (of effect) | A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration. |
| Photomontage | A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs. |
| Scoping | The process of identifying the issues to be addressed by an EIA. It is a method of ensuring that an EIA focuses on the important issues and avoids those that are considered to be less significant. |
| Sensitivity | A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor. |
| Significance | A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic. |
| Susceptibility (or vulnerability) | How susceptible or vulnerable the landscape receptor is to accommodate the proposed development without undue negative consequences for the maintenance of the baseline situation |
| Time depth | Historical layering – the idea of a landscape as a ‘palimpsest, a much written –over manuscript. |
| Tranquillity | A state of calm and quietude associated with peace, considered to be a significant asset of landscape. |
| Visual amenity | The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area. |
| Visual effects | Effects on specific views and on the general visual amenity experienced by people. |
| Visual receptors | Individuals and/or defined groups of people who have the potential to be affected by a proposal. |
| Visualisation | A computer simulation, photomontage or other technique illustrating the predicted appearance of a development |
| Zone of Theoretical Visibility (ZTV) | A map, usually digitally produced, showing areas of land within which a development is theoretically visible. |

3 APPENDIX C – FIGURES AND PLANS

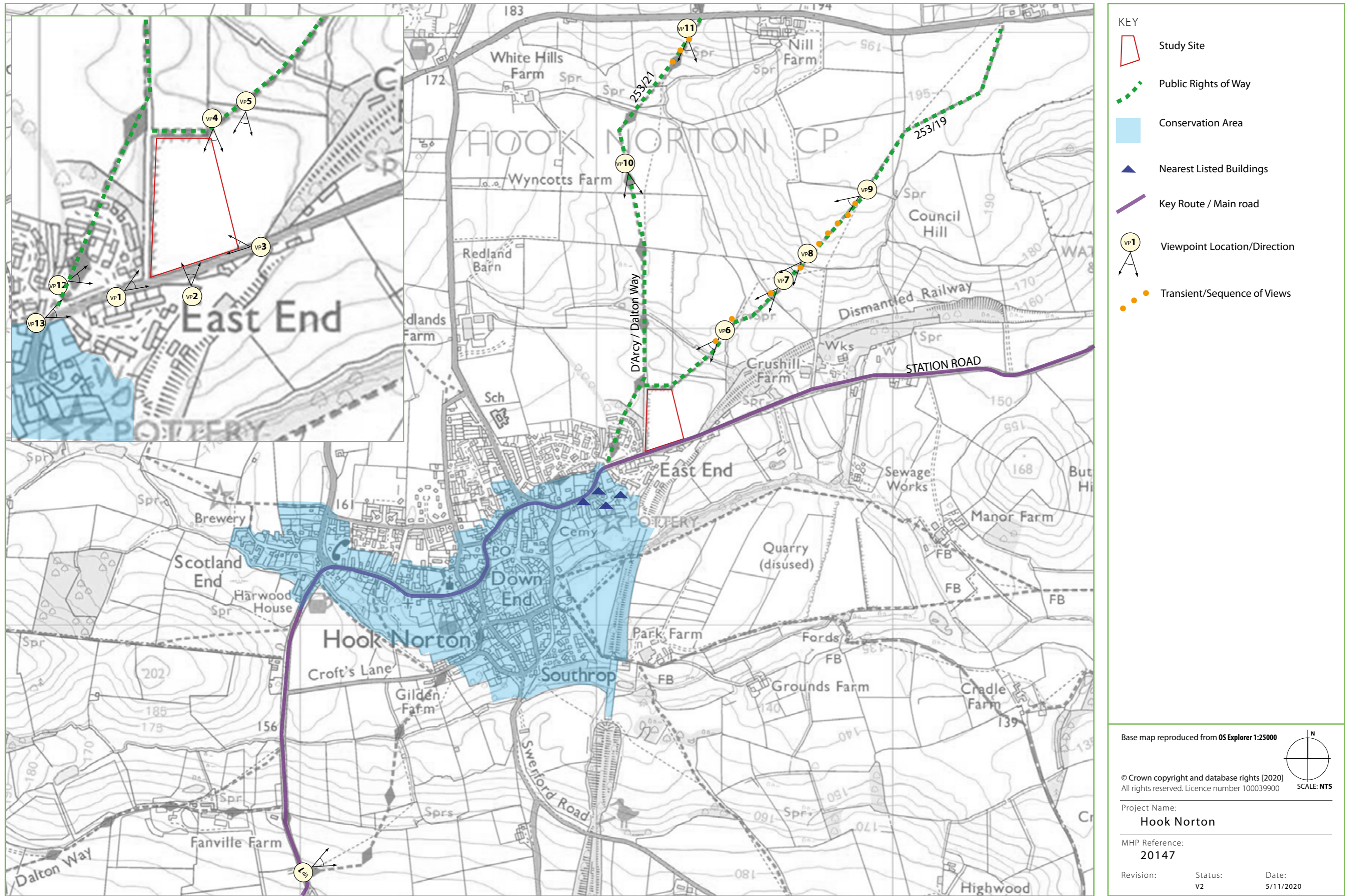


Figure 1 Site Location, Designations, Context and Viewpoint Photograph Locations
20147 Hook Norton



Figure 2 Viewpoint Photograph 1 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking west**



Extent of Single Frame View

Figure 3 Viewpoint Photograph 1 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking west**



Figure 4 Viewpoint Photograph 2 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north**



Extent of Single Frame View

Figure 5 Viewpoint Photograph 2 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking north**



Figure 6 Viewpoint Photograph 3 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**



Extent of Single Frame View

Figure 7 Viewpoint Photograph 3 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**



Figure 8 Viewpoint Photograph 4 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFOV: **39.6°**
Direction of view: **Looking south east**



Extent of Single Frame View

Figure 9 Viewpoint Photograph 4 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south east**



Figure 10 Viewpoint Photograph 5 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFOV: **39.6°**
Direction of view: **Looking south west**

Approximate Extent
of Study Site



Extent of Single Frame View

Figure 11 Viewpoint Photograph 5 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**



Approximate Extent
of Study Site

Study Site Field

Figure 12 Viewpoint Photograph 6 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south west**



Extent of Single Frame View

Figure 13 Viewpoint Photograph 6 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**



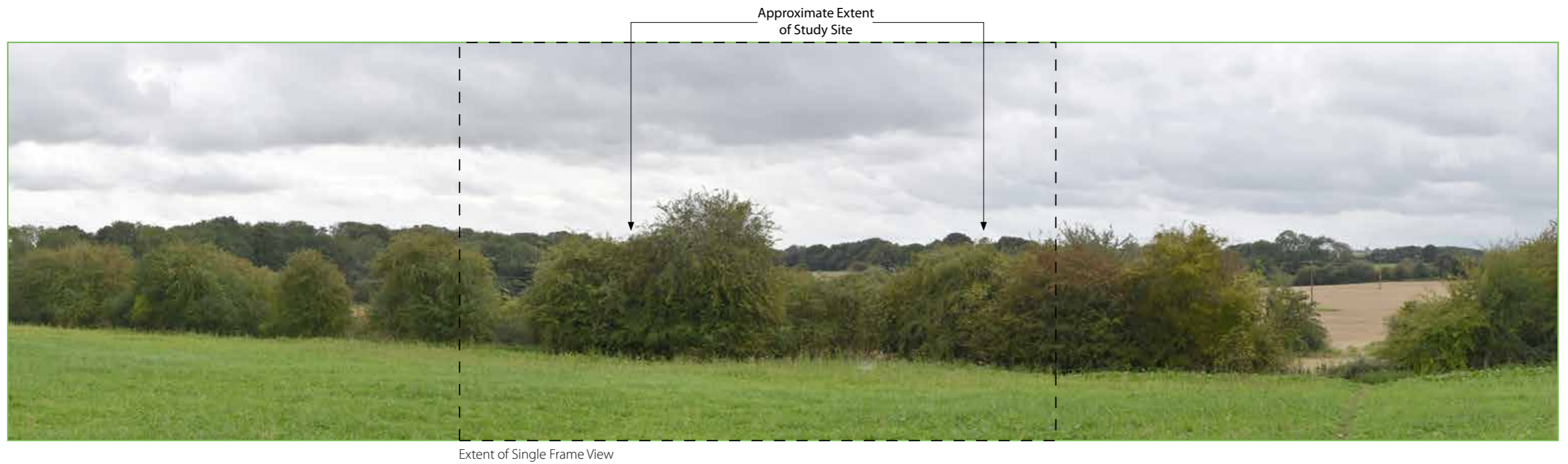
Approximate Extent
of Study Site

Study Site Field

Figure 14 Viewpoint Photograph 7 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFOV: **39.6°**
Direction of view: **Looking south west**



Extent of Single Frame View

Figure 15 Viewpoint Photograph 7 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**



Approximate Extent
of Study Site

Study Site

Figure 16 Viewpoint Photograph 8 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south west**



Extent of Single Frame View

Figure 17 Viewpoint Photograph 8 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**

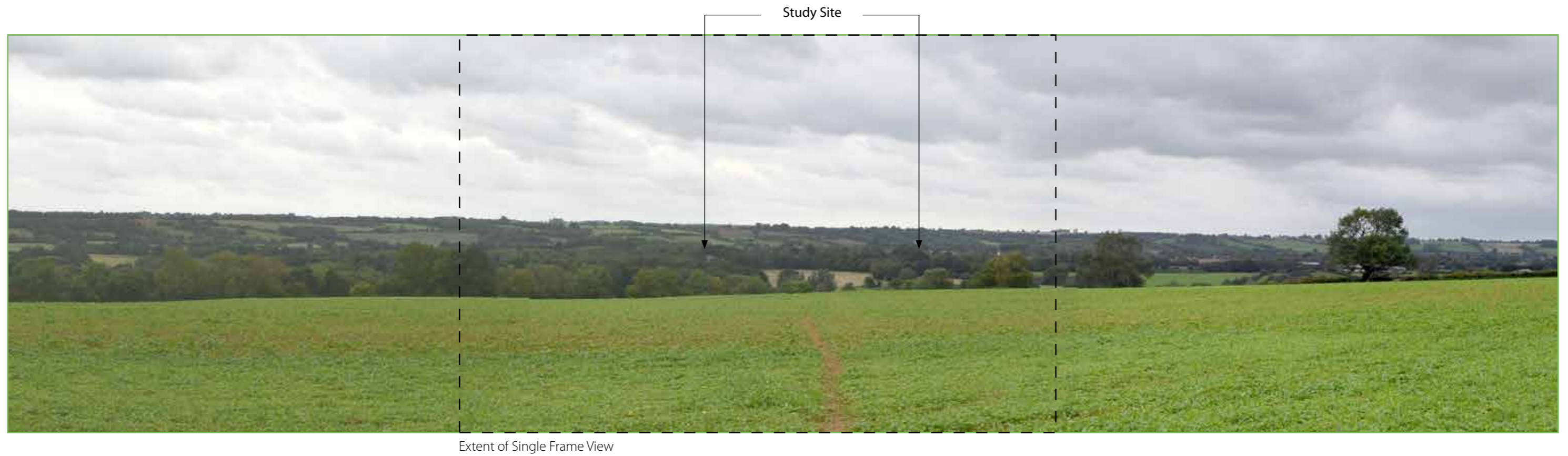


Study Site

Figure 18 Viewpoint Photograph 9 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south west**



Extent of Single Frame View

Figure 19 Viewpoint Photograph 9 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**



Dwellings on
The Grange
(Study Site
not visible)

Figure 20 Viewpoint Photograph 10 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south**



Figure 21 Viewpoint Photograph 11 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south**



Extent of Single Frame View

Figure 22 Viewpoint Photograph 11 - Panoramic View for Context
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking south**

Study Site
(Not visible)



Figure 23 Viewpoint Photograph 12 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking east**



Study Site
(Not visible)

Figure 24 Viewpoint Photograph 13 - Single Frame View
20147 Hook Norton

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking east**














Extent of Single Frame View

Figure 25 Viewpoint Photograph 13 - Panoramic View for Context
20147 Hook Norton

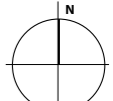
Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **04/09/2020**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking east**



- KEY
-  Opportunity for Access Point
 -  Proposed tree planting (Indicative position)
 -  Public Right of Way
 -  Permissive footpath
 -  Transient views
 -  Significant areas of vegetation
 -  Opportunity for areas of public open space
 -  Opportunity for landscape buffer to screen views and soften transition to countryside
 -  Sloping land form
 -  Edge of embankment
 -  Line of former tram line

Base Image source: **Google Earth Pro.**
© 2020 Infoterra Ltd and Bluesky

N

SCALE: NTS

Project Name:
Hook Norton

MHP Reference:
20147

Revision: Status: Date:
V2 09/11/2020

Figure 26 Landscape Analysis Sketch
20147 Hook Norton