

Figure 33 Viewpoint Photograph 15 - Google Streetview capture 21340 Land East of Junction 11, M40, Banbury

Visualisation Type: -Projection: -Enlargement factor: -Image captured: -

Camera Make/Model: Camera Lens: HFoV: Direction of view: Looking south-east





Figure 34 Viewpoint Photograph 16 - Google Streetview capture **21340** Land East of Junction 11, M40, Banbury

Visualisation Type: -Projection: -Enlargement factor: -Image captured: - Camera Make/Model: -Camera Lens: -HFoV: -

HFoV: - LANDSCAPE
Direction of view: Looking south-east ARCHITECTS





Figure 35 Viewpoint Photograph 17 - Google Streetview capture 21340 Land East of Junction 11, M40, Banbury

Visualisation Type: -Projection: -Enlargement factor: -Image captured: -

Camera Make/Model: Camera Lens: HFoV: Direction of view: Looking east



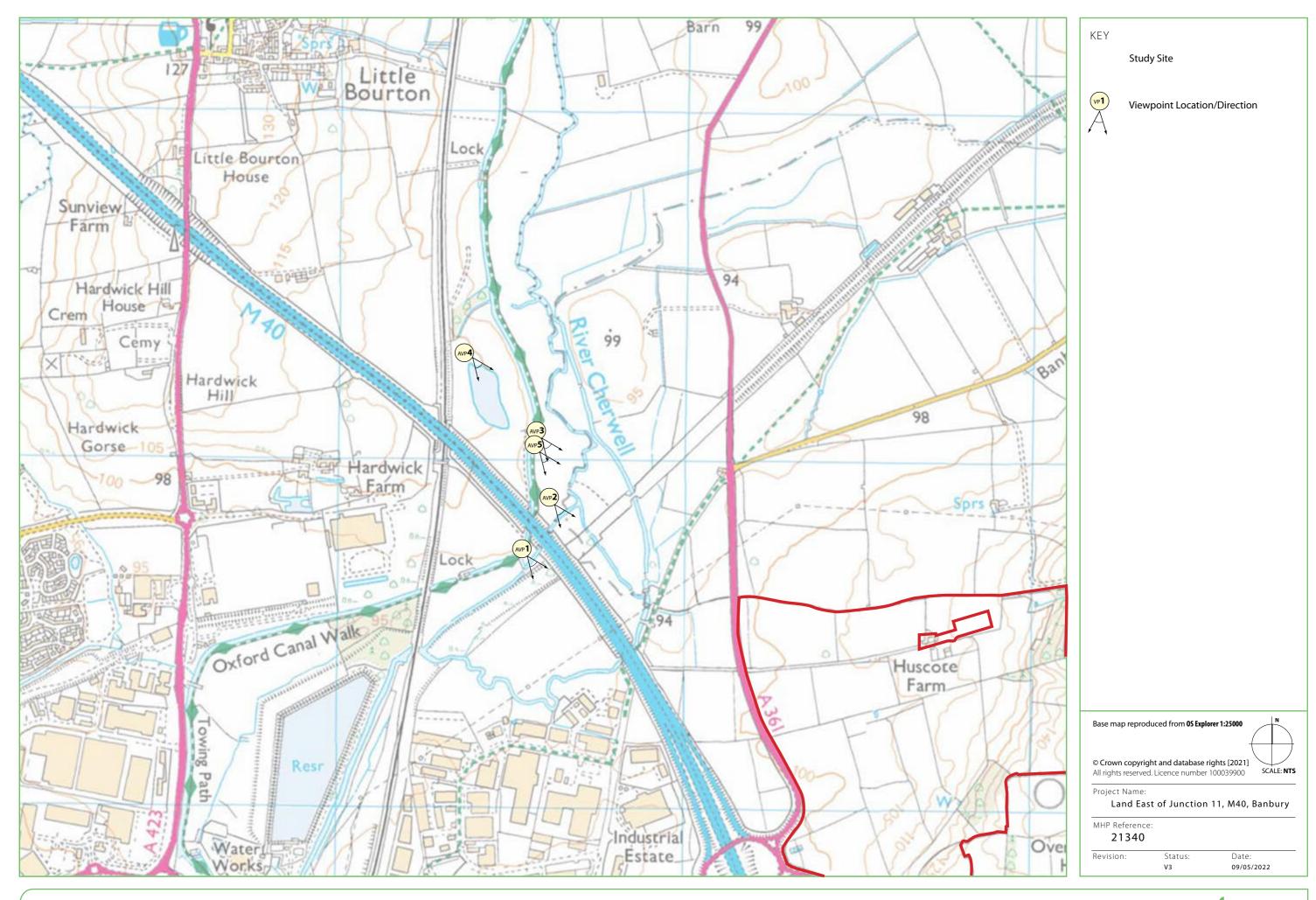


Figure 36 Additional Viewpoint Photograph Locations west of River Cherwell **21340** Land East of Junction 11, M40, Banbury





Figure 37 Viewpoint Photograph AV 1- Single Frame View **21340** Land East of Junction 11, M40, Banbury

Camera Make/Model: Nikon D350
Camera Lens: Nikon DX AF-5 NIKKOR 35mm
HFoV: 39.6°

South east

Direction of view:

CHARTERED LANDSCAPE ARCHITECTS



Camera Make/Model: Nikon D350
Camera Lens: Nikon DX AF-5 NIKKOR 35mm HFoV: 39.6° Direction of view:

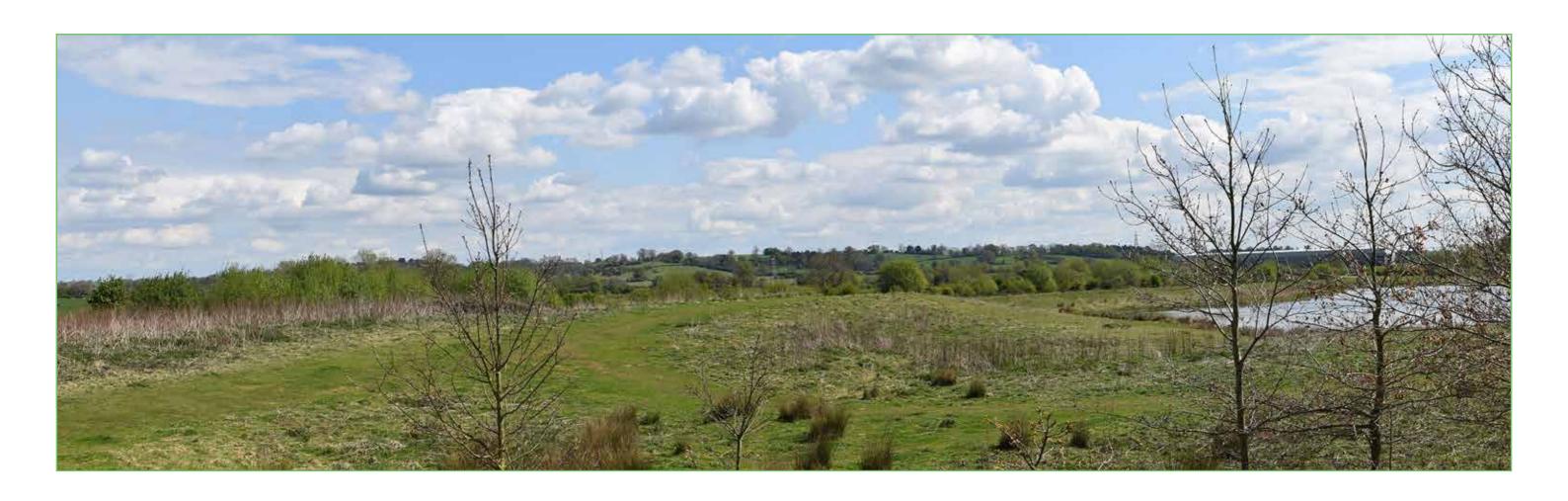
South east





Camera Make/Model: Nikon D350
Camera Lens: Nikon DX AF-5 NIKKOR 35mm
HFoV: 39.6°
Direction of view: East south east





Camera Make/Model: Nikon D350
Camera Lens: Nikon DX AF-5 NIKKOR 35mm
HFoV: 39.6°

South east

Direction of view:





Camera Make/Model: Nikon D350 Camera Lens: Nikon DX AF-5 NIKKOR 35mm HFoV: 39.6°

Direction of view: East south east

CHARTERED LANDSCAPE ARCHITECTS

Land East of Junction 11, M40, Banbury

Appendix C – Assessment Methodology

APPENDIX C - ASSESSMENT METHODOLOGY

1.1 Assessment Guidelines

The methodology used to identify and assess the landscape and visual effects of proposed development and their significance is based on the following recognised guidance:

- 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 LVIA Methodology

The Landscape and visual impact assessment is a tool used to identify and assess the effects of change, resulting from development, and their significance on the landscape as a resource and people's views and visual amenity. It is an iterative process intended to inform design decisions so that new development can avoid or reduce significant negative (adverse) effects on the landscape and visual environment.

It is recognised as important to draw distinctions between landscape and visual effects during the assessment; treating them independently although related. GLVIA sets out the recommended process for assessing the significance of effects by comparing the sensitivity of the visual or landscape receptor with the magnitude of change resulting from development.

The GLVIA states that the assessment should cover the following stages:

- Project description: description of the proposed development for the purpose of assessment; main features of proposals and establish parameters
- Baseline studies: establishes existing nature of landscape and visual environment in the study area, includes information of the value attached to different resources
- Identification and description of effects: that are likely to occur including whether they are adverse or beneficial
- Assess significance of effects: systematic assessment of the likely significance of the effects identified

 Mitigation: proposes measures designed to avoid/prevent, reduce or offset (or compensate for) any significant negative (adverse) effects

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 Assessing 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.

National Character Assessment

Establishes broad pattern of the landscape of the wider countryside

District Character Assessment

Establishes pattern of the landscape of the district/county countryside

Local Character Assessment

Establishes pattern of the landscape at a local level

Site elements and features

Establishes to landscape resources on the site such as trees, hedges etc

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:

- High: such as World Heritage Sites, National Parks, AONB, Conservation Areas,
 Listed Buildings
- Medium: 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.
- **Low**: 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 of susceptibility of the proposed change to landscape used 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

<u>Definition of Landscape Sensitivity</u>

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

Table A: Definiti	Table A: Definition of Landscape Sensitivity:	
Sensitivity	Definition	
High	 High susceptibility to proposed change 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	 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 	
Low	 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	 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 	

<u>Landscape Receptor – Overall Magnitude of Effect</u>

The magnitude of the effect is determined by combining the professional judgements about the **size or scale** of the landscape effect, the **geographical extent** over the area which the effect occurs, its **reversibility** and its **duration**. Refer to table B:

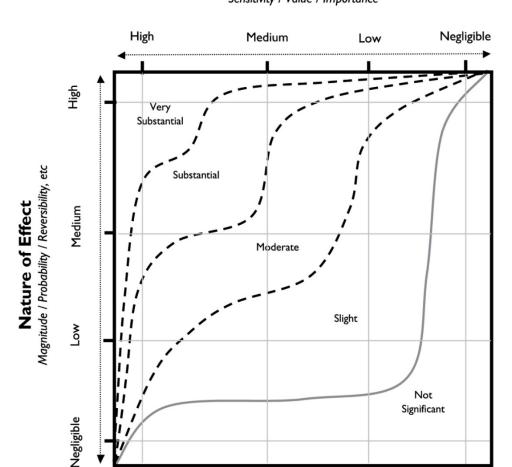
■ The scale of the effect – for example, whether there is complete loss of a particular element/feature/characteristic or partial loss or no loss; proportion of key elements or features of the baseline that will be lost, the value/importance of these elements to the landscape character and the degree of contrast between the development and the landscape character

- The geographical extent of the area affected relative to the receptor; this will range from the site itself, a short distance comprising the immediate local area, a medium distance comprising the local and middle landscape and long distance comprising the wider landscape
- The duration of the effect; 0-1 year for the construction period is considered short term duration, 1-10 years for mitigation to establish is considered medium term duration, 10 years and beyond is considered long term duration
- Reversibility; the extent to which the development could be removed and the land reinstated. Reversible and temporary development would include solar farms and wind turbines. Other development such as housing would be considered irreversible and permanent

Table B: Definition	Table B: Definition of Landscape Magnitude of Effect:	
Magnitude of change:	Predicted landscape effects:	
Large	 Very substantial loss of landscape elements of the landscape, and/or the lost elements make a substantial contribution to landscape character, and/or change affects a large geographical area, and/or the development introduces a dominating and contrasting characteristic to the landscape 	
Medium	 Moderate loss of landscape elements of the landscape, and/or the lost elements make a moderate contribution to landscape character, and/or change affects a moderate geographical area, and/or the development becomes an identifiable feature but not wholly uncharacteristic to the landscape 	
Small	 Minor loss of landscape elements of the landscape, and/or the lost elements make a small contribution to landscape character, and/or change affects a small geographical area, and/or the development introduces elements not uncharacteristic to the landscape 	
Negligible	 Negligible or no loss of landscape elements of the landscape, and/or the lost elements make a limited contribution to landscape character, and/or change affects a very small geographical area, and/or the development introduces characteristics that are consistent with or enhance the landscape, and/or effects may be short term, temporary or reversible 	

Assessment criteria used to assess landscape effects

Landscape effects are judged by assessing the overall sensitivity (susceptibility to change and value of receptor) of the existing landscape and the overall magnitude of effect predicted as a result of the development (size/scale, geographical extent, duration and reversibility of effect). The diagram below, produced by IEMA for Environmental Impact Assessment, is utilised to judge the effect. Please note that terminology may differ in assessments particularly when adapted for an Environmental Statement.



ReceptorSensitivity / Value / Importance

1.4 Method for Assessing Views

A Zone of Theoretical Visibility (ZTV) is often produced as an initial desktop tool to inform the extent of the study area based on the theoretical visibility of the development. The (ZTV) illustrates the extent to which the proposed development site as a whole is potentially visible from the surrounding area. ZTV's are prepared using GIS software (Global Mapper) by carrying out an analysis of the visibility of the site from the surrounding area up to 5km using a digital terrain model from OS Landform DTM profile and OS Panorama DTM data. Calculations are based on bare earth survey OS height data with a viewer height set at 1.7m. The digital terrain model and subsequent output are based on bare earth modelling and as such do not take into account any screening from land cover such as buildings, hedgerows and trees. ZTV mapping therefore represents a 'worst case' scenario assuming 100% visibility, where the actual extents of visibility are likely to be less extensive. ZTV's are used to determine where there may be potential views of the development which are then further verified with site visits. The ZTV is then used to identify potential key views of the development which are then verified by field work to further identify and visit visual receptors. 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

Visual effects are determined through a process of identifying which visual receptors are likely to experience significant visual effects. The process of identifying effects involves determining the **sensitivity** of each visual receptor and **magnitude** of change experienced at each which leads to a professional judgement of the **visual effects**.

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 C: Definition of	Table C: Definition of Visual Sensitivity	
Sensitivity rating:	Definition:	
High	Receptor may have 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	Receptors may have 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.	
Low	Receptors may have 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 may have 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

<u>Visual Receptor – Overall Magnitude of Effect</u>

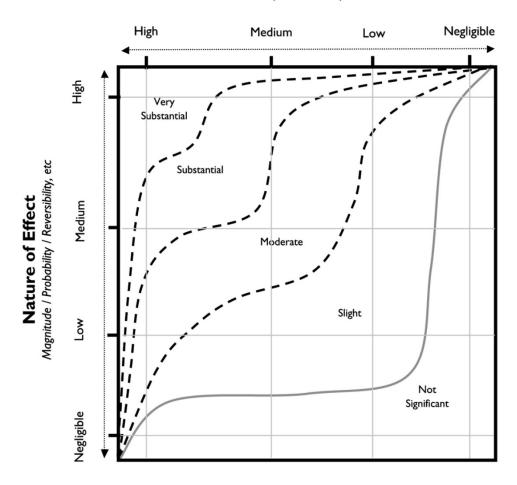
The magnitude of the effect is determined by combining the professional judgements about the **size or scale** of the visual effect, the **geographical extent** over the area which the effect occurs, its **reversibility** and its **duration**. Refer to table D:

Table D: Definition o	Table D: Definition of Visual Magnitude of Effect	
Magnitude of change:	Predicted visual effects:	
Large	Total loss or very substantial alteration of key views, and/or site may form a very large proportion of the view, and/or all of the site may be visible, and/or views of the site may be experienced over a long distance by high numbers of receptors, and/or views may be permanent and irreversible	
Medium	Moderate alteration of key views, and/or site may form moderate proportion of the view, and/or around half of the site may be visible, and/or views of the site may be experienced over a moderate distance by moderate numbers of receptors, and/or views may be permanent and irreversible	
Small	Minor alteration of key views, and/or site may form small proportion of the view, and/or partial or obscured views of the site, and/or views of the site may be experienced over a short/local distance by low numbers of receptors, and/or views may be permanent and irreversible	
Negligible	Limited alteration of key views, and/or site may form very small proportion of the view, and/or limited views of the site, and/or views of the site may be experienced over a very short distance by a limited number of receptors, and/or views may be temporary, reversible, permanent or irreversible	

Assessment criteria used to assess visual effects

Visual effects are judged by assessing the overall sensitivity (susceptibility to change and value of receptor) of the existing landscape and the overall magnitude of effect predicted as a result of the development (size/scale, geographical extent, duration and reversibility of effect). The diagram below, produced by IEMA for Environmental Impact Assessment, is utilised to judge the effect. Please note that terminology may differ in assessments particularly when adapted for an Environmental Statement.

ReceptorSensitivity / Value / Importance



1.5 Assessment criteria used to assess significance of effects

Following identification of the sensitivity, extent and significance of the individual landscape and visual effects the overall effects are combined with each other. A judgement is then made by identifying the most significant effects, after mitigation, resulting in the likely impacts of the proposed development. The definitions of the final statement of significance are shown in **Table E**.

Table E: Definition of significance	
Significance of impact:	Definition of predicted effects:

Major beneficial (positive) effect	The proposals would result in: the scheme causing a significant improvement to the existing view successful mitigation providing significant improvements to landscape quality and character fitting in very well with the scale, landform and pattern of the existing landscape
Moderate beneficial (positive) effect	The proposals would result in: the scheme causing a noticeable improvement to the existing view successful mitigation providing noticeable improvements to landscape quality and character fitting in well with the scale, landform and pattern of the existing landscape
Minor beneficial (positive) effect	The proposals would result in: the scheme causing perceptible improvement in the existing view successful mitigation providing slight improvements to landscape quality and character fitting in with the scale, landform and pattern of the existing landscape
Not significant (Negligible)	The proposals would result in: the scheme causing no discernible deterioration or improvement to the existing view mitigation that neither deteriorates or improves landscape the scale, landform and pattern of the current landscape is broadly retained
Minor adverse (negative) effect	The proposals would result in: the scheme causing a slight perceptible deterioration to the existing view almost wholly success in mitigating adverse effects not quite fitting the landform and scale of the landscape
Moderate adverse (negative) effect	The proposals would result in: the scheme causing a noticeable deterioration to the existing view only partial mitigation of adverse effects variance to the existing landscape, out of scale or at odds with the local pattern and landform
Major adverse (negative) effect	The proposals would result in: the scheme being immediately apparent causing significant deterioration to the existing view no way of fully mitigating adverse effects considerable variance to the existing landscape, degrading the integrity of its overall character

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	A system that captures, stores, analyses, manages and presents
System (GIS)	data linked to location. It links spatial information to a digital
System (GIS)	database.
Green Infrastructure (GI)	Network of green spaces and watercourses and water bodies that
Green infrastructure (GI)	
	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 use	land cover, such as urban and industrial use and the different
1 16	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	A tool used to identify and assess the likely significance of the
Impact Assessment (LVIA)	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	These are single unique areas which are the discrete geographical
Areas (LCA's)	areas of a particular landscape type.
	· · · · · · · · · · · · · · · · · · ·
Landscape Character	The process of identifying and describing variation in the
Assessment	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	A measure of the physical state of the landscape. It may include
(condition)	the extent to which typical character is represented in individual
. ,	2.1

	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	How susceptible or vulnerable the landscape receptor is to
vulnerability)	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	A map, usually digitally produced, showing areas of land within
Visibility (ZTV)	which a development is theoretically visible.



0 20 50

250

Notes

- 1) Do not scale directly from this drawing.
- This drawing is to be read in conjunction with all other relevant MHP drawings and information supplied by other consultants.
- 3) All tree planting in proximity to buildings to be checked by engineers to ensure foundation detailing is appropriate.
- Blue line showing land owned by applicant added, text changes 06-05-22 DAL PSH Red line updated areas revised
 Revised to latest layout, additional hedge planting habitat included
 PSH
 Revised to latest layout, additional hedge planting habitat included
- Project: Land East of Junction 11, M40, Banbury

Client: Greystoke CB

Title: Illustrative Landscape Strategy

Drawing number: 21340.111 FOR INFORMATION

20-04-22 1:2500

CHARTERED LANDSCAPE

MHP DESIGN LTD 79 THE PROMENADE CHELTENHAM GL50 1PJ T 01242 250 822 Empm@mhpdesign.com www mhpdesign.com