

Figure 2 - Design evolution - public consultation

3. Public consultation - Figure 2

- 3.1. The proposals formed part of a public consultation that sought to present the information to locals and respond to the comments received. The two main comments received from local residents, were the proximity of the built form to the A444 and the landscape treatment of the PRoW to the south-west of the site.
- 3.2. The first way the design team sought to address the comments was to 'hand' the most southerly unit on the masterplan. This shift in position results in the built form being set back from the A444 and provides a significant vegetation buffer along the road.
- 3.3. Secondly, the proposals have revised the way in which the PRoW in the western edge is treated, most closely to the existing dwellings on the A444. The footpath route is to be diverted around the dwellings and into the newly landscaped site, which has provided an opportunity for an earth bund to be created between the dwellings and the built form on site.



Figure 3 - Development proposals



4. Proposed development - Figure 3

- 4.1. The proposals contain a number of new, large buildings with associated service yards and parking, which are connected by a central road connecting the A444 to the A5. The proposals also include a large amount of proposed landscape works, including woodland planting, meadow grassland, tree planting, ornamental and ecological ponds. Where possible, existing trees and hedges have been retained and incorporated into the scheme.
- 4.2. The findings of Volume 1 of this document identified key constraints and these helped to inform the design proposals in an iterative process with the wider team. The built form was 'pushed' away (approximately 100m) from the most sensitive boundary in the south-west of the site and significant landscape treatment was introduced which includes ponds in the lowest part of the site. Smaller interventions, such as earth bunding have been incorporated into the landscape proposals which seek to both utilise spoil from site excavations and create partial screening of the proposed buildings.
- 4.3. Figure 1 shows the proposals being submitted for consideration by the planning authority against which likely landscape and visual effects have been assessed.

5. Appraisal of landscape effects

- 5.1. Landscape receptors and their sensitivities are set out in Volume 1. Landscape effects are considered through the appraisal of the sensitivity of the receptor (value and susceptibility to change – refer to Volume 1) and the magnitude of the landscape effect (size or scale, duration and reversibility) as described in the evaluation criteria (Appendix 3). The magnitude of effect is based on the mitigation measures included within the final proposals at the point of construction completion.

5.2. Geology, topography, soils

- 5.2.1. The changes to the site topography are large scale and potentially irreversible, with new buildings and roads created in the site. However, the magnitude of the landscape effect on soils, topography and soils is reduced as the large areas of the soils will be re-used as site-won soils and the baseline condition of the soils. In areas of the soft landscape, soil drainage may be improved over time with the introduction of widespread woodland planting, drainage ponds to retain water at the lowest points on the site and with regular soil cultivation for agriculture halting.
- 5.2.2. The magnitude of change to the medium/high sensitivity landscape element is assessed as medium adverse. There will be a **major/moderate adverse** landscape effect on the geology, topography, and soils on the site.

5.3. Hydrology

- 5.3.1. There will be a significant creation of new hard surfacing on the site, removal of the existing ponds on site, and some sections of existing field ditches removed to enable development. Some field ditches have been retained and incorporated in the design of the site and it is considered that the development will not exacerbate surface water runoff in the local area and a detailed Flood Risk Assessment has been carried out.
- 5.3.2. It is anticipated that the magnitude of change to the medium sensitivity landscape element of hydrology is high adverse, there will be a **major/moderate adverse** landscape effect on the hydrology of the site.

5.4. Site vegetation

- 5.4.1. The creation of a strong ecological framework with woodland planting, species-rich flowering meadow, and ecological ponds within the site will likely lessen the potential effect on the landscape amenity. There will however be significant vegetation removal to enable the development, including established hedgerows, trees and vegetated ponds. The magnitude of change to the high sensitivity landscape element is medium adverse resulting in a **major/moderate adverse** landscape effect.

5.5. Eastern boundary trees

- 5.5.1. The eastern boundary trees are particularly susceptible to the type of change proposed and is overall felt to have a high sensitivity. The proposals aim to protect the trees from development and bolster the boundary with a woodland planting buffer which will lessen the effect of the development.
- 5.5.2. The magnitude of change to the high sensitivity landscape element is low adverse resulting in a **moderate adverse** landscape effect.

5.6. Land use

- 5.6.1. The changes to the site's land use from agricultural fields to large-scale commercial development is a significant alteration to the site and its surroundings although the magnitude of change is somewhat lessened due to the proximity to the Horiba MIRA site to the north.

- 5.6.2. The magnitude of change to the medium sensitivity landscape element is assessed as medium adverse. There will be a **moderate adverse** landscape effect on the site.

5.7. Access and recreation

- 5.7.1. The changes to the access and recreation both on site and in its proximity are significant and irreversible with new buildings, roads and service yards being created. The footpath network is being enhanced with greater connectivity to the Weddington Country Walk and a comprehensive network of internal paths although the setting of these paths will be significantly overshadowed by the large-scale of the buildings within the proposed development.
- 5.7.2. The magnitude of change to the medium sensitivity landscape element is assessed as medium adverse. There will be a **moderate adverse** landscape effect on the site.

5.8. Settlements and roads

- 5.8.1. The settlement and road pattern has been ascribed a medium sensitivity to new development. The proposals increase both the number of large roads in the area and increase the settlement to the north of Nuneaton resulting in a medium adverse magnitude of effect.
- 5.8.2. The magnitude of change to the medium sensitivity landscape element is assessed as medium adverse. There will be a **moderate adverse** landscape effect on the site.

5.9. Heritage

- 5.9.1. The site's heritage was ascribed a low sensitivity due to the relatively minimal contribution towards the landscape character. The proposed buildings within the development have been aligned to the A5, providing continuous views along its length. Although the northern boundary is defined by the A5 Watling Street, it is not a necessarily a positive landscape feature.
- 5.9.2. The magnitude of change to the low sensitivity landscape element is assessed as nil resulting in a **neutral** landscape effect.

5.10. Perceptual qualities

- 5.10.1. It is considered that there is potential effects on the perceptual qualities of the site as result of the proposed development. This is a result of the introduction of large-scale built form, roads, and associated hard-standing on a previously undeveloped, agricultural site. The relative tranquillity to the south of the site and the far reaching views to the south of the site will be interrupted due to the proposed development.
- 5.10.2. Whilst the development proposals seek to lessen the effects of the built form with large areas of planting, earth mounding and sensitive colouring of the proposed buildings, it is considered that the magnitude of change to the medium sensitivity landscape element is high adverse resulting in a **major/moderate adverse** landscape effect.

5.11. Condition

- 5.11.1. The site has been identified as being broadly representative of the wider landscape character although suffers from the negative influences of the A5 transport corridor. The LCA identified that the rural character of the site and surrounding landscape should be conserved and restored.
- 5.11.2. The large scale development proposed are anticipated to have a magnitude of change of high adverse and when combined with a medium sensitivity will result in a **major adverse** landscape effect on this receptor.

6. Additional mitigation and residual landscape effects

- 6.1. Measures to avoid / prevent, reduce or mitigate adverse effects were identified early in the iterative design process and have been designed into the proposals described within section 3.
- 6.2. Additional mitigation measures (generally covered by planning conditions) will include the following:
 - Soil stripping and storage will be carefully managed to enable reuse on the site where possible; topsoil and subsoil will be stored separately to avoid contamination; and soil storage bunds will be carefully shaped to ensure soils are free draining and not compacted.
 - Protection of existing trees and hedges in accordance with arboricultural advice and method statements.
 - Establishment of vegetation over time
- 6.3. The effect of additional mitigation measures on landscape receptors is assessed, and a summary of residual effects is given below (the mitigation does not always alter the overall effect):

Table 1 - Landscape Effects

Landscape receptor	Sensitivity	Magnitude of effect	Landscape effects	Mitigation	Residual effects
Geology, topography and soils	medium/high	medium adverse	major/moderate adverse	soil stripping and careful reuse of soils	moderate adverse
Hydrology	medium	high adverse	major/moderate adverse	ongoing management of site hydrological features	low adverse
Site vegetation	high	medium adverse	major/moderate adverse	establishment of vegetation	low adverse
Eastern boundary trees	high	low adverse	moderate adverse	suitable protection of existing trees	moderate adverse
Land use	medium	medium adverse	moderate adverse		
Access and recreation	medium	medium adverse	moderate adverse	ongoing management of footpaths	minor beneficial
Settlements and roads	medium	medium adverse	moderate adverse		
Perceptual qualities	medium	high adverse	major/moderate adverse	establishment of vegetation	moderate adverse
Condition	medium	high adverse	major/moderate adverse		

- 6.4. Landscape effects highlighted are considered significant.

7. Appraisal of visual effects

7.1. View receptors and their sensitivities are set out in Volume 1. Visual effects are considered through the appraisal of the sensitivity of the receptor (value and susceptibility to change – refer to Volume 1) and the magnitude of the visual effect (size or scale, extent, duration and reversibility) as described in the evaluation criteria (Appendix 1). The magnitude of effect is based on the mitigation measures included within the final proposals – at the point of construction completion.

7.1.1. Views of a similar nature are grouped together and an overall assessment of effects is made on the group of views as a whole where possible and ensuring a balanced overview is maintained, taking into account varying levels of visibility.

7.1.2. Appendix 2 of this document seeks to demonstrate the potential visual effects of the development on views identified and agreed with the local authority, prior to the appraisal. The verified photomontages have been produced by overlaying the proposals onto geo-located photos.

7.2. Effect on representative viewpoints 1 and 2 – A5 footpath.

7.2.1. These views represent a progression along the north boundary of the site along the route of the A5 footpath. View receptors would be mostly drivers on the road who would be travelling at speed in a oblique angle to the site boundary. As the view is outside of any settlement there may be some expectation of open countryside which gives these views some, but not the highest, value and susceptibility to the type of change. Therefore we assign these views an overall medium sensitivity.

7.2.2. The proposed development would result in wholesale changes to the views with large-scale development close to the A5. Long distance views across the open valley towards the elevated ground to the south would be completely changed with the introduction of built form, new road access and associated landscape elements. On balance the magnitude of change would be high adverse.

7.2.3. A medium sensitivity combined with a high adverse magnitude of change would result in a **major/moderate adverse** effect.

7.3. Effect on representative viewpoints 3, 4, 5 and 6 – A444.

7.3.1. These views represent a progression along the A444 and is dominated by the boundary hedgerow which is predominantly hawthorn. Some large trees are visible in the background but views are foreshortened by the hedgerow. View receptors would be mostly drivers on the road who would be travelling more slowly than on the A5 road and generally with their attention on the road ahead, but also cyclists and walkers who would be more focussed on their surroundings. As the view is outside of any settlement there may be some expectation of open countryside which gives these views some, but not the highest, value and susceptibility to the type of change. Therefore we assign these views an overall medium sensitivity.

7.3.2. The proposed development would result in a variety of effects, depending on the exact location and orientation of the viewer. In some cases, there is less impact on the view receptor where the development is set further back from the A444. In others, where the development is closer to the road views are completely changed. On balance the magnitude of change would be high adverse.

7.3.3. A medium sensitivity combined with a high adverse magnitude of change would result in a **major/moderate adverse** effect.

7.4. Effect on representative viewpoints 7 and 8 - Weddington Country Walk

7.4.1. These viewpoints represent the progression along the Weddington Country Walk by pedestrians or cyclists from the local area. The users are likely to be engaged with their surroundings and therefore will have a expectation of scenic beauty which gives these views high value and susceptibility to the type of change. Therefore, we assign these views an overall high sensitivity.

7.4.2. The proposed development would result in a variety of effects, depending on the exact location and orientation of the viewer. In some cases, there is less impact on the view receptor where the development is screened by close, existing vegetation along the Weddington Walk. On balance the magnitude of change would be high adverse.

7.4.3. A high sensitivity combined with a high adverse magnitude of change would result in a **major adverse** effect.

7.5. Effect on representative viewpoints 9 and 10 - Public rights of way to south

7.5.1. These views represent a progression along the lane along the PRoW to the south of the site, facing north, towards the A5. These views are far reaching and span from the large arable fields in the foreground, the Horiba MIRA site in the background, although this is distant and not in the direction of travel along the footpath. View receptors would mostly be walkers but also cyclists and potentially horse-riders who would be more focussed on their surroundings and would all have an expectation of scenic beauty. This would result in a high value and susceptibility to change and therefore we assign these views an high sensitivity.

7.5.2. The proposed development would result in changes to the views with large-scale development introduced into a broadly open view. The combination of the coloured banding on the facade of the proposed buildings, the earth bunding and proposed planting lessen the effect of the proposals by integrating it within the landscape. On balance the magnitude of change would be medium adverse.

7.5.3. A high sensitivity combined with a medium adverse magnitude of change would result in a **major/moderate adverse** effect.

7.6. Effect on representative viewpoints 11 - Caldecote village

7.6.1. This view represents the view from Caldecote village, to the south-east, approximately 300m from the closest part of the site. Receptors from this view are likely to be drivers accessing the village but may also include walkers and horse-riders who may have a view from an elevated position. It is likely that the receptors will have a greater engagement with their surroundings and would all have an expectation of scenic beauty. This would result in a high value and susceptibility to change and therefore we assign these views an high sensitivity.

7.6.2. The proposed development would result in significant changes to this view with large-scale development introduced to a rural view. The combination of the coloured banding on the facade of the proposed buildings, the earth bunding and proposed planting seek to lessen the effect of the proposals by integrating it within the landscape. Due to the proximity to the development and the elevated position of the view, the magnitude of change would be medium adverse.

7.6.3. A high sensitivity combined with a medium adverse magnitude of change would result in a **major/moderate adverse** effect.

7.7. Effect on representative viewpoints 14 and 15 - From elevated ground

7.7.1. These views represent views from higher ground to the south of the site at an elevation of approximately 138m AOD. View receptors are likely to be drivers on the road who would be travelling with their attention on the road ahead. It is likely that walkers using the footpaths would be engaged in their surroundings with the elevated position offering far reaching views to the north. All might have an expectation of scenic beauty, which gives these views some, but not the highest, value and susceptibility to the type of change as the views are within the settlement. Therefore we assign these views an overall medium sensitivity.

7.7.2. The proposed development would result in minor changes to this view with varying effects, depending on the exact location and orientation of the viewer. In some cases, the development is unlikely to be in the direction of the viewer and therefore on balance, we would ascribe a magnitude of change as low adverse.

7.7.3. A medium sensitivity combined with a low adverse magnitude of change would result in a **moderate/minor adverse** effect.

7.8. Effect on representative viewpoints 16 - Hartshill Country Park

- 7.8.1. This viewpoint represents the far reaching views from the Hartshill Country Park, to the west of the site. View receptors would be walkers and cyclists using the park with their attention focussed on their surroundings with an expectation of scenic beauty within the Park. This gives this view a high value and susceptibility to change, we therefore assign the view a high sensitivity.
- 7.8.2. The proposed development would result in minor changes to this view with large-scale development introduced into a rural setting. The combination of the coloured banding on the facade of the proposed buildings, the earth bunding and proposed planting seek to lessen the effect of the proposals by integrating it within the landscape. Due to the elevated position of the view, these would not likely have an effect on the magnitude of change and we would therefore ascribe it as minor adverse.
- 7.8.3. A high sensitivity combined with a low adverse magnitude of change would result in a **moderate adverse** effect.

7.9. Effect on views from private houses

- 7.9.1. There is a possibility of limited views from a small number of private properties in the immediate site area which cannot be checked as part of this study. These private views have been estimated by assessing the visibility from the lane adjacent to the site. Most private views of the site are somewhat filtered by existing vegetation, or already contain buildings within the view. Overall these view are considered to have a high sensitivity.
- 7.9.2. The development proposals, including on-site trees, hedges and earth bunding marginally screen views and changes are likely to be significant, resulting in a high adverse magnitude of effect, which, combined with a high sensitivity would result in a **major adverse** overall effect.

8. Additional mitigation and residual visual effects

- 8.1. Measures to avoid / prevent, reduce or mitigate adverse effects were identified early in the iterative design process and have been designed into the proposals described within section 3, however the passage of time will increase the screening provided by new vegetation.
- 8.2. Additional mitigation measures will include the following:

• Establishment of vegetation over time on the basis of protection of existing and new vegetation and good management practice
- 8.3. The effect of additional mitigation measures on representative viewpoints is assessed, and a summary of residual effects is given below, in winter to give the worst-case scenario (the mitigation does not always alter the overall effect):

Table 2 - Visual Effects

Representative viewpoint	Sensitivity of view receptor	Magnitude of effect	Visual effects in winter, years 0-10	Mitigation	Residual effects in winter after year 10
1 & 2	medium	high adverse	major/moderate adverse	establishment of vegetation over time	major/moderate adverse
3 - 6	medium	high adverse	major/moderate adverse	establishment of vegetation over time	moderate adverse
7 & 8	high	high adverse	major adverse	establishment of vegetation over time	moderate adverse

Representative viewpoint	Sensitivity of view receptor	Magnitude of effect	Visual effects in winter, years 0-10	Mitigation	Residual effects in winter after year 10
9 & 10	high	medium adverse	major/moderate adverse	establishment of vegetation over time	moderate adverse
11	high	high adverse	major/moderate adverse	establishment of vegetation over time	moderate adverse
14 & 15	medium	low adverse	moderate/minor adverse	establishment of vegetation over time	minor adverse
16	high	low adverse	moderate adverse	establishment of vegetation over time	moderate adverse
Private houses	high	high adverse	major adverse	establishment of vegetation over time	major/moderate adverse

9. Conclusions

- 9.1. This Landscape and Visual Evidence and Impact Appraisal concludes that the site is broadly representative of the wider landscape character, with far reaching views to the south and is entirely dominated by agriculture, suffers from the negative influence of the A5 travel corridor. The proposals have sought to integrate the development into the landscape through an iterative process and result in five major/moderate adverse landscape effects (which are considered to significant) out of nine identified landscape receptors - refer to Table 1. As demonstrated within Table 1, the anticipated residual effects lessen over time to become deemed not significant.
- 9.2. This report has shown that the site is visually prominent from a number of public views, including Weddington Country Walk, Hartshill Country Park and local footpaths. Existing boundary vegetation and proposed woodland planting goes some way in helping to lessen the effects of the built-form but, due to the scale of the buildings, this is not possible from a number of public views. Six of the identified eight view receptors are considered to have significant effects, as shown in the summary table above. The residual effects identified are judged to lessen after 10 years as the proposed vegetation establishes as demonstrated in Table 2.

10. References

- National Character Assessment (NCA, 2014)

• National Design Guide, Ministry of Housing, Communities & Local Government (2021)

• National Planning Policy Framework (2021)

• The Landscape Institute and IEMA 'Guidelines for landscape and visual impact assessment' 3rd Edition (2013)

• The Countryside Agency and Scottish Natural Heritage: 'Landscape Character Assessment: Guidance for England and Scotland' (2002)

• North Warwickshire Local Plan (Sept 2021)

• North Warwickshire Landscape Character Assessment (2010) Character Area 3: Anker Valley

Appendix 1: LVE Methodology

1. Evaluation criteria for Landscape Effects Assessment

Refer to Volume 1, Appendix 1 LVE Methodology for assessment of landscape sensitivity.

1.1. Magnitude of landscape effect

The magnitude of the landscape effect of the proposals is dependent on:

- **Size or scale:** this should take into consideration the extent of the loss of the existing landscape, the proportion of the total extent this represents and the contribution of the element to the character of the landscape; the degree to which the aesthetic or perceptual aspects of the landscape are altered; and whether the effect changes the key distinctive characteristics of the landscape.
- **Extent:** consideration of the geographical area over which landscape effects are felt
- **Duration:** long, medium or short term.
- **Reversibility:** this is a judgement on the reversibility of a proposal in, say, a generation.

The magnitude of the landscape effect can be **high, medium, low or nil** and can be either **adverse or beneficial**. This is defined more fully below:

Adverse	High	• Major loss of or alteration to an existing landscape element that may be key to landscape character. • Major loss of or alteration to perceived landscape character as a whole. • Major loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Extensive geographical area affected. • Long-term / irreversible effect.
	Medium	• Moderate loss of or alteration to an existing landscape element that may be key to landscape character. • Moderate loss of or alteration to perceived landscape character as a whole. • Moderate loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Medium sized geographical area affected. • Medium-term and effect that may be partially reversible.
	Low	• Minor loss of or alteration to an existing landscape element that may be key to landscape character. • Minor loss of or alteration to perceived landscape character as a whole. • Minor loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Small sized geographical area affected. • Short-term and effect that may be reversible.
Neutral	Nil	• No perceptible loss or alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape. • Adverse effects balanced by beneficial effects.
Beneficial	Low	• Minor beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.
	Medium	• Moderate beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.
	High	• Major beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.

1.2. Landscape effects and significance

The landscape effect is a combination of the level of sensitivity of the landscape receptor and the magnitude of the landscape effect, which can be adverse, beneficial or neutral.

		Sensitivity of Landscape		
		High	Medium	Low
Magnitude of landscape effect	High adverse	Major adverse	Major / Moderate adverse	Moderate adverse
	Medium adverse	Major / Moderate adverse	Moderate adverse	Moderate / Minor adverse
	Low adverse	Moderate adverse	Moderate / Minor adverse	Minor adverse
	Nil	Neutral	Neutral	Neutral
	Low beneficial	Minor beneficial	Minor beneficial	Minor beneficial
	Medium beneficial	Moderate beneficial	Moderate beneficial	Moderate beneficial
	High beneficial	Major beneficial	Major beneficial	Major beneficial

1.3. Definition of significance

Significance may vary with location and context and with the type of proposal, but typically effects are assessed to be significant where they typically are major or major/moderate adverse (indicated by shading illustrated in the table above).

A scale of significance can be reasonably described as follows:

- *Major loss or irreversible adverse landscape effects over an extensive area, and / or on elements and or aesthetic / perceptual aspects key to the character of highly valued landscape receptors* are defined to be effects of key importance for consideration in the decision making process and / or of national importance and therefore significant.
- *Major/Moderate loss or irreversible adverse landscape effects over a large area, and / or on elements and or aesthetic / perceptual aspects typical of the character of highly valued landscape receptors* are defined to be effects of key consideration in the decision making process and / or of regional or district importance therefore significant.
- *Moderate loss or adverse landscape effects over an area, on elements and or aesthetic / perceptual aspects typical of the character of valued landscape receptors* can be defined to be effects likely to be a lesser consideration in the decision making process and / or of local importance but not generally significant. Where seen in combination in cumulative assessments, moderate effects could become significant.
- *Moderate/minor loss or adverse landscape effects over an area, on elements and or aesthetic / perceptual aspects that contribute to but are not key to the character of valued landscape receptors* can be defined to be effects unlikely to be a consideration in the decision making process and / or of local importance and therefore not significant.
- *Minor loss or reversible adverse landscape effects over limited area, on elements and or aesthetic / perceptual aspects that contribute to but are not key to the character of landscape receptors* are defined to be effects unlikely to be a consideration in the decision making process and / or of very local importance and therefore not significant.

1.4. Mitigation and residual effects

Where adverse landscape effects are judged to be significant, mitigation proposals are described where possible. Any significant residual landscape effects remaining after mitigation are then summarised.

2. Evaluation criteria for Visual Effects Assessment

Refer to Volume 1, Appendix 1 LVE Methodology for assessment of visual sensitivity.

2.1. Magnitude of visual effect

The magnitude of the visual effect of the proposals needs to be established. This is dependent on:

- Size or scale: this should take into consideration the scale of change in the view with respect to loss or addition of features in the view and changes to its composition (including the proportion of the view occupied by the proposed development and the degree of contrast or integration of the proposed development with the existing landscape elements and characteristics) and the nature of the view in terms of duration and degree of visibility.
- Extent: this will vary with different viewpoints and is likely to reflect the angle of view in relation to the main activity of the receptor and the distance of the viewpoint from the proposed development.
- Duration: long, medium or short term.
- Reversibility: this is a judgement on the reversibility of a proposal in, say, a generation.

The magnitude of the visual effect can be **high, medium, low or nil** and can be either **adverse or beneficial**. This is defined more fully below:

Adverse	High	• Major change in view composition resulting from a loss of or alteration to features. • Direct angle of viewing in relation to main activity of the receptor. • Close-range view. • Prolonged exposure to view. • Long-term and irreversible effect.
	Medium	• Moderate change in view composition resulting from a loss of or alteration to features. • Indirect angle of viewing in relation to main activity of the receptor. • Mid-range view. • Moderate exposure to view. • Medium-term and irreversible effect.
	Low	• Minor change in view composition resulting from a loss of or alteration to features. • Peripheral view in relation to main activity of the receptor. • Distant view. • Brief exposure to view. • Short-term and irreversible effect.
Neutral	Nil	• No perceptible change to the composition of the view.
Beneficial	Low	• Minor beneficial change to the composition of the view.
	Medium	• Moderate beneficial change to the composition of the view.
	High	• Major beneficial change to the composition of the view.

2.2. Significance of visual effect

The significance of the visual effect is a combination of the level of sensitivity of the visual receptor and the magnitude of the visual effect, which can be adverse, beneficial or neutral.

		Sensitivity of Receptor		
		High	Medium	Low
Magnitude of visual effect	High adverse	Major adverse	Major / Moderate adverse	Moderate adverse
	Medium adverse	Major / Moderate adverse	Moderate adverse	Moderate / Minor adverse
	Low adverse	Moderate adverse	Moderate / Minor adverse	Minor adverse
	Nil	Neutral	Neutral	Neutral
	Low beneficial	Minor beneficial	Minor beneficial	Minor beneficial
	Medium beneficial	Moderate beneficial	Moderate beneficial	Moderate beneficial
	High beneficial	Major beneficial	Major beneficial	Major beneficial

2.3. Definition of significance

Significance may vary with location and context and with the type of proposal, but typically effects are assessed to be significant where they typically are major or major/moderate adverse (indicated by shading illustrated in the table above).

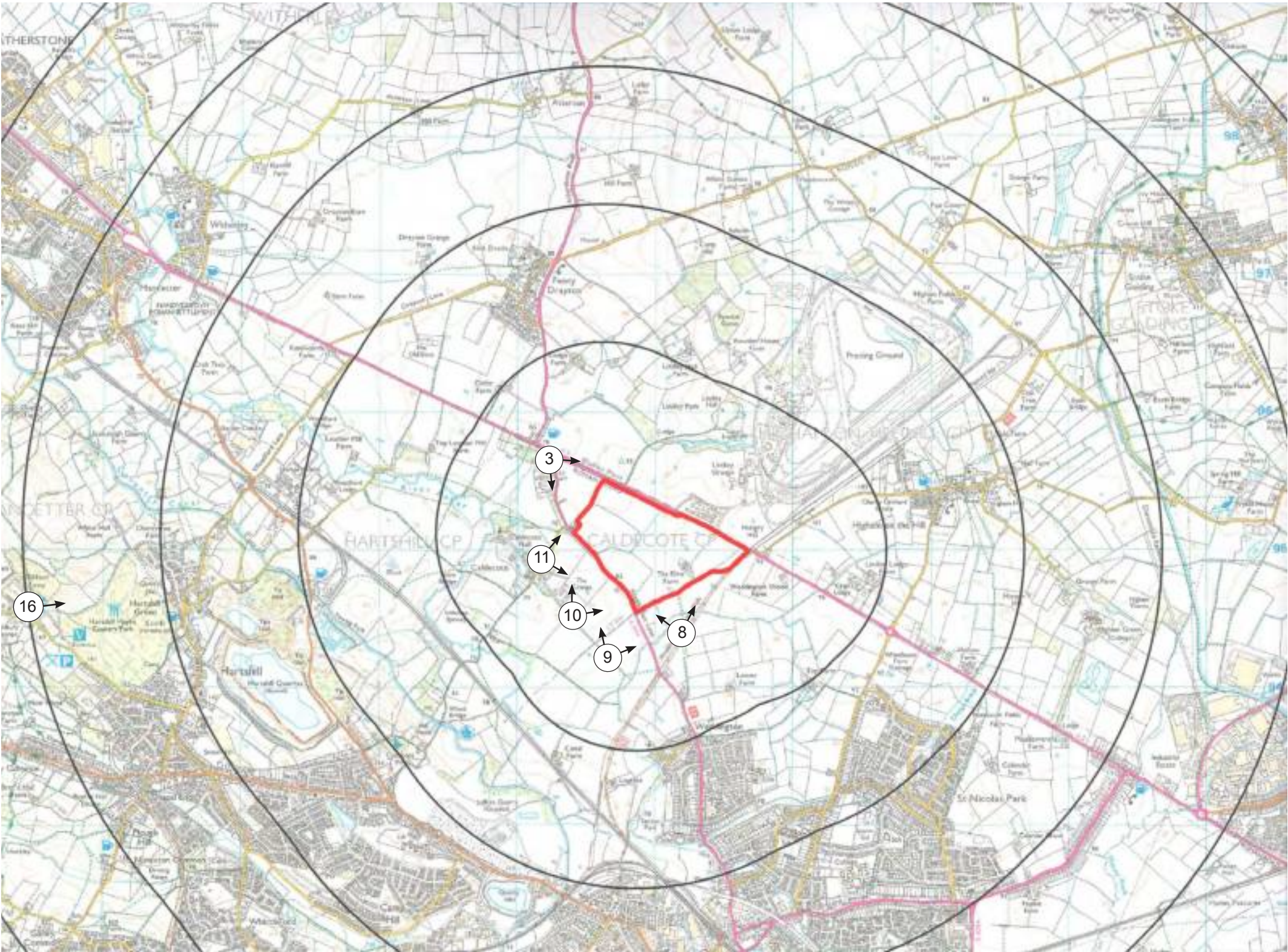
A scale of significance can be reasonably described as follows:

- *Major changes on an extensive scale introducing new, non-characteristic, intrusive or discordant effects into the view of highest sensitivity receptors* are defined to be effects of key importance for consideration in the decision making process and / or of national importance and therefore significant.
- *Major/Moderate changes on a large scale introducing new, non-characteristic, intrusive or discordant effects into the view of higher sensitivity receptors* are defined to be effects of key consideration in the decision making process and / or of regional or district importance and therefore significant.
- *Moderate changes introducing effects into the view of moderately sensitivity receptors* can be defined to be effects likely to be a lesser consideration in the decision making process and / or of local importance but not generally significant. Where seen in combination in cumulative assessments, moderate effects could become significant.
- *Moderate/minor changes introducing small effects into the view of moderately sensitivity receptors* can be defined to be effects unlikely to be a consideration in the decision making process and / or of local importance and therefore not significant.
- *Minor changes introducing small effects into the view of low sensitivity receptors* can be defined to be effects unlikely to be a consideration in the decision making process and / or of very local importance and therefore not significant.

2.4. Mitigation and residual effects

Where adverse visual effects are judged to be significant, mitigation proposals are described where possible. Any significant residual visual effects remaining after mitigation are then summarised.

Appendix 2: Verified photomontages location diagram



Key

Site boundary

1

Representative viewpoints

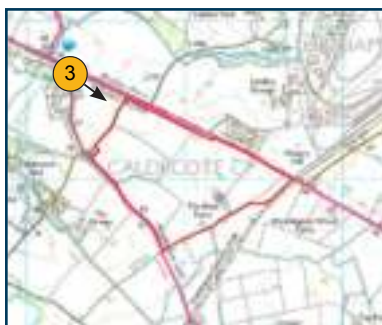
Appendix 2: Verified photomontages



Viewpoint 3: Looking west from A444 towards site from approximately 400m away.



Photomontage 3: The north-west of the development visible with some intervening vegetation and neighbouring properties.

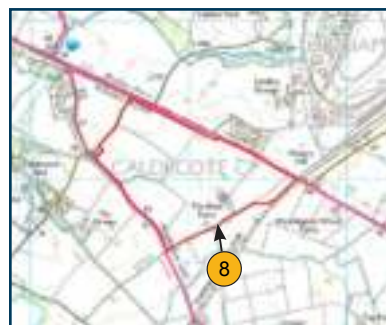




Viewpoint 8: Looking north approximately 450m south of the site, from Weddington Country Walk. The view is dominated by the vegetation on the Weddington Walk and the mature trees to the south of the site.



Photomontage 8: The east of the development is visible from this view with some intervening vegetation, including the large oak trees on the eastern boundary.

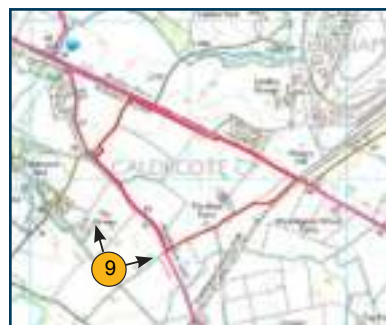




Viewpoint 9: This views represent a progression along the lane along the PRow to the south of the site, facing north, towards the A5.



Photomontage 9: The development proposals are visible in this view, with large portions of the facade visible through intervening vegetation. The graded colouring of the facade goes some way to help lessen the impact on the viewer.

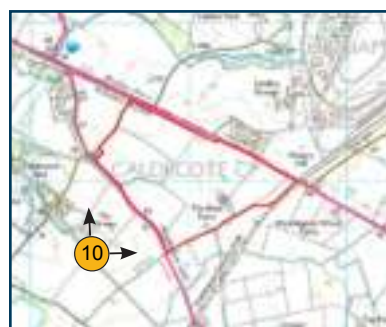


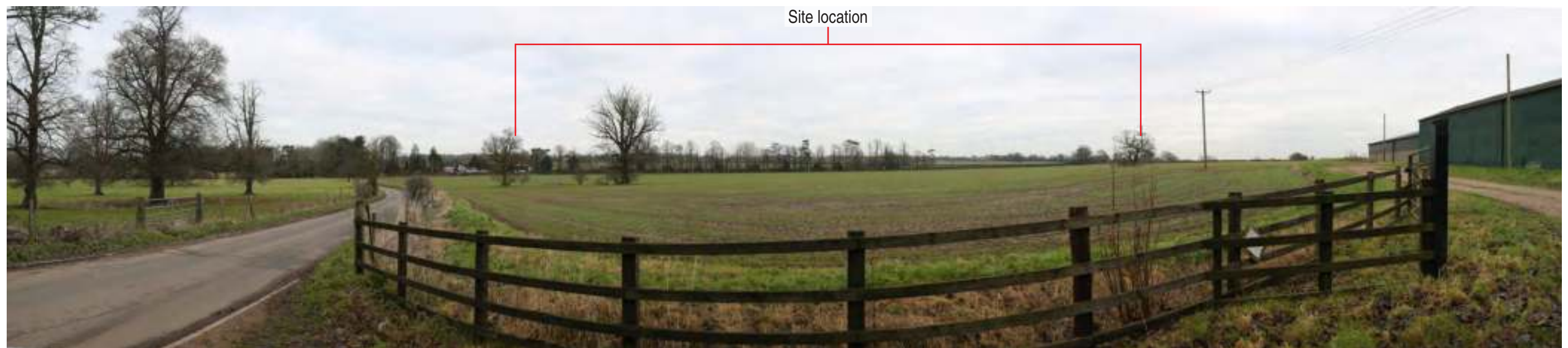


Viewpoint 10: These views represent a progression along the lane along the PRow to the south of the site, facing north, towards the A5.



Photomontage 10: The development proposals are visible in this view, with large portions of the facade visible through intervening vegetation. The graded colouring of the facade goes some way to help lessen the impact on the viewer.

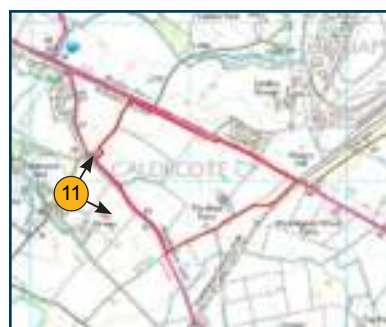




Viewpoint 11: This view represents the view from Caldecote village, to the south-east, approximately 300m from the closest part of the site.



Photomontage 11: The development proposals are visible in this view, with large portions of the facade visible through intervening vegetation. The graded colouring of the facade goes some way to help lessen the impact on the viewer.





Viewpoint 16: Looking east from approximately 4km of the site's western boundary.



Photomontage 16: The development proposals are visible in this view, with portions of the facade and roofs visible. Intervening landform and vegetation partially screen the development from the viewer.

