

7 LANDSCAPE AND VISUAL ISSUES

7.1 INTRODUCTION

- 7.1.1 Pegasus Group has been instructed by Lioncourt Strategic Land to undertake a landscape and visual impact assessment (LVIA) in relation to the Proposed Development of Land North of Thompsons Farm (referred to as 'the Site').
- 7.1.2 The location of the Site and a full description of the development proposals are provided within **Chapter 3** of this Environmental Statement (ES).
- 7.1.3 Landscape assessment is the systematic description and analysis of the landscape resource, including physical features and elements of the landscape, of how their composition forms distinct areas of character, appraisal of quality and sensitivity, and the potential effect of the Proposed Development on the landscape. These elements include topography and landform, vegetation pattern, land use, hydrology; development and transport patterns; and public access.
- 7.1.4 Visual assessment is the description and analysis of the views experienced by receptors from residential properties, public buildings, public open spaces, public rights of way, open access areas, transport corridors and places of work, and the potential effect of the Proposed Development on these receptors.
- 7.1.5 Principles and good practice for undertaking LVIA are set out in the Landscape Institute (LI) and the Institute of Environmental Management (IEMA) Guidelines for Landscape and Visual Impact Assessment (GLVIA, 2013). The methodology used for this Chapter is based upon the principles set out in this guidance.
- 7.1.6 The Guidelines for Visual Impact Assessment (GLVIA) 2013 acknowledge that LVIA can be carried out either as a standalone 'appraisal' or as part of a broader EIA. The GLVIA note that the overall principles and core steps in the process are the same but that there are specific procedures in EIA with which an LVIA must comply. The Proposed Development is subject to EIA.
- 7.1.7 This Chapter aims to identify and describe the effects that are likely to occur including whether they are adverse or beneficial. It aims to assess the likely significance of the effects identified; and it includes proposals for measures designed to avoid, prevent or reduce any significant adverse effects. The following receptors have been assessed:
- Landscape character, including physical landscape resources; and
 - Views and visual amenity experienced by residents, recreational users (including visitors and tourists) and road users.
- 7.1.8 The iterative process of LVIA has been applied to the Proposed Development and has enabled the early identification of constraints and opportunities related to landscape and visual matters. In turn this has informed the landscape mitigation strategy and influenced the design of the Proposed Development.
- 7.1.9 The study area for this LVIA is based on an approximate radius of 3km from the Site, which is considered sufficient to account for the likely significant effects that will be generated by the Proposed Development.
- 7.1.10 The Site is located to the north of the built-up area of Keresley, to the north-west of Coventry city centre. The Site is defined as follows:

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- To the south by existing residential development along Thompsons Road, Thompsons Farm and the associated areas of retained land around the farm complex and Thompsons Lane;
- To the west by existing hedgerows and farmland beyond;
- To the north by existing hedgerows with farmland beyond and Keresley Rugby Football Club; and
- To the east by existing residential development along Bennetts Road North. It comprises ca. 20.7 hectares (ha) of arable land subdivided into a series of medium scale broadly rectangular parcels.

7.1.11 The Site forms the northern-most area of an allocated sustainable urban extension included in the Coventry Local Plan (2017) (Policy reference H2, Site reference H2:1).

7.2 ASSESSMENT APPROACH

Methodology

7.2.1 This assessment aims to determine the likely significant effects of the Proposed Development on the existing landscape and visual receptors in the study area. The following landscape resources and visual receptors have been addressed:

- Physical landscape features and elements;
- Landscape character; and
- Views and visual amenity experienced by residents, recreational users (including visitors and tourists) and road users.

7.2.2 This assessment details the impacts that may result as a consequence of the Proposed Development and considers the likely significance of effect arising as a result.

Approach

7.2.3 The approach and methodology used for this assessment has been developed in accordance with the guidance in the following documents:

- Landscape Institute and Institute of Environmental Management and Assessment (2013) Guidelines for Landscape and Visual Impact Assessment 3rd Edition;
- Natural England (2014) An Approach to Landscape Character Assessment;
- Landscape Institute Advice Note 1/11 Photography and Photomontages Guidance; and
- Landscape Institutes Technical Guidance Note 02/17 (March 2017).

7.2.4 The overall approach to the identification and assessment of landscape and visual effects is summarised as follows:

- determining the scope of the assessment;
- collating baseline information for landscape and visual receptors, including completing desk study research and undertaking field-based survey work;
- review the Proposed Development and identify and describe the likely impacts of the Proposed Development (enabling specific judgments to be made on sensitivity of landscape and visual receptors);
- establish the sensitivity of landscape and visual receptors (balancing judgments on susceptibility and value);
- determine the magnitude of impacts (balancing judgments on size / scale, duration and reversibility);
- the assessment of the likely significance of landscape and visual effects through a balanced approach and clear description of judgments on sensitivity and magnitude; and

- the identification of measures to avoid or remedy impacts and the subsequent re-assessment of likely effects.

7.2.5 The following sections provide further detail on this approach.

Determining the Scope of Assessment

Spatial Scope

7.2.6 The spatial scope for the LVIA is initially determined by reference to the area of landscape that may be affected and from which the Proposed Development may be visible.

7.2.7 The preliminary study area for the LVIA has as such been set at an approximate radius of 3km from the site. This is considered sufficient to account for the likely impacts that will be generated by the Proposed Development.

7.2.8 Supporting photographs used in this LVIA have been taken during January 2019.

7.2.9 Landscape features and elements provide the physical environment for flora and fauna and the associated importance of biodiversity assets. This LVIA does not consider the value, susceptibility or importance on ecology and biodiversity, nor does it consider impacts from an ecological stance.

7.2.10 Heritage assets such as Scheduled Monuments, Listed Buildings and Conservation Areas all contribute to the overall present-day landscape/townscape character, context and setting of an area. These aspects have been given consideration in the LVIA in terms landscape/townscape character. However, this LVIA does not address the historic significance, importance or potential impacts on heritage assets and designations; these assets are assessed in the context of landscape and visual matters only.

Collating Baseline Information

7.2.11 In order to capture a comprehensive description of the baseline position for landscape and visual receptors, information has been collated using desk study and field survey work. These processes include reference to published landscape character studies and a range of views and visual receptor types.

Desk Study

7.2.12 The desk study has identified potentially sensitive landscape resources by reference to OS maps and existing published landscape character studies, relevant planning policy guidance and/or designated or protected views. This stage has also enabled the identification of potential visual receptors such as public rights of way (PROW), residential properties or designated areas.

7.2.13 Sources of data referred to during this process include:

- The European Landscape Convention (ELC), 2000;
- The National Planning Policy Framework (NPPF), 2019;
- National Planning Practice Guidance (NPPG), 2014;
- North Warwickshire Local Plan Core Strategy (2014);
- Coventry Local Plan (2017);
- National Character Area Profile 97: Arden, Natural England (2014);
- North Warwickshire Borough Council Landscape Character Assessment;
- Nuneaton and Bedworth Borough Council Landscape Character Assessment;
- Aerial photography and OS base mapping of the site; and

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- The MAGIC interactive website (<http://www.magic.gov.uk/MagicMap.aspx>).

Field Survey

- 7.2.14 Field survey work for this LVIA was carried out during January 2019 and has further identified landscape features and elements that contribute to the landscape character of the area or visual receptors that will have potential views of the site.
- 7.2.15 A series of representative photographs were taken during the field work. The photographs were taken with a digital camera with a 50mm lens (equivalent focal length) at approximately 1.6m in height. These are presented as a series of panoramic viewpoints (Refer to **Figure 7.5: Viewpoint Photographs**) included to illustrate landscape character in the area and also as specific representative viewpoints. These have been used to inform the assessment of both landscape and visual impacts.

Assessment of Effects

- 7.2.16 Having established the relevant baseline position the assessment process then completes the following specific stages:
- Evaluate the sensitivity of the landscape receptors and visual receptors, specifically in response to the type of Proposed Development (sensitivity of landscape resources is not standard and depends on the nature and type of development proposed);
 - Identify the potential magnitude of impact on the physical landscape, on landscape character and on visual receptors; and
 - Combine professional judgments on the nature of the receptor (sensitivity) and the nature of the change or impact (magnitude) to arrive at a clear and transparent judgment of significance.
- 7.2.17 To draw a distinction between different levels of significance, a scale for the degrees of significance, along with criteria and definitions, have been developed. These provide a structure for making judgements which are clear and objective. However, it is necessary to remember that landscapes and interactions in the landscape are both complex and subtle; as such an element of subjectivity remains. No landscape will fit wholly into any one definition and to try would require extensive and complex criterion.
- 7.2.18 Therefore, professional judgements draw in conclusions in respect of sensitivity, magnitude and significance are fully and clearly described by the detailed written analysis presented in the LVIA, supported by descriptive thresholds and criteria for each of these stages in relation to landscape impacts and, separately, visual impacts are set out in the following sections.

Assessment of Landscape Effects

Overview of landscape sensitivity

- 7.2.19 Although landscape has some intrinsic sensitivity, different landscapes have different elements and features that can accommodate a variety of development types.
- 7.2.20 To reliably inform detailed assessment of impacts, landscape sensitivity needs to be determined with reference to the changes arising from a specific type of development. Therefore, landscape sensitivity is assessed combining judgements on the value attached to a landscape and the susceptibility to the type of change or nature of the development proposed.

Landscape value

- 7.2.21 Landscape value is the relative value attached to a potentially affected landscape. Landscape value will vary in relation to the different stakeholders and different parts of society that use or experience a landscape.
- 7.2.22 Landscape value is not solely indicated by the presence of formal designations and a range of factors influence landscape value. Factors that have been considered in making judgements on landscape value include designations (both national and local), local planning documents, status of features (e.g. TPOs or Conservation Areas) and local community and interests (for example local green spaces, village greens or allotments).
- 7.2.23 Although factors such as formal designations are an important component when determining value, other aspects are also considered as part of the judgement process. These include issues related to landscape quality (condition), scenic quality (visual appeal), rarity, representativeness, presence of conservation interests (natural or heritage assets), recreation value and perceptual aspects (sense of place, seclusion, etc.). Landscape value will vary in response to the specific landscape that is being considered, even where a landscape is included in the boundaries of a formal designation.
- 7.2.24 The following table sets out the criteria that have been considered for determining landscape value.

Table 7.1 Criteria for landscape value

Value	Criteria
High	Designated areas at an International or National level (including, but not limited to, World Heritage Site, National Parks, AONBs) and also considered an important component of the country’s character, experienced by high numbers of tourists. Landscape condition is good and components are generally regularly maintained to a high standard. In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence / absence of major infrastructure, the landscape has an elevated level of tranquillity. Rare or distinctive elements and features are a key component that contribute to the character of the area.
Medium	Designated areas at a Regional or County level (including, but not limited to, green belt, regional scale parks, designated as open space or a Conservation Area in local planning documents) and also considered a distinctive component or the region/county character experienced by a large proportion of its population. Landscape condition is fair and components are generally relatively well maintained. In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence / absence of major infrastructure, the landscape has moderate levels of tranquillity. Rare or distinctive elements and features are a notable component that contribute to the character of the area.
Low	No formal designations but a landscape of local relevance (including, but not limited to, public or semi-public open spaces, village greens or allotments) and also green infrastructure and open spaces within residential areas likely to be visited and valued by the local community. Landscape condition is poor and components are generally poorly maintained or damaged. In terms of seclusion, enclosure by land use, traffic and movement, light pollution and presence / absence of major infrastructure, the landscape has limited levels of tranquillity. Rare or distinctive elements and features are not a notable component that contribute to the character of the area.

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Landscape susceptibility

- 7.2.25 The second component of landscape sensitivity relates to susceptibility. Landscape susceptibility to change is the ability of a landscape to accommodate change without undue consequences for the maintenance of the baseline situation. In this context, the term landscape receptors can be expanded to cover character areas, landscape character types or an individual landscape element or feature. Landscape susceptibility will vary in response to the specific landscape that is being considered and to the nature or type of change that may occur.
- 7.2.26 The following table sets out the criteria that have been considered for determining landscape susceptibility.

Table 7.2 Criteria for landscape susceptibility

Susceptibility	Criteria
High	Scale of enclosure – landscapes with a low capacity to accommodate the type of development proposed due to the interactions of topography, vegetation cover and built form. Nature of land use – landscapes with no or very little existing reference or context to the type of Proposed Development. Nature of existing elements – landscapes with components that are not easily replaced or substituted (e.g. ancient woodland, mature trees, historic parkland). Nature of existing features – landscapes where detracting features or major infrastructure is not present or where these are present but their influence on the landscape is limited.
Medium	Scale of enclosure – landscapes with a medium capacity to accommodate the type of development proposed due to the interactions of topography, vegetation cover and built form. Nature of land use – landscapes with some existing reference or context to the type of Proposed Development. Nature of existing elements – landscapes with components that are easily replaced or substituted. Nature of existing features – landscapes where detracting features or major infrastructure is present and the influence of these on the landscape is noticeable.
Low	Scale of enclosure – landscapes with a high capacity to accommodate the type of development proposed due to the interactions of topography, vegetation cover and built form. Nature of land use – landscapes with extensive existing reference or context to the type of Proposed Development. Nature of existing elements – landscapes with components that are easily replaced or substituted, or where there are few/no existing elements present (e.g. cleared brownfield sites). Nature of existing features – landscapes where detracting features or major infrastructure is present and the influence of these on the landscape is dominant.

Landscape sensitivity

- 7.2.27 Landscape sensitivity is 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. Receptors can include specific elements or features or may be judged at a wider scale and include landscape character parcels, types or areas.
- 7.2.28 Having considered in detail the contributing factors to landscape value and the susceptibility of the site and surrounding area to the type of the development proposed, conclusions on landscape sensitivity can be drawn by balancing the judgements on value and susceptibility.

7.2.29 As advocated in the GLVIA3, professional judgement is used to balance judgements on value and susceptibility in order to determine sensitivity. Each of these aspects of the analysis will vary subject to the scale and detail of the assessment. Overall judgements on landscape sensitivity are subsequently described as; 'very high', 'high', 'medium', 'low' or 'negligible'.

Magnitude of landscape impacts

7.2.30 The effect on landscape receptors is assessed in relation to the size or scale of impact, the geographical extent of the change and the duration and the reversibility of the impact. The magnitude of landscape effects has been assessed in accordance with the criteria set out in the following table.

Table 7.3 Criteria for determining magnitude of landscape impacts

Magnitude	Criteria
Very high	The size and scale of change is considered very large due to the extent and proportion of loss of existing landscape elements or the degree of alteration to aesthetic or perceptual aspects. The nature and scale of change to key characteristics which are critical to character is considered very large. Where the geographical extent would have a very substantial influence on the landscape at a regional scale, i.e. across several landscape character areas/types. Duration of impacts would be considered very long term and where the potential reversal of the impact is not likely and in practical terms would be very difficult to achieve.
High	The size and scale of change is considered large due to the extent and proportion of loss of existing landscape elements or the degree of alteration to aesthetic or perceptual aspects. The nature and scale of change to key characteristics which are critical to character is considered large. Where the geographical extent would have a substantial influence on the landscape at a regional scale, i.e. across several landscape character areas/types. Duration of impacts would be considered long term and where the potential reversal of the impact is not likely and in practical terms would be very difficult to achieve.
Medium	The size and scale of change is considered moderate due to the extent and proportion of loss of existing landscape elements or the degree of alteration to aesthetic or perceptual aspects. The nature and scale of change to key characteristics which are critical to character is considered moderate. Where the geographical extent would influence the landscape at a local scale, i.e. a single landscape character area/type (or potentially multiple areas/types where a site is located on the boundary between areas). Duration of impacts would be considered mid term and where the potential reversal of the impact is likely and in practical terms would be difficult to achieve.
Low	The size and scale of change is considered small due to the extent and proportion of loss of existing landscape elements or the degree of alteration to aesthetic or perceptual aspects The nature and scale of change to key characteristics which are critical to character is considered small Where the geographical extent would influence the landscape in the immediate setting of the site, i.e. limited to the influence of part of a single landscape character area/type Duration of impacts would be considered short term and where the potential reversal of the impact is more likely and in practical terms would easily be achieved

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Magnitude	Criteria
Negligible	The size and scale of change is considered very small due to the extent and proportion of loss of existing landscape elements or the degree of alteration to aesthetic or perceptual aspects The nature and scale of change to key characteristics which are critical to character is considered very small Where the geographical extent would substantially influence the landscape of the site only Duration of impacts would be considered very short term and where the potential reversal of the impact is very likely or committed and in practical terms would very easily be achieved

7.2.31 These judgements are then taken forward to an assessment of the significance of landscape effects.

Assessment of Visual Effects

7.2.32 Visual receptors include a particular person or groups of people likely to be affected at a specific viewpoint or series of viewpoints.

Visual sensitivity

7.2.33 Sensitivity of visual receptors is determined through balancing judgements on the value attached to a particular view against the receptors susceptibility to change in a view or visual amenity. Given the need to address the specific issues of the Proposed Development these factors in the context of visual sensitivity are considered as part of the assessment of visual effects.

7.2.34 The value attached to a view includes recognition of value through formal designations (for example planning designations or heritage assets), indicators of value attached to views by visitors (for example inclusion on maps/guide books, provision of facilities, presence of interpretation).

7.2.35 For example, views of higher value are likely to be from designated landscapes where the condition or scenic quality of the view is higher and where distinctive elements or features form a prominent part of a view; views of lower value are likely to be from area of landscapes where the condition and scenic quality of the view is poorer, where there is no reference to distinctive elements or features and where detracting features are prominent in the view.

7.2.36 The susceptibility of different visual receptors to changes in views and visual amenity is judged based on the activity of people experiencing the view at any given time or location and the extent to which their attention would be focused on the view and visual amenity rather than on the activity being undertaken.

7.2.37 For example, views more susceptible to change are likely to be permanent views, in unenclosed or elevated positions in the landscape and where the landscape forms a primary focus for the activity of the receptor; views less susceptible to change are likely to be transient or temporary views, located in enclosed areas of the landscape where the landscape is a secondary focus or consideration to the activity of the receptor.

7.2.38 The following table sets out the definitions of sensitivity for different visual receptors.

Table 7.4 Criteria for visual sensitivity

Sensitivity	Definition
Very high	Designated or protected views or views from publically accessible locations in protected landscapes Tourists and visitors to heritage assets, or other attractions, where views of the surroundings are an important contributor to the experience and visit
High	Occupiers of residential properties People who are engaged in outdoor recreation whose attention is likely to be focussed on the landscape People travelling through the landscape on roads, rail or other transport routes where this involves recognised scenic routes and an awareness of views and visual amenity
Medium	People travelling more generally through the landscape on roads, rail or other transport routes People staying in hotels and healthcare institutions People at work and in educational institutions where visual amenity is an important contributor to the setting and quality of working life
Low	People at work and in educational institutions where the visual setting is not important to the quality of working life People engaged in formal sports where the visual setting may play a role but attention is focused on the activity Views from publically accessible locations in degraded landscapes

7.2.39 It should be noted that as professional judgement is applied to the balance of value and susceptibility of visual receptors, there may be some instances where a typical receptor is defined a different degree of sensitivity to the guidance included in the table, above.

Magnitude of visual impacts

7.2.40 The effect on visual receptors is also assessed in relation to the size or scale of change, the geographical extent of the change, the duration of the change and the reversibility of the impact. The magnitude of visual impacts has been assessed in accordance with the criteria set out in the following table.

Table 7.5 Criteria for determining magnitude of visual impacts

Magnitude	Criteria
Very High	The size and scale of change is considered very substantial due to the extent of loss, addition or alteration of features, the changes to the composition of the view including the proportion of the view occupied by the proposal, the degree of contrast and the nature of the experience The geographical extent in relation to the angle, distance and proportion of visibility is considered as very extensive Duration of impacts would be considered long term and where the potential reversal of the impact is not likely and in practical terms would not be achievable Alteration in very close proximity
High	The size and scale of change is considered substantial due to the extent of loss, addition or alteration of features, the changes to the composition of the view including the proportion of the view occupied by the proposal, the degree of contrast and the nature of the experience The geographical extent in relation to the angle, distance and proportion of visibility is considered as extensive Duration of impacts would be considered long term and where the potential reversal of the impact is not likely and in practical terms would be very difficult to achieve Alteration in close proximity

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Magnitude	Criteria
Medium	The size and scale of change is considered fair due to the extent of loss, addition or alteration of features, the changes to the composition of the view including the proportion of the view occupied by the proposal, the degree of contrast and the nature of the experience The geographical extent in relation to the angle, distance and proportion of visibility is considered as small or intermediate Duration of impacts would be considered medium term and where the potential reversal of the impact is likely and in practical terms would be difficult to achieve
Low	The size and scale of change is considered small due to the extent of loss, addition or alteration of features, the changes to the composition of the view including the proportion of the view occupied by the proposal, the degree of contrast and the nature of the experience The geographical extent in relation to the angle, distance and proportion of visibility is considered as limited Duration of impacts would be considered short term and where the potential reversal of the impact is very likely and in practical terms would easily be achieved
Negligible	The size and scale of change is considered very small due to the extent of loss, addition or alteration of features, the changes to the composition of the view including the proportion of the view occupied by the proposal, the degree of contrast and the nature of the experience The geographical extent in relation to the angle, distance and proportion of visibility is considered as very limited Duration of impacts would be considered very short term and where the potential reversal of the impact is very likely or committed and in practical terms would very easily be achieved
Nil	There is no view of the Proposed Development in the view

7.2.41 These judgements are then taken forward to an assessment of the significance of visual effects.

Defining Significance of Effects

7.2.42 For both landscape and visual effects, the final conclusion on the significance of an effect is based on the combination of sensitivity of receptor and magnitude of change (or impact). The rationale for the overall judgement on significance is based on the combination of each of the criteria individually leading to the balance and justification of these.

7.2.43 Detailed assessment is a means of drawing together, in a systematic way, an assessment of the likely significant environmental effects of a Proposed Development; however not all landscape and visual effects arising will be significant.

7.2.44 Determination of the significance of an effect requires the application of professional judgement to balance the findings in relation to the sensitivity of the receptor and the magnitude of the predicted impacts.

7.2.45 The GLVIA3 advocate a move away from formulaic matrices and tables and encourages an approach using professional judgement. Analysis and consideration of value and susceptibility gives rise to a spectrum of judgements on sensitivity, which along with magnitude inform decision making of the effects and help to determine the acceptability of a proposal in landscape and visual terms.

7.2.46 The criteria for determining the significance of effects for landscape and visual impacts are set out in the following tables, below. These criteria are based on guidance provided by the Landscape Institute.

Table 7.6 Criteria for determining significance of landscape effects

Significance of Effect	Description: The Proposed Development would:
Major Adverse (Negative) Effect	Be at considerable variance with the character of the receiving landscape. Degrade or diminish the integrity of a range of characteristic elements and features. Damage the sense of place.
Moderate Adverse (Negative) Effect	Show some variance or inconsistency with the character of the receiving landscape. Have an adverse impact on characteristic elements and features. Detract from the sense of place.
Minor Adverse (Negative) Effect	Not quite fit the character of the receiving landscape. Be at variance with characteristic elements and features. Have a limited influence on sense of place.
Neutral/Negligible Effect	Maintain the character of the receiving landscape. Blend in with characteristic elements and features. Enable the sense of place to be retained.
Minor Beneficial (Positive) Effect	Complement the character of the receiving landscape. Maintain or enhance characteristic elements and features. Enable some sense of place to be restored.
Moderate Beneficial (Positive) Effect	Improve the character of the receiving landscape. Enable the restoration of characteristic elements and features partially lost or diminished as a result of changes from inappropriate management or development. Enable the sense of place to be restored.
Major Beneficial (Positive) Effect	Enhance the character of the receiving landscape. Enable the restoration of characteristic elements and features lost as a result of changes from inappropriate management or development. Enable the sense of place to be enhanced.

Table 7.7 Criteria for determining significance of visual effects

Significance of Effect	Description
Major Adverse	The Proposed Development project would cause major deterioration to a view from a highly sensitive receptor and would constitute a major discordant element in the view.
Moderate Adverse	The Proposed Development would cause obvious deterioration to a view from a moderately sensitive receptor, perceptible damage to a view from a receptor of lower sensitivity or limited damage to views to receptors of higher sensitivity.
Minor Adverse	The Proposed Development would cause limited deterioration to a view from a moderately sensitive receptor or cause greater deterioration to a view from a receptor of lower sensitivity.
Negligible Adverse	The Proposed Development and associated changes would be barely perceptible in a view. Changes will be negative (adverse) however this degree of change is not likely to be material and therefore no distinction is made.
Neutral	The change in the view would be barely perceptible or perceptible but would not be apparent as either a positive or negative change.
Nil	There would be no view of the Proposed Development.
Negligible Beneficial	The Proposed Development and associated changes would be barely perceptible in a view. Changes will be positive (beneficial) however this degree of change is not likely to be material and therefore no distinction is made.
Minor Beneficial	The Proposed Development would cause limited improvement to a view from a moderately sensitive receptor or would cause greater improvement to a view from a receptor of lower sensitivity.
Moderate Beneficial	The Proposed Development would cause obvious improvement to a view from a moderately sensitive receptor, perceptible improvement to a view from a receptor of lower sensitivity or limited improvements to views to receptors of higher sensitivity.
Major Beneficial	The Proposed Development would lead to a major improvement in a view from a highly sensitive receptor.

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7.2.47 For both landscape and visual effects, interim categories of 'negligible to minor', 'minor to moderate' and 'moderate to major' are used where the judgements on an effect are determined to fit across the descriptive criteria for significance banding.

Significant Effects

7.2.48 For some environmental topics it is possible to set a 'bar' above which effects of a certain significance are deemed 'significant'. However, in LVIA there is a need to undertake a balancing exercise on the impacts overall, whether taken together these are deemed significant and as a result whether a scheme is acceptable overall in landscape and visual terms.

Legislative and Policy Framework

7.2.49 In the context of the relevant planning framework, the following section sets out a summary of those policies specific to the landscape and visual issues pertaining to the Proposed Development and which will have implications for the landscape strategy presented in this LVIA.

European Landscape Convention

7.2.50 The European Landscape Convention (ELC) promotes the protection, management and planning of European landscapes. The convention was adopted on 20 October 2000 and came into force on 1 March 2004. The ELC is designed to achieve improved approaches to the planning, management and protection of landscapes and organises cooperation on landscape issues. The convention defines landscape as:

"...an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors)"

7.2.51 The importance of this definition is that it focuses on landscape as a resource in its own right and moves beyond the idea that landscapes are only a matter of aesthetics and visual amenity.

National Planning Policy Framework

7.2.52 The revised National Planning Policy Framework (NPPF) was published by the Ministry of Housing, Communities and Local Government (MHCLG) in February 2019, setting out the Government's planning policies for England and providing a framework within which the appropriate local council can produce local and neighbourhood plans; the NPPF is a material consideration in planning decisions¹.

7.2.53 The NPPF sets out three dimensions to achieving sustainable development that include economic, social and environmental considerations. It places an onus on the planning system to perform a role in relation to the environment that 'contributes to the protection and enhancement of our natural, built and historic environment...' going on to note that sustainable solutions should take account of local circumstances and reflect the character of each area. This underpins the strategic guidance set out in the NPPF in relation to landscape and visual matters.

7.2.54 In relation to landscape and visual matters, achieving well-designed places (Section 12) aims to ensure that developments are 'visually attractive', are sympathetic to local character (including the surrounding built environment and landscape setting) and to establish and maintain a strong sense of place².

¹ Para 2, MHCLG, NPPF (February 2019)

² Para 127, MHCLG, NPPF (February 2019)

- 7.2.55 Section 15 of the NPPF addresses on 'conserving and enhancing the natural environment' stating that policies and decisions should contribute to this by 'protecting and enhancing valued landscapes (noting that this should be commensurate with a statutory status or identified quality identified in a development plan) and also recognising the 'intrinsic character and beauty of the countryside'³.
- 7.2.56 The NPPF notes the importance that designs 'evolve' in response to local issues and to the views of the community⁴.

Planning Practice Guidance Documents

- 7.2.57 In March 2014 the Department for Communities and Local Government (DCLG) launched a web-based resource of planning practice guidance documents (PPG); these effectively supersede a series of previous advice and guidance documents. The website notes that the PPG will be updated as required.
- 7.2.58 Matters pertaining to 'landscape' are covered under the guidance for the Natural Environment and this was updated in January 2016. Para 001 addresses how the character of landscapes can be assessed to inform plan-making and planning decisions. It states that:

"One of the core principles in the National Planning Policy Framework is that planning should recognise the intrinsic character and beauty of the countryside. Local plans should include strategic policies for the conservation and enhancement of the natural environment, including landscape. This includes designated landscapes but also the wider countryside.

Where appropriate, landscape character assessments should be prepared to complement Natural England's National Character Area profiles. Landscape Character Assessment is a tool to help understand the character and local distinctiveness of the landscape and identify the features that give it a sense of place. It can help to inform, plan and manage change and may be undertaken at a scale appropriate to local and neighbourhood plan-making. Natural England provides guidance on undertaking these assessments."

- 7.2.59 This LVIA includes reference to published landscape character assessments which have been prepared at a range of scales and detail. Reference has also been made to the local landscape character by reference to the key characteristics of the site and its immediate context. Therefore, this LVIA responds fully to the requirement of the PPG.
- 7.2.60 The PPG also include guidance on light pollution. The guidance notes that artificial light has the potential to become what is termed 'light pollution' or 'obtrusive light' and not all modern lighting is suitable in all locations. It also notes that some proposals for new development, but not all, may have implications for light pollution and it considers issues such as changes to the baseline, suitability of location, protected sites and designated dark skies when determining whether light pollution might arise. This LVIA addresses impacts of lighting.

³ Section 15 and para 170, MHCLG, NPPF (February 2019)

⁴ Para 128, MHCLG, NPPF (February 2019)

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Local Planning Policy

- 7.2.61 The Site is located within the administrative area of Coventry City Council. The following section sets out the local planning policy background relevant to the site and relevant to landscape and visual matters (refer to **Fig 7.1, Site Location and Planning Designations**).
- 7.2.62 The adopted Local Plan for Coventry City Council (December 2017) consists of modified policies following the submission draft issued in January 2016. Those policies relevant to landscape and visual issues are set out in the table below:

Table 7.8: Adopted local planning policy relevant to landscape and visual issues: Coventry Local Plan

Policy Reference	Policy summary
Policy GB1: Green Belt and Local Green Space	This policy refers to the boundaries of the Green Belt and Local Green space boundaries. It states that inappropriate development will not be allowed within the Green Belt unless exceptional circumstances and only minor development within Local Green spaces. It makes reference to land at Keresley being removed from the Green Belt to allow for future residential development.
Policy GE1: Green Infrastructure	This policy states the importance of protecting existing, enhancing and creating green infrastructure within new development to strengthen the green infrastructure network and integrate development into the landscape. It also refers to <i>"the continued development of a network of green spaces, water bodies, paths and cycle ways"</i> .
Policy GE2: Green Space	This policy sets out specific criteria that must be met for development to be allowed within green space, including land classified as part of a strategic land use allocation.
Policy GE3: Biodiversity, Geological, Landscape and Archaeological Conservation	This policy states that landscape related designations, such as Ancient Woodlands, should be protected and enhanced.
Policy GE4: Tree Protection	This policy conveys that Proposed Development should retain existing trees and woodlands where possible and replace elsewhere if not possible. Proposed planting should be carefully considered within the landscape scheme and retained trees integrated sensitively into the design.
Policy DE1: Ensuring High Quality Design	This policy makes reference to respecting and complementing the local character and context through design proposals. It also notes the importance of maintaining key views, improving the landscape quality and retaining significant landscape features.
Policy H2: Housing Allocations	This policy identifies land at Keresley (including the Site) to be allocated for housing development with the potential for 3,100 dwellings. The land is referred to as Keresley sustainable urban extension (SUE) (site reference H2:1). It states that proposals <i>"are to be brought forward in full accordance with comprehensive Masterplans and in accordance with the Council's Urban Extension Design Guidance SPD"</i> . It also specifies that medieval fishponds, important (ancient) hedgerows and ancient woodlands should be retained and suitable screening to existent residential dwellings.

Designations

7.2.63 There are a number of designations in the study area that are relevant to the Site and to landscape and visual matters (refer to **Figure 7.1: Site Location and Planning Designations**). These are set out in **Table 7.9** below.

Table 7.9 Designations relevant to landscape and visual issues

Designation	Description
Green Belt	Birmingham Green Belt is located to the north of the Site with the northern and north-western boundary of the Site (including the associated green infrastructure) forming the robust Green Belt edge).
Scheduled Monument	Several Scheduled Monuments in the surrounding area, the closest being Corley camp univallate hillfort located ca. 430m to the north-west of the Site's northern boundary.
Ancient Woodland	Numerous areas of Ancient Woodland surrounding the Site, the closest being Bunsons Wood located ca. 30m to the south of the Site's southern boundary.
CROW Access Land	CROW Access Land located ca. 2.7km west of the Site's western boundary.
Conservation Areas	Fillongley Conservation Area is located ca. 3.4km north-west of the Site's northern boundary. Coventry Canal Conservation Area is located ca. 3.3km south-east of the Site's eastern boundary.

7.2.64 The Site forms part of the wider allocation known as the Keresley Sustainable Urban Extension (SUE). This allocation removed all of the land subject to the allocation from the Green Belt and allocated it for residential development to deliver ca. 3,100 new homes.

7.2.65 The Site itself is located outside of the Green Belt and there are no other landscape-related planning designations within 1km of the Site that might be affected by development across the Site.

Coventry and Warwickshire Joint Green Belt Review

7.2.66 The site is located within parcel KY2 of the Joint Green Belt Study. This document identifies specific land parcels of the Green Belt around Coventry, Nuneaton and Bedworth and considers them in relation to the five purposes of the Green Belt. The document was adopted in December 2015, prior to the adoption of the Coventry Local Plan (adopted in December 2017). The Local Plan has now removed the Site and surrounding land parcel from the Green Belt. The Joint Green Belt Review is therefore given no further consideration within this chapter.

Scoping Criteria

7.2.67 The LVIA addresses the issues raised by the Scoping Opinion. Of relevance to landscape character matters, is the requirement to reference the Landscape Character of North Warwickshire, as well as undertake a local landscape character appraisal. Consideration will also be given to landscape designations relevant to the Site and its immediate context. Additionally, the scoping opinion requires that the landscape strategy will consider Sustainable Urban Drainage Systems (SUDS) as a part of the landscape design.

7.2.68 Communication with Coventry City Councils' Urban Design Officer was undertaken to agree the locations of the viewpoint photographs 1- 13 (refer to **Figure 7.4: Viewpoint Locations and Public Rights of Way**) but a response has not been received to date.

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Limitations to the Assessment

- 7.2.69 This chapter has been prepared with the following known limitations:
- The Proposed Development for assessment is as illustrated on the Parameters Assessment Plans at **Figure 4.1, 4.2 and 4.3**; and
 - During the baseline survey, there were some areas which were inaccessible (such as private land, commercial premises and residential buildings). In these instances, professional judgement has been used to approximate the likely views from these locations.
- 7.2.70 Within the limitations identified, the information on the Proposed Development and baseline information is considered sufficient to undertake a robust assessment of landscape and visual effects for the purposes of an ES.

7.3 BASELINE CONDITIONS

Site Description and Context

- 7.3.1 The Site is located to the south-west of Bennetts Road North. It is situated to the north of the built-up area of Keresley which is to the north-west of Coventry city centre. The Site covers ca. 20.7ha of predominantly arable land. It occupies land which rises gradually from the north-eastern corner from ca. +120-130m Above Ordnance Survey (AOD) to the western edge at ca. +140-150m AOD.
- 7.3.2 The Site's southern and eastern boundaries are in part defined by the existing settlement edge, along Thompsons Road and Bennetts Road North respectively, as well as Thompsons Farm with associated land. Thompsons Lane defines the western part of the southern Site boundary, beyond which is an area of mature woodland (Bunsons Wood). The northern and western boundaries are defined by existing hedgerows with farmland beyond and also Keresley Rugby Football Club to the north.

Baseline Survey Information

Landscape Elements and Features

- 7.3.3 The following section describes the individual components of the physical landscape that are present on the Site and in the study area. These have been described in order to establish an understanding of the specific landscape baseline, including individual elements and features that contribute to landscape character.

Topography

- 7.3.4 The landform of the Site is characterised by a gradual slope which rises from the north-eastern corner where the Site's eastern boundary aligns Bennetts Road North, at ca. +126m AOD, to the north-western corner, at ca. +146m AOD where the Site's western boundary aligns a hedgerow boundary beyond which is further arable land. The landform slopes relatively steeply in the western half of the Site area and more gradually in the eastern area.
- 7.3.5 The immediate surrounding area lies between ca. +100m and +180m AOD and comprises a gently undulating landform. Land continues to rise to the north-west of the site towards Burrow Hill and a localised high point of ca. +182m within the settlement of Corley. This high point forms part of a localised ridgeline which extends from Corley to the south-west of the Site. The landform slopes relatively more gradually to the east of the site towards the settlement of Exhall.

Hydrology

- 7.3.6 There is a small pond within the centre of the Site and another in the field immediately outside the north-western Site boundary, both contained by considerable existing vegetation.
- 7.3.7 Small field ponds and streams are common in the surrounding area, including Hall Brook ca. 760m to the south of the Site. Larger bodies of water are relatively fewer but also existing, including at Brookfield Fishery, ca. 1.4km to the north-east of the Site beyond the M6 corridor and Square Lane fishing pool located ca. 2km to the south-east of the Site. There are also sites of medieval fish ponds present, such as ca. 520m to the south-west of the Site north of Pikehorne Wood. The Coventry Canal, which flows through the built-up area of Coventry, is located ca. 3.3km to the east of the Site and the River Sowe runs around the eastern edge of Coventry.

Vegetation Patterns

- 7.3.8 The Site comprises broadly rectangular small to medium scale field enclosures, which are currently in arable use. The fields are generally bound by well-established native hedgerows, however a number of field enclosures to the north-eastern extent of the site are bound by incomplete or gappy hedgerow. Some boundaries have associated mature hedgerow trees and there are some individual trees within the fields in the eastern Site area. There are more substantial mature tree groupings along part of the northern and eastern Site boundaries and also surrounding the field pond in the centre of the Site.
- 7.3.9 The majority of fields in the surrounding area are bounded by well-established native hedgerows with associated mature hedgerow trees. There are occasionally gaps in hedgerows which creates fields which are not fully enclosed. Areas of woodland and mature tree belts are also present, such as Bunsons Wood to the south of the Site.

Land Use

- 7.3.10 The fields of the Site are in arable use. As well as residential ribbon development and scattered farmsteads, further land uses including Keresley Rugby Football Club, Keresley Newland Primary Academy and minor commercial units is located in the area immediately surrounding the Site. The nature of the land use to the north, west and south-west of the Site is predominantly in agricultural use, both arable and pasture, with minor areas of settlement and development interspersed. The Corley North Services, associated with the M6 corridor, is located to the north of the Site.
- 7.3.11 The land to the east and south-east of the Site is associated with the urban edge of Keresley, to the north-west of Coventry city centre, including schools such as President Kennedy School and Community College. Prologis Park Coventry industrial park is located to the south-east of the Site, beyond Bennetts Road Hill. There are also areas of amenity open space such as Keresley Recreation Ground and Coventry Colliery and Keresley Sports and Social Club. Also, further to the south-east of the Site, interspersed within the wider residential area of Coventry, there are extensive areas of commercial use, including the Arena Park Shopping Centre and the Ricoh Arena.

Settlement Pattern and Transport

- 7.3.12 The Site's eastern and southern boundaries run parallel to residential development and Thompsons Farm along Thompsons Road and Bennetts Road North respectively. Thompsons Road then extends to Thompsons Lane to the west, which adjoins part of the Site's southern boundary. Burrow Hill Lane runs parallel to the northern site

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boundary (at a distance of ca. 150m) separated by several field enclosures, Keresley Rugby Football Club and Burrow Hill Farm. The M6 corridor runs ca. 720m to the north of the Site. Coventry is the major settlement in the area and there are numerous major transport routes associated, including the A444 road corridor, which runs through the centre of the wider northern area of Coventry, and the A4053 Coventry ring road, which extends to the north-west into the B4098 road corridor and then extends into Bennetts Road, running parallel to the eastern Site boundary.

7.3.13 In the area immediately surrounding the Site, there are various areas of ribbon residential development and the settlement of Keresley End to the east of Bennetts Road North to the east of the Site. The built-up area of Keresley is situated to the south of the Site and the Prologis Park Coventry industrial park is located ca. 420m to the south-east. In contrast to the city of Coventry, settlements situated within the agricultural land to the south-west, west and north of the Site tend to be smaller, including Corley ca. 810m to the west of the Site, and also numerous scattered farmsteads.

7.3.14 The existing residential edge of the wider area of Coventry is located to the south of the Site, beyond Bunsons Wood and the agricultural field enclosures immediately to the south. The residential edge is largely laid out as mainly a relatively dense residential area, with industrial, commercial and educational development interspersed within. There are also numerous parks within the residential area, including Holbrooks Park and Longford Park.

Access

7.3.15 A public footpath adjoins the northern and western Site boundaries, which then extends towards the settlement of Corley and wider countryside to the west of the Site and towards the settlement of Keresley to the south of the Site. The Coventry Way recreational route runs ca. 1.9m to the north of the Site. Public access is also available along the Coventry Canal, to the east of the Site. The settlements within the wider countryside to the north, west and south-west of the Site are fairly well connected by the public right of way system, predominately public footpaths. There are relatively few public rights of way to the south-east of the Site in the built-up area of Keresley and Coventry city centre beyond.

Lighting Context

7.3.16 A Lighting Impact Assessment is appended to this chapter at **Appendix 7.1**. Light sources in the area are generally limited to the settlement edge of Keresley End along Bennetts Road North and the Keresley Rugby Football Club (RFC) to the north of the Site. As such the Lighting Impact Assessment advises that the only notable source of light is that generated by the existing flood lights within the grounds of the Keresley RFC.

7.3.17 The Lighting Impact Assessment concludes that any potential light spill/glare effects associated with the existing flood lights are minimised due to the large trees and retained vegetation that divides the Proposed Development site and Keresley RFC.

Landscape Character and Key Characteristics

7.3.18 In addition to the description of the physical landscape components of the Site and study area, reference has also been made to published guidance on landscape character for the area. The Site is located in the following landscape character areas (refer to **Figure 7.3: Landscape Character**):

- National level - NCA 97: Arden;
- County level - Warwickshire Landscape Guidelines; and

- Regional level – North Warwickshire Landscape Character Assessment.

National Landscape Character

7.3.19 The Site is located within National Character Area 97: Arden. The key characteristics of this area relevant to the site and study area are summarised as follows:

- Well-wooded farmland landscape with rolling landform;
- Mature oaks, mainly found within hedgerows, together with ancient woodlands, and plantation woodlands that often date from the time of enclosure. Woodlands include historic coppice bounded by wood banks;
- Narrow, meandering clay river valleys with long river meadows;
- Numerous areas of former wood-pasture with large, old, oak trees often associated with isolated remnants of more extensive heathlands. Village greens/commons have a strong association with remnant lowland heath;
- Diverse field patterns, ranging from well hedged, irregular fields and small woodlands that contrast with larger semi regular fields on former deer park estates;
- Complex and contrasting settlement pattern with some densely populated where traditional settlements have amalgamated to form the major West Midlands conurbation while some settlements remain distinct and relatively well dispersed;
- North-eastern industrial area based around former Warwickshire coalfield, with distinctive colliery settlements;
- Transport infrastructure, the M42, M40, M6 and M5 are major transport corridors that sit within the landscape of this NCA; and
- Shakespeare's 'Forest of Arden', featured in 'As You Like It', is still reflected through the woodland cover, mature oaks, small ancient woodlands and former wood pasture.

County Landscape Character

7.3.20 The 'Warwickshire Landscape Guidelines' is the product of the 1987 Warwickshire Landscapes Project (a partnership between Warwickshire County Council and the, then, Countryside Commission). The 'Arden landscape guidelines' were first published in 1990 and published again in November 1993 following a re-assessment, alongside assessments of the entire county. This assessment identifies regional character areas and local landscape types. The site is located within the Arden regional character area and Ancient Arden local landscape type. The Arden regional character area is summarised as follows:

"...an historic region of former wood pasture and heath characterised by a dispersed settlement pattern, ancient woodlands and mature hedgerow oaks."

7.3.21 The Ancient Arden local landscape type is summarised as follows:

"A small scale farmed landscape with a varied, undulating topography, characterised by an irregular pattern of fields and narrow winding lanes."

7.3.22 The key characteristics of the Ancient Arden local landscape type, relevant to the site and its context, are set out as follows:

- A varied undulating topography;
- A network of winding lanes and trackways often confined by all hedgebanks;
- An ancient pattern of small to medium sized fields;
- Hedgerow and roadside oaks;
- Field ponds associated with permanent pasture; and

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- Many place names ending in Green or End.

Regional Landscape Character

7.3.23 The North Warwickshire Landscape Character Assessment (August 2010) focusses on the area of land to the north of the Site, excluding land within the administrative area of Coventry City Council (in which the site is located). Consequently, this document relates more closely to the study area and context of the Site, rather than the Site itself. LCA 7, Church End to Corley Hills and Valley's lies along the northern boundary of the site and is described as follows;

"An elevated farmed landscape of low, rounded hills, steep scarps and small incised valleys. This landform combined with extensive hilltop woodlands and tree cover creates an intricate and small scale character, punctuated by numerous scattered farms, and hamlets."

7.3.24 The key characteristics relevant to the site and its context, are set out as follows are described as;

- A broad elevated basin with numerous rolling hills and valleys;
- Mixed agricultural landscape with an ancient pattern of small fields, winding lanes and dispersed, isolated hamlets and farmsteads, particularly notable to the west of Fillongley Hall;
- Heavily wooded character due to presence of large woodland blocks on hilltops and associated with these numerous areas of former wood pasture with large, old oak trees and field ponds, often associated with heathland remnants;
- Wooded escarpments at the northern, eastern and southern boundaries;
- In places a more open network of large arable fields;
- To the east and south, towards Coventry, the area is permeated by a number of larger settlements with modern expansion with increasingly busy roads; and
- The M6 motorway rows of pylons cut through the south and are highly visible locally from elevated slopes.

Summary of Landscape Character

7.3.25 The landscape components identified in baseline character are evaluated as constraints and opportunities in relation to the Site. The design evolution for the Site masterplan is then able to respond appropriately to the context of the local landscape character. Furthermore, the design of the site masterplan can incorporate measures which respond to the more specific guidance set out by published landscape character assessments.

7.3.26 Whilst there is some limited consistency and overlap between the landscape character of the Sites' wider context, none of the published documents address character thoroughly at a local level. It is necessary to have this local level of assessment so as to understand the role and function of the Site in terms of the landscape character locally to the Site but also how it transitions into the character of the wider countryside as described. The analysis of the local landscape character draws on the baseline information and is presented as follows, with reference to **Figure 7.6: Landscape and Visual Analysis**.

Local Landscape Character

7.3.27 On the basis of the description of the landscape and visual baseline, the landscape and visual analysis is illustrated on **Figure 7.6: Landscape and Visual Analysis**.

It can be summarised as follows, taking into account both contextual matters and site-specific matters.

Site analysis and local landscape character

- 7.3.28 The Site comprises several field compartments, generally defined by hedgerows with some mature hedgerow trees. The landform of the Site falls to the north-east corner towards Bennetts Road North. The Site is characterised by sloping agricultural land with Bunsons Wood located to the south of the Site, preventing and filtering views from the south. Views to the north generally comprise views across existing areas of development along Bennetts Hill Road North towards the M6. Opportunities for reciprocal views across the valley towards the Site are limited to the public right of way network and some scattered farm properties. Whilst the Site is visible from these medium distance views, it is set in the context of the existing settlement edge of Keresley End.
- 7.3.29 To the south, the Site is defined partially by the residential development along Thompsons Road and further by the ancient woodland block at Bunsons Woods. The wood itself is located on the east facing slope of a local ridgeline, reaching a high point of ca. +151 m AOD. Further south, agricultural land extends between two areas of ribbon development along Bennetts Road North, to the east, and Tamworth Road to the west. The east of the Site is defined by the settlement area of Keresley End, a small-scale settlement that is associated with the north-western suburban edge of Coventry. The western edge of this settlement includes ribbon residential development, which adjoins the Site's eastern boundary along Bennetts Road North. There are signs of degradation of the local landscape, including poorly maintained development and scrub vegetation along field boundaries and roadsides.
- 7.3.30 Immediately to the north of the Site the Keresley Rugby Football Club and its associated pitches define the majority of the northern Site boundary, with the far north-western corner being adjacent to the underground reservoir off Burrow Hill Lane. The combination of this development, and the nearby Prologis business park, to the south-east, all have an influence on the landscape character of the Site and its immediate surroundings.
- 7.3.31 Beyond the immediate boundaries of the Site, the wider edge of Coventry is located to the south and east and primarily comprises established residential development. Further from the Site the broader extent of Coventry provides containment to the south and east, whilst to the north the landscape becomes more open and retains a character more typical of the Arden Pastures landscape type. To the west the small settlement of Corely provides additional reference to residential settlement in a more rural location, further detached from the suburban edge of Coventry.
- 7.3.32 The M6 motorway corridor passes ca. 720m to the north of the Site dividing the wider landscape. The motorway lies in a well vegetated cutting as it passes the Site, however overhead gantries and other associated infrastructures are notable within the local landscape area. The Corley North Service area is also located along the motorway as it passes the Site; the services comprise built form, large areas of car parking and service yards with lighting columns and high level signage denoting its location.
- 7.3.33 To the west of the Site there is more substantial tree cover which includes the mature woodland blocks of Hall Yard Wood and Lord's Wood. In the south-west the field boundary hedgerow have a greater concentration of hedgerow trees establishing a mature network of vegetation to the west.

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- 7.3.34 The complexity of topography, settlement and transport patterns through the area, combined with the mature vegetation that defines the countryside, particularly to the west, serve to provide containment of the Site both physically and visually leaving few medium to long distance views available. As such the Site is not perceptible in longer distance views as it is generally screened, however any views where it may be partially perceptible it would be seen in the context of the surrounding development.
- 7.3.35 In terms of published guidance on landscape character, the Site retains some individual elements which are present in the wider landscape and identified as characteristics in published guidance; however, this is restricted to hedgerow and roadside oaks, varied topography and small to medium sized fields. As such, although the Site retains a relationship with the wider landscape, it has an equal, if not greater relationship with the urban and suburban extent of the wider settlement of Coventry with many urbanising features reducing the perception of the rural environment. On balance, this is a local landscape of mixed character and of variable condition/quality.
- 7.3.36 In the wider landscape, further from the settlement to the north-west, the perception of the rural environment is greater and along with the continuity of character and combined influence of the rolling landform together with vegetated field boundaries and larger arable field enclosures to the north, these elements unify the character of the landscape context to the north of north and west of Coventry and differentiate it from that of the Site and the existing settlement fringe.
- 7.3.37 In the future, as the wider SUE comes forward, the baseline will evolve to that of a more residentially led settlement area. This new settlement area will connect to the western edge of Keresley and the northern edge of Coventry. The SUE will replace areas of intensively farmed agricultural land retaining the hedgerow and vegetation structure wherever possible.
- 7.3.38 The Proposed Development of up to 500 dwellings and open space would come forwards in a number of phases, for each face the baseline would have evolved to include the most recent phase of development, bringing residential dwellings closer to the developing phase increasing the developed context. The potential to implement open space and proposed planting within the early phases of development will allow it to mature during the construction phases providing buffering and articulation within the proposed development.
- 7.3.39 This analysis of the local landscape character of the Site and its context is taken through to inform judgements on value, susceptibility and overall landscape sensitivity, included later in this Chapter.

Visual Baseline

- 7.3.40 This section provides a description of the nature and extent of the existing views from, towards and between the Site and the surrounding area. It also includes reference to specific locations that will be subject to impacts as a result of the Proposed Development.
- 7.3.41 Establishing the specific nature of these views identifies the context and setting of representative viewpoints and also the nature of views in terms of distance, angle of view, and seasonal constraints associated with specific visual receptors (refer to **Figure 7.4: Viewpoint Locations and Public Rights of Way** and **Figure 7.5: Viewpoint Photographs**).

Overview

- 7.3.42 The visual envelope is the area of landscape from which a Site or Proposed Development will potentially be visible. It accounts for general judgements on the theoretical visibility of a Site or Proposed Development and sets a broad context for the study area within which to address landscape and visual impacts. The extent of a visual envelope will be influenced by the physical landscape components of an area, such as hedgerows, woodlands or buildings and can also be influenced by distance from a Site.

Representative Viewpoints and Visual Receptors

- 7.3.43 The visual assessment references a series of viewpoints that are representative of visual receptors in the area. These illustrate views towards the Site in the context of the surrounding landscape and are used to inform judgements on impacts for specific receptors (refer to **Figure 7.4: Viewpoint Locations and Public Rights of Way** and **Figure 7.5: Viewpoint Photographs**).
- 7.3.44 Representative visual receptors include:
- Residential receptors, including the ribbon development along Bennetts Road North and Thompsons Road;
 - Recreational receptors, such as walkers and cyclists using public rights of way in the area, including the Coventry Way recreational route; and
 - Road users, including those using local roads such as Bennetts Road North and Burrow Hill Lane.
- 7.3.45 A detailed description for each of the locations identified as receptors for this LVIA, including judgements on value, susceptibility and overall sensitivity of visual receptors, is included in later sections of this report under the assessment of visual effects.

7.4 ASSESSMENT OF LIKELY SIGNIFICANT EFFECTS

Construction

Potential Impacts

Demolition and Construction

- 7.4.1 This section describes the likely demolition and construction impacts as a result of the Proposed Development. The initial construction activities for the Site are likely to comprise the phased introduction of infrastructure and enabling works, including:
- Demolition works (largely limited to Thompsons Cottage) and vegetation clearance (where required);
 - Highway works, for access into the Site;
 - Temporary access and haul routes, Site compounds and car parking;
 - Utilities works including diversions, upgrades and new provision;
 - Soil stripping and storage, Site re-grading and the creation of development plateaux, (potentially up to 1.5m AGL);
 - On-going construction works are likely to include the following;
 - The creation of Site roads with associated service provision;
 - The construction of distribution and storage buildings and offices; and
 - The early implementation of the structural landscape scheme, where appropriate.

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- 7.4.2 During the enabling works, arisings will include topsoil and subsoil that will be stored and recycled within the Site. During construction soils will be stored in mounds, the location and scale of which will be specified and approved as part of the earthworks strategy for the Site.
- 7.4.3 Construction will generate a variety of vehicle movements including on site machinery such a general plant, forklifts, cranes and lifting equipment. Off-site movements are likely to include light and heavy haulage, commercial vehicles and site staff vehicles. Site hoarding, temporary signage and porta-cabins are likely to be erected. Construction hazard lighting will also be visible and there also likely to be the aural intrusion of vehicle reversing alarms.
- 7.4.4 Construction work will progress in a number of phases with the focus of building work shifting throughout the Site. The result of this will be that the baseline conditions for each phase will change to include the built elements of the Proposed Development and implemented landscape scheme throughout the open space areas.
- 7.4.5 During construction there will be a number of changes across the site. The change in landform will include raising areas of the site, potentially up to 1.5m AGL to allow for suitable development platforms. These areas are away from the existing landscape infrastructure and as such will not impact upon them. The existing hedgerow will, where possible be retained. However during the construction phase it will be necessary to remove sections of hedgerow to allow for the road infrastructure to be implemented across the site. Removal of hedgerow will be mitigated by replacement hedgerow of similar species throughout the site.
- 7.4.6 The landscape of the site will change from arable farmland to that of a construction Site whilst the Proposed Development is being implemented, this change will be both visually and aurally prominent in the landscape due to the nature of the construction process and scale of the development. This impact will be temporary and in the longer term will be reduced by the implemented residential scheme.

Effects on Landscape Character during Construction

- 7.4.7 The main effect on landscape character during the construction phase is likely to be the gradual transformation of the Site from an open agricultural parcel of land, to a development site over a series of phases. The Proposed Development consists of residential development in the majority, which is an existing component of the established landscape character on the southern and eastern edges of the site which currently defines parts of the Site and its immediate environs and character. The effects on landscape character will be temporary.
- 7.4.8 There will be direct impacts on the landform, limited to the internal Site area. These will be generated by cut and fill operations associated with the formation of a series of practical, working areas for construction. Preparation of site levels will require the removal and appropriate storage of topsoil followed by the cut and fill process to create development areas. Material would be temporarily stockpiled in appropriate locations to avoid visual disturbance on sensitive receptors.
- 7.4.9 Site compounds will be located within the construction zone and areas to be retained as green infrastructure will be protected in accordance with standard practice; their short-term use may be as amenity grassland areas seeded with a low maintenance species mix until landscape proposals are implemented.
- 7.4.10 Vegetation resources on site consist of mature vegetation, hedgerow boundaries and hedgerow trees. The Proposed Development will seek to retain this resource and enhance it where possible (see **Figure 4.4: Indicative Concept Masterplan**). The

Proposed Development will be subject to a Landscape and Ecological Management Plan (LEMP). The pond on site will be retained and enhanced where possible as part of the LEMP. Throughout the construction phase, good practice shall ensure that on-site works do not give rise to direct or indirect effects upon off-site water features. In addition, advanced planting works in areas of undisturbed land should be considered; for example, along the northern site boundary.

7.4.11 Overall, it is considered that the magnitude of impact on local landscape character during construction as a result of the Proposed Development is **medium to high**, which combined with the **low to medium sensitivity** of the local landscape character in this location, gives rise to a **moderate adverse** effect in the short term.

7.4.12 With regards to the Ancient Arden landscape character, it is considered that the magnitude of impact during construction is **negligible-minor** adverse given the context of the Site in the wider landscape character areas, which combined with the **medium sensitivity** of the landscape character type, gives rise to a **negligible-minor adverse** effect in the short term.

Effects on Visual Amenity during Construction

7.4.13 During construction works, there are likely to be effects on the visual amenity of the local area. This will be influenced where possible through the implementation of a construction management plan. The extent to which the construction phase would affect visual amenity is likely to change regularly, depending on the nature and location of the works. Construction activities would be visible from the majority of areas identified within the visual envelope and are likely to comprise:

- Excavation works, bare earth and stockpiled soils;
- Site hoarding/perimeter fencing;
- Signage;
- Low level floodlights;
- Construction traffic with flashing hazard lights;
- Temporary site infrastructure including porta-cabins, haulage routes, material stockpiling;
- The gradual erection of built-form; and
- Site plant/large scale machinery.

7.4.14 All visual effects during construction would be indirect, temporary and local in scale. There are likely to be moderate changes in views in close proximity to the Site. The potential for advanced planting works will help to offset these changes. There are likely to be more limited, partially screened views of construction activity from longer distances. The careful siting and storage of machinery and plant and the routing of haulage tracks should help to avoid adverse visual effects during construction.

7.4.15 A detailed analysis has been completed for the construction phase for each of the representative viewpoints. This includes reference to the sensitivity of the visual receptors and the nature and degree of the likely changes to the view. **Table 7.10** sets out the detailed visual impact assessment for this LVIA Chapter.

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Table 7.10: Assessment of Visual Effects

Viewpoint	Sensitivity	Description of change during construction phase and nature of impact	Magnitude and significance of effects During construction
Viewpoint 1: View from corner of Thompsons Road and Bennetts Road North, looking north-west.	High	From this location, foreground views comprise the junction between Thompsons Road and Bennetts Road North and residential properties along the roads. Further residential development is visible in the middle ground. Beyond the built form and intervening vegetation, there are partial views towards wider agricultural land in the distance. During the construction phase of the site there are likely to be filtered views of construction vehicle movement and re-emerging development. These are likely to be short term and limited due to intervening vegetation and existing residential properties on Thompsons Road.	Mag. Low Sig. Minor adverse
Viewpoint 2: View from Thompsons Lane looking north.	High	From this location, foreground views comprise vegetation along Thompsons Lane. The fencing associated with Thompsons Farm to the right of the view and the Site are visible in the middle ground, the hedgerow in the left of the view being the eastern Site boundary. Views of properties on Burrow Hill Lane and relatively mature vegetation are available in the distance. From this location, the construction phase will be visually and aurally intrusive throughout the phases that encompass the central and western extent of the site. This will include heavy vehicle movement, construction equipment and activities and excavation works and temporary site infrastructure.	Mag. High Sig. Major adverse
Viewpoint 3: View from Thompsons Lane looking north-east.	High	From this location, foreground views comprise vegetation along Thompsons Lane and the route of access track (Thompsons Lane) in the far right of the view. The hedgerow within the middle ground represents the western Site boundary. Thompsons Farm agricultural buildings, Thompsons farmhouse, properties on Thompsons Road and Bunsons Wood are also visible in the middle ground. In the distance, there are partial views towards the eastern area of the Site, relatively more mature vegetation and properties off Bennetts Road North. From this location, the construction phase will be visually and aurally intrusive throughout the phases that encompass the central and western extent of the Site. This will include heavy vehicle movement, construction equipment and activities and excavation works and temporary site infrastructure.	Mag. High Sig. Major adverse
Viewpoint 4: View from public footpath, looking north-east.	High	From this location, foreground and middle ground views comprise vegetation along the public footpath from which the viewpoint is taken from and agricultural land situated to the west of the Site, the western Site boundary is not visible due to the	Mag. Neutral Sig. Neutral

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		<p>sloping landform. The hedgerow aligning Thompsons Lane is also visible in the middle ground. Bunsons Wood is visible in the distance.</p> <p>From this location, there are unlikely to be any views of construction activity from this location. Any potential views would be brief glimpse views of vehicular movement within the western parcel of the Site.</p>	
Viewpoint 5: View from public footpath looking north-east.	High	<p>From this location, foreground views comprise agricultural land which slopes downwards away from the viewpoint location situated to the west of the Site and vegetation along the public footpath from which the viewpoint is taken from. The hedgerow which delineates the western Site boundary and Bunsons Wood are visible in the middle ground. In the distance, there are views of the wider agricultural landscape context, as well as reference to existing built form, including Properties on Bennetts Road North, the western edge of Keresley End and Thompsons Farm.</p> <p>From this location, the construction phase will be visually and aurally intrusive throughout the development of the Site. This will include heavy vehicle movement, construction equipment and activates and excavation works and temporary site infrastructure.</p>	Mag. High Sig. Major adverse
Viewpoint 6: View from public footpath looking south-east.	High	<p>From this location, foreground views comprise the agricultural land within the eastern area of the Site and the hedgerow boundary with mature hedgerow trees of a field enclosure within this area. Another hedgerow boundary delineating a field enclosure within the Site is located in the middle ground, which partially screens distant views. Existing properties on Bennetts Road North, the western edge of Keresley End and existing properties on Thompsons Road form the background of the view.</p> <p>From this location, the construction phase will be visually and aurally intrusive throughout the phases that encompass the central, eastern and northern extent of the Site. This will include heavy vehicle movement, construction equipment and activates and excavation works and temporary site infrastructure.</p>	Mag. Medium to high Sig. Moderate to major adverse
Viewpoint 7: View from Bennetts Road North looking south-west.	Medium	<p>From this location, foreground views comprise Bennetts Road North, poor quality vegetation aligning the road and an existing residential property on Bennetts Road North. Partial views towards further built form to the right of the view and the eastern Site boundary are present in the middle ground as the landform slopes upwards in this direction, heavily screened by low-level dense vegetation aligning Bennetts Road North. Distant views are blocked by intervening vegetation.</p> <p>From this location, the construction phase will be visually and aurally intrusive throughout the eastern phases of the proposed development. Thompsons Cottage is partially visible to the right of the view and this will be demolished during the early phases of development to accommodate the site entrance.</p>	Mag. Medium to high Sig. Moderate to major adverse
Viewpoint 8: View from Bennetts	Medium	<p>From this location, foreground views comprise Bennetts Road and the Keresley United Reformed Church with associated car parking. The middle ground consists of further existing built form, screened somewhat by vegetation along Bennetts</p>	Mag. Negligible Sig. Neutral

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Road looking north-west.		Road and surrounding the car park. Bunsons Wood is visible in the background, beyond intervening vegetation. From this location, there are unlikely to be any views of construction activity from this location.	
Viewpoint 9: View from Bennetts Road looking north-west.	Medium	From this location, the foreground comprises Bennetts Road, vegetation aligning the road and agricultural field enclosure either side of the road. The middle ground consists of built form associated with a farmstead. Properties along Bennetts Road, the Hare and Hounds pub, further built form and existing mature vegetation form the background of this view. From this location, it is unlikely that there will be views of the southern edge of the Proposed Development due to the intervening landform and vegetation, combined with existing built form.	Mag. Nil Sig. Nil
Viewpoint 10: View from New Road looking south-west.	Medium	From this location, the foreground comprises an agricultural field enclosure and fencing and hedgerow boundary with an associated hedgerow tree along the field boundaries. Further agricultural fields are visible in the middle ground, with associated hedgerows and hedgerow trees. The eastern edge of Keresley End and the wider landscape are visible in the distance, notably where the landform rises away from the viewpoint location in the right of the view. From this location, views of the eastern edge of the Proposed Development are unlikely due to intervening vegetation, including retained vegetation along the Site's eastern boundary, and existing built form of Keresley End.	Mag. Nil Sig. Nil
Viewpoint 11: View from Goodyers End Lane, looking south-west.	Medium	From this location, the foreground comprises Goodyers End Lane and the M6 corridor beneath the motorway bridge from which the viewpoint was taken from. In the middle ground, the view consists of tall, dense vegetation aligning the M6 corridor which heavily filters views to mature vegetation cover in the distance as the landform generally rises from this location towards the approximate location of the Site in the centre of the view. From this location, there are unlikely to be views of the eastern edge of the Proposed Development due to the distance between the receptor and proposed built form, intervening built form and vegetation cover, including along the M6 road corridor and retained vegetation along the Site's eastern boundary.	Mag. Nil Sig. Nil
Viewpoint 12: View from Rock Lane looking south-east.	Medium	From this location, the foreground comprises Rock Lane and the associated hedgerow boundary aligning the road. There are views of agricultural land in the middle ground bounded by low hedgerows with associated hedgerow trees. The landform gently slopes upwards away from the viewpoint location and so further agricultural land is visible in the background above the hedgerow in the foreground. There are also views of existing properties on Bennetts Road North and mature vegetation cover in the distance, notably to the right of the view. From this location, potentially heavily filtered views of the northern edge of the Site may be available during the construction phase. Views are limited due to considerable intervening vegetation cover and retained vegetation along the	Mag. Negligible to low Sig. Negligible to minor adverse

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		northern Site boundary. These heavily filtered views may include heavy vehicle movement, construction equipment and activates and excavation works and temporary site infrastructure	
Viewpoint 13: View from Tamworth Road, looking east.	Medium	<p>From this location, the foreground comprises Tamworth Road and the associated hedgerow boundary aligning the road. In the middle ground, there are views of further agricultural land, areas of relatively mature vegetation cover, including Bunsons Wood, and Burrow Hill fort. The landform gradually slopes downwards away from the viewpoint location and so the Keresley End is visible in the background.</p> <p>From this location, potentially heavily filtered views of the Site may be available during the construction phase. Views are limited due to considerable intervening vegetation cover and retained vegetation along the Site boundaries and undulating topography. These heavily filtered views may include heavy vehicle movement, construction equipment and activates and excavation works and temporary site infrastructure</p>	Mag. Negligible Sig. Negligible adverse

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7.4.17 Following the completion of construction works it is considered that the visual impact of the Proposed Development will reduce from that of the more intrusive construction phase as there will be less HGV movement, construction noise and disturbance.

Operation

Assessment of Landscape Effects

7.4.18 Although a landscape has some intrinsic sensitivity, in LVIA landscape sensitivity is specific to the location in question (in terms of value) and to the particular project or development that is being proposed (in terms of the susceptibility of a landscape to the specific development). Therefore, in accordance with the GLVIA3, and to reliably inform detailed assessment of impacts, landscape sensitivity needs to be determined with reference to the value of the landscape and its susceptibility to change.

Landscape value

Value of the Ancient Arden Landscape Type

7.4.19 The Ancient Arden Landscape Type is extensive and extends around the north-western edge of Coventry, to the north across the landscape character assessments study area (refer to **Figure 7.3: Landscape Character** for its extent local to the study area). This section determines the value of the defined landscape type relevant to the site and study area. The considerations and professional judgements used in determining value are summarised in the following table, with reference to GLVIA3, page 84, Box 5.1.

Table 7.12: Determining the value of the Ancient Arden Landscape Type

Considerations	Settled Farmlands Landscape Type
Landscape quality (condition) and scenic quality	Overall, the landscape condition of Ancient Arden within the study area is fair, consisting of an irregular pattern of field enclosures, defined by thick boundary hedgerows and hedgerow trees, generally oaks, that are in places fragmented. The landscape is influenced by urbanising features such as the existing urban edges and transport corridors including the M6.
Perceptual aspects	In relation to perceptual aspects, visibility across Ancient Arden in this location is generally influenced by the combination of undulating topography and strong vegetation framework. The published character assessment states that: <i>"Views are restricted by thick roadside hedgerows and are often short, overlooking two or three fields to a wooded skyline."</i>
Rarity and representativeness	The Ancient Arden landscape type is present across an extensive area. It is therefore not considered that this landscape character area is particularly rare. However, the landscape holds a number of oak trees within field boundary and roadside hedgerows that are a notable feature within this landscape character type.
Conservation interests	Ancient Arden forms the core historic landscape in Warwickshire. There is some presence of features of historical interest throughout the landscape type. There are a number of ancient woodlands, primary oaks and field enclosures of irregular shape, demonstrating their ancient origins.
Recreational value	The PROW network across the Ancient Arden landscape type in this location includes the Coventry Way recreational route and numerous other public footpaths.
Associations	There are no known associations with people or events in history in relation to Ancient Arden in the location of the Site and study area. The wider area of Ancient Arden is likely to have some associations due to its scale and land coverage, however these are not considered relevant to this more localised assessment.

- 7.4.20 The Ancient Arden landscape character type in this location is not subject to any landscape-specific designations. On balance, it is considered that in this location, it is of **medium value** in landscape terms.

Value of the local landscape character

- 7.4.21 The Site is not located within any statutory or non-statutory landscape-specific designated areas. There is no Ancient Woodland or other conservation designations on the site itself, albeit Bunsons Wood, and area of ancient woodland is located to the south of the site beyond Thompsons Lane.

- 7.4.22 Overall the condition of vegetation on the site is generally good, however, the condition of some hedgerows do vary; some being fragmented. There are few other elements or features which indicate condition; the modern character of the adjacent settlement edge to the south and east, combined with the Prologis Park development to the south-east, detracts from this part of the landscape, as well as some other urbanising features including the motorway and local road network and its associated signage and lighting and electricity pylons and overhead power cables.

- 7.4.23 In terms of perceptual aspects, both the site and its immediate context have a level of tranquillity that is influenced by the wider agricultural field network; this increases away from the existing settlement to the north and west. The M6 corridor to the north reduces the sense of tranquillity on its surroundings for some distance. In terms of recreational value, there are a small number of other PROW, including public footpaths, which connect the agricultural landscape to the settlement edge of Coventry and other smaller settlements such as Keresley End to the east. These routes make some contribution to the recreational value of the local landscape.

- 7.4.24 The Site and its immediate context comprise several agricultural field enclosures defined by hedgerows along its boundaries; the field pattern of the site is as such typical. It is therefore not considered that the character of the landscape of the Site and its surroundings is particularly rare, nor does it contain any elements or features that are particularly important examples. The scale, land use and landscape components of the site are broadly characteristic of the local character and reflect the wider pattern of this part of the Ancient Arden landscape type. The landscape elements on the Site are not particularly rare and are well represented in the local and wider landscape to the north and west and as such the Site and its immediate context represents a relatively 'ordinary' piece of the wider landscape context.

- 7.4.25 Overall, it is considered that the local landscape character of the Site and its immediate surrounding context is of **low to medium** value in landscape terms.

Landscape susceptibility

- 7.4.26 In LVIA, landscape susceptibility is the ability of a landscape to accommodate change without undue consequences for the maintenance of the baseline situation. Different types of development can affect landscapes in different ways, therefore landscape susceptibility is specific to the type of development proposed (i.e. residential).

Susceptibility of the Ancient Arden Landscape Type

- 7.4.27 This section determines the susceptibility of the defined landscape type relevant to the context of the local landscape character. The considerations and professional judgements used in determining susceptibility are summarised in the following table.

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Table 7.13 Determining the susceptibility of the Ancient Arden Landscape Type

Considerations	Settled Farmlands Landscape Type
Scale of enclosure	The scale of enclosure across Ancient Arden in this location is influenced by the varied topography, woodland blocks and thick boundary hedgerow. The landform peaks locally at Corely, where it reaches ca. 180m AOD before it falls down towards and beyond the site to the east where it lies at ca. 90m AOD at the A444 corridor as it extends north from Coventry. Within this general fall there are a number of localised undulations which, in combination with the strong vegetation framework, provides a level of enclosure. There is some intervisibility between ridgelines on either side of the M6 corridor, and views from local high points to lower ground.
Nature of land use	The Ancient Arden Landscape Type washes over the Settlement of Keresley End to the east, Corely to the north-west and a number of other local settlements. There is therefore some existing reference to residential development to the east and south of the Site and containment by existing residential development will vary subject to proximity to the settlements. Otherwise land use comprises an irregular field pattern with hedgerows and areas of woodland blocks.
Nature of existing elements and features	Detracting features include the large electricity pylons and the M6 corridor. In terms of landscape elements, the hedgerow and tree network is extensive and relatively easy to replace/substitute. Additional features include water bodies and water courses provide drainage across the area. There are a number of ancient woodlands across the landscape type including Bunson’s Wood to the south of the site and Marl Pit Wood and Great Lynes Wood to the north of the M6 corridor.

7.4.28 On balance, it is considered that the wider context of the Ancient Arden Landscape Type in this location is of **medium susceptibility** in landscape terms.

Susceptibility of the local landscape character

7.4.29 In terms of susceptibility, the landscape character of the Site and its local context is influenced by the existing settlement edge of Keresley End to the east, the Prologis Park to the south-east, as well as the more agricultural field network to the north and west.

7.4.30 Local vegetation patterns include a strong hedgerow and hedgerow tree network and some areas of woodland (including Bunsons Wood and Hall Yard Wood). The local topography rises to the west and forms a localised ridgeline which, in combination with the vegetation framework, serves to provide enclosure from the south and west. The landform of the Site itself rises from Bennetts Road North, along the eastern edge of the Site, to the sloping ground of the east facing ridge slope at ca. 145m AOD along the western edge of the Site.

7.4.31 As a result of the Site’s context adjacent to the existing settlement edge, and the combination of topography and the vegetation framework, the local landscape has capacity to accommodate residential development.

7.4.32 The agricultural land use of the Site itself is susceptible to the development envelope of any new residential development but, notwithstanding the change in part of the site to built form, parts of the Site will be retained as open space and offer opportunities for new landscape planting which can be integrated into the design to create an appropriate transition between the settlement and adjacent countryside.

The influence of adjacent existing residential development to the south and east creates a strong reference and context to the type of development proposed.

- 7.4.33 Elements such as hedgerows can readily be accommodated into the generally permeable nature of a residential layout and addressed by appropriate stand offs between the built form and vegetation. The Proposed Development includes the retention of hedgerows where practicable as shown on the Parameters Plan: Land Use (**Figure 4.1**). This helps to reduce susceptibility further. There are also opportunities for the creation and enhancement of new green infrastructure and landscape planting which would be beneficial to the local landscape character and this reduces susceptibility.
- 7.4.34 Overall, it is considered that in the context of the settlement edge and in relation to the matters described above, the Site and local landscape character is of **low to medium susceptibility** in landscape terms.

Landscape sensitivity

- 7.4.35 The Arden Landscape Guidelines make no judgement on the sensitivity of the landscape character, as they define it. As such, detailed description and justification presented in the previous sections, balancing the professional judgements on value and susceptibility, are used to inform this.
- 7.4.36 Overall, the landscape analysis has determined the Ancient Arden Landscape Character Type is of medium value and medium susceptibility. Therefore, it is considered that the LCT within the study area is of medium sensitivity in landscape terms.
- 7.4.37 In respect of the Site in its local landscape context, more detailed survey has been undertaken in order to input to this Chapter and as such the following conclusions on sensitivity are based on the detailed description and justification presented in the previous sections, balancing the professional judgements on value and susceptibility.
- 7.4.38 At a local level, the landscape analysis has determined the character of the Site and its immediate context to be of medium value and low to medium susceptibility. Therefore, it is considered that the Site and its immediate context is of **low to medium sensitivity**.
- 7.4.39 Following a review of the types of impact on physical landscape resources, the conclusions on landscape sensitivity are then taken forward to address the impact and effect on landscape character.

Landscape impacts

Impacts on physical landscape resources

- 7.4.40 The following section describes the predicted changes to the physical landscape elements and features on the Site that will give rise to the subsequent perceived changes in landscape character.
- 7.4.41 Impacts at completion are concerned with the long-term alteration in the landscape from the current undeveloped context of site to the future scenario of the Proposed Development. The built form of the Proposed Development will be complete and will be a permanent component in the landscape.
- 7.4.42 In the long term, impacts will be associated with the influence of mitigation measures on landscape character. This establishes the changes to landscape character as a

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result of built development but with proposed mitigation measures fully established and performing their intended function. The impacts are considered to be long term and not reversible.

- 7.4.43 It is during the construction phases of the Proposed Development that most of the physical landscape resources will be changes including the change in land use, changes to landform, removal of some existing vegetation and implementation of mitigation and movement of construction activity. The completed scheme will give rise to changes in the local landscape character in the longer term following the short term impacts of the construction phase.
- 7.4.44 In terms of physical landscape resources, the direct changes will be restricted to the site itself. These will include the loss of some hedgerows; changes to landform required for the creation of practical development platforms; sustainable drainage systems and impacts generated by the change in land use from the current field enclosures to residential development; areas of existing green infrastructure will be retained and enhanced, and new areas of open space created (including proposed landscape planting).
- 7.4.45 Overall the physical landscape impacts are considered to be direct and will be limited to the extent of the Site. There will be no additional direct impacts on the wider landscape context.
- 7.4.46 In the context of the impacts considered above, the following sections set out an assessment of the likely landscape effects on the relevant landscape type and local landscape character.

Ancient Arden Landscape Type

- 7.4.47 The Site forms a relatively small area of land within the wider Ancient Arden landscape type, which is the most extensive area of the Arden Landscape Character Area.
- 7.4.48 The Site, and as such this part of the landscape type, is located directly adjacent to the existing settlement edge of Keresley End. In the scale and context of this landscape type, the Proposed Development will form an extension to the settlement pattern of the Coventry suburb in this location, which will be perceivable to a greater or lesser extent depending on local combinations of topography and vegetation. The existing hedgerow and hedgerow tree field boundaries within and along the boundaries of the site are proposed to be retained where possible and used as a framework upon which to base the form of the Proposed Development, in particular through the northern area of the site, providing connections to the existing public footpath that runs along the northern site boundary. The main impacts are likely to arise from the change in land use, from agricultural field enclosures, to a residential led development at a local level only.
- 7.4.49 Therefore, the degree of change to the Ancient Arden Landscape Character Type in this location is likely to be limited. Overall the magnitude of impact to this area will be **negligible**; assessed alongside the medium sensitivity, this will result in a **negligible to minor adverse** effect.
- 7.4.50 At year 15 after completion, the proposed landscape planting strategy will have established sufficient to help to further integrate the Proposed Development into the surrounding landscape character. The magnitude of impact will reduce to **neutral to negligible** and there will be a **negligible adverse effect**.

Local landscape character

- 7.4.51 Effects on the local landscape character are defined as those occurring on the Site and in the immediate landscape context of the Site.
- 7.4.52 In the context of the Site and local landscape character, the Proposed Development will result in the direct loss of part of several agricultural field enclosures to the residential masterplan but which includes a strategy for green infrastructure and open space (refer to: **Figure 7.7 Illustrative Landscape Masterplan**).
- 7.4.53 This change is considered in the context of the current settlement edge to the east, as well as the wider settlement area of Coventry including the Prologis Park to the south-east and the motorway corridor to the north, which combined have an influence on the Site and its context.
- 7.4.54 In relation to land use, the displacement of agricultural fields will extend across the development envelope and built form of the proposed residential areas. The remaining parts of the Site include several areas of green infrastructure and open space which overall will act as an effective landscape 'buffer' along the northern extent of the Site, providing a set back from the Keresley Rugby Football Club. The central open space will provide a break in the overall massing of development to the north and south of the open space, whilst providing a green setting for the access road. Other proposed landscape elements include the set back and new landscape planting along the western edge of the Site. These areas will also comprise a change from the existing agricultural land use characteristic, however, they will retain an open character at these key interfaces between the Site and wider landscape.
- 7.4.55 In terms of settlement pattern, the Proposed Development will represent an extension to the west of this area of Keresley End. However, the development envelope has been restricted based on the landscape and visual constraints and opportunities, such that it is set back from its key interfaces within the wider landscape to the north and west (refer to **Figures 4.1 – 4.3: Parameter Assessment Plans**).
- 7.4.56 The construction of the Proposed Development across the Site will be implemented through a number of phases. The extension to the settlement area will therefore occur over a period of time, views from Bennetts Road are likely to be affected initially as the eastern edge of development is implemented, at which point this will serve to screen much of the remaining phases.
- 7.4.57 The existing edges of the settlement are characterised by a mixture of agricultural land and the existing established post-war housing estates off Exhall Road. In some places, built form is readily apparent in views, for example: from the ridgeline to the west, looking east; and, from the public right of way that passes along the northern Site boundary, looking south and east (refer to Viewpoints 5 and 6, **Figure 7.5: Viewpoint Photographs**).
- 7.4.58 The Proposed Development will extend the existing settlement edge further west, but integrate it with existing development to the east and south and be based on an inherent landscape framework that ensures both on-site topography and existing vegetation are considered such that the development will be perceived as far as possible, as being related to the existing settlement and not extending unchecked into the wider landscape to the north and west. In addition, the Proposed Development includes opportunities for comprehensive landscape planting (of various typologies) along its boundaries which will augment existing vegetation and help serve to filter and screen views of new built form over time; and within the

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development framework itself, which will also help to break down the scale and massing of the proposals.

- 7.4.59 Vegetation and green infrastructure on the Site will generally be enhanced through the retention of key existing hedgerows. It will be necessary to lose some sections of internal hedgerow to accommodate access. To mitigate this loss there will be enhancements to the remaining, existing hedgerow network, new hedgerow planting, and a programme of planting, maintenance and management that will positively influence both the existing green infrastructure network and the existing landscape components.
- 7.4.60 As well as the retention of the route of the public footpath that passes within the northern boundary, new public access will also be introduced throughout the Site, including new pedestrian links through the development, utilising existing green infrastructure where appropriate to create a permeable network of 'green corridors', connecting to both the existing PROW on Site and beyond it. Across the Site additional access will be created through the formation of linked open spaces. Within the proposed residential development envelope, access will be set in a more urban context but in areas of open space there will be opportunities for recreational access.
- 7.4.61 Inherent mitigation of the Proposed Development (refer to **Figure 7.7 Illustrative Landscape Masterplan**) is based on consideration of a restricted development envelope which, where possible, maintains an offset to the existing hedgerows and sets back the development envelope from the (relatively) more sensitive boundaries, including that to the south-east. Such boundaries will be enhanced and reinforced through a combined approach to conservation management and additional planting.
- 7.4.62 The retention of existing boundary vegetation where possible and replanting of hedgerows lost along the eastern frontage, as well as the introduction of new planting along the northern and western edges of the Proposed Development will also help to visually contain it from the wider countryside, with the network of green infrastructure, the character of which is present in the local landscape. Furthermore, the retention of field boundary vegetation and inclusion of public open space will ensure that the Proposed Development retains the scale and pattern of the Site in the context of the wider landscape.
- 7.4.63 Visual impacts of the Proposed Development are addressed separately in this Chapter; this considers the impact on specific visual receptors. However, in landscape character terms, the principle that the Proposed Development will have a limited influence due to the limited inter-visibility with the wider landscape around this part of Coventry, reduces the overall level of impact.
- 7.4.64 Overall, notwithstanding that the magnitude of impact on the Site itself would be high (which is generally expected of any greenfield site), however, for the Site in its context of the local landscape (and on this part of the settlement edge), the magnitude of impact on the local landscape character is considered to be **medium**. This includes consideration of the iterative design of the masterplan and its associated inherent landscape mitigation (i.e. the medium impact considers retention of vegetation and the extensive green infrastructure and open space strategy). Overall, considering the low to medium sensitivity, this will result in a **minor to moderate adverse** effect.
- 7.4.65 At year 15 after completion, the proposed landscape strategy will have established sufficiently to help to further integrate green infrastructure and the Proposed Development into the local landscape character. Consequently, the magnitude of impact will reduce to low to medium and balanced against the medium sensitivity there will be a **minor adverse** effect in the long term.

Assessment of Visual Effects

Visual sensitivity

- 7.4.66 The sensitivity of a visual receptor is a function of the value attached to a view balanced with the susceptibility of the visual receptor to changes in a view and/or visual amenity.

Visual impacts

- 7.4.67 Visual impacts are considered separately to landscape impacts. For landscape impacts it is necessary to understand the combination of direct and indirect impacts on the landscape resources potentially affected by a Proposed Development and therefore it is possible to provide a description and overview of the key impacts that are likely to affect the study area.
- 7.4.68 However, for visual receptors it is necessary to understand the specific, direct impacts on each view. Therefore, the causes of impact are considered on the basis of individual receptors and are set out in the following sections as an integral part of the assessment of visual effects.

Visual effects

- 7.4.69 The following section summarises the main visual impacts which are likely to be generated by the Proposed Development. This includes reference to the likely significance of effects on specific visual receptors. A number of representative viewpoints were captured during the field work and these are presented as a series of panoramic photos and included as **Figure 7.5: Viewpoint Photographs**.
- 7.4.70 A detailed analysis has been completed for each of the representative viewpoints. This includes reference to the sensitivity of the visual receptors and the nature and degree of the likely changes to the view. **Table 7.14** sets out the detailed visual impact assessment for this LVIA Chapter.

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Table 7.14: Assessment of Visual Effects

Viewpoint	Sensitivity	Description of change and nature of impact	Magnitude and significance of effects Completion	Magnitude and significance of effects Year 15
Viewpoint 1: View from corner of Thompsons Road and Bennetts Road North, looking north-west.	High	<p>From this location, foreground views comprise the junction between Thompsons Road and Bennetts Road North and residential properties along the roads. Further residential development is visible in the middle ground. Beyond the built form and intervening vegetation, there are partial views towards wider agricultural land in the distance.</p> <p>From this location, in summer and winter, there is likely to be views of the south-eastern edge of the Proposed Development through gaps in the existing development along Thompsons Road. Although the landform gently slopes downwards from the viewpoint location, the Proposed Development is potentially three-storey within the south-eastern area of the Site, therefore rooflines of these buildings may be visible above the Proposed Development in close proximity.</p> <p>There is also potential for views of rooflines of the Proposed Development where the landform slopes upwards to the west away from the viewpoint location, visible along Thompsons Road in the left side of the view. These views will largely be screened by, and within, the context of existing residential development in the foreground and middle ground.</p>	Mag. Low Sig. Minor to moderate adverse	Mag. Low Sig. Minor to moderate adverse
Viewpoint 2: View from Thompsons Lane looking north.	High	<p>From this location, foreground views comprise vegetation along Thompsons Lane. The fencing associated with Thompsons Farm to the right of the view and the Site are visible in the middle ground, the hedgerow in the left of the view being the eastern Site boundary. Views of properties on Burrow Hill Lane and relatively mature vegetation are available in the distance.</p> <p>From this location, in summer and winter, there will be direct views in the foreground of the south-western edge of the Proposed Development. Alongside the eastern boundary of the land surrounding Thompson’s Farm in the right of the view, delineated by fencing, a potential drainage area is proposed, therefore, proposed built form will not extend entirely across this view.</p>	Mag. High Sig. Major adverse	Mag. Medium to high Sig. Moderate to major adverse

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		Views of the Proposed Development will be screened partially by new landscape planting. In the longer term, new landscape planting along the southern edge will help to further filter and soften the appearance of new built form to some extent.		
Viewpoint 3: View from Thompsons Lane looking north-east.	High	<p>From this location, foreground views comprise vegetation along Thompsons Lane and the route of access track (Thompsons Lane) in the far right of the view. The hedgerow within the middle ground represents the western Site boundary. Thompsons Farm agricultural buildings, Thompsons farmhouse, properties on Thompsons Road and Bunsons Wood are also visible in the middle ground. In the distance, there are partial views towards the eastern area of the Site, relatively more mature vegetation and properties off Bennetts Road North.</p> <p>From this location, in summer and winter, there will be views of the south-western edge of the Proposed Development, both in the middle ground and in the distance. As the landform gently falls away from the viewpoint location, potential three-storey buildings in the left side of the view, located within the north-western area of the Site, will not be as prominent. Views of the Proposed Development will be in the context of existing built form along Thompsons Road and screened partially by proposed landscape planting along the western Site boundary, which will further filter views of new built form in the longer term.</p>	Mag. High Sig. Major adverse	Mag. Medium to high Sig. Moderate to major adverse
Viewpoint 4: View from public footpath, looking north-east.	High	<p>From this location, foreground and middle ground views comprise vegetation along the public footpath from which the viewpoint is taken from and agricultural land situated to the west of the Site, the western Site boundary is not visible due to the sloping landform. The hedgerow aligning Thompsons Lane is also visible in the middle ground. Bunsons Wood is visible in the distance.</p> <p>From this location, it may be possible to gain partial filtered views of rooflines of any three storey dwellings proposed towards the western extent of the site, these views would be of the upper extents of the roof lines and are likely to be filtered and screened by intervening vegetation, including arable crops that will be rotated within the intervening field.</p>	Mag. Negligible Sig. Neutral	Mag. Neutral Sig. Neutral
Viewpoint 5: View from public footpath looking north-east.	High	From this location, foreground views comprise agricultural land which slopes downwards away from the viewpoint location situated to the west of the Site and vegetation along the public	Mag. High Sig. Major adverse	Mag. Medium to high

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		<p>footpath from which the viewpoint is taken from. The hedgerow which delineates the western Site boundary and Bunsons Wood are visible in the middle ground. In the distance, there are views of the wider agricultural landscape context, as well as reference to existing built form, including Properties on Bennetts Road North, the western edge of Keresley End and Thompsons Farm.</p> <p>From this location, in summer and winter, the western edge of the Proposed Development will be visible in the middle ground and in the distance, including potential three-storey built form in the left side of the view. The landform gently slopes downwards away from the viewpoint location, which allows extensive views across the Site.</p> <p>However, views will be in the context of existing built form, including Thompsons Farm and residential properties on Bennetts Road North. Views of the Proposed Development will also be screened partially by proposed landscape planting along the western Site boundary, which will further filter views of new built form in the longer term.</p>		<p>Sig. Moderate to major adverse</p>
<p>Viewpoint 6: View from public footpath looking south-east.</p>	<p>High</p>	<p>From this location, foreground views comprise the agricultural land within the eastern area of the Site and the hedgerow boundary with mature hedgerow trees of a field enclosure within this area. Another hedgerow boundary delineating a field enclosure within the Site is located in the middle ground, which partially screens distant views. Existing properties on Bennetts Road North, the western edge of Keresley End and existing properties on Thompsons Road form the background of the view.</p> <p>From this location, in summer and winter, the northern edge of the Proposed Development, which is proposed to be two-storey in height, will be partially visible in close proximity. However, this view is available from a limited stretch of the generally well vegetated, enclosed public footpath and proposed built form is set back from this edge. Views will be filtered by retained existing and proposed green infrastructure. Proposed built-form along the northern Site boundary will face towards the public footpath, offering natural surveillance. In the longer term, new landscape planting along the northern edge of the Proposed Development will help further filter and soften views of new built form.</p>	<p>Mag. Medium to high Sig. Moderate to major adverse</p>	<p>Mag. Medium Sig. Moderate adverse</p>

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Viewpoint 7: View from Bennetts Road North looking south-west.	Medium	<p>From this location, foreground views comprise Bennetts Road North, poor quality vegetation aligning the road and an existing residential property on Bennetts Road North. Partial views towards further built form to the right of the view and the eastern Site boundary are present in the middle ground as the landform slopes upwards in this direction, this view includes Thompsons Cottage that will be demolished as part of the Proposed Development. It is heavily screened by low-level dense vegetation aligning Bennetts Road North. Distant views are blocked by intervening vegetation.</p> <p>From this location, in summer and winter, there will be partial views of the eastern edge of the Proposed Development within the right and left sides of the view. Views will be beyond the intervening vegetation cover as this is less dense above the low-level hedgerow along Bennetts Road North and the landform rises in the direction of the Proposed Development. In the centre of the view, potential drainage areas are proposed, therefore, close proximity views of built form will not extend across the whole view.</p> <p>The viewpoint is taken facing towards the area of central public open space within the development and so rooflines will be offset from the direct line of the view. This view is in context of existing residential properties along Bennetts Road North and softened by proposed new landscape planting within the open space area.</p>	Mag. Medium Sig. Moderate adverse	Mag. Low to medium Sig. Minor to moderate adverse
Viewpoint 8: View from Bennetts Road looking north-west.	Medium	<p>From this location, foreground views comprise Bennetts Road and the Keresley United Reformed Church with associated car parking. The middle ground consists of further existing built form, screened somewhat by vegetation along Bennetts Road and surrounding the car park. Bunsons Wood is visible in the background, beyond intervening vegetation.</p> <p>From this location, in summer and winter, there are potential very limited views of the southern edge of the Proposed Development, however, these would be limited to rooflines and would not alter the nature of the view, comprising of existing built form. The proportion of the views that the Proposed Development may occupy will be very limited. Bunsons Wood and intervening built form will screen any views of the relatively higher landform of the western area of the Site.</p>	Mag. Negligible Sig. Neutral	Mag. Negligible Sig. Neutral

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Viewpoint 9: View from Bennetts Road looking north-west.	Medium	From this location, the foreground comprises Bennetts Road, vegetation aligning the road and agricultural field enclosure either side of the road. The middle ground consists of built form associated with a farmstead. Properties along Bennetts Road, the Hare and Hounds pub, further built form and existing mature vegetation form the background of this view. From this location, it is unlikely that there will be views of the southern edge of the Proposed Development due to the intervening landform and vegetation, combined with existing built form.	Mag. Nil Sig. Nil	Mag. Nil Sig. Nil
Viewpoint 10: View from New Road looking south-west.	Medium	From this location, the foreground comprises an agricultural field enclosure and fencing and hedgerow boundary with an associated hedgerow tree along the field boundaries. Further agricultural fields are visible in the middle ground, with associated hedgerows and hedgerow trees. The eastern edge of Keresley End and the wider landscape are visible in the distance, notably where the landform rises away from the viewpoint location in the right of the view. From this location, views of the eastern edge of the Proposed Development are unlikely due to intervening vegetation, including retained vegetation along the Site's eastern boundary, and existing built form of Keresley End.	Mag. Nil Sig. Nil	Mag. Nil Sig. Nil
Viewpoint 11: View from Goodyers End Lane, looking south-west.	Medium	From this location, the foreground comprises Goodyers End Lane and the M6 corridor beneath the motorway bridge from which the viewpoint was taken from. In the middle ground, the view consists of tall, dense vegetation aligning the M6 corridor which heavily filters views to mature vegetation cover in the distance as the landform generally rises from this location towards the approximate location of the Site in the centre of the view. From this location, there are unlikely to be views of the eastern edge of the Proposed Development due to the distance between the receptor and proposed built form, intervening built form and vegetation cover, including along the M6 road corridor and retained vegetation along the Site's eastern boundary.	Mag. Nil Sig. Nil	Mag. Nil Sig. Nil
Viewpoint 12: View from Rock Lane looking south-east.	Medium	From this location, the foreground comprises Rock Lane and the associated hedgerow boundary aligning the road. There are views of agricultural land in the middle ground bounded by low hedgerows with associated hedgerow trees. The landform gently slopes upwards away from the viewpoint location and so	Mag. Negligible Sig. Negligible adverse	Mag. Negligible Sig. Negligible adverse

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		<p>further agricultural land is visible in the background above the hedgerow in the foreground. There are also views of existing properties on Bennetts Road North and mature vegetation cover in the distance, notably to the right of the view. From this location, in summer and winter, there are potentially heavily filtered views of the northern edge of the Proposed Development in the background. Views are limited due to considerable intervening vegetation cover and retained vegetation along the northern Site boundary. Any views would be in the context of existing residential properties on Bennetts Road North. The proportion of the views that the Proposed Development may occupy would be very limited.</p>		
<p>Viewpoint 13: View from Tamworth Road, looking east.</p>	<p>Medium</p>	<p>From this location, the foreground comprises Tamworth Road and the associated hedgerow boundary aligning the road. In the middle ground, there are views of further agricultural land, areas of relatively mature vegetation cover, including Bunsons Wood, and Burrow Hill fort. The landform gradually slopes downwards away from the viewpoint location and so the Keresley End is visible in the background. From this location, in summer and winter, there are potentially filtered views of the northern and western edges of the Proposed Development in the distance. There are potentially three-storey These would be screened by intervening vegetation and retained green infrastructure along the Site’s northern and western boundaries. Views would be in the context of the existing built form of Keresley End and the proportion of views that the Proposed Development may occupy would be very limited.</p>	<p>Mag. Negligible Sig. Negligible adverse</p>	<p>Mag. Negligible Sig. Neutral</p>

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Visual Amenity and Lighting

- 7.4.71 The Lighting Impact Assessment (**Appendix 7.1**), in response to identified sensitive receptors, advises any potential light spill/glare effects associated with the existing flood lights are minimised due to the large trees and retained vegetation that divides the proposed development site and Keresley RFC.

7.5 MITIGATION AND ENHANCEMENT

- 7.5.1 This section describes the measures which are required to mitigate any significant environmental impacts.

Mitigation by Design

Landscape Strategy

- 7.5.2 Over the period of the development of the masterplan and the associated environmental work, and through the iterative LVIA process, the early design of the Proposed Development has been influenced by the landscape and visual constraints and opportunities, which are apparent on the Site and in the surrounding area.
- 7.5.3 This process ensures that the location, scale and character of the Proposed Development has evolved in response to the local landscape character (and relevant constraints and opportunities) and will be acceptable in landscape and visual terms. The Parameters Plans (**Figures 4.1, 4.2 and 4.3**), show the areas of the development envelope subject to a limitation in building heights, and those areas of retained and new landscape planting, both of which combine to address the local landscape and visual constraints.
- 7.5.4 The development framework has undergone several different iterations as part of this process, and the overall aim of the landscape and visually led approach has been as follows:
- To respect and retain the intrinsic local character of this part of the landscape to the north-west of Coventry;
 - To provide mitigation in terms of landscape and visual impact through considered scale and extent of development envelope, with specific respect to the more visually exposed areas of the Site, along the western boundary; as well as the setting of Bunsons Wood, an area of ancient woodland; and
 - To provide a fully accessible and integrated public open space strategy as part of a safe, welcoming and attractive public realm.
- 7.5.5 It is considered that achieving these aims rests on several principles, as follows:
- Identification of an overall 'development envelope' that both in terms of its horizontal parameter (i.e. its spread); and its vertical parameter (i.e. its height) is landscape and visually led;
 - Expressing the overall envelope in the form of a series of development cells, the boundaries of which are guided by landscape features including hedgerows and local topography, together with considerations of density in different locations on the site and allowing for new landscape proposals, including tree planting and planting associated with open spaces;
 - Applying an overall landscape and Green Infrastructure (GI) strategy that is based on features of local landscape character including planting belts; and hedgerows – to create an overall structure that will underpin the essential character of the Proposed Development;
 - Selected removal of the existing hedgerow network to accommodate the access routes and development platforms that will facilitate the development,

having reviewed carefully the retention of those that are likely to have a greater role in delivering the successful GI strategy e.g. those that 'characterise' the Site from elevated views to the north-west, the retention of which will break down the overall scale and appearance of the Proposed Development from this aspect;

- Provision of additional visual mitigation with the carefully considered positioning of tree and hedgerow planting; and
- Provision of a greater access to, and enhancement of the connectivity and accessibility of the overall Site and its adjacent landscape assets, including the public footpath to the north and wider public right of way network across the landscape to the north and west, as well as connectivity with the settlement edge to the east and south.

Development envelope

- 7.5.6 The extent of the Proposed Development is illustrated on **Figures 4.1-4.3 Parameter Plans**. It comprises an overall area for development, that is sub-divided into a number of cells. The sub-division has been driven by a number of factors including: retention of a large part of the existing hedgerow network, in particular throughout the northern extent of the Site; where it serves to visually 'break up' views of the ground plane of the Site from elevated views from the north; and where it provides for additional green linkages. The external boundaries of the envelope are described as follows.
- 7.5.7 The northern extent of the development envelope is set back from the existing hedgerow and tree belt to a sufficient depth to protect existing vegetation and to allowing a green buffer between the Proposed Development and the Rugby Club grounds to the north.
- 7.5.8 The eastern extent of the development envelope is set back in the northern corner to ensure the access road is afforded a green aspect as it enters the Site and to retain an area of mature vegetation in the north-eastern corner.
- 7.5.9 The development envelope at the southern extent of the eastern boundary and the eastern extent of the southern boundary follows the site boundary with the assumption that properties will back on to the existing residential properties along Bennetts Road North and Thompsons Road.
- 7.5.10 Along the western extent of the southern boundary, and the length of the western boundary the development envelope is offset from the site boundary to help soften the edges that are adjacent to the more open agricultural landscape and help integrate the Proposed Development into the wider landscape.

Strategy for Existing Vegetation

- 7.5.11 Consideration has been given to the existing vegetation (including trees, hedgerows, hedgerow trees and tree groups). Wherever possible these landscape elements have been retained and integrated into the layout of the Proposed Development. This approach includes appropriate stand offs to trees and hedgerows which will assist in avoiding potential impacts on the root protection zones of these elements during implementation of the Proposed Development.
- 7.5.12 In some instances, these existing landscape elements will be reinforced and enhanced through additional landscaping and improved management, for example the enhancement of some existing hedgerows. In particular, those hedgerows extending from the northern boundary towards the central open space within the Site, which will form part of the green infrastructure network, will benefit accordingly

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and serve to help 'break down' the scale of the Proposed Development in views from the north.

- 7.5.13 There will inevitably be some losses of vegetation across the Site as a result of the Proposed Development. The extent of the network retained is based on hedgerows important in both ecological and landscape and visual terms. Overall the losses will be minimised and where they do occur, they will be balanced by a vegetation retention strategy and by areas of new landscape planting which will be implemented as part of the strategy for green infrastructure and biodiversity.
- 7.5.14 The overall existing hedgerow network comprises ca. 2290m. The Proposed Development retains ca. 1967m of hedgerow, as per **Figure 4.1: Land Use Parameters Plan**. The landscape mitigation strategy will include planting of new hedgerows across the Proposed Development and it is recommended that hedgerows to be removed are replaced like-for-like, subject to detailed design. Replacement hedgerow are likely to exceed the length of that removed. A core element of existing vegetation is the tree group around the central field pond which will be retained in entirety.
- 7.5.15 Overall the strategy for existing vegetation will help to integrate the Proposed Development into the Site and within the context of local landscape character. The retention of existing vegetation provides an immediate impact in terms of green infrastructure that will help to assimilate the built form and consequently minimise and avoid visual impacts.
- 7.5.16 The strategy for retaining existing vegetation combined with proposals for new landscape planting will result in a landscape context for the Proposed Development that shows a variety of stages of establishment and maturity. This will enhance the quality of the Proposed Development and also help to integrate the Site with the local landscape (**Figure 7.7: Illustrative Landscape Masterplan** provides an indicative example of how this strategy could be realised).

Landscape Boundary Treatments

- 7.5.17 The treatment of boundaries as part of the overall landscape strategy has been carefully considered, given the scale of the Proposed Development, and the relative sensitivity of some of the boundaries, dependent upon location and aspect.
- 7.5.18 The northern boundary comprises existing hedgerows and tree belts. This vegetation will be retained and enhanced through additional planting of similar species demonstrating long term succession of a robust boundary with the adjacent countryside and green belt. In addition to the existing boundary vegetation an offset to the development edge will include an area of linear open space that will include additional tree planting, hedgerow along the development edge to provide suitable defensible edge between development and open space whilst allowing natural surveillance from properties fronting on to the open space.
- 7.5.19 In the north-east corner of the site there is an area of attenuation that will include wetland shrub and tree planting and species rich grasslands appropriate to areas that may
- 7.5.20 To the west the existing hedgerow will be infilled where necessary and a further area of linear open space will connect to the existing public footpath to the north to Thompsons Lane in the south.

- 7.5.21 The south-eastern boundary will include extended back garden space to allow for additional tree and hedgerow planting dividing existing and proposed residential units.

Drainage

- 7.5.22 Areas provided for balancing ponds/swales, and other attenuation areas are generally located through the central area of the Proposed Development, with smaller balancing ponds located in the south -west and north-eastern corner as part of a holistic open space design (refer to **Figure 7.7: Illustrative Landscape Masterplan** for how this area of the development could work). As such, these features will comprise a prominent part of the overall landscape strategy.

- 7.5.23 The type, scale and appearance of these features will vary dependent upon location, some areas of the balancing ponds are likely to have a level of permanent water. Their appearance will be complemented with planting mixes and their amenity value will contribute to the various movement corridors around the Site.

- 7.5.24 The following table (**Table 7.15**) summarises the proposed measures incorporated into the design of the development proposal as mitigation.

Play Provision

- 7.5.25 Within the centre of the site, adjacent to, but separate from the existing pond, a play area is proposed with the required off sets from the proposed dwellings that surround it to the north and west providing natural surveillance.

- 7.5.26 In the north-west corner of the site there is the potential for an area to include trim trail equipment between the existing hedgerow and development edge. Proposed properties to the south of the open space will once again provide natural surveillance.

Feature Trees

- 7.5.27 Throughout the Proposed Development there are many opportunities for feature tree planting. This can be used at the entrance to provide an attractive gateway into the site; throughout the internal layout of the development cells to highlight key junctions and feature areas; and within the open space to highlight key routes. These feature trees will be a combination of native species, similar to those lost from the existing vegetation infrastructure, and ornamental species, within development cells providing interest and legibility to the proposed scheme.

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Table 7.15 Summary of incorporated mitigation

Incorporated mitigation	Purpose and justification
Retention of existing structural vegetation including the central tree group, together with hedgerows and mature trees as shown on the parameters plan.	To provide a framework of existing green infrastructure. To reduce the effects on landscape character. To maintain softening and filtering of views from the surrounding area. To provide a strong landscape infrastructure to accommodate the Proposed Development cells.
Retain existing field pattern and boundary hedgerows as identified on parameter plans.	To protect and retain landscape features and contribute to the quality of the Proposed Development in terms of design and mitigation, and to break up the overall scale of the Proposed Development, in particular when viewed from locally elevated areas to the west and north-west.
Provision of appropriate boundary set-backs to the north (between 10-20m) and west (between 10-25m).	To positively respond the wider landscape context to the north-west; to protect the amenity value of existing public footpaths; and to prevent rooflines breaking the local ridgeline to the west of the Site when views from the lower lying public footpath to the east of Hall Yard Wood.
Introduction of new planting, to include native and hedgerows, and tree groups along existing internal hedgerow boundaries. Proposed hedgerow planting will be introduced within development cells and areas of open space and will include native species and ornamental varieties. Additional tree planting will be included within the street scenes and the areas of open space. This will include many feature trees of native and ornamental species	To provide visual screening and softening to and from receptors on more elevated landform to the west and north-west. To provide landscape led visual 'breaks' in the overall mass of the Proposed Development; and to generate a landscape context that shows a variety of stages of vegetation establishment and maturity, ensuring succession of planting and biodiversity. Introduction of proposed hedgerow will provide replacement of hedgerow removed for the internal road network and provide suitable defensible boundaries between residential curtilages, the road network and areas of open space. There is potential for proposed planting to exceed that being removed. Additional feature tree planting will also provide replacement trees for those removed. There are opportunities to provide more replacement trees than the number of trees lost within the Proposed Development.
Inclusion of a very significant area of public open space through the centre of the Proposed Development, including play space, tree planting, public access, attenuation and retention of the existing vegetation framework.	To provide an effective 'buffer' between the Proposed Development cells that will break up the scale and massing of the Proposed Development; and to provide a level of open space that is commensurate with the scale and form of the Proposed Development, and that respects and complements adjacent land uses.

Additional Mitigation

Construction

7.5.28 A Code of Construction Practice (CoCP) will be developed prior to the commencement of construction. The content of this document will aim to promote good site management and ensure that both statutory and non-statutory environmental commitments are adhered to.

7.5.29 Measures that could be incorporated into the draft CoCP to avoid or reduce landscape and visual effects during construction include:

- Site clearance and removal of vegetation on a phased basis to limit the duration of impacts associated with losses of vegetation;
- Maximising the retention of existing trees and vegetation in the design where possible, specifically this includes, but is not limited to, the hedgerow network across the site and along its boundaries;
- Protection of all retained existing vegetation for the duration of the construction period (including accommodation works and site demobilisation) to ensure no vegetation is lost due to poor site management or construction operations;
- Replacement of any trees intended to be retained which may be lost unintentionally as a consequence of construction works;
- A phased programme of planting and early implementation of planting and other landscape measures where there is no conflict with construction activities or other requirements of the Proposed Development;
- Appropriate maintenance of planting and seeding works and implementation of management measures, to continue through the construction period as landscape works are completed;
- Strict adherence to the site boundaries of construction and storage compounds and construction access roads, including the use of well-maintained hoardings and fencing; and
- Designing construction lighting to avoid unnecessary intrusion onto adjacent buildings and other land uses.

Operation

7.5.30 Mitigation measures for landscape and visual matters have been incorporated into the Proposed Development as an integrated part of the design process. It is anticipated that all proposed landscape mitigation measures will be in place at completion, however, it should be noted that at the early stages many of the proposed landscape mitigation measures will not be sufficiently established to perform their intended landscape function or will deliver only a part of their intended function.

Table 7.16: Mitigation

Ref	Measure to avoid, reduce or manage any adverse effects and/or to deliver beneficial effects	How measure would be secured		
		By Design	By S.106	By Condition
1	Appropriate setting of the spread and height of the development envelope within the Site.	X		
2	Retention of existing structural vegetation including hedgerows and mature trees throughout the Site where possible.	X		
3	Retention of open space and the introduction of a new areas of open space and green infrastructure connected with green links.	X		
4	Additional planting where possible to existing hedgerows, hedgerow trees and the introduction of new woodland blocks, amenity tree planting and wildflower areas.	X		
5	Areas of drainage attenuation areas set within open space.	X		
6	High quality landscape scheme and detailed design.			X

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Enhancements

- 7.5.31 Enhancements can be achieved through the adoption of a landscape management plan for the Proposed Development, complete with a series of aims and objectives that seek to improve the quality of the landscape in terms of its development (both visually and physically), its content (wildlife and habitat creation) and its diversity (opportunities for creation of additional landscape elements, such as ditches, water bodies, or new tree groups). The duration of the management plan may vary covering 5, 10 or 20 years, and the management approaches would vary dependent upon the aims and objectives. A management plan consist of a framework informed by all relevant data (ecological and landscape surveys, management prescriptions, contract documentation etc.), and be monitored on an agreed basis, typically annually.

Residual Effects

- 7.5.32 In relation to the landscape character, over time the proposed landscape planting strategy will have established sufficient to help further integrate the Proposed Development into the surrounding landscape character. The magnitude of impact will reduce and as such so will the overall effect in relation to both the Ancient Arden LCT and the local landscape character.
- 7.5.33 Over time the effects on visual amenity will also reduce. New planting within the Proposed Development will have established sufficiently in order to provide a softened green edge which will contribute to the filtering and screening of some elements of the Proposed Development. The magnitude of impact will reduce and as such so will the overall effect in relation to visual receptors using PROW and along roads. The resultant residual effects are set out in **Table 7.14** and **Table 7.17**.

7.6 CUMULATIVE AND IN-COMBINATION EFFECTS

- 7.6.1 Cumulative effects refer to those caused by additional changes as a result of the Proposed Development in conjunction with other similar developments, or as the combined effect of developments taken together. The GLVIA3 address cumulative landscape and visual effects, separately. Cumulative landscape effects are defined:

"...effects that can impact on either the physical fabric or character of the landscape, or any special values attached to it".

- 7.6.2 Cumulative visual effects are defined as:

"...effects that can be caused by combined visibility, which occurs where the observer is able to see two or more developments from one viewpoint and/or sequential effects which occur when the observer has to move to another viewpoint to see different developments".

Inter-project Cumulative Effects

- 7.6.3 This Chapter considers the Proposed Development in combination with the following approved projects;
- Land bounded by Hall Brook, Bennetts Road South, Sandpits Lane and Tamworth Road. (OUT/2014/2282) Approved 12/02/2018 for 800 dwellings, with associated Local Centre comprising Convenience Store (Class A1) Retail/Commercial Units (Class A1, A2, A3, A5 and/or D1); primary school; public open space; allotments; nature conservation area and landscaping. This approved project forms part of the wider Housing Strategic Allocation at Keresley.

- 7.6.4 No further recently approved projects have been identified which are considered relevant to consider, however it is acknowledged the Site forms part of the wider Housing Strategic Allocation at Keresley. Whilst the entire allocation has yet to be subject to planning approvals (except the area noted above), it is acknowledged that the allocation could be considered as a "reasonable foreseeable" development.
- 7.6.5 Consideration to the potential for cumulative effects with the wider allocation will therefore be given. This will specifically ensure that the Proposed Development would not prejudice the potential for this wider development through considered siting of the development envelope and mitigation proposals.
- 7.6.6 It is noted that three parcels of the allocation have been subject to either (undetermined) planning applications and/or screening requests as follows:
- Land between Tamworth Road and Fivefield Road (OUT/2019/0022), Applicant Bellway Homes): An outline planning application has been submitted for demolition of existing structures, 550 dwellings with associated access, pedestrian/cycle and emergency access, diversion of public rights of way, highway improvements, parking, landscaping, public open space and associated infrastructure. This parcel of land lies to the south of the subject Site, adjacent to the area subject to planning approval. The submitted illustrative masterplan is included at Appendix 2.4 of Chapter 2 of this Environmental Statement. The application has yet to be determined at the time of writing this ES;
 - Rookery Farm, Watery Lane (OUT/2018/3080, Applicant JG Gray Ltd, Gillitt Properties Ltd & Newcombe Estates Company Ltd): An outline planning application has been submitted for up to 40 dwellings with associated landscaping/open space, drainage and highway infrastructure. The submitted illustrative masterplan is included at Appendix 2.5 of Chapter 2 of this Environmental Statement. The application has yet to be determined at the time of writing this ES; and
 - Land at Bennetts Road (SCR/2018/0468, Applicant David Wilson Homes): A Screening request has been made for 450 dwellings with associated works. This parcel of land lies to the south east of the subject Site, to the east of Bennetts Road and the area subject to planning approval.

Cumulative Construction Effects

- 7.6.7 Should the allocated site, or any additional SUE sites pending approval, come forward within similar timeframes, during construction, the cumulative impacts arising as a result of both the Proposed Development and development of the allocated site will include:
- Demolition, earthworks and general construction activity associated with each of the sites; and
 - Progressive implementation of the Proposed Developments as each of the phases is built out to completion.

Cumulative Operation Effects

- 7.6.8 Receptors likely to be subject to cumulative impacts arising as a result of the Proposed Development and development of the allocated site and/or additional SUE sites pending approval include:
- Physical landscape resources (including landform, land use, vegetation, settlement pattern and access);
 - Landscape character; and
 - Visual receptors.

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- 7.6.9 At completion, the cumulative impacts arising from both the Proposed Development and development of the allocated site and/or additional SUE sites pending approval include:
- Permanent presence of new built form; and
 - Early establishment and long-term maturation of structural landscaping associated with each site.

Cumulative Landscape Effects

- 7.6.10 Both the Proposed Development, development on the allocated site and/or additional SUE sites pending approval will be subject to similar construction processes as determined for the Proposed Development. Due to the scale of the Proposed Development there is likely to be extensive construction activity, phased over a period of time. Direct impacts on landscape resources are likely to occur (for example, loss of vegetation, changes in land use, alteration of settlement pattern).
- 7.6.11 Within the landscape character type of Ancient Arden would be more widely affected by the SUE site as a whole due to the scale of the overall development in relation to the scale of the LCT. In addition the wider LCT is generally more rural in nature and the addition of large scale development would hold greater impact. Despite these factors it is considered that the Ancient Arden landscape character type is farther reaching than the immediate surroundings of the suburban edge and proposed SUE. Therefore, over all the impact on the wider LCT is unlikely to be increase significantly from that described for the Proposed Development, which lies at the most rural point of the wider SUE in the north of the allocation.
- 7.6.12 The Proposed Development in combination with development on the allocated site and/or additional SUE sites pending approval will not generally be experienced together within the landscape. This is due to intervening topography, vegetation (Bunsons Wood and Pikehorne Wood) and built form (ribbon development along Bennetts Road and Tamworth Road). As a result, development on the allocated site and/or additional SUE sites pending approval is not likely to result in a higher magnitude of impact above and beyond that of the Proposed Development itself in landscape character terms.

Cumulative Visual Effects

- 7.6.13 Opportunities for views where the wider area of new development will be seen in combination will be extremely limited due to the combination of the localised ridgeline, and prominent vegetation (Bunsons Wood and Pikehorne Wood) and built form (ribbon development along Bennetts Road and Tamworth Road) that sits between the Proposed Development and development on the allocated site and the additional submitted sites.
- 7.6.14 As a result, development on the allocated site and/or additional SUE sites pending approval is only likely to result very limited increases in the magnitude of impact from a very limited number of locations, potentially including viewpoints 8 and 9 where views of the Proposed Development are unlikely, however the additional allocated site and submitted site off Bennetts Road may be visible.

Summary

- 7.6.15 It is considered that the landscape and visual effects described in the preceding sections for the Proposed Development would not differ substantially as a result of either the development of the allocated site and/or additional SUE sites pending approval. On balance, cumulative landscape and visual effects are not considered to be significant.

7.7 SUMMARY**Baseline Conditions**

- 7.7.1 The Site is located to the west of Bennetts Road North, Keresley and adjoins the western built-up edge of Keresley End. The Site covers ca. 20.7ha of agricultural land. It occupies a north-east facing slope that rises gradually from ca. +120-130m Above Ordnance Survey (AOD) to the western edge at ca. +140-150m AOD, where the western boundary lies just below a local ridgeline.
- 7.7.2 The Site's boundaries are in part defined by the existing settlement edge along Bennetts Road North to the east; and Thompsons Road to the south; open countryside to the west and the Keresley Rugby Football Clubs and properties on Burrow Hill Lane to the north.
- 7.7.3 The spatial scope for the LVIA has been initially determined by reference to the area of landscape that may be affected and from which the Proposed Development may be visible. Consequently, the study area for this LVIA is based on an approximate radius of 3km from the Site, which is considered sufficient to account for the potential significant effects that will be generated by the Proposed Development.

Landscape Designations and Policy

- 7.7.4 The Site is not located in the Green Belt however the southern boundary of the Birmingham Green Belt does coincide with the northern boundary of the site. To the south of the site and Thompsons Road/Lane lies an area of Ancient Woodland known as Bunsons Wood. The site forms a part of the Coventry City Councils SUE allocation that has recently been removed from the Green Belt following the adoption of the City Councils Local Plan in December 2017. There are no other landscape-related planning designations within 1km of the Site that might be affected by appropriate development.
- 7.7.5 Policy H2 of the Coventry City Council adopted local plan identifies land at Keresley to be allocated for housing development with the potential for 3,100 dwellings. The land is referred to as Keresley sustainable urban extension (SUE) (site reference H2:1). It states that proposals "*are to be brought forward in full accordance with comprehensive Masterplans and in accordance with the Council's Urban Extension Design Guidance SPD*". It also specifies that medieval fishponds, important (ancient) hedgerows and ancient woodlands should be retained and suitable screening to existent residential dwellings

Landscape Character

- 7.7.6 The Site is located within National Character Area 97: Arden. Some of the key characteristics of this area are relevant to the site and study area however the scale of the NCA is such that effects on the NCA are not likely to be significant.
- 7.7.7 At a more local level, consideration has been given to the published studies of the 'Warwickshire Landscape Character Guidelines'. The site is located in an area defined by the Ancient Arden Landscape Character Type (LCT), its key characteristics described as:
- A varied undulating topography;
 - A network of winding lanes and trackways often confined by all hedgebanks;
 - An ancient pattern of small to medium sized fields;
 - Hedgerow and roadside oaks;
 - Field ponds associated with permanent pasture; and
 - Many place names ending in Green or End.

Landscape and Visual Issues

- 7.7.8 The study provides no judgements of the sensitivity of the landscape and focusses on the description of the character as a small scale farmed landscape characterised by an irregular pattern of fields with a varied, undulating topography, and narrow winding lanes. The study gives some guidance on enhancement of the local landscape character and this has been considered inherently with the development of the landscape strategy for the Proposed Development.
- 7.7.9 In this context, this LVIA has undertaken a more detailed assessment of landscape character and its sensitivity in respect of a potential residential masterplan in on the site and in the context of the local landscape character.
- 7.7.10 Overall, the landscape analysis has determined the Ancient Arden LCT to be of *medium value* and *medium susceptibility*; determining the landscape type to be of *medium sensitivity* in landscape terms.
- 7.7.11 At a local level, the landscape analysis has determined the character of the Site and its immediate context to be of *low to medium value* and *low to medium* susceptibility. Therefore, it is considered that the Site and its immediate context is of *low to medium* sensitivity.
- 7.7.12 The landscape components identified in baseline character are evaluated as constraints and opportunities in relation to the site. The design evolution for the site masterplan is then able to respond appropriately to the context of the local landscape character. Furthermore, the design of the site masterplan can incorporate measures which respond to the more specific guidance set out by published landscape character assessments.

Visual Amenity

- 7.7.13 The visual assessment references a series of viewpoints that are representative of visual receptors in the area. These illustrate views towards the site in the context of the surrounding landscape and have been used to inform judgements on impacts for specific receptors. Representative visual receptors include: residential receptors, including those along the western edge of Keresley End; recreational receptors such as walkers, cyclists and horse-riders, using public rights of way in the area; and road users, including those using local roads such as Bennetts road and Rock Lane.
- 7.7.14 The LVIA includes a detailed description for each of the locations identified including judgements on overall sensitivity.

Likely Significant Effects

Construction

- 7.7.15 For landscape effects, it is considered that the magnitude of impact on local landscape character during construction as a result of the Proposed Development is medium to high, which combined with the low to medium sensitivity of the local landscape character in this location, gives rise to a minor to moderate adverse effect in the short term.
- 7.7.16 In relation to visual effects, overall, it is considered that the magnitude of impact on visual amenity generally during construction is high, which combined with the medium to high sensitivity of the various visual receptors in this location, gives rise to an overall minor to moderate adverse effect in the short term.

Operation

- 7.7.17 In terms of physical landscape resources, the direct changes will be restricted to the Site itself. These will include the loss of some hedgerows and trees; changes to landform required for the creation of practical development platforms; sustainable drainage systems and impacts generated by the change in land use from the current field enclosures to residential development; areas of existing green infrastructure will be retained and enhanced, and new areas of open space created (including proposed landscape planting).
- 7.7.18 Overall the physical landscape impacts are considered to be direct and will be limited to the extent of the Site. There will be no additional direct impacts on the wider landscape context. The physical changes will give rise to perceived changes in the landscape character.
- 7.7.19 In respect of the landscape character of the wider area, the degree of change to the Ancient Arden LCT in this location is likely to be limited. Overall the magnitude of impact to this area will be negligible; assessed alongside the medium sensitivity, this will result in a negligible to minor adverse effect.
- 7.7.20 In the longer term, at year 15 after completion, the proposed landscape planting strategy will have established sufficiently to help to further integrate the Proposed Development into the surrounding landscape character. The magnitude of impact will reduce to neutral to negligible and there will be a negligible adverse effect.
- 7.7.21 For the site in its immediate landscape context, notwithstanding that the magnitude of impact on the site itself would be high (which is generally expected of any greenfield site), in the context of the local landscape on this part of the settlement edge, the magnitude of impact on the local landscape character is considered to be medium. This is however balanced with the design of the masterplan and its associated inherent landscape mitigation. Overall, this will result in a minor to moderate adverse effect, increasing across the site primarily on the basis of the land use change which would be the case for many residential developments on a green field site, on the settlement edge.
- 7.7.22 In the longer term, at year 15 after completion, the proposed landscape planting strategy will have established sufficiently to help to further integrate the Proposed Development into the surrounding landscape character. The magnitude of impact will reduce to low to medium and there will be a minor adverse effect.
- 7.7.23 For visual effects a range of representative viewpoints have been considered, including several of 'high' sensitivity. For the 'operational' scenario, these consider effects at completion, once construction operations have ceased and all components of the Proposed Development are in place, but also 15 years post completion, where implemented landscape components are established and likely to be effectively forming their intended function.
- 7.7.24 Of the representative viewpoints tested, individual significant effects have been identified from Viewpoint 2, being a high sensitivity receptor located immediately adjacent to the site. Other impacts are not significant, ranging from negligible adverse to moderate adverse. Taken overall (i.e. considering the broader visual context represented by the various representative viewpoints) the degree of impact is not considered significant overall.

Landscape and Visual Issues

Mitigation and Enhancement

- 7.7.25 Landscape and visual matters have been considered throughout the period of the masterplan process for the Proposed Development. This has included coordination with environmental work and the application of an iterative LVIA process
- 7.7.26 Consequently, the early design stages of the Proposed Development have been influenced by the landscape and visual constraints and opportunities that are present in the local landscape, both on the Site and in the surrounding area. This process has ensured that the location, scale and character of the Proposed Development has evolved in response to the local landscape character and will be acceptable in landscape and visual terms. Such mitigation is embedded and secured by the Parameters Plans (Figures 4.1-4.3) which shows areas of the development envelope subject to a limitation in building heights, and those areas of retained and new landscape planting, all of which combine to address the local landscape and visual constraints.
- 7.7.27 The development framework has undergone several different iterations as part of this process, and the overall aim of the landscape and visually led approach has been applied.
- 7.7.28 As a result, mitigation is embedded within the design of the Proposed Development and forms an integrated part of the proposals

Conclusion

- 7.7.29 Overall, the Proposed Development will result in some limited impacts at a localised level. The scale and form is likely to result in impacts which are limited to the site area and its immediate context, which generally include the settlement edge of Keresley End at Bennetts Road North and Thompsons Road.
- 7.7.30 A range of landscape and visual receptors have been tested and impacts have been identified for both landscape character and for visual receptors. This includes an iterative process whereby potential impacts have informed the landscape strategy for the site and mitigation has become ingrained in the Proposed Development.
- 7.7.31 The residual impacts identified as part of this process highlight that the greater degree of impact relates to the site and to a very localised immediately adjacent to the site; the effect on potential receptor groups in the wider landscape context will be generally very limited.
- 7.7.32 Overall landscape and visual effects are not considered to be significant and consequently, on balance, the Proposed Development is considered acceptable in landscape and visual terms.
- 7.7.33 **Table 7.17** provides a summary of effects, mitigation and residual effects.

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Table 7.17: Summary of Effects, Mitigation and Residual Effects.

Receptor / Receiving Environment	Description of Effect	Nature of Effect	Sensitivity Value	Magnitude of Effect	Geographical Importance	Significance of Effects	Mitigation / Enhancement Measures	Residual Effects
Construction								
Ancient Arden LCT	Direct changes to physical landscape resources present on site, but perceived in the context of the wider landscape character of the area.	Temporary Direct and indirect	Medium	Negligible-minor adverse	Regional	Negligible – minor adverse	Integrated mitigation at construction including retention of vegetation in general (wherever possible) and spatial limits on the development envelope (and construction area).	Negligible – minor adverse
Local landscape character (site in its immediate context)	Direct changes to physical landscape resources present on site, perceived in relation to the site itself and in its immediate local landscape context.	Temporary Direct and indirect	Low to medium	Medium-high	Local	Moderate adverse		Moderate adverse
Views/visual amenity	Changes to the composition of views/visual experiences.	Temporary Indirect	Range of medium and high	Range of nil to high	Local	Range of nil, and negligible up to moderate to major adverse		Range of nil, and negligible up to moderate to major adverse
Operation								
Ancient Arden LCT	Direct changes to physical landscape resources present on site, but perceived in the context of the wider landscape character of the area.	Temporary Direct and indirect	Medium	Negligible	Regional	Negligible-minor adverse	Range of landscape led influences on the masterplan with mitigation inherent in the proposals. Effects considered at	Negligible

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Local landscape character (site in its immediate context)	Direct changes to physical landscape resources present on site, perceived in relation to the site itself and in its immediate local landscape context.	Temporary Direct and indirect	Medium to low	Medium	Local	Minor - moderate adverse	completion, with residual effects considered at year 15 after completion.	Minor Adverse
Views/visual amenity (refer to Table 7.14)	Changes to the composition of views/visual experiences.	Temporary Indirect	Range of medium high	Range of nil to high	Local	Range of nil, and negligible up to moderate to major adverse		Range of nil, and negligible up to moderate adverse
Cumulative and In-combination								
Physical landscape resources Landscape character Views/visual amenity	Cumulative impacts arising in combination with approved 800 unit scheme at Tamworth Road and additional submitted proposals within the wider SUE allocation	Indirect	N/a	N/a	N/a	Neutral - negligible	N/a	Neutral - negligible