



# ENVIRONMENTAL STATEMENT: 6.3 APPENDIX 10-2: TOWNSCAPE AND VISUAL ASSESSMENT METHODOLOGY

**Cory Decarbonisation Project**

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**DECARBONISATION**

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## GLOSSARY OF DEFINED TERMS

The definition of key terms used in this report are provided below.

<b>Term</b>	<b>Definition</b>
<b>Townscape Receptors</b>	Defined aspects of the townscape that have the potential to be affected by a proposal.
<b>Visual Receptors</b>	Individuals and/or defined groups of people who have the potential to be affected by a proposal.
<b>Townscape Effects</b>	Effects on the townscape as a resource in its own right.
<b>Visual Effects</b>	Effects on specific views and on the general visual amenity experienced by people.
<b>Townscape Value</b>	The relative value that is attached to a townscape by society, it is recognised that a townscape may be valued by different people or groups for a variety of reasons or different level.
<b>Visual Value</b>	(Not defined in Guidelines for Landscape and Visual Impact Assessment 3rd edition (GLVIA3) <sup>1</sup> but a mark of the overall value attached to a view by society in general. Visual Value may be valued by different people or groups to varying degrees and for a variety of reasons at different levels.
<b>Susceptibility</b>	The ability of a defined townscape or visual receptor to accommodate the specific development without undue negative consequences.
<b>Sensitivity</b>	A term applied to defined Townscape and Visual receptors that combines judgements on value and susceptibility to change. It is subsequently used in the assessment of Significance of an effect.
<b>Magnitude</b>	The term that combines judgements about the size and scale of an identified effect and the extent of the area over which it occurs. It also considers whether the effect is reversible or irreversible for the receptor and whether it is short or long term in duration.
<b>Significance (of effect)</b>	A measure of the importance or gravity of the environmental effect arrived at by considering both Sensitivity of the receptor and Magnitude of impact.

## 1. OVERVIEW

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### 1.1. INTRODUCTION

- 1.1.1. The assessment of townscape effects is structured around the identification of townscape characteristics within the Study Area, based on a combination of desktop analysis, field survey and professional judgement. Within the Study Area there will be areas where the Proposed Scheme will take place, resulting in direct effects, or where the Proposed Scheme will cause indirect effects on setting, or where change would not be perceptible.
- 1.1.2. Townscape character is a complex mix of physical features, patterns and cultural elements. Buildings, structures, spaces and the resulting layout and urban grain, the density and mix, scale and appearance, human interaction and cultural and historic features combine to create a common ‘sense of place’ and identity that is experienced as townscape character. A townscape with consistent, intact and well defined, distinctive elements is generally considered to be of higher quality than a townscape where inappropriate or discordant elements are common.
- 1.1.3. The methodology employed in carrying out Townscape and Visual Assessment (TVIA) has been undertaken in accordance with best practice and drawn from:
- The Landscape Institute & IEMA guidelines (GLVIA3)<sup>1</sup>;
  - Townscape Character Assessment – Technical Information Note 05/2017, Revised April 2018, Landscape Institute<sup>2</sup>; and
  - Visual Representation of Development Proposals - Technical Guidance Note 06/2019, Landscape Institute<sup>3</sup>.
- 1.1.4. In the text below there are tables setting out the decision making framework for assessing Sensitivity and Magnitude and how these are considered together to reach an assessment of Significance. In all cases these tables are guidelines, not hard and fast rules.
- 1.1.5. Conclusions about the Sensitivity of receptors, the Magnitude of impacts and the Significance of effects are always based on professional judgement.
- 1.1.6. **Section 5** also summarises the methodology adopted for the photomontages presented as **Appendix 10-4: Photomontages (Volume 3)**.

### 1.2. BASELINE

- 1.2.1. The purpose of baseline studies is to establish townscape and visual baseline conditions. The following are typically undertaken as part of the baseline studies:
- identification of the Study Area proportional to the scale and nature of the proposed development and with reference to the Zone of Theoretical Visibility (ZTV);

- a mix of desktop study and field survey to identify the character of townscape and the elements, features, and aesthetic, cultural and perceptual factors which contribute to it; and
- a mix of desktop study and field survey to identify the viewpoints where they will be affected by the Proposed Scheme and different groups of people who may experience views of it.

### **1.3. DESIGN AND MITIGATION**

- 1.3.1. The design and assessment stages are iterative, with stages overlapping in part. It is expected that Landscape Architects are involved in this iterative approach from an early stage to ensure that recognition of likely townscape and visual effects of a proposed development plays an important part in the evolution of design.
- 1.3.2. In accordance with the EIA Regulations<sup>4</sup>, mitigation measures to prevent/avoid, reduce and where possible offset or remedy (or compensate for) any significant adverse townscape and visual effects are described in the chapter.

## 2. ASSIGNING VALUE AND SENSITIVITY

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### 2.1. TOWNSCAPE RECEPTORS

2.1.1. Townscape Effects can be defined as the changes in the character and quality of the townscape/landscape as a result of the Proposed Scheme, through:

- direct impacts upon the townscape fabric (specific features and elements that make up the townscape);
- indirect impacts on the overall patterns of elements and on the perceptual and aesthetic aspects that give rise to townscape character and regional and local distinctiveness; and
- impacts upon valued townscapes such as Accessible Open Land, designated or otherwise valued landscapes including wild land.

2.1.2. The Sensitivity of the Townscape Receptors has been arrived at by considering the townscape receptor value and the susceptibility of the townscape receptor to the change proposed, using professional judgement.

### 2.2. TOWNSCAPE VALUE

2.2.1. The GLVIA3<sup>1</sup> defines Landscape/Townscape Value as the relative value that is attached to different landscape/townscapes by society. A townscape may be valued by different stakeholders for a whole variety of reasons as set out in **Table 2-1**.

**Table 2-1: Townscape Value**

<b>Value</b>	<b>Recognition</b>	<b>Features</b>	<b>Quality/Condition</b>
<b>High</b>	Typically, a landscape or townscape of international or national recognition: National Landscapes, National Parks, World Heritage, designed landscapes on the English Heritage Register.	Typically, a strong sense of place with landscape/townscape features worthy of conservation; no or few detracting features.	A very high quality landscape/ townscape feature; attractive landscape/ townscape feature; exceptional distinctive.
<b>Medium</b>	Regional recognition or undesignated, but locally valued landscape/townscape, locally listed designed landscapes and Conservation Areas.	Typically, contains distinguishing features worthy of conservation; evidence of some degradation and/or some detracting elements.	Ordinary to good quality landscape/ townscape feature with some potential for substitution; a reasonably attractive landscape/townscape feature; fairly typical and commonplace.
<b>Low</b>	Typically, an undesignated landscape/ townscape feature.	Few landscape/townscape features worthy of conservation, evidence of degradation with many detracting features.	Ordinary landscape/townscape with high potential for substitution; quality that is typically commonplace and unremarkable; limited variety or distinctiveness.
<b>Negligible</b>	Typically, an undesignated landscape/ townscape feature.	No landscape/townscape features worthy of conservation; evidence of degradation with many detracting features.	Low quality with very high potential for substitution; limited variety or distinctiveness; commonplace.

## 2.3. TOWNSCAPE SUSCEPTIBILITY

2.3.1. Susceptibility is the ability of a townscape to accommodate the specific development without undue negative consequences. Susceptibility to accommodate the proposed change is categorised as high, medium, low or negligible in **Table 2-2** below.

**Table 2-2: Susceptibility of the Townscape to Change**

Level of Susceptibility	Susceptibility to Proposed Change
High	Low ability to accommodate the specific proposed change; undue consequences for the maintenance of the baseline situation (receptor value) and/or achievement of relevant planning policies/strategies.
Medium	Moderate ability to accommodate the specific proposed change; some undue consequences for the maintenance of the baseline situation (receptor value) and/or achievement of relevant planning policies/strategies.
Low	High ability to accommodate the specific proposed change; little or no undue consequences for the maintenance of the baseline situation (receptor value) and/or achievement of relevant planning policies/strategies.
Negligible	Very high ability to accommodate the specific proposed change; no undue consequences for the maintenance of the baseline situation (receptor value) and/or achievement of relevant planning policies/strategies.

## 2.4. TOWNSCAPE SENSITIVITY

2.4.1. A combination of value and susceptibility forms the basis to reach a conclusion on the Sensitivity of a townscape. It is generally accepted that a combination of high susceptibility and high value is likely to result in the highest Sensitivity, whereas a low susceptibility and low value is likely to result in the lowest level of Sensitivity. As noted in GLVIA3<sup>1</sup> there can be complex relationships between the value attributed to a townscape and its susceptibility to change, which can be particularly important when considering change in or close to designated townscapes.



- 2.4.2. Townscapes considered highly susceptible to the proposed change are normally considered to be of high Sensitivity unless there are particularly strong reasons associated with the Townscape Value that lead to a reduction in Sensitivity. Similarly, receptors considered of low or medium susceptibility are usually in the same category of Sensitivity, unless there are reasons associated with the Townscape Value that lead to an increase in Sensitivity.
- 2.4.3. **Table 2-3**, below, summarises typical characteristics of the different levels of Sensitivity for townscape. It should be noted that the levels are indicative, and arbitrary divisions of a continuum. Professional judgement is always used to determine the overall level.

**Table 2-3: Townscape Sensitivity**

Level of Sensitivity	Typical Characteristics
High	<p>Townscape characteristics or features with little or no capacity to absorb the type of change proposed without fundamentally altering current character.</p> <p>Townscape designated for its international or national Townscape Value or with highly valued features.</p> <p>Outstanding example in an area of well cared for townscape or set of features that combine to give a very strong sense of place.</p> <p>Few detracting or incongruous elements.</p>
Medium	<p>Townscape characteristics or features with moderate capacity to absorb change without fundamentally altering their present character.</p> <p>Townscape designated for its local Townscape Value or a regional designated townscape where the characteristics and qualities that led to the designation of the area are less apparent or are partially eroded or an undesignated townscape which may be valued locally – for example an important Accessible Open Land.</p> <p>An example of a townscape or a set of features which is relatively coherent, with a good but not exceptional sense of place - occasional buildings and spaces may lack quality and cohesion.</p>
Low	<p>Townscape characteristics or features which are tolerant of change without detriment to their present character.</p> <p>An area with a weak sense of place and/or poorly defined character /identity.</p>

Level of Sensitivity	Typical Characteristics
	No designation present or of low local value or in poor condition.  An example of monotonous unattractive visually conflicting or degraded townscape or set of features.

## 2.5. VISUAL RECEPTORS

- 2.5.1. Visual Effects relate to changes in available views of the landscape/townscape and the effect of those changes on people, including:
- the direct effects of the Proposed Scheme on the content and character of views (e.g. through intrusion or obstruction and/or the change or loss of existing elements in the view); and
  - the overall effect on the change on visual amenity.
- 2.5.2. The Sensitivity of a Visual Receptor reflects their susceptibility to change and any values which may be associated with the specific view. It varies depending on a number of factors such as the activity of the viewer, their reasons for being there and their expectations and the duration of view.
- 2.5.3. Certain views are highly valued for either their cultural or historical associations, which can increase the Sensitivity of the viewer. However, whilst a valued view may serve to increase the overall visual receptor Sensitivity, a low value will not necessarily reduce Sensitivity.
- 2.5.4. GLVIA3<sup>1</sup> advises that it is helpful to consider (but not restricted to) the following:
- nature of the view (full, partial or glimpsed);
  - proportion of the Proposed Scheme visible (full, most, part or none);
  - distance of the viewpoint from the Proposed Scheme and whether it would be the focus of the view or only a small element;
  - whether the view is stationary, transient or sequential; and
  - the nature of the changes to the view.
- 2.5.5. Additionally, the seasonal effects of vegetation are considered, in particular the varying degree of screening and filtering of views.

## 2.6. VALUE OF VISUAL RECEPTOR

- 2.6.1. The value associated with the particular view is described by the criteria set out in **Table 2-4** below.

**Table 2-4: Visual Receptor Value**

Value	Recognition	Indicators of value
High	Recognised views from nationally or internationally important landscape or heritage resources, Scheduled Monuments; may be identified in planning policies or statutory documents.	High value/celebrated view; referred to in national or international guidebooks, tourist guides etc.; literary and art references; presence of interpretive facilities (e.g. visitor centre).
Medium	Recognised views from local or regionally important townscape or heritage resource, such as Local Landscape Areas or Conservation Areas; may be identified in local planning policies or supplementary planning documents.	Moderately valued view; referred to in local or regional guidebooks, tourist maps etc.; local literary and art references; presence of some interpretive facilities (e.g. parking places or sign boards).
Low	Views from locations with no local or regional importance with minimal or no cultural associations.	Low valued view; without designation or reference at national, regional, or local level.

## 2.7. SUSCEPTIBILITY OF VISUAL RECEPTOR

2.7.1. The criteria for the assessment of visual susceptibility are set out in **Table 2-5** below.

**Table 2-5: Susceptibility of the Visual Receptor to Change**

Susceptibility to Proposed Change	Criteria
High	<ul style="list-style-type: none"> <li>● residents at home;</li> <li>● walkers on long distance trails and mountain access routes;</li> <li>● users of footpaths where the attractive nature of the countryside is a significant factor in the enjoyment of the walk;</li> <li>● cyclists on national and local cycle routes designed to provide an attractive experience;</li> <li>● road users on recognised tourist routes; and</li> <li>● visitors to townscape and heritage resources and other attractions where views of the surroundings are an important contributor to appreciation, experience and/or enjoyment.</li> </ul>

Susceptibility to Proposed Change	Criteria
Medium	<ul style="list-style-type: none"> <li>• general road users;</li> <li>• passengers on rail lines where the trains run at low or moderate speeds;</li> <li>• users of Accessible Open Land and footpaths where the nature of the surroundings is not a significant factor in the enjoyment of the activity; and</li> <li>• visitors to landscape and heritage resources and other attractions where views of the surroundings are a minor contributor to appreciation, experience and/or enjoyment.</li> </ul>
Low	<ul style="list-style-type: none"> <li>• people at their place of work or shopping;</li> <li>• users of high speed roads and passengers in trains running at high speed;</li> <li>• people engaged in recreational activities where the view of the surroundings is secondary to the enjoyment of the activity (such as playing or spectating at outdoor sports facilities); and</li> <li>• users of Accessible Open Land and footpaths where the nature of the surroundings is irrelevant to the enjoyment of the activity.</li> </ul>
Negligible	<ul style="list-style-type: none"> <li>• users of indoor facilities where the view is irrelevant to their activity.</li> </ul>

## 2.8. VISUAL SENSITIVITY

- 2.8.1. As with townscape, susceptibility and value can be combined in different ways to form a judgement about the Sensitivity of a given receptor. It is generally accepted that a combination of high susceptibility and high value is likely to result in the highest Sensitivity, whereas a low susceptibility and low value is likely to result in the lowest level of Sensitivity.
- 2.8.2. However, whilst a valued view may serve to increase the overall Sensitivity of the visual receptor, a low value will not necessarily reduce Sensitivity. Visual Receptors considered highly susceptible to the proposed change are normally considered to be of high Sensitivity unless there are particularly strong reasons associated with the value of the view that lead to a reduction in Sensitivity. Similarly, receptors considered of low or medium susceptibility are usually in the same category of Sensitivity, unless there are reasons associated with the value of the view that lead to an increase in Sensitivity.

2.8.3. **Table 2-6** below, summarises typical characteristics of the different levels of Sensitivity. It should be noted that the levels are indicative, and the levels shown are arbitrary divisions of a continuum.

**Table 2-6: Visual Sensitivity**

Level of Sensitivity	Criteria
Very High	<ol style="list-style-type: none"> <li>1) Static views from and of major tourist attractions.</li> <li>2) Views from and of very important national/international landscapes/townscapes, cultural/historical sites (e.g. National Parks, UNESCO World Heritage sites).</li> <li>3) Receptors engaged in specific activities for enjoyment of dark skies.</li> </ol>
High	<ol style="list-style-type: none"> <li>1) Views by users of nationally important PRoW/recreational trails (e.g. national trails, long distance footpaths).</li> <li>2) Views by users of Accessible Open Land for enjoyment of the countryside (e.g. country parks).</li> <li>3) Static views from dense residential areas, longer transient views from designated Accessible Open Land, recreational areas.</li> <li>4) Views from, and of, rare designated landscapes of national importance.</li> </ol>
Medium	<ol style="list-style-type: none"> <li>1) Static views from less populated residential areas, schools and other institutional buildings and their outdoor areas.</li> <li>2) Views by outdoor workers.</li> <li>3) Transient views from local/regional areas such as Accessible Open Land, scenic roads, railways or waterways, users of local/regional designated tourist routes of moderate importance.</li> <li>4) Views from and of landscapes of regional importance.</li> </ol>
Low	<ol style="list-style-type: none"> <li>1) Views by users of main roads or passengers in public transport on main arterial routes.</li> <li>2) Views by indoor workers.</li> <li>3) Views by users of recreational/formal sports facilities where the landscape is secondary to enjoyment of the sport.</li> <li>4) Views by users of local Accessible Open Land of limited importance with limited variety or distinctiveness.</li> </ol>

Level of Sensitivity	Criteria
Negligible	<ol style="list-style-type: none"><li>1) Quick transient views such as from fast moving vehicles.</li><li>2) Views from industrial area, land awaiting redevelopment.</li><li>3) Views from landscapes of no importance with no variety or distinctiveness.</li></ol>

### 3. ASSESSING MAGNITUDE OF IMPACT

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- 3.1.1. The Magnitude of landscape and visual effect depends upon a combination of factors including the size, scale and nature of change in relation to the context; the geographical extent of the area influenced; and its duration and reversibility. Typical criteria used in the assessment presented in **Chapter 10: Townscape and Visual (Volume 1)** are in **Table 3-1** below.

**Table 3-1: Townscape Magnitude of Impact (Change)**

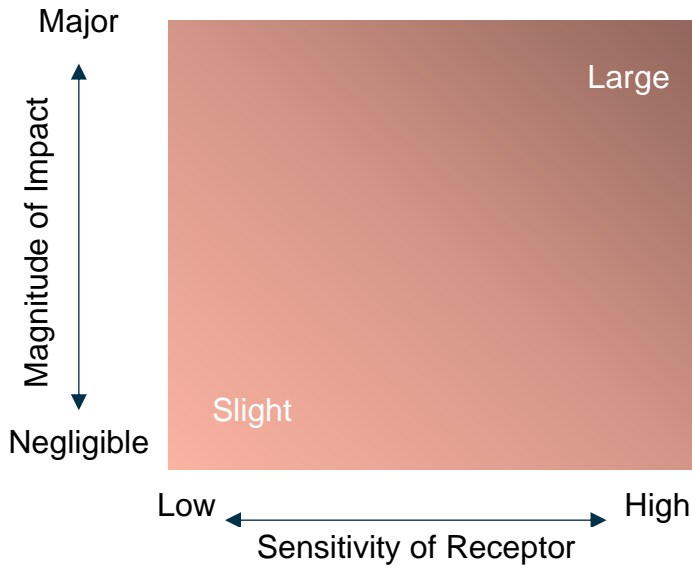
Classification	Size or Scale of Change	Geographical Extent	Duration	Reversibility
<b>Major</b>	Highly noticeable change, affecting most key characteristics and dominating the experience of the townscape.  Introduction of highly conspicuous new development.	Extensive, affecting the entire townscape area.	Long term (10+ years)	Permanent /Irreversible
<b>Moderate</b>	Noticeable change, affecting some key characteristics and the experience of the townscape.  Introduction of some new elements.	Affecting the application Site and a proportion of the townscape area greater than the immediate setting.	Medium term (5-10 years)	Partially Reversible /Temporary
<b>Low</b>	Localised change, affecting some characteristics and the experience of the townscape.  Introduction of small or relatively inconspicuous new elements.	Limited to within the application Site and immediate setting.	Short term (0-4 years)	Reversible
<b>Negligible</b>	No or very little change from baseline conditions.  Change not material, barely distinguishable or indistinguishable.	Limited to within the application Site and immediate setting.	Short term (0-4 years)	Reversible



## 4. LEVEL OF EFFECT AND SIGNIFICANCE

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- 4.1.1. The objective of the assessment process is to identify and evaluate the likely significant effects arising from the Proposed Scheme. The assessment has also identified the residual effects likely to arise from the completed and operational Proposed Scheme, considering mitigation measures and change over time. The effects of the Proposed Scheme upon the future baseline (including operational Riverside 2) have been identified and assessed at two points in time:
- Construction Phase
  - Operation Phase
- 4.1.2. Whilst there is a large degree of professional judgement involved in determining the Significance of townscape and visual effects, they can broadly be determined by the interaction of the Sensitivity of the receptor and Magnitude of change, which has been informed by predefined broad criteria and example scenarios as set out in **Table 4-1** below.
- 4.1.3. The following terms are used to define the nature of the residual Townscape Effects:
- Adverse: The Proposed Scheme is anticipated to result in direct loss of physical townscape resources, weaken key characteristics or negatively affect the integrity of a townscape designation.
  - Beneficial: The Proposed Scheme is anticipated to replace poor quality elements of the existing townscape or strengthen existing townscape characteristics.
  - Neutral: The introduction of the Proposed Scheme is neither adverse, nor beneficial or is anticipated to include a combination of both adverse and beneficial effects that on balance create a neutral overall effect.
- 4.1.4. The following terms have been used to define the nature of residual Visual Effects:
- Adverse: The Proposed Scheme reduces visual amenity.
  - Beneficial: The visual amenity is improved by the Proposed Scheme.
  - Neutral: The visual amenity is neither improved nor reduced by the Proposed Scheme or is anticipated to include a combination of both adverse and beneficial effects that on balance create a neutral overall effect.
- 4.1.5. The gradations of Magnitude of change and level of effect used in the assessment represent a continuum, which are described in a five-point scale: major; moderate; low; negligible. Where appropriate, the assessment uses intermediate descriptors, such as slight to negligible, slight to moderate or moderate to large, where the assessor considers that the effect falls between the levels used in **Table 4-1**.
- 4.1.6. The effects diagram provided below illustrates the typical relationship between the Magnitude of impact and the Sensitivity of the receptor.



**Figure 4-1: Significance of Effect Diagram**

**Table 4-1: Level of Townscape and Visual Effect**

Level of Effect	Townscape Effect	Visual Effect
Large beneficial (Significant)	The Proposed Scheme would result in a substantial alteration to highly sensitive elements/features of the baseline (predevelopment) conditions. Notably affects an area of recognised national townscape quality in a positive way. Substantial improved alteration to the character, scale or pattern of the townscape, assisting in a more coherent townscape character area.	The Proposed Scheme would create a major improvement within highly sensitive views. Major/substantial alteration to elements/features of the baseline (predevelopment) conditions. Where the Proposed Scheme would cause a very noticeable alteration in the existing view. This would typically occur where the Proposed Scheme opens or improves upon an existing view of a townscape/feature of regional or national importance and the Proposed Scheme would enhance the future view.
Moderate beneficial (Significant)	Moderate would typically sit between Major and Minor Magnitude criteria, substantially altering the lower Sensitivity receptors in a beneficial way or partially altering higher sensitive receptors in a beneficial way.	Moderate would typically sit between Major and Minor Magnitude criteria, substantially altering lower Sensitivity receptors in a beneficial way or partially altering higher sensitive receptors in a beneficial way.
Slight beneficial (Not Significant)	The Proposed Scheme partially changes the character of the Site and immediate context without adjusting the overall townscape character area. The Proposed Scheme would complement the scale, landform and pattern of the landscape, whilst maintaining the existing character.	The Proposed Scheme would result in minor improvements to the existing view. This would typically occur where change arising from the alteration would be discernible, but the underlying character/composition/attributes of the baseline condition will be similar or improved upon compared to predevelopment. It would also occur where the Proposed Scheme newly appears in the view but not as a point of principal focus or where the Proposed Scheme is closely located to the viewpoint but seen at an acute angle and at the extremity of the overall view.
Negligible neutral (Not Significant)	No or very little change from baseline conditions for lower and higher Sensitivity receptors. Change not material, barely distinguishable or indistinguishable. The change is neither adverse, nor beneficial or may include a combination of both adverse and beneficial effects that on balance create a neutral overall effect.	No or very little change from baseline conditions for lower and higher Sensitivity receptors. Where there is no discernible improvement or deterioration in the existing view. The change is neither adverse, nor beneficial or may include a combination of both adverse and beneficial effects that on balance create a neutral overall effect.
Slight adverse (Not Significant)	The Proposed Scheme partially changes the character of the Site and immediate context without compromising the overall existing townscape character area. It may result in the loss or alteration to one or more key elements or features of the landscape, to include the introduction of elements that may not be characteristic of the surrounding landscape.	A minor shift away from baseline conditions. This would typically occur where change arising from the alteration would be discernible, but the underlying character/composition/attributes of the baseline condition will be similar compared to the predevelopment. It would also occur where the Proposed Scheme newly appears in the view but not as a point of principal focus or where the Proposed Scheme is closely located to the viewpoint but seen at an acute angle and at the extremity of the overall view.
Moderate adverse (Significant)	Moderate would typically sit between Major and Minor Magnitude criteria, substantially altering the lower Sensitivity receptors in an adverse way or partially altering higher sensitive receptors in an adverse way.	Moderate would typically sit between Major and Minor Magnitude criteria, substantially altering lower Sensitivity receptors in an adverse way or partially altering higher sensitive receptors in an adverse way.
Large adverse (Significant)	The Proposed Scheme would damage, degrade or badly diminish highly sensitive landscape character features, elements and their setting. Notably affect an area of recognised national townscape quality in a negative way.	The Proposed Scheme would create a major deterioration within highly sensitive views. Major/substantial alteration to elements/features of the baseline (predevelopment) conditions.

Level of Effect	Townscape Effect	Visual Effect
	<p>Substantial degrading alteration to the character, scale or pattern of the townscape, resulting in an incoherent townscape character area.</p>	<p>Where the Proposed Scheme would cause a very noticeable alteration in the existing view.</p> <p>This would typically occur where the Proposed Scheme would be visually intrusive and would disrupt fine and valued views both into and across the area or may close an existing view of a townscape feature of regional or national importance.</p>

- 4.1.7. It should be noted that, when actually viewing the townscape, viewers experience the townscape as part of a progression of views or vistas where individuals move through streets or spaces rather than stand still. Viewers also have peripheral vision and can look around and take in a much wider angle of view than can be shown in a photograph. Perception of the view is also coloured by knowledge, experience, memory and the other senses, including sound and smell. Whilst the methodology is designed to be robust and transparent, experienced professional judgement (in accordance with GLVIA3<sup>1</sup>, Paragraphs 2.23 -2.24), is ultimately applied to determine the Significance of each effect and a reasoned argument is presented in respect of the findings in each case in **Chapter 10: Townscape and Visual (Volume 1)**.
- 4.1.8. For the purposes of this document and the assessment set out in **Chapter 10: Townscape and Visual (Volume 1)**, effects identified as 'Moderate' or above are considered to be 'Significant' in EIA terms.

## 5. PHOTOMONTAGE METHODOLOGY

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- 5.1.1. High quality visuals are critical to communicating the design and functional intentions of any development. They provide a realistic representation of the proposed design, making it easier for stakeholders and the public to understand the layout, scale, and overall vision of a given development. 3D images can generate more interest from the public, encouraging community involvement and feedback iteratively during the design process. Visualisations are also an important part of the design process; by simulating real world conditions they can reveal potential challenges in the design (such as pedestrian activity, accessibility, or functionality) allowing for necessary adjustments before implementation.
- 5.1.2. The methodology followed for the production of **Appendix 10-4: Photomontages (Volume 3)** is outlined below:
- a review of the photography, presented in **Appendix 10-1: Visual Assessment Photographs (Volume 3)**;
  - develop a visualisation model using Autodesk 3DS Max software, using CAD design data and material specifications (in accordance with the **Design Approach Document (Document Reference 5.6)**);
  - develop draft visualisations, using Adobe CS which sets the basic look of each view, the design content and layout; and
  - draft visualisations refined to include more detail such as material finishes, vehicles, planting and people.
- 5.1.3. The planting proposals shown on **Appendix 10-4: Photomontages (Volume 3)** are visualisations of the planting proposals at Year 15, once established.

## 6. REFERENCES

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<sup>1</sup> Landscape Institute and Institute of Environmental Management and Assessment. (2013). 'Guidelines for Landscape and Visual Impact Assessment (GLVIA) 3<sup>rd</sup> Edition. London: Routledge'. Available at: <https://www.torbay.gov.uk/media/15326/68-guidelinesforlandscapeandvisualimpactassessment-3rd-edition-2013.pdf>

<sup>2</sup> Landscape Institute. (2018). 'Townscape Character Assessment Technical Information Note 05/2017, Revised April 2018'. Available at:

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<sup>3</sup> Landscape Institute. (2019). 'Visual Representation of Development Proposals - Technical Guidance Note 06/2019'. Available at:

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<sup>4</sup> Highways England. (2019). 'LA 104 Environmental Assessment and Monitoring'. Available online at: [LA 104 - Environmental assessment and monitoring - DMRB \(standardsforhighways.co.uk\)](http://standardsforhighways.co.uk/la-104-environmental-assessment-and-monitoring-dmrb)



## DECARBONISATION

10 Dominion Street  
Floor 5  
Moorgate, London  
EC2M 2EF  
Contact Tel: 020 7417 5200  
Email: [enquiries@corygroup.co.uk](mailto:enquiries@corygroup.co.uk)  
**[corygroup.co.uk](http://corygroup.co.uk)**